THE SERVICE SYSTEM DESIGN FOR "1090" PUBLIC WELFARE–DESIGN PROJECT

YAN HAN
Supervisor:
David Fassi
PSSD
797835
2014.JUL

10% time for 90% people

ABSTRACT

Nowadays, with the rapid development of informationization, public benefit activities is a hot social topic, which emphasizes participation and experiential experience, aimed to build a public participation structure. It advocates voluntary, self-help and independence, so as to spread positive energy. With the growth of mainstream online media and the emerging of new network media, the online media works more mature, with more diversified forms of activities, which provides a broad platform for the public participation and covers a broader range. At the same time, design steps into the public services area gradually. It begins to focus on the general public life, which can be benefit to the people of creative field and push forward social innovation. In this process, design is no longer purely a design, but also a way of treatment, a solution, an innovation and attempt of social management.

"1090" was designed by professor Fan Shengxi, and associate professor Yang Wenqing at college of design and innovation, Tongji University. It calls for designers to pay attention to the forgotten corner, starting from the minor matter what they can do. Designers should use 10% time to help 90% people to focus on social values of design, in order to design for daily life and let people find more beauty in daily life. From initiating, planning, communicating to execution, the Project "1090" has widely used public art elements including materials and forms. Using design to promote public activities, at the same time, will also popularize the idea that "design can benefit the world". Since 2012, I was involved in many public projects, including Guangqi Social Service Center, Qianlicao Education Institution, Helin Art in Community, iFAIR etc. I was also involved in Grandma's Origami, which was the first activity of the project "1090", from which I've accumulated much first-hand information.

This essay, based on the fact of rising public participation in the Internet Age, utilizing the concept and method of service system design, puts forward the new idea of "design for public welfare". Taking the project "1090" as an example, this essay explores the orientation, social roles and goals of "1090". It attempts to illustrate how to use service design thinking to benefit the general public, and puts forward creative ideas as the solution.

KEY WORDS: Design for public welfare, Service Design, "1090"welfare-design project

1090

"1090" was organized by professor Fan Shengxi, and associate professor Yang Wenqing at college of design and innovation, Tongji University. It calls for designers to pay attention to the forgotten corner of our life, starting from the minor matter what they can do. Designers should use 10% time to help 90% people to focus on social values of design, in order to design for daily life and let people find more beauty in daily life.
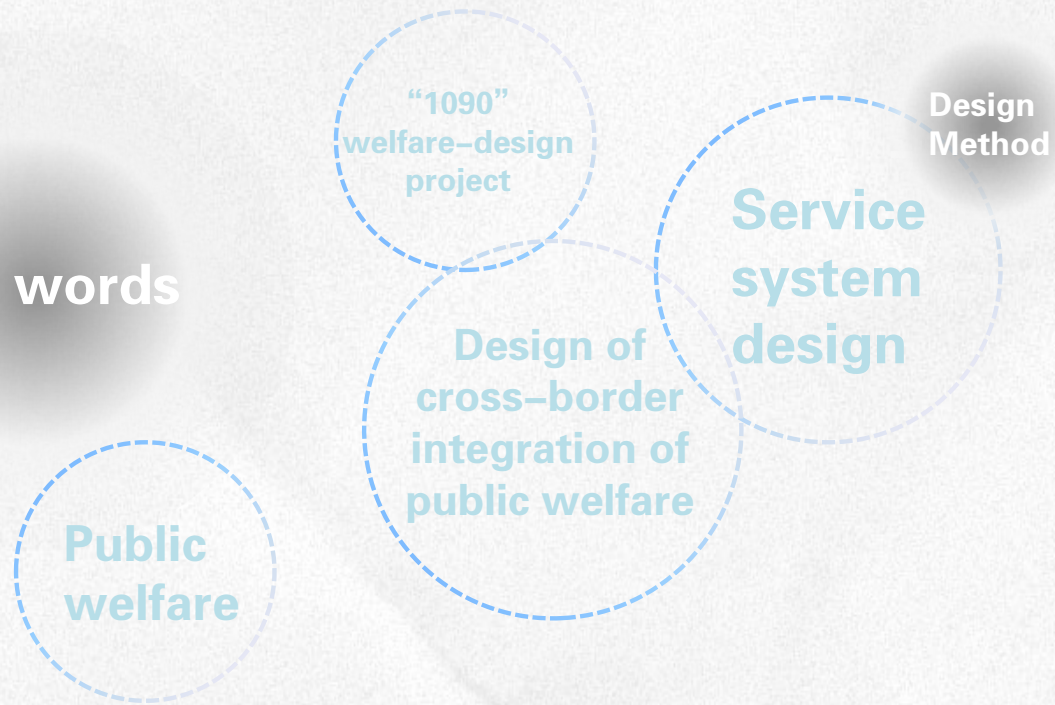
eg. exploration of literature

eg. action to be loved

eg. Grandma Origami

eg. wisdom in old city

Key words

"1090" welfare-design project

Design of cross-border integration of public welfare

Service system design

Design Method

Public welfare

Throughout the entire paper, it can be divided into two large sections of theoretical research and practical exploration. The purpose is to how to apply service design method to orientate "1090", and confirm its social role, so as to find more suitable public welfare model to develop "1090". An issue in this task to be solved hammers at serving for the public by means of the design.

CONTENTS

1 INTRODUCTION

1.1 BACKGROUND OF RESEARCH PROJECT

The project brings in a reflection on a discussion that "do you believe that design can change the world".

In recent years, design has encountered with unprecedented new challenge, from aiming at the design field of "objects" to change into the "non-material" level gradually, such as, service design, design of lifestyle and information design, etc. Under the background of "paying more attention to social attribute of design", Chinese service design is in a benign state with positive development. All kinds of challenges will be innovated and developed under this state.

In fact, design has been regarded as an important pattern to promote products' level and additional value. Therefore, it becomes a high-end field invisibly that just orientates a small number of audiences and boasts their identity. Tracing back to the last 60s and 70s, An American famous designer, writer, and teacher named Victor Papanek has already set about conducted serious criticism on the design that just goes after sensory stimulation and has no real reflection on social function. Moreover, he also has proposed such an topic for discussion that the social needs "real and significative" design(fig.1.1).
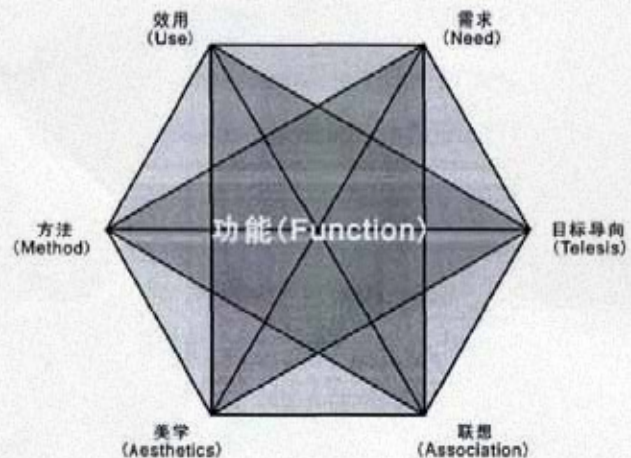
fig.1.1 definition of design - functional complexes

In 2007, National Design Museum in New York opened a exhibition called "Design for the other 90% people", this exhibition have 30 projects based on basic human needs such as shelter, education, health , energy, water, transportation and other aspects of the design. At the end of the exhibition, " Design for the other 90% people " traveling throughout the United States, it is a movement initiated in the designer, using this means the design, in order to reduce another 90% of people living costs of providing solutions to address the fundamental challenges of these poor people at the margins of society to face life and development(fig.1.2).

fig.1.2 New York exhibition "Design for the other 90% people"

2.

In recent years, with the rise of the Internet public participation, China's expanding public space, the design began to move towards public services, more people began to call attention to the lives of ordinary people, such an appeal could benefit the vast masses to become creative fields and the power of social innovation. In this process, design is no longer purely a design, but also a way of treatment, a solution, an innovation and attempt of social management. Service design rises and develops in China, provides design method and solving ideas in public service field for design. In western countries, many professional designers and design companies cooperate with the government and NGO to solve existing problems in public service together, and obtain favorable social response simultaneously.

Nowadays, "public action" becomes a social hot issue. The author participated in 2014's Shanghai Design External Exhibition called as "the city of public benefit" of its the entire process from scheming to arrange exhibitions. This exhibition sets up a bridge for public practice" and "design innovation". Thus, we can also see that the positive significance by combing design and public benefit----a new tendency of benign development for public welfare establishments. We can venture to guess, perhaps enough attractive design of public service, can be attracted young elite involved, and the design of public benefit perhaps also better fit than the usual forms of co-design needs of ordinary people(fig.1.3).

fig.1.3 2014 Shanghai Exhibition Design Exhibition periphery ——
"The public welfare city"

Design Innovation **+** Public welfare practice

At the same time, "1090" was designed by professor Fan Shengxi, and associate professor Yang Wenqing at college of design and innovation , Tongji University. It calls for designers to pay attention to the forgotten corner, starting from the minor matter what they can do. Designers should use 10% time to help 90% people to focus on social values of design, in order to design for daily life and let people find more beauty in daily life. " Maybe we can't change the social structure, we have inability to prevent the capital from going on the rampage in the world, too. However, we can at least spend 10% of our time in letting the sunlight of design shine on the whole world, letting more people can feel warmth of design. Our target is to 90% people..." this is an appeal to humanistic care. From initiating, planning, communicating to execution, the Project "1090" has widely used public art elements including materials and forms. Using design to promote public activities, at the same time, will also popularize the idea that "design can benefit the world". Therefore, design project of 1090 public benefit will become the typical case in domestic design of public benefit.

10 90

10% time for 90% people

1.2 PROJECT RESEARCH SIGNIFICANCE

In the book named Design for the Real World, Papanek, based on the topic of "social responsibility, has put forward and advocated sustainable, creative , safe and interdisciplinary design production. In recent years, international design companies, such as IDEO and Frog, etc. also start to pay attention to the demand of this 90% population, and design for the requirement of the real world. Thus, such thought makes them become the emphasis in design research field.

The project, exactly based on such philosophy of "designing for other 90%", puts forward the concept of "design public benefit" again, and advocates designers to think the social meaning of design. No matter it is service system design or the organization with new-type public benefit activities, both of them belong to the new trend of current design and social field. The research will realize a great social meaning. Combining both of them organically, it will be equipped with innovative values. Meanwhile, when the author searches for keywords of "design public benefit" in previous literature survey, he finds that Chinese networks attach more importance to explore public benefit poster, advertising creative of public benefit, visual elements and mental mechanism of sustainable green design, etc. aspects. Document literatures that involve in " how to apply design method to promote the effect and influence of public welfare programs", innovative fusion of "design and public welfare", etc. are very little.

Although some elites in domestic design field seem to turn their attention to and be keen on participating in the discussion on public and sociality, for example, in 2012's Beijing international design week based on the topic of "design for people's livelihood" held a design exhibition of public benefi. This exhibition presented that 12 China top-level interior designers designed 12 low-cost residences freely for common people who live in Beijing's movements housings(fig.1.4). In essence, the function of designers who join in welfare innovative practice case is limited. In the majority situation, designers often participate in the design process as outsiders who have professionally interior insight, but they can't obtain essential, continuous and effective structural style of participation. As a result, for designers, how to better take part in social benefit, how to find sustainably and find people who need help, these methods and approaches deserve our reflection.

fig.1.4 2012's Beijing international design week "design for people's livelihood"

1.3 RESEARCH SUBJECT

1.3.1 "1090" CURRENT SITUATION AND CONFRONTING PROBLEMS IN DEVELOPMENT

Orientation of 1090 at earlier stage is extremely distinct, and also combines with a part of designers to find out workable task(fig.1.5), covering lost and found, provision of timely help, new stories in old city, young and old, etc. Participatory a series of design public welfare programs involve in grandmothers' paper folding, action to be loved, exploration of literature, and wisdom in old city. These projects once were reported on various newspaper and media(fig.1.6), and have received a certain social influence.

fig.1.5 workable task for previous "1090"project

However, such spontaneous public welfare pattern that ,designers look for people who need help actively and voluntarily is hard to endure, lack of practical participation motivation and encouragement mechanism. Meanwhile, the process of seeking for participant public welfare programs requires for much time and many efforts, and has lower efficiency. Development status of "1090" is far from quite mature, lack of corresponding and integrated service system. Therefore, during the period of launching projects, designers and public welfare programs are disjointed, and have no form of effective mechanism for resources connection, short of communicative platform simultaneously, can't feedback information timely, make things done by designers be not wanted for people who need help. As a consequence, this is the main reason for slow development of "1090".

Therefore, in order to better shape and revitalize "1090" comprehensively, and conduct all-around improvement and upgrade, service system design should give support to it.

fig.1.6 newspaper and media report

1.3.2 "1090" EARLY CASE EXPERIENCE SUMMARY

fig.1.7 "grandma origami" project

"grandma origami" is the first phase in one of "1090" projects during 2011-2013 period(fig.1.7).

阿婆折纸

GRANDMA'S ORIGAMI

A warm story,
childhood memories

1090

Grandma Yang makes a living by selling gardenias and paper folding. However, in Shanghai, such a way of earning a living is illegal, so she is driven and tosses around the subway entrance and pedestrian street...She suffers from being exposed to the sun and rain, midsummer and severe winter. Weather in Shanghai does not pity such an old woman who is over seventy years of age at all. She hesitates to think about whether such a way is legal, but she insists simply that it will be fine with enough income. She is proud, because her life derives from her own hard work. She also tastes the happy experience of communicating with others while getting satisfied with her business. Her life philosophy "of the enthusiasm for constantly exploring the world and striving for beautiful life----it is never too late to learn", which is experienced through the conversation between our design group and Grandma Yang. When she witness there are people who have such hobbies and interests, so she gathers others' paper folding and transmits them to others. She says that it is the appeal of the God. Just like a missionary person, she transmits the mission of paper folding to modern people by using the way of "engaging in trade".

This project was carried out for two years, a team of three designers, conducted a field visits for grandmother living environment, and grandmother accompanied by interviews with family life around, learned grandmother willing to "sell origami" This media wishes to communicate with people and the elderly need to be sure to achieve the self-worth, "1090" Young Grandma design tasks including origami image overall packaging, postcards sticker design, develop new products, Shanghai origami concept, interaction and microblogging site planning.

Social impact of this project is significant(fig.1.8), positive response brought about by propaganda network platform is also obvious, "Shanghai Daily", "Youth Daily", "conscious of Tongji University newspaper" etc. its been reported. This is parts of comments on this item: This project was carried out for two years .A team constituted by three designers conducts field trip on living environment of the grandma, and interviews families who live aside or live with the grandma. They realize the grandma's aspiration that she is willing to communicate with people through media like "selling paper folding". Moreover, they realize that the aged need more affirmation and achieve their self-worth. "1090" design task includes the overall packaging of Grandma Yang's paper image, design of postcards and stickers, new products'development of Shanghai conceptual paper folding, microblog interaction and scheme on the spot, etc.

DISCUSSION

—— "Comparing with a case, it more needs to give consideration to design a system and platform."
—— "The new proposition is to design how to support and generalize social innovation. Social innova
       tion is the tendency to future economic and social development, hoping "1090" can continue to
       go ahead!"
—— "Great! The design philosophy is to love to bring benefit to the majority of people, instead of the
       minority".
—— "This is the typical case that we have designed to promote social innovation! Designers, first of all,
        should provide a kind of positive thinking strength".
—— " Love! It is great! Support! Design is to endow with definition of love".
——"Good direction for local culture SOCIAL INNOVATION, wanna see more creative update…"
——"Design for 90%, community/social innovation…It's a hot topic in developed countries…"

fig.1.8 parts of discusstion online

Thus it can be seen that design innovation has a role in promoting public welfare's influence. Most of the public give particular support to "endow with design of love". They hope that "1090" could go ahead continuously. They also propose a recommendation that it not only aims at a certain case's design, but also needs to reflect "how to design a system and platform". All of these have important practical significance on development of "1090" and embodiment of social value.

11.

1.4 RESEARCH APPROACH AND GOALS

Approach:

1). Literature , writings found at:

Collection of information through the media, Internet, publishing and other platforms query. Shanghai Library, Library of Tongji University, College of Architecture and Urban Planning Museum, design creativity College Library, Shanghai design bookstore, Milan Polytechnic Library, University of Milan professor recommended books, Tongji University Libraries Electronic Resources, China CNKI-net and the other author resource access, in-depth knowledge of the service design and other media to understand.

2). Public welfare - design Case Study:

Collection of domestic and foreign public welfare-related design case studies of public institutions with innovative concepts provide the basis for "1090" to locate and establish the value of public service prototype design projects.

3).Service system design methodology:

The use of the service system design methodology, the use of questionnaires, interviews and other research methods scene role, user analysis, analysis of the social system, the target population to experience a flow chart, storyboards, contact point design, full range of services, such as public feedback system analysis.

The Services system design following the five principles blow: user-centred, co-creative, sequencing, evidencing, holistic, having the rough design method of this service system, specific implementation will have basis and facilitate the control of innovation and details.

Goals:

Issues to be solved in this task are how to apply service design method to orientate "1090", and confirm its social role, so as to find more suitable public welfare model for developing "1090", find the public interest organizations simultaneously that can cooperate with it, ensure investigative project task, hammer at serving for the public by means of design, let more people feel and enjoy design, help people who need to be helped.

1.5 CONTRIBUTION OF THE PAPER

1. What is the purpose of explorative design? What are the role and social responsibility of contemporary designers? The role and function of "design" in the transformation process towards Chinese sustainable society.

2. To conduct investigation and carding on development trend of current public interest organizations, interview multiple public interest organizations on the spot, know about their project status and requirements, draw a conclusion that " broadening the approach to participate in public welfare is the expectation of the public on public welfare establishments.

3. The research is based on lots of literature researches related to "welfare innovation pattern" and "combination of design and public welfare", settles and gathers concerned excellent cases at home and abroad, and provides basis for value orientation of public welfare grograms and establishment of service prototype.

4. To introduce basic theory, rising and development of service design in detail, provide design thought and design methods for public welfare programs, seek for new benefits' joint point of design and public welfare unde the new social background, broaden single donative way in public welfare programs,, solve the problem of public welfare's driving force, and renovate public welfare pattern with originality.

5. Base on practical project of "1090", it reemphasizes the innovative concept of "design public welfare", makes design combine with public welfare, exploits innovation model of public welfare, solve the current situation of now public welfare is lack of design major support, realizes hematopoietic function of commonweal organization . Moreover, it can provide product assistance and publicity for designers.

2 DESIGN METHODS AND RESEARCH FRAMEWORK OF THIS PROJECT

At present, service design in domestic still is a brand-new, global, and multi-disciplinary comprehensive field. It creates brand-new experience and concentrates on customer requirements with tangle and intangible medium, It contains multi-disciplinary methodology. From the perspective of practical level, service design is based on the goal of providing integrated service for users, plans system and process design. Designers of service system can apply the tools and methods provided by this system, optimize service experience more comprehensively and systematically for users. Rising and development of service design provide design thoughts and design methods for public service.

2.1 DEVELOPMENT STATUS OF SERVICE DESIGN IN CHINA

At present, service design in domestic actually is an emerging noun. Teaching and practice of service system design in domestic still belongs to a trial sub stage. However, it cannot be denied that this integrated and systematic design innovative method once mixes with an appropriate patter, it will irradiate tremendous potentials. It also an opportunity to realize the transformation of development patterns for future China. With the wave of global service economy, if "made in China" wants to get rid of past original equipment manufacturer (OEM) and bargain price image, and obtain more powerful competitive capacity, it must have the aid of the ideology of service design, and provide total products that contain service or total solutions to forge competitive edge. For former design employees who just act as service roles, they have to undertake more social responsibilities and obligations, and spare no efforts to expand and enrich their own knowledge area, search for a kind of pattern of new-style cross-border cooperation positively. The ultimate embodiment is the responsible role and function of the "design" in the sustainable social transformation process.

14.

2.2 APPLICATION FRAMEWORK OF SERVICE DESIGN IN "1090"

Working process of service design is an iterative process of explorative investigation, innovative feedback, and implementation. In every process, service design has its corresponding method. Then, "actual cases of 1090" will utilize parts of instruments to construct service's systematic frame. And "1090" will be divided into 3 stages of "explorative investigation, innovative feedback and implementation", which is regarded as a research framework and will conduct specific analysis in Chapter 4 and Chapter 5, for providing complete designing scheme of service system(fig.2.1).

探测调研
EXPLORE

创新反馈
CREAT&REFLECT

实行
IMPLEMENT

Background
Goals
Development status of public service
Field research
Value Proposition
Motivation

Visual redesign
Storyboard
New concept
Persona
Touchpoint

Stakeholders
Application
System structures
Matrix
System map

Identify problems, find opportunities
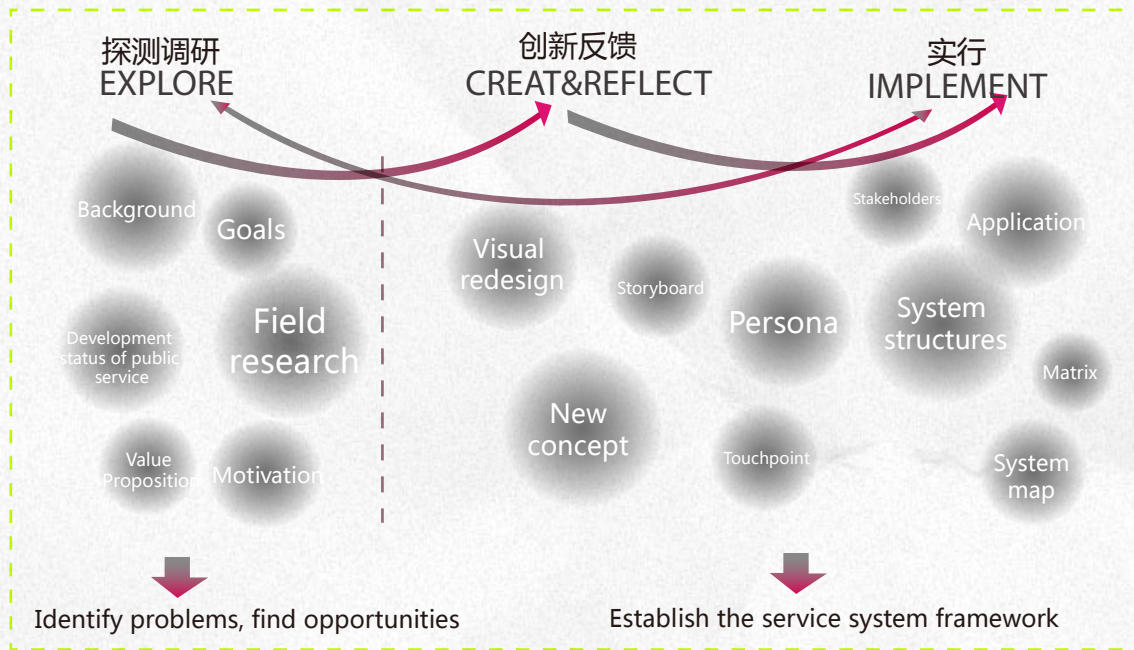
Establish the service system framework

fig.2.1 scheme of service system for "1090"

In explorative and investigable stage, first of all, it needs to understand the overall background of existing public interest organizations, existing national policy and encouragement mechanism, so as to find the problem and opportunity. Then it should confirm the motivation and goals of every stakeholder through a series of on-site interview and investigation. In this way, it can confirm direction and lay a powerful foundation on further innovative feedback. Secondly, in the stage of innovative feedback and implementation, based on the problem and opportunity found in the investigation, it proposes approaches to solve the problem and new concept. It needs to capture the orientation, social role and goals of "1090", so as to put forward the new concept of "designing public welfare" by combing design with public welfare----building a bridge for designers and public service organizations so that can realize resource connection better and more effectively. After proposing the concept, it can find out the channel of solving the problem, apply effective instrument of service system design for offering integrated service system design to "1090".

In short, after having the rough design method of this service system, specific implementation will have basis and facilitate the control of innovation and details.

3 THE PHASE OF EXPLORE FOR "1090" SERVICE DESIGN

The author interviews and investigates stakeholders in preferences, including organizers' original intention, designers and public spirits, for understanding the public's sense of charity and behavior status, intrinsic motivation of participating in public benefit activities and attention(fig.3.1-3.3).

design and creative enterprises

public service leaders

participants

artists

NGO

1090 Organizers ⟺ Designers ⟺ Men of public spirits

volunteer

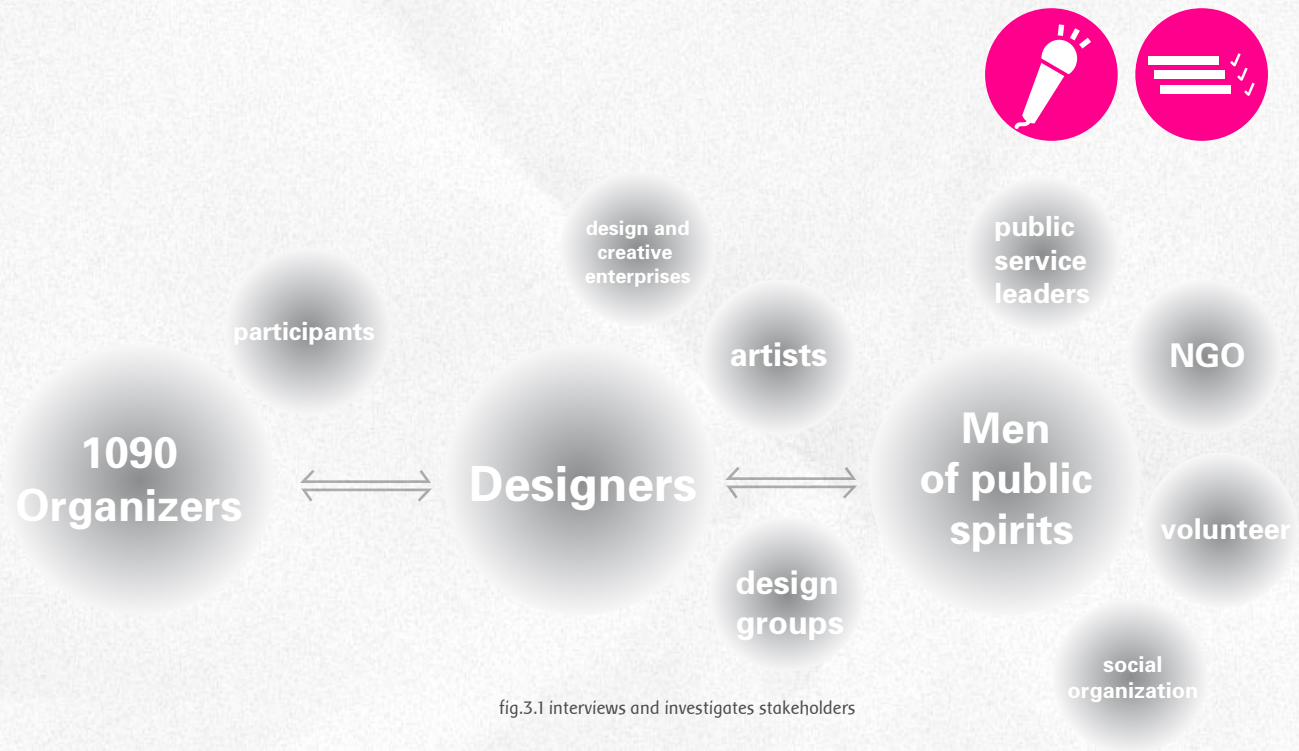design groups

social organization

fig.3.1 interviews and investigates stakeholders

3.1 RESEARCH & INTERVIEW
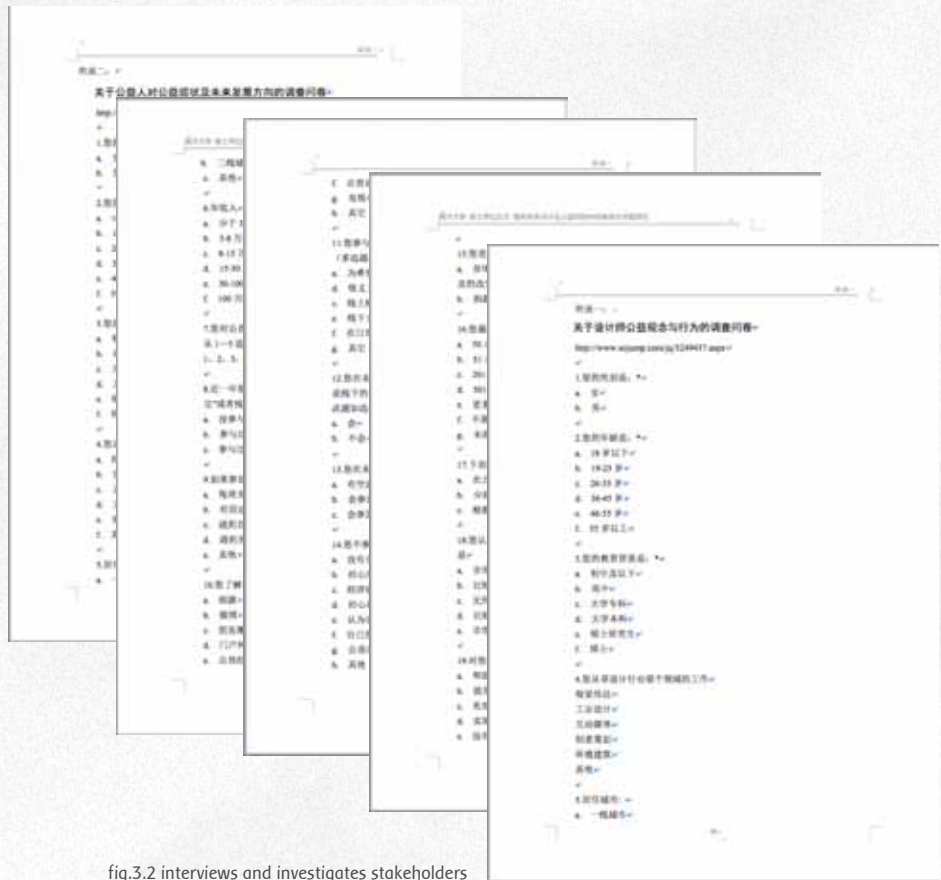
fig.3.2 interviews and investigates stakeholders

fig.3.3 interviews and investigates stakeholders

19.

Q: frequency over the past year you participate in public welfare activities are:

9% involved in three or more

55% participate once or twice

36% never been involved in

Q: If you participated in, how do you participate in charitable activities?

6% had fixed their attention on objectives, adhere to participate

64% Encounter their own interest to be involved in

15% willing be involved in major events

15% others

Q: what you prefer to do the following charitable activities?

76% personally

24% donations

Q: your understanding of what is "design":

80% could benefit the creative areas of the vast masses, I believe design can change the world

6% others

14% target groups for a small part of the high level audience

Q: for the new charity channels,such as web and mobile app,do you think it conforms to the development trend of social

77% yes,I will participate in public welfare activities via netmork

23% no,the off-line donations are more trustful

Q: through the network, mobile phone text messages and other ways to achieve charitable behavior is feasible? What do you think:

58% can be easily implemented charity donations and other activities, and can be a wide range of publicity

31% Currently it seems difficult to judge

11% online due to security mechanisms to achieve welfare activities, questionable, not to promote
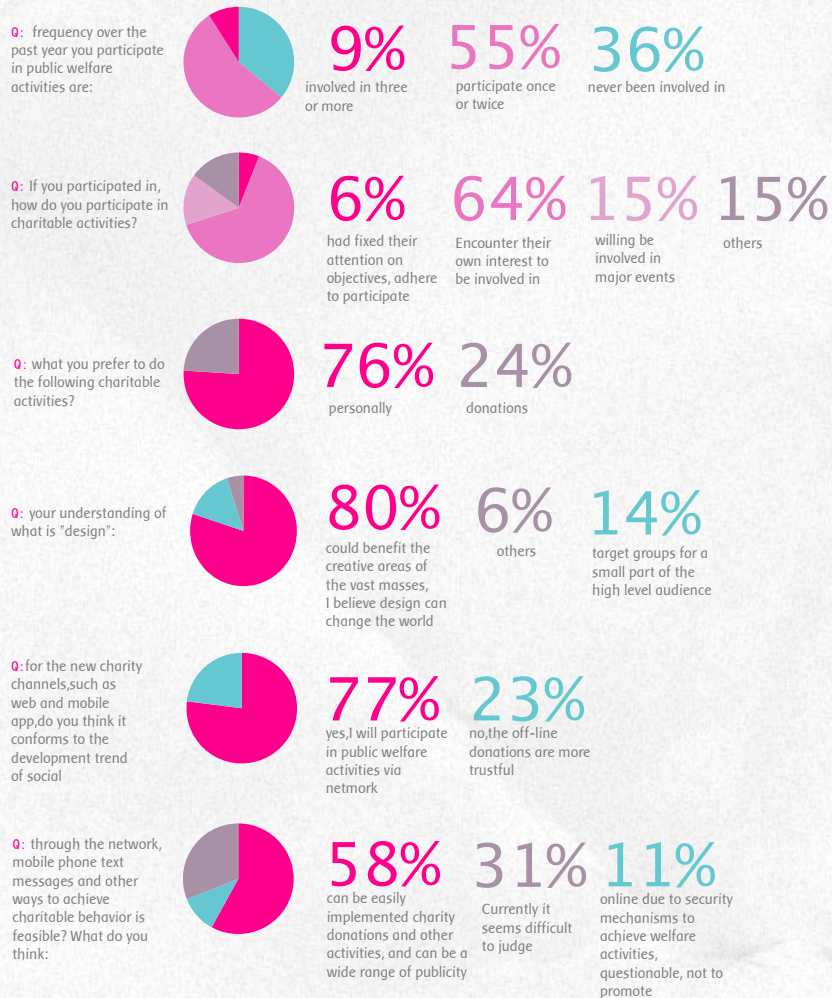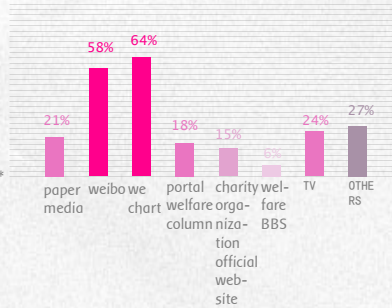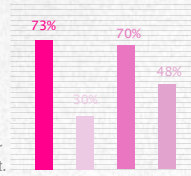
fig.3.4 analysis 1

From the perspectives of investigating and interviewing stakeholders, it can draw a conclusion that designers would rather "practice what one preaches" to change others' living conditions or manners. They more believe that " design is able to benefit the creative field of the vast masses". They believe that design can change the world(fig.3.5-3.6).

20.

Q: the main channels for find out charity information: (multiple choice: limit elect three) *

21% paper media
58% weibo
64% wechart
18% portal welfare column
15% charity organization official web-site
6% welfare BBS
24% TV
27% OTHERS

Q: charity directions for improvement.

73% 30% 70% 48%

fig.3.5 analysis 2

73% looking for a more diverse participation channel, is not limited to donate

70% calls for people from the side of the little things, to help people who need help

48% welfare activities for commercial purposes should be minimized to reduce the external corporate marketing offensive

30% welfare activities need to invest more publicity resources, increase the intensity of coverage

Q: through the network, mobile phone text messages and other ways to achieve charitable behavior is feasible? What do you think:
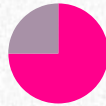
75% can be easily implemented charity donations and other activities, and can be a wide range of publicity

25% Currently it seems difficult to judge

Q: do you agree that public benefit activities need the intervention of "design and art" in different fields to realize public benefit value better.

88% yes **12%** no

In the interview of men of public spirits, 88% people think that public benefit activities need the intervention of "design and art" in different fields to realize public benefit value better. With the social development, occurrence of new media brings more and more people who possess sense of social responsibility and conscience(for example, people pay more attention to micro public benefit activities). They have a new realization on meaning of life, and have a clear orientation on individual social role and their own mission. An

Q: The main problem of public development Impact

38% 25% 75% 62%
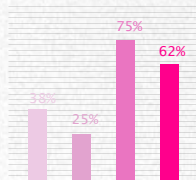
62% The way of participation is too narrow, lack of sufficient attraction

75% not transparency, leading to decreased credibility

25% charity organization building irregularities

38% government paid insufficient attention to the relevant legal and institutional imperfections

Q: willing people to support charity from which side

50% 75% 50% 53%
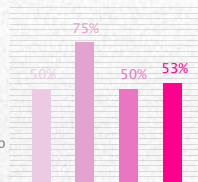
53% personally

50% pay attention to the people who need help

75% volunteer

50% donations

fig.3.6 analysis 3

21.

increasingly number of public service organizations publish information about public welfare through Internet. This has become a new-type channel, and a kind of tendency is to participate in public welfare through Internet approach.

fig.3.7 the founder:Yang Wenqing

The founder, Professor Yang Wenqing(fig.3.7)also indicates that a kind of tendency is to participate in public welfare through Internet approach. Because the number of users in China determines the value of platform. If we can construct a network platform to build a communicative bridge for designers, public service organizations and people who need to help, and make them can know about others' requirements simultaneously, it will generate great value on connective resources.

3.2 THE MATRIX ANALYZE

This section combines with all previous investigative data, interview, status analysis on "1090" and conclusions of the problem", compares with cases, takes advantage of value shaft to orientate current situation of "1090" and future development trend, as well as establish system diagram of stakeholders.

CASE STYDU

1.Frolac Studio——

Its self-orientation is "the first facilitating agency in China concentrates on providing consultative support of 'design and innovation' for related organizations of social development".

fig.3.8 frolac studio

It was founded in 2012(fig.3.8). Its founder is Wang Jun who orientates one-track mind into "the first person who starts to eat crabs in fusion between design and public welfare". It also the first typical enterprise in domestic that attempts to use design and innovative service to promote development of public welfare. Its self-orientation is "the first facilitating agency in China concentrates on providing consultative support of 'design and innovation' for related organizations of social development"

Through service experience in numerous public interest organizations, the author finds that the particular factor of public in public interest organizations----high mobility of volunteers, etc. makes rare professionals responsible for design. This weakness has already hindered the development of public interest organizations to some extent. Even if volunteers are willing to act as designers, its quality is also hard to control. Even though there are outstanding professionals, it will also be encountered with the reality of the brain drain. As a consequence, the circumstance of no professionals is often turned up. One-track mind design team that is enthusiasm for design observes the weakness of Chinese public benefit industry in design field and important social values of "design and innovation". Because the field of design public benefit cross-boundary fusion in China still belongs to the blank, this Blue Ocean Strategy will make business of one-track mind studio become flourishing. In 2013, its annual business volume has reached the triple of the initial year. And incomes of main business occupy in the 90% proportion of total incomes. Cooperative project can arrange available date by bringing forward nearly for two months. As a consequence, almost 60% project orders can't undertake for overload of the team. Through the analysis on location, development strategy and development situation, etc. of "one-track mind", we can know about the demand point of public service organizations, completely extensive development space of "design public benefit", and what kind of value that development of such organization like "1090" can bring to the society.

CASE STYDU

2.7 + 5 Micro Design——
"7 + 5 Micro Design" is another designers' research group that pays attention to design task of public welfare.

"7 + 5 Micro Design" is another designers' research group that pays attention to design task of public welfare. It is composed of five designers who are in the generation after 70s and stay in different fields. All of them establish their own company, respectively. Due to a casual opportunity, carrying with common ideal of public benefit, they come together and set up such an organization. Hoping to depend on the "proposition" of the "city", they wish to drive public figures in all parties through team's professional design strength, concentrate on together and promote buildings with public welfare in cities, and meet requirements of the public. Such as, design of public toilet, and service design for school buildings in towns and countries, etc. In the magazine of Modern Decoration, it mentions in the interview on their team that all team members think designers should not just design for the purpose of fame and wealth, money and status, but they wish designers can promote their sense of social responsibility, have social resources or contact with public benefit investment to cooperate together, or devote themselves to solve social problems practically.

Their working mode is that every member in the team must give up some time of dealing with their own corporate affairs every week to follow up the public benefit design project of "7+5 Micro Design", discuss public benefit design philosophy and specific implementation plan of the selected research subject. When establishing such a design public benefit group, most of designers close to team members support positively. They also hope themselves can set up such a public benefit design team at home. Moreover, the design cutting-edge generation after 80s also are willing to join in this organization, and contribute their strength to design public benefit. Thus it can be seen that an increasingly number of new design generations also start to pay attention to public benefit topic of the design.

CASE STYDU

3. Misereor——

Miseror is one of the biggest foundations in Germany. It devotes itself to assist public interest organizations in international poverty-stricken areas.

Miseror is one of the biggest foundations in Germany (fig.3.9). It devotes itself to assist public interest organizations in international poverty-stricken areas. In public dissemination, and a fusion of design innovation interactive way to make donations favorability customers, participation and achievement are doubled, this is The social swipe donation program.
（link:http://knewsmart.com/news/7643/）

Credit cards have become the most irreplaceable person in people's lives consumption patterns, the charity organizations, find donations for the traditional way of life from such a breakthrough as a starting point - can swipe donated public billboards.

fig.3.9 misereor

fig.3.10 "the social swipe" charity project

The mysterious place of originality is that you not only witness the advertisement of propagandizing public benefit, but also you can use this advertising board to slot card directly. Such a movement can simulate cutting tools, unfasten bundled two hands or cut off a piece of bread, make the donation achieve sense of immediate vision that becomes effective right away. It not only possesses entertainment, but also has interactivity with stronger sense of replacement. After data in credit card is verified, it just like unlocks, bread in advertising board will be taken away and display acknowledgments simul-

taneously. Of course, your donation will be shown on monthly bill that has been sent(fig.3.10).

Thus, the public service model can be varied, how can be use of design and creativity, to solve the welfare driving force, that we need to think about. Of course, there are many other interesting Miseror Foundation case, brought us very creative charity ideas.

27.

CASE STYDU

4. Mi–public welfare——
One of NGO based on the web platform,you can completed the tiny task through the APP to gain the virtual "rice money" what can change the real goods for charity.

 "Mi- public welfare" is a charity organization established web-based platform(fig.3.11). 2011, with the rise of social networks, there are more and more concerned about the welfare of the people. Today, many public organizations to develop their own mobile APP, to get people ready to participate in public service, so that, love can be kept on our palm no matter where we are. In the past, people thought that only those who have made charitable human capital can do, and now they can easily spread in the general population, which is a big trend in the context of the rapid development of information technology irreversible. The author conducts trail, investigation and analysis on existing public welfare APP. He finds that though mobile media broaden the way of participating in public benefit activities, most of current public welfare APPs in the market are served as the channel to publish information. Patterns of comments, transmissions and propagandas are particularly single. In numerous public

welfare APP applications, the author notes that a public service organization named "Mi-public welfare" innovative pattern. It is a public service platform in domestic that combines mobile applications with Internet. It conducts connection among enterprises, users and public service organizations .

fig.3.11 mi-public welfare

28.

APP application from this analysis can be seen, the traditional welfare organizations are actively looking for more participation channels, create new public service model. "Mi- public welfare " By working with others users adopt new "online all the chips" approach, breaking the previous donation patterns, obtained through the collective strength of public goods. This combination of online and offline model compensate for shortcomings of traditional public service model, enrich the forms of public interest organizations to make more vigorous development of public welfare.

3.3 POSITIONING SYSTEM

Using one of the tools in service design— Matrix , select opposite key words,through the comparision between case study, positioning the future direction for"1090".

As we can be seen from the analysis of the Matrix, the future "1090" of participation will be more flexible, to allow designers to achieve transformation from the occasional participation to sustained attention.

关系 RELATIONSHIP	时间 TIME	地点 PLACE	工作 WORK
分享 Sharing 个人 Personal（资源）	灵活 Flexible 固定 Fixed	虚拟 Virtual 实体 Physical	主动 Active 被动 Passive（资源对接）
长期 Permanent 短期 Temporary（关注）	经常 Frequence 偶尔 occasion	公共 Public 私人 Private	广泛 Large scale 狭小 Small scale

fig.3.12 select opposite adjectives

In the "relationship" aspect selected two pairs of opposite adjectives were sharing / personal, permanent / temporary, resource sharing, and participating in the frequency aspects of the current situation and future development orientation (fig.3.12).the current "1090" ,as the part of the creative college subject in Tongji Design , the designers involved in the subject come together over a period of time to allow them to take the initiative to find people who need help or some projects can be take part in ,this process is time-consuming and inefficient. lack of practical participation motivation and encouragement mechanism. Meanwhile, the process of seeking for participant public welfare programs requires for much time and many efforts, and has lower efficiency. There is no effective mechanism to monitor, there is no information-sharing platform for exchange or listen to the feedback. So the future "1090" should establish a long-term concern and participate mechanism using service design thinking, allowing designers to gain information and share it.
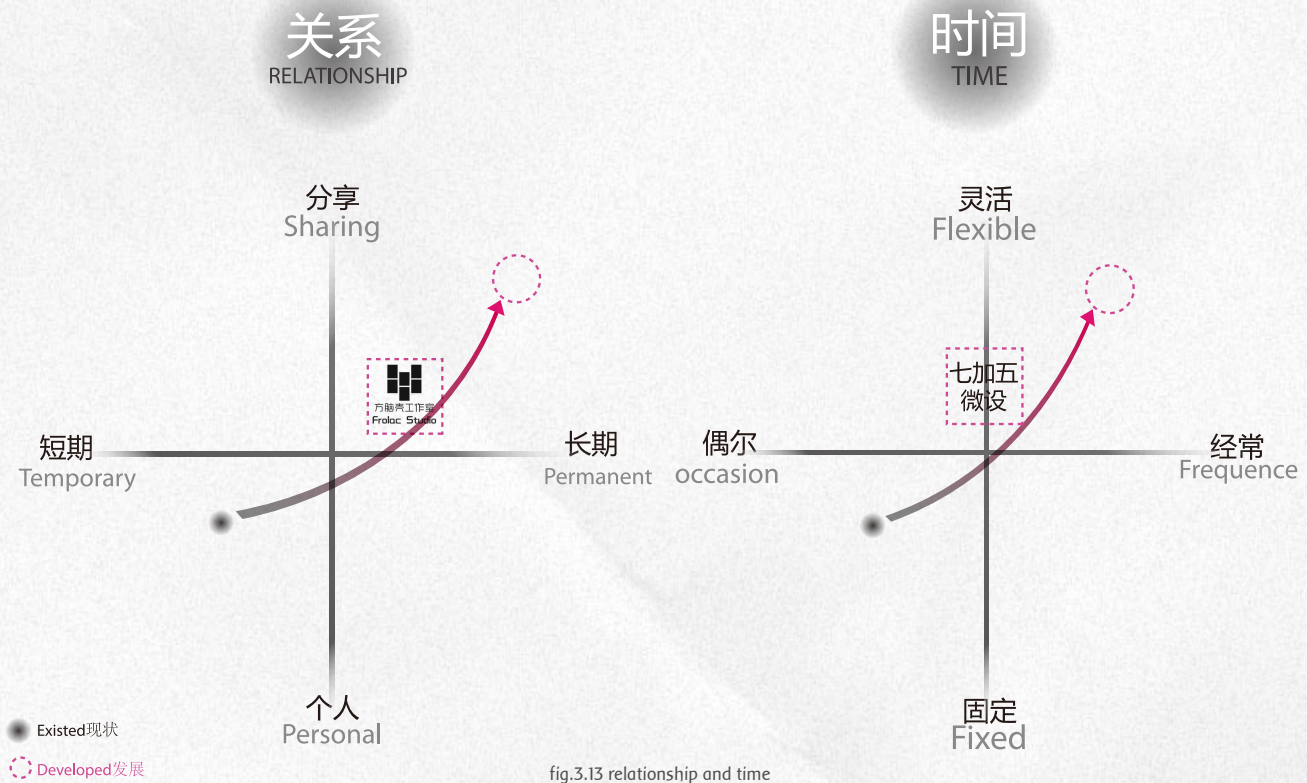
关系
RELATIONSHIP

时间
TIME

分享
Sharing

灵活
Flexible

方胧壳工作室
Froloc Studio

七加五
微设

短期
Temporary

长期
Permanent

偶尔
occasion

经常
Frequence

个人
Personal

固定
Fixed

Existed现状

Developed发展

fig.3.13 relationship and time

As we can be seen from the analysis of the Matrix, the future "1090" of participation will be more flexible, to allow designers to achieve transformation from the occasional participation to sustained attention(fig.3.13-3.14).
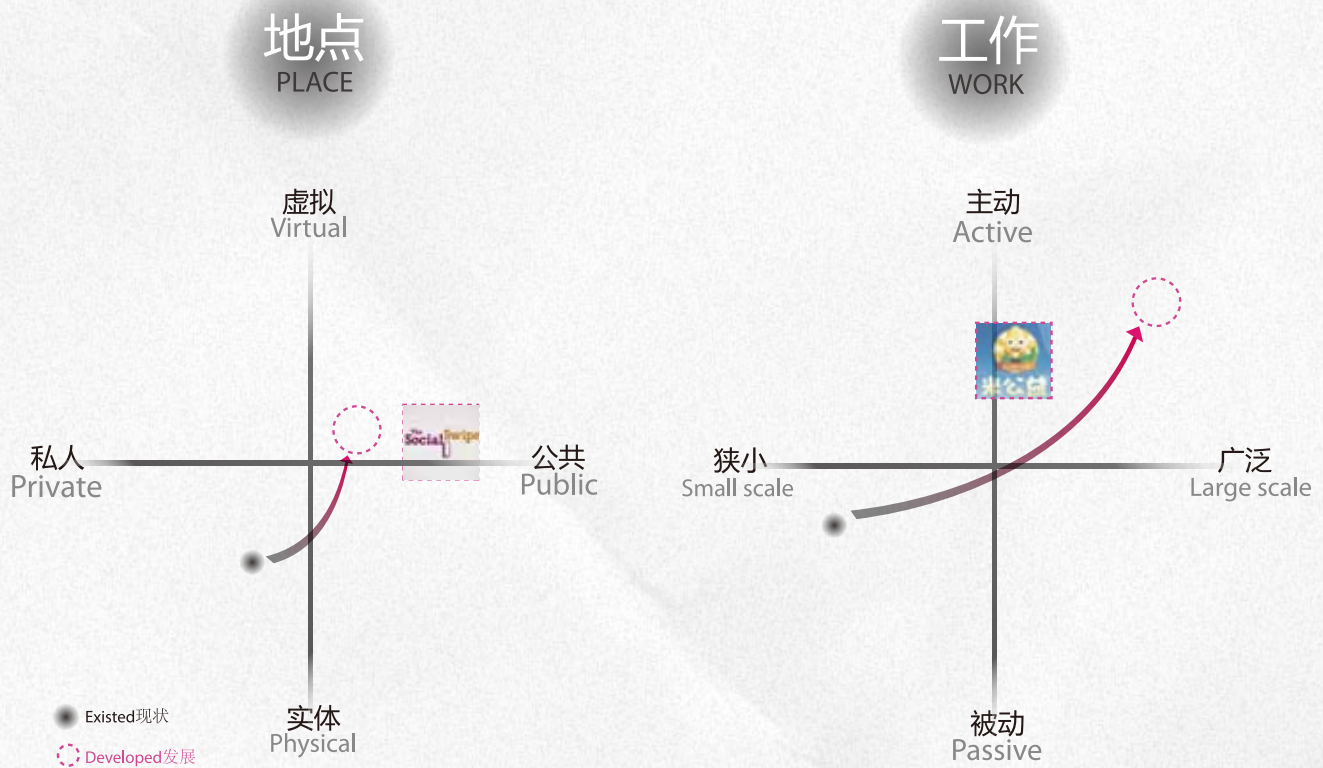
地点
PLACE

工作
WORK

虚拟
Virtual

主动
Active

私人
Private

公共
Public

狭小
Small scale

广泛
Large scale

实体
Physical

被动
Passive

● Existed现状

⬭ Developed发展

fig.3.14 place and work

To summarize,the network that can achieve a combination of offline and online,It's model transformation provides an effective communication platform.

3.4 PRE-SETTING SYSTEM

Using system map,analysis the relationship between main stakeholder and second stakeholder,find relevance btetween the different roles working in the entire service process, and the interaction between each condition.

In "1090" SYSTEM MAP (fig.3.15), we can see the first stakeholders including designers (designer groups), "1090" service platform, public welfare institutions, people who need help, charitable individuals and groups, the Second stakeholders including factories, exhibition hall and the media. Etc. System flow chart: information flow, financial flow, and material flow. Through this flow analysis, we can answer this question: Why do companies willing to invest in the public benefit, it does not seem to get the actual funds feedback, but the company has received a lot of attention for users. They also put their entrepreneurial spirit and enterprise value as the information conveyed out, virtually, was given a large number of potential users, to get visibility.

Therefore, "1090" that is not for profit can provide the biggest network resource platform with design public benefit. Information acquisition relies on provision of extensive users. These information can benefit more the public simultaneously. It can plan to offline design public benefit activities with public interest organizations at earlier stage, make designers and public interest organizations connect successfully, so as to enlarge publicity and accumulate potential users. At the same time, capital that such a platform issues exhibition information can be used for supporting more public benefit activities. Thus, three streams in the figure can formed into a closed flow direction.
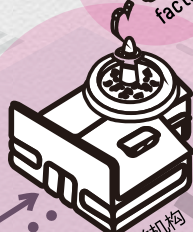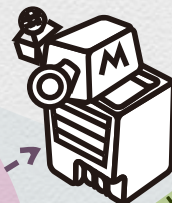
System Map

secondary
stakeholders
第二利益关系人

APP online service

media 媒体

gallery 展馆

factory 工厂

¥

Aid financially
慈善资助

1090 网上平台

NGO 公益机构

designer
设计师

People need help
需要帮助的人

BTL 线下活动

main stakeholders
第一利益关系人

material flow 材料流 ——————
information flow 信息流 - - - - -
financial flow 资金流 • • • •

fig.3.15 system map

34.

3.5 SUMMARIZE:THE CORE ISSUES AND SOLUTION IN "1090" SERVICE SYSTEM

Dicover
Core issues
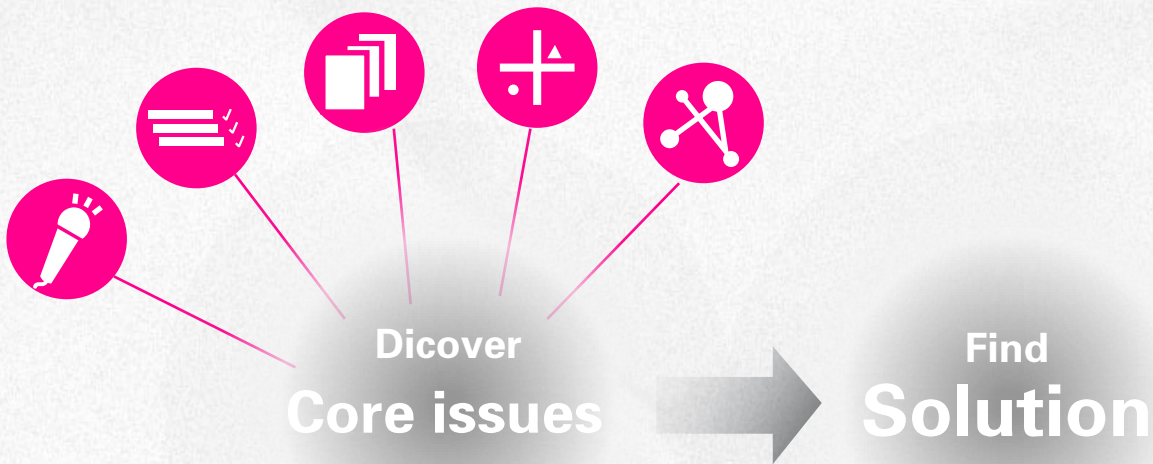
Find
Solution

Q.

In the aspect of "1090"——
In the aspect of "public interest organizations"——
In the aspect of "individual charity or group"——

CORE PROBLEM

In the aspect of "1090"----
When following up the "1090" project and investigating at earlier stage, the author finds that problems to be solved are how to call in designers who are like-minded more effectively and collect public welfare problems that needs to be solved, as well as how to make projects possess more sustainability. Thus, it requires for exploring designers' participation motivation and encouragement mechanism of participating in public welfare programs.

In the aspect of "public interest organizations"----
The particular factor in public interest organizations, high mobility of volunteers, etc. makes few professionals responsible for design. This has become the weakness of hindering development of public interest organizations to some extent. Moreover, an awkward situation of no professionals is often turned up. Chinese public welfare industry needs professional design or innovative thinking to provide solutions for it. An increasingly number of ideas of public welfare require designers to realize it. However, there is often no effective channel to seek for professional talents.

In the aspect of "individual charity or group"---
We have no idea where is the contributory capital. Process of capital application is opacity. We do not know what kind of practical purpose it will bring or whether it gives play to proper functions.

BASIC STRATEGY

According to investigation, interview, settlement of cases, analysis on value shaft SYSTEM MAP, etc. instruments applied in service system at earlier stage, it can draw a conclusion that the development tendency of taking advantages of network connective resources for public welfare establishments is overwhelming. This is also the opportunity of future development of "1090". The most effective solution is to build network platform, so as to connect on-line and off-line activities. However, telephone mobile application coordinates with the portable characters, realizing the seamless joint with traditional Internet. In Internet era, cellphone application products have already generalized the philosophy of "service" extremely, broken through the limitation of traditional service, brought about unprecedented new pattern of service, and become the carrier with deeply innovative significance of bearing the weight of "service design" under the current Internet background.

From analysis of the above figure(Fig. 4.21) can be seen that new opportunity combines design with public welfare. We will establish a network platform and proceeds with service-oriented cellphone mobile terminal(Fig. 4.22) for the purpose of forging a social circle and gathering excellent design cases of public welfare to serve for the public(containing the disabled, the aged, children and patients, etc.) As the biggest specialized platform of resource library, it is used for attracting designers' attention. In order to promote service efficiency of cellphone application, adding "individually private record" that is similar to functions of notebook not only can make this cellphone application record designers' findings and thoughts in life details at ordinary times, as well as record inspiration. Moreover, it can let the vast masses record their problems in their daily life, propose or seek for solutions. The purpose is to let designers pay more attention to details that can be improved in the life, cultivate the habits of being adept in thinking and recording at any moment. Meanwhile, this application can provide a platform for network interaction. Designers and the vast masses can select information from private records that is desired to share with others, with one key and platform's design colleagues and design amateurs, create discussion hotspot and attract more attention and reflection.

BASIC STRATEGY
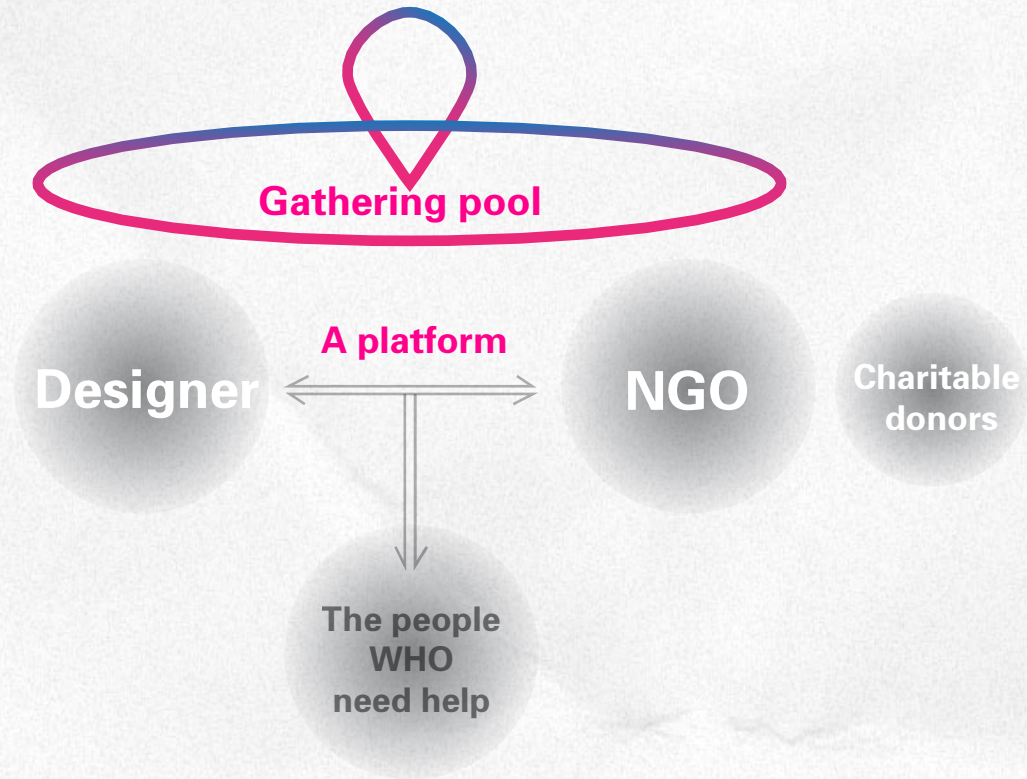
Gathering pool

A platform

Designer

NGO

Charitable donors

The people WHO need help

The development tendency of taking advantages of network connective resources for public welfare establishments is overwhelming. This is also the opportunity of future development of "1090". The most effective solution is to build network platform, so as to connect on-line and off-line activities.

38.

BASIC STRATEGY

The author conducts functional analysis and user experience research on existing public welfare's cellphone application software, refers to its valuable function and operational details that can promote comfort level and convenience, and knows well about the main function, interactive mode and participatory internal agent and participation mechanism of "1090" network application platform .

Through analysis, functions of this platform are summarized as follows: lists of excellent cases, hot issues in a week, public benefit activities, recommendations like exhibition and designers who have the highest participatory liveness, etc. Meanwhile, "1090", as the intermediary, will organize volunteer activities or organize contests of design public benefit, and build bridge for designers and public benefit charities.

Moreover, one of the leading functions in the platform is to construct sharing and discussional space. Not only for men of public spirits and designers, people who need to help also can express their own comments and requirements at any time. In this way, resources can realize connection more rapidly. It is no doubt that charitable donations can used for practical and effective places. For instance, philanthropists in the past often just donate, but they have no idea where does their money put into practice. Through this platform, these philanthropists

can conduct practical production and donate practically to those people who are really need to help by donating their favorite designing scheme. In this way, donation will become more transparent and generate a greater benefit. If productions of designers can be accepted and produced practically, it is also an inherent encouragement mechanism for designers.

Cases of excellent design public benefit provided by this platform not only can be used for collecting inspiration library for design, but also can be acted as a kind of enlightenment, and to provide inspiration to solve everyday problems and inconvenience for those people who need help. Thus , focus on social welfare, enhance the designer's sense of social responsibility and mission.

FEEDBACK

The author conducts investigation and feedback on the proposition of this solution. The majority of public spirits hold the positive attitude, because the platform that builds the bridge between public welfare and design, and realize connective resources is rare in domestic.

"if there is a platform that gathers designers who have the same goal and social ideal to let them seek for interested public welfare programs by themselves. You can see the requirements or activities of public welfare's charitable organizations. Designers can select on the basis of their adept field, provide originality and ideas. It is better to arrange in line with their own time. It will become a kind of flexible connective method. "

FEEDBACK

The following content is the interview record settled by the author:

Q: What is the original intention of establishing "1090"?

A: Commercial mode of operation can solve business problems. Based on the disabled, at present, there are few products in the market designed for the disabled. And if so, they are cheap, but they design simply and crudely. Such field has become a corner that reaches no sunshine and receives no design attention, because it can't be solved with the commercial way. Therefore, I start to rethink the significance of social design.

Q: What kind of problems have you encountered in the development process of "1090"?

A: When I established "1090" at that time, it just rooted in an idea, and also was based on several tentative projects. I went ahead through continuous exploration. Meanwhile, I found out problems from my attempts. You can find that it is not easier to call in designers to join in these public welfare programs. It is also hard to let them take part in such programs for a long time. Facing to a matter of time, participatory dynamic problems, we may ask some questions. For example, where is persistence? Where can we find out these designers?

From the perspective of experience, if there is a platform that gathers designers who have the same goal and social ideal to let them seek for interested public welfare programs by themselves. You can see the requirements or activities of public welfare's charitable organizations. Designers can select on the basis of their adept field, provide originality and ideas. It is better to arrange in line with their own time. It will become a kind of flexible connective method.

The so-called 10% for 90% people is to say that we can spend one-tenth leisure time helping these people who need help. Counting on one hour in every day, a total of 30 hours is in one month, which amounts to one month in a year. We gather power of everybody through an effective platform. Everyone can engage in the field that they are good at. For instance, network can become the effective approach to its persistence.

Q: Indeed, building a network platform to connect on-line and off-line activities is a valuable approach. Can you talk about it in details?

A: You're right. If there is a comparatively excellent platform make this spontaneous behavior can be effective, connect resources, or even put the previous public welfare programs of designers on the network for public service organizations' references, have a look at which one is more suitable for their own public welfare programs, and provide for selection. The advantage of network platform is to collect people who have consistent

41.

FEEDBACK

ideas together. Because it has limitation to just depend on resources of Tongji University. Nevertheless, it may be different after gathering people in different design fields all over China.

For possibility, based on domestic current situation, nowadays operating frequency of cellphones and computers is higher . Why we should establish such a platform in China is determined by the number of Chinese users. Why can the on-line shopping platform in China be popularized every hole and corner and does have higher usage rate. However, it is rate in Europe. This is because the number of people decides platform values, while whether a platform has values depends on the number of people who are using this platform. The best current on-line platforms are in America and China. It can be observed from on-line products of E-bay and Alibaba.

From the perspective of necessity, in domestic, for the aged and the disabled who are difficult to get, or the poor, these public utilities, service system and social insurance do not as perfect as the overseas. Because the society does not provide better service and solutions for those people, they seldom appear in public places. They almost spend most of time staying at home. What do they do during this time? They can surf the Internet. We can make a statistic in China that almost 80% families will be equipped with computers. Even if they have no

computers, they will have cellphones. We can find out an Internet bar here and there, even in the poorer areas. The extensive coverage of network in China can make us touch with those poorer areas. Its application in China actually has already become the most normal lifestyle. Therefore, network can be an effective approach to communicate with people who need to help. Network platform builds a communicative bridge for designers, public service organizations, and people who need to help, makes them can know about other requirements and connective resources simultaneously. The long tail theory tells us that numerous small requirements can be gathered into the market energy that is equal to those universal demand through reasonable pipeline. In brief, long tail involved in unpopular demand contains more people's requirement. Due to requirement, more people will realize where can we obtain this requirement. Therefore, unpopular majors will not be unpopular any more. This is also the important significance of this platform.

FEEDBACK

HIGHER USAGE RATE

We can make a statistic in China that almost

80% families will be equipped with computers. Even if they have no computers, they will have cellphones. We can find out an Internet bar here and there, even in the poorer areas. Its application in China actually has already become the most normal lifestyle.

Network platform builds a communicative bridge for designers, public service organizations, and people who need to help, makes them can know about other requirements and connective resources simultaneously.

43.

4 "1090" DESIGN AND APPLICATION

4.1 "1090" VISUAL REDESIGN

fig.4.1 The original LOGO for "1090"

fig.4.2 "1090" LOGO redesign

The author, based on the original LOGO(fig.4.1), conducts upgrade VI design. The entire visual system reserves the dominant tone rose red of original LOGO(fig.4.2). Utilization of original color not only makes "1090" possess brand's visual duration, but also gives consideration to the young and vigorous characteristic of this color system. Furthermore, it is liable to carry out network communication. The consideration of using a dominant tone is because such a design can express more sense of level for interface and reveal favorable visual effects.

Using a simple color scale to show the information, which since IOS7 published, more and more designs using this unique main colors design style , it can be said that this design approach, enables mobile APP to do subtraction designed to reduce the unnecessary interference information, allowing users to focus on obtaining the main information.
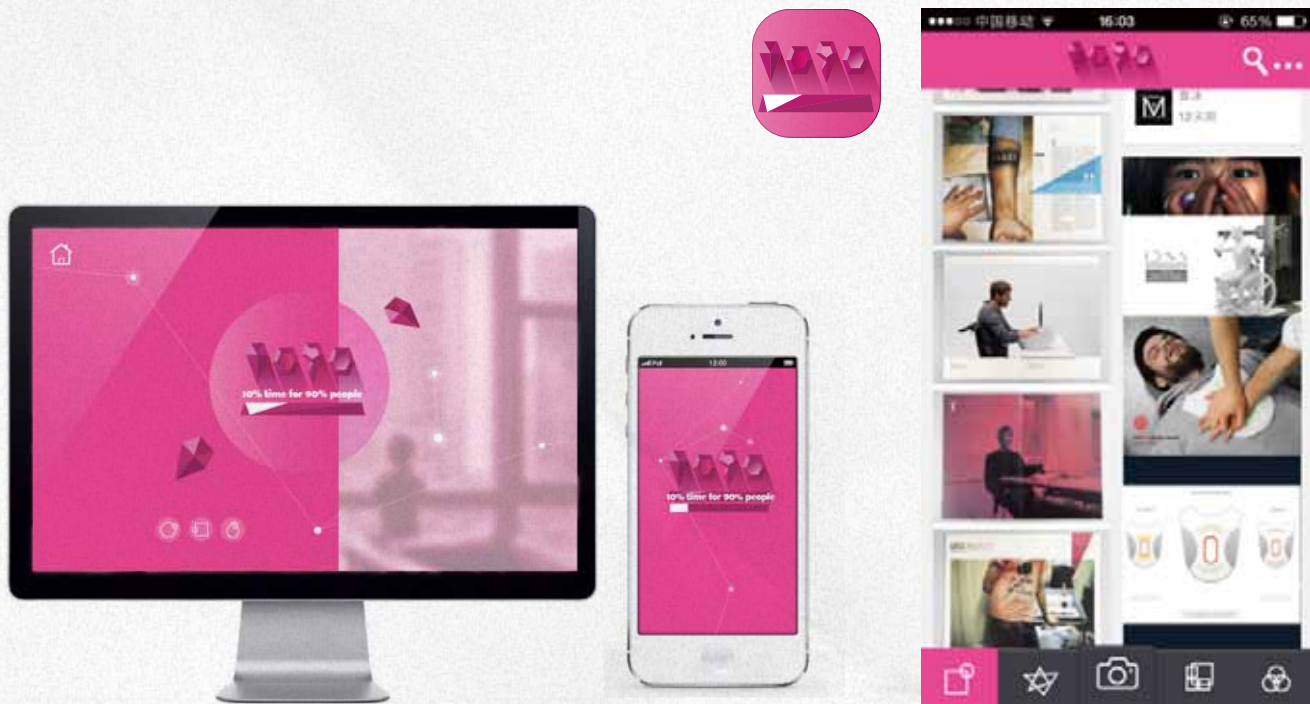
44.

THE USE OF LOGO(fig.4.3)

fig.4.3 "1090" LOGO application

MOODBOARD(fig.4.4) is a tool are often used for designers and design teams , with pictures, photographs, sketches, clip etc ., to help designers illustrate theme, roughly philosophy and style. Meanwhile, the visual representation is more conducive to the further implementation of the design concept, which will help designers to communicate with the user or designer.

4.2 MOODBOARD

fig.4.4 moodboard

4.3 ONLINE INFORMATION MAP

"1090" APP information are described in four parts, including "want to use (small features)", "Available (framework)", "love to use (Functional Highlights)" and "utility (the meaning) ", each part of intrinsic link are marked in dotted circle.

Page framework of homepage, framework of this figure describes as follows(fig.4.5):

1). DESIRABILITY (APP small functions)
·A key to share
·Interactive platform(it can browse the newest public benefit consultation, look over public benefit comments, share public benefit dynamics immediately, support account binding function of four microblogs, respectively, Sina, Tencent, Sohu, and Netease, support transmit through a key and conduct seamless rebroadcast without going everywhere).
·A key to donate

2). USABILITY (APP framework)
·Inspiration Gallery: cases of excellent design public benefit at home and abroad.
·Original creation: designers upload design works of public benefit.
·Hot issues in a week: to throw topics of hot issues and discuss the newest hotspot.
·Announcement: it can be divided into three plates of exhibition, activity and events
·Designer recommend: a list of primarily recommended designers with high liveness(for participating in discussion positively and producing hot topics).
·My page (personal private records)

3).PLEASURABILITY(APP functional highlights)
· My page (personal private records): labeling function(sample reels, informal essay, the old, children, the disabled, life... All of them can define labels by yourselves), function of making a memorandum like sticky note can share to the platform with a key(it can assist to take pictures, record micro-video, characters and upload individual works). There are plates for message and comments under the share content.
·Men of public spirits, individual or group charities, people who need to help can join in the discussion on the platform, involving in hot issues and works of designers, etc.

4). UTILITY(APP significance):
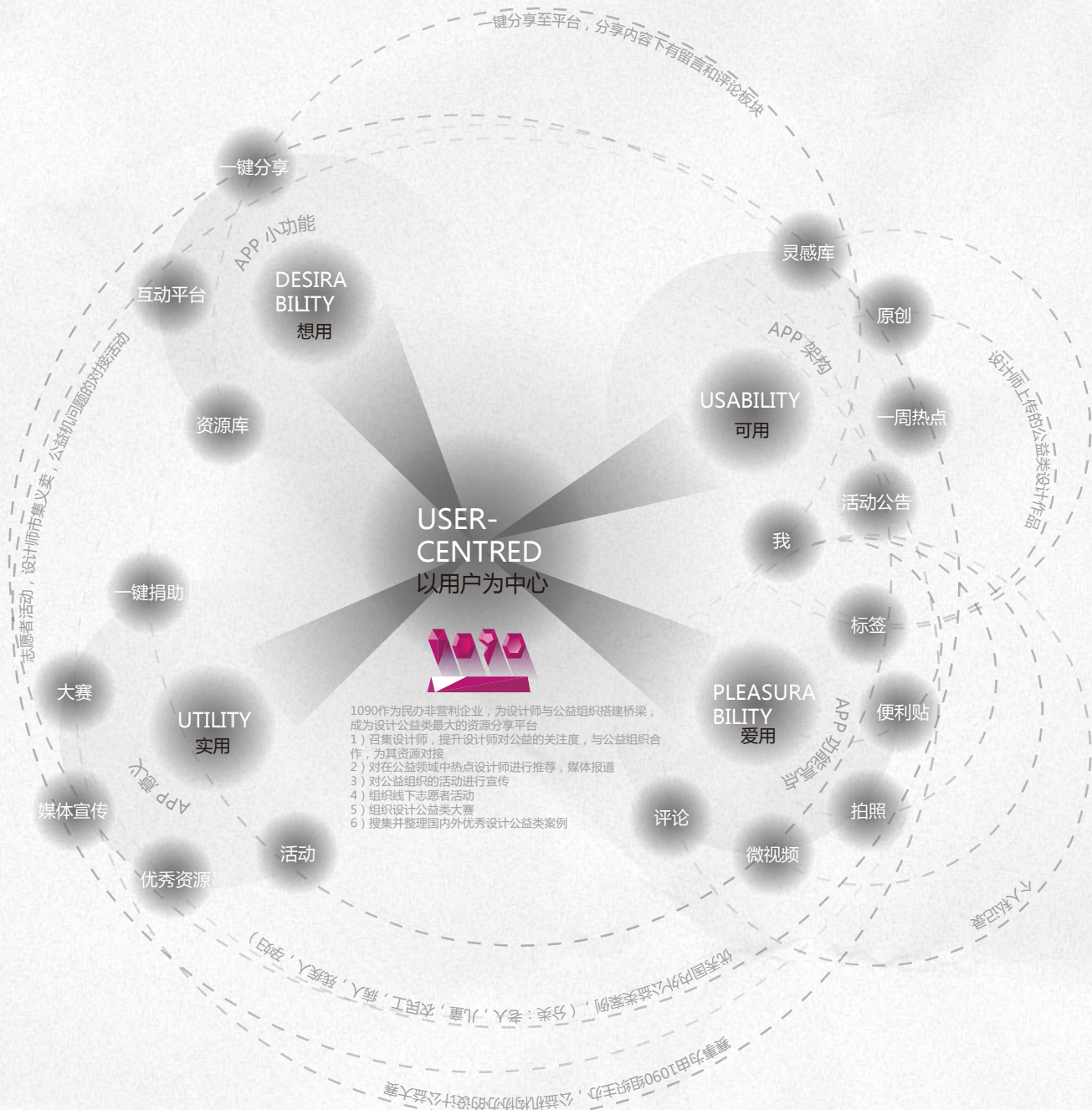The goal of "1090" is to build bridge for designers, public

一键分享至平台，分享内容下有留言和评论板块

一键分享

APP 小功能

DESIRA
BILITY
想用

灵感库

原创

互动平台

USABILITY
可用

一周热点

APP 架构

资源库

活动公告

USER-
CENTRED
以用户为中心

我

一键捐助

标签

，为设计师与公益组织搭建桥梁，
网为设计在公益文化的资源分享平台
1）召集设计师，提升设计师对公益的关注度，与公益组织合
作，为其资源对接
2）对在公益领域中热点设计师进行推荐，媒体报道
3）对公益组织的活动进行宣传
4）组织线下志愿者活动
5）组织设计公益类大赛
6）搜集并整理国内外优秀设计公益类案例

PLEASURA
BILITY
爱用

便利贴

大赛

UTILITY
实用

拍照

媒体宣传

评论

优秀资源

活动

微视频

fig.4.5 online information map

service organizations, and charitable donors, and become the biggest resource sharing and exchange platform in design public benefit.

·To convene designers, enhance designers' attention on public benefit and connect resources with public welfare programs.
· To recommend hotspot designers in public benefit field and media report.
· To publish activities of public service organizations.
· To organize offline volunteer activities.
· To organize contests of design public benefit.
· To collect and settle cases of excellent design public benefit at home and abroad.
· Charitable donors can online support the designer loved by themselves and donate with a key. For example, they can make donative funds use for helping designers to design productions of public benefit products. On the one hand, it can make design possess more realistic values. On the other hand, it can make charitable donors observe that their donation give play to proper functions actually. Thus, process of applying funds will be more transparent.
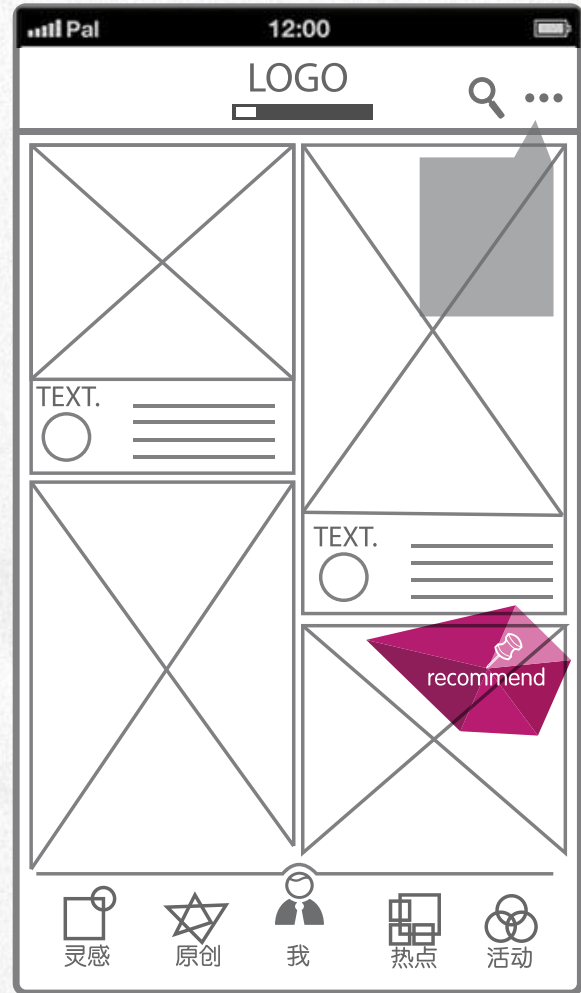
SCHEME OF HOME PAGE
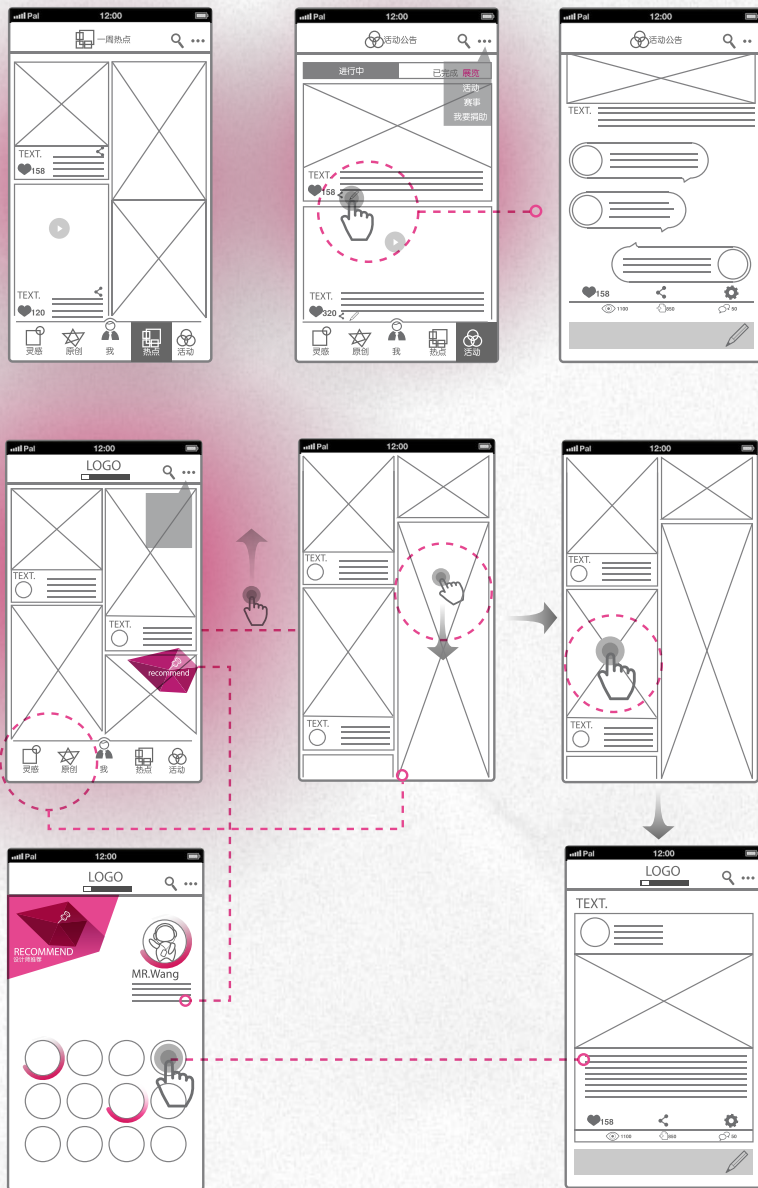

fig.4.6 scheme of home page

Home section contains seven major functional blocks (fig.4.6-4.7):

1). Inspiration Gallery

2). Original creation

3). Week hot:
throws hot topics,
discuss the latest hot spot

4). Announcement

5). Designer recommend

6).Individual private records

7).A key to donate:
contribution easily

fig.4.7 scheme of home section

50.

In the page of recommending designers(fig.4.8), we can see that it will recommend a designer(one) primarily in every week and a list of designers(severals) with high liveness. Moreover, it can classify designers(such as the old, children, and the disabled), according to works categories made by designers. In the part of head portrait, there is a circle of gradually varied color ring design for schedule. According to active degree of designers, likability of everybody's attention, it can conduct shade variation of colors. Just like the function of ranking, this design detail can make information more intuitive, aiming at promoting participatory interest of designers and platform interaction. In this way, it also can increase probability of designers in recommendation column show themselves outside.

fig.4.8 the detail of recommending designers

Recommended hot designer:
The gradient ring, can be used as points system to encourage the active participation of the designer platform discussions.

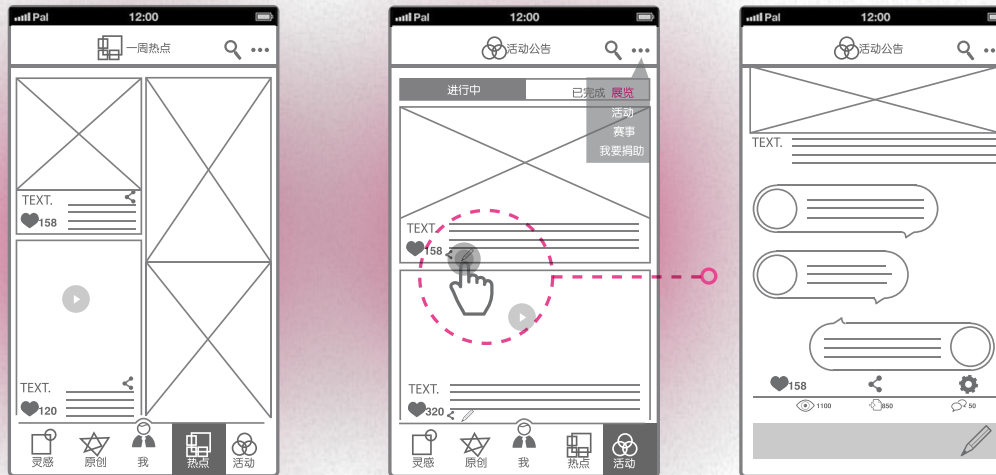# SCHEME OF THE SECOND PAGE

fig.4.9 scheme of the second section

Event announcements section is divided into three sections: exhibitions, events, competitions, click on the main page of the "active" icon to enter the sub-page , each activity is divided into sections of two columns:"in progress / completed" , concrete content in the table you can see on the next page. Click event announcements in the "pencil" icon to enter the discussion platform, and the user within the platform to discuss or express their views, but also can click on the "heart-shaped" icon for collection, or share. Home bar click on the drop-down box, you can easily and quickly enter into "exhibitions, events, competitions, and I want to donate" page(fig.4.9).

on–line publicity

&

off–line activities

- Discussion hot public welfare issues Or solve the inconvenience of life

- propaganda of public welfare activities

- Hot Designers recommend

- The actual docking designers and public interest organizations

- Organization of public design contest

- Organize volunteer activities

	Ongoing	Completed
Exhibition	Exhibition info	Exhibition Overview Media
Activity	event information & public organizations demand	Information about the designer, public organizations and activities introduced
Competition	Competition Introduction	reported the competition, the award–winning designer and public organizations

53.

To click the human shape icon of "My page", then enter into the page of "personal private records(fig.4.10). The flow chart of the entire interface as follows. The page design into a card style with white micro texture. It can record what one thinks and feels with the methods of characters, pictures and micro videos. (It can realize by pressing the shoot key longly in the photographed function.) Moreover, in search region, it can search for notes. It adds functions like filing, adding labels and sharing to network platform with a key, etc. These small cards just like sticky notes can make fragmentary recording fragments look cleaner. In addition, it can preview relaxedly without opening. Such a design closes to reality has greatly better effects of simple lists.
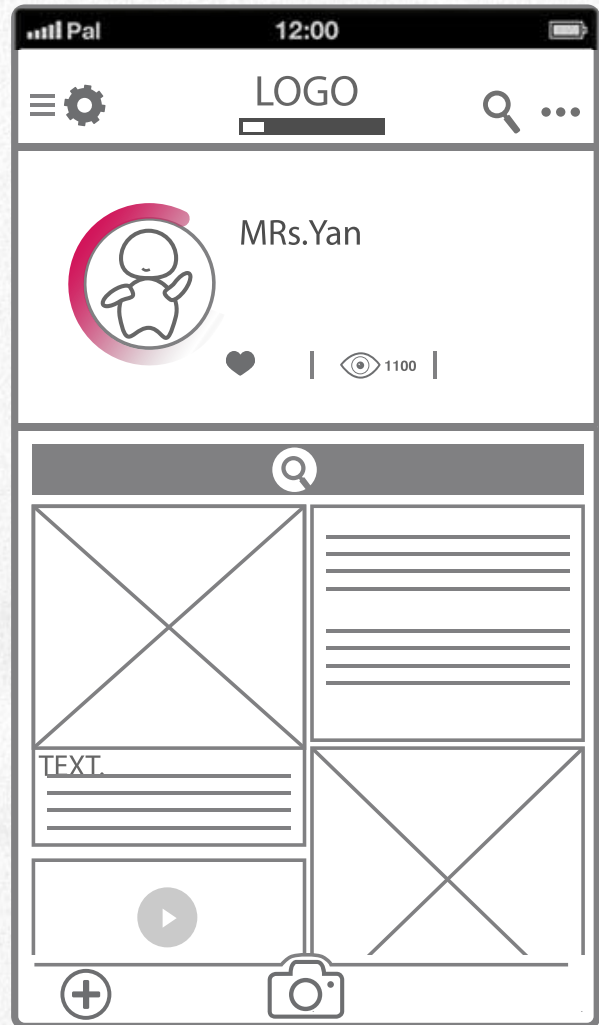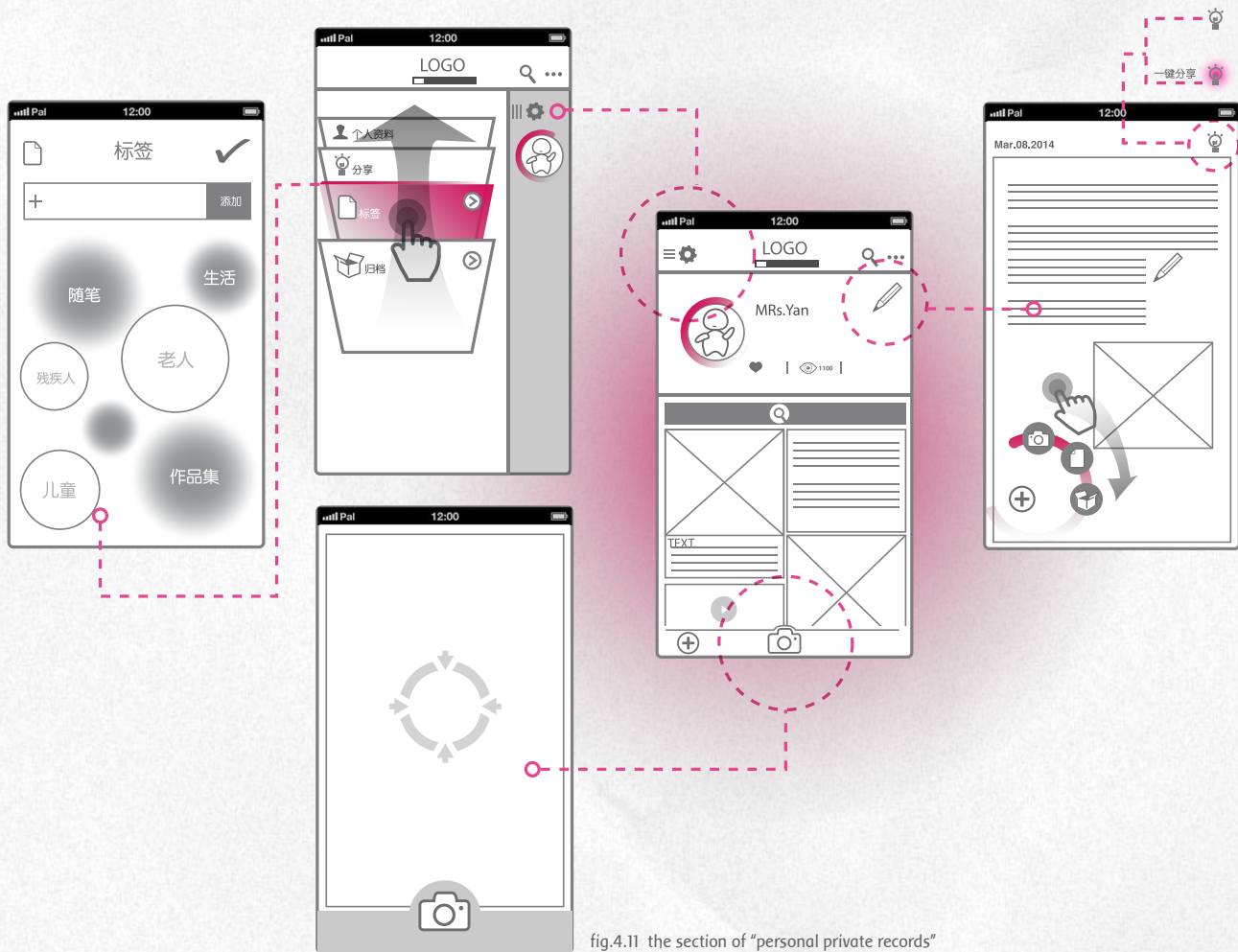

fig.4.10 the page of "personal private records"

fig.4.11 the section of "personal private records"

In the "personal private records" (fig.4.11)can add tags and archives, self-defined labels based on the original, including "essays, portfolios, life, inspiration," also includes "the elderly, children, the disabled, pregnant women, the environment, facilities, patient "and a series for people who need help thinking, all of which may recorded and archived. Increased the convenience of Search. While these labels to add, in the lower part will be floating like a small ring like a bubble, will join a dynamic and sound design, trying to achieve the dual enjoy the visual and auditory.

55.

SOME DETAILS

LOGO

个人资料
分享
标签
归档

一键分享

12:00
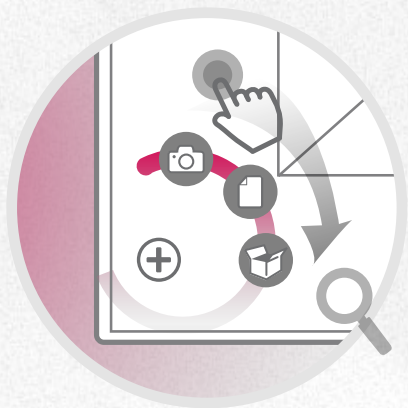
When clicking small icon of plus sign on the left bottom of "note", functions, like photograph, label and archive, etc. will roll and step out. Thus sliding circular ring can switch.
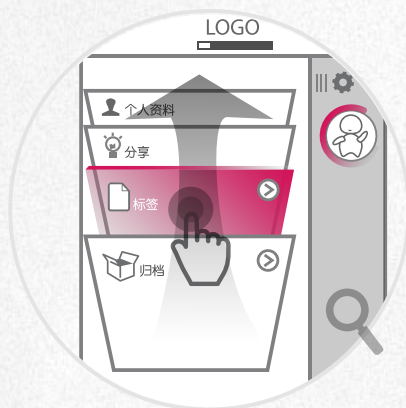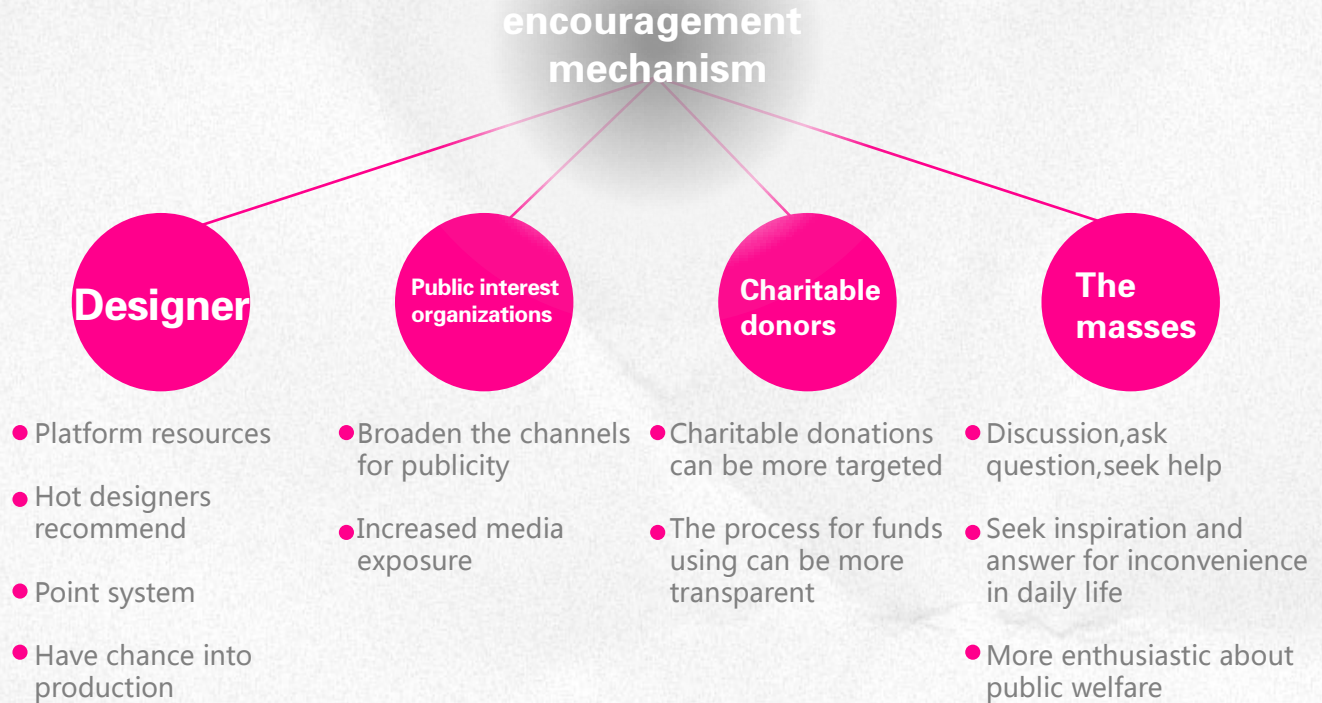
In the setting column of "individually private record", the author designs 3D visual effect of overlooking document folder. It should be equipped with sound effect of browsing documents, while sliding. According to the function of this part, it can add interactive enjoyment, add users' pleasure and kindness.

Meanwhile, on the top right corner of the record, there is a small icon like a bulb. Lightening this icon indicates this content has been shared into the network platform. Others can read your ideas, leave a message to you and discuss it. Of course, you can create topics, which will be increased with the comments. They also have opportunities to become focus issues in one-week hotspot. The significance of sharing is to let more people participate in discussion. Certainly, you can settle sharing content at any time, turn off the "little bulb" or lighten it up at any moment.

Generally speaking, this platform has the following encouragement mechanism, which makes four target users of the platform become more willing to experience this service actively.

encouragement mechanism

Designer

Public interest organizations

Charitable donors

The masses

- Platform resources
- Hot designers recommend
- Point system
- Have chance into production

- Broaden the channels for publicity
- Increased media exposure

- Charitable donations can be more targeted
- The process for funds using can be more transparent

- Discussion,ask question,seek help
- Seek inspiration and answer for inconvenience in daily life
- More enthusiastic about public welfare

10% time for 90% people

Calling for designers from the corner that is forgotten by design, starting from the minor matters what we can do. Using 10% time to 90% people, focusing on design for social values. Want to design for daily life, want to people found more beauty in daily life because of design.

fig.4.12 app effect

58.

PERSONA

需要帮助的人
People who need help

设计师
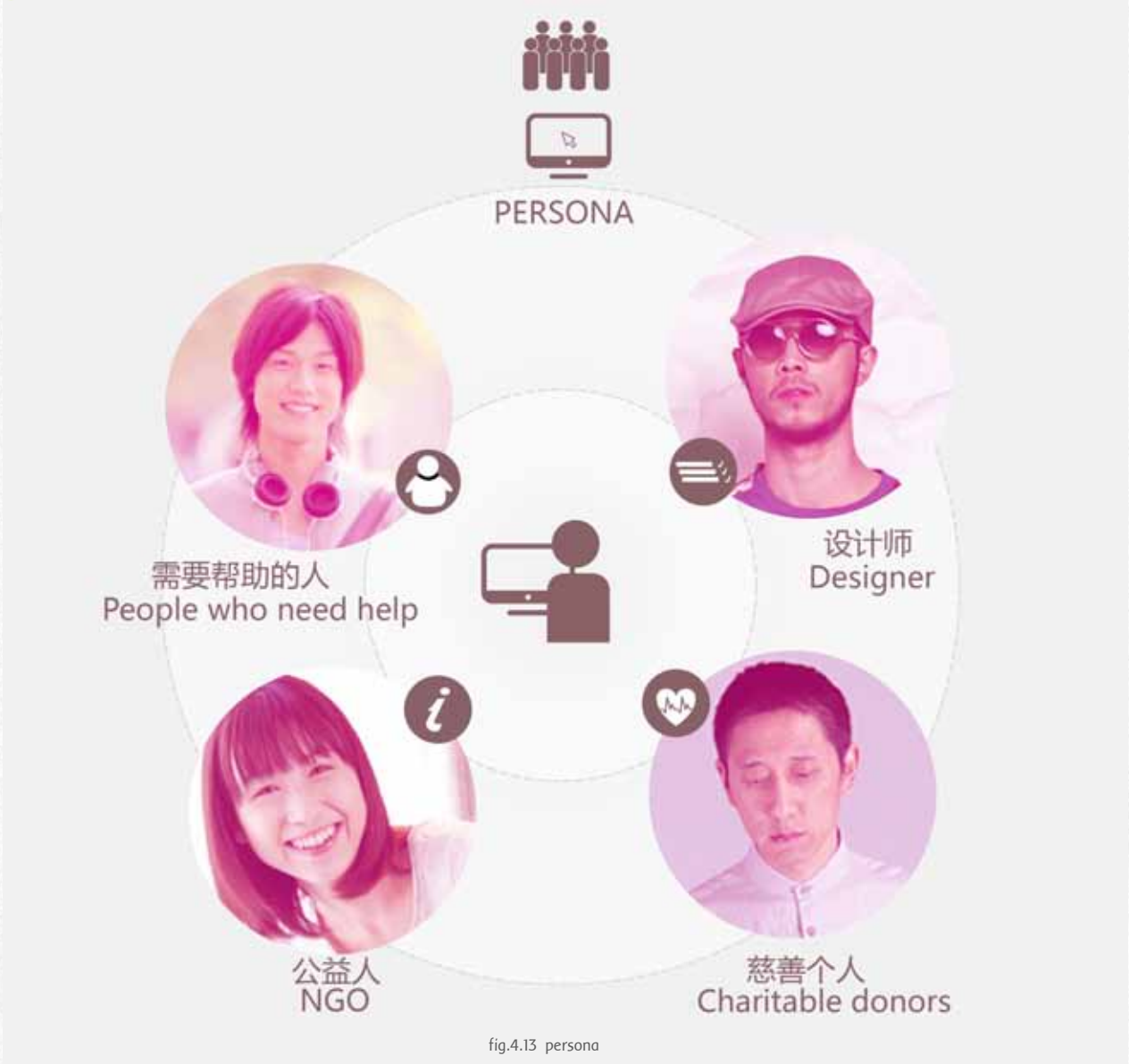Designer

公益人
NGO

慈善个人
Charitable donors

fig.4.13 persona

59.

PERSONA

Disabled person.Snow

Snow, 28 years old, He lost a leg in a car accident when he 12 years old. But he is very optimistic.He has participate in various charitable activities actively, to seek life solutions for whom with the same situation. "1090" online service network platform provide a lot of valuable resources.

Designer.Gump

Gump, 27 years old, graduated from Tongji University. He is now in the position of Ogilvy & Mather International design director. He often pays attention to public benefit activities at ordinary times, hopes to spend his spare time serving for them within his power, no matter in innovative thinking or design products. At present, he has finished more than 8 cases of designing public welfare, which are entirely uploaded to sharing platform of "1090" for public service organizations' references. Because he often joins in discussion of public welfare programs positively and gives out hot issues, he has become one of the recommended designers in "1090". The picture next page is storyboard.

Men of public spirits.Datian

Datian, aged 32, after graduating he worked for two years at the state-owned enterprises, after that ,after the resignation with several partners he founded the private non-profit organization,The particular factor in public

interest organizations, high mobility of volunteers, etc. makes few professionals responsible for design. This has become the weakness of hindering development of public interest organizations to some extent.Establishment of "1090"online service platform to let him feel excited, not only can easily linked to public welfare services are willing to designer, you can also broaden promotional channels.

Charitable donors.Chenghua

Chenghua, aged 45, he says, through "1090" platform, contributions can be more visible and transparent, I can support the designers who's the product or ideas I am interested in , and than,it can be really put into production , I can actually bring about improvements to be funded by life, such contributions made me feel more meaningful(fig.4.13).

Gump's
STORYBOARD

1. Designer Gump,He often pays attention to public benefit activities at ordinary times.At present, he has finished more than 8 cases of designing public welfare online through 1090 platform

2. which are entirely uploaded to sharing platform of "1090" for public service organizations' references.

3. because he often joins in discussion of public welfare programs previously and gives out hot issues, he has become one of the recommended designers in "1090"

4. charitable donors support Gump's design and ideas that can really address the needs.it can be really put into production.Therefore,the funders will have the real meaning of change in there life.
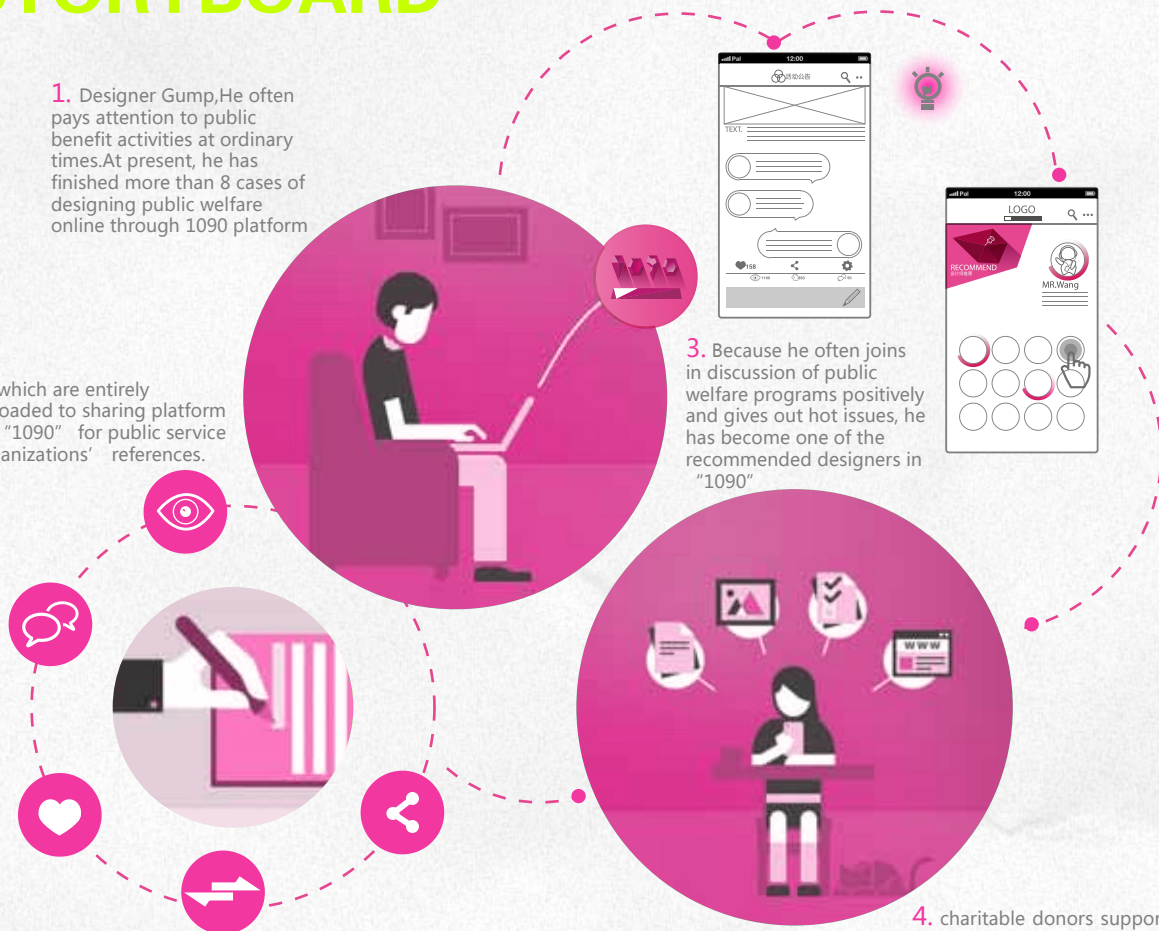
fig.4.14 storyboard

61.

CHARTS SOURCE

fig.1.1 definition of design - functional complexes	NETWORK
fig.1.2 New York exhibition "Design for the other 90% people"	NETWORK
fig.1.3 2014 Shanghai Exhibition Design Exhibition periphery —"The public welfare city"	1 SHOOT
fig.1.4 2012's Beijing international design week "design for people's livelihood"	NETWORK
fig.1.5 workable task for previous "1090"project	SCHOOL DATE
fig.1.6 newspaper and media report	NETWORK
fig.1.7 "grandma origami" project	AUTHOR DESIGNED
fig.1.8 parts of discusstion online	NETWORK
fig.2.1 scheme of service system for "1090"	AUTHOR DESIGNED
fig.3.1 interviews and investigates stakeholders	AUTHOR DESIGNED
fig.3.2 interviews and investigates stakeholders	AUTHOR DESIGNED
fig.3.3 interviews and investigates stakeholders	AUTHOR DESIGNED
fig.3.4 analysis 1	AUTHOR DESIGNED
fig.3.5 analysis 2	AUTHOR DESIGNED
fig.3.6 analysis 3	AUTHOR DESIGNED
fig.3.7 the founder:Yang Wenqing	NETWORK
fig.3.8 frolac studio	NETWORK
fig.3.9 misereor	NETWORK
fig.3.10 "the social swipe" charity project	NETWORK
fig.3.11 mi-public welfare	NETWORK
fig.3.12 select opposite adjectives	AUTHOR DESIGNED
fig.3.13 relationship and time	AUTHOR DESIGNED
fig.3.14 place and work	AUTHOR DESIGNED
fig.3.15 system map	AUTHOR DESIGNED
fig.4.1 The original LOGO for "1090"	AUTHOR DESIGNED
fig.4.2 "1090" LOGO redesign	AUTHOR DESIGNED
fig.4.3 "1090" LOGO application	AUTHOR DESIGNED
fig.4.4 moodboard	AUTHOR DESIGNED
fig.4.5 online information map	AUTHOR DESIGNED
fig.4.6 scheme of home page	AUTHOR DESIGNED
fig.4.7 scheme of home section	AUTHOR DESIGNED
fig.4.8 the detail of recommending designers	AUTHOR DESIGNED
fig.4.9 scheme of the second section	AUTHOR DESIGNED
fig.4.10 the page of "personal private records"	AUTHOR DESIGNED
fig.4.11 the section of "personal private records"	AUTHOR DESIGNED
fig.4.12 app effect	AUTHOR DESIGNED
fig.4.13 persona	AUTHOR DESIGNED
fig.4.14 storyboard	AUTHOR DESIGNED

REFERENCE BOOK

[1] Mager.B. "Designing services with Innovation Methods" 2008

[2] Meroni A. and Sangiorgi D. Design for Services. Aldershot, UK: Gower Publishing 2011

[3] Brown, T. "Change by Design". 2009

[4] Kahneman, D. Thinking, Fast and Slow. 2011

[5] Miettinen S., Koivisto M. Designing Services with Innovative Methods. 2009

[6] Stickdorn, M. & Schneider, J. "This is Service Design Thinking". 2010

[7] Ezio Manzini, "Small, local, open and connected. Design research topics in the age of networks and sustainability"

[8] Thackara, J. In the bubble: designing in a complex world.2005

[9] Spreda . Sustainable lifestyles. Today's Facts & Tomorrow Trends. 2011

CONCLUSION AND PROSPECT

In the design process, it has received support of all parties. It is comparatively smooth from interviewing on the spot to achieving at later period. "1090" project team in College of Design Creativity in Tongji University, and each public interest organization in new filed of public benefit have profound interest in this project. They think that proposition of concept for "design public benefit" complies with the development tendency of public benefit. They are also confident in the future.

"1090" service system design is a specific practice project. It starts to proceed by accompanying with my paper. Combining with research on service system, it is applied to the "1090" entire service design. In design, the practice about some theories is conducted and has also obtained a positive feedback.
In the prospect of future work, network platform is established actually on the basis of "implementation" stage designed by established large model of "1090" service framework. Moreover, cooperation of public welfare programs at earlier stage will be carried out by contacting with Shanghai charity foundation and some civilian-run non-profit organizations , so as to construct impeccable networks for becoming successful civilian-run non-profit organizations for "1090", and lay a good mass base.

Resume

Yan Han, born in1989. Tongji University and Politecnical Di Milano double master's degree. Up-and-coming visual communication designer.

In her 8 years old she has held the personal painting exhibition and won the fifth global excellence awards of United Nations International painting competition , and the United Nations deputy secretary-general titled her" remarkable girl".

The love of design and art guided her till now, obviously, it is the most suitable way for her. Her design work has won lots of domestic and international awards .The 1st Shanghai biennial exhibition of Asia Graphic Design chosen her four posters to exhibit ,her pure and bright design style is consistent affirmation and highly praised by people. She is keen on studying Chinese and western culture, and integrate the culture and philosophy into the design .

She believed that, sometimes maybe the leaves and muscles can help you to find inspiration and make your design have breath.Because of the belief,she can learn to love everyone ,everything,to find out the detail beauty of the whole world .

Awards

2009 The World Expo Shanghai China environmental creative competition,Golden prize

2010 <Design for China>The No.2 National Tourist Souvenirs Design Competition.Excellent award

2010 Shanghai excellent commercial image competition, Silver award,works published in "China advertising" magazine

2010 Beijing Capital International Airport creative design of green shopping bags,Excellent award

2011 <Travel dream creative season>design challenge competition ,Silver award

2011 Hold exhibition In the 1st Shanghai Biennial Exhibition of Asia Graphic Design,works published in collection books

2011 The Song Qingling Foundation of creative competition,1st prize

2013 Have personal show named [HI KITE] in "Milan design week"

Yan Han

Visual Communication Designer
yanhan5581@hotmail.com
+86 13621815581
797835
JUL/2014

POLITECNICO
DI MILANO