HELLO!

IDEO.ORG
INTRODUCTION TO
IDEO + IDEO.ORG
Human-centered design is a process that begins with gaining deep empathy for customer’s needs, hopes, aspirations for the future, and context.

We are a human-centered design firm. We are inspired by people.
WE APPLIED HUMAN-CENTERED DESIGN TO PRODUCTS. AND THEN SERVICES. AND THEN TO NONPROFIT WORK.

PRODUCT
The first laptop

SERVICE
Keep the change

NONPROFIT
I AM A STAR
Design was not reaching the world’s most important problems. We formed IDEO.org as a nonprofit to change this.
Let's Design a Better World with Everyone.

Join IDEO.org in our mission to bring human-centered design to the people who need it most — those facing poverty every day. We’re teaming up with nonprofits, social enterprises and foundations to create solutions to the world’s most dire poverty-related challenges. Imagine a world without poverty. Now let’s create it.
FIVE PROJECTS THAT SHOWCASE HUMAN-CENTERED DESIGN IN ACTION
Design of an in-home sanitation system—the toilet, service system, and customer experience—with Unilever + WSUP.
WORLD HEALTH PARTNERS

Exploration of how WHP might collect and use data from the rural healthcare providers in its network.
GLOBAL ALLIANCE FOR CLEAN COOKSTOVES

Human-centered assessment of cookstove adoption and use in Tanzania.
CGAP + BANCOMER

Design of savings products that better meet the needs of low-income customers.
d.light

Exploration of future product opportunities to provide more energy to off-grid communities.
FIVE WAYS IN WHICH WE MIGHT BRING HCD TO DIL
IDEO.org’s APPROACH + DIL’S APPROACH

Sharing stories and insights about what we learn applying our approach to development challenges to inform DIL’s approach.
HCD Methods + the Development Engineering Curriculum

Integrating HCD methods into the core curriculum for the Development Engineering Program.
HCD CONNECT + the DIL COMMUNITY

Exploring ways to leverage the HCD Connect platform for the DIL community.
Advise on the selection process/criteria for DIL competitions based on our experience selecting projects and partners.
IDEO.ORG’S DESIGNERS+
DIL PROJECTS

Provide design support to specific DIL projects through 8 - 12 week engagements (likely by submitting joint funding proposals).
THANKS!

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