Human Rights Spiderweb Discovery Canvas
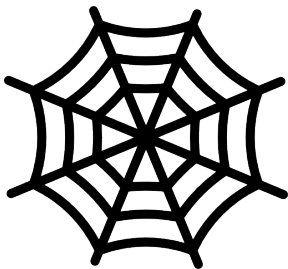
Global
Goals
toolkit

Discover the 30 Human Rights

Use the Human Rights Spiderweb - Discovery Canvas to learn about how your challenge relates the human rights

TASKS

1. Print out the **Human Rights Spiderweb - Discovery Canvas** and read the instructions on the Canvas as well.

2. With your team, discuss how the challenge you are facing relates to each of the 30 human rights.

3. Determine if your challenge is directly related, contribute or is just loosely involved with each human right, by circling the corresponding dot on the canvas.

4. Connect the dots and draw a spiderweb.

5. What can you conclude from your spiderweb? What have you learned about the human rights? What is their relationship with your challenge? Are there any human rights that you did not consider before? Are there some that you would like to focus on more?

Read the official Declaration of Human Rights [here](#)

WHEN
When you want to understand the relationship between human rights and the challenge you are tackling.

WHY
To create awareness about human rights and use them to contextualise your challenge.

NOTE!
Note sure how to asses how much your challenge relates to a human right? Find definitions on the canvas!
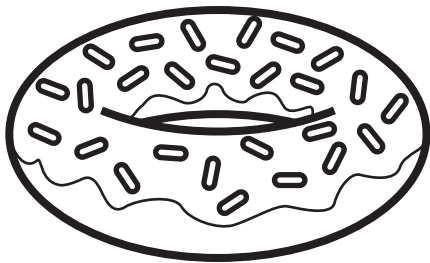
OUTPUT
An overview of the human rights landscape around your challenge.

NEXT
Repeat the same activity on the **Impact Spiderweb Canvas** and compare the two spiderwebs: what can you conclude?

Design your Doughnut

Global Goals toolkit

Design your doughnut

Use the Doughnut Economics framework to see within what social and planetary boundaries you are operating

TASKS

1. Print out the Doughnut template and watch the first video of Doughnut Economics on Youtube.

2. With the context you are designing for in mind (this could be your organisation, neighbourhood, city or country) ask yourself: what does it mean to do well here for a person? These are elements in the inner ring, related to the local community.

3. What does it mean for this place to flourish? These are elements in the outer ring, related to the local ecosystem.

4. Now take a look at both rings: what is working well? Put green dots per category.

   What do we need to improve? Put orange dots per category.

5. Now take a look at where there is urgency to create change and what that would mean for related categories.

WHEN
When you want to create and overview of your context, both socially and ecologically.

WHY
To get insight in the most important things in your local community and ecosystem.

NOTE!
Not sure what elements to write down? Take a look at Kate Raworth's categories, and ask yourself how this would translate to your local context.

OUTPUT
An overview of your design context and what areas to focus on for impact.

NEXT
Do some more research into your specific categories, map out stakeholders involved or look at best practices.

Global to local

**Global
Goals**
G **toolkit**

Global to local

Creating local, short term challenges for the global, long term Sustainable Development Goals

TASKS

1. Take a look at the 17 SDG Cards and pick one or more that relate to your design context.

2. Start with 1 goal: take a look at the info on this card. Think of a related local challenge.

3. Try to frame your challenge as a question: "How might we" is a useful start. To translate from global to local it helps to make it: specific, personal, current, relevant:

- What is something you see in your own context (organisation, neighbourhood, city)
    - What is a challenge that you relate to personally?
    - What is a challenge that is happening now?

4. Write down different challenges, 1 per post it. Use the Sustainable Roadmap to decide what challenge you want to work on.

WHEN
When you want take action for the Goals.

WHY
To create a link between big ambitious goals and small design steps. Think big, start small!

NOTE!
You don't need to do use all of the 17 goals, but can explore which ones are relevant to your specific context or project.

OUTPUT
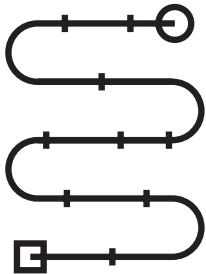Local short term challenges that relate to one or more of the goals.

NEXT
Use Sustainable Roadmap to get into more detail, or take another card to repeat the process

Sustainable Roadmap

Global
Goals
toolkit

Sustainable Roadmap

Map out what challenge to work on and what to plan from now into the future

TASKS

1. Make sure you have a couple of local challenges you want to work on.
2. Make a matrix with 2 axes: from now to 2030 (horizontal) and from local to global (vertical)
3. Map out your challenges on the matrix.
4. Do you have a challenge that fits into another quadrant, but is still worth working on? See what you need to adapt to get it into the local/now box. Maybe you need to add a specific location, or a a specific target group, for example.
5. Per challenge, try to fill in the gaps before and after - in order to create a roadmap. What do you need to adapt to start creating change tomorrow? And what do you take into account to design for the future?
6. Pick a final challenge and use its roadmap to start preparing next steps.

WHEN
When your challenge needs to be more specific.

WHY
To place your challenge in a temporal and geographical context.

NOTE!
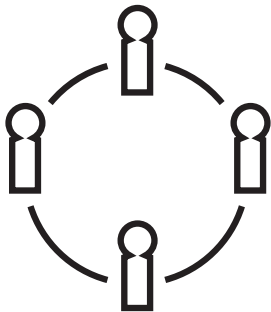If you are not sure where to put a post-it, just put it on the wall and then see if you want to move it.

OUTPUT
A concrete challenge to start working on right away, and a roadmap that gives insight in further steps.

NEXT
Do some more research related to your challenge, or start brainstorming for ideas.

Actors map

**Global
Goals
toolkit**

Actors map

The Actors map represents the relationship between stakeholders. It's a view of the service/system and its context.

TASKS

1. Arrange a room where you can focus and work for a couple of hours.
2. List down the core stakeholders of your challenge on a big sheet of paper.
3. List down the subgroups of stakeholders.
4. Write down which SDGs is their work impacting? And which SDGs is impacting their work?
5. Connect the stakeholders to each other and describe how they relate to each other.
6. Write down the specifics of the relationships between the stakeholders, how, where and why do they communicate?
7. Document the end result.

WHEN
At the beginning of a project to understand relationships between the different parties.

WHY
Understanding relationships is an important aspect of (service) design.

NOTE!
Stakeholders aren't only employees or companies, a family member can also be a stakeholder. Think also about non-human things, like a law for example.

OUTPUT
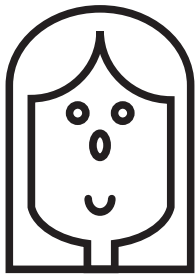A map of all the stakeholders and their relationship with each other.

NEXT
Zoom in on one of your stakeholders with the Persona Method

Persona

Global
Goals
toolkit

Persona

A Persona is an archetypical character that is used to represent a group of possible users. They share common goals, attitudes and behaviours towards a particular product or service.

TASKS

1. Collect user data through interviews, observations, ethnography and other methods.

2. Within the team go through the data and identify key aspects by clustering information into groups. Pick meaningful quotes that give insights on the users.

3. Use the information clusters to make personas, make sure that the diversity of interest is included in the personas that are created.

4. Give life goals to the personas, personal aspirations, pain points and possible behaviours.

5. Name the personas and include a 'personal' picture that shows what they look like.

WHEN
After doing research on the user and when a summary of insights is needed.

WHY
Personas allow for the team to speak about the needs of users and not about opinions on how users might behave.

NOTE!
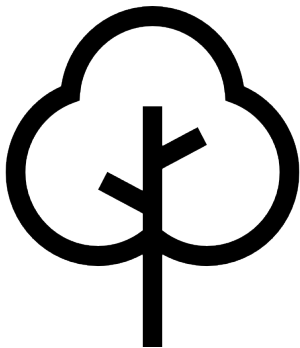Personas are created with data from real users, avoid stereotypes.

OUTPUT
Summary of insights on user types and represented by fictional people.

NEXT
Take a look at the target cards for SDG 10 if you want to refine your persona.

Non- Human Persona

Global
Goals
toolkit

Non-human Persona

A non-human persona is an archetypical reprsentation of a living (e.g., a tree) or non-living being (e.g., water, a rock), with their needs and wants. Non-human persona's have been recently being introduced in the design process in order to elevate these human and non-human beings to the same level of importance as human stakeholders.

TASKS

1. Collect information about your non-human persona, through desk research and observations.

2. Within the team go through the data and identify key aspects that characterise your non-human persona. What species do they belong to? What is their natural environment? What kind of behaviours or pattern do they perform/display? Try to be as objective and close to science as possible.

3. Now it's time to be subjective: try to "empathise" with your non-human persona.What do they need? What do they want? What are their pains and gains? Capture these perspectives on post-its and organise them.

4. Lastly, give a voice to your human persona: if they could speak and sit at the decision making table, what would they say? What would be their stake, in the context of your challenge?

WHEN
At the beginning of the process, when identifying who the key stakeholders are.

WHY
Non-human personas help designers include "other" beings in the design process and prioritise their needs.

NOTE!
It can be awkward to think and speak like a tree, or water, or a rock: no worries, what matters is that you try!

OUTPUT
Summary of insights on non-human persona's and their stake on the matter.

NEXT
Try to come up with a value proposition that is a win-win for your human and non-human persona.

Empathy in action

Global Goals toolkit

Empathy in action

Empathy in action is a way to help people empathise with, and understand a specific situation that is foreign to them.

TASKS

1. Analyse data that the team has gathered.
2. Do a brainstorm on how to make people that are completely unfamiliar with the topic, quickly understand and empathise with the problem.
3. Develop a quick prototype of a physical experience and test it within your own team.
4. Collect feedback, and use what you have learned to refine the prototype you have created. Does it make people empathise with the problem?
5. Iterate on the prototype until it achieves your goal.
6. Present the prototype to your audience.
7. Record videos, take photos and analyse the data to gather insights.

WHEN
When you have collected enough data to understand a problem and need to let people unfamiliar with the problem empathise with it.

WHY
Sometimes stakeholders need to see the situation differently.

NOTE!
Make sure the message is clear and that the experience is not offensive.

OUTPUT
A prototype that can be used to let people understand the problem.

NEXT
Collect insights and design opportunities.

Dark side

Global
Goals
toolkit

Dark side

The dark side turns your challenge into a negative one, forcing you to look at it from a refreshing angle.

TASKS

1. Write down your design challenge and reframe it in the most negative way possible. For example, "How can we make our city more sustainable" becomes "How can we make our city the most polluted city of the world?" Make sure it fits on one post it and put it on the wall (or a big paper)

2. On the left side of the wall (or paper), list down as many solutions as possible that solve your new design challenge. One idea per post-it. Don't think too hard about this!

3. Randomly take a post it from the left side, and add another idea on a post-it that transforms the first solution into a positive one. Put it on the right side.

4. Discuss all ideas with your group.

5. If you want you can cluster and select final ideas.

WHEN
When you need a lot of ideas that bring a refreshing perspective on your design challenges.

WHY
Reframing your design challenge negatively forces you to look at your problem from another angle.

NOTE!
Be sure that your positive idea really adds something new, eg. "Dog poo everywhere" becomes "Every first Sunday of the month is Puppy in the park day" instead of "No more dog poo everywhere".

OUTPUT
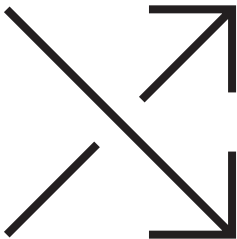A collection of new, creative ideas.

NEXT
Pick the best ideas and develop them further.

Mash-up

Global
Goals
toolkit

Mash-up

The Mash-up brainstorm technique randomly combines different categories into one concept providing you with a range of unexpected ideas.

TASKS

1. Divide the wall in four sections: human needs, global goals challenges, technology and mash-up.
2. Starting with human needs, write down as many ideas that you have, one per post it (for example, love, waking up, sporting, eating. Use max five minutes per section.
3. Move on to the global goals challenges. Depending on the goal(s) you are working on, list as many issues related to the goal.
4. Move on to technology. List as many technological innovations or existing technologies you can think of.
5. Randomly pick one post it from each category and combine them into one idea. Write your idea on a post-it and attach it to the rest. Post all four post-its on the wall.
6. Discuss all ideas with your group.
7. Cluster your ideas into themes and select the best ones.

WHEN
When you need to spark up your creativity with a little bit of craziness.

WHY
Random combinations can sometimes lead to better innovation.

NOTE!
Go crazy! The final idea does not need to be something you can create right away, but it might have an element that you can use for the rest of your process. Realistically look at what could be useful and inspiring for the future.
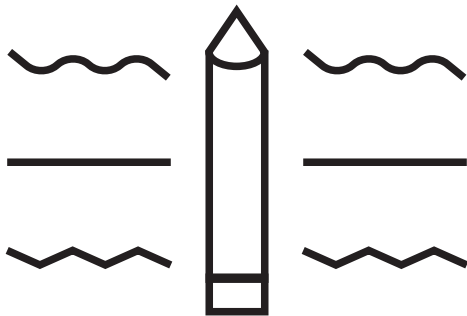
OUTPUT
New combinations of existing services and ideas.

NEXT
Cluster and select ideas, by using dot voting for example.

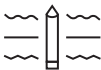# Concept Sketch

IDEA

METHOD CARDS

Concept sketch

A Concept sketch is a fast freehand drawing.

TASKS

1. As a team: select a design problem to explore.

2. A team member works as moderator and briefs the design team.

3. Each individual designer generates 10 sketches in 30 minutes.

4. Each designer presents their ideas to the group.

5. As a group, vote on ideas that are the most promising: 2 votes per person.

6. Select the three ideas with the most votes.

7. Each designer explores these ideas by generating 10 sketches of developments of the existing ideas over 30 minutes.

8. The team votes, and selects the best idea.

WHEN
When you want to visualise your idea

WHY
Quick way to iterate and refine concepts.

NOTE!
Think of what you want ot communicate with your idea, not how pretty it should look.

OUTPUT
Sketch of numerous ideas and a selection of the best ones based on opinions of the design team.

NEXT
Take a look at the Make cards and decide how to prototype your idea!

Storyboard

Global Goals toolkit

Storyboard

Storyboard is a narrative tool derived from cinema. It's a form of prototyping which communicates each step of an activity, experience, interaction or event.

TASKS

1. Decide on a story/interaction/experience you want to communicate. Make the message very clear.

2. Write/draw the global storyline. Think of the steps of the story and how to communicate them in images. Make sure you convey all the important information in a simple but complete and intelligible way.

3. Start drawing a quick sketch, then start refining it (storywise).

4. To make sure that every important step is clear for the reader. Go over the drawings with someone who is unfamiliar with the story, ask feedback and add short (text) explanations where needed.

5. Present the storyboard to stakeholders. Make notes of the feedback received.

WHEN
After brainstorming, and when you want to see how users experience your design.

WHY
Storyboards allow to display an entire story and get feedback on specific stages of an experience.

NOTE!
Not everyone is an artist, it's alright if the sketches aren't beautiful.
Its alright to mess up and start over.

OUTPUT
A storyline of an event, interaction, activity or experience that can be presented.

NEXT
Do a lo-fi prototype of the concept and test it.

Paper prototyping

Global Goals toolkit

Paper prototyping

Paper prototyping is a quick and cheap way of gaining insights without the need for costly investment. It simulates the function but not the aesthetic of a proposed design.

TASKS

1. Determine the aspects that you want to test (content, form, structure, 'tone', key functionality, etc.).

2. Develop a paper version of the concept that allows to test the different aspects.

3. Recruit participants for the test.

4. Do the test, do not guide users too much and see if your concept works or not.

5. Take notes of what works and what needs to be changed.

WHEN
In the initial stages of a concept.

WHY
Quickly validate functions of a design with a low cost.

NOTE!
Paper prototyping is not about how nice it looks, it should focus on functionalities.

OUTPUT
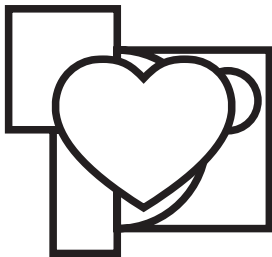Test results of the concept that can be revised and improved on to develop further.

NEXT
Identify what worked and what didn't.

Refine the concept based on the insights.

Prototype for empathy

Global Goals toolkit

Prototype for empathy

Prototype for empathy helps to understand users' needs and problems when using a concept.

For example: make a website to display information in a way that is similar to how the website would look for someone who is color blind. This helps you to understand what needs this user group has with regards to use of colors and contrast for the design of a website.

TASKS

1. Identify specific aspects of a user experience that the team might not have clarity on.

2. Do a brainstorm on how to understand the possible problems the user might face.

3. Develop a quick prototype and test it among the design team.

4. Collect all insights into a list, use those insights to refine the design idea.

5. For inspiration, take a look at the method Persona Spectrum, in the Inclusive Design Toolkit by Microsoft at www.microsoft.com/design/inclusive/

WHEN
On the first phases of the project.

WHY
To allow team members and (stakeholders) understand users.

NOTE!
The prototype aims to help the design team (and stakeholders) understand user behavior, it is not a prototype built to test a design concept.
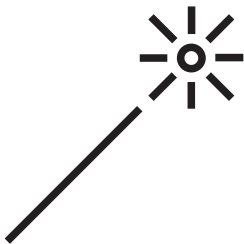
OUTPUT
A prototype and insights to understand the user better.

NEXT
Use the insights gained to develop concept(s).

Wizard of Oz

Wizard of Oz

The Wizard of Oz is a research method where a participant interacts with an interface, system or physical object. This system, though, is operated by an unseen person.

TASKS

1. Select an idea/concept that will be tested. Create the necessary images, videos, animations and elements to do the test.

2. Recruit participants for the test and organise a location, make sure the prototype works. Assign a person as wizard.

3. The wizard hides from view, and observes the user's actions while making the sytem react to those actions by triggering the different responses the system should give at that moment in the interaction.

4. Take notes of what works and what does not work while doing the test.

5. Ask participants about their impression of the system and the design. Take notes.

WHEN
When the design has a complex system that needs to be tested quickly.

WHY
Wizard of Oz allows to test complex systems before programming them.

NOTE!
This method must be rehearsed extensively before testing it. If things don't work as expected, the user will realize that the prototype is fake.
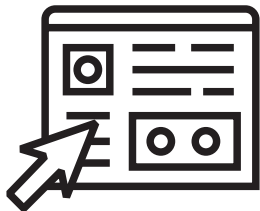
OUTPUT
A test case for future prototypes, and a list of what works and what doesn't work.

NEXT
Modify the design according to the results and iterate.

Clickable prototype

Global
Goals
toolkit

Clickable prototype

A clickable prototype is a prototype that looks like and may work just like the finished product. It simulates the aesthetics of a proposed design.

TASKS

1. Create a design, based on a concept that has been deemed promising.

2. Map out the navigation and behavior that is wanted from the users, define the look and feel of buttons, screens and animations.

3. Build the prototype, this can be done by programming or using special software that is designed for it.

4. Recruit participants and ask them to test your prototype, give them tasks and ask them to complete them.

5. Do a recording of the test, ask participants to think out loud as they do the actions. If possible record both the participant and the screen.

6. Collect the results and analyse them.

WHEN
Once an idea has been developed enough and needs input on user behavior with it.

WHY
To check if the design behaves as intended.

NOTE!
There are a lot of prototype building apps out there on the internet.

Test the prototype with as many people as possible.

OUTPUT
An overview of which problems are at the core of a project, and which are concrete.
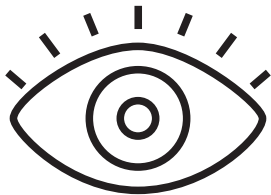
NEXT
Evaluate, process, adjust, iterate.

Develop final version.

Through other eyes

**Global
Goals
toolkit**

Through other eyes

Designing can take a lot of time. Sometimes, if you look at something too much, you become too fixated. At several moments in the process it might be useful to have a review from someone outside of the group. A fresh approach to the design.

TASKS

1. Define your design problem clearly for the somebody who knows nothing about it.
2. Select and recruit a group of outsiders who represent the end user of the product or service.
3. Organise a space to have a session and make sure you have all the materials you might need (presentation, questionnaires, etc.)
4. Set up a presentation for your design concept.
5. List down useful questions to ask your reviewers.
6. Have a moderator that presents the design concept(s), asks questions and reviews the design(s) with the outsiders.
7. Collect notes and record the session.
8. Analyse results of the session.

WHEN
When design concept(s) have been selected and before working out too many details.

WHY
This method allows to get feedback on concepts by the target audience, allowing to modify the concept if needed.

NOTE!
Imagine presenting the concept to a kid. It should be easily understood by anyone.

OUTPUT
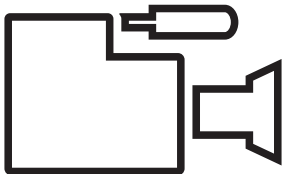Insights on how the design concept is perceived by the target audience.

NEXT
Process feedback and see on which points you can improve your design.

Video prototyping

Global
Goals
toolkit

Video prototyping

Video prototyping is a simple way to show new and speculative designs, ideas, scenarios, futures or products. Showing a video gives you a clear idea of how users might perceive a concept that might be difficult to prototype otherwise.

TASKS

1. Select a concept to prototype, Split the concept into steps that need to be shown and explained.

2. Write a script that clearly explains all the steps of the solution and how they work within the desired context.

3. Create a storyboard based on the script.

4. Organize everything that is needed to proceed for filming (actors, cameras, permits, etc.)

5. Film according to your plan and schedule.

6. Develop special graphics and/or special effects if needed.

7. Edit all the clips into a consistent story and render it.

8. Recruit and gather potential users of the design, show them the video.

9. Collect notes and feedback on the user's reaction to the prototype.

WHEN
When a complex idea needs to be quickly tested.

WHY
To test a promising idea that is complicated or time consuming to prototype.

NOTE!
Make sure that the prototype is clear and easy to follow by different users and/or stakeholders. Usually high production yields better results.
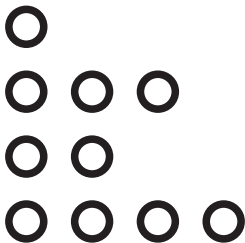
OUTPUT
A video prototype of an idea and feedback on what works and what doesn't.

NEXT
Consider if the idea works, if it needs to be polished or if it needs to be trashed.

Dot voting

Global
Goals
toolkit

Dot voting

Dot voting is a collective way of prioritizing and converging on a design solution that uses group voting.

TASKS

1. As moderator, list down the ideas you want to vote for, and explain them where needed.

2. Ask each participant to vote on their top 2 or 3 by using dots. Give them a limited number of dots, and they have to assign more to the idea they like the most.

3. Count votes and arrange them in popularity.

4. Discuss the reasons behind the hierarchy and see if the best idea(s) can be taken to the next level.

WHEN
When there are more ideas than can be feasible to develop further.

WHY
Allows for a consensus on which ideas need to be developed futher and the reasons behind that.

NOTE!
The group should contain at least 4 people and no more than 20.

OUTPUT
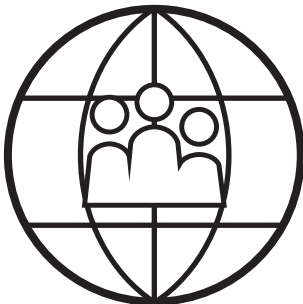A selection of the most popular ideas according to the group.

NEXT
Take the most promising ideas to the next level, kill your darlings.

People Planet Prosperity

Global
Goals
toolkit

People Planet Prosperity

Analyse the potential impact that your idea will have on the different 17 Sustainable Development Goals.

TASKS

1. Print out the People Planet Prosperity template.

2. Write down a short description of your idea.

3. Write down how your idea impacts the different Global Goals and how.

4. How does your idea impact the circle of People? Visualise this by filling the different goals. Do the same for Planet and Prosperity.

5. To design for sustainable development, we need to take into account all 3 categories of social, economical and ecological sustainability. Look at your circles. Does it have big gaps somewhere? What can you do to create a more complete picture? Adapt your idea accordingly.

Ted Talk by Johan Rockström, "5 transformational policies for a prosperous and sustainable world" CIFAL Flanders

Human Rights Spiderweb Impact Canvas

Global
Goals
toolkit

Assess impact on Human Rights

Use the Human Rights Spiderweb - Impact Canvas to assess how much your solution has an impact on the human rights

TASKS

1. Print out the **Human Rights Spiderweb - Impact Canvas** and read the instructions on the Canvas as well.

2. With your team, discuss how the solution/concept/initiative you ideated relates to each of the 30th Human rights.

3. Determine if your idea is directly influencing, contribute or is just loosely involved with each human right, by circling the corresponding dot on the canvas.

4. Connect the dots and draw a spiderweb.

5. What can you conclude from your spiderweb? How does this spiderweb compare to the **Discovery Canvas** spiderweb? How would you iterate your idea based on how the two spiderwebs overlap?

Read the official Declaration of Human Rights [here](#)