



Using the Design for the Developing World Canvas

WHAT

The Design for the Developing World Canvas helps teams designing physical products for resource-poor individuals in developing communities. Using the canvas allows the team avoid common pitfalls by helping them see which questions still need to be answered and what their next tasks should be.

WHEN

The information in the canvas will change as the team learns more about their project, so the canvas should be updated regularly. It can be used before, during, or after design reviews to help the team avoid common pitfalls. The canvas can also be used after a failed project to analyze the cause of the failure. The team may use one canvas for one phase of the project, then fill out the canvas again for the next phase. To keep track, the team should clearly define the scope of the canvas they are currently working with.

HOW

The canvas should be used as a worksheet. Individually or as a team, answers to important questions should be written directly on the canvas in the appropriate section. The information written on the canvas naturally leads the team to consider the next tasks and assign those tasks to team members.

WHY

The canvas has been laid out to show key relationships between different parts of the project. Decisions made in one section will affect decisions in the sections surrounding it. For example, if the team first chooses their target market then the product they choose will have to be one that is consistent with the needs of their target market. The first 3 sections are darker because they are the core of the canvas. The team should focus on the core first to ensure a positive impact in the developing world.

SECTIONS

1. **Impact:** Here, the team clearly articulates the impact they intend for the product to have. This can include social, economic, and/or environmental impact.

2. **Customer:** Here, the team describes their target market. Sometimes there is more than one target market and sometimes the person who actually uses the product is different from the person who purchases it. Being as specific as possible while defining the target market allows the team to really focus on designing for the needs of that particular market.

3. **Product:** Here, the team describes the product and how they will test the product to make sure that it both has the intended impact and is desirable to the target market.

4. **Delivery:** Here, the team describes how the product will get to the customer. The marketing, distribution, and customer service strategies are all part of the delivery and they will all affect the impact the product can have.

5. **Manufacturing:** Here, the team describes how they plan to manufacture the product. They should decide if they want to make the product locally or import the product to the community. In each case, the team should consider the capabilities of their manufacturing partners as they design the product.

6. **Revenue Model:** Here, the team describes the financial information needed to show how their intended impact will be paid for now and in the future. The team should consider various payment options, including having customers make small payments over time.

CONTEXT

For each section, the team should consider the contextual factors that affect that section. This can help the team see what else they need to learn about the context to avoid common pitfalls. For example, a contextual factor in the customer section of the canvas could be gender. If the target market is women in a certain community and the design team consists of all men, they should consider how the all-male team communicate with and understand the needs of the women in their target market in a culturally appropriate way. An example of a contextual factor in the product section of the canvas could be color. If certain colors have a specific meaning to people in a community, the team should consider how they will learn about and choose an appropriate color for the product.

PARTNERS

For each section, the team should consider who they need to partner with to effectively accomplish the tasks in that section. Without strong partners, it is unlikely that the team will have a lasting impact.

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For each section, fill in the answers to pertinent questions such as the ones shown below and consider:

1. What are the pertinent contextual factors?
2. What partners are needed; How will we find/interact with them?

Date:

Project:

Scope:

