



3-16 April 2005
Rustenburg
North-West Province
Republic of South Africa

GENERAL REVIEW

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Endorsed by

Department of Transport, South Africa
International Council of Societies of Industrial Design
International Council of Graphic Design Associations

WHERE DID IT START

- Request to develop donkey-cart specifications (2002)
- Investigation into the problem

The problem of rural transport

- 60% of rural families don't have access to public transport
- 12 million kids walk to school
- 550 000 walk more than 2 hours one way

WHERE DID IT START

WHERE DID IT START

- Request to develop donkey-cart specifications (2002)
- Investigation into the problem
- Enough reason to take design-action
- Fits in with Design Institute's 'Design for development'
- Fits in with the overall spirit of NEPAD

PLANNING THE EVENT

- Small committee became powerful partnership

Growing partnership

- Design Institute
- National Department of Transport
- North-West Provincial Government: Dept. Roads & Transport
- Bojanala Platinum District Municipality
- Research & Development Division of the SABS
- National Product Development Centre (CSIR)
- Industrial Design Dept. of the University of Johannesburg
- Industrial Design Dept. of the Cape Peninsula University of Technology

PLANNING THE EVENT

- Small committee became powerful partnership
- Brainstorm around the nature of the intervention
- Identify expertise needed
- Identify and liaise with suitable villages as research sites
- Mobilise community representatives

FOCUS AREAS OF THE INTERDESIGN

- Animal drawn carts
- Bicycles and tricycles
- Alternative modes
- Communication

THE INTERDESIGN PROCESS

- Brief and familiarisation through Expert Presentations / Site visits (Mathopestat, Syferbult, Pitsedisulejang)
- Situation analysis / Conceptual approach / presentations / feedback
- **HAVE WE IDENTIFIED REAL OPPORTUNITIES?**
- Conceptual development and design towards more concrete proposals
- **FINAL PRESENTATION**

MANAGEMENT OF THE PROCESS

- Logistic Support through the DI Consortium
- Event coordinator
- Design director

CURVED BALLS

- Bus strike
- Refocus Communication group – language, research
- Defining ALTERNATIVE

ACHIEVEMENTS

- Approach an aim
- Results: 19 concepts were identified for further development

FEEDBACK FROM PARTICIPANTS

- Community representatives
- Communities
- Experts
- Design process
- Recommendations

Community Representatives

- Closer communication
- Smaller groups
- More preparation
- Translators

“they did not realise how little we knew”

Communities

- Designer need training in formalities in local culture
- Need for icebreakers
- We missed market day
- Research for field trips to be planned

FEEDBACK FROM PARTICIPANTS

Experts

- More information regarding cultural issues
- And socio economic aspirations
- More direct contact

FEEDBACK FROM PARTICIPANTS

Design process

- Consider multi disciplinary teams
- More familiarisation
- More teambuilding
- Smaller groups
- Short written reports

FEEDBACK FROM PARTICIPANTS

Recommendations

- Formalise design process
- Train group leaders
- More time in communities
- Work in smaller groups
- Resolve IP issue
- Multidisciplinary
- Chat forum in advance

FEEDBACK FROM PARTICIPANTS

FEEDBACK FROM EXPERTS

- 15 / 26
- 94% wants feedback afterwards
- 94% would like to do it again
- 83% would like to be involved in the prototypes
- 72% would like to take part in a design chat forum

Thank you