



Information for Life

2014 Brief

Sponsored by:

BILL & MELINDA
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IxDA
INTERACTION DESIGN ASSOCIATION

Student Design Challenge

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Your challenge will be to design ways to improve how, where, and when the child health record is distributed, accessed and used in order to make it a more effective tool for health information and education throughout early childhood.

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07 What is the IxDA Student Design Challenge?

Finalists will receive free travel, accommodations, and registration to Interaction14 in Amsterdam. There, you will demonstrate your skill in a 72-hour challenge, kicking off with a master class with industry mentors on February 4, 2014. Finalists reflect the diversity of interaction design education today and the excellence that is emerging from a new generation of designers.

08 How do I enter?

By December 1st, submit a 3-minute video, a 150 word summary, and 2-3 samples of [your work here](#). You (and your partner) must be currently enrolled in grad or undergrad program or have graduated in 2013 from a interaction design program or a related design field.

The Challenge

Information For Life

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For as low as 10 cents per child, the child health record is a critical component of current health information systems worldwide.

This year, the Gates Foundation and the IxDA challenge you to consider how to reach remote populations by designing ways to improve how, where, and when this record is distributed, accessed and used in order to make it a more effective tool for health information and education throughout childhood.

Over six million children under the age of 5 died last year; more than half of these deaths could have been prevented with existing interventions. The global public health community could save millions of lives in the coming years by gaining the trust of families and informing them about how to access effective interventions. Consider how to reach remote populations with life-saving health information when these children do not speak their country's national language or cannot read.

Related initiatives

The Gates Foundation has chosen the Student Design Challenge to complement the foundation's [Records for Life](#) contest that launched in Fall 2013. The Records for Life contest focuses on the design of the record itself to make it easier to interpret and use. As a complement to this context, the IxDA Student Design Challenge will focus on how families experience the record as an informational tool and a prompt that aids the choices and actions that lead to better healthcare for children.

Examples of these newly designed records will be available to SDC competitors in Amsterdam. See the [Records for Life](#) brief for more information.

Background and Design Considerations

Language and culture can be a barrier to change

Many children who die of preventable conditions live in areas of poor literacy, infrastructure (road, electrical, Internet, phone), and access to highly skilled medical professionals. Communicating critical healthcare information is challenging as many do not speak their country's national language(s) and/or cannot read.

Families often rely on trusted relationships, tradition and other local sources of information to inform their health choices. Unfortunately, these sources don't always reflect our most current understanding of what saves lives and what is ineffective.

Potential considerations for design:

- How might life-saving information be presented in a manner that fosters trust in the information provided?
- When there is little or no IT infrastructure or adoption, how might we bridge the gap between the necessity of a low-tech distribution model and the opportunity of high-tech model, which may be viable in viable in 5-10 years?



Background and Design Considerations

Communicating life-saving interventions is key

Information in the hands of families can be the difference between a life and a death. In recent years, health professionals have sought to reach these families via the child health record, which is issued to most children at birth to track vaccinations and other health indicators.

Many child health records include vital health information such as how to administer life-saving treatments for diarrhea and pneumonia, and when to return for the next vaccination. Unfortunately, most health information on the child health record requires literacy in a specific language. Many populations fail to adopt the recommended practices because they cannot understand what is being conveyed in the first place!

When health information is delivered with the child health record, it can be used to inform families about key life-saving interventions.

Examples of key life-saving interventions

When low-cost supplements are paired with a child's health records, they can be used to inform families about key life-saving interventions such as:

- Breastfeed infants exclusively for 6 months
- Wash hands after defecation, before preparing meals and before feeding children
- Protect children in malaria-endemic areas by ensuring they sleep under insecticide-treated bed nets
- Recognize when sick children need treatment outside the home and seek care from appropriate providers.
- Continue to feed and offer more fluids, including breast milk, to children when they are sick

For more info see [World Health Organization Report](#)

Potential considerations for design:

- How might the value and content of the information be demonstrated, rather than explained?
- What are the critical “moments-of-truth,” where a designed affordance/intervention might have the greatest impact on adoption of recommended practices?
- How would you conduct design research for this in Amsterdam? What resources would you need?



Example of a current health info within a Child health record booklet. Resource: [National Immunization Card Repository](#)

Background and Design Considerations

The Child Health Record

Functions of the child health record serves at least seven functions in the health system:

1. A unique identifier that is intimately connected to the child
2. A source of critical information for health workers about the child's health and vaccination status, and more
3. Documentation of the child needs at each point of contact with the health system
4. A source of critical information for families, such as date of next visit for vaccination
5. A source of critical information for household surveys, which many countries and policymakers rely on
6. A validation of the vaccine coverage levels obtained from administrative data systems
7. An educational tool for families to learn more about health interventions

To enable these functions, child health records have to be available, accessible, and utilized by caregivers (e.g. parents), health providers, and surveyors. When a high percentage of the infant population has been issued a record, and families keep the record through the course of vaccination, we say that for that population, record prevalence is high. A high prevalence is fundamental to achieving the five functions of the child health record.

Unfortunately, child health records are frequently unavailable at the time of a household visit or when the child is brought to a health facility. Only 10 percent of countries with data have record prevalence rates higher than 90 percent—the foundation's estimate of the minimum acceptable prevalence rate to feel confident that the health record is serving all five critical functions. This suggests the need for a strong effort across countries to ensure that the records are available and valued by family members.

Potential considerations for design:

- How do parents store the records and remember where to find them? How might we improve this?
- How might a solution work around these obstacles to enable these functions through other means?
- How might you test the ideas? What resources would you need in Amsterdam?



About the Student Design Challenge

Demonstrations of Best Practice



Now in its fifth year, the IxDA Student Design Challenge will run during the Interaction14 conference in Amsterdam, February 4-8, 2014. Finalists will be selected from an international pool of exceptional graduate and undergraduate students.

Finalists will be selected to demonstrate their skills in the 72-hour challenge in Amsterdam, kicking off with a master class with industry mentors on February 4.

Finalist reflect the diversity of interaction design education today and the excellence that is emerging from a new generation of designers.

The Challengers will have access to workspace provided at IJsfontein Interactive Media. For the first time this year, they will also have access to The SDC Zoo, a space in the main hall of the conference to engage conference-goers in discovery research and experience prototyping. Students will present their work onstage on February 7 and the winner will be announced at the 2014 Interaction Awards on February 8.

Prizes

Our panel of judges will award the most promising candidates a scholarship to attend Interaction14 in Amsterdam, including:

- Travel to Amsterdam
- Accommodation in Amsterdam
- Complimentary student registration at the conference
- Registration for a dynamic master class, held before the conference, to address these design challenges
- Additional prizes will awarded on site

About the Student Design Challenge

How to Enter

Qualifications

The Challenge is open to both graduates and undergraduates. You may elect to submit to compete as an individual or in pairs. You (and your collaborator) must be currently enrolled in or have graduated in 2013 from a program in interaction design or a related design field.

The Audition

To enter the challenge, submit a 3-minute video, a 150 word summary, and 2-3 samples of your work. In your video and summary, help us understand:

- What is your background as a designer?
- Why do you want to come to Amsterdam and continue working on this year theme, "Information for Life?"
- What is your perspective on the Challenge Theme and how would you approach the process of designing a solution to the challenge?

The judges will be looking for interaction/experience design ability and how you communicate your thinking on the theme, rather than examining any design work you've done to create solutions around the theme.

Video

A 3 minute video must be submitted, we encourage you to create a custom video to submit to us (although you can reuse elements from any of your previous work). We also encourage you to do more than look into the camera and talk; in previous years, submissions that had reasonable production values. Visual support for ideas tends to be better received.

Work Samples

Work samples are meant help the jury to understand both your capabilities as a designer and your approach to problem solving. The 2-3 samples of work may be submitted as either PDFs or links to a web site. The examples should help us understand: your design process, results in time constrained projects, capabilities as an interaction designer, visual presentation skills.

Key Dates

| | |
|---------------------|--------|
| Entries open | Oct 8 |
| Entries close | Dec 1 |
| Finalists announced | Dec 20 |

Jury

- Miles Begin, Director of Design, Enterprise Growth, American Express
- Peter Boersma, Interaction Design Director at Blast Radius
- MJ Broadbent, Principal, MJ Broadbent Design
- Susan Dybbs, Managing Director of Interaction Design, Cooper
- Ana Domb Krauskopf, Director, School of Interaction Design
- Penny Hagen, Design Strategist, Smallfire/ UX Director DAN Auckland
- John Payne, Principal, Moment
- Andy Polaine, Interaction & Service Designer, Lecturer, Writer, Researcher
- David Sherwin, Interaction Design Director, frog
- Samantha Soma, GE Design & Experience Studio
- Sudhindra V., Creative Director - Experience Design, SapientNitro

Chairs

- Dianna Miller, Innovation Catalyst at Fidelity Investments
- Izac Ross, Interaction Designer, Cooper



Thank you,

Dianna Miller
Chair

Izac Ross
Chair

Student-Challenge@ixda.org | [@ixdaSDC](https://twitter.com/ixdaSDC)

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