

#GLOBALHUMANRESEARCH



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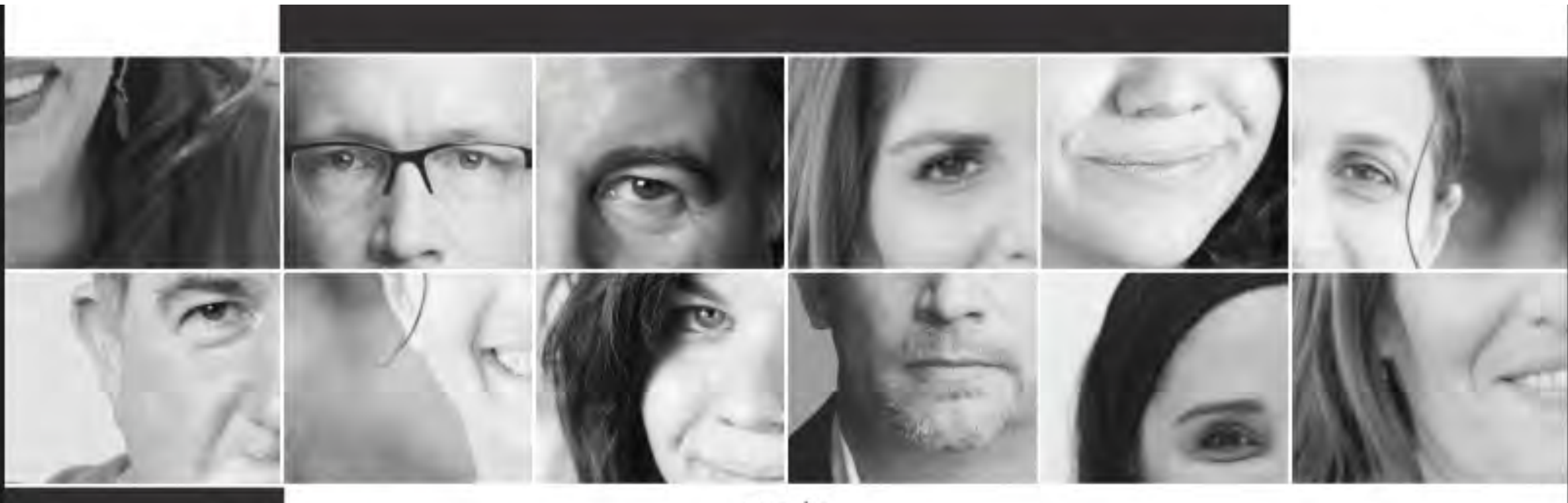


Part I

The Research & The Opportunities

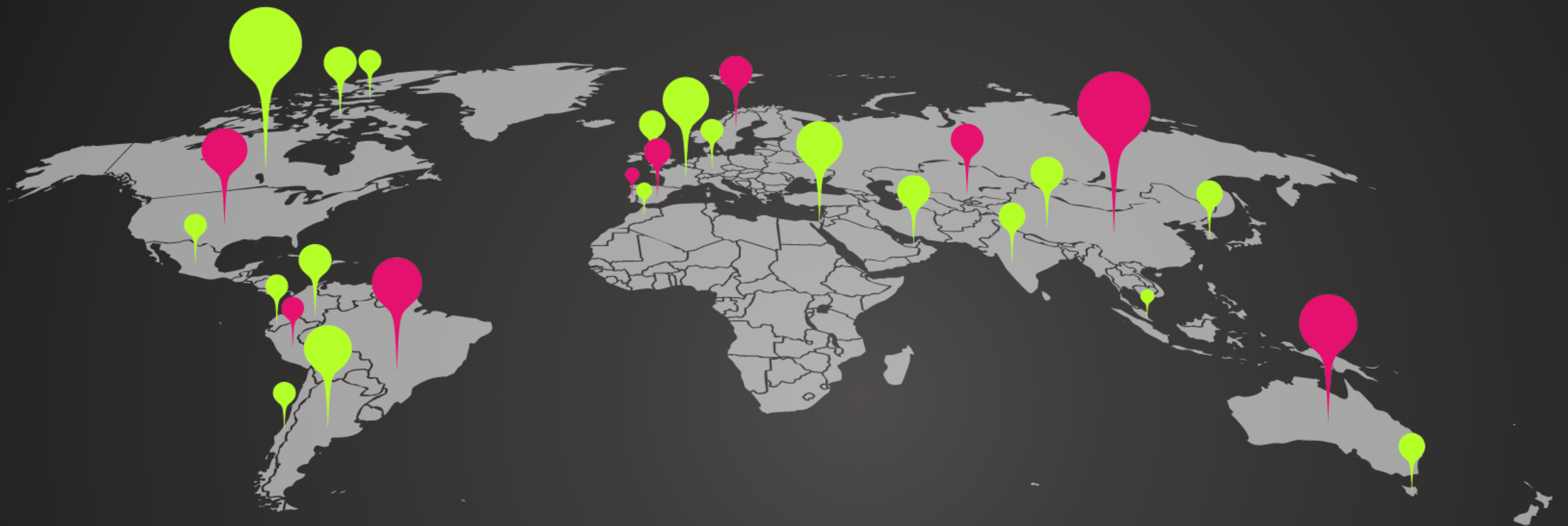
**Human
Centered
Design**

Covid - 19



How Did it Work?...

The global reach



5

Continents

22

Countries

33

Researchers

120

Interviews &
Observations

550

Findings

The #GlobalHumanResearch Project

Is a multinational research project led by Whiteboard and DesignThinkers Group Spain.

The study documented the **changes in the lives of people, families and communities** around the world in the new reality of the **Corona crisis**.

Objective

Finding **patterns of change** around the world and to move towards building a structured terrain to **develop new strategies** for individuals and organizations.



4 Research Areas

Personal Economy

Changes in the way people relate to the value of objects and money, their use and the time of using it.

Leisure and use of time

Change in the use of time, new activities, new indoor-outdoor facilities, leisure vs. caring for others, new habits, schedules, etc.

Health

Changes in the focus of health, safety of health services, prevention, care and dependency on care.

Social and community

Changes in interactions with other people, family, employers, neighbors, colleagues, friends and leisure colleagues.

The research activity included personal interviews, observations and self- documentation that documented citizens' lives during this period.



Global Insights

23 Life Arenas Changes

Re-Designing Social Interactions

Bridging The Digital Gaps

Lost Islands

Family Rediscovered

Weaving Life & Work

Rituals and Habits

Home Sweet Home

Redefined Public Spaces

Overwhelming Virtual Services

Evolution of groups

Social Essential Food

Shared Trouble - New Initiatives

Community Consumerism

Rethinking Money

No Safety Net

Smart Shopping

Information Ambiguity & Mistrust

Socially Stressed

Hyper Health Awareness

New Relations to the Health Services

Clean is the New White

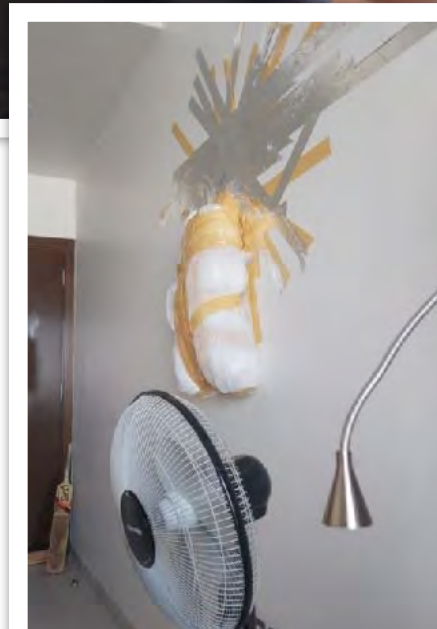
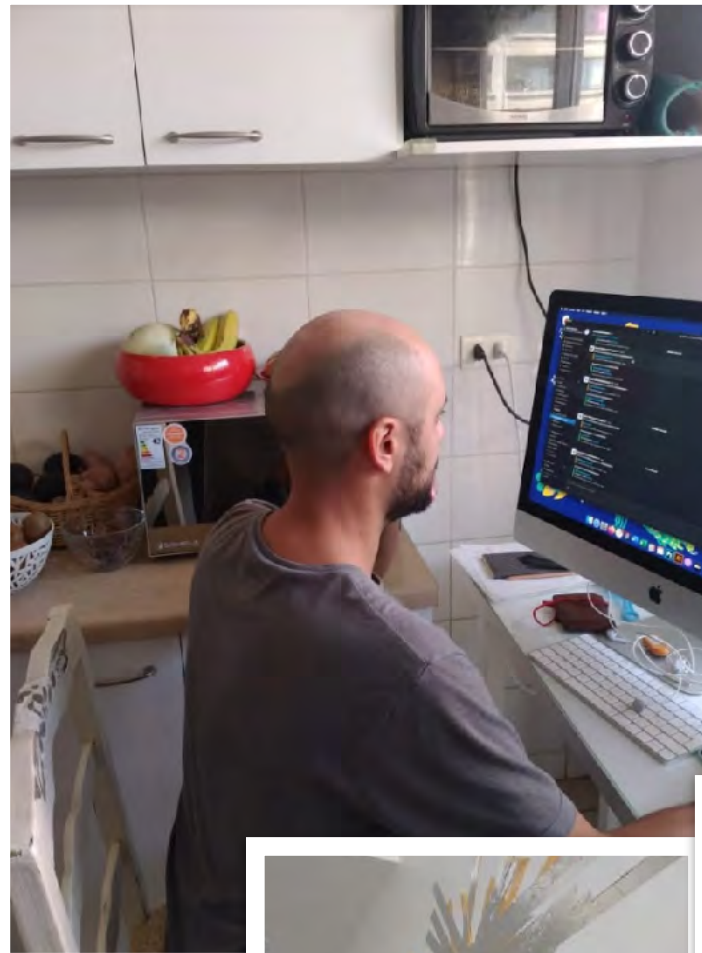
Body & Soul

A Better Version of Me



Selected Global Insights

The way our house has re-defined itself



I found myself working more than before. Although I am used to digital tools, and even remotely, **many of our clients, and Baby Boomers in the office, do not know how to handle virtual tools everyday.**

37, Mexico

#Home Sweet Home
#Weaving life & work
#Family Rediscovered

How we restructured our personal and community economics



“

Suddenly we realized that in the amount we saved on restaurants in one month, we could buy TV for the bedroom!

35, Germany

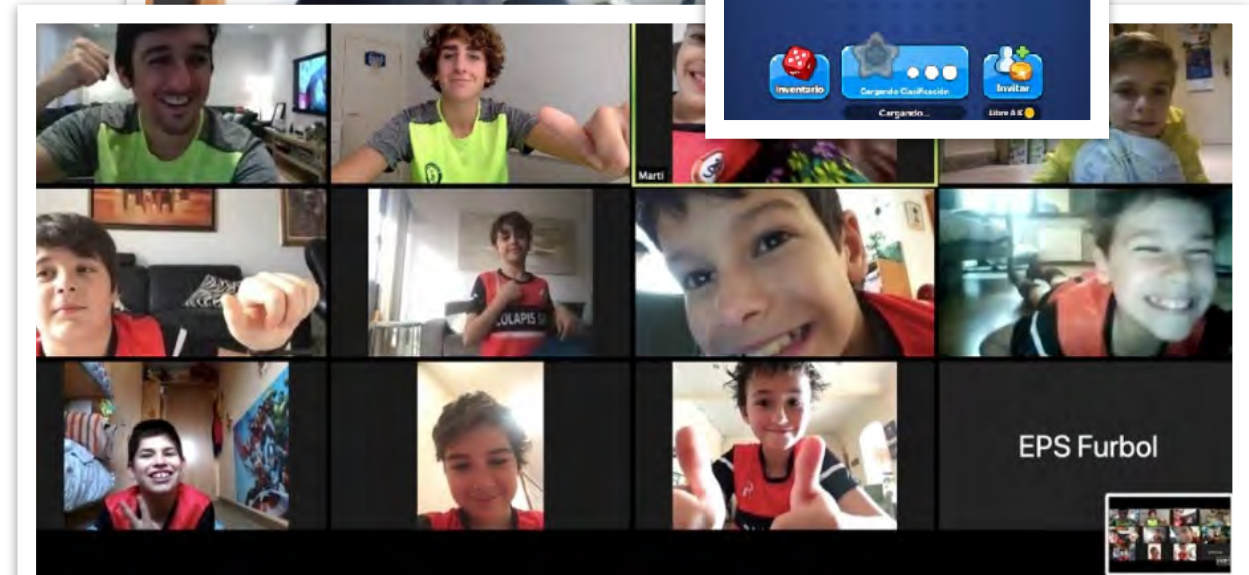
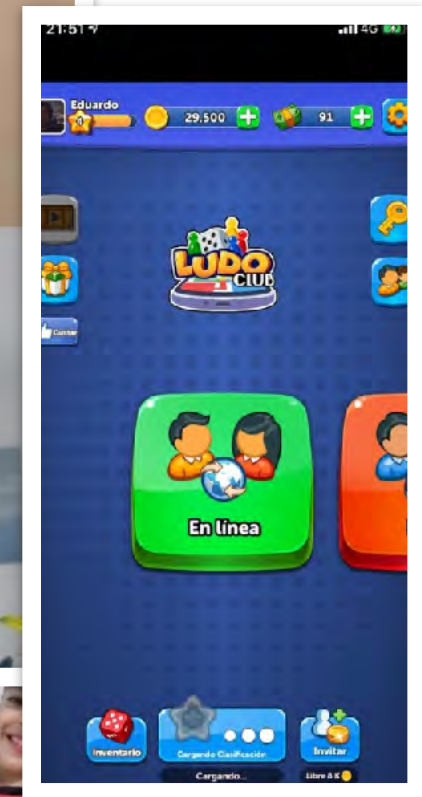
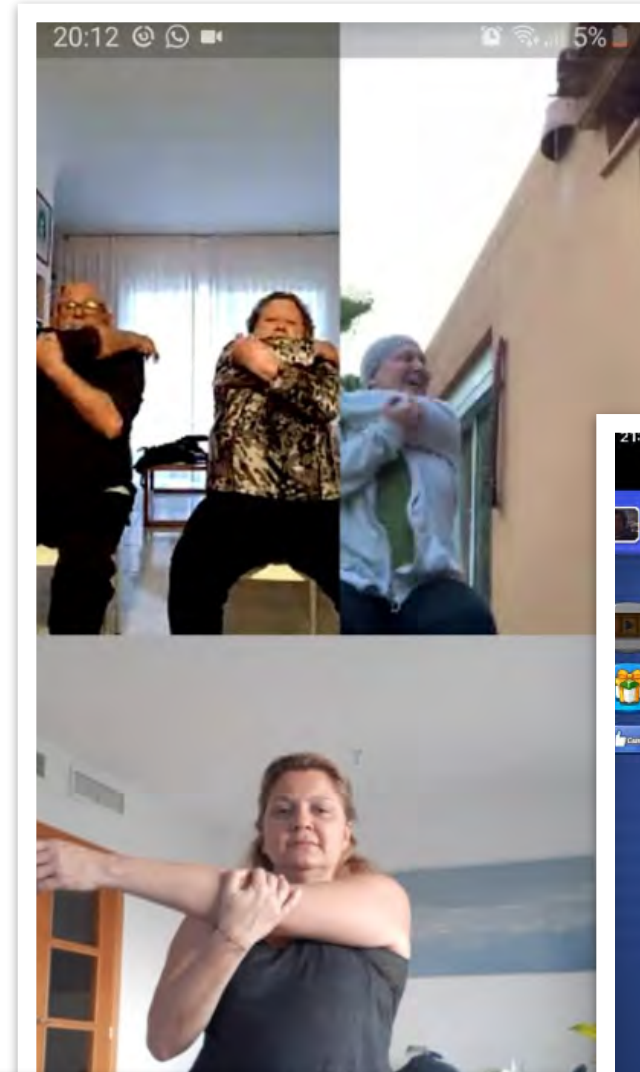
#Smart Shopping
#Rethinking Money
#Community Consumerism

The common digital transformation efforts



My mother couldn't make it through the computer game. I called her on video via Whatsapp. She showed me the monitors and the keyboard, and I told her what to do and where to click ...

35, Israel



#Bridging The Digital Gaps
#Shared Trouble - New Initiatives
#Evolution of groups

The Corona time Personas

The "**Corona time Personas**" are figures that represent a range of traits, situations, needs and struggles of various people around the world, coping with the challenges created in their lives throughout the Corona Crisis times.

The Corona Times Personas



“Digital Grandma”
Laura, 81, Colombia

"It's hard now because we are cut off from our grandchildren and friends, but we have been through more difficult things in our life and this too will pass"



“Until it Blows Over”
Jane, 50, USA

"It's not ideal, I miss the things that would get me out of the house. I try to find other solutions, but mostly I'm waiting for it to pass"



“A fish Out of its pond”
Shay, 23, Israel

"I've already built a life for myself and suddenly everything is wrong for me and out of balance. I didn't realize how fragile my situation was"



“Anxious for his future”
Miguel, 65, Spain

"I don't know what my life will be like from now on. I'm really worried about my financial situation and I'm also very worried about getting infected"



“The House captain”
Amira, 35, India

"Instead of working, I'm busy all day managing the house and keeping a sense of logic in the routine which is a mess"



“The Evolver”
Carl, 41, United Kingdom

"Times are sad and there are good and bad days. For me it's important to take advantage of every moment; I am a very optimistic person and believe that I can grow this experience"

Part II

Modelling insights into Solutions



A Case Study

1st wave service model

March to May

- Spontaneous and sporadic
- Farmer initiatives through personal contacts
- WhatsApp notifications to neighbors
- Illegal
- Long lines in parking lots
- Sell until it ends
- Beginning of farmer rating mechanism
- Payments – mostly cash, some credit cards



Between waves:
May to September

- Organized selling in local parks
- Selected farmers (based on rating)
- New stuff sold and more organized information
WhatsApp groups to avoid too much “noise”
- The neighbors arrange for selling permit for farmers!
- regular selling days to let people prepare
- Merchandise products lists are pre-sent
- Payments – mostly cash, some credit cards



2nd wave service model

September to Now...

- Full curfew – no market or lines allowed
- Concentrated delivery to a private yard, with named bags or boxes
- Everything is pre-ordered through a suppliers' google forms
- Inventory planning is much easier & accurate
- One contact person, manages 'capsules' for bag collection through WhatsApp
- Payments – mostly through digital payment tools - all paid in advance



WHI+E BOARD
YOUR VALUE REIMAGINED x DT

2nd wave consumer led innovation

Seedling of herb plants

- People asked the farmers for seeds or seedling of herb plants to put in their gardens/ planters
- The farmers created a new product of a variety of seedlings in a very low cost.
- From the farmer point of view, it's a product to create stickiness
- For the customers side, it's unique, accessible (they don't sell it in the grocery, only in far away plants nursery), and cheap.



The **Values** driving the Sustainability of the service in future, Post Corona times

- Variety, uniqueness and flexibility
- Freshness
- Low price
- Convenience
- Quality Control through supplier rating



How can we work together?

Explore

your customers in depth:
Behavioral patterns,
opportunity areas and
points of intervention

Lead

an innovation process,
services, products and
business and
organizational models



Map

and articulate the
challenges facing your
customers, employees
and partners

Build

innovative, relevant and effective
solutions up to the end product -
service scenarios, digital products,
service spaces and more

Q&As



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