



University of St.Gallen

Institute of Information Management

# Designing for Social Good

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From insight to impact.

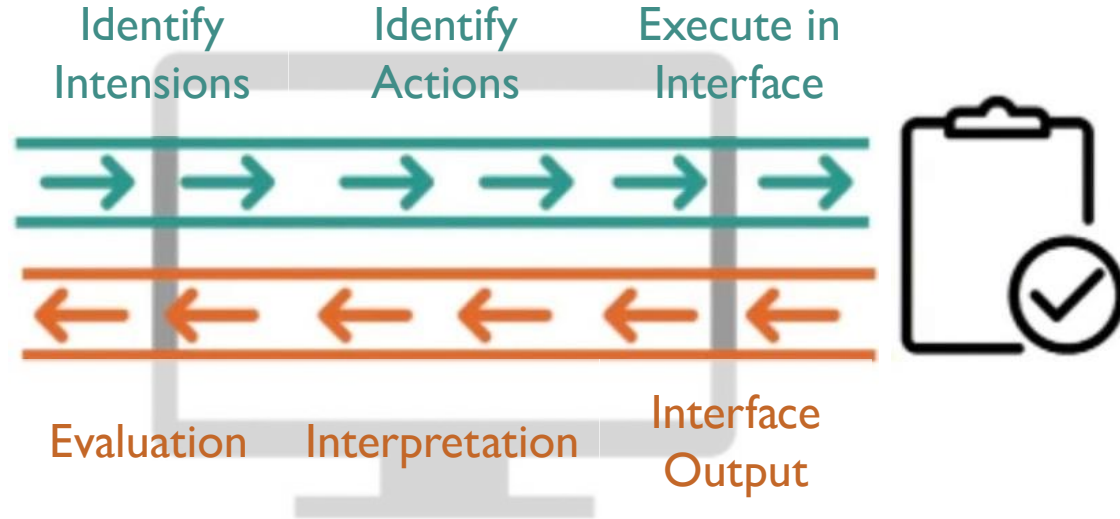


# What we would like to share with you today

1. Our take on sustainability
2. The advantages and disadvantages of cooperating with NPOs and NGOs
3. Our learnings from past semesters

# Our Course in a Nutshell

# What «Human-Computer-Interaction» is about



# Research Practice Venture - Solving real problems with Scientific Methods & Approaches



- Specification of the problem
- Preparation and understanding of the knowledge base
- Development of new solutions
- Evaluation of developed solutions

# Research Practice Venture on Human Computer Interaction



Step 1

## UNDERSTAND & RESEARCH

Understanding of stakeholder needs, and detailed research on relevant theories.



Step 2

## INFORMATION ARCHITECTURE

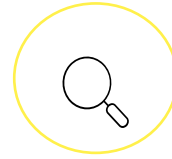
Mapping the BPMN and gaining initial insights from it.



Step 3

## WIREFRAMING

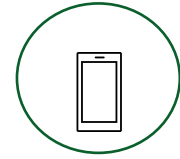
Create wireframes based on the researched theories and evaluated needs.



Step 4

## UX TESTING

Creating the prototype with different versions of functions.



Step 5

## USER INTERFACE DESIGN

Final prototype in which all customizations are implemented.

# Our Take on Sustainability

# Why should we care for Sustainability within our Courses?

## External Viewpoint

**'An impact-based business model and a committed mindset'**

Planet Positive, purpose-driven, GreenTech, cleantech...

**Generating social, financial and industrial value for all**

## Internal Viewpoint

“Prepare our students to become organizational leaders in a world that must solve severe environmental crises”

➔ Need to address the HSG environmental sustainability strategic goals



# A different Take on Sustainability - partnering with Non-Profit and Non-Governmental Organizations

GreenBuzz  
Zurich

{ POWER.CODERS }



# Outcome of Swiss Climate Challenge Spring 2021

## TRACK FOOTPRINT

The SCC can calculate exactly how much CO<sub>2</sub> you emit in one day / one week / one year.



## COMPLETE CHALLENGES

Through Challenges you have the opportunity to win Green Coins and Happiness Points!



## SELF CHALLENGE

Possibility to create a challenge individually according to his own taste!



## START COMPETITION

Want more motivation? You can always compete against friends and earn Happiness Points.



## BEST LIST

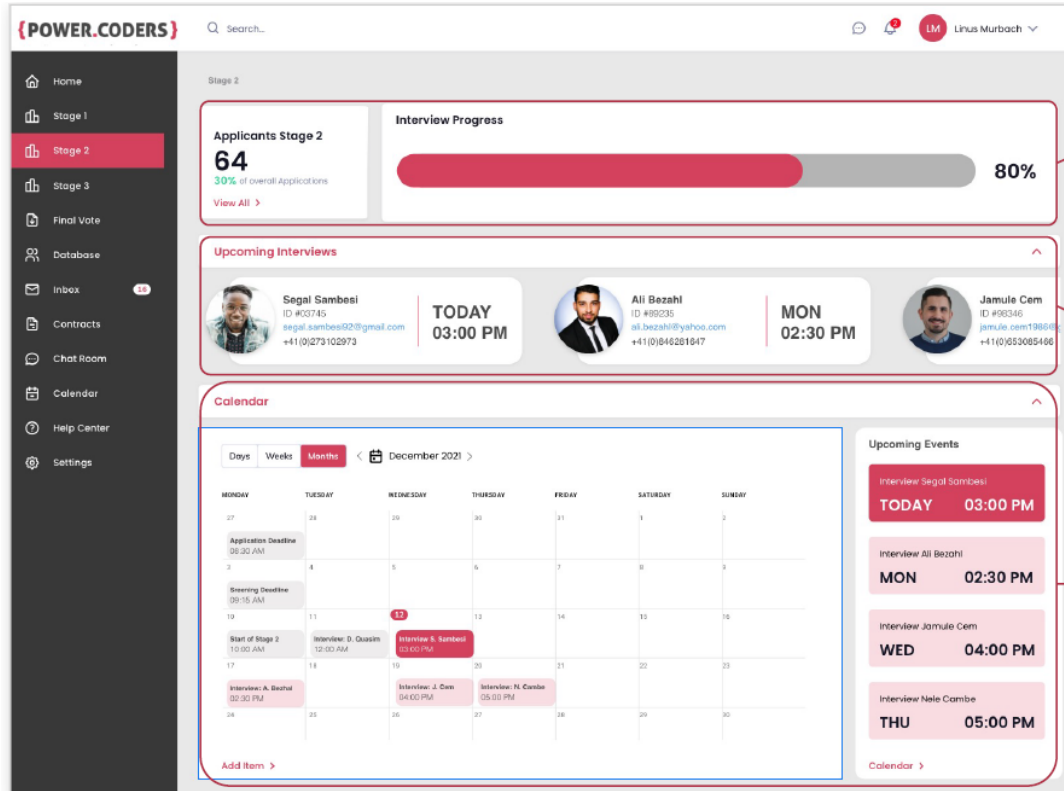
The perfect way to compare yourself with your friends / co-workers.



## WALLET

In the wallet, the balance of the Green Coins is displayed exactly according to history. You have full control.

# Outcome of Swiss Climate Challenge Spring 2021



Current Progress and the number of applicants in this stage is displayed. This ensures a uniform display and facilitates of the tool.

Call up a profile of an applicant for an upcoming interview as easily and quickly as possible.

In addition, the calendar again supports the best possible overview of all upcoming appointments.

# Advantages and Disadvantages of cooperating with NPOs and NGOs

«Working with an NPO changed my perspective. Normally practice partners have a lot of money but our solutions have little impact, in this case it was different. »

**Student Testimonial**

«The project did differ from other projects, such as at Hilti, because the collaboration was more "flexible"/"unstructured", scheduling was more difficult, and overall there was less experience in collaboration. »

**Student Testimonial**

# Advantages and Disadvantages of Collaboration (n=30)



## Advantages

- Possibility to actively shape something
- High commitment of practice partners
- Purposeful Surroundings
- New career perspectives
- Close relationship also beyond the project



## Disadvantages

- Implementation competencies must be obtained externally
- IT infrastructure incompatible
- Low availability of contact persons
- Low budgets for implementation
- Smaller solution space in order to ensure compatibility

# Learnings from Previous Semesters



# Learnings



## **You are Fighting for Attention -**

NPOs have few resources. The work in the projects is in the foreground and the student projects can easily be crowded out.



## **Infrastructure Can be a Challenge –**

In the context of cooperation with NPOs, problems occur because licenses are not available, and files cannot be made accessible.



## **Sometimes it's About the Little Things –**

For students, it is sometimes irritating how "small" the projects are. Preparation helps to manage this disconnect.

«The students really contribute here, because NPOs have little resources of their own. This has been very motivating. My career prospects have been strengthened once again and it is now even clearer to me that I want to do something meaningful. »

**Student Testimonial**

# Thank you for your attention and do not hesitate to reach out for collaboration!



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