



A
Bottom-up
Design Process
for Subsistence Marketplaces

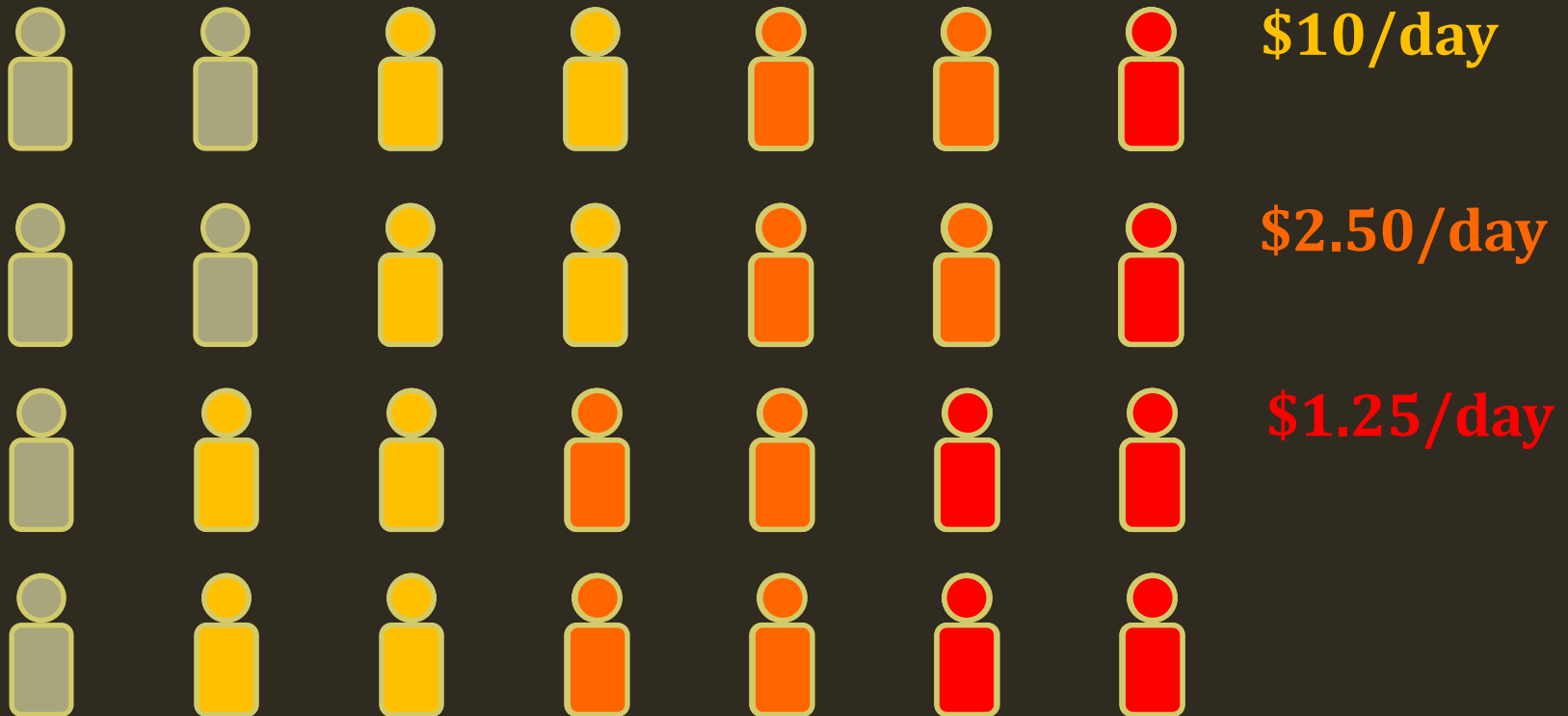
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sub·sist·ence /səb? sistəns/

noun

The action or fact of maintaining or supporting oneself at a minimum level.





Method of thinking about a problem

Synthesis vs. Decomposition

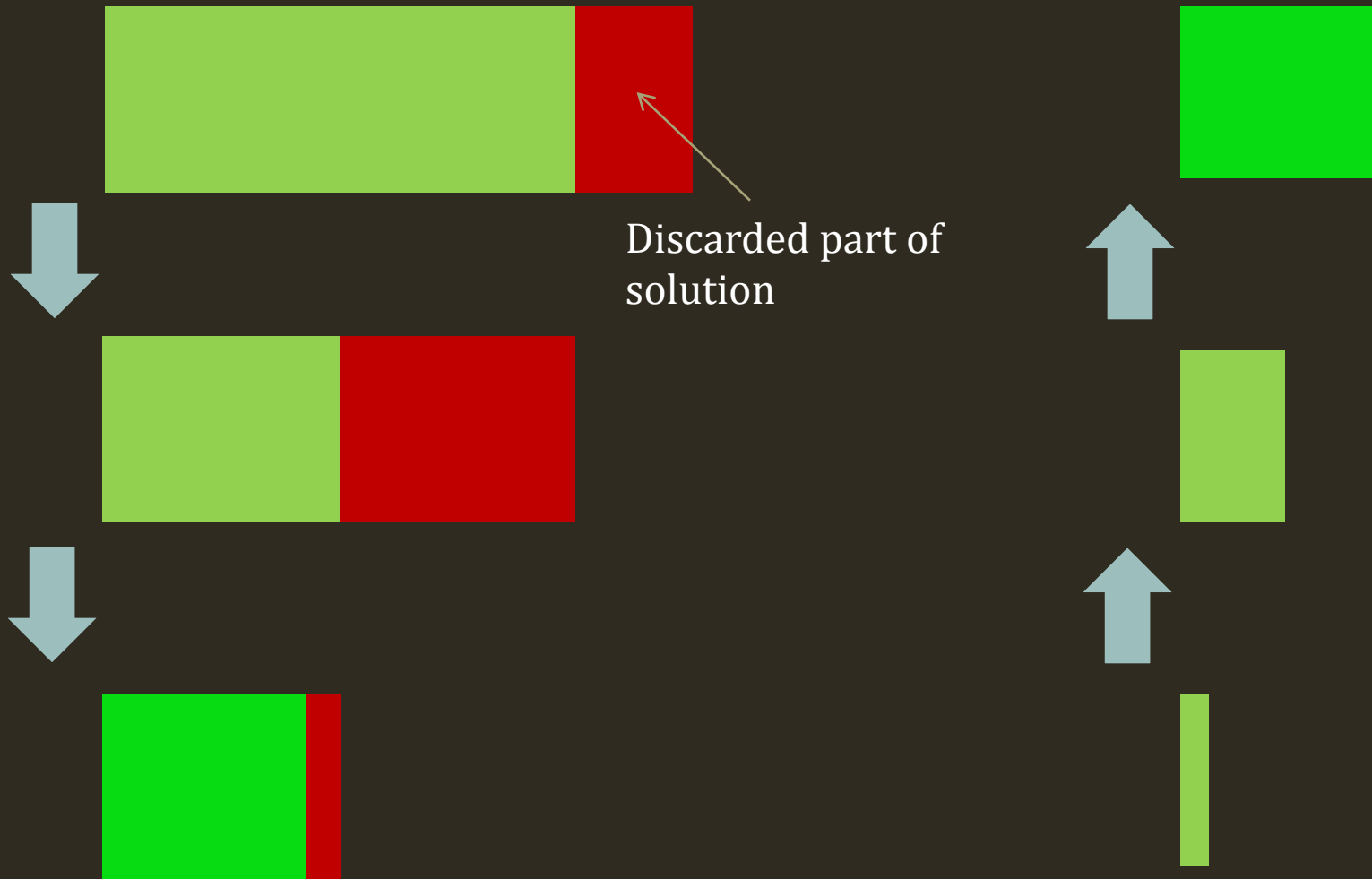
Information collection and processing

Fundamental units vs. Higher-order structure

Organizational Structures

Emerging decision vs. Converging decision

Top-down vs. Bottom-up



Methodology Overview

Immersion

- Poverty Simulation
- Analysis of pictures and videos
- Analysis of movie
- Analysis of Interviews
- Articles
- Interaction with potential customers
- Interaction with experts

Emersion

- Identify needs, drivers, context
- Identify opportunities
- Develop ideas and concepts

Evaluation

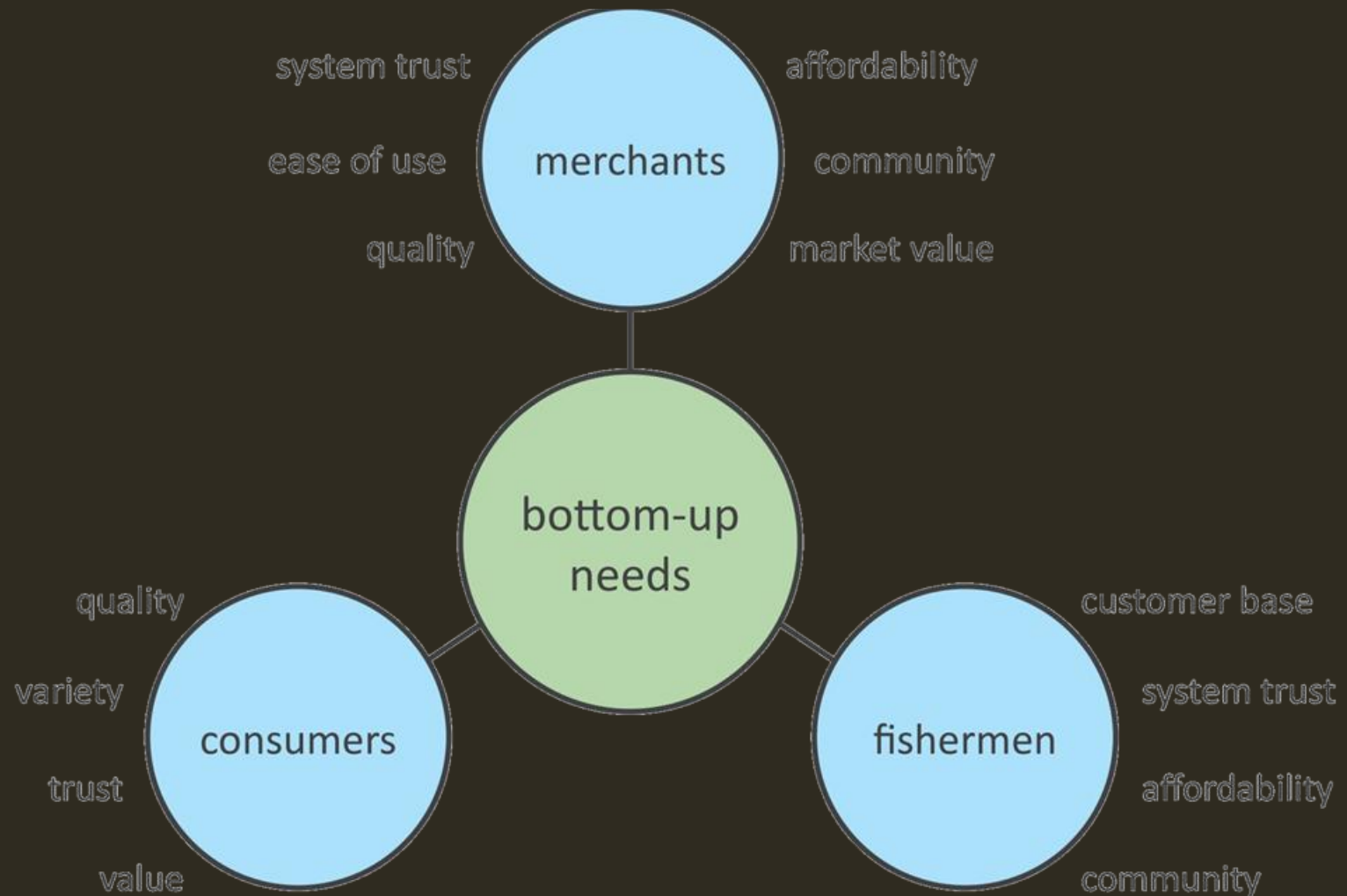
- Create criteria based on needs
- Refine, combine and re-define concepts

Iteration

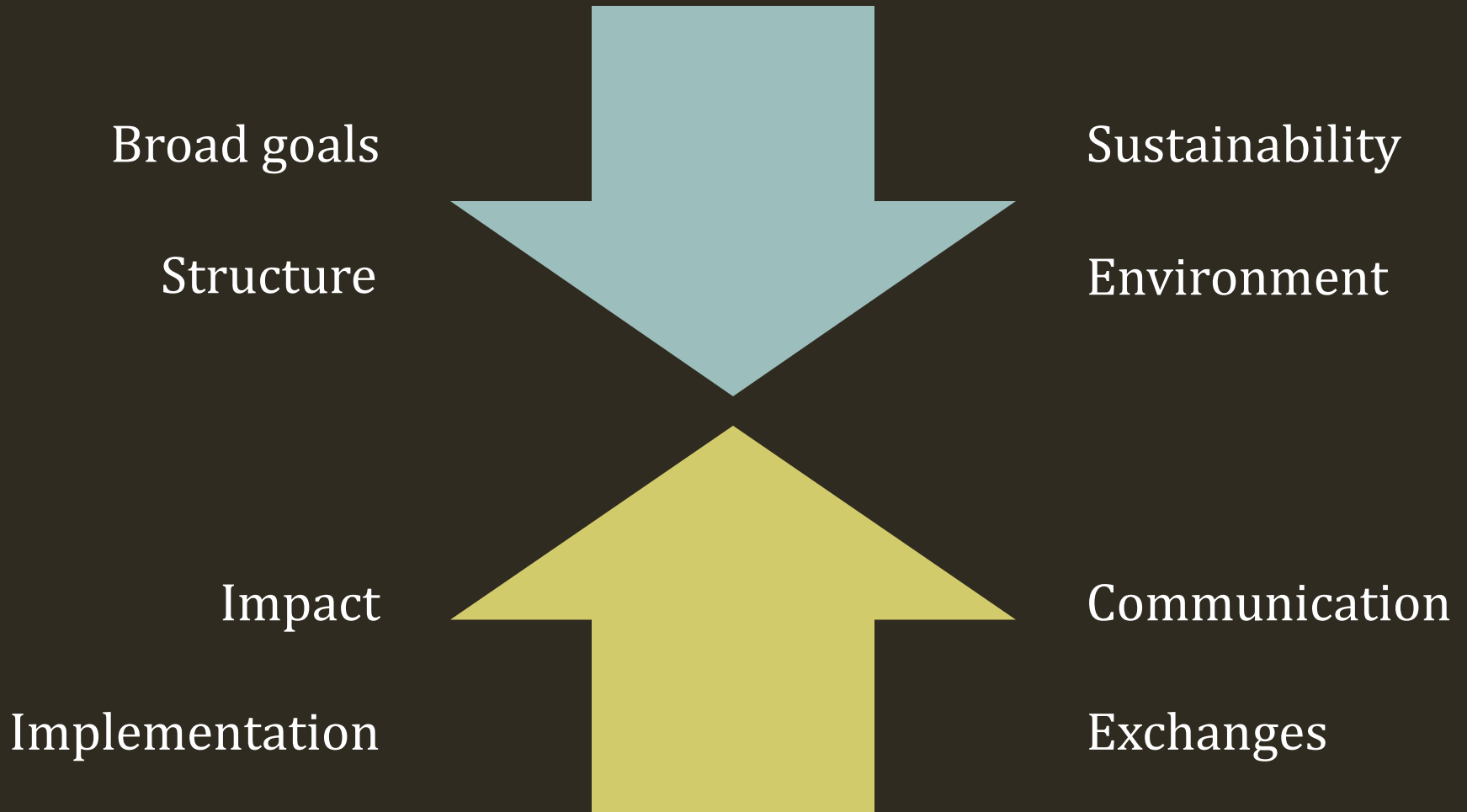
Bottom-up insights

- Project based on **subsistence fishing**
- Crucial insights obtained
 - **Market preferences** – Fresh fish vs. Dry fish
 - **Community dynamics** – Collaboration vs. competition
 - **Local problems** – Tsunami effects
 - **Aspirational needs** – Education, certainty
 - **Local constraints** – Electricity, transport, storage
 - **Local Opportunities** – Cellphones
 - **Individual circumstances** – Low, uncertain incomes
 - ...

Deeper Understanding



Top-down meets Bottom-up



Questions?

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Needs for ~~Features~~ of subsistence markets

- Day-to-day survival
 - Short-term planning
- Social capital
 - Community involvement
- Socio-economic relationships
 - Local-level effects
- Customization
 - Unique solutions

Individual circumstances

Community level interactions

Local factors

Unique needs