

**Design
Factory
NZ**

**Your guide
to partnering
with DFNZ**

The Low Down

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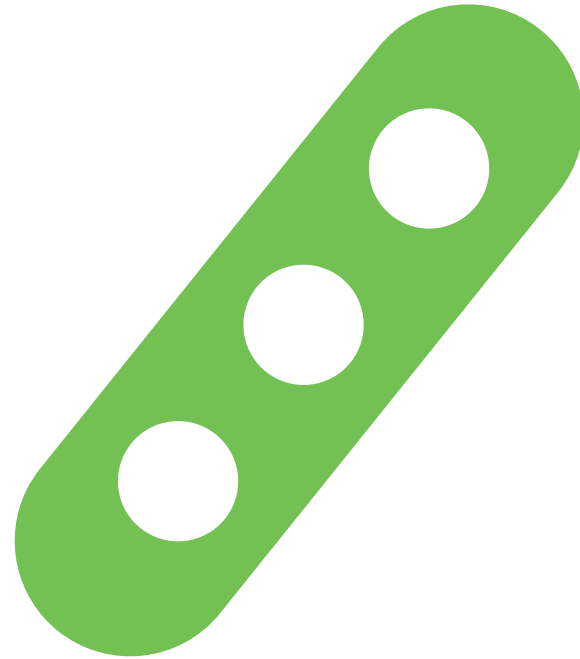
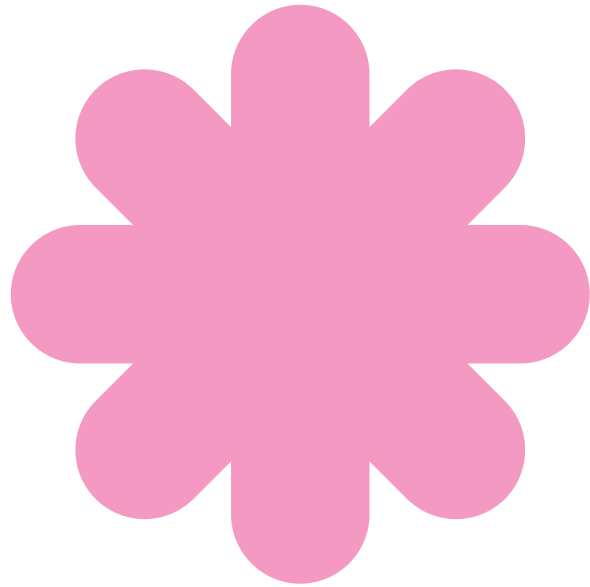
The Idea

Design Factory New Zealand is a co-creation space where students and industry partners work together to solve complex problems.

Students from across Wintec's Centres learn and apply a diverse range of problem-solving skills, with a committed focus on their industry partner's problem. Seeking to deeply engage with the problem, students empathise with industry and customers to gain their perspective on the issue, create a range of possible solutions, and test prototypes for best-fit solutions.

The result? A deep and wide understanding of your problem, with tested concepts for further development – as well as your involvement with an engaged group of students, training them for effective problem solving as leaders of tomorrow.

Ready to learn more? →



Our Values

Welcome home!

Mauri mahi, mauri ora.

Growth — not just grades.

Discover the new.
Embrace the uncertainty.

Think by doing.
Talk by showing.

Create like no-one is watching
— tidy up like someone is.

Keep it safe, put people at
the centre of everything.

Good job — celebrate
your successes and learn
from your failures.



FAQ

What is Design Factory New Zealand?

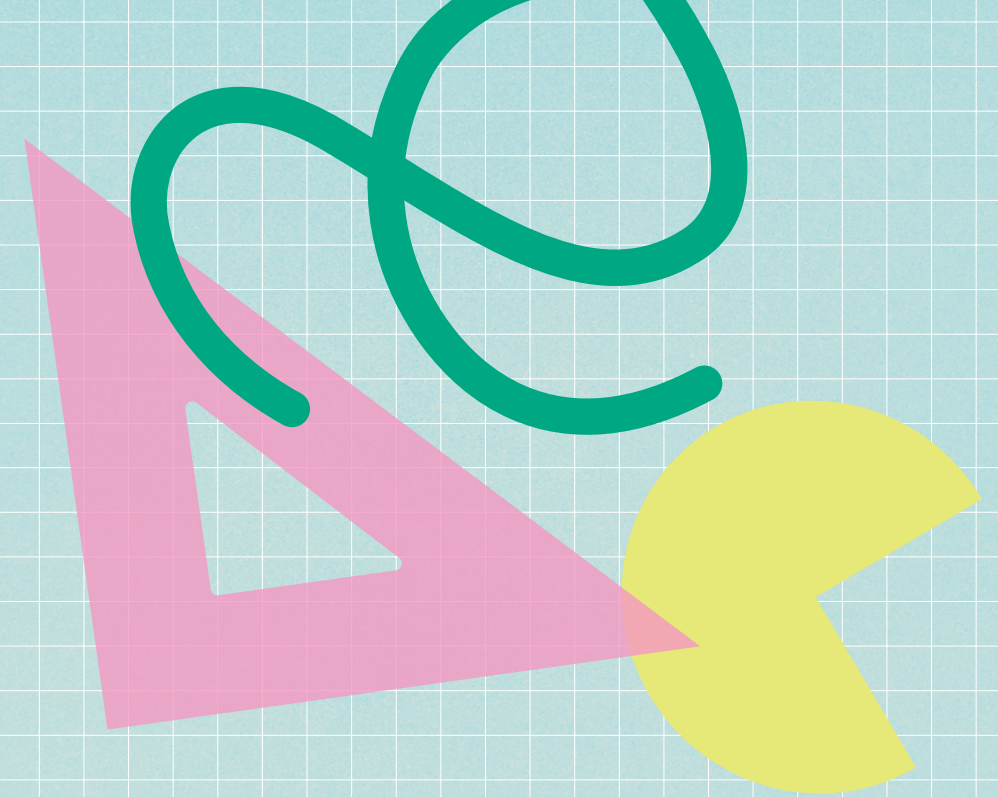
Design Factory NZ is a dedicated problem-solving space. Students from across the Wintec Centres — including Business, IT, Engineering, Sports, Design, Communication, Media Art and more — form multi-disciplinary teams and focus on solving industry problems and community challenges.

Students in our undergraduate course work with their industry partner over a 15 week learning journey, culminating in a proof of concept delivery. Our post-graduate students work for a longer period of time — ranging from 6 months to 3 years — to deliver a high-fidelity and comprehensively user-tested final prototype.

We are part of the Design Factory Global Network (dfgn.org) — a network founded by Aalto Design Factory in 2008. Since then, the network has grown to over 28 Design Factories around the world.

Design Factory NZ was founded in 2017, and has worked with over 80 students and 12 local organisations, including Opus International, Habitat for Humanity, Hamilton City Council and Genesis.

wintec.ac.nz/designfactory

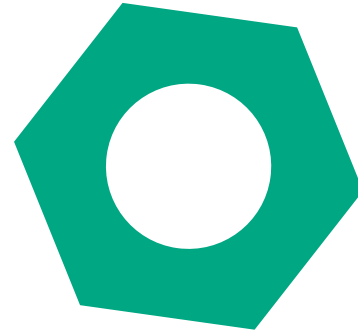


What problems does Design Factory NZ engage with?

Given the diversity of our student teams, and the expertise of our Design Factory tutors, Design Factory NZ is well-equipped to engage with any problem your organisation may be facing.

Our teams have worked on product solutions (such as prototypes for sensors to monitor water flow in pipes) through to behavioural insights (such as creating new solutions to encourage public transport uptake in Hamilton City, and improving efficiencies for inward goods at large-scale retail operations).

Our students are either in the final year of their degree or in post-graduate studies, so aim to deliver solutions to a prototype or proof of concept level, appropriate to their education.



What type of industry partners has DFNZ worked with?

Design Factory NZ's problem-solving approach suits all types of organisations, from small start-ups through to large multi-nationals.

As long as our partners have a scoped problem they are wanting solved, we are able to work on providing a solution through our student teams.

Previous partners of the Design Factory NZ include Hamilton City Council, Opus International, Waikato Regional Council, Habitat for Humanity, Hauraki District Council, Genesis and Xtreme Zero Waste.

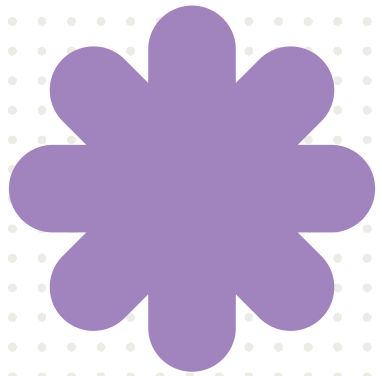


Where is Design Factory NZ?

Design Factory NZ is located at Wintec City Campus. We are up the stairs from Mavis Cafe, right next to the Atrium – and easily accessible from Level 1 of the Wintec parking building.



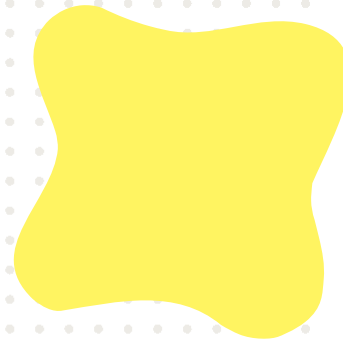
What is Design Factory's problem-solving method?



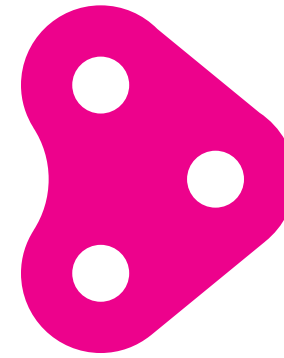
Empathy



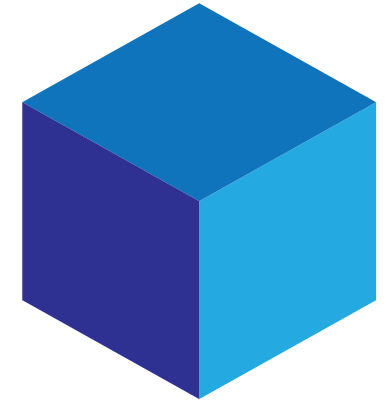
Define



Ideate



Prototype



Test

Design Factory NZ borrows from a range of problem-solving techniques, to ensure a best-fit experience for our industry partners and students.

The heart of our approach is co-creation and human-centered design.

Co-creation is collaborative innovation, driven by the belief that ideas and solutions are improved when they are shared together—rather than held onto. We work with all involved people to understand the problem deeply, create ideas collaboratively, and test concepts together.

We also apply design thinking and LEAN principles to help rapidly test, and discover human-centred solutions that are fit-for-purpose for our industry partners.

We're also part of the Design Factory Global Network—a family of over 28 Design Factories around the world. This provides us with a wealth of resources, connections and design-wisdom to draw on, as well as the opportunity to partner on global projects.

What can we expect from becoming a Design Factory NZ partner?

Joining the Design Factory as an industry partner is engaging in a problem-solving relationship.

You will be asked to join our program to meet with your team, brief them on the problem, and receive regular updates along the way (We outline the engagement activity on the following pages).

If you're participating as an industry partner for our undergraduate program, you can expect to receive a comprehensive report at the conclusion of the program, providing a deep understanding of the problem, key learnings and prototype results — along with next steps for progressing the solution.

If you're involved as an industry partner for our Post-Graduate Certificate of Innovation or Master of Applied Innovation program, you will receive a detailed report of the challenge, insights on critical learnings and decisions, high-fidelity tested prototypes of solutions, and a business report detailing the costs and benefits of implementing the suggested concept.

Additionally, you can expect to be part of our students' learning, to celebrate their achievements — and to be well fed along the way!

What is the Design Factory NZ Gala?

The Gala is the culmination of the project where students present their research and concepts in a public forum to an audience of industry partners, alumni, and members of the community of interest.

This event is a highlight of the engagement as it promotes our industry partners, celebrates the hard-work, and provides a fantastic capstone event to conclude the project.

An evening of insight, celebration — and fully catered with fine food and drink — you'll have a blast celebrating with us!

What are the requirements for an industry partner?

Design Factory NZ enjoys working with our industry partners, and we've learnt that the best relationships involve commitment from both sides.

Partnering with The Design Factory NZ involves:

- Attending networking events over the program (such as Industry Breakfasts, Co-Creation Workshops);
- Being available to answer questions, and provide feedback on students' work;
- Attending the Industry Gala at the culmination of the program;
- Providing contacts for the students
- Offering feedback at critical decision points

Additionally, our industry partners contribute an agreed investment to co-fund the work solving their organisation problem.

Project outline

Undergraduate

Week	Focus	Industry Requirement
01	Introduction to Design Thinking and Empathy	
02	Meeting with Industry Partner and Beginning Co-Creation	Onsite at the Design Factory. 45 mins – meeting the students for the first time, explaining the wicked problem.
03	Co-Creation Workshop with Industry Partner	Onsite at the Design Factory. Two hour workshop, facilitated by our coaches; Exploring your problem and trends around your industry.
04	Empathy Interviews and Industry Partner Site Visit	At your industry location. Students visit to understand your organisation.
05	Industry Breakfast and Ideation	Onsite at the Design Factory. Two hour breakfast and ideation session.
06	Ideation and Interviews	No planned engagement – students may email/contact you as pre-arranged.
07	Presentation of Ideas to Industry Partner and Refining Ideas	Onsite at the Design Factory. Students present current findings, informally to industry partner.
08	Prototyping and User-Testing	No planned engagement – students may email/contact you as pre-arranged.
--	Study Break	No planned engagement – students may email/contact you as pre-arranged.
--	Study Break	No planned engagement – students may email/contact you as pre-arranged.
09	User-Testing and Iteration of Solutions	No planned engagement – students may email/contact you as pre-arranged.
10	Industry Breakfast and Continued User Testing/ Interviews	Onsite at the Design Factory. Two hour breakfast and update on progress
11	User-Testing and Report Writing	No planned engagement – students may email/contact you as pre-arranged.
12	Pitch Preparation and Report Writing	No planned engagement – students may email/contact you as pre-arranged.

Week	Focus	Industry Requirement
13	Project Solution Preparation and Report Writing	No planned engagement – students may email/contact you as pre-arranged.
14	Finalising DFNZ Gala Presentation	Onsite at the Design Factory. Students present findings, informally to industry partner.
15	Gala Presentation and Celebration	Onsite at Wintec. Three hour gala celebration evening – with drinks and nibbles.

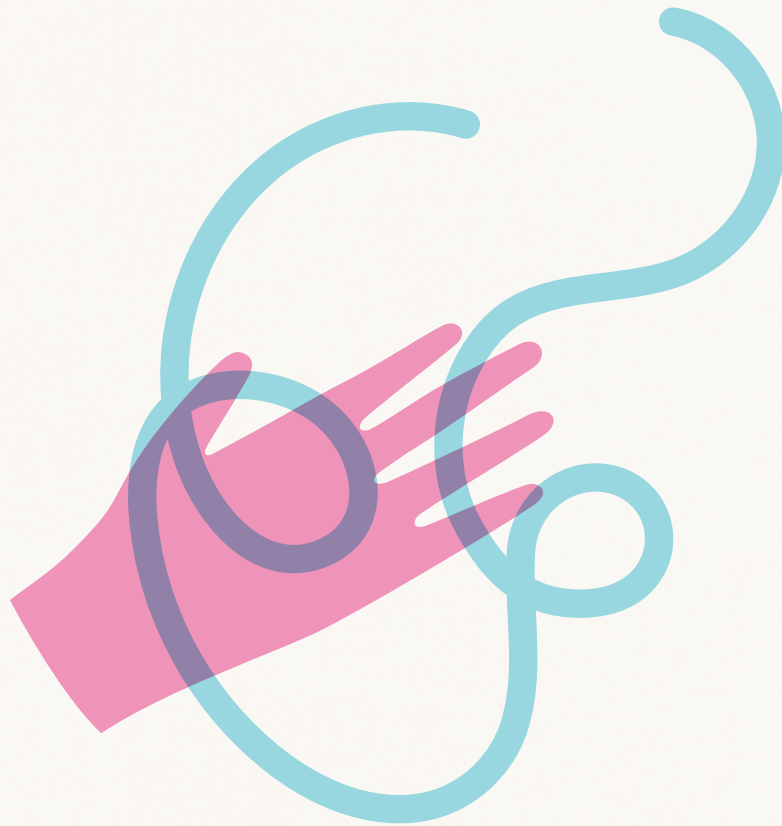
Engagement

Summary

Week	Engagement
-01	One week prior to course start, onsite at the Design Factory. 60 min industry partner workshop where we explain the process, expectations, and how The Design Factory can best fit with your day-to-day work.
02	Onsite at the Design Factory. Introduction to students.
03	Onsite at the Design Factory. Co-creation workshop.
04	At your industry location. Students visit.
05	Onsite at the Design Factory. Industry breakfast.
07	Either onsite at Design Factory or at industry location. Students present ideas.
10	Onsite at the Design Factory. Industry breakfast #2.
14	At your industry location. Students visit and present ideas.
15	Onsite at Wintec. Gala celebration

What programs does Design Factory NZ offer?

Design Factory NZ offers three main learning programs for students — our 15-week undergraduate experience, the Post-Graduate Certificate of Innovation, and the Master of Applied Innovation.



1. DFNZ Undergraduate

Our undergraduate program provides a problem-solving learning experience for Level 7 students from across Wintec's centers. Students are formed into multi-disciplinary teams and collaborate to work with an industry partner, solving an industry problem over 15 weeks. This culminates in a final presentation to industry and the public at our flagship Gala, providing a comprehensive design-thinking experience for our students.

2. Post-Graduate Certificate of Innovation

This programme is for those wanting to build on their enterprise experience, with flexibility in time or place of study. Students gain skills and expertise highly valued in a workplace or research environment, including developing an understanding of transdisciplinary research and reframing of a real-world problem.

There are no formal classes in this course, and students are guided through the programme by an academic lead supervisor and an industry mentor. Students are embedded in a community of practice, supported by supervision and mentorship, with access to a national and international network of researchers. Students enrich their learning through regular seminars, presentations, extensive online resources and workshops.

3. Master of Applied Innovation

Our Master of Applied Innovation program provides an even deeper engagement with problem solving in a real-world context. Students have a coached learning journey in both the theory and practice of innovation, with a relentless focus on application, value and practicality. Each student — coming from a range of academic and employment experience — will work on an industry problem as the capstone project of their course, resulting in a detailed, high-fidelity practical solution to the industry problem.

As with the Post-Graduate Certificate, there are no formal classes and they are guided through the programme by an academic lead supervisor and an industry mentor. Students develop a research plan in the first part of the programme and spend at least 3 days a week in business, working on the project. They are embedded in our community of practice, supported by supervision and mentorship, with access to a national and international network of researchers.

Staff

Design Factory NZ is home to an experienced problem-solving team, with a rich range of skills and backgrounds for our industry partners and students to draw on.





Margi Moore

Design Factory NZ Director

Margi is Director for The Design Factory, and is excited to connect the groups of students and Industry partners that co-create in the Design Factory.

Being at the forefront of innovative teaching, with a staff of dedicated professionals behind her, Margi is passionate about finding innovative solutions to the complex problems that industry and the world is facing.

Margi was Head of School for Media Arts for 14 years, a vibrant mix of disciplines such as Music, Design and Visual Arts, which has sent many creative students out into the world to become major successes.

Aidan Bigham

Facilitator & Coach

Aidan has investigated innovative teaching techniques and flexible learning strategies over the years — and The Design Factory NZ marries all these previous learnings together, creating the perfect environment for his background.

A Principal Academic Staff Member in the Centre of Engineering and Industrial Design, Aidan studied as a coastal scientist and has been part of many teams at Wintec — with 15 years experience in mathematics, physics, hydrology and geotechnical engineering.

Aidan is passionate about working as part of an interdisciplinary team, and enjoys using creative thinking methods to develop the students, and coach them as they deliver industry solutions.



Mira Cornes

Design Factory NZ Co-ordinator

Mira's first administration role was for Nike. Based in their European headquarters, Mira learned to "Get stuff done", or, as someone once said, "Just do it!"

From administration to account management roles, finding solutions to customers' challenges, learning about different companies, and discovering the ins and outs of new industries — Mira is critical to the day-to-day running of the Design Factory.

Mira keeps the Design Factory running smoothly, communicates with students, and assists in making sure that our industry partners' experience is as smooth as possible.

Elna Fourie

Facilitator & Coach

As a Senior Academic Staff member in the School of Media Arts, Elna strongly believes that communication is the key to success. With this in mind, she aims to provide her students with the skills they will need in their post Wintec world.

Self-management, problem-solving, and the ability to work with others are crucial to working in any industry, and Elna's experience in Human Resources Management, means that The Design Factory is the perfect environment for Elna to teach these skills.

Elna has a rich experience of cross-disciplinary teaching and problem solving, and is involved in a range of industry initiatives — including helping establish the successful Innes 48 Hour Start-Up Competition.



Jeremy Suisted

Design Factory NZ Coach

Jeremy is fascinated by the intersection of innovation, leadership and culture — and delights in helping students and business leaders create new futures and solutions that are valuable, viable and exciting.

A high-energy facilitator, Jeremy brings both academic and practical skills to the table. His Master of Management Studies focused on the leadership of innovation and creativity in New Zealand organisations, and he has been running his own innovation consultancy since 2013.

Driven by a belief in inclusiveness, solution-focused, and that optimism is powerful, Jeremy brings another positive spark to the Design Factory NZ.



Debbie Preston

Design Factory NZ Coach

Debbie is passionate about design-thinking, and seeing how working together can unlock new ideas and possibilities for communities and organisations.

After a year's coaching in design thinking by PwC, Debbie has a wealth of experience in prototyping, customer journeys and developing future insight frameworks for creating tomorrow's value — today.

Debbie has a track record of understanding the value of design in an educational environment, and has led several ground-breaking change projects at both a regional and national scope.

With a wealth of passion and energy, Debbie brings constant smiles and zest to our team, and helps the students engage with organisation problems at a deeper level.



Henk Roodt

Design Factory NZ Master of Applied Innovation Supervisor

Henk has over 25 years of experience in modelling, rocket science and simulation of complex systems.

He is also a really nice guy, helping several small companies to start their businesses. For the past five years he has played an active role in the Startup community in Dunedin, establishing the Startup Space for the Dunedin City Council.

Henk holds a PhD in Engineering Science from the University of Stellenbosch as well as a Master's degree in Physics from the University of the Free State in South Africa.

His role in the Design Factory NZ focuses on facilitation of systems thinking and design process, project management and business model design, along with teaching how to interact with clients and present value propositions.



Tracey Hooker

Design Factory NZ Master of Applied Innovation Supervisor and Programme Coordinator

Tracey is our resident education expert — with over 30 years' experience teaching in kindergartens, early childhood, home-based teaching and tertiary education. With her passion for helping people discover new skills, whatever their age! Tracey brings an energy for learning backed by a dynamic research-focus, with her finger on the pulse of the latest research. Tracey is big on smiles and laughter — and also big on academic rigour! With a PhD and Masters from the University of Waikato, she has worked as Research Leader at Wintec, mentoring new and emerging researchers. All this (and much more!) makes Tracey a fantastic fit for the Design Factory team.







Case Studies

“The Design Factory has helped us think differently — and get outside the square.”

— Hamilton City Council

“The way that students work towards tangible solutions is really good.”

— Waikato Regional Council

“We’ve tried different things — and we needed a new perspective. These students have given us that new perspective.”

— Habitat for Humanity

“Being part of the process and seeing first-hand how Design Factory unpack a complicated problem to spur a new way of thinking was an eye-opener in itself and something we, as industry partners, got a lot of value from.”

— Hamilton City Council

"The Design Factory
is influencing the
way that our people
work — and that's
cool!"
— Hamilton City Council

Hamilton City Council

Hamilton City Council (HCC) came to the Design Factory NZ with a fantastic problem — wanting to encourage Hamilton residents to use alternative modes of transport, that would improve the wellbeing of all Hamiltonians.

Our students partnered with their HCC representatives to better understand the problem, discovering that travel times in Hamilton had doubled in length for some residents in the past 12 months — and our city was experiencing a 5% increase in congestion each year.

The students then ran 30 empathy interviews — seeking to understand their emotions, behaviours and needs of the Hamilton transport system. These interviews led to deep insights around Hamiltonian's desires for transport, and journey maps showcasing their current experience.

After ideation, three rounds of prototyping, user-testing and refining the solutions, the students developed their final concept — Bike-E-Tron. This prototype involved the creation of dedicated cycle lanes, and a bike-share system — supported by mobile phone unlocking, and geofencing for safety.

With a proposed 600 bikes at 35 strategic bike bays, the students and HCC co-creation was a fantastic proof-of-concept, that is being taken forward for further feasibility testing.



"Working with
students has
been a stepping
stone forward
for our business,
and for the
students."

"The Design
Factory have
a different
perspective and
a different way
of thinking."

— Equus

Equus Education

Equus are an equine education and training business specialising in foal education within the thoroughbred racing sector of the equine industry. They came to the Design Factory with a complex problem — wanting to understand how they can grow their business globally.

The student team conducted a range of empathy interviews with Equus staff, aiming to drill down and discover their key offerings, experiences and pain points. This allowed Equus and the students to define the key opportunities that were in front of them — and the framework for their next steps.

After extensive ideation, the students presented their top ten ideas to Equus for refining. These ideas — ranging from online video courses, through to guest internships at premier equestrian centres in Europe — were critiqued and assessed for effectiveness and viability.

Finally, the students produced their prototype — The Black Type — a resource for Equus Education to guide them in their entry to the global market. This prototype had three sections: Walk, with a focus on branding and IP; Trot, with a how-to-guide; and Gallop, with key information on strategic partnerships to form.

This prototype provided a strong first step for Equus Education to expand their services into the global market, and provided a deeper perspective on their businesses and experiences that they were offering.



Genesis Energy

Genesis Energy is the largest power provider in New Zealand, and have a deep commitment to the health and safety of their staff. Generating electricity through their 12 power plants requires a constant focus on reducing risk and exploring safer ways to deliver results.

Each of their 12 power plants has confined spaces, which require inspection for wear and tear. These spaces are not designed for human occupancy, and have several risks involved, including low levels of oxygen, potential for build-up of dangerous gases, liquids — or explosions! It was with this challenge in mind that Genesis Energy came to the Design Factory, and tasked the students to explore how they might make these inspections safer for their staff.

The two student groups focusing on this challenge made several trips to Huntly Power Station, allowing them to interview managers, inspectors and health and safety specialist. They also were able to observe the spaces, explore current procedures, and discover first-hand the challenge of inspection in confined spaces.

This experience drove their resulting brainstorming and prototyping, with each group exploring a different possibility for Genesis. After weeks of user-testing and research, the groups delivered their final concepts to Genesis.

One group had prototyped a combination of VR headsets and small scale drones, allowing the inspectors to avoid entering the confined space — and conduct inspections remotely. The second group recognised this was one of many safety challenges facing the industry, and prototyped a hackathon event, inviting other power providers and primary industries to gather, build and share ideas for making work safe.

Each idea had been user-tested, and have been passed to Genesis Energy for further exploration and implementation.

Genesis Energy Limited

is the largest power retailer in New Zealand
with 650,000 customers through their
Energy Online).
and, hydro and thermal generation
facilities in Huntly

genesis

Hauraki District Council

The Hauraki District Council (HDC) face a unique challenge in their future. If sea-levels continue to rise at their predicted rate, the entire Hauraki Plains would be underwater at high-tide. Currently, HDC is using stop-banks to limit this challenge — but this comes at a cost to the rate-payers, and particularly dairy farmers. If the current situation continues, eventually dairy-farming will not be economically viable.

With this complex problem in hand, HDC joined with Design Factory NZ to explore the question of, 'How might land use be diversified in the Hauraki Plains to create a regenerative environment?'

With a multicultural team of students from different disciplines consisting of Engineering, Early Childhood Education, Social Work, and Business, the group engaged in a wide-range of interviews with 32 residents of the Hauraki Plains. This included council members, farmers, organisation leaders and various industry owners who were happy to share their knowledge and experiences in relation to the extreme weather, unique environment, history and development of the Hauraki Plains.

After capturing a diverse set of insights and data-points, the student team cross-related their findings to identify key themes and new questions to guide their process. Underneath the HDC and Hauraki residents question was a foundational challenge — how might we create an agricultural haven that is economically viable and supported by council?

This new question guided their resulting ideation and prototyping sessions, culminating in a comprehensive strategic process for HDC to deliver. This involved three key steps of developing communication tools to raise awareness of diversification, utilising a soil-testing kit for farmers to identify diversification possibilities on their land, and creating an experimental farm to showcase diversified land-use and sustainable farming methods.

This final prototyped process was a key asset for HDC, who are exploring implementation possibilities of the Design Factory NZ's students' work.



Student Stories





Akhil

Akhil came to The Design Factory as a Mechanical Engineering student, confident in his ability to solve mathematical problems. He was used to rubbing shoulders with his fellow engineering cohort and sticking within the comfort of his own domain. The Design Factory quickly changed all of that.

Akhil was placed into a team that was aptly named 4-Strong. His team members came from a wide range of disciplines, including public relations, sports science and engineering technology. And their challenge?

To work with Hamilton City Council, encouraging people to use alternative modes of transport that benefit Hamiltonians.

Suddenly, Akhil was working with a problem with no clear answers, and with a group of people who were bringing a range of tools and perspectives to the problem. Akhil said:

“I loved meeting the new people. Being in Engineering, my commute was constrained to my place and Rotokauri. I never met anyone from the city campus or any other discipline. So now meeting all these people, knowing how they think, seeing how they see a different problem — in a completely different way to me. I loved that.”

Along with his team, Akhil learnt that there was more than one way to solve a problem. He discovered a range of problem-solving techniques, including the soft skills of empathy and customer mapping.

“The biggest learning for me was for me to be patient about a problem. Coming from engineering, we are given a problem and we dive straight into it — without thinking about ‘What are the implications of the problem?’ Or ‘Why exactly is this a problem?’. Design Factory taught me that before starting a problem, try to understand — why is it a problem? Who does the problem exist for? There could be some people who are against the solution that you create. You need to take into account every single person who’s effected by the problem.”

After his time at The Design Factory, Akhil had interviewed Hamiltonians, prototyped solutions, ideated, met with industry, worked through the highs and lows of team work — and had delivered a fantastic group presentation to a large group of industry.

“It seems all fun at The Design Factory, but underneath that fun is real hard work. It’s rewarding at the end. You get to speak in front of over 100 people — and if you had any fears before that point — after that, they’re gone!”

Cody

At his first day at The Design Factory, Cody didn't seem comfortable. Coming from a background in Graphic Design, Cody was used to working by himself, in front of a computer.

Suddenly, he was working with a group of students from across Wintec, and being asked to participate in a range of ice-breakers and team-building activities.

He was quiet. He'd sit back, and try not to answer any questions. He was happy on the sidelines, and was wondering what he'd signed up for.



But — over the course of the 15 week Design Factory program, Cody slowly began to participate and grow. At first, it was through small participation and speaking up in groups. It grew, and grew — as Cody became more confident and discovered his latent abilities in interviewing, co-creation and communication. Cody says:

“The Design Factory opened me up in terms of my thinking and my personality. I became more confident, and learnt a range of skills to help me in my life — not just in the classroom.”

A few months after the completion of the course, an opportunity came for Design Factory students to participate in an international design competition at Chengdu University, in China. Cody was one of the first to put his hand up for this new challenge.

Over the course of 28 hours, the team went through an extensive design cycle, interviewing Chinese students — and culminating in a high-quality presentation to over 300 people.

Cody was one of the leaders of this pitch, speaking with confidence to hundreds of people from around the globe. The New Zealand team won first place — and Cody recognised that a new challenge was ahead of him.

He wanted to return to Chengdu University, as a student. Why?

“Why not! Experience, get a bit of an understanding of a different culture's design — to help bolster my design skills. I'm excited to meet new people, try new things.”

After successfully winning a Prime Minister's Scholarship for Asia, Cody was accepted to do post-graduate studies at Chengdu University.

From a quiet student, to a global citizen — Cody is growing from strength to strength. The Design Factory is proud to have played a role in Cody's development. Cody reflects:

“I liked the Design Factory it because it was a great bridge between mock papers and industry. It's a helpful transition — it gives you more of the industry experience you need.”

Jannaha

Whenever Jannaha walks into the Design Factory, things become happier. With a relentless energy and a mile-wide-smile, Jannaha came to study with the Design Factory at the conclusion of her Bachelor of Applied Management degree.

"I was majoring in Operations and Product Management, but was really looking to grow my problem solving and communication skills," says Jannaha. "I thought the Design Factory might be able to help me out."

Jannaha was placed with a group of students from across Wintec, and then introduced to their industry partner — Hamilton City Council. Their challenge was no easy one — how might they help Hamilton City Council employees communicate internally?

Jannaha jumped at the opportunity to learn a process for solving complex problems.



Within a few weeks, Jannaha was interviewing staff and industry experts, learning to ideate and synthesise data, and developing prototypes for user-testing. Jannaha says:

"Design Thinking is a fantastic way of thinking for solving problems. It resonated with me immediately,"

Over the course of the semester, Jannaha took hold of the opportunities provided, including leading the networking at Industry Breakfasts, and providing regular reports back to Hamilton City Council along the journey.

At the conclusion of her studies, she met with Hamilton City Council employee Riki Manarangi. He had been impressed with the work of the Design Factory team, and was about to launch his own venture. He offered her the chance to join his start-up — an opportunity that Jannaha has taken hold of with both hands.

Their venture — Lonelyseat — is a peer-to-peer delivery platform. Users can sign-up to have their goods delivered around the country, or can take other's goods around the country as part of their travels. As Jannaha describes it — "It's like Uber for freight!"

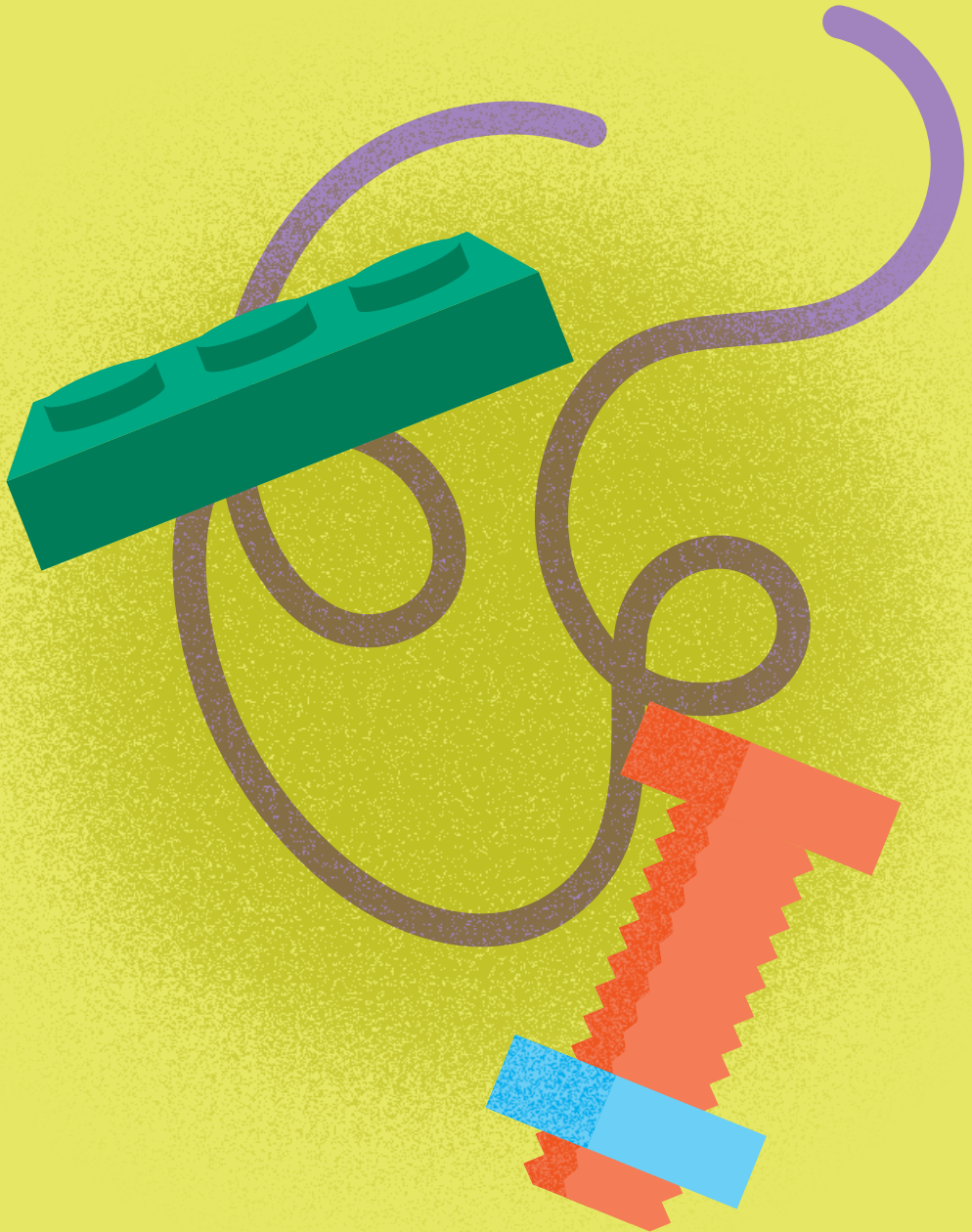
The start-up journey has required a huge amount of problem solving, fast-thinking and working on limited budgets — all challenges which the Design Factory prepared Jannaha well for.

"We've had to hustle and solve problems each day — and the Design Factory's focus on continual experimentation, constant learning, and keeping the user at the heart — has all been invaluable to me!"

2019 has seen Jannaha rubbing shoulders with Graham Mills, Stephen Tindall and other senior leaders around New Zealand, as she works to launch Lonelyseat in September. Throughout the busy period, she has popped in to the Design Factory to catch-up with tutors and learn about the current projects — all with a smile!

"It's been a wild ride, and the Design Factory has been an integral part of it. They've helped me master the process of turning a problem into a question — and then identifying the best solution. I'm looking forward to seeing how this continues to grow and develop in my life."





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