Title: Design Strategist
Project Name: Pulse Lab Jakarta/ UN Global Pulse
Reports to: Deputy Head of Office
Duty Station: Jakarta, Indonesia
Expected Places of Travel (if applicable): Makassar, Sri Lanka (depending on client request)
Duration of Assignment: 120 Working Days within 6 months (Aug 2017 – Jan 2018)

REQUIRED DOCUMENT FROM HIRING UNIT

<table>
<thead>
<tr>
<th>TERMS OF REFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT, please select:</td>
</tr>
<tr>
<td>(1) Junior Consultant</td>
</tr>
<tr>
<td>(2) Support Consultant</td>
</tr>
<tr>
<td>(3) Support Specialist</td>
</tr>
<tr>
<td>(4) Senior Specialist</td>
</tr>
<tr>
<td>(5) Expert/ Advisor</td>
</tr>
</tbody>
</table>

| CATEGORY OF INTERNATIONAL CONSULTANT, please select: |
| (6) Junior Specialist |
| (7) Specialist |
| (8) Senior Specialist |

APPROVED e-requisition

REQUIRED DOCUMENTATION FROM CONSULTANT

| CV or P11 with three references |
| Copy of education certificate |
| Completed financial proposal |
| Completed technical proposal |

Need for presence of IC consultant in office:
X partial: the consultant can work remotely and presence on request basis
□ intermittent (explain)
□ full time/office based (needs justification from the Requesting Unit)

Provision of Support Services:
Office space: □ Yes x No
Equipment (laptop etc): □ Yes x No
Secretarial Services □ Yes x No
If yes has been checked, indicate here who will be responsible for providing the support services: N/A

Signature of the Budget Owner:

I. BACKGROUND

Global Pulse is an innovation initiative in the Executive Office of the United Nations Secretary-General, harnessing today's new world of digital data and real-time analytics to gain a better understanding of changes in human well-being. Global Pulse hopes to contribute a future in which access to better information sooner makes it possible to keep international development on track, protect the world’s most vulnerable populations, and strengthen resilience to global shocks. Global Pulse is being implemented as a global network of Pulse Labs, bringing together expertise from UN agencies,
governments, academia, and the private sector to research, develop, test and share tools and approaches for harnessing real-time data for more effective and efficient policy action.

**Pulse Lab Jakarta**

Global Pulse established a Pulse Lab in Jakarta in 2012 in partnership with the Government of Indonesia. Pulse Lab Jakarta functions as an open innovation space where policy experts together with UN development practitioners and other partners can experiment with new types of data and emerging technologies and evaluate their potential to enhance both public policy decision-making and community resilience. Following the development of useful approaches, Pulse Lab Jakarta supports the institutional adoption of these innovations into policy and practice.

The Design Strategist reports directly to the Deputy Head of Office and will advise all human-centred research and design aspects of PLJ’s work. This includes interacting with the Lab’s stakeholders and clients and supporting the implementation of projects.

### II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

#### SCOPE OF WORK

One of the core tasks of the Design Strategist is to model practices/approaches and expose the team to different methodologies that can strengthen and sustain PLJ’s capacity in applying human-centered design to its projects. To ensure the latter, all of the responsibilities performed by the Design Strategist are expected to take place through collaborative teamwork and these will be well-documented for both internal capacity building and external purposes. The responsibilities include, but are not limited to:

1. **Advise the team in applying human-centred design to Pulse Lab Jakarta projects:**
   - Conduct design research, prototyping, and testing at locations and in communities around Indonesia and beyond;
   - Facilitate synthesis and ideation sessions with the team and clients, which may involve co-design workshops, frameworking, and/or trainings;
   - Communicate the insights and opportunity areas to Pulse Lab Jakarta’s stakeholders in a way that encourages action.

2. **Provide advice on developing a specific portfolio of projects in Pulse Lab Jakarta, contributing to a holistic approach to harnessing new digital data sources for development and humanitarian action:**
   - Apply agile approaches such as rapid prototyping and design thinking to activity and project design as well as project implementation;
   - Analyse innovations and follow design and technology trends and make recommendations on how they can be prototyped within the lab;
   - Ensure high quality design and effective formulation of the programme within the area of responsibility, translating PLJ’s priorities into local interventions;
   - Prepare aggregate reports on activities, outputs and outcomes in a timely manner.

3. **Creation of strategic partnerships, provision of high quality advisory services to the Government and implementation of the resource mobilization strategy related to Pulse Lab Jakarta focusing on the following results:**
   - Establish a network and liaison function with Government institutions, NGOs, UN organizations, civil society and other development partners in order to coordinate the overall implementation of Pulse Lab Jakarta’s programme, to obtain possible cost-sharing/co-financing of projects in line with the strategic goals of Pulse Lab Jakarta, country needs and donors’ priorities;
   - Create strategic and innovative partnerships with the private sector and key-development partners for enhancing user research and ethnographic insights, and design thinking in Pulse Lab Jakarta’s programme;
• Forge links with universities, social innovation networks and design collaborations as well as drive innovative partnerships;
• Deliver creative ideas for communicating Pulse Lab Jakarta’s activities;

4. **Provision of high quality advisory services and facilitation of knowledge building and knowledge management focusing on achievement of the following results:**

- Effective support to the project management units overseeing Pulse Lab Jakarta’s portfolio of innovations, provide proactive non-financial support, leverage the UN in Indonesia’s assets and capabilities to help innovations succeed;
- Provision of technical support to development of policies and institutions that will address the country problems and needs in collaboration with the Government and other strategic partners;
- Provide leadership and training on user research across Government of Indonesia counterparts as well as with other stakeholders.

5. **Production and dissemination of lessons learned across the portfolio focusing on the following results:**

- Ensure that Pulse Lab Jakarta’s innovations are generating high quality evidence of impact by using methods appropriate for initiatives at different stages of maturity;
- Identification on entry points for knowledge generation and knowledge sharing from project experience; and when appropriate to ensure contributions to knowledge networks and communities of practice;
- Provide leadership on user research and design best practice by drafting presentations, delivering training workshops, and on-the-job mentoring of team members;
- Effective support to project staff in identification, documentation, drafting of best practices and lessons learned;
- Showcase results to external stakeholders on progress made and impacts delivered;
- Professional growth through active learning.

**EXPECTED DELIVERABLES**

<table>
<thead>
<tr>
<th>Deliverables/ Outputs</th>
<th>Estimated number of working days</th>
<th>Completion deadline</th>
<th>Review and Approvals Required (Indicate designation of person who will review output and confirm acceptance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advise and participate in the planning and facilitation of one co-design workshop and documentation of learnings from the co-design process. Advise and review design process reports prepared by the research assistants</td>
<td>18 days</td>
<td>Aug 2017</td>
<td>Deputy Head of Office</td>
</tr>
<tr>
<td>Advise and review system design reports prepared by the research assistants</td>
<td>5 days</td>
<td>Sep 2017</td>
<td>Deputy Head of Office</td>
</tr>
<tr>
<td>Participate in a design project using new methodologies (e.g. behaviour/system/organizational design) and produce report highlighting insights and learnings from the project.</td>
<td>25 days</td>
<td>Oct 2017</td>
<td>Deputy Head of Office</td>
</tr>
<tr>
<td>Lead the research, synthesis, and prototyping solutions for a human-centered</td>
<td>35 days</td>
<td>Dec 2017</td>
<td>Deputy Head of Office</td>
</tr>
</tbody>
</table>
design project for a Fin-Tech project with a private sector/non-development clients.

Lead the team in applying hybrid research to an existing project that blends data analytics and ethnographic approach.

<table>
<thead>
<tr>
<th>20 days</th>
<th>Jan 2018</th>
<th>Deputy Head of Office</th>
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Produce one Pulse Stories report and assessment report of Pulse Lab Jakarta’s human-centered design capacity, that includes possible roadmaps and assessment of individual competencies.

<table>
<thead>
<tr>
<th>17 days</th>
<th>Jan 2018</th>
<th>Deputy Head of Office</th>
</tr>
</thead>
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III. WORKING ARRANGEMENTS

Institutional Arrangement

The Design Strategist will report to the Deputy Head of Office, with progress report submitted and signed by the Deputy Head of Office for every completed deliverables. The Design Strategist will work directly with the (Design) Research Assistants and Visual Designers and are expected to model behaviors that can help build the skills of the working partners. For some projects, it is expected to work with the Research/Data team.

Duration of the Work

The expected duration of work for the Design Strategist is for 6 months/120 working days starting August 2017 until January 2018.

Duty Station

The duty station is in Jakarta, with possible missions to cities in Indonesia and around Asia Pacific – depending on the request of the clients. Thus, the financial proposal should not include the travel costs.

Travel Plan

Below is an indicative travel plan for the duration of the assignment. There may be also unforeseen travel that will come up during the execution of the contract which will be agreed on ad-hoc basis and contingent to the request of clients.

<table>
<thead>
<tr>
<th>No</th>
<th>Destination</th>
<th>Frequency</th>
<th>Duration/days</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sri Lanka</td>
<td>1 time (for deliverable one)</td>
<td>5 overnight stays</td>
</tr>
<tr>
<td>2</td>
<td>Makassar</td>
<td>2 times (for deliverable four)</td>
<td>6 overnight stays</td>
</tr>
</tbody>
</table>

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Masters degree in social science, anthropology, design, psychology, behavioral sciences, or a related area;
II. Years of experience:
- A minimum of 10 years of experience in areas including service design, design research, consumer insight or user experience in a consultancy environment
- Experience in using design research to approach social interventions, business challenges, and/or public sector service delivery improvements
- Experience in interpreting insights into potential design and innovation opportunities and solutions

III. Competencies:
- Demonstrates creative flair, originality and a strong visual sense;
- Contributes effectively to team-based activities, working collaboratively and sharing information openly; works effectively with colleagues as well as with partners and other stakeholders to pursue common goals;
- Facilitates and encourages open communication in the team, communicating effectively;
- Remains calm, composed and patient when facing conflict, manages conflict productively, focusing on mutually acceptable solutions;
- Takes initiative and seeks opportunities to initiate action;
- Actively produces and disseminates new knowledge; creates/contributes to mechanisms to collect and share knowledge;
- Actively seeks learning opportunities; demonstrates commitment to ongoing professional development;
- Proposes innovative ideas and new solutions to challenges.

IV. Functional Competencies:
- Mastery of design research techniques such as in-depth interview, observation, immersion, documentation and insight generation
- Demonstrated ability to empathise with different stakeholders;
- Ability to communicate research insights in a way that motivates stakeholders to act;
- Proven ability to facilitate design workshops for an array of stakeholders and abilities;
- Entrepreneurial, with a track record of delivery and impact in previous roles;
- Ability to contribute effectively in team-based setting, especially in the area of user research;
- Ability to speak and write clearly and convincingly in English and Bahasa Indonesia, adapting style and content to different audiences;
- Professional and intellectual interest in development and public sector issues.

V. EVALUATION METHOD AND CRITERIA

The award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

a) responsive/compliant/acceptable, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight; 60%

* Financial Criteria weight; 40%

Only candidates obtaining a minimum of 60 point would be considered for the Financial Evaluation
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Maximum Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>• Criteria A: qualification requirements as per TOR:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Masters degree in social science, anthropology, design, psychology, behavioral sciences, or a related area</td>
<td>60%</td>
<td>60</td>
</tr>
<tr>
<td>2. A minimum of 10 years of experience in areas including service design, design research, consumer insight or user experience in a consultancy environment</td>
<td>20%</td>
<td>20</td>
</tr>
<tr>
<td>3. Experience in using design research to approach social interventions, business challenges, and/or public sector service delivery improvements</td>
<td>10%</td>
<td>10</td>
</tr>
<tr>
<td>4. Experience in interpreting insights into potential design and innovation opportunities and solutions</td>
<td>15%</td>
<td>15</td>
</tr>
<tr>
<td>• Criteria B: Brief Description of Approach to Assignment</td>
<td>40%</td>
<td>40</td>
</tr>
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