

# Creating better product communication

by using Cultura and Storytelling



## ORIENTATION

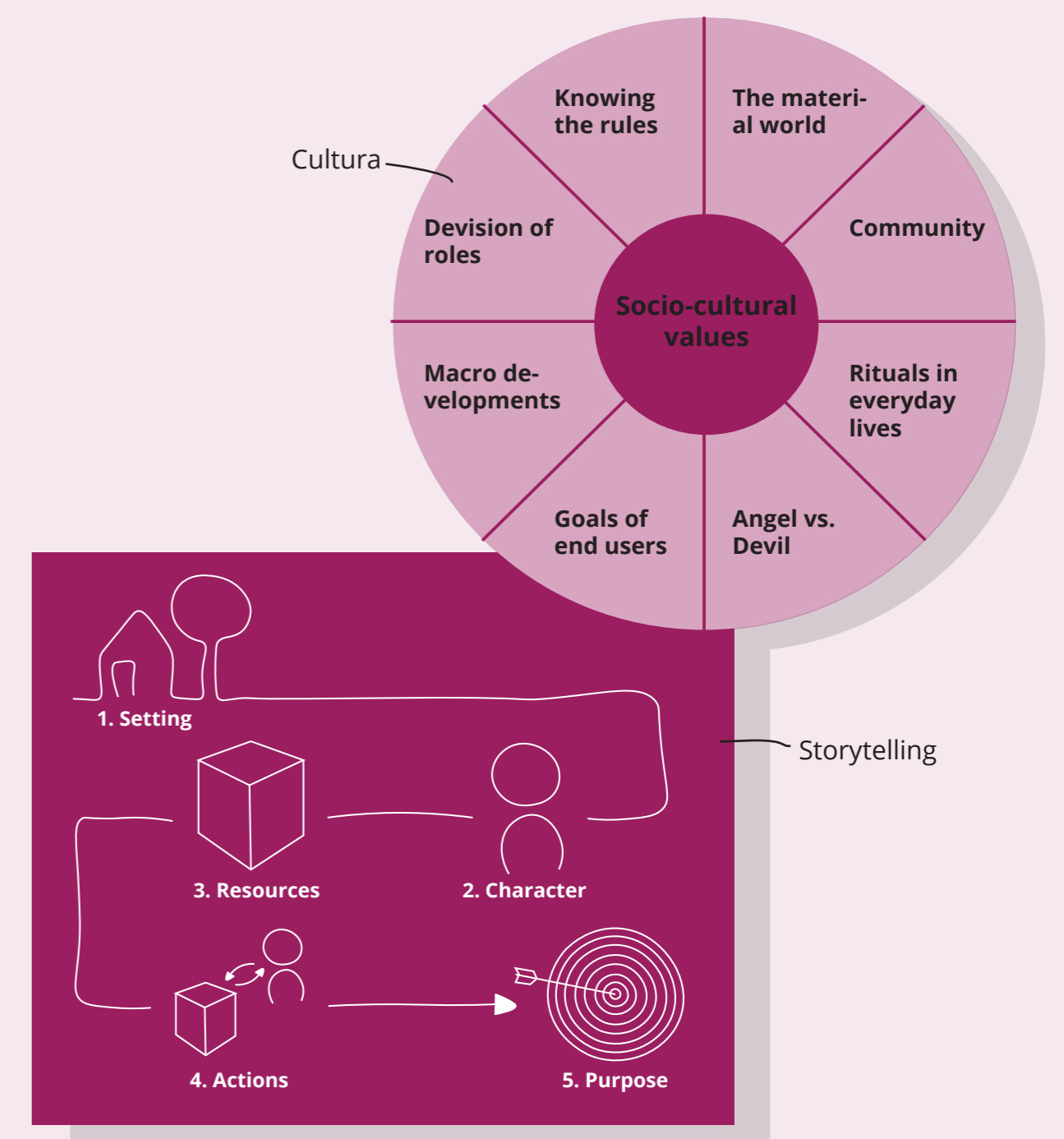
This graduation thesis has been conducted for a BoP Innovation Center (BoPInc). BoPInc is a non-profit foundation that supports innovation and welfare in low-wage markets. BoPInc gives advisory support on marketing and distribution of innovative Small to Medium Enterprises (SMEs) that include the people of the BoP. Currently, the implementation of the training outcomes is a challenge for the SMEs.

### Advisory

The main challenge observed in this graduation assignment is the implementation of the outcomes of advisory support trainings given to SMEs by BoPInc. This project attempts to solve this challenge by advising BoPInc on the improvement of its current trainings.

### Literature

Two main solution spaces were identified to overcome this challenge; the inclusion of the cultural context and the concretization of training outcomes. For both solution spaces, a matching theory has been found in literature. The Cultura Toolkit (Hao, van Boeijen, & Jan Stappers, 2017) can be used to include the cultural context in the trainings and Storytelling can be used to create more concrete outcomes.



A Case study has been conducted to create a better understanding of the defined challenge from the SME perspective. With the use of both the BoPInc tools and literature theories, a communication plan and communication materials have been designed.

### Communication Plan

The communication plan consists of revisiting moments to community groups (see image). A consistent story has been created for these visits to convince end users of the product, and to create long term retention of the right usage. The story and connected materials are based on the ATEAR Model (Attention, Trust, Experience, Action and Retention) to finally create this retention.

During the first visit, attention needs to be drawn, the second meeting focusses more on the experience of the end users, the third visit highlights more experience and an action moment. The installation and regular revisits address the retention. Throughout all of these parts building trust is highly included.

### Communication Materials

Four videos and flyers have been designed for EcoGroup to contribute to this overall story. They have been developed with the use of the Storytelling literature. An outfit has been designed for the sales team (see image), this outfit addresses the bond of trust with the end users.



## CASE STUDY



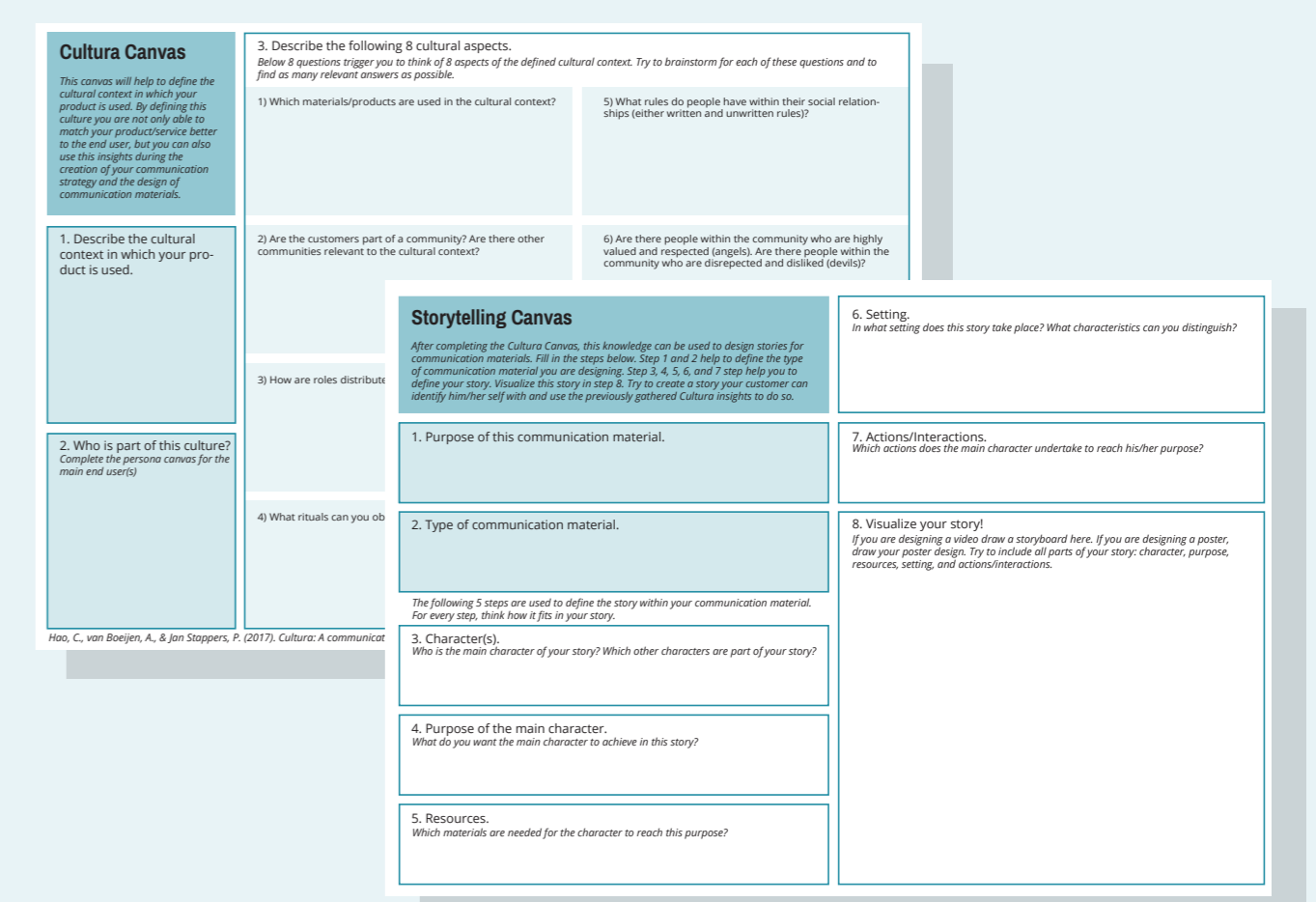
## ADVICE

After reflecting on the Case study process, the main findings together formed the advice for BoPInc, which resulted in the design of two canvases.

### Canvases

With the designed Cultura Canvas, the organization's cultural knowledge can be put on paper and made explicit during the trainings. It consists of three parts: 1) a description of the cultural context that is studied, 2) the relevant persons in this context, and 3) the 8 questions to trigger you to think of the aspects of Cultura (Hao et al., 2017).

After using the Cultura Canvas during the training, the Storytelling Canvas can be used to turn these abstract insights into more concrete outcomes. The Storytelling Canvas steers the SMEs in the design process of communication materials, while including all insights previously discovered.



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09-04-2019  
Design for Interaction

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