

# 2022 Annual Report



CATAPULTDESIGN

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# Our Purpose

Catapult Design believes that all people, regardless of income and geography, should have access to thoughtful and inspired design that addresses their needs. Our mission is to improve the quality of life of undeserved communities through accessible and innovative design.

Each engagement is unique, typically encompassing the following services:

## 1. DESIGN STRATEGY:

For projects of all types and scales, we begin by identifying strategic direction. This includes framing the problem, understanding the challenges and opportunities, and ensuring that project indicators—vision, objectives, timeline, project considerations, and focus areas—are well understood at the outset of any work. This provides the high-level design direction that guides each project.

## 2. DESIGN:

We imagine a world where everyone has access to well-designed products and services that stimulate and sustain better lives. From systems mapping to concept generation and distribution strategy, our team of designers, engineers, and business strategists have the skills, experience, and networks to offer a comprehensive approach to develop products and services for low-income and underserved communities.

## 3. EDUCATION:

As we know, the role of the designer is constantly evolving, and we want to ensure that our clients, partners, and end users are well versed in our design ethos, tools, and methods. We believe tough problems require creative thinking by all stakeholders, beginning with the communities they are meant to serve. In all our engagements, we offer workshops, training, and mentorship.

## 4. RESEARCH:

We investigate and disseminate design research focused on the acceleration and accessibility of quality market-based solutions to inequalities. We help clients, partners, and end users gain a deeper understanding of how design can spur their initiatives.

## 5. PARTICIPATORY POLICY:

We research and identify underlying causes of inequality and injustice, and we employ participatory prototyping to find and test solutions with underserved communities. We take that data and experience, formulating policy recommendations for local governments and funders.

# Hello from our CEO

A big part of our mission is to make human centered design more inclusive, and in 2022 we did just that. Thanks to our partnerships with local design firms, communities, and partners we were able to continue revolutionizing women’s contraceptive technology in Africa, redesigning the early childhood education system in Washington D.C., and making healthcare more equitable in North Carolina. And in 2022, we worked on creating the Indigenizing Design Framework with a broad team of collaborators including Eunique Yazzie, Melody Lewis, and Brian Skeet of CahokiaPhx, along with the active participation of local indigenous creatives and entrepreneurs.

In this report, you’ll explore how design can dramatically improve the lives of people around the globe.

In Africa and South Asia, since 2019, we have worked in partnership with in-country design firms to better understand and prioritize the unmet needs of women as they relate to modern contraceptive methods. In 2022, our work continued with Spindle Design, DODO Design, YUX, and Alt Unfold leading on the ground by engaging with women, their influencers and enablers, as well as providers in Kenya, Nigeria, Senegal and India.

In Washington D.C., we worked in partnership with the Bainum Family Foundation to undo long-standing inequities that negatively affect children and families. Catapult brought a human-centered design approach to reimagine and restructure the systems around child care and early childhood education. Our ongoing work aims at facilitating the healthy development and well-being of children and their families.

In North Carolina, we were delighted to partner with Cone Health, a not-for-profit network of healthcare providers. To include the voices of underserved communities in the design of their healthcare, we developed a bespoke and replicable design thinking process to highlight previously excluded perspectives. We are excited to share that this process will be expanding to surrounding communities.

Phoenix, Arizona is home to a vibrant and creative indigenous community. With funding from the National Endowment for the Arts, we worked in collaboration with CahokiaPHX, Brian Skeet LLC, the UNCONTAINED mural project, and Indigenous Community Collaborative to amplify Native voices. The culmination of this work is a new methodology that empowers designers to add an Indigenous Framework to their human-centered design approach – the Indigenizing Design Framework.

According to Michael Vargas of the Chickasaw and Xicanx nations, “I am ecstatic to see how other Indigenous communities and allies will add to this data, creating an ever-evolving web of Indigenized knowledge sharing.”

Vargas speaks to our mission making design more inclusive and calls upon you to join in creating an equitable future for all. Thank you for being a committed and involved member of the Catapult community.

With resolve in our mission and joy around the lives we’ve helped change, we welcome you to our annual report for 2022.

Angela Hariche  
CEO

# Team



**ANGELA HARICHE**  
CEO



**HALEEMAH SADIAH**  
Designer



**LAURA RAMIREZ**  
Design Manager



**PHUME MTHIMUNYE**  
Designer



**RADHIKA AGARWAL**  
Creative Director



**ANNEMARIE SPITZ**  
Service Designer &  
Design Researcher



**BRIAN SKEET**  
Design Consultant,  
Navajo Nation



**EMMANUEL  
NANDOKHA**  
Design Strategist, Spindle  
Design, Kenya



**KARIN CARTER**  
Designer & Strategist



**MELODY LEWIS**  
Designer, Cahokia  
Navajo Nation



**RIKTA  
KRISHNASWAMY**  
Design Researcher



**SUSAN ONIGBINDE**  
Design Researcher,  
DODO Design, Nigeria

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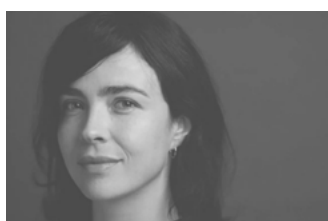
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NOEL WILSON

# Making it Real

## CHALLENGE:

Voluntary family planning is one of the great public health advances of the past century. Enabling women to make informed decisions about whether and when to have children reduces unintended pregnancies as well as maternal and newborn deaths. It also increases educational and economic opportunities for women and leads to healthier families and communities.

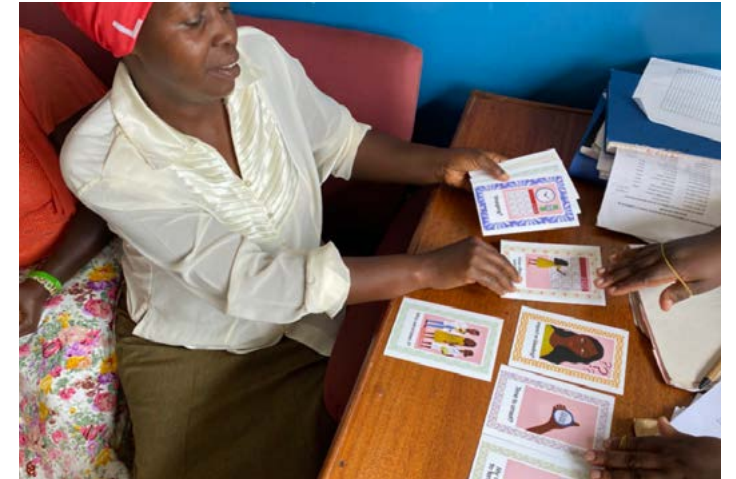
Some women do not access or use contraceptives for a variety of reasons, even when they want to avoid pregnancy. They may have misconceptions about their risk of becoming pregnant or be deterred by concerns related to cost, inconvenience, or side effects. In some cases, opposition from family members or a limited range of available methods can be a key factor in non-use. Additionally, some current users might also be unsatisfied with current options. Continued innovation in contraceptive technology is needed to address these barriers and meet the demands of women in different circumstances and at different stages of their lives.

## WORK:

In 2017, the Bill & Melinda Gates Foundation invested in the CT Innovation Lab project (see [futureofct.org](http://futureofct.org)) to imagine the future of women's contraception. The project leveraged human-centered design methodologies to facilitate insight-driven ideation in order to generate new product ideas in women's contraceptive technology.

Building on this work, Catapult Design partnered with Spindle Design, DODO Design, YUX, and Alt Unfold to better understand and prioritize the unmet needs of women as they relate to modern contraceptive methods (existing, in the pipeline, and blue-sky ideas from the CTI Lab) in order to catalyze opportunities and innovation in product development. Our team of human-centered designers, market researchers, and technical advisers will engage with users/ non-users, influencers, and providers in Kenya, Nigeria, and Senegal, along with contraceptive funders and developers to drive innovation in female contraceptives, validated by demand forecasting and market potential.

This work is funded by the Bill & Melinda Gates Foundation.



## RESULTS:

This work is currently underway, so stay tuned for updates.

CLIENT/ FUNDER: Bill & Melinda Gates Foundation

LOCATION: Global, with study areas in Kenya, Nigeria, and Senegal

CATAPULT DESIGN SERVICE LINE: Design

THEMATIC AREA: Global Health, Sexual and Reproductive Health

# Redesigning Early Child-

## CHALLENGE:

In partnership with the Bainum Family Foundation, Catapult Design applied a human-centered design (HCD) approach to redesigning the child care/early childhood education system (ECE) system in Washington, D.C. The process brought together a diverse group of educators, administrators and families to highlight the challenges of the current system and reimagine one that is equitable for all.

## WORK:

Using HCD to redesign the child care system started with surfacing the voices of the community and having those voices drive the process. It required having a shared definition of what makes up the community; in this case, it was educators, administrators and families. Leveraging the Double Diamond framework to structure our design process, we worked closely with participants to discover and define the system's current reality, identify the most impactful moments and opportunities for change, and design solutions that systemically shift toward a more equitable future for ECE.

## RESULTS:

The Build Phase focused on co-creating "provocations" based on participant ideas identified during the Definition Phase and testing these ideas with the community for feedback to develop prototypes that address their unique needs. Key activities included:

- Co-Creation Activities — Developing participant ideas and synthesizing them into tools that enabled participants to identify which would drive the biggest systemic changes in the vision for child care. We worked with four of the original participants and recruited two additional ones for this phase
- Futuristic Provocations — Feedback given in co-creation activities and ideas from the focus groups was used to build futuristic provocations that pushed the boundaries of what it means to give participants a reimagined child care system



- Conceptual Prototypes — Illustrating the transformative and tangible impact of the conceptual prototypes on the child care system through the storytelling of fictional scenarios, conceptual visuals and key aspects representing all the new elements that shape the prototype concept

The Impact Phase focused on sharing the impact of a new equitable vision through engagements with the broader child care community and exploring tangible steps to bring the vision to reality.

**CLIENT/ FUNDER:** Bainum Family Foundation

**LOCATION:** Washington, D.C.

**CATAPULT DESIGN SERVICE LINE:** Design, Education

# Cone Health

## CHALLENGE:

A challenge to designing great services for underserved communities is that many times the community is left out of the conversation or not fully engaged in the decision-making process. Cone Health has recognized this as a great missed opportunity and would like to work with their community partners to better understand their unique expertise and capabilities. Once these are well understood, designing unique and innovative products and services becomes not only possible but essential.

## WORK:

Cone Health is working closely with Catapult Design and community partners to develop a bespoke and replicable design thinking process to support community-based design efforts. The process will provide guidance on how to best engage community members as active participants in designing community services in North Carolina toward improved health and well-being. In order to build and iterate on the process, we are co-developing a number of prototypes as defined by community members and partner agencies. The Cone Health and Catapult Design collaboration will support partner agencies to pilot at least one idea each with the potential to bring positive change to their community.

## RESULTS:

The Catapult Design and Cone Health collaboration facilitated three partner agencies in designing and developing their pilot projects to address the needs of their communities. The partner agencies and community design team members were guided through a year-long community-based design process using a series of workshops, tools, and support materials that were custom designed for the participants' contexts.

Throughout this project, an evaluation team from Elon University gathered perspectives and experiences from partners and participants through surveys and interviews. Their findings show that "participants felt Design Thinking processes yielded tangible (increasing the quality of pilot projects) and intangible outcomes (fostering trust, building relationships, increasing capacities for complex project-based work, and shifting mindsets)." In addition, the evaluation results showed that "Design Thinking practices



helped [participants] see the value of engaging diverse others, improved the creativity and viability of their solutions, their confidence in their creative abilities, and equipped them with capabilities they can apply to future projects." (Quotations from Survey Three Report)

The project deepened Cone Health's commitment and experience leading community-based design processes and helped prepare them to pursue a partnership with Guilford County which will expand this and similar approaches to other areas in their surrounding communities.

Lake, D., Motley, P., Casner, M., and Flannery, K. (2022) *Design thinking community health & well-being: Creating with and for community capacities*, in Lockton, D., Lenzi, S., Hekkert, P., Oak, A., Sádaba, J., Lloyd, P. (eds.), *DRS2022: Bilbao, 25 June – 3 July, Bilbao, Spain*. <https://doi.org/10.21606/drs.2022.210>

**CLIENT/ FUNDER:** Cone Health

**LOCATION:** USA

**CATAPULT DESIGN SERVICE LINE:** Design

**THEMATIC AREA:** Community Development, Global Health

# Indiginizing Design

## CHALLENGE:

Through the Native way of innovation, resilience, and fortitude, Indigenous designers are uniquely positioned to lead in imagining a more equitable and just future. However, Native voices have been systematically oppressed, ignored, and erased from history. In order to amplify these Native voices, we aim to establish a Native Design Identity and Learning Pathways centered on Indigenous knowledge and worldview. We intend to do this by indiginizing the current field of design towards a more inclusive Native design language, methodology, and place-based curriculum.

## WORK:

The National Endowment for the Arts (NEA) approved funding for Indiginizing Design, an initiative that aims to co-design processes with indigenous communities. The program's goals are to expand justice and equity which, historically, have been excluded from traditional design practices.

To carry out this work, Catapult Design has partnered with a broad team of collaborators including Eunique Yazzie, Melody Lewis, and Brian Skeet of Cahokia, along with the active participation of local indigenous residents.

## RESULTS:

Through this project, Catapult, CahokiaPHX, Brian Skeet LLC, and Indigenous Community Collaborative have developed the Indiginizing Design Framework by surfacing the voices of Indigenous creatives and social entrepreneurs from urban and reservation-based communities that participated in our research, and understanding what Indiginizing means to them based on their personal lived experiences and as members of the CahokiaPHX social tech and artspace. This Indiginizing Framework is intended for use by both Indigenous practitioners, as well as Non-Indigenous designers and organizations who seek to work with Indigenous communities in a respectful and meaningful manner.

The Framework consists of three parts:

- Indiginizing Markers — Values that define Indiginizing and indicators that identify if



Indiginizing has happened in a space.

- Ecosystem of Indiginizing — Visualization of the Indiginizing Markers and their relationships in a particular context.
- Indiginizing Curriculum — Lesson plans and activities to learn how to apply the IndiginizingMarkers in practice.

We hope this work will contribute to broader efforts to decolonize design and support the ongoing work of Indigenous communities to reclaim and revitalize their cultures and identities. These efforts are a step towards healing and reconciliation and creating a more just and equitable world for all.

To discover what the Indiginizing Design Framework consists of and to learn more information about the Indiginizing Design project, please find the report [here](#).

To find out more about how National Endowment for the Arts grants impact individuals and communities, visit [www.arts.gov](http://www.arts.gov).

**CLIENT/ FUNDER:** National Endowment for the Arts

**LOCATION:** Phoenix, AZ

**CATAPULT DESIGN SERVICE LINE:** Design

**THEMATIC AREA:** Language

# 2022 Financials

## REVENUE

Earned Income	\$ 2,074,474
Donations & Grants	\$ 29,842
Other Income	\$ 481

Total Revenue	\$2,104,797
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## EXPENSES

Program	\$ 1,087,362
Management	\$ 502,117
Fundraising	\$ 9,348

Total Expenses	\$ 1,598,827
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**NET REVENUE \$505,971**

## ASSETS

Cash	\$ 1,414,419
Accounts Receivable	\$ 153,455
Prepaid Expenses	\$ 580

Total Assets	\$ 1,568,454
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## Liability

Accounts Payable	\$ 21,692
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**NET ASSETS \$1,546,762**

Net Assets (beg. of year)	\$ 1,040,792
Net Assets (end of year)	\$ 1,546,762

Change in Net Assets	\$ 505,971
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# Donors, Funders and Clients

## DONATIONS

Bhatia Foundation

## GRANTS

National Endowment of the Arts

## CONTRACTS

American Society for Mechanical Engineers

Bill & Melinda Gates Foundation

Cone Health

Bainum Family Foundation

A big thank you to all of our donors, funders, and general supporters!



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