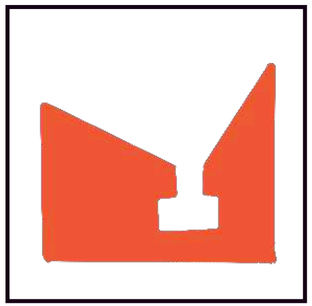


こんにちは

Hello!

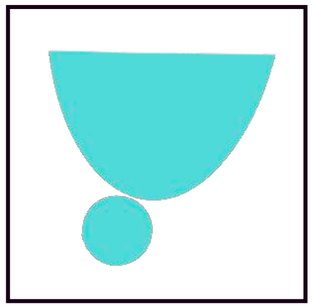
I am Rimjhim.

01



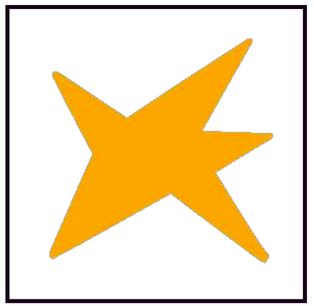
Why do systems stay broken?

02



Who carries the burden?

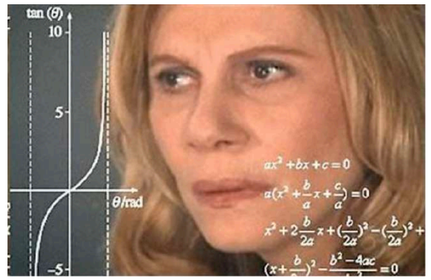
03



How can design intervene?

When something **unexpected** happens





When you feel **lost** and don't know what to do

When it causes **distress** and/ or pain



When the situation demands immediate **attention & action**



“We need to talk”



We can work this out.

I'll do better.

I'm sorry. I'll change.

Just give me another chance.



Why now?

There wasn’t enough

urgency.

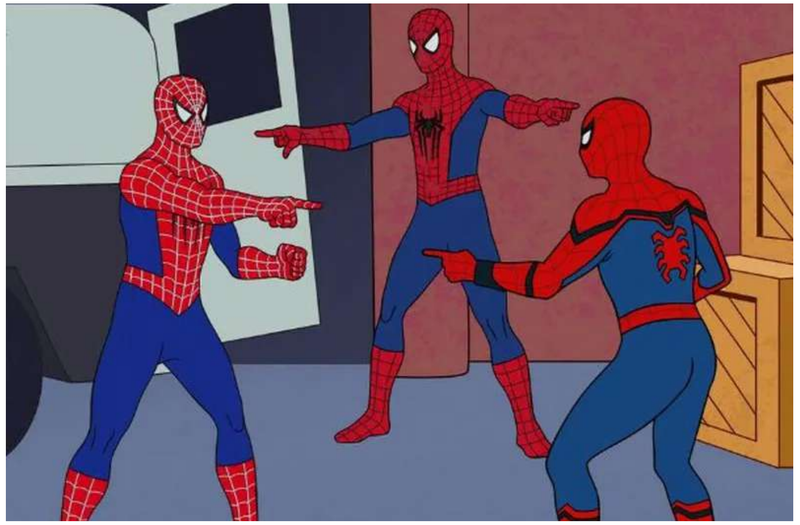


The problem existed long before the crisis.

Crisis makes the problem impossible to **ignore.**



Systems are made of people, so they behave like people.



Strained

Overload

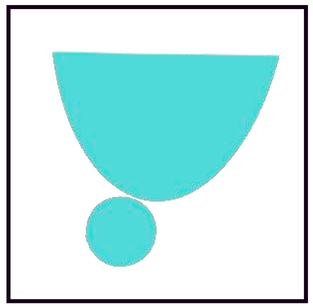
Un-bearable

Breaking Point

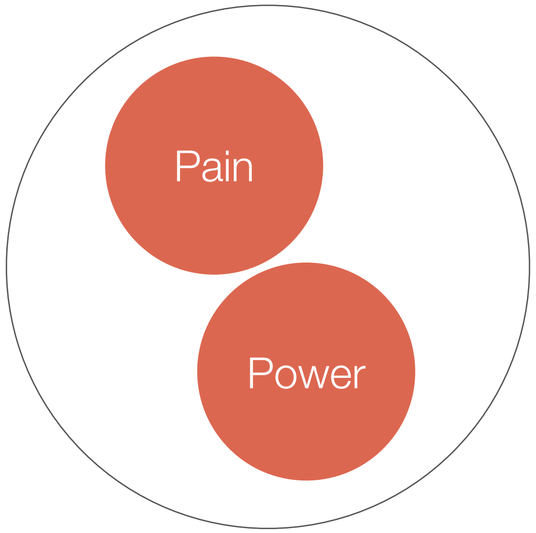




02

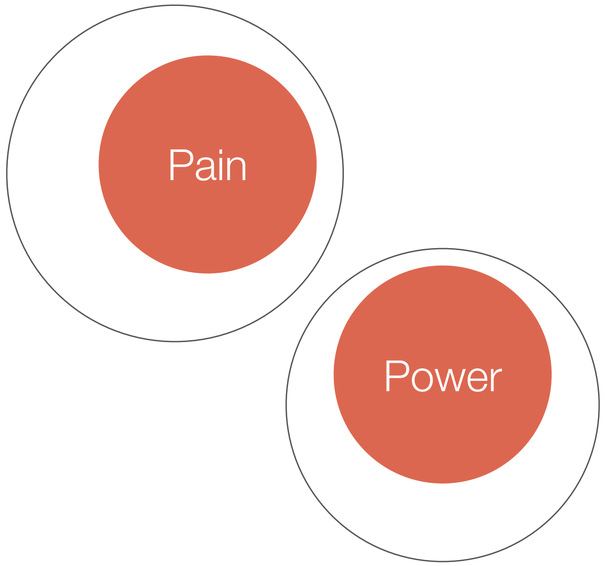


Who carries the burden?



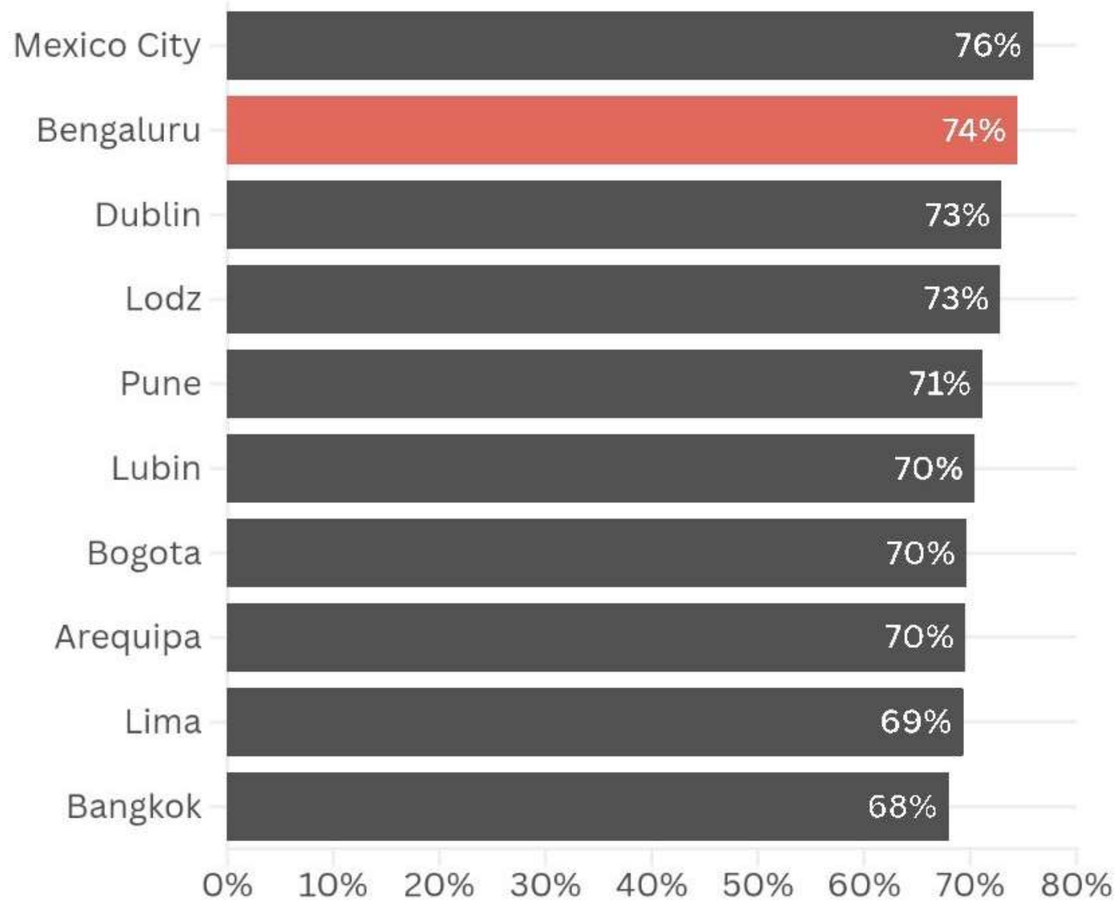
In a Relationship

They **adapt**.



In a System

Top 10 most **traffic-congested cities** in the world (2025)





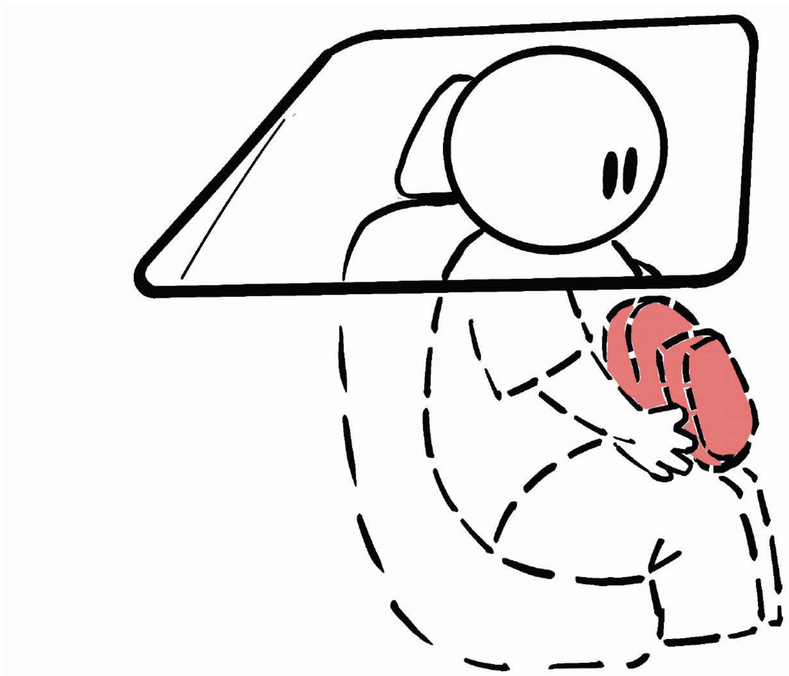
Source: TomTom - Netherlands-Based Location Technology Firm

transport infrastructure?

urban planning?

public transport more accessible?

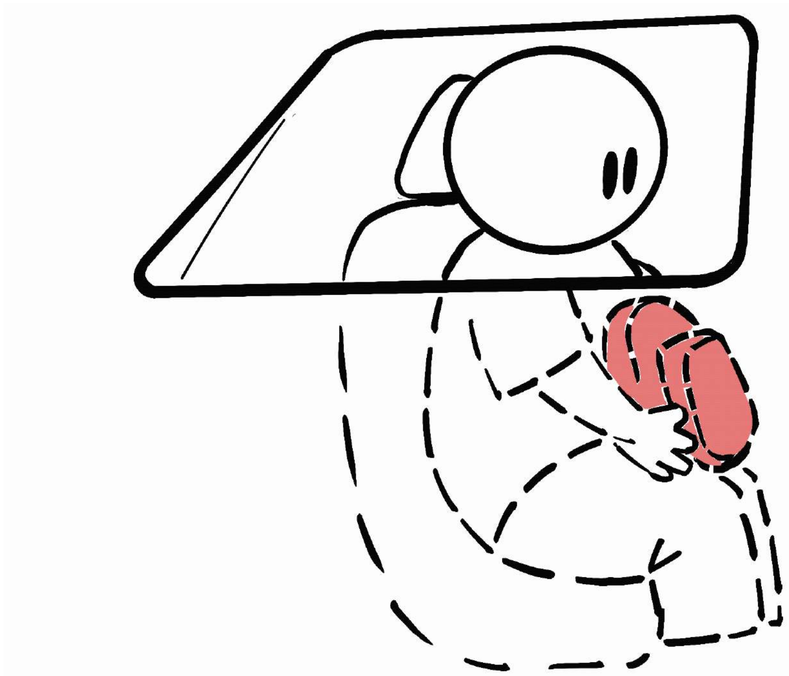


















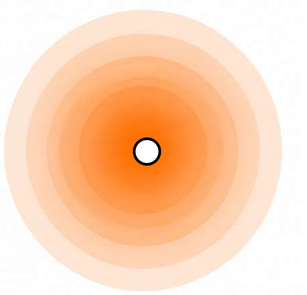
We adapt and the systems stay **broken.**



Emergency services for non-emergency use.

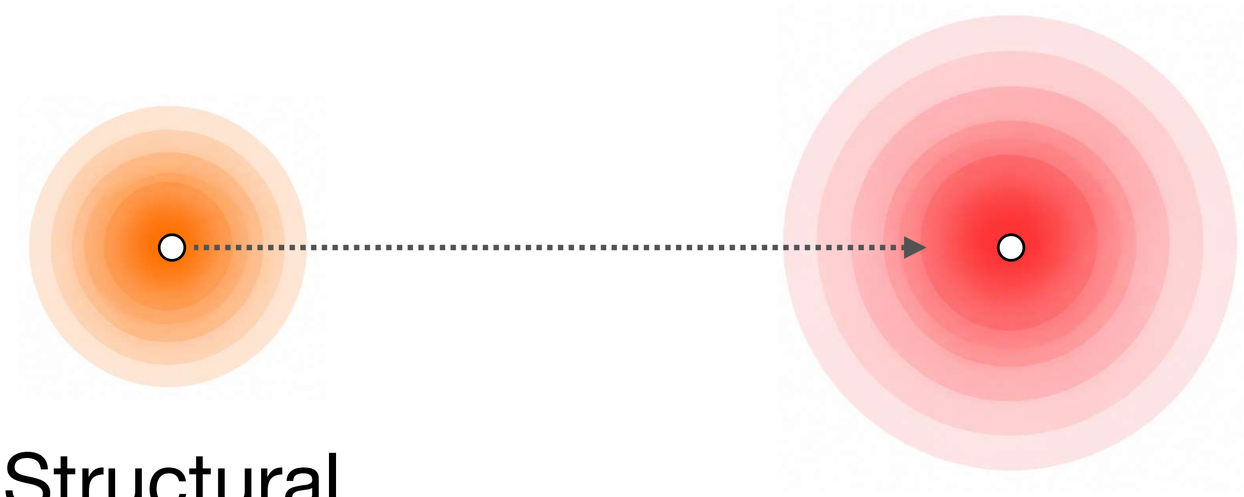

THIS IS
FINE


“I’M FINE!”



Structural Discomfort

Persistent problems we normalise and adapt to.



Structural Discomfort

Persistent problems we normalise and adapt to.

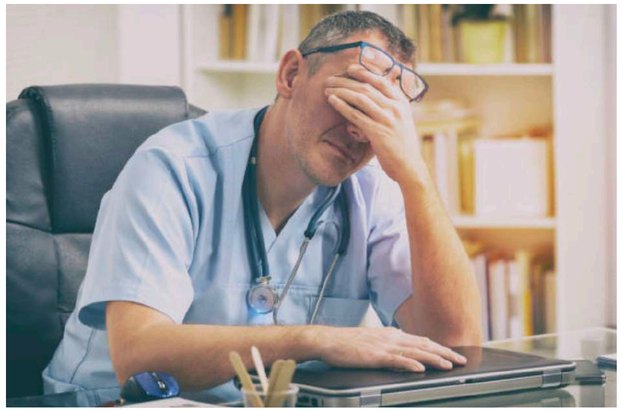
Crisis

The point where the system can no longer cope.

Structural discomfort also slowly eats away our **capacity to cope.**

“Oh my God. I **cannot deal** with one more thing today.”





Doctor Burnout



Overcrowded Hospitals

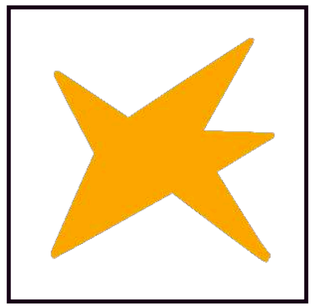


Lack of Beds

Weakens the **resilience** before the next crisis/shock

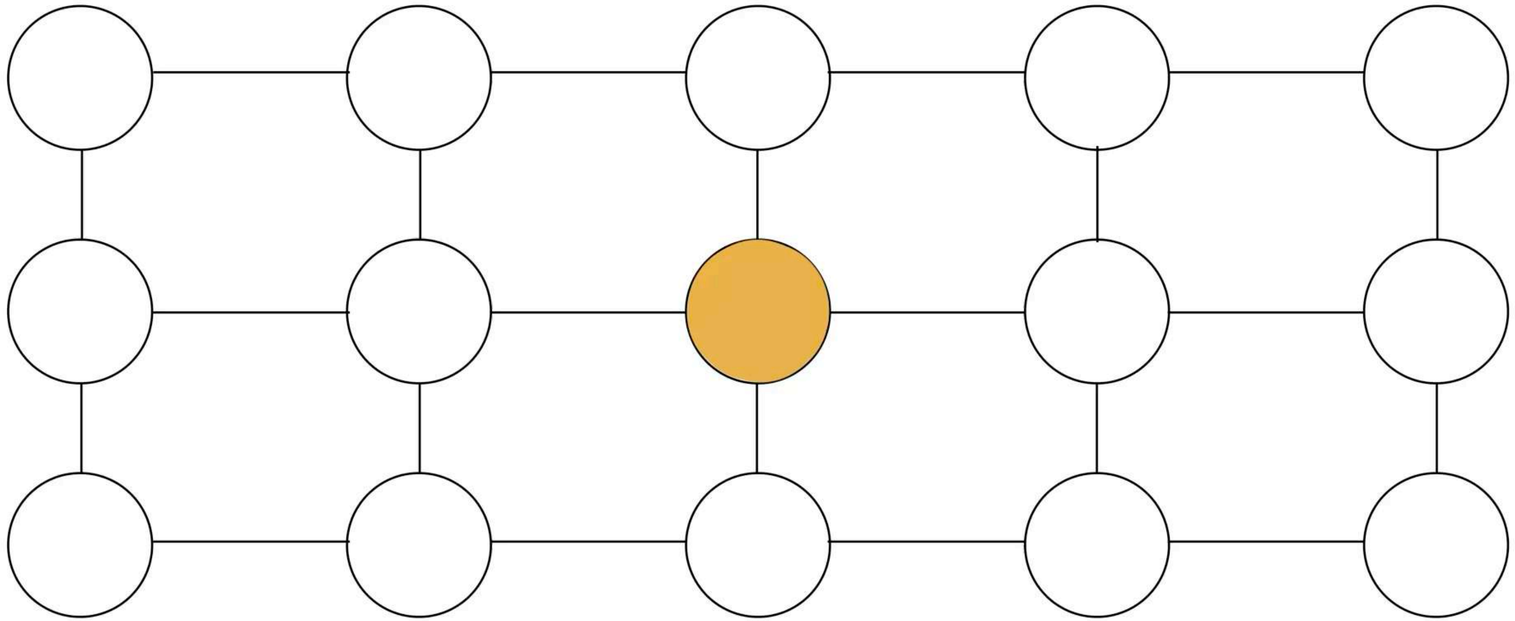


03

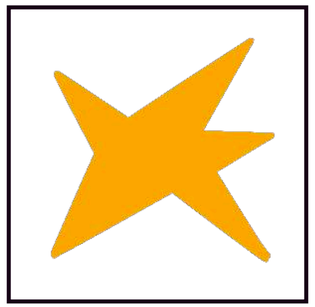


How can design intervene?

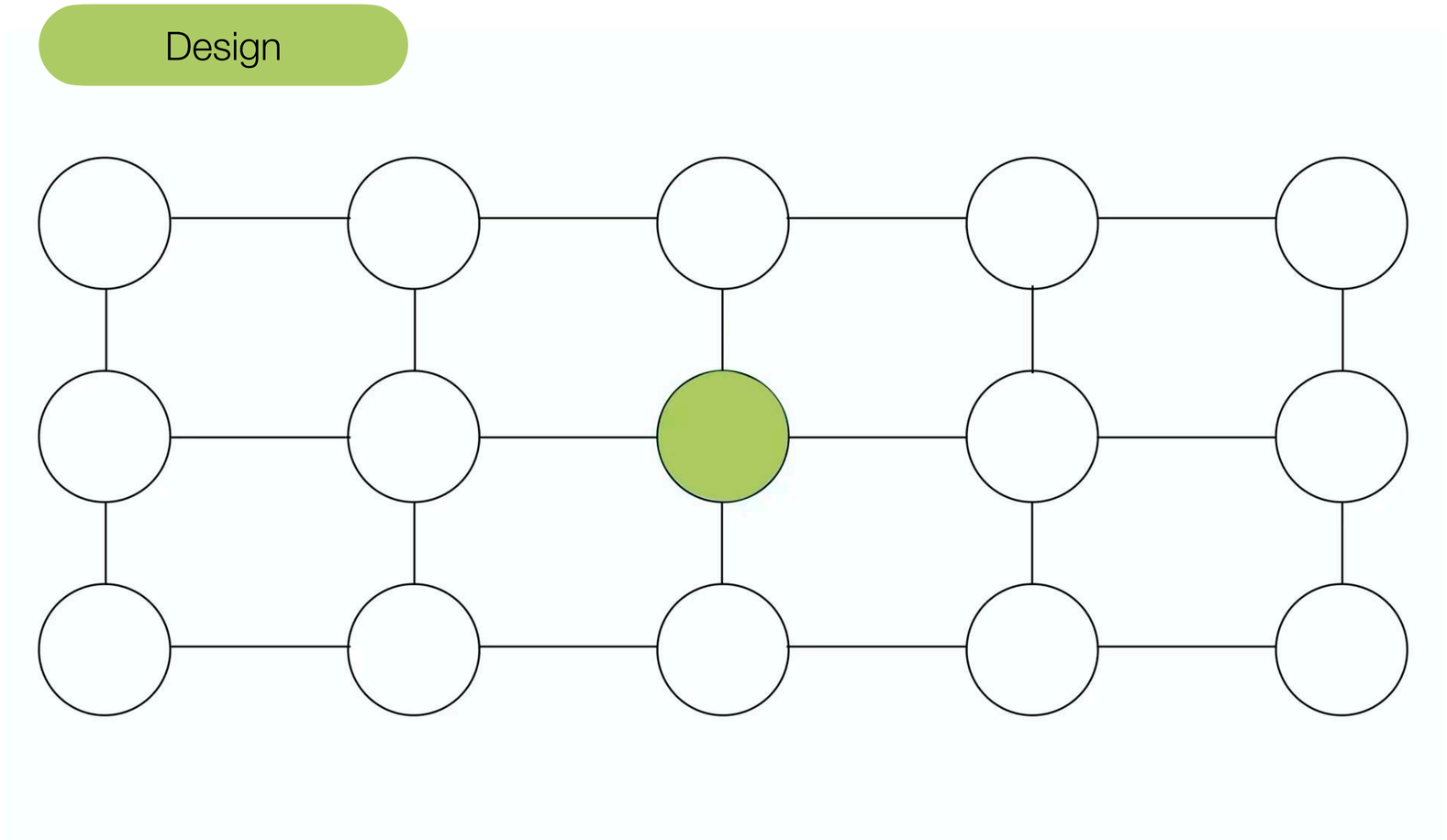
Individual Care



03



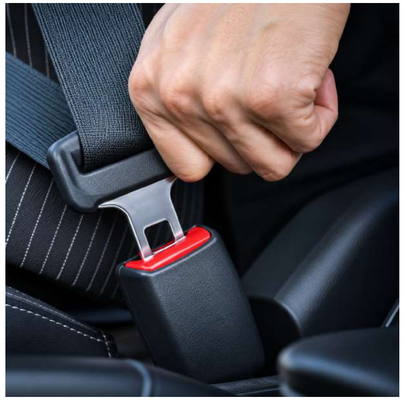
How can design intervene?



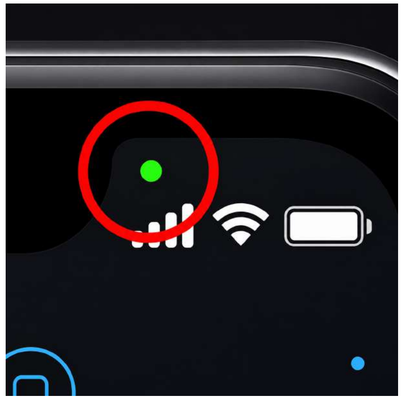
Design makes **care** part of the system’s behaviour.



Smoke Alarms



Seatbelt Chimes



Privacy Indicator

What can we as designers do?

01

Notice a Micro-Friction.

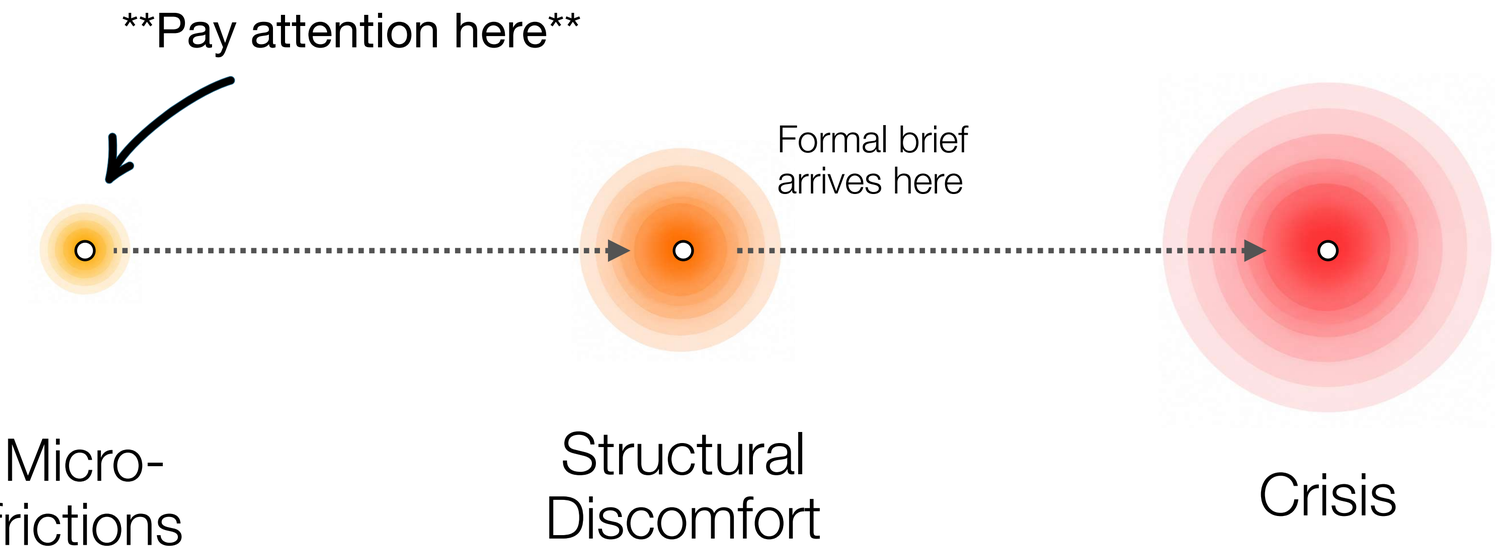


a little hesitation

a joke

an inconvenience

a workaround



01

Notice a Micro-Friction.

Send a **second message**

Repeat the same medical information

Leave 15 minutes earlier than usual

SUVs **increasing risk** & danger

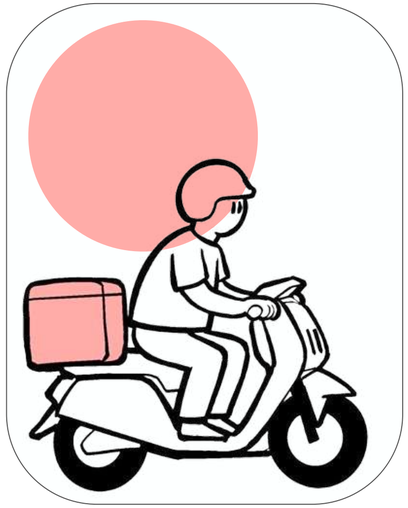
BEFORE
the problem statement has been identified

02

Listen at the Edges.



Who has the least room to adapt?



Little to no room to adapt

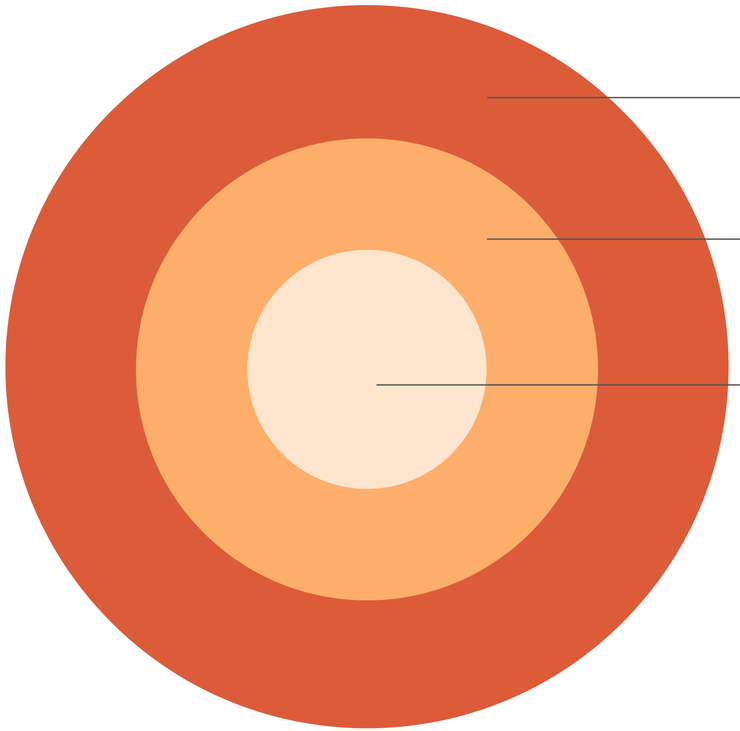


More flexibility to adapt

DENMARK

02

Listen at the Edges.



Systems tend to be **weakest** here

The Edge

The Overlooked

The Average





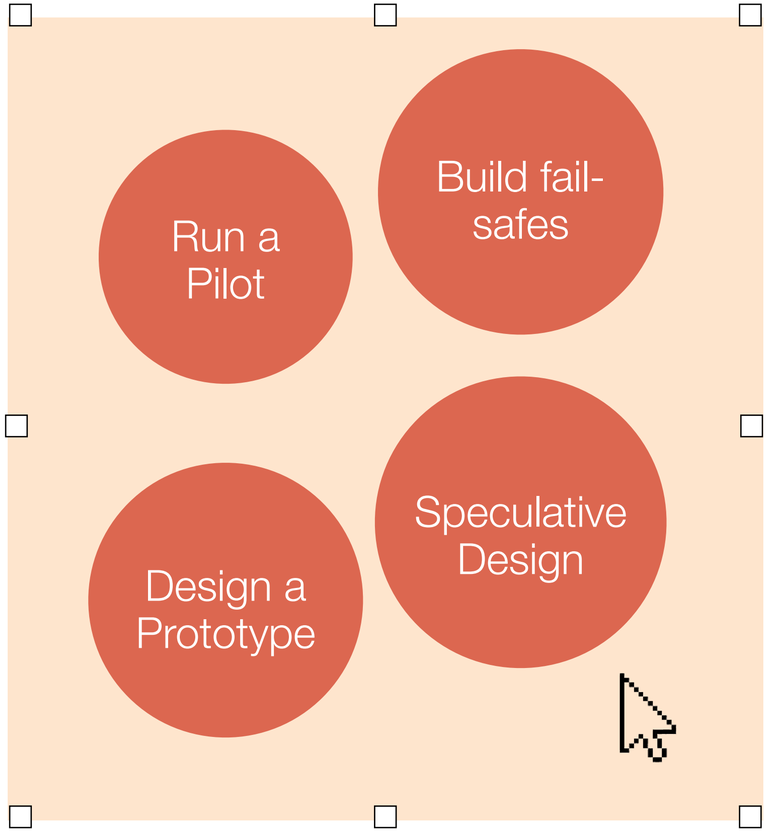


03

Create and Experiment



Make it **small.**
Make it **quick.**



- Interact with
- React to
- Imagine and Experience a Possibility



Is this really a problem? → What can we do about it?

Fail early when the **evidence is thin** rather than failing after when it causes suffering.

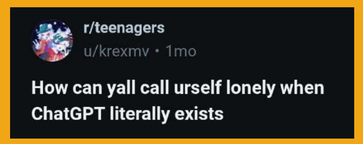


七転び八起

01

Notice
a Micro-Friction





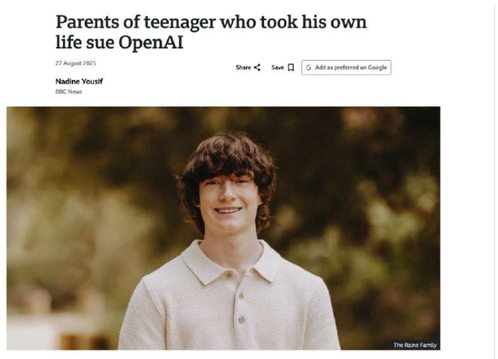


01

Notice
a Micro-Friction







02

Listen
at the Edges



Casper

16, High School Student

Gets bullied in school and has not trusted adult to turn to.



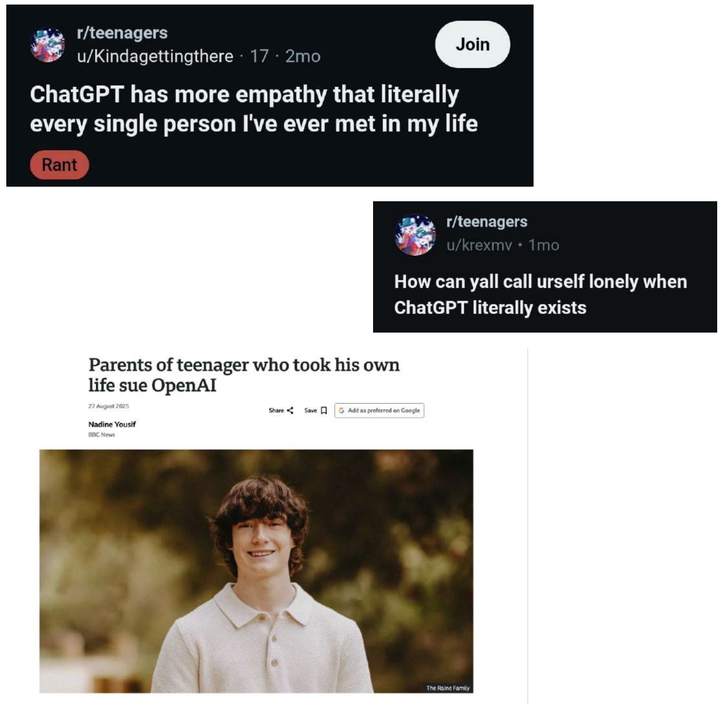
Monica

14, High School Student

Neurodivergent; uses AI to interpret social cues and make sense of interactions.

01

Notice
a Micro-Friction



02

Listen
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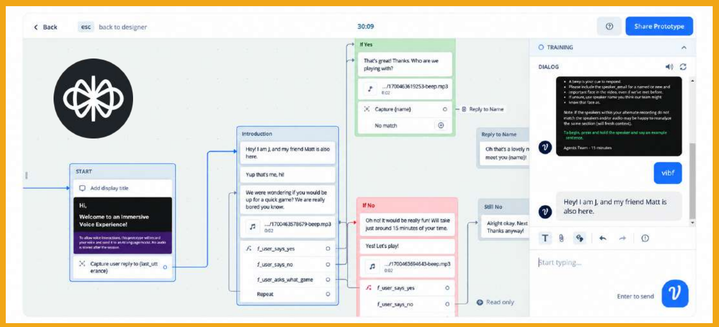
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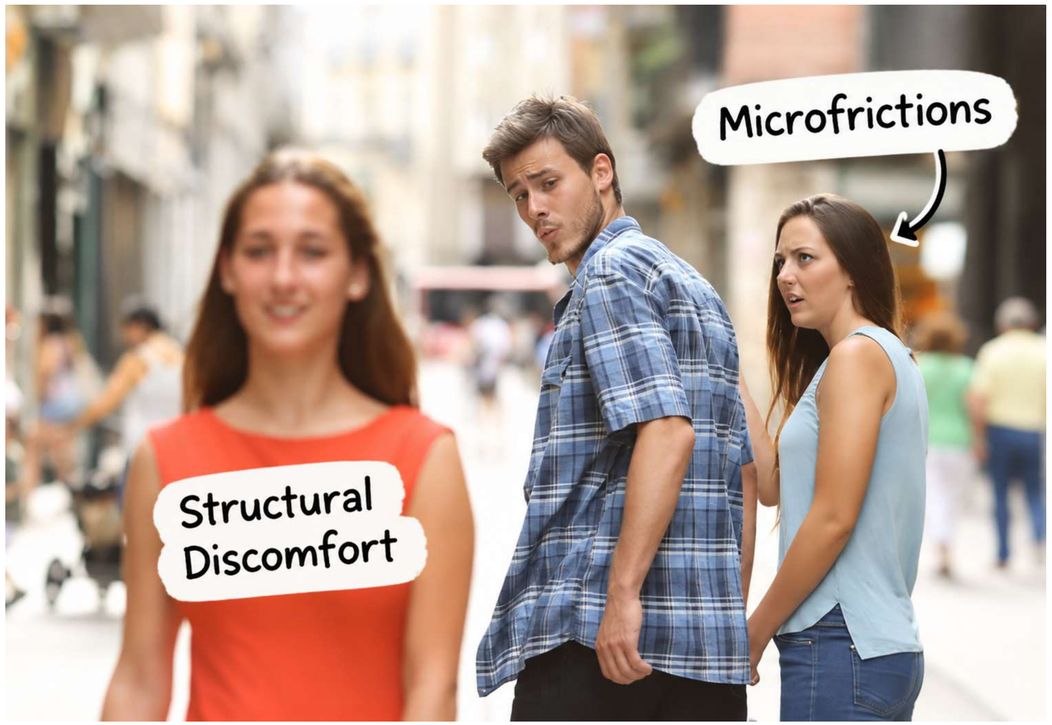
03

Create
and Experiment





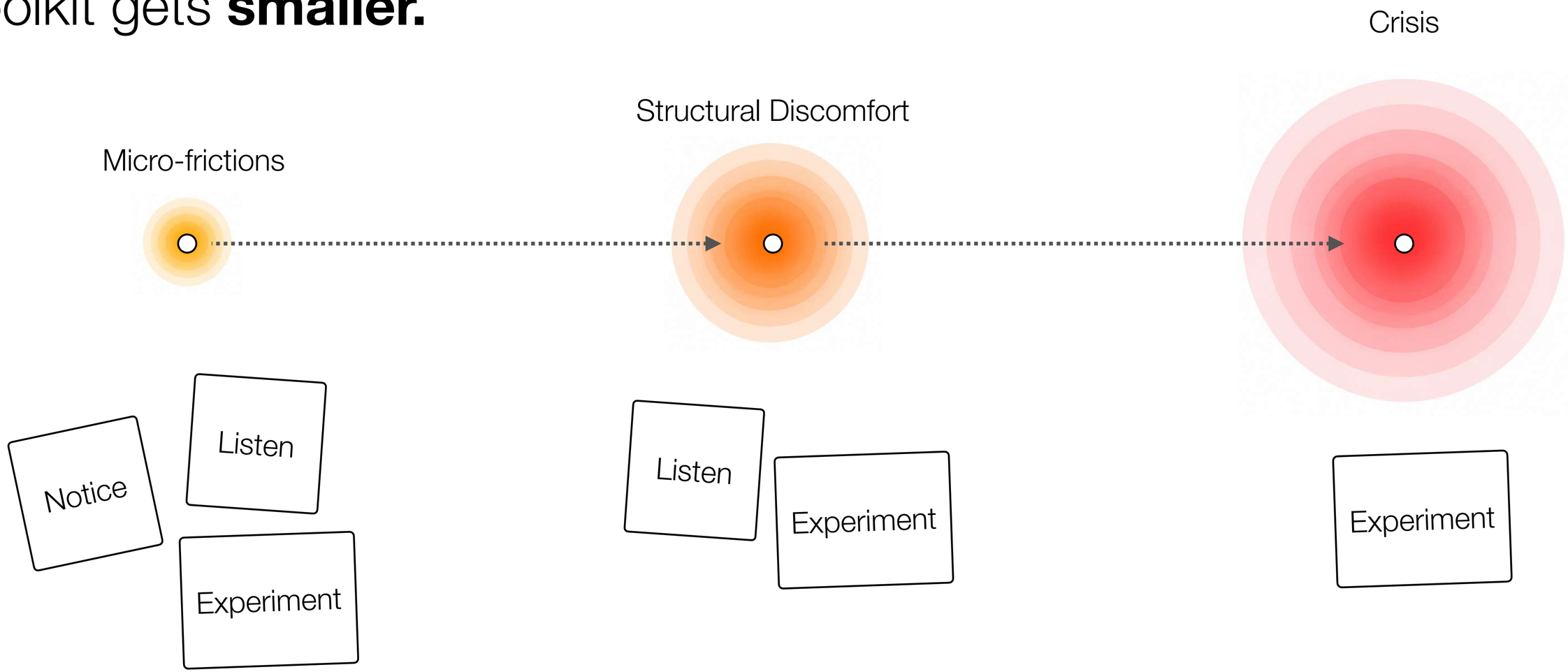
“Wait, who makes more **sense** here?”

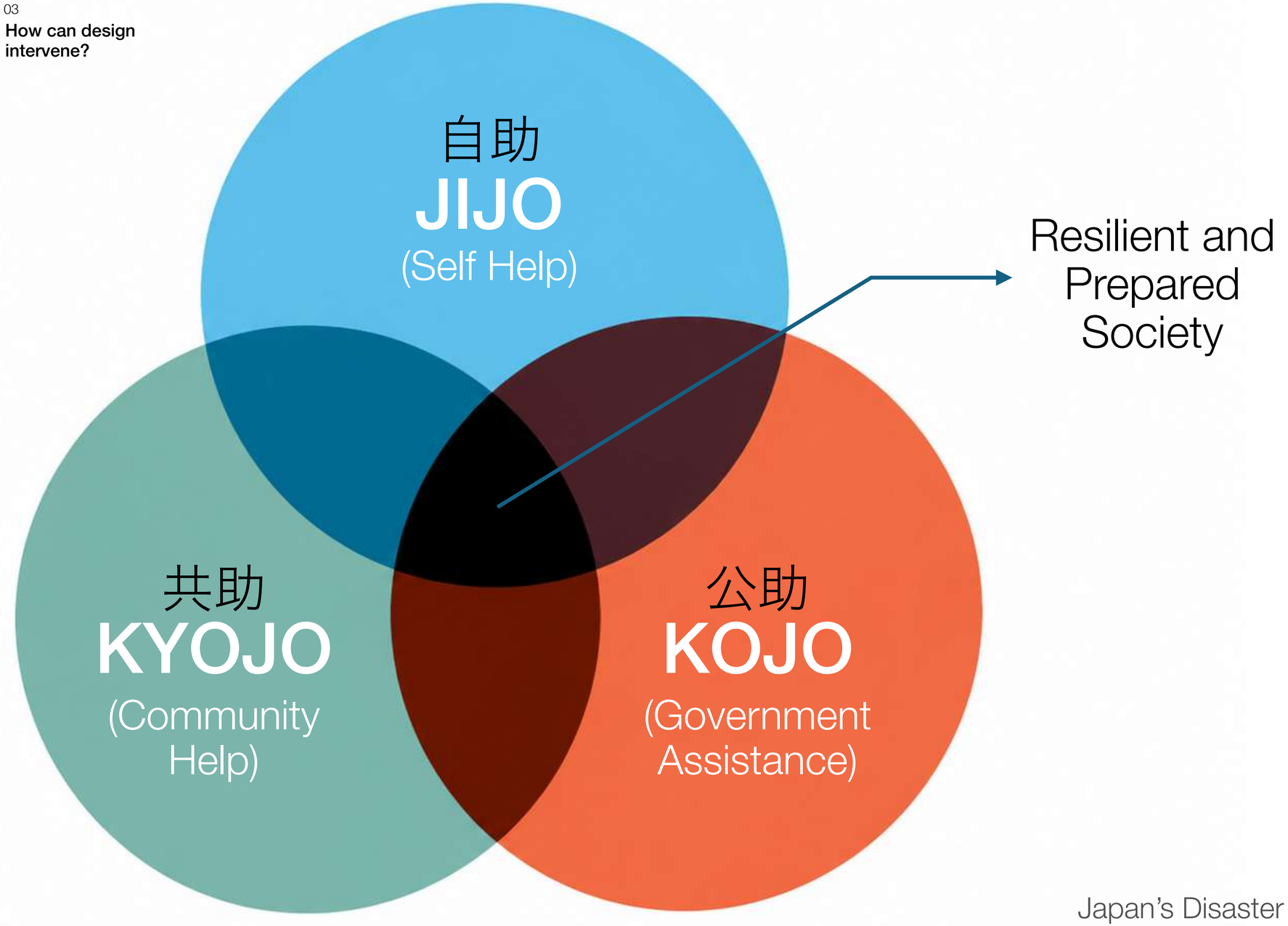


It’s just a small friction.

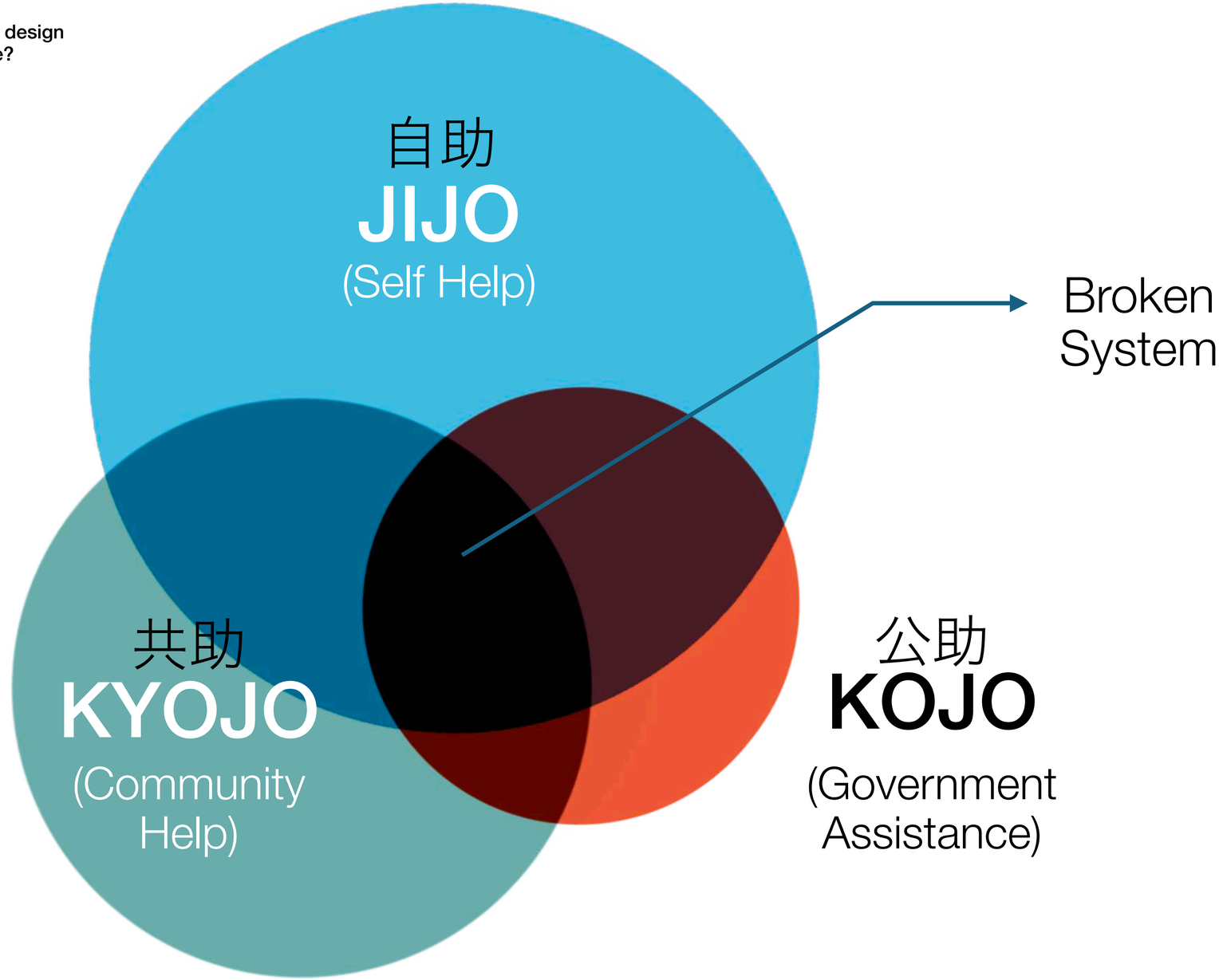
Why deal with it like now **NOW**?

Toolkit gets **smaller.**





Japan’s Disaster Preparedness Framework



Japan’s Disaster Preparedness Framework



Kamado Benches

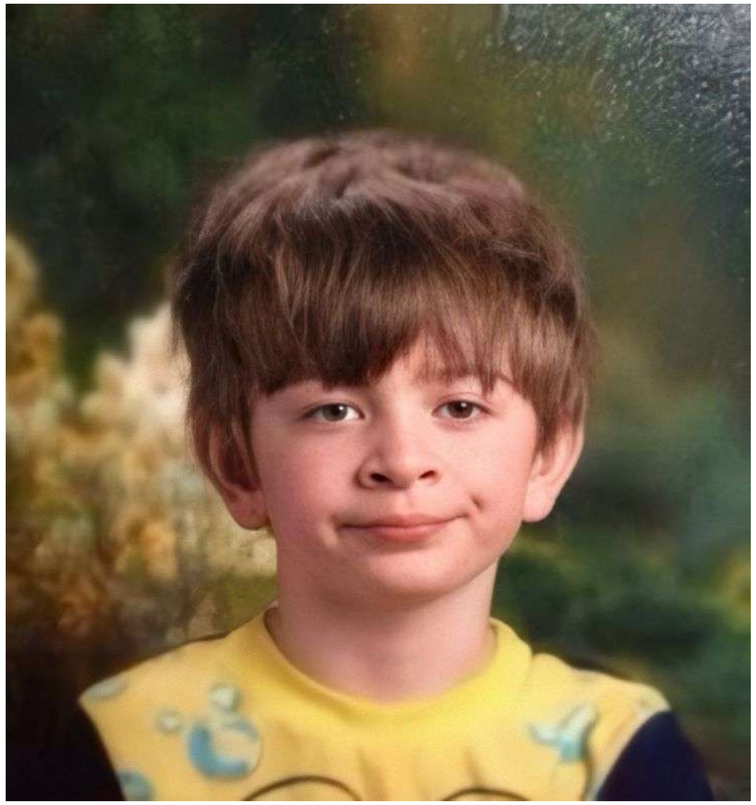


Earthquake-Proof Bullet Trains



Kyu-Shirataki Station

Notice. Listen. Experiment




DON'T PANIC
THERE'S STILL TIME



“We are the ones we have been waiting for.”

JUNE JORDAN (POET AND ACTIVIST)