

RITUAL DESIGN

SOCIAL DESIGN STRATEGY FOR
INTERVENTIONS



MOLLY REDDY,
MREDDY01@MICA.EDU





SO, WHAT IS A RITUAL?





●●○○○ AT&T 11:41 PM 

CU
Carybeth

What was the best ritual in Cameroon?

Hmmm

What's the actual definition of ritual?

I feel like a lot of the rituals in my area were secret and only involved men

An act done in a particular situation and in the same way each time

Hmm maybe the juju dancers?

   iMessage 

A DEFINITION

Ritual is an act done in
a particular situation
and in the same
way each time
(Merriam Webster)





BUT IT ALSO
INVOLVES SYMBOLS
(THINGS & ACTIONS)
THAT INVOKE
MAGIC





WHAT ARE
YOUR
RITUALS?



**LOOK FOR MAGIC MOMENTS,
SYMBOLS, OR IRRATIONAL
THINGS THAT CREATE A LEAP
IN PEOPLE'S EXPERIENCE**

What is the goal?



RITUALS HAVE GREAT POWER



MEANING
THEY HELP US CREATE
MEANING OUT OF
EVERYDAY ROUTINE



ASPIRATIONS
THEY HELP US
ALIGN OUR
ACTIONS WITH
OUR VALUES



CULTURE
THEY CAN BE DONE
ALONE OR TOGETHER
TO CREATE SHARED
EXPERIENCE







PLOT YOUR
RITUALS



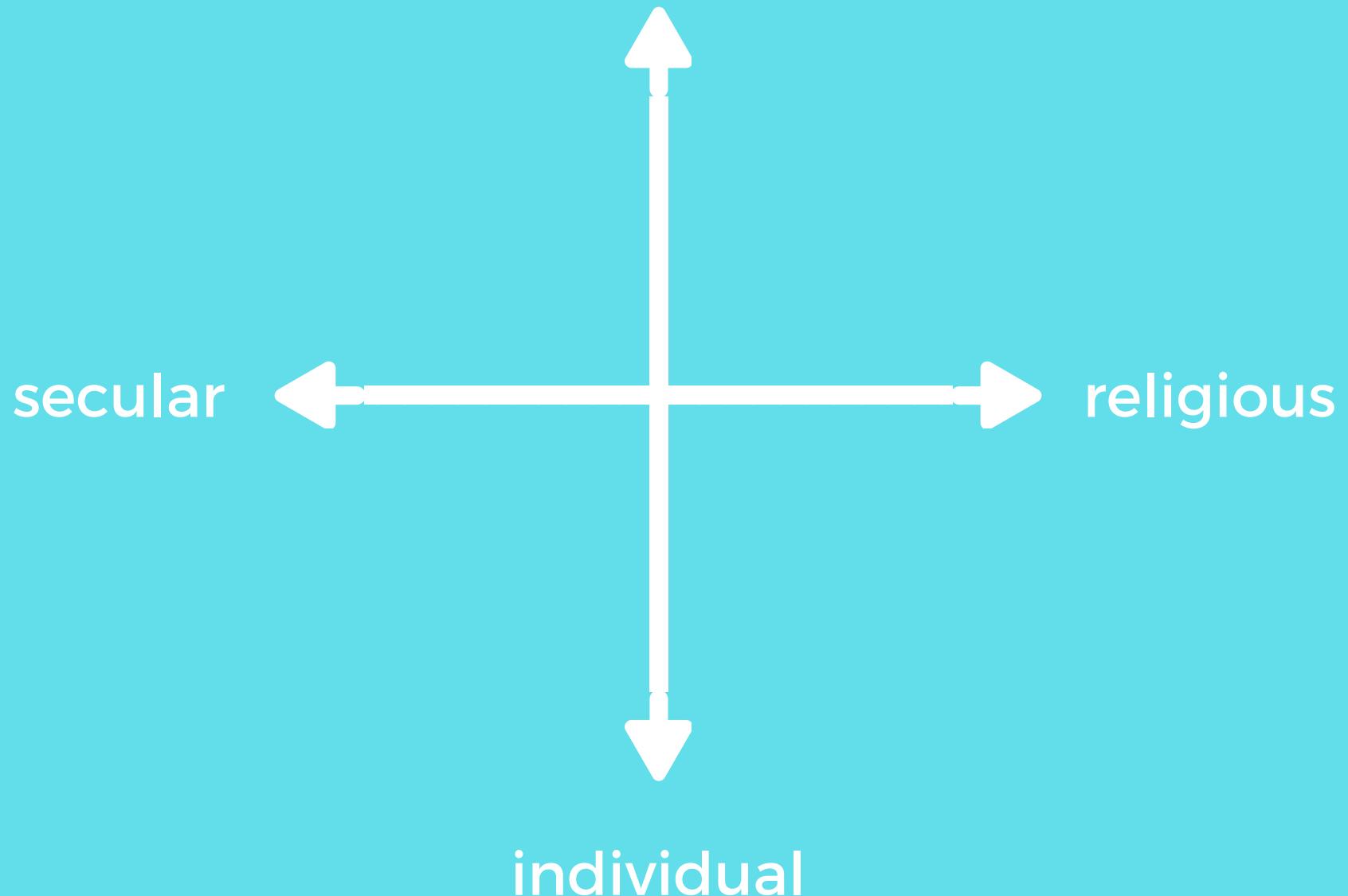


SO, WHAT?

- Rituals have special powers, they help people in meaning-making
- Rituals have a commonality of intent, script, magic prop, and ending
- A ritual inventory of a place provides insight into beliefs and behaviors

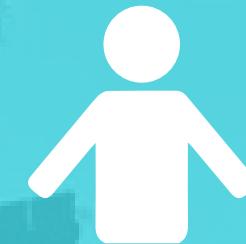


collective





CREATE NEW
RITUALS



RITUALIZE
EXPERIENCE



RITUAL
ARTIFACTS





CASE STUDY: DIVINE DIVAS

IDEO with Marie Stopes International

SOCIAL DESIGN

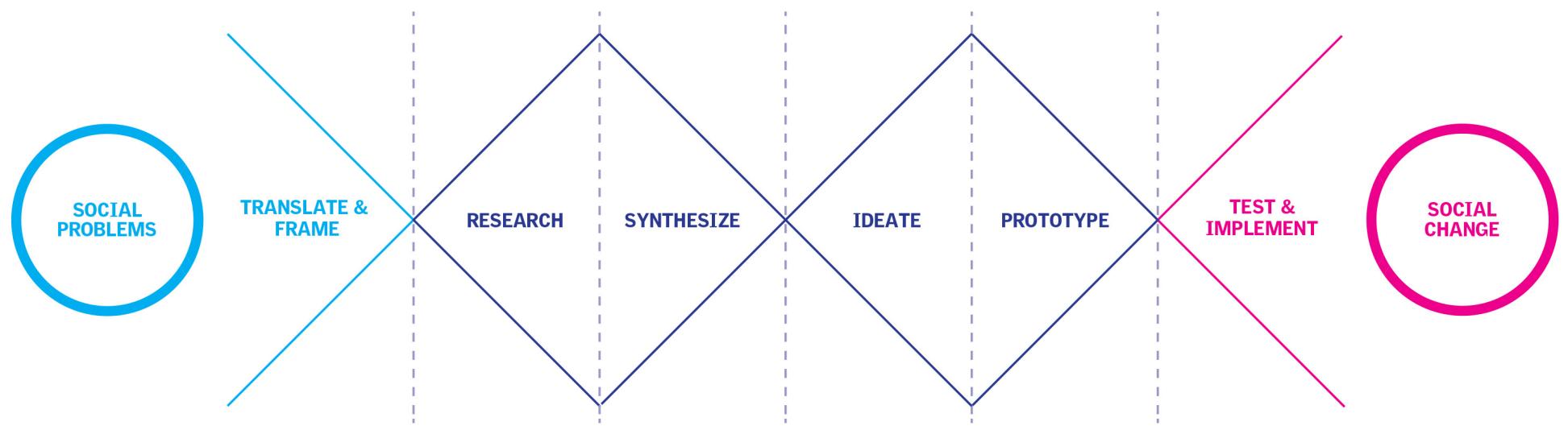
human centered approach:
understand and define
social problems

+

collaborative approach:
identify opportunities
and generate ideas

+

design driven approach:
take action to support
positive social change





THANK YOU!

Molly Reddy, mreddy01@mica.edu

Presentation inspired by: <http://www.ritualdesignlab.org/>