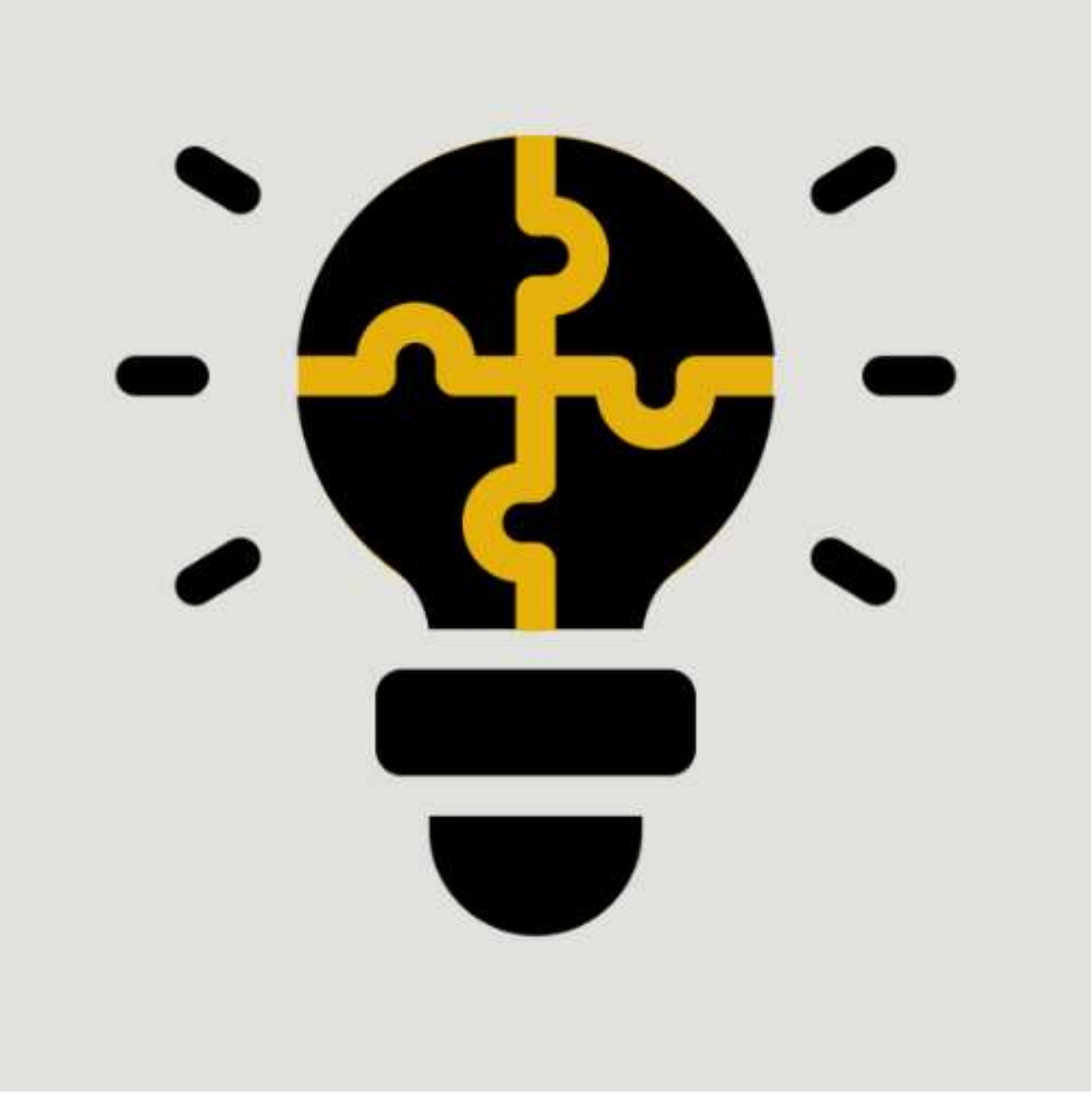
Solution Design Canvas Case Study



Introduction

In many Jordanian public schools, children lack access to safe, structured outdoor play areas. This gap in infrastructure affects their physical and mental well-being and increases the risk of road accidents, as children often play near streets. In response, a bold and transformative initiative is launched: to construct **school playgrounds nationwide** in a short timeframe.

Rooted in the principles of the **Falafel Theory**, this initiative exemplifies how simplicity, affordability, and community engagement can catalyze large-scale impact. This case study outlines how the **Falafel Solution Design Canvas** guides the project from conceptualization to national implementation. Each component of the canvas is presented in a problem-solution format to highlight the structured thinking behind the success.

1. Problem and Existing Solution(s)

Problem: Public-school children in Jordan have limited or no access to safe playgrounds, which restricts physical activity, hinders social development, and exposes them to traffic hazards. Prior efforts to build playgrounds are fragmented, costly, and unscalable.

Solution: A standardized, low-cost playground model is introduced using modular soccer fields with simple goal posts and painted boundaries. The design ensures easy replication, fast deployment, and alignment with local conditions.

2. Vision and Core Value

Vision: To ensure that every public-school child in Jordan has access to a safe, inclusive, and engaging playground.

Core Value: The project emphasizes holistic child development, community ownership, and the ability to scale with minimal resources, echoing the values of equity, sustainability, and grassroots empowerment.

3. Distinctive Benefit

Problem: Existing playground development solutions are expensive and inaccessible to most schools.

Solution: The intervention leverages local resources, community labor, and a modular design to reduce cost and complexity. A national school competition adds motivation and visibility.

4. Key Indicators

Problem: No existing data tracks the reach and impact of playground infrastructure.

Solution: Key success metrics include:

- Number of playgrounds built
- Timeframe of deployment
- Student participation levels
- School and community engagement
- Safety improvements in play behavior

5. Beneficiary Segments

Problem: Most interventions target elite or private schools.

Solution: The initiative focuses on:

- Primary beneficiaries: Public-school students aged 6–15
- Secondary: Teachers, parents, school administrators
- Early adopters: High-density urban schools with high road-risk profiles

6. Funding

Problem: Limited budgets for playground infrastructure in public education.

Solution: Funding is secured through:

- Government educational budgets
- Public-private partnerships (CSR contributions)

- In-kind support from local suppliers and volunteers

7. Cost

Problem: Traditional playground construction is prohibitively expensive.

Solution:

- Fixed Costs: Standardized metal goal posts
- Variable Costs: Paint, transport, labor (community-supported)
- Efficiency: Use of local workshops certified to produce materials affordably

8. Beneficiary Relationship

Problem: Past initiatives lack user engagement and sustainability.

Solution:

- Children participate in field-marking activities
- Schools organize launch games to celebrate each new playground
- Feedback is collected from students and staff to improve deployment

9. Assets/Resources

Problem: Centralized sourcing creates bottlenecks.

Solution:

- Certify regional workshops to produce goal posts
- Involve community labor for installation and painting
- Use templates for playground marking

10. Channels

Problem: Lack of consistent communication hinders rollouts.

Solution:

- Ministry of Education announcements
- Regional coordination through local education directorates

- Local media and community event outreach

11. Activities

Problem: Traditional projects lack clear, actionable workflows.

Solution:

- Certify production workshops
- Coordinate deliveries and installations
- Launch and manage competitions or school-wide campaigns
- Conduct training sessions for local implementers

12. Scaling Factor

Problem: High-potential initiatives often fail to scale.

Solution:

- Start small with pilot playgrounds
- Validate success and expand incrementally
- Empower local actors through training and standardized methods

Conclusion

The School Playgrounds Activation project serves as a compelling blueprint for how the **Falafel Solution Design Canvas** guides scalable, community-driven solutions to systemic challenges. By addressing a well-defined pain with simplicity, speed, and inclusivity, the initiative delivers lasting value to thousands of children and communities across Jordan.

This case illustrates that effective social innovation does not always require massive resources—just a clear strategy, grounded values, and a design framework that allows great ideas to scale.