

DRS BOSTON  JUNE 24 — 28

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# Design Research for Innovative Policy Making In Korea

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## Nayeong An

Team Lead, Team for Safety Design,  
Service Design Division,  
Korea Institute of Design Promotion



### Experiences

#### **Service Design Division, Team Leader — 2024 - Present**

Leading the Safety Design Team,  
Spearheading pilot projects for industrial sites safety,  
overseeing the Engineer Service/Experience Design  
certification test, and managing new service design projects.

#### **Service Design Division — 2013 - 2019**

Conducted user-centered analysis and service planning for pilot  
projects across various public sectors like welfare, culture, cities,  
public health, safety, and energy

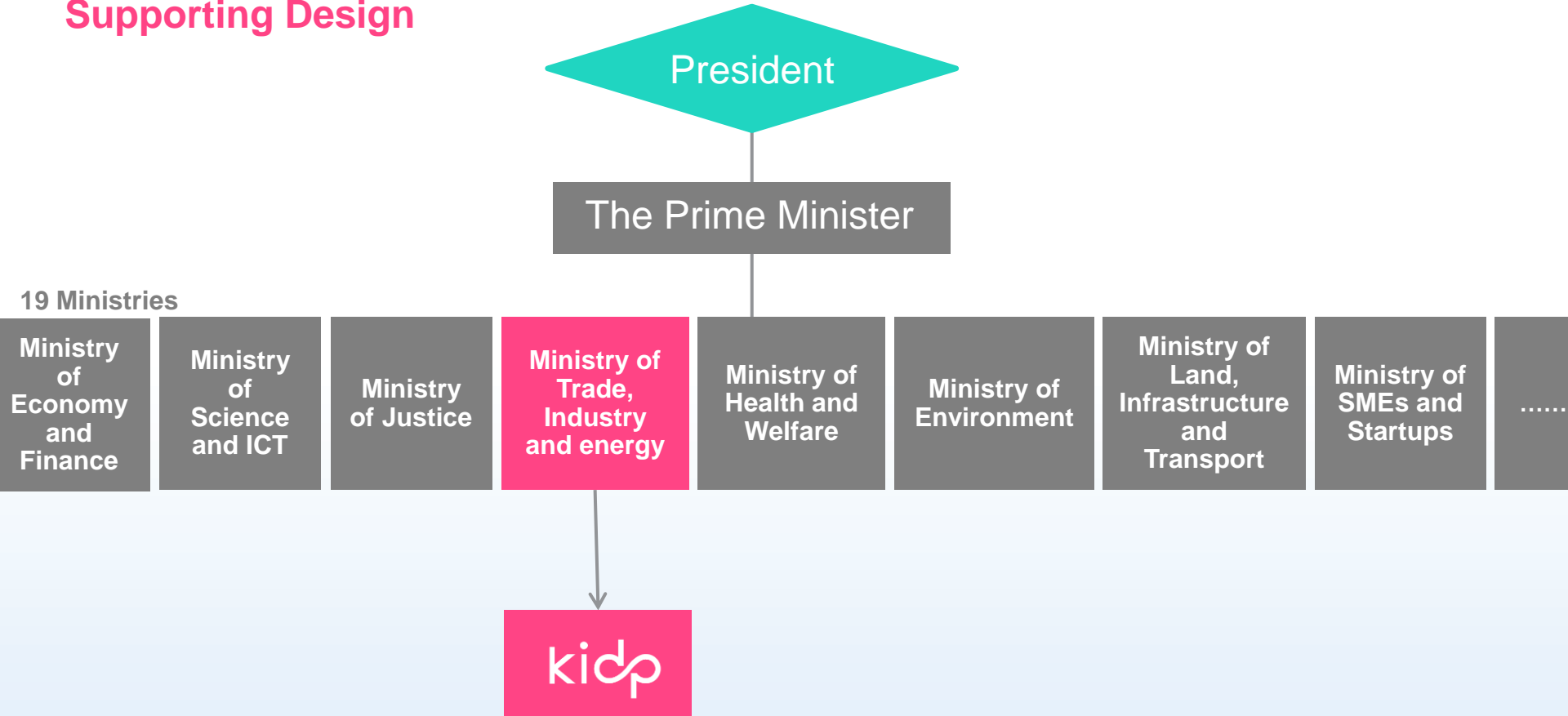
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## Korea Institute of Design Promotion

- Established in 1970
- 3 Departments 12 divisions
- Around 150 Staff
- Annual budget Approx. \$38million



# Government Structure for Supporting Design



**We believe governments can solve social problems through design research, which is a tool for communication and experimentation.**

## A tool of communication:

iF Design Award 2016 Gold



## Citizen Policy Design(2014~)

Participants: 20,897

Projects: 1,898

# Developing good policies through experimentation:

## Energy bill redesign 10% year-on-year reduction in 600 households



**Before**

Informational and cluttered energy bill interface. Includes a table of charges, a map, and various advertisements for services like '싼라이더 반포점' and '네일'.

**After**

Streamlined and user-friendly energy bill interface. Features a red header, a cartoon bear, and clear data visualizations. Includes a table of energy usage and a 'Red Card' notification.

구분	2010년 12월	2010년 11월	2010년 10월
전기	399,320원	440,000원	200,000원
가스	11,500원	12,500원	11,500원
합계	410,820원	452,500원	211,500원

**레드카드** (Red Card): 2010년 12월분 레이먼 아파트길 999동 9999호 귀하

**관리비 납입현황** (Management Fee Payment Status): 2010년 12월 999동 9999호 총납액 391,490원



# The relationship between the Government and the Research Community



**Thank you.**

**Contact:**

**anna@kidp.or.kr**