1. Projects with impact

Mango Tree works with clients that address social needs so that we can help them create positive and long-term impact with our products and services. We encourage clients to be deeply involved in the project from the beginning so we learn from their previous experiences and the right questions.

2. Research

We conduct desk reviews and situational analysis to learn about the conditions, knowledge, perceptions, and practices at the grassroots level. We use design research to collect inspiration for product design, brand design, integrated monitoring indicators and business models that are core elements to be used in the co-creation and prototype phase.

3. Co-creation

In every project we perform a co-creation workshop where we bring together our creative staff, the target audience, client experts, and decision makers. Co-creation examines the real needs of end users and other stakeholders involved. We use the expertise of all stakeholders to arrive at the core message and medium that leads to significant impact.

4. Targeted Design

All information gathered is brought back to the Mango Tree workshop where the project team starts prototyping the solutions. Mango Tree designs highly visual materials to engage learners and help them retain more information. We simplify text and translate materials into local languages that are accessible by trainers and end users.

5. Pre-test and Training of trainers

The design process results in prototypes that we test on the end-users during the pre-test sessions. We take their feedback to the lab for further design and improvement. Mango Tree pairs pre-tests with trainings of trainers (ToTs) for the users of its materials. ToTs concentrate on important facilitation skills like: creating powerful beginnings, setting goals and expectations, changing the energy in the room, assisting in small group learning, and giving and receiving feedback.

6. Production (and Implementation)

Most of the production process takes place in house. Printing, stencilling, and colouring of materials are done at Mango Tree. Our products are both low-tech and hi-tech. Mango Tree has a wide network of experts for productions that cannot be done in-house. Implementation is executed by the client. In some cases Mango Tree is involved to train or guide project staff.

7. Evaluation and Feedback

Mango Tree is a socially-responsible business. We commit to the bottom line and to improving the lives of people in communities throughout Africa. After production and delivery, we conduct evaluations (either internal or as part of the assignment). This feedback allows us to improve our services and make products of higher quality.

The Mango Tree Cycle

We have developed a unique methodology based off four principles that have been fundamental to Mango Tree since 2000:

(1) Understanding the needs of clients and end users
(2) Applying global perspectives to local solutions
(3) Providing relevant and accessible information
(4) Engaging in interactive teaching and learning