

Service Concept

What is the service?

Voices of Roots is a year-round, community-led service system that supports the revitalisation of the Nisu Yi language through online archiving, place-based celebration and promotion. It provides the tools, touchpoints, and processes that help communities document, share, and sustain their mother tongue in everyday life.

Who is the service for?

- Nisu Yi community.
- NYECC.
- Other minority language communities.
- Urban Audiences & tourists.

Where does the service take place?

- Online — via the NYECC WeChat Official Account, digital workshop archive, reflection tools, and the Nisu Yi Digital Museum.
- In Yongning & Renhou village — through community-led language workshops and the annual Nisu Yi Language Festival.
- In urban public spaces — through leaflets and posters placed at the Honghe Prefectural Museum and Guanlan Subdistrict Community Service Center.



Logo of *Voices of Roots* , designed by author

Touchpoint 01: Wechat Official Account

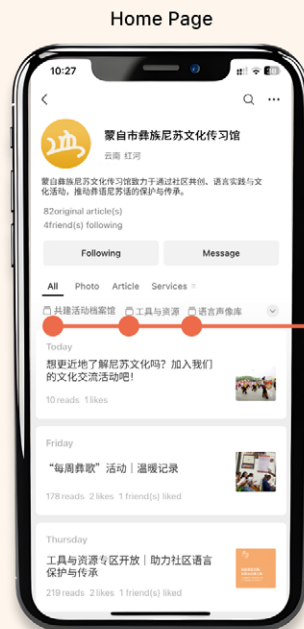
Aims:

- To amplify the community's ongoing efforts in Nisu Yi language revitalization.
- Facilitate exchange and knowledge-sharing across different minority language communities.
- Provide functions for archiving and cross-community sharing of language revitalization workshops.
- Improve accessibility to audio recordings and establish a publicly accessible, continuously updated language archive.
- Support communities' ongoing reflection during the revitalization process by offering tools and resources.

Introduction:

As one of the core service touchpoints of *Voices of Roots*, the NYECC WeChat Official Account (Wechat OA) organizes archives, shares toolkits and language resources that allow more people to know the Nisu Yi language and access revitalization-related tools.

Main Functions:



1. Workshop Information Page

WeChat OA can share updates on upcoming activities, inviting more people to join Nisu Yi language workshops. Currently, NYECC posts schedules mainly through Moments and group chats. Using the official account makes workshop information easier to access and helps reach a wider audience beyond existing social circles.

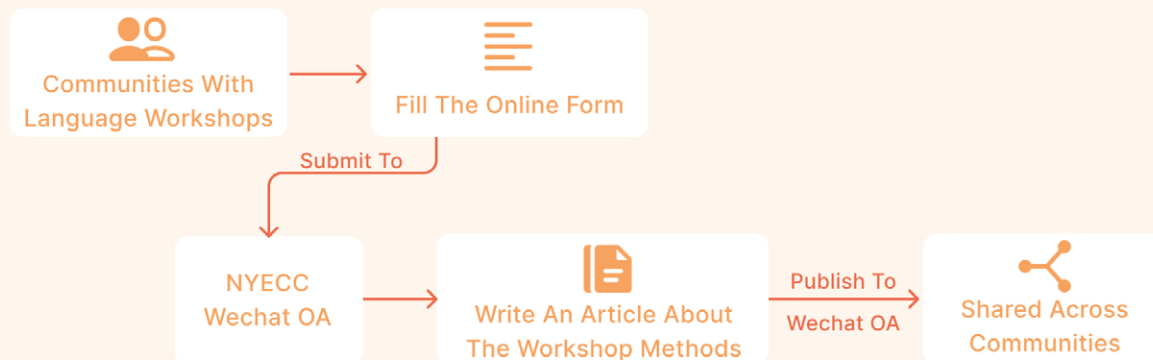
Archive Submission Invitation



Online Form Website



2. Workshop Archive Collection Flow:





3-1. Toolkits Page

When users access the official WeChat account, they can scan the QR code on the Toolkits Page, which redirects them to Baidu Cloud to download the language revitalization toolkits.



Detailed Tool Information Can Be Found In The Appendix.

3-2. Downloadable Toolkits

The toolkits include editable *Word* versions of the Language Workshop Archive and the Reflection Tool. Users can fill them in following the templates provided.

The Language Workshop Archive is same as the online workshop form. Community can use it privately to record local language workshop methods. It helps users systematically document the community's language revitalization practices.

The Reflection Tool captures participants' changing attitudes toward their local language and tracks shifts through simple data. Together, these tools aim to amplify the visibility and impact of community-led language revitalization efforts.



4. Nisu Yi Culture Digital Museum

This WeChat OA platform enables the publication of videos, audio recordings, and images. Leveraging this social media channel, the project documents Nisu Yi language and culture, making these resources more visible and accessible to a wider audience.

Touchpoint 02: Nisu Yi Language Festival

Aims:

- Foster pride in the mother tongue.
- Encourage sharing of local history and culture.
- Strengthen community connections.
- Introduce Nisu Yi culture to visiting tourists.

Introduction:

Held alongside the Yi Torch Festival, the Nisu Yi Language Festival lets the community celebrate their culture while engaging in mother tongue activities. NYECC, as the main workshop facilitator, leverages its cultural resources and experience to design language activities that help residents rediscover and take pride in their language.



Implementation Guide

It serves as a practical implementation framework that supports local stakeholders in designing, coordinating, and facilitating a community-led language celebration. It provides step-by-step activity design methods and clear checklists to ensure preparation and execution.



Poster

NYECC can post the poster within the village or publish it via the WeChat OA and private networks to invite broader participation.

The poster is provided in PowerPoint format to allow the service provider to easily update and localise content.





Introduction:

This leaflet introduces NYECC's activities, shares narratives of language revitalisation, and provides event locations and contact information. It is distributed in urban areas to connect the Nisu Yi community with a wider audience.

Distribution:

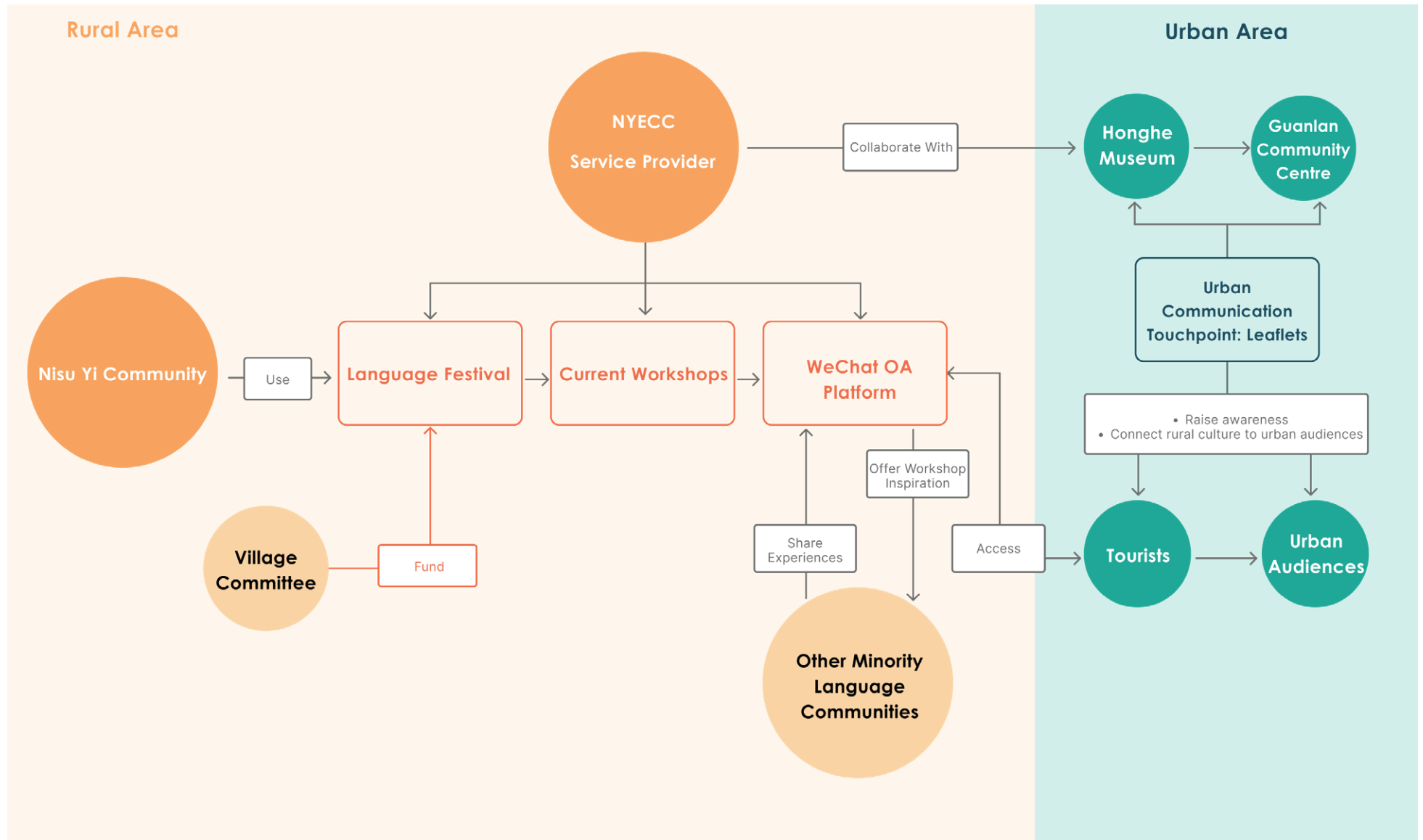
The leaflet will be placed at Honghe Prefectural Museum and Guanlan Subdistrict Community Service Center, making it accessible to both tourists and local residents.

Aims:

- Raise awareness of Nisu Yi culture and language among city residents and visitors
- Promote engagement with NYECC's community-led activities
- Serve as a medium to extend the impact of local language revitalisation efforts beyond the village

Touchpoint 03: Leaflets in Urban Area

Service Ecosystem Map



Multi-Stakeholder Service Journey Map 01

Showing how different actors engage with the service ecosystem across time.

	Pre-Festival Preparation & Awareness	Festival Engagement	Post-Festival Reflection & Continuation	Long-term Sustained Revitalization Ecosystem
NYECC Service Provider	<ul style="list-style-type: none"> • Online & offline announcements through WeChat OA & Posters • Shares festival info & schedules with communities • Builds early awareness & motivation 	<ul style="list-style-type: none"> • Facilitate workshops and activities • Guides language-based interactions for villagers and visitors • Strengthen confidence & Culture sharing 	<ul style="list-style-type: none"> • Using reflection tool to collect data • share outcomes through Wechat OA 	<ul style="list-style-type: none"> • Maintain the annual revitalization system: workshops, archives, training courses, and continuous documentation.
Villagers Primary Users	<ul style="list-style-type: none"> • Receive festival information through NYECC Wechat OA • prepare for participation 	<ul style="list-style-type: none"> • Join language workshops & activities • Contribute local knowledge 	<ul style="list-style-type: none"> • Receive festival certificates and small prizes, reinforcing a sense of achievement. • Provide reflections; strengthen interest in joining future festivals. 	Continue following NYECC, potentially returning for future cultural events.
Tourists Secondary Users	Support NYECC with planning, coordination, and logistics.	Provide administrative support & ensure smooth operations.	Review festival outcomes & community feedback.	Collaborate with NYECC to sustain annual community activities.

Multi-Stakeholder Service Journey Map 02

	Pre-Festival Preparation & Awareness	Festival Engagement	Pre-Festival Reflection & Continuation	Long-term Sustained Revitalization Ecosystem
Village Committee Local Governance	Support NYECC with planning, coordination, and logistics.	Provide administrative support & ensure smooth operations.	Review festival outcomes & community feedback.	Collaborate with NYECC to sustain annual community activities.
Guanlan Community Centre Urban Institutional Support	Support NYECC with venue, communication, and distribution of leaflets.	Offer assistance & visitor services.	Promote festival outcomes in local urban networks.	Continue as an external supporting hub for cultural visibility.
Other endangered language communities Knowledge- sharing network	Get inspired by NYECC's approaches through the workshop archive.	Observe or learn from festival practices as reference.	Explore NYECC's shared reflection and archive materials.	Engage in a cross-community knowledge-sharing network on language revitalization.

Value Proposition Map



Strengthening community cultural confidence:

- Creating festival and community settings where villagers naturally use their mother tongue.
- Increasing visibility of the language through online displays of cultural resources and stories.

Recording and showcasing community efforts:

- The Reflection Tool captures each activity and yearly changes.
- The Archive visualises experiences from multiple communities, building a shared collective memory.

Supporting cross-community connection and sharing:

- The Archive enables minority language communities to exchange cases and inspiration.
- Forming a revitalisation network where communities are no longer isolated.

Providing a continuous, year-round revitalisation pathway:

- Offering a structured and reusable process for community-led activities.
- Ensuring activities are not one-off events but part of a consistent, ongoing system.



Storyboard



1. Lin is a Nisu Yi woman living in Mengzi City. One weekend, she brought her child to visit the Honghe Prefectural Museum.



2. At the museum's information desk, she noticed there was a leaflet about NYECC. When she opened it, she unexpectedly saw familiar faces from her hometown.

I can bring my child to join when we go home for the holiday!



3. She scanned the QR code in the booklet and followed NYECC's WeChat OA. Then she found a poster for the Nisu Yi Language Festival — scheduled on the same day as the Torch Festival.



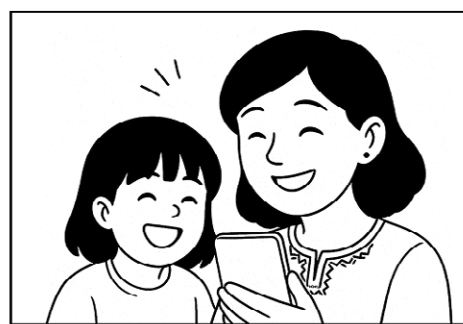
4. On the day of the festival, Lin and her child joined the activities. Her child was thrilled, and Lin rediscovered the joy of speaking Nisu Yi like she did with her childhood friends.



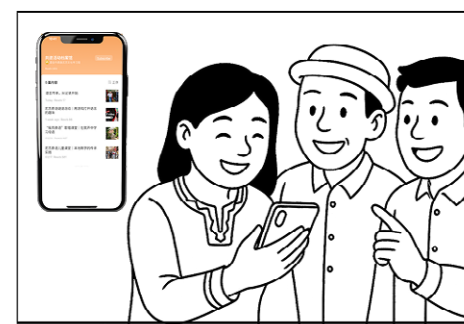
5. Everyone spoke in their mother tongue that day. The atmosphere was relaxed and lively, filling Lin with a long-forgotten sense of familiarity and happiness.



6. After the festival, Lin continued to follow NYECC's updates. Whenever the information was posted, she brought her child to participate the language workshop whenever possible.



7. One day, she saw a photo of herself and her child recorded in the workshop archive on the WeChat OA. At that moment, she felt truly proud — as if she had genuinely become part of the language revitalization effort.



8. Lin shared NYECC's WeChat OA with Yi friends living in other regions. They explored workshop archives from different communities, and began discussing how to initiate similar revitalization activities in their own hometowns.

Comics are from Chatgpt

ENDANGERED

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LANGUAGES



彝声
Voices of
Roots



REVITALIZATION

Nisu Yi Community
In Yongning & Renhou Village, Yunnan, China

We+ (♥) #Impactequation


Voices of Roots

Based on the 'Cultural Legacy of Cultural Preservation and Revitalization'...

This service system, developed with the Nisu Yi Ethnic Culture Centre in Mengzi, Yunnan, China aims to revitalize the endangered Nisu Yi language. Through a year-long journey of research, digital archives, books, and community festivals, the service connects people with their linguistic roots & encourages the community to research, document, and sustain their mother tongue, strengthening confidence and pride in their language.

Project Partner
Nisu Yi Ethnic Culture Centre (NICEC) in Mengzi, Yunnan, China

Client
Guangao Yi
www.guangao.com



Can you give any thoughts on this project? If you write in our questionnaire about your mother language, we will share them with you.

This is such a beautiful project I made me think about my cultural language & how with time I don't speak much of it. Would love to know more. - MISTARA

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Share Your Thoughts Here!

Can you give any thoughts on this project? If you write in our questionnaire about your mother language, we will share them with you.

It's nice that you have done this. I'm not sure if it's really helpful. I think it's a good idea to have a book about the language. I think it's a good idea to have a book about the language. I think it's a good idea to have a book about the language.

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In the Nisu Yi Community Yunnan, China

Guangao Yi
文化服务 Guangao Yi



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Lyrics From Nisu Yi Community

Located in Yongning & Renhou Village, Yunnan, China



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壹 One

Yongning Nisu Yi Language

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Feedback From Degree Show

“The final deliverables are excellent — they truly fit the local context!”

— One Student from RCA

“This project reminded me of my childhood language, but now I don’t speak much of it.”

— Mustafa, MA User Experience Design

“This Reflection Tool is actually very strong. By tracking changes over time, it can help NYECC secure more funding and support.”

— Brandon Jiang

“I’m really glad that your outcome is grounded in a community-based perspective. When local culture is so distinct from others, it naturally becomes part of tourism.”

— Xinyi Wu, MA Design for Social Innovation and Sustainable Futures