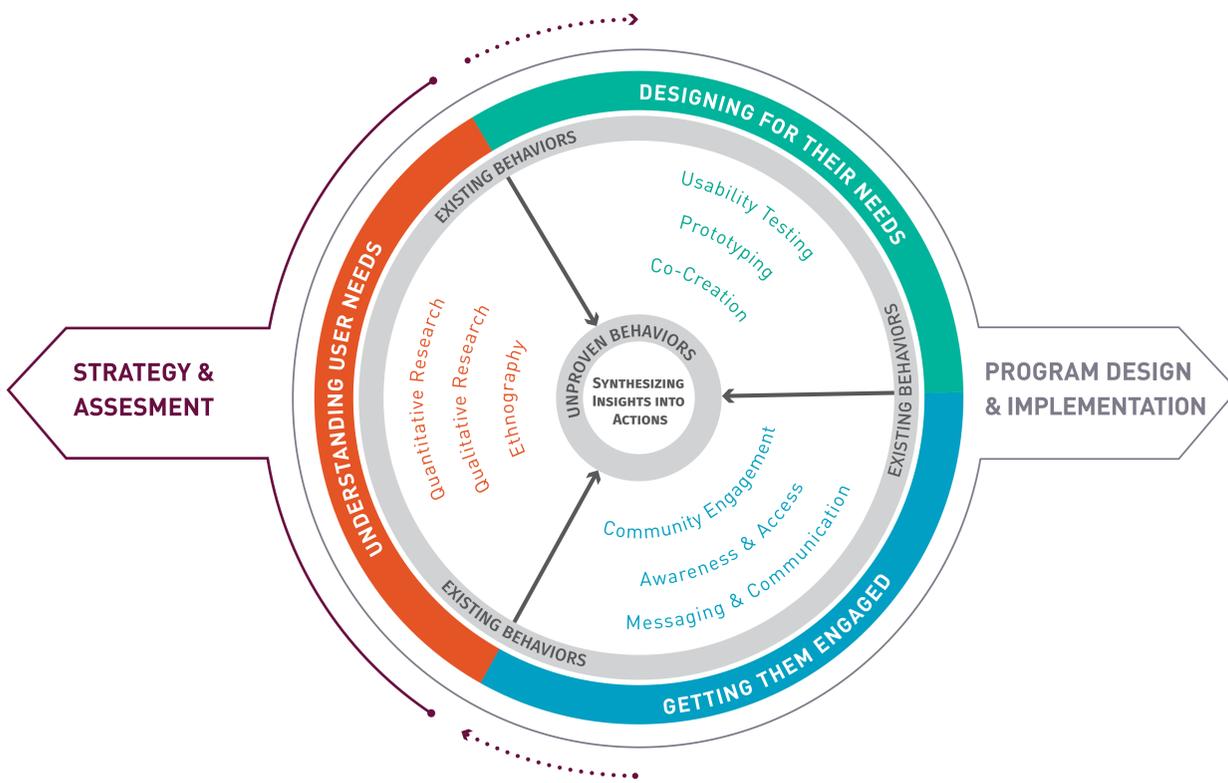


HUMAN CENTERED DESIGN

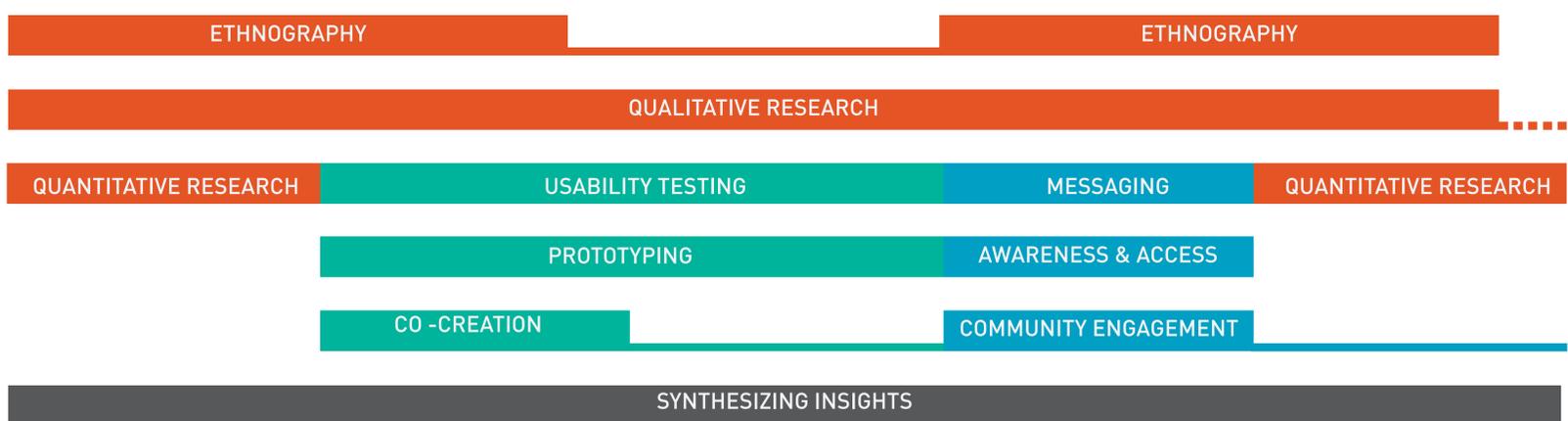
HCD integrates a broad set of practices around a common understanding of user needs that can improve strategic decision-making as well as increase the effectiveness of individual programs.



PROGRAM DESIGN & IMPLEMENTATION PROCESS

- 1** **DEFINE PROBLEM & SET VISION**
 Defining user and understanding user needs
- 2** **SPECIFY USE CASE & DESIRED PRODUCT PROFILE**
 Incorporating user needs at the profiling stage
- 3** **EVALUATE MARKET FEASIBILITY & DELIVERABILITY**
 Continuously testing user perspective across product design and development process.
- 4** **DEVELOP DETAILED OPERATIONAL LAUNCH PLAN**
- 5** **MONITOR EXECUTION & OPTIMIZE**
 Anticipating necessary launch plans to support user uptake

HUMAN CENTERED DESIGN CAPABILITIES



KEY QUESTIONS

- | | | | | |
|--|---|--|--|---|
| Who is the end user and other stakeholders? | What is the user's context? How will s/he access and use the product / service? | What is the product solution that best addresses user needs and ecosystem demands? | What is the value proposition to the user that is resonant with norms and culture? | What are the user-specific barriers to increase uptake and ensure long-term engagement? |
| What are the user's context, needs, preferences and limitations? | What product features are most important? | What are the usability and deliverability challenges? | What are the best marketing and distribution channels to reach target users? | How can features and incentives be optimized for increased engagement and adoption? |
| How much effort is required to change norms/behavior? | What are the key leverage points to shift behavior? | What is the behavior change model and has it been validated? | What are the key qualitative metrics of user engagement? | |

HCD USE CASES

- | | | | | |
|--|---|---|--|---|
| Define personas to guide all design decisions | Incorporate 'the why' (user insights) into product profiles | Accelerate design decisions through rapid prototyping and user feedback | Incorporate learnings gained throughout design process to drive engagement strategies | Incorporate user feedback into revised delivery strategy and next generation products / services |
| Define the needs: physical, emotional & social | Prioritize the product features best aligned with user needs, expectations, beliefs | Validate design solutions with all participants in the product delivery and support | Select appropriate messages and channels through user feedback, participatory practices and prototyping | Rapidly prototype improvements and enhancements to product experience to gauge appeal and inform ongoing product strategy |
| Uncover the 'why' behind those needs. | Map highest-value points of intervention in the consumer experience and surrounding ecosystem | Evaluate how product fits within users' typical behavior to see if it will deliver impact | Validate the end-user perceptions, reactions and attitudes that most influence impact and drive engagement | |

HCD ACTIVITIES

- | | | | | |
|---|--|--|--|--|
| Conduct observational studies, interviews and surveys | Conduct participatory exercises with users and other stakeholders to prioritize concepts | Conduct user testing; solicit user and provider feedback | Interview end users to gain insights about messaging and preferred distribution channels | Continually collect user feedback |
| Map social relationships and influence in the community | Conduct physical prototyping | Iterate on prototypes | | Iterate on design, distribution or marketing |
| | | Revise value proposition and behavioral model | | Gather input for product roadmap |