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
   - Anticipating necessary launch plans to support user uptake

5. MONITOR EXECUTION & OPTIMIZE

HUMAN CENTERED DESIGN CAPABILITIES

KEY QUESTIONS

Who is the end user and other stakeholders?
- How do we engage with them?
- What are the user’s needs?
- How do we incorporate user feedback?
- How do we ensure long-term engagement?
- What are the user-specific barriers to increase uptake?

What is the user’s context?
- How do we define it?
- How do we relate it to the user experience?
- How do we design for context?

What are the key leverage points to shift behavior?
- How do we select the right channels?
- How do we measure impact?

What product features are most important?
- How do we prioritize features?
- How do we incorporate user feedback?

What is the behavior change model and has it been validated?
- How do we test the intervention?
- How do we ensure long-term engagement?

What product needs are most important?
- How do we select the right channels?
- How do we measure impact?

What is the product value proposition to the user that is resonant with norms and culture?
- How do we design for context?
- How do we incorporate user feedback?

What are the key qualitative metrics of user engagement?
- How do we measure impact?
- How do we ensure long-term engagement?

HCD USE CASES

Define personas to guide all design decisions
- How do we create personas?
- How do we use personas to inform design decisions?

Define the needs physical, emotional & social
- How do we engage with users?
- How do we incorporate user feedback?

Uncover the ‘why’ behind those needs
- How do we design for context?
- How do we incorporate user feedback?

Incorporate ‘the why’ (user insights) into product profiles
- How do we incorporate user feedback?
- How do we ensure long-term engagement?

Prioritize the product features that best aligned with user needs, expectations, beliefs
- How do we engage with users?
- How do we incorporate user feedback?

Map highest-value points of intervention in the consumer experience and surrounding ecosystem
- How do we design for context?
- How do we incorporate user feedback?

Incorporate learnings gained throughout design process to drive engagement strategies
- How do we measure impact?
- How do we ensure long-term engagement?

Accelerate design decisions through rapid prototyping and user feedback
- How do we engage with users?
- How do we incorporate user feedback?

Validate design solutions with all participants in the product delivery and support
- How do we measure impact?
- How do we ensure long-term engagement?

Evaluate how product fits within users’ typical behavior to see if it will deliver impact
- How do we measure impact?
- How do we ensure long-term engagement?

Select appropriate messages and channels through user feedback, participatory practices and prototyping
- How do we measure impact?
- How do we ensure long-term engagement?

Validate the end-user perceptions, reactions and attitudes that most influence impact and drive engagement
- How do we measure impact?
- How do we ensure long-term engagement?

HCD ACTIVITIES

Conduct observational studies, interviews and surveys
- How do we incorporate user feedback?
- How do we ensure long-term engagement?

Map social relationships and influence in the community
- How do we design for context?
- How do we incorporate user feedback?

Conduct participatory exercises with users and other stakeholders to prioritize concepts
- How do we incorporate user feedback?
- How do we ensure long-term engagement?

Conduct physical prototyping
- How do we design for context?
- How do we incorporate user feedback?

Conduct user testing; solicit user and provider feedback
- How do we incorporate user feedback?
- How do we ensure long-term engagement?

Iterate on prototypes
- How do we incorporate user feedback?
- How do we ensure long-term engagement?

Revisit value proposition and behavioral model
- How do we measure impact?
- How do we ensure long-term engagement?

Interview end users to gain insights about messaging and preferred distribution channels
- How do we incorporate user feedback?
- How do we ensure long-term engagement?

Continuously collect user feedback
- How do we measure impact?
- How do we ensure long-term engagement?

Iterate on design, distribution or marketing
- How do we incorporate user feedback?
- How do we ensure long-term engagement?

Gather input for product roadmap
- How do we incorporate user feedback?
- How do we ensure long-term engagement?