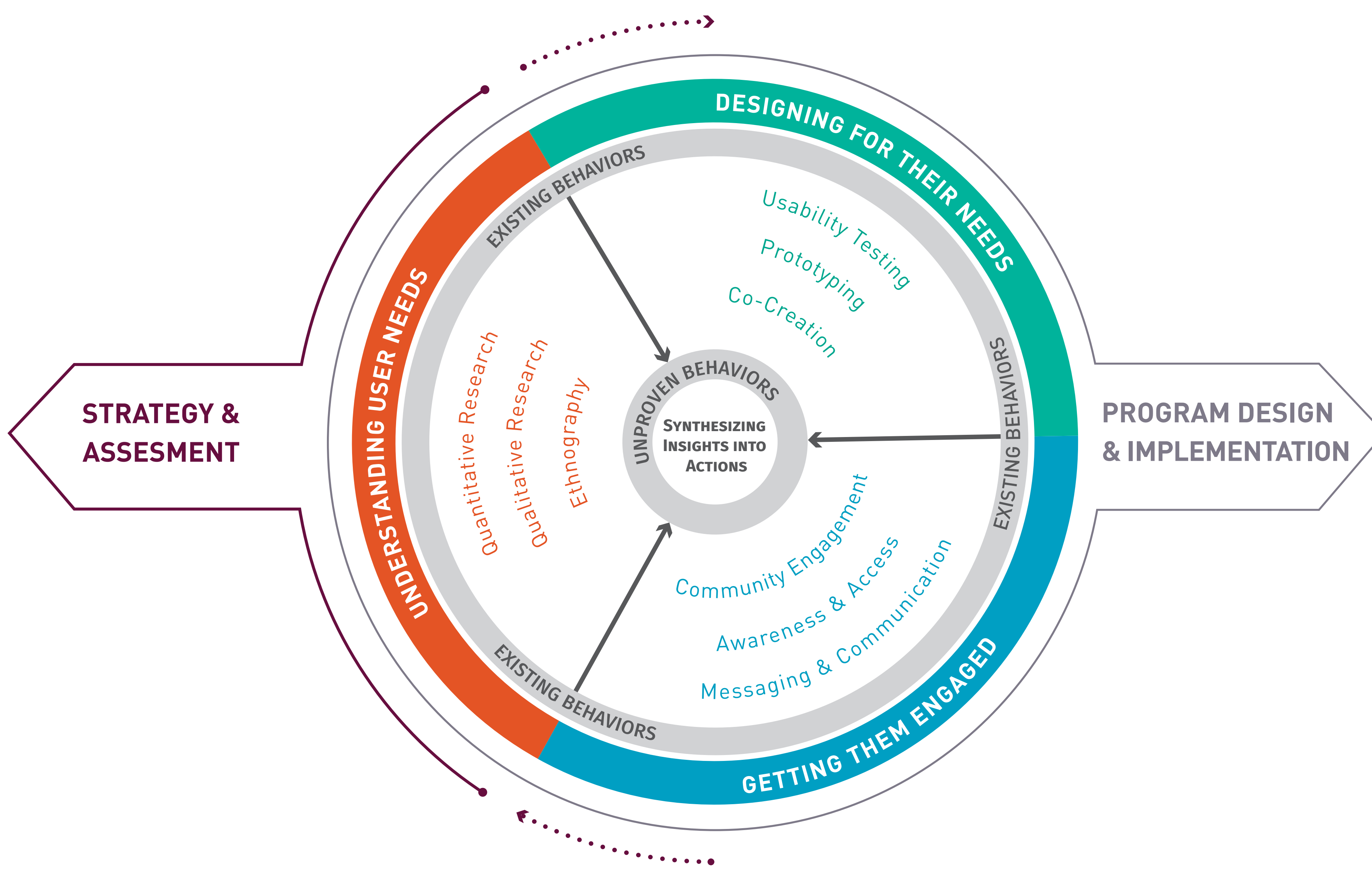


# HUMAN CENTERED DESIGN

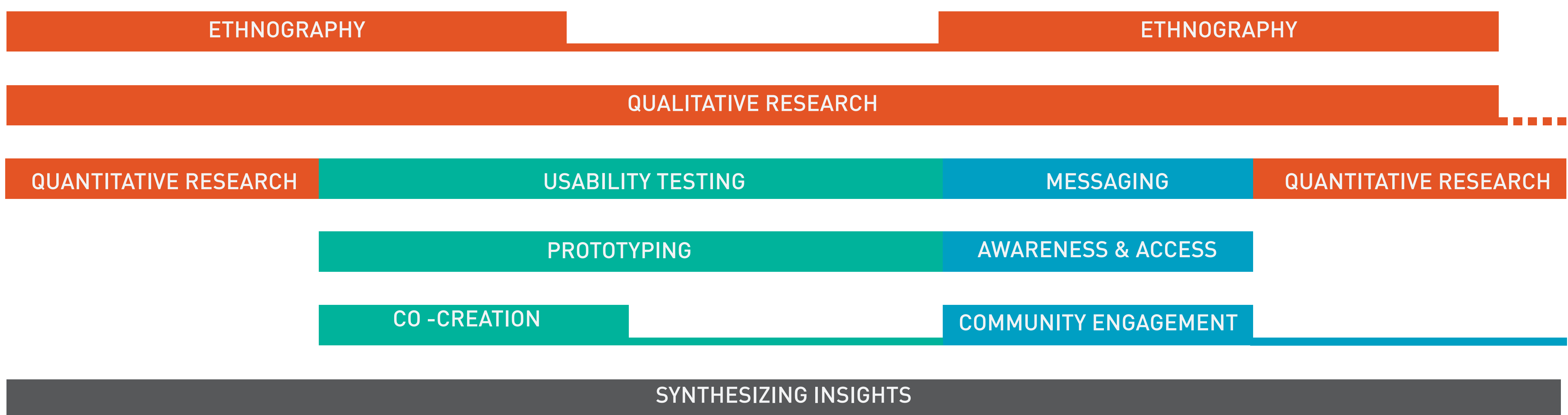
HCD integrates a broad set of practices around a common understanding of user needs that can improve strategic decision-making as well as increase the effectiveness of individual programs.



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

## HCD USE CASES

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

## HCD ACTIVITIES

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