

Creative Sparks from the field

Snapshots of human-centered design
methods & SBCC solutions from the
Transform/PHARE project



Hi, we're Transform/PHARE! We're all about developing and testing innovative practices to combat barriers to modern contraceptive use. One of the practices we use is human-centered design, a creative approach to problem solving that starts with people and ends with innovative solutions tailored to meet their needs.

We're so excited that you've picked up this deck! In the following cards, you'll find examples of methods we use out in the field, and also at home in our studio. You'll also find two project stories that highlight IDEO.org's work with PSI, USAID, and ABMS Benin to increase demand for contraception amongst adolescents. This deck contains the following elements:

Methods Cards

Methods cards are a snapshot of quick and easy methods for research and prototyping that our team has used in the field. They're all about getting inspired, digging deeper into user needs, and prototyping solutions. The cards are short and sweet - they're meant to give you a taste of the ways that we, as designers, do our work in the field. We hope they'll leave you inspired and energized to try them out on your next project!

Project Stories

Project stories highlight elements of the SBCC solutions we've created using human-centered design. We've shared two stories here: one from Benin, and another from Cote D'Ivoire.

We hope you use these cards as inspiration, and to give human-centered design a try!

Methods Cards

There are **3 types of methods cards**:

Helpful tips and tricks to **get inspired** around the challenge you're tackling

Methods you can use to **dig deeper** & understand the needs of your users

Ways to **prototype SBCC solutions**



Want to learn more methods?
Visit www.designkit.org!

Inspiration Tour

Inspiration Tour



Inspiration Tour

Inspiration Tour

Inspiration Tour

Inspiration can come from the most unlikely places. To gain fresh perspective, shift your focus to a new context.

HOW TO DO IT:

1. Start by naming three adjectives you want your product, service, or experience to embody. What do you want the people you're designing for to feel? (ex: We want our new health clinic experience to feel safe, fun, and community-affirming)
2. Then, name 10 places, businesses, people, brands, or products that do this well in your city. (ex: a sports team's locker room, a Bible study group, a celebrity, your favorite restaurant)
3. Choose two to three that really speak to you, go visit them as a team and note down your observations. What about the physical environment is helping people feel connected? How (if at all) is interaction facilitated? What is the brand like? Pay attention, take photos with permission from the subjects, and get any artifacts you can to bring back to your workspace. If you're inspiration isn't closeby, print off images from the internet that capture it. Pin these up and share back with your team.

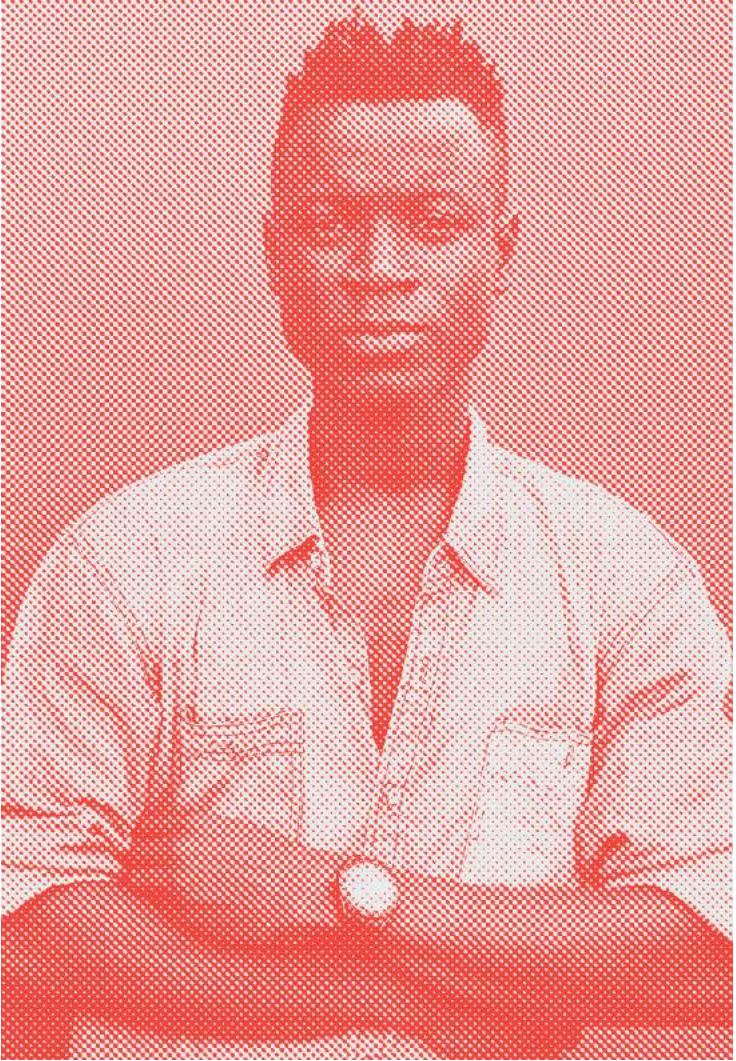
MEDIUM ●●○

🕒 A few minutes,
a few hours,
or a full day

As designers, we look to the world to get inspired, and dream big. It's often helpful to look for inspiration outside of the sector you're working in.

Superheroes Save the Day

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Superheroes Save the Day

Imagine the product or service you're designing as a superhero, or someone who has magical powers.

HOW TO DO IT:

1. Draw your product or service as a hero!
2. Write out their personality, mission, and the magical powers they possess. What makes them so good at saving the day?
3. Now, consider your end-users' experience with your product or service and sketch a mini comic book that shows how and when your superhero saves the day.
4. Share these stories with your colleagues. Where are there similarities or differences? What do the superpowers reveal about the end-user needs you're trying to solve for? What might we change about the product or service based on this?

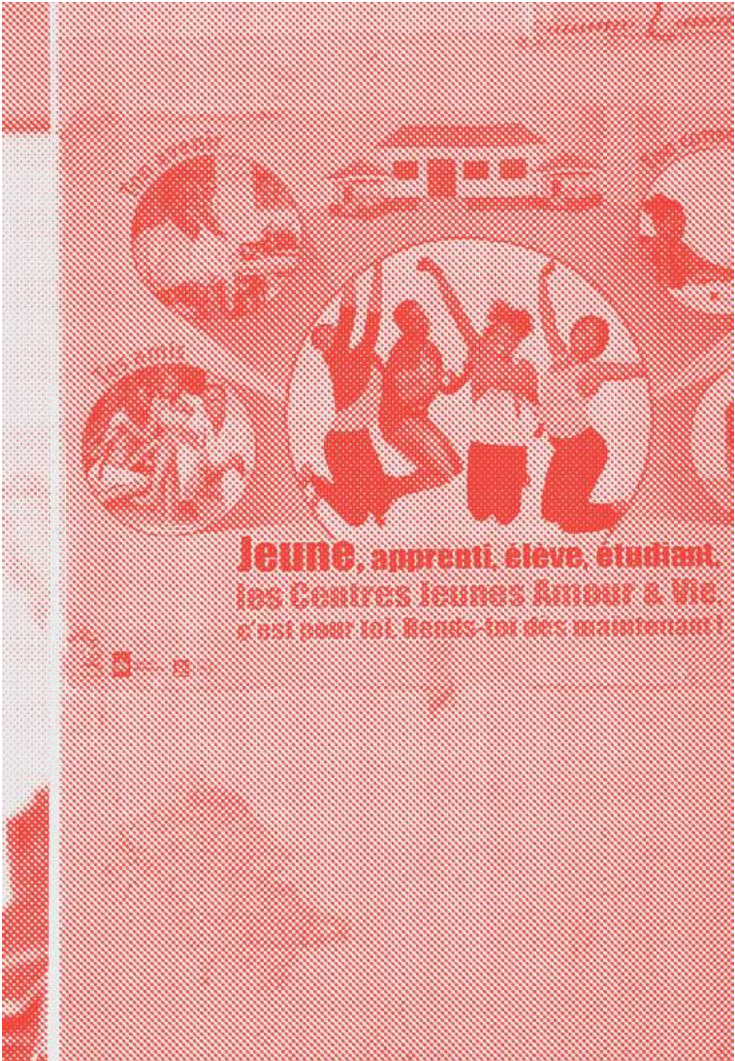
EASY ●○○

🕒 30 minutes

This activity can be great at helping your team articulate your core value proposition and identify user needs to be solved for through your product or service.

Headlines from the Future

Headlines from the Future



Headlines from the Future

Headlines from the Future

Headlines from the Future

Sometimes we start at the end. This exercise will guide you through creating an audacious vision for the future, so you can work backward from there.

HOW TO DO IT:

1. Get a group of your colleagues together. Have everyone close their eyes and imagine the following...*It's 20 years in the future, and your project has been a resounding success. After some initial challenges, your solution is having a huge impact on the world—beyond your wildest dreams.*
2. Without discussion, have each person draft a newspaper headline and sketch an image for a feature about your project in 10 years. What does the world look like? How has your project evolved? What is it famous for?
3. Share your headlines and sketches, and discuss any themes you see across these visions for the future. What might this mean for your project today?
4. Bonus: Now do the opposite! Write a catastrophe story of how this work failed! It might sound doom and gloom, but this can actually be a great way to surface barriers, fears, and constraints your team is facing.

EASY ●○○
🕒 20 minutes

This can be great as a kick-off activity for a project team, or as a way to reset if you're feeling stuck. Try it out in a group, and get ready to dream big!

Worst Idea Brainstorm

Worst Idea Brainstorm



Worst Idea Brainstorm

Worst Idea Brainstorm

Worst Idea Brainstorm

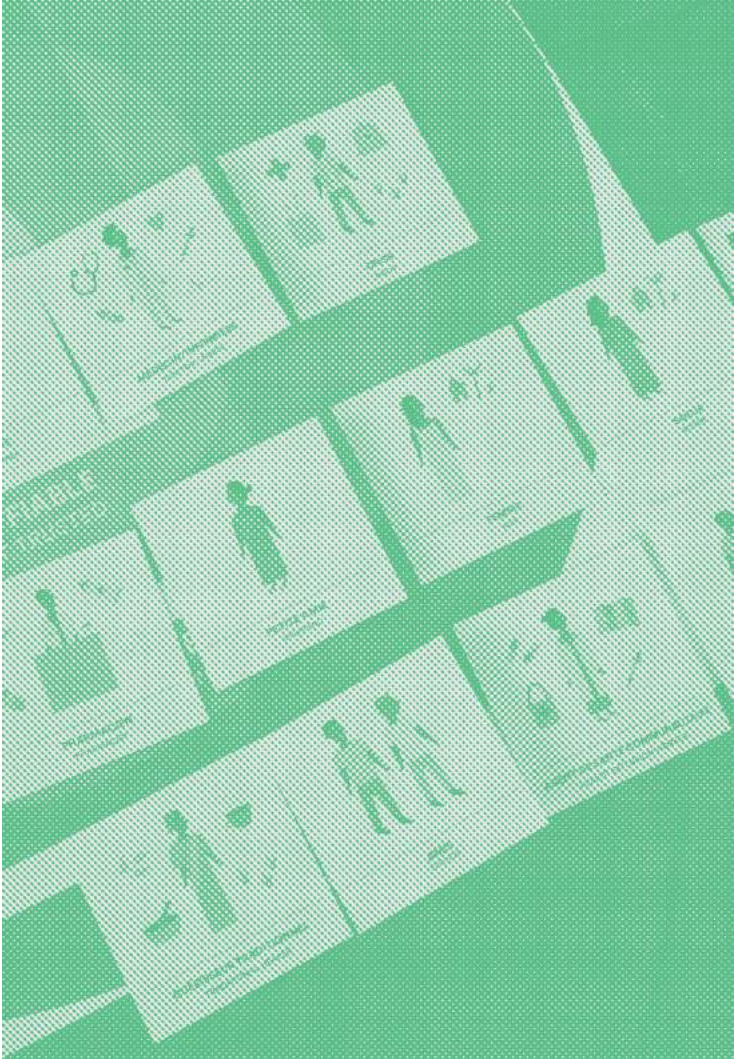
When you're struggling to come up with creative ideas, stop trying to find the right solutions and get unstuck by naming all the wrong ones!

HOW TO DO IT:

1. Assemble 3-6 people.
2. Write the challenge you're trying to solve on a post-it.
3. Set a timer for 5 minutes and brainstorm the worst ideas you can think of. You can use prompts like: What are the worst ways to solve this problem? What are some terrible taglines for our campaign? Taking the pressure off and letting your worst ideas flow will stretch your thinking.
4. Look back at your ideas and reflect. Are there any you can turn into a good idea with a little work? What made them bad ideas? Challenge yourself to remix one and make it great!

Card Sorts

Card Sorts



Card Sorts

Card Sorts

Card Sorts

Identify what's most important to the people you're designing for with a simple card sort.

HOW TO DO IT:

1. Make a deck of cards for the card sort; you can use either a word or a picture on each card. Whatever you select, make sure that it's easy to understand.
2. Tailor your deck of cards to your research objectives, and be sure to mix in concrete ideas with more abstract ones.
3. Give the cards to the person you're designing for and ask her/him to sort them according to what's most important.
4. Now vary your questions: Instead of asking for them to rank the cards in order of preference, pose different scenarios. Ask what they would want more of in their life, or less of. Create as many scenarios as you wish! You can learn a lot by making this exercise more than just a simple ranking.

MEDIUM ●●○

🕒 30 minutes

Card sorts are a great way to spark new conversations during a research session. By having people rank the cards, you'll start to learn key information about people's preferences and priorities. For example, when designing an SBCC solution, you could create a deck of cards with people on them -mom, dad, a best friend, a teacher - then ask a user who they might trust most, or least, in a range of scenarios.

I noticed, I wonder

I noticed, I wonder



I noticed, I wonder

I noticed, I wonder

I noticed, I wonder

Observation and intuition are critical design tools. This exercise will help you leverage both, and find new clues about the context you're designing for hidden in plain sight.

HOW TO DO IT:

1. Go to a busy place. This could be a place that's specific to your design challenge or not. For example, if you're designing for the experience of taking the bus, you could ride a bus. Or, you could observe an analogous setting where people are interacting with other people that have a similar aim, such as waiting in line at a market stall.
2. Take 30 minutes, sit silently, and observe. Focus your visual field on one spot at a time. Pay attention to details. How are people interacting? Notice facial expressions, gestures, and other nonverbal cues.
3. As you make observations, jot them down, starting with the words you noticed. Then, write down one thought or curiosity each observation brings up for you, starting with the words "I wonder". (ex: I noticed many children in the market being looked after by siblings. I wonder if this is typical?)
4. When you're done, review your notes. What stands out? What have you learned? What do you want to investigate more through interviews?

EASY ● ○ ○
🕒 30 minutes

This exercise is great at pushing your team to notice new patterns and interactions, helping to uncover fresh areas of inquiry and pushing you to learn more

A day in the life

A day in the life



A day in the life

A day in the life

A day in the life

If we're trying to shift people's behavior, we need to understand their existing routines. This exercise will help you get deeper into the details about how people spend their time by making interviews more tangible.

HOW TO DO IT:

1. Draw a horizontal line across a piece of paper, with a sketch of a sunshine on the left end of the line and a moon on the right.
2. Ask the person you're interviewing to tell you about their typical day, from the time they wake up until they go to bed. Have them draw their activities on the timeline and think aloud as they go.
3. Look back at the timeline and ask follow-up questions to get more detail (ex: "Where did you hear about this place and how long have you been going there?") You can also introduce hypotheticals to understand their decision-making (ex: What if your partner was out of town?).

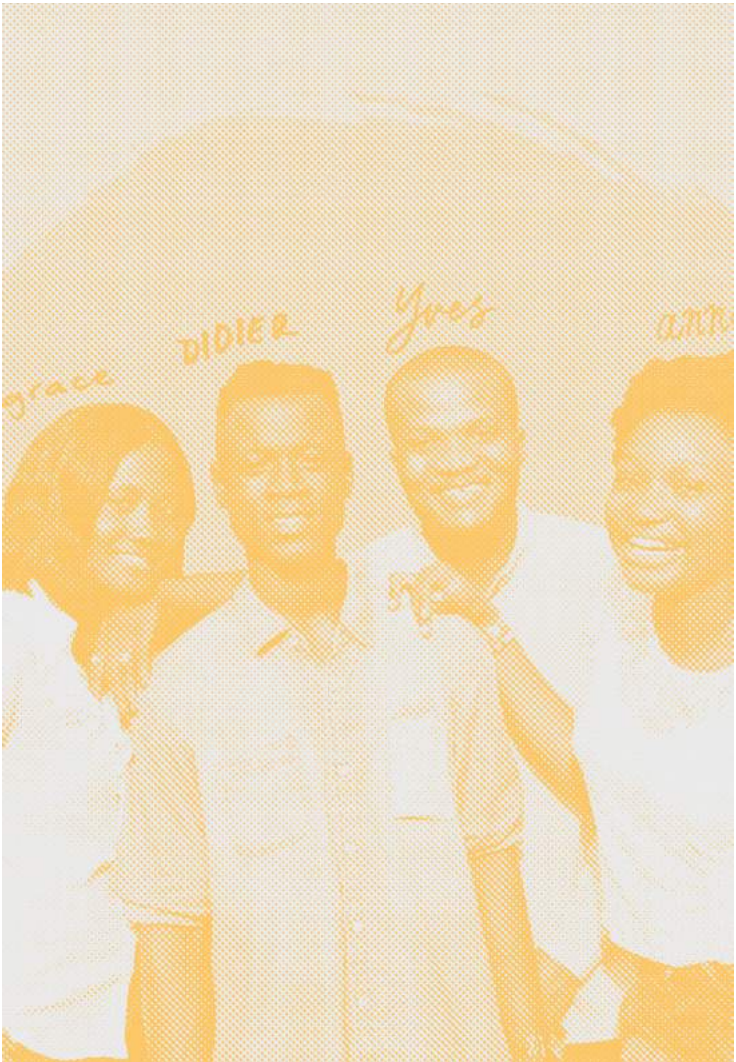
EASY ●○○

🕒 20 minutes

This is a great exercise to help gain insight into the key places in a person's day; try asking them about how they feel at different points in the day, at different places. Where is there excitement? Anxiety? Possibility?

Build a Brochure

Build a Brochure



Build a Brochure

Build a Brochure

Build a Brochure

Capture the essence of your product or service with a snappy, paper-to-pen brochure. Test it out and see what people think of this new service or product.

HOW TO DO IT:

1. Grab a couple pieces of paper. Fold it into thirds, or fold however your heart desires.
2. Write out a catchy brochure title and sketch out an image that goes along with it.
3. On the interior, write descriptions of the key features of your product or service.
4. If relevant, highlight the use case or need for the product or service.
5. Lastly, include a call to action for the brochure user. Should they visit your clinic? A phone number to call? None of these calls to action need to be read we just want to understand what people would want to do next.
6. Your brochure is ready to test! Put it in the hands of your colleagues or users and ask them to read through it. What do you think of the product or service? How would they use it? What questions do they have? What would they do next?
7. After you test it a couple of times, feel free to make the next iteration either by hand or in the computer. You can even start to build out some of the call to action prototypes.

MEDIUM ●●○

🕒 20 minutes

Brochures are a great way to get tangible, fast!

3 by 3

3 by 3



3 by 3

3 by 3

3 by 3


Flex your prototyping muscles! Make something in three minutes with three different materials.

HOW TO DO IT:

1. Decide what you want to make! It can be anything related to your project, but be sure to start small. For instance, if you are designing a new reproductive health service, use this exercise to rapidly prototype a welcome sign at the clinic, a badge that participants might get, a follow-up booklet so they know when their next appointment is.
2. Gather your materials! Anywhere from 3-5 materials. Basic office supplies work great, just add in a random material! You might start with paper, pens, tape, glue, pipe cleaners, tin foil...whatever you have around!
3. Set a timer for three minutes, and build it!
4. When the timer sounds, share your prototype with your team. Talk about the elements of your rapid prototype; highlighting what you're most excited about.
5. Bonus! Add some more rounds:
 - a. 3 x 3 x 3: Repeat this exercise for three rounds
 - b. 3 x 3 x 3 x 3: Repeat three times with three different users for each round

EASY ●○○
🕒 3 minutes

Prototyping is all about getting tangible, quickly. It can sometimes be difficult to build things as we want them to be perfect; a beautiful drawing, a well-thought out sketch. This exercise is great at pushing your team to just start making things, even if they're (very) rough!



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