Remote HCD for SGVB user research

How might HCD deepen learnings and reveal new opportunities for interventions in areas like SGBV?
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We have a global footprint with design studios in London, Mumbai, Nairobi, and NYC. Dalberg Design partners with leading organizations to bring people to the table so they can design solutions to the challenges and opportunities that affect their day to day lives.

We use creative facilitation and the design process to address inequities and drive positive social change with – not for – the communities we serve. Our teams have worked with communities in 43+ countries on 200+ projects since 2014.
We are the only design group embedded in an advisory firm focused purely on social impact. We collaborate extensively with each part of the Dalberg Group.

80% of our work is integrated with other Dalberg capabilities, from strategy to market research to data analytics to measurement and evaluation.
Our offerings combine a wide range of methods from the social sciences, agile product development and systems thinking.
How HCD makes SGBV related efforts effective?
Tools & mindsets for research on sensitive topics
1. **PLANNING**
Understand opportunity area, organizational capacity, and feasibility.

2. **LEARNING**
Multiple rounds of iteration.

3. **CO-CREATING**
Recruitment

4. **TESTING**
Prototyping
To converge, elevate opportunities and test for bias, relevance, viability of interventions.

5. **MEASURING**
Group discussions
Group discussions are a chance to see interpersonal dynamics play out and create a safe space for difficult topics like SGBV.

6. **SCALING**
Successful prototypes validated through many cycles of iteration may be scalable.

**Recruitment**
Learning outcomes depend on reaching the right participants.

**Group discussion**
Group discussions are a chance to see interpersonal dynamics play out and create a safe space for difficult topics like SGBV.

**Prototyping**
To converge, elevate opportunities and test for bias, relevance, viability of interventions.

ASSUMPTIONS
& HYPOTHESES

FINDINGS
& INSIGHTS

CHALLENGES & OPPORTUNITIES

CONCEPTS
& PROTOTYPES

SOLUTIONS
& STRATEGIES

RECOMMENDATIONS
Planning (Recruitment)

Method: Snowball recruitment

This method allows teams to find their next participant through the recommendation of someone they have already spoken with.

How it helps uncovering insights on sensitive topics like SGBV

- **Familiarity** with the group creates a safe sharing space
- Participants find **courage & reassurance** when they see people who they know share difficult or intimate stories
- There is a strong **contract of confidentiality** during and post the session (as compared to sharing among strangers)

**Remote tip:** Align methods with participant habits.

“Groups of adolescents self-organized over WhatsApp during Project Imbali. They reached out to their friends and acquaintances and leveraged groups they were in to attract participants to join research conversations during the project.”
Research tools

Learning (Research)

Method: Storyboarding

Involves visually plotting out key moments of an experience to understand the participant journey. It allows for participants to share experiences discreetly.

How it helps uncovering insights on sensitive topics like SGBV

- Sharing experiences through a fictional character reduces the pressure and makes the process discreet. This allows the participant to take a ‘balcony view’.
- Storyboarding makes the process engaging for complex topics like SGBV.
- It allows going beyond the individual experience and reveal traits, behaviours and attitudes that need to be addressed in the system while developing interventions.

Remote tip: Think about gender.

“The recruiter was present on each call, as he arranged the call, introduced us to the participant and sometimes served as a translator. For some women participants, we sensed some hesitancy opening up in the virtual presence of the male recruiter.”
Testing *(Prototyping)*

**Method:** Low fidelity program poster

Involves testing a product/service/program with customers, partners and other stakeholders to de-risk implementation and ensure proper context fit.

**How it helps uncovering insights on sensitive topics like SGBV**

- Helps *gauge relevance of messaging* especially for participants who may have experienced challenging situations.

- Engages participants to *see part of shape the solution* when the dominant narrative can be that of the ‘victim’.

- Helps *identify safe and trusted channels* for delivery mechanisms for interventions

**Remote tip:** Make the most of platforms that participants are familiar with

“Since they were all active WhatsApp users, and we had communicated with each other through the platform in the past, the group was a comfortable space. WhatsApp also allowed us to use a mix of text and audio messages, in Hindi and English.”
Q&A
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In these unprecedented times, we have evolved our facilitation, research and design methods.

We have successfully conducted numerous projects entirely remotely, and have developed guides and toolkits for our teams, collaborators and partners.
The Human Account
www.thehumanaccount.com
The Human Account is a public information resource and tool aimed at enabling better design of products and policies to help people live a healthier financial life.

USAID Engage HCD
www.engagehcd.com
Global health practitioners have asked for practical guidance about ways to increase the understanding, appropriate use, and value of design as an approach to addressing global health challenges. We created a tailored set of resources to clarify its potential.

Design for Health
www.designforhealth.com
Design for Health is a group of funders, implementers, and designers committed to increasing the understanding, appropriate use, and value of design as an approach to help achieve global health goals. Dalberg Design created a set of tools and resources that lay the groundwork for their collaboration.

CGAP Customer Guide
www.custumerguide.com
Dalberg collaborated with CGAP and a network of FSPs to conceptualize, design, prototype and launch the Customer-Centric Guide, an online learning resource focused on creating and delivering value for customers and businesses to improve financial inclusion.