Implications for Design Amidst COVID-19

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The Challenge

HMW use and adapt human-centered design (HCD), a traditionally high-touch and deeply immersive approach to inform programming in a physically distant world?

The Opportunity

HCD as a flexible, adaptive, and empathetic approach does have tremendous value in this time to help us creatively connect to users and rapidly build or reprogram solutions.

Advantages of remote user engagement

We've started testing digital and remote methods and have realized some unexpected benefits to remote design research and prototyping.

MORE FORTHCOMING

We've found users to be more forthcoming because an extra wall provides safety that isn't there when we're face to face.

MORE AGENCY

Photo diaries and voice recordings give more agency to participants about how, when, and what they share.

MORE REACH

We can increase our reach and our sample size of participants through digital and remote methods.

1

Find local champions to design with.

Build the capacity of peer educators or teen connectors who are connected to girls or can co-design with your team.

2

Lead with questions, not your methods.

Start with revisiting what your research question is and get creative about how you might find the answers.

3

Act now, and act together.

Be collaborative, be generous, and share your insights and learnings with partners who are all fighting this together.

DESIGN SPRINT OPPORTUNITY

HMW design for an adolescent friendly COVID-19 response?

Billion Girls CoLab and HCD Exchange are partnering to launch a COVID-19 design sprint for adolescent girl health solutions:

- 4 weeks, starting mid-April.
- 2-3 partners who can commit ~10 hours per week.
- Insights, learnings and outputs will be made open source.
- Submit votes on design challenge and expressions of interest by Friday, April 10.