

Remote HCD for SGVB user research

How might HCD deepen learnings and reveal new opportunities for interventions in areas like SGBV?

Dalberg Design  | HCD EXCHANGE

MacBook Air

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THA Segment Interviews

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Skype (13)

Immediate response (replicate best practices)

1. CASH:
 - a. Shortage of cash to buy things they need
 - b. Want to buy basic necessities like grain flour, grains, cooking oil, drinking water, etc
 - c. I have saved all the money and all my future plans are on hold
 - d. Unable to have a holistic meal - less vegetables, less meat, etc.
2. LACK OF SAFETY NET:
 - a. Church unable to provide food to Fatima any longer, significantly higher
 - b. Savings are running out if any Safety net becoming eroded in the process
 - c. Turning to other people for help
 - d. Most people are out of money so no one to look up to
3. FOOD:
 - a. Risk of starvation is high due to COVID
 - b. Fatima having one meal per day
 - c. People rationing the food - eating less times and smaller portions per day
4. MOBILE CREDIT AND DATA:
 - a. Lack of money for internet data
 - b. Not enough money to call people
 - c. Coordinating any delivery
 - d. Accessing any information online for COVID
 - e. Yongessa, children going to school, sending/buying credit for data so online education can keep going on through WhatsApp and other digital means - at least 100 shillings per week
 - f. Not high reliance or excitement on text messages for information
 - g. Health ministry are sending messages but they are not regular enough, sporadic so not reliable as not frequent
 - h. Updated information on Covid numbers in the local region is desired to be aware of the situation
5. MEDICATION (non-Covid):
 - a. Fatima - stroke medicines not able to procure, no money, no access
6. MEDIA AWARENESS (TV/RADIO):
 - a. TV and radio broadcast is a source of health info for COVID

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About Dalberg Design

02

Tools & mindsets for research on sensitive topics

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Learn more

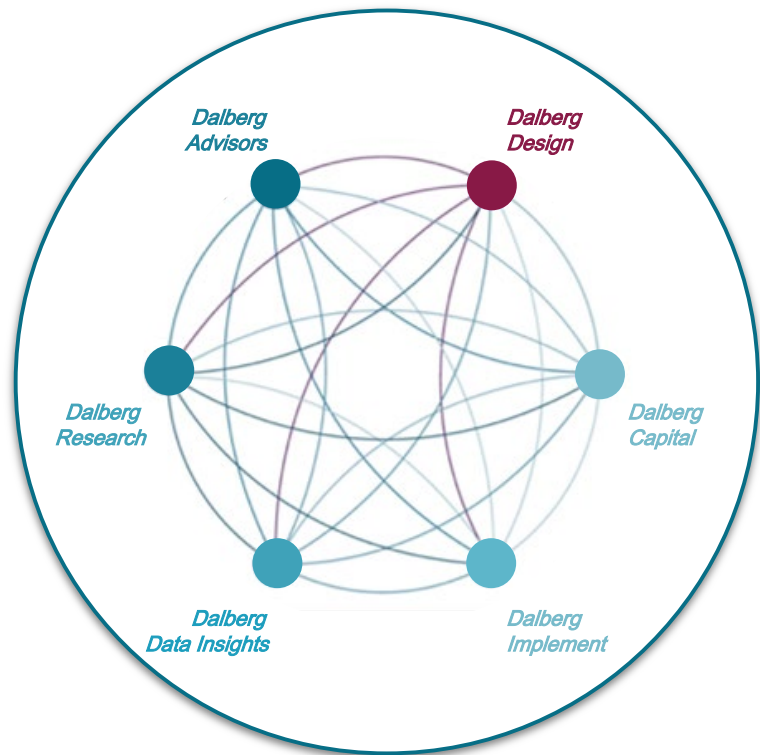
We have a global footprint with design studios in London, Mumbai, Nairobi, and NYC. Dalberg Design partners with leading organizations to bring people to the table so they can design solutions to the challenges and opportunities that affect their day to day lives.

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.

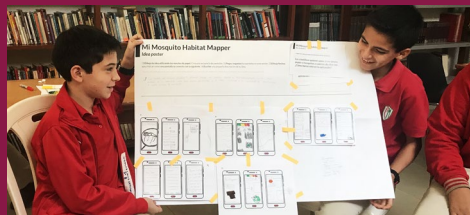
80% of our work is integrated with other Dalberg capabilities, from strategy to market research to data analytics to measurement and evaluation.



Our offerings combine a wide range of methods from the social sciences, agile product development and systems thinking



Participatory research



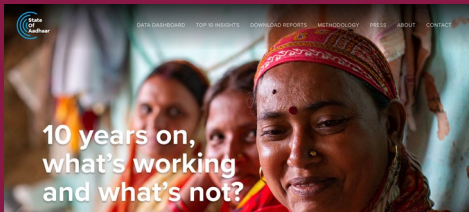
Creative facilitation & co-design



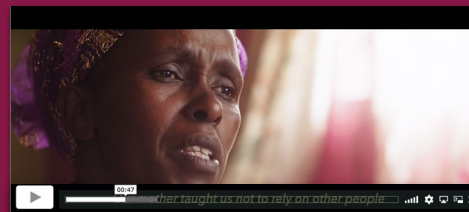
Rapid & iterative prototyping



Ecosystem & stakeholder mapping



Messaging & behavior change comms



Media production



Organizational learning & culture change



Behavioral science & design



Quantitative survey design, data analysis & visualization



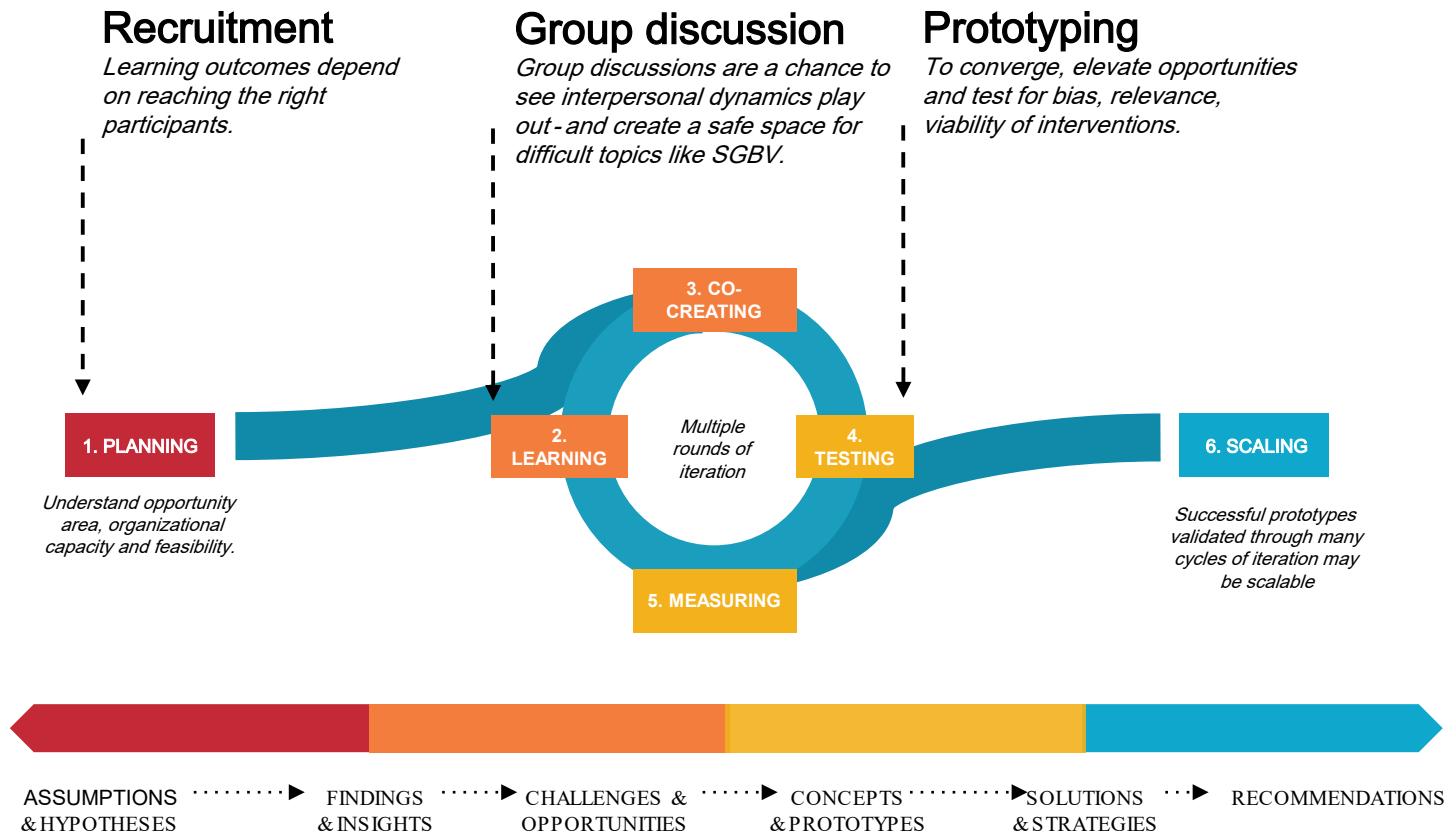
01

How does DD work?

How HCD makes SGBV related efforts effective?

02 Tools & mindsets for research on sensitive topics







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."





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 **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."

SCENARIO 1 | BOYS

HELLO mera naam Suni hai aur main kuch puchna chahta tha.

HELLO Suni, mera naam hai, aur tum mujhe se koi koi bhi sawal puchh sakte ho. Issi kya janaa chahte ho?

Kai main maidaan mein cricket khela karta tha aur mujhe zor se sab se orosh mein lag gayi. Khosh dard hai, do main kya karoon? Issake mere sharon par kya kar padega?

Thank you ye janaa se ab mujhe behtar meh-soos ho raha hai.

Aap inkey paas kyu gaye?

In par aapko kyun bharosa hua?

NAME: _____

RELATIONSHIP: _____

Testing (*Prototyping*)

Method: Low fidelity program poster

Involves testing a product/service/ program with customers, partners and other stakeholders to derisk 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 be 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."



आपके विश्वसनीय
समूह
द्वारा समर्थित

क्या आपकी थाली ऐसी दिखती है?

होशियार माता-पिता, होशियार खान-पान चुनते हैं



स्वास्थ्य बच्चे



शक्तिशाली
बच्चे

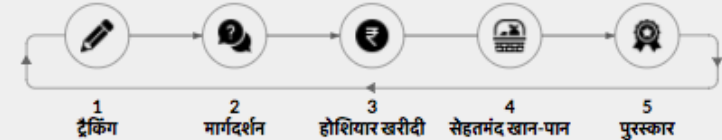


चिकित्सक खर्चों
की बचत



खुश-हाल
परिवार

अपने बच्चे के लिए बेहतर खान-पान विकल्प चुनना सीखें



मिस्ड कॉल दें: 99XXXXXXX या नजदीकी समूह CM से संपर्क करें

03

Q&A

Contact

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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.



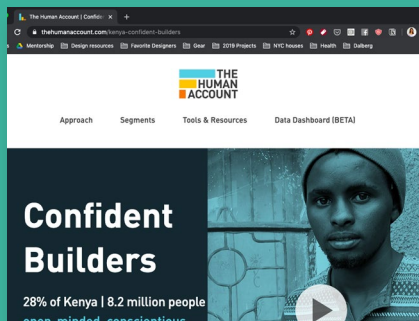
Download our [Remote Creative Facilitation primer](#)



Download our [Remote Research & Design Primer](#)

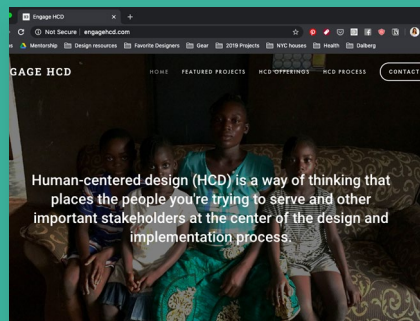
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Learn more about the design process



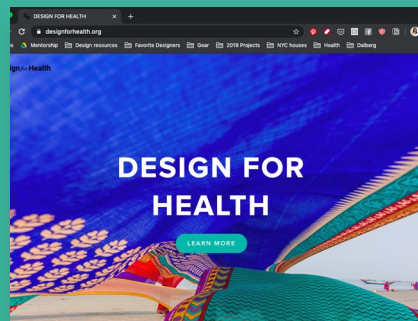
The Human Account
www.thehumanaccount.com

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.



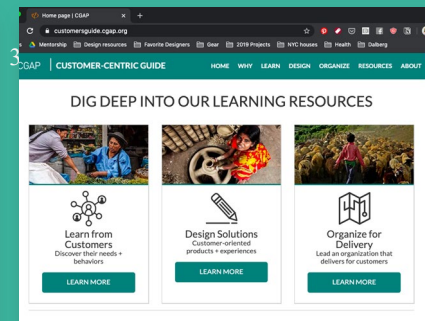
USAID Engage HCD
www.engagehcd.com

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.customerguide.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.