Human-Centred Design In The Field

1 Demand for Health Services Field Guide

2 Child-Centred Programming in Malawi

3 Empowering Young People with UPSHIFT

4 Designing the 21st Century Ger

5 Strengthening Government Systems in Myanmar

6 Co-creating Digital Solutions with Adolescent Girls
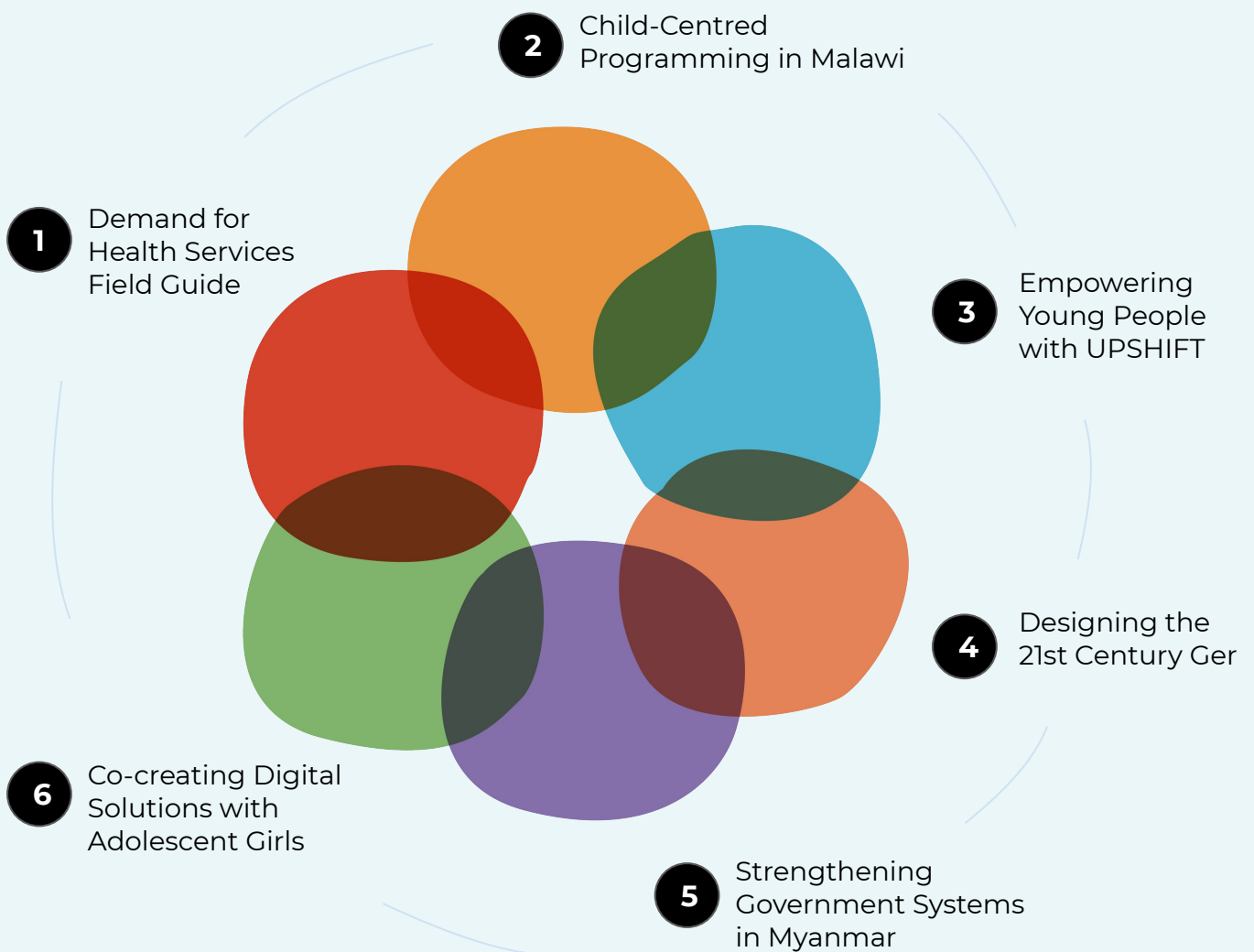
This handbook is designed to illustrate how human-centred design practices at UNICEF have lead to innovative and impactful outcomes for young people. From redesigning products and services, to building much-needed capacity in country offices, we hope that by showcasing these initiatives you will be inspired to integrate a human-centred approach in developing and scaling new solutions for every child.

How might we design *with* and *for* young people?

1 Demand for Health Services Field Guide

How might we understand the barriers to demand creation to improve the uptake of health services?

Overview: Global health efforts have historically invested primarily on the supply-side of the equation, with the implicit assumption that if we make services available, the community will use them. This assumption is often incorrect. UNICEF's HYHQ Immunization team looked to address situations where health services are available but a subset of the intended population of clients are not actively seeking them.

How HCD is Used: The guide provides principles and a structured process to support more equitable health services, including immunization, drawing on the approach and methods of HCD. It highlights: methodologies that focus on in-depth interactions, allows for generative innovative solutions, and an implementation strategy that plans for adaptation. For more information, visit: www.HCD4Health.org.
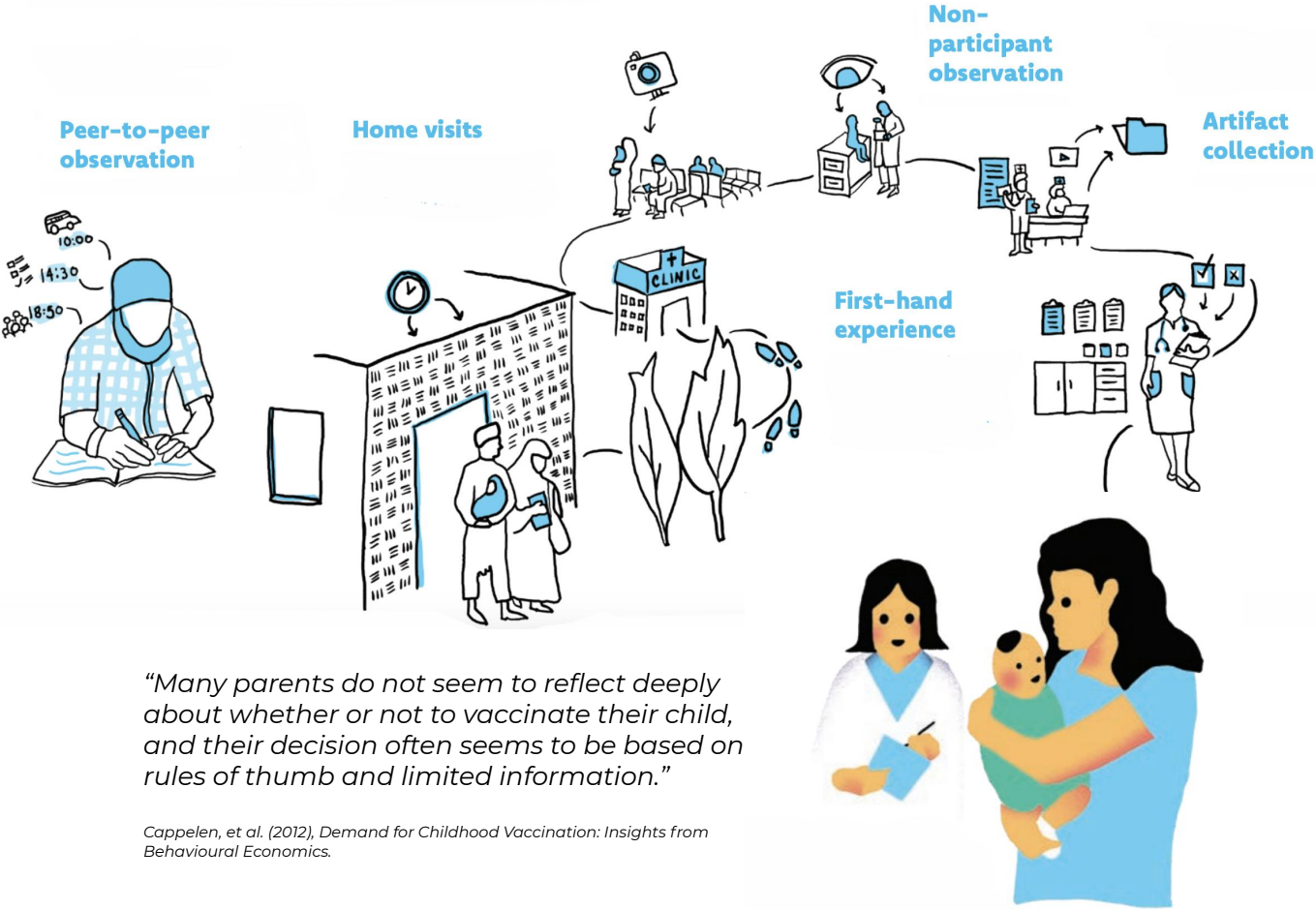
Peer-to-peer observation — Home visits — Non-participant observation — Artifact collection — First-hand experience — CLINIC

"Many parents do not seem to reflect deeply about whether or not to vaccinate their child, and their decision often seems to be based on rules of thumb and limited information."

Cappelen, et al. (2012), Demand for Childhood Vaccination: Insights from Behavioural Economics.

HCD In the Field

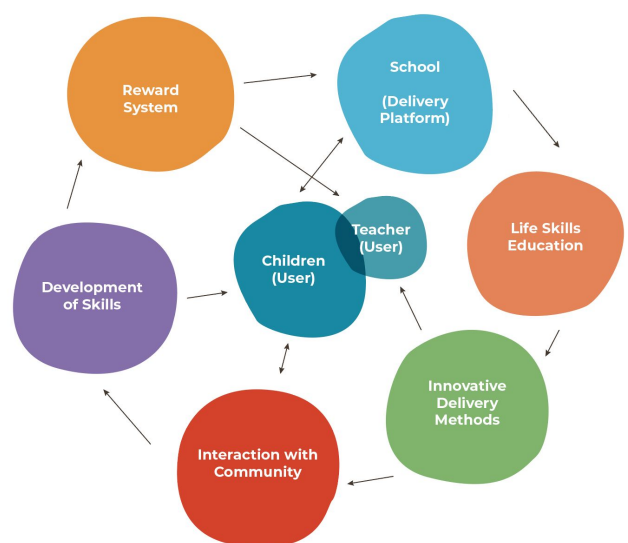| 1	2	3	4	5	6
Demand for Health Services Field Guide	Child-Centred Programming in Malawi	Empowering Young People with UPSHIFT	Designing the 21st Century Ger	Strengthening Government Systems in Myanmar	Co-creating Digital Solutions with Adolescent Girls

Child-Centred Programming in Malawi

How might we empower UNICEF staff to apply human-centred design principles to their programmatic efforts?

Overview: In Malawi, where over half of the population is under the age of 18, negative conditions are impacting the rights and well-being of the majority of girls and boys. Beginning in 2016, the Malawi Country Office began to collaborate with the University of Cape Town/Hasso Plattner Institute of Design Thinking to reconsider how the Malawi Country Programme could become more innovative and better address the rights of the most vulnerable.

How HCD is Used: Capacity development, and the application of the approach to innovate and test ideas, continues to be supported through human-centred design processes. To contribute to strategic implementation of the new Country Programme design, work is being done in three key pillars: Early Childhood, School-age Children, and Child-friendly, Inclusive and Resilient Communities.

User Journey

- Reward System
- School (Delivery Platform)
- Life Skills Education
- Teacher (User)
- Children (User)
- Development of Skills
- Innovative Delivery Methods
- Interaction with Community

HCD In the Field

1

Design for Health Services Field Guide

2

Child-Centred Programming in Malawi

3

Empowering Young People with UPSHIFT

4

Designing the 21st Century Ger

5

Strengthening Government Systems in Myanmar

6

Co-creating Digital Solutions with Adolescent Girls

3 Empowering Young People with UPSHIFT

HCD AS CURRICULUM

UPSHIFT combines some of the leading approaches to youth and adolescent development with human-centred design to empower young people to become innovators and entrepreneurs.
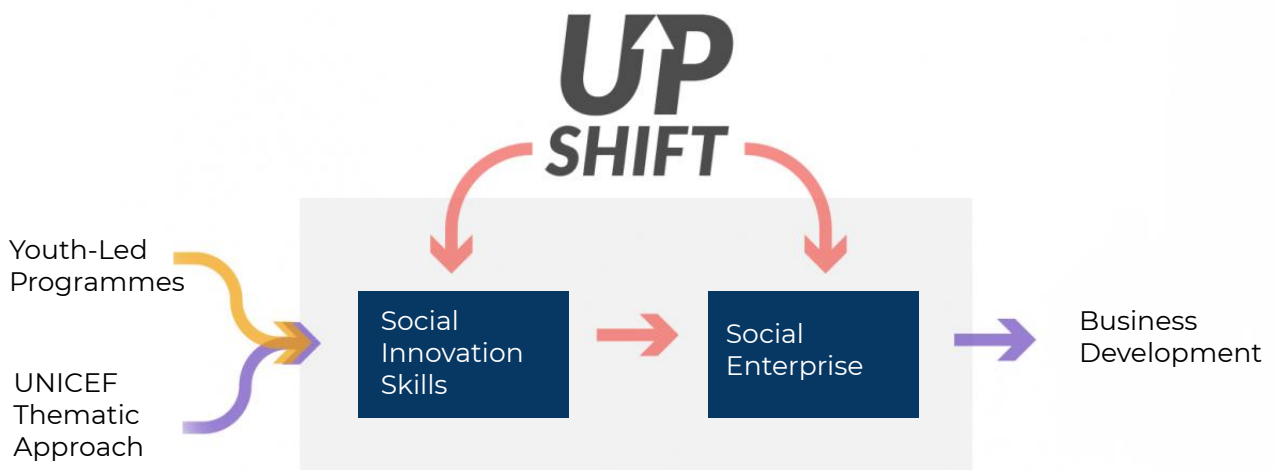
Overview: UPSHIFT combines social innovation skill-building, mentorship, incubation and seed funding, to equip young people with the skills and resources they need to identify problems in their own communities and design solutions for them.

Reach: UPSHIFT has impacted ~450,000 youth in 20 countries.

How HCD is Used: UPSHIFT is built on human-centred design methodologies, which have been tailored for use with marginalised young people. A key premise of UPSHIFT is the by-youth for-youth approach. Young people's ideas and creativity are the cornerstone of the initial development of the programme. Its contextualization and adaptation is also co-designed with the target group, which are underserved, marginalized young people.

16-year old Nafisa and her team work out plans on how to improve access to education for children and young people in Khartoum. Most of the children and young people here have never been to school.

Youth-Led Programmes → Social Innovation Skills → Social Enterprise → Business Development

UNICEF Thematic Approach →

HCD In the Field

1 Demand for Health Services Field Guide

2 Child-Centred Programming in Malawi

3 Empowering Young People with UPSHIFT
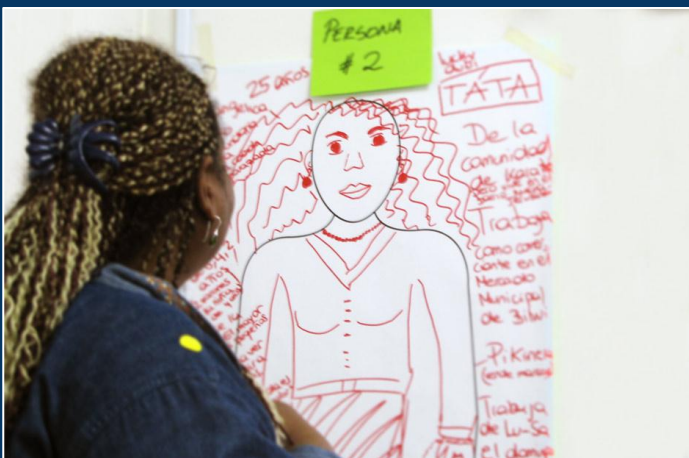
4 Designing the 21st Century Ger

5 Strengthening Government Systems in Myanmar

6 Co-creating Digital Solutions with Adolescent Girls

"How might we use HCD in a non-product or service setting?"

Policy Co-Creation for Children's Rights

Through an immersive multi-stakeholder policy making process in Nicaragua, human-centred design was used to impact the daily lives of over 300 residents. Local policymakers gained a nuanced understanding of the lived experiences of their residents and strengthened their connection to the people they serve.

4 Designing the 21st Century Ger

What do tent designers, building engineers, sensor technology experts, materials designers, architects, local non-profits, and UNICEF have in common? The answer: a desire to design new homes for the 21st century that improve children's lives in Mongolian cities.

Overview: In the fall of 2017, UNICEF Mongolia was seeking new ways to address air pollution that were compromising the health and wellbeing of hundreds of thousands of young people and mothers at escalating and alarming rates.

How HCD was used: The Office of Innovation and UNICEF Mongolia brought together a private-public sector partnership, with the use of human-centred design to co-create and facilitate the outcome of the redesigned ger. Six prototypes of "improved" gers were made, tested and iteration upon in order to design a 21st century ger.

HCD In the Field

Strengthening Government Systems in Myanmar

How might we design a social case management system in a country that barely has any social government services in its history?

Overview: Since January 2016, UNICEF have been working together with the Department of Social Welfare in Myanmar and a design thinking firm to transition newly deployed Case Managers into the role of systems builders and facilitators. A human-centred approach allows for Case Managers with diverse skills and expertise to come together to co-create local case management systems.

Reach: In 2017, the project expanded its reach to the Mandalay Region covering eight contexts with newly deployed Case Managers, while also supporting targeted engagement to Core Trainers, State and Regional Directors and Case Supervisors.

How HCD was used: By prototyping new solutions, partners learn quickly what works and what does not. With collaboration from actors at different levels, UNICEF and the design thinking firm have been able to quickly share learnings and information within the national case management system. These activities have supported the co-creation of shared goals so that all actors have a clear vision of how to develop the Case Management System forward, together.

This case management system is not linear, but rather it is unfolding in a series of interconnected parts and activities. As systems builders themselves, Point B and UNICEF are working together to find opportunities where they may add value within the Case Management System.

HCD In the Field

6 Co-creating Digital Solutions with Adolescent Girls

What happens when you co-design digital solutions with your end-user, adolescent girls, from the start? The answer: A better and more impactful solution that is built to their interests and digital realities.

Overview: To break the taboo of menstruation and to provide information and period tracking directly to adolescent girls in the way they want it, UNICEF EAPRO together with two pilot COs, Mongolia and Indonesia, used human-centered design processes, and consulted with more than 400 adolescent girls and their close social circles. Girls determined the look and feel, and name of a mobile phone period tracker app 'Oky', and crafted app models that would meet their wants and needs.

How HCD is used: Extensive co-ideation workshops and sessions with girls and their close circles, including parents and community members, ensured that girls' needs, ideas and experiences were at the heart of the period tracker app design and development. The HCD insights were translated into technology and UX requirements for the software development and content creation. The user-centered design process was documented and built out into a guide for deployment of the period tracker app into new markets. The application will launch in Q4 2019 in Mongolia and Indonesia, and scaled as of 2020.

A closely related issue is Comprehensive Sexuality Education (CSE) that many adolescents cannot access as needed. Human-centred design was used in Thailand and Indonesia, to engage with adolescents on how they would like to learn about sexuality, relationships and reproductive health in the digital space.

HCD In the Field

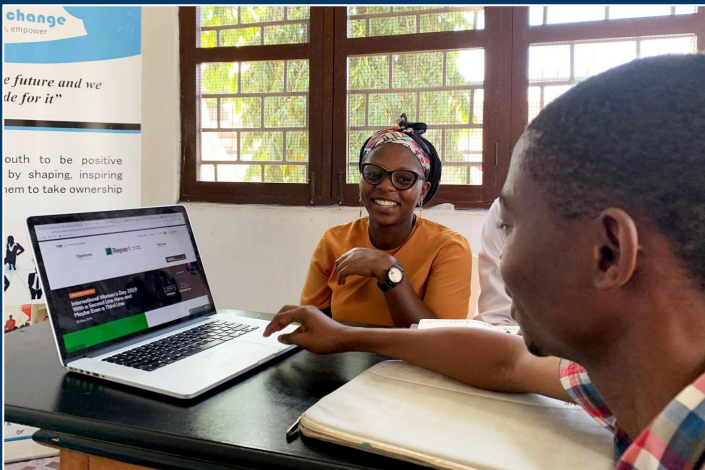| 1	2	3	4	5	6
Demand for Health Services Field Guide	Child-Centred Programming in Malawi	Empowering Young People with UPSHIFT	Designing the 21st Century Ger	Strengthening Government Systems in Myanmar	**Co-creating Digital Solutions with Adolescent Girls**

"How might we empower existing products through the use of HCD?"

U-Report Websites Redesign With HCD

Human-centred design methodologies helped put young people and partners at the center of the global U-Report website redesign. With over 8 million U-Reporters already, human-centred principles are not only for establishing new innovations.

UNICEF is striving to be a convener and leader of design-led approaches in development.

To realize the bold vision of accelerating results for every child through human-centred design, UNICEF will continue to prototype and document the different promising applications of HCD and rapidly generate evidence around what works so that we can bring these effective approaches to scale.

By activating a model for applied human-centred design at scale, UNICEF can empower Country Offices, Government and civil society partners with a more robust approach to framing, designing, developing, delivering, and determining the global impact of development programmes.