What kind of workshops are used in HCD?

November, 2022
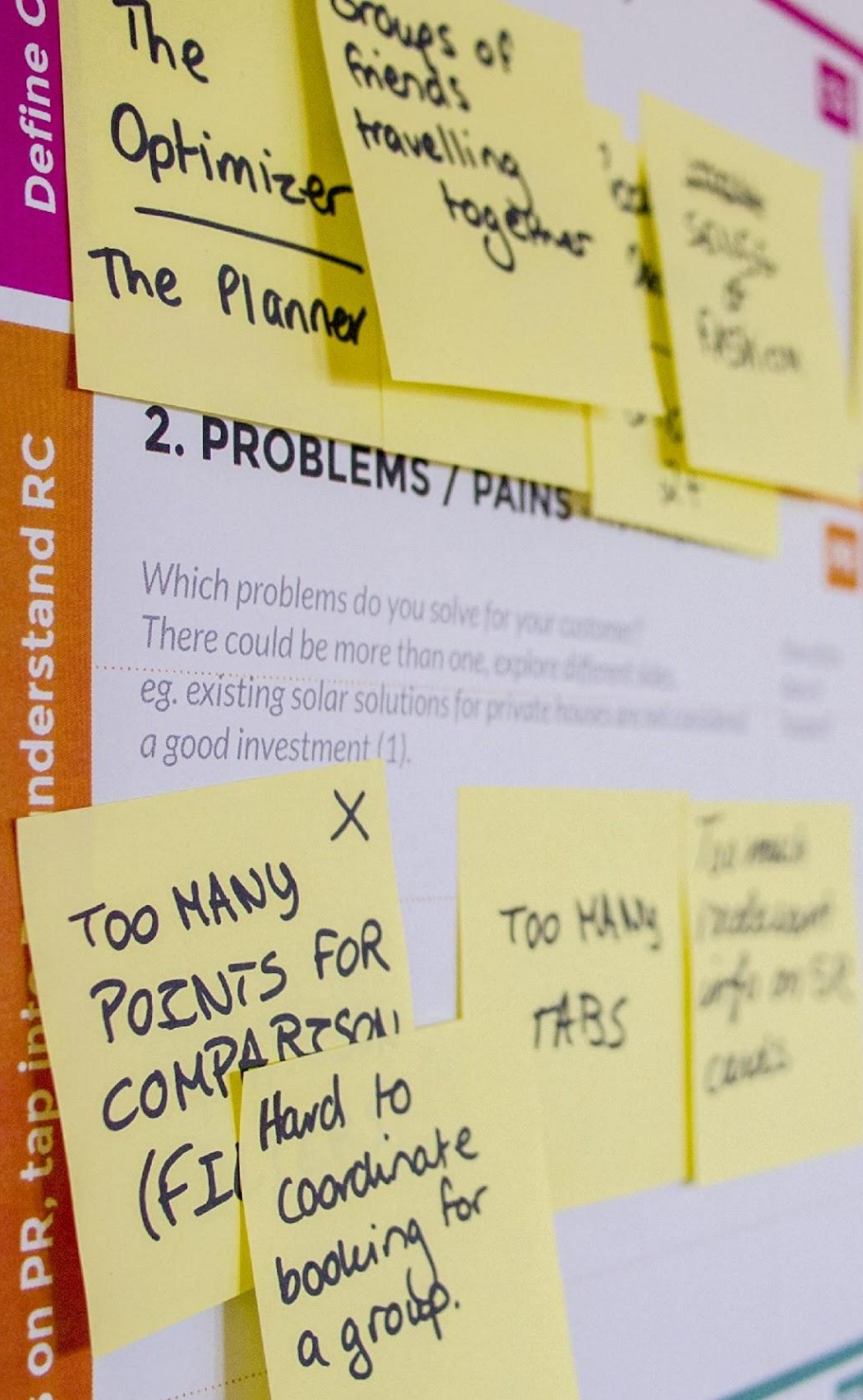
Live English → French Interpretation

Intro to HCDExchange

HCD EXCHANGE

- Partnerships
- Learning Resources
- Learning events
- Meaningful Youth Engagement
- Research & evidence
- Thought Leadership
- Community of Practice

Our Speakers

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ThinkPlace

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ThinkPlace

ThinkPlace   **HCD EXCHANGE**

WE ARE GLAD YOU COULD JOIN US ☺

ThinkPlace

INTRODUCTIONS

On the chat:

- Add your name

- Location(city and country)

About ThinkPlace

We lead meaningful co-design of products and services on sensitive topics through highly engaging human-centred approaches.

We have pioneered successful research and design methodologies based on behavioural economics, and social norm change.

We navigate complexity by connecting designs to broader strategies, systems, architectures and contexts.

Our backgrounds range from anthropology and other social sciences, user-centred design, to inclusive and collaborative communication.

We learn continuously by prototyping, evaluating and iterating, thereby allowing early engagement with emerging designs. Our learning approach is highly engaging and emphasizes ownership through mentoring.

We know value for money, we do not reinvent the wheel but advance on wealth of existing knowledge amongst the communities we serve, our network and that of our clients.

We have a wealth of experience working with multisectoral audiences, public and private institutions, and community members and groups. In either case, our work is hands-on and purpose driven.

Our core offering

1. Design Research & SBCC

2. Strategic Facilitation & Design Capability

3. Co-designing Products & Services

4. Design-led learning

5. User and market entry research

00. Setting the context

- We are going to unpack the **types of workshops** involved in the HCD process.

- We will understand **the core principles** behind effective HCD workshops.

- We will zoom in on **ideation** workshops.

- We will take your **Questions** through the chat!

Our constraints for the session

> Setting a clear intent for the session is important in ensuring we are all on the same page regarding what we hope to achieve together today.

(X) This session will not cover...

- Supporting activities such as research ethics approvals.

- Formulation of design challenges.

- Monitoring and evaluation

01. When do we need workshops?

1 **When framing the project intent**

Teams should align on the shared vision and the intended scope at the start of any project.

2 **Onboarding a core design team**

Onboarding a core design team involved in a project requires the team to align on their contribution to the project.

3 **Validating insights**

Insights and findings generated from users can be validated with stakeholders through workshops to enrich them.

4 **Generating new ideas**

The ideation is best done in workshop settings where groups can individually and as a group come up with new ideas.

5 **Refining concepts or prototypes**

When ideas are tested with users, the results/feedback can be presented to relevant stakeholders for further refinement.

6 **Disseminating findings**

It's essential to invite stakeholders involved in setting the vision for the project to share their learnings.

02. Workshops in the HCD process

Today's focus
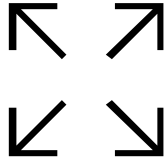
Insight generation

Ideation

Prototyping

Testing & iterating

Piloting & scaling

Intent workshop

Ideation workshop

Prioritization workshop

Redesign workshop

Dissemination workshop

Validation workshop

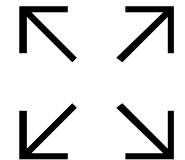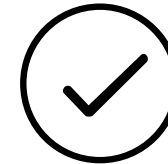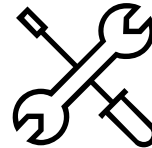Co-creation workshop

Co-design workshop

Challenge

Based on the scenarios, which kind of HCD workshop might be the best suited to meet your project needs?

Scenario 1

Your team has collaborated with the Ministry of Health to design an intervention to increase contraceptive use among young adults. While the Ministry offers free contraceptive methods to the community, they are struggling to attract young community members despite the high rates of unwanted pregnancy among youth aged 15-19. What is next for your team?

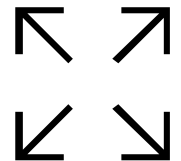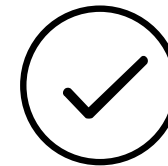| Insight generation	Ideation	Prototyping	Testing & iterating	Piloting & scaling
Intent workshop	Ideation workshop	Prioritization workshop	Redesign workshop	Dissemination workshop
Validation workshop	Co-Creation workshop			
	Co-design workshop			

Scenario 2

Your team has collaborated with a tech startup that wants to make the process of doing business easier for small business owners in your country. Based on insights that show that small business owners have access to smartphones, occasional access to internet and limited time for business administration your team has prioritized the following design question:
'How might we digitize business administration tasks for small business owners?'
What is next for your team? Which HCD workshop can you use in the next phase?

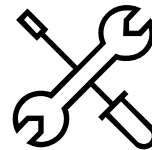| Insight generation	Ideation	Prototyping	Testing & iterating	Piloting & scaling
Intent workshop	Ideation workshop	Prioritization workshop	Redesign workshop	Dissemination workshop
Validation workshop	Co-Creation workshop			
	Co-design workshop			

Ideation workshops

- **What** is an ideation workshop?

- **Who** is involved?

- **How** to run an ideation workshop.

- The **output** of an ideation workshop.

- **Do's & Dont's**

03. What
The Co-design methodology at a glance

Divergence

Convergence

After developing intent, we first diverge, exploring the challenge or opportunity, building up user and business insight, and experimenting with possibilities and ideas.

We then converge to formulate the design that best solves the problem in a way that works for end users.
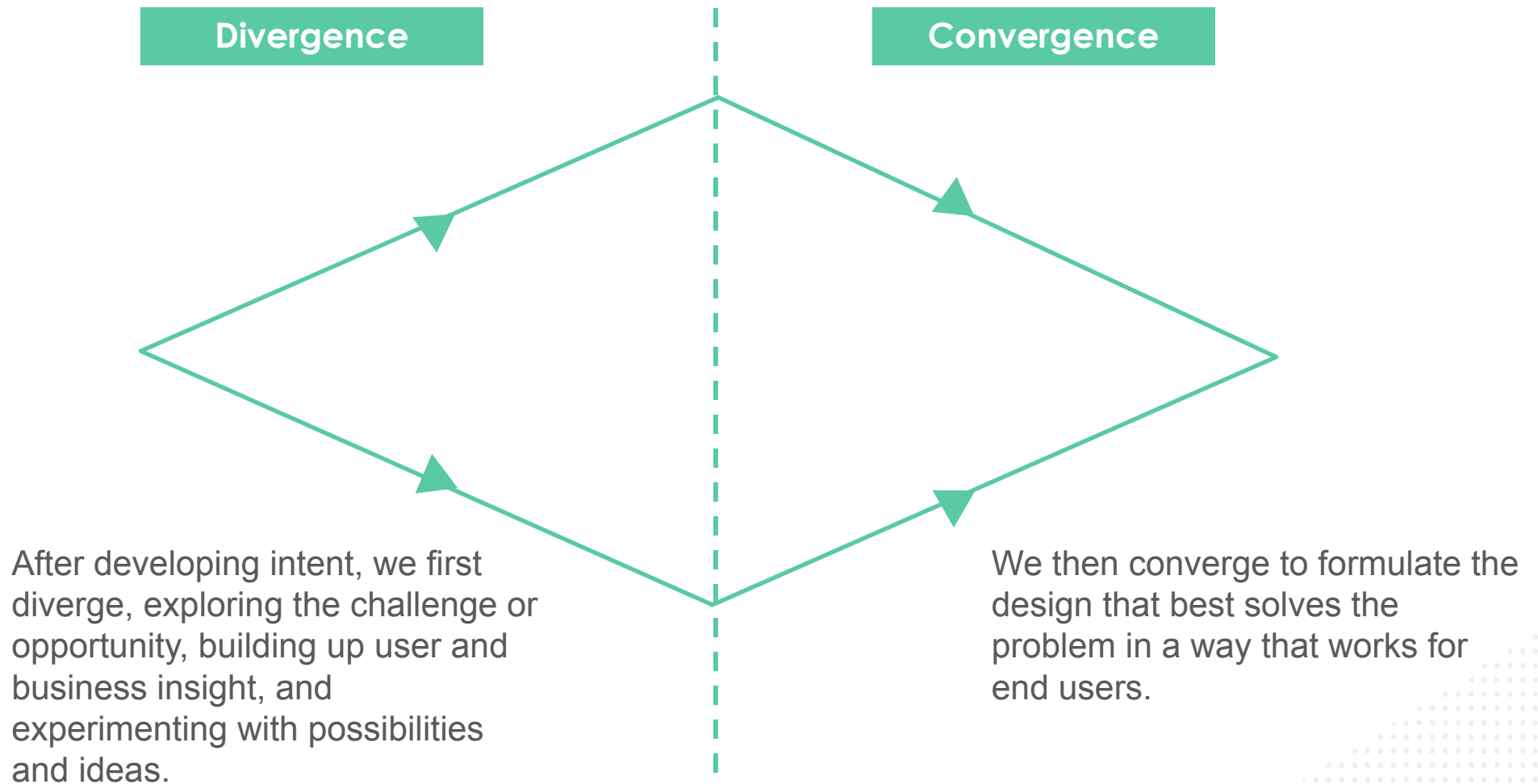
04. Who
The right stakeholders to involve
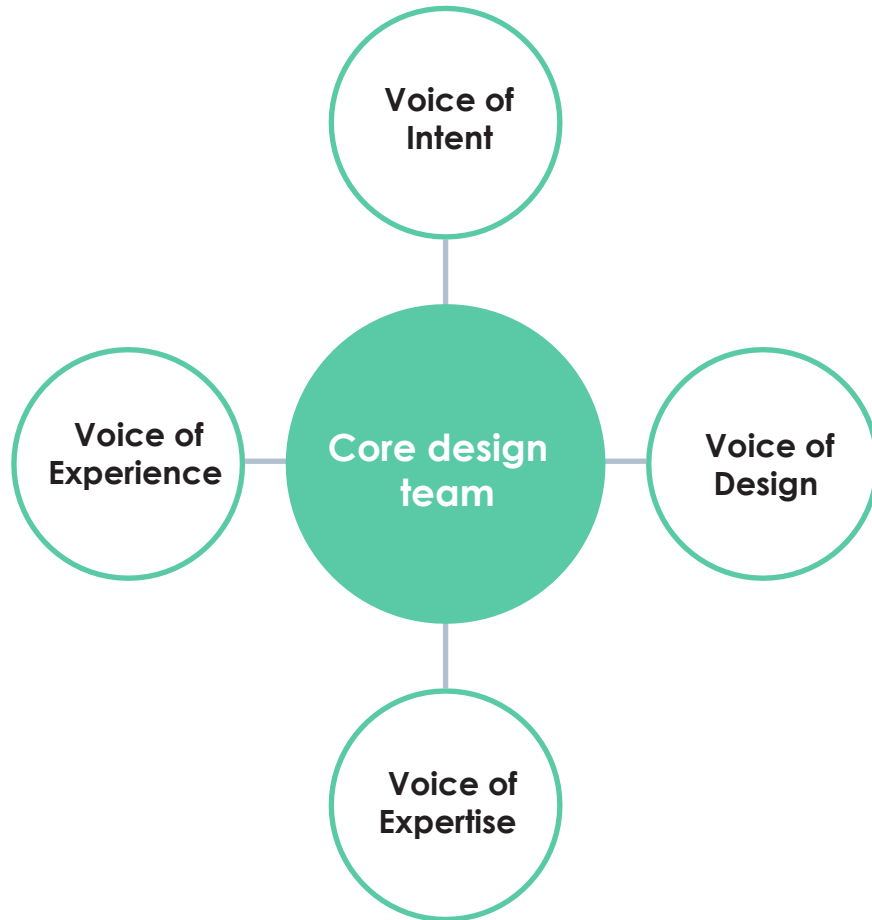
Voice of Intent: Views on what is desirable for society, for government, and for the organisation

Voice of Design: Brokers and synthesizes the other voices to inform and build the design

Voice of Expertise: Possess deep expertise in the subject matter or initiatives to solve the problem

Voice of Experience: Views on what is desirable for the user, customer, clients, and service providers

Activity

Let's all imagine a scenario the ministry of health at district level in Malawi in collaboration with a local non-governmental organization wanted to develop community labs that allow for local designers and community members to co-design around their most complex challenges in increasing the uptake a HIV prevention drug among communities in Malawi.
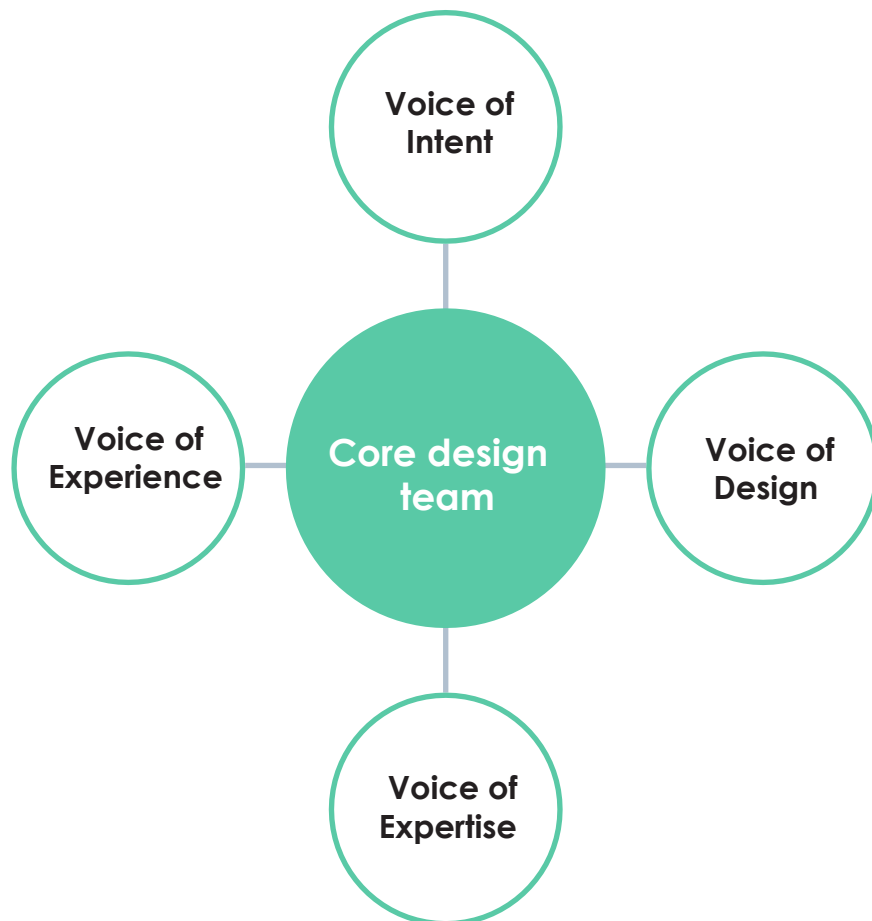
Voice of Intent:
- MoH supported by the govt of Malawi
- NGO
-

Voice of Design:
- Local NGO
- Community
-

Voice of Expertise:
- Researchers
- MOH — District Health Officers
- Service providers

Voice of Experience:
- Community Members
- People directly affected by the challenge being addressed
-

Ideation template

Your idea.
In a few sentences, describe your idea

Objective
What is your idea trying to address?

Who will be involved?	What will your idea bring?	What will you leverage?

Core principles for running an ideation workshop

1 **CLEAR INTENT**

Clarify the focus of the workshop by defining the outcome you expect by the end of the workshop.

2 **COLLABORATION**

Harness innovative thinking from multiple disciplines. Create an environment for people from different perspectives to work together.

3 **EXPLORATION AND INNOVATION**

Foster divergent thinking by creating new possibilities for the scope of the innovations and the solutions.

4 **OPTIMISE DESIRABILITY, FEASIBILITY AND VIABILITY**

Ultimately, explore solutions at the intersection of user experience, technical possibility, and viability.

5 **AGILITY**

Adapt throughout the process. Quickly make decisions on how to get the best outcome of the workshop.

06. How
The Journey

| 1. Preparation | 2. Execution | 3. Post-workshop |

Set a workshop intent

- Developing a workshop agenda.
- Define the participants – inspired by voices of design.
- Develop templates.
- Select facilitators based on the participants profiles.

Tools to prepare

Ideation Sheets

Concept development sheets

Others

Workshop venue

Workshop materials

Documentation protocol

Setting the tone

- Ice-breakers
- Inspire: Use videos or design activities to spark creativity
- Empower participants to participate fully
- Manage group dynamics

The process

- Rapid ideation
- Group sharing and further brainstorming
- Clustering ideas
- Voting for the best ideas
- Concept development of the selected ideas

Reflections

- Core team reflections

Documentation

- Develop a workshop tracker
- Refine ideas for prototyping and testing.
- Develop testing plans
  - Outline core assumptions that will be tested and how to test and collect feedback.

REFLECTION ON AN IDEATION PROCESS

How is this phase different from your usual work approach?

What are your key take-aways from this phase?

What did you find...

EXCITING

CHALLENGING

Tips for Ideation Workshops

ThinkPlace

Execution

Coming up with ideas together: Facilitation

What does the facilitator do?

TIPS

Communicate objectives clearly

Review objectives with the group at the beginning of the day, ensuring they know what is taking place and why. What will the participants gain by the end of the day?

Create a 'pledge' with participants

What do participants want out of the session? Based on these goals, how should each person in the room behave? How will the facilitator behave? Having the participants create their own 'pledge' will make them more committed to keeping this up.

Give straightforward instructions

Make sure that everything participants are asked to do is as clear as possible. If you ask people to get into groups, specify where they should sit, how many individuals should be in each group, etc. If they need to use materials, specify what they're using – or better yet, show an example.

Make any progress made obvious to the whole group.
Always ensure that results, notes, posters, comments – anything recorded –is clear for everyone to see. This prevents misunderstandings.

Empowering
Balancing Power and Responsibility

Informative
Building New Skills

Inspiring
Changing Lives for the Better

Execution

Coming up with ideas together: Ideation

DO'S

- Quantity is more important than detail. Quantity over quantity.

- Draw your ideas, use short sentences, and just make them as clear and simple as possible

- Try to have one conversation at a time.

- Take some risks – build on what's there and explore new territory.

DONT'S

- Don't judge ideas early on.

- Don't let a few voices dominate the conversation.

- Don't seek perfection with early ideas.

Execution

Coming up with ideas together: Clustering & Voting
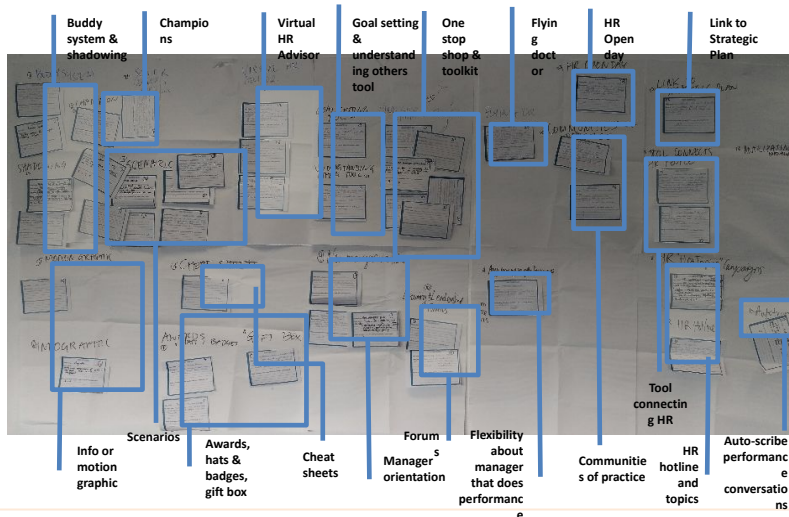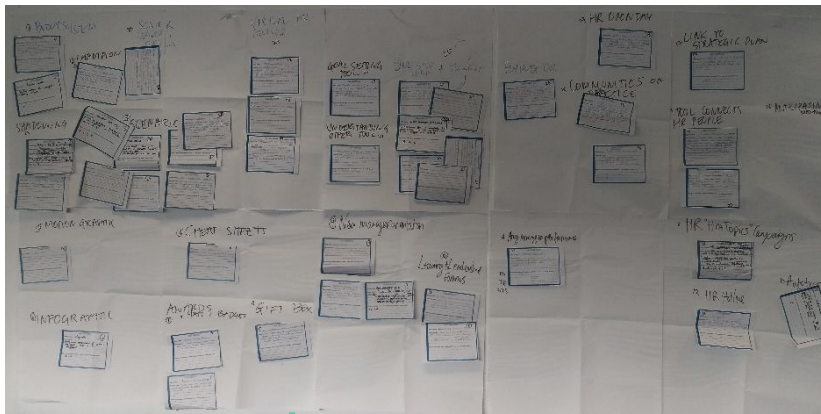
Voting

Idea	Voting	
1. One Stop Shop	●●●●●●●●●●●●	23
2. New Manager Support	●●●●●●●●	18
3. The Flying Doctor	●●●●●●	11
4. Motion or Info Graphic	●●●●	9
5. HR Open Day	●●	4

Clustering labels:
- Buddy system & shadowing
- Champions
- Virtual HR Advisor
- Goal setting & understanding others tool
- One stop shop & toolkit
- Flying doctor
- HR Open day
- Link to Strategic Plan
- Info or motion graphic
- Scenarios
- Awards, hats & badges, gift box
- Cheat sheets
- Forums Manager orientation
- Flexibility about manager that does performance
- Communities of practice
- HR hotline and topics
- Tool connecting HR
- Auto-scribe performance conversations

Execution

Coming up with ideas together: Footprints of Empathy (tools)

Empathy requires putting **yourself into someone else's shoes**, seeing where they are coming from, and understanding their thoughts and ideas.

During a co-design workshop, it can be challenging for some participants to think beyond their biases.

Footprints of empathy are a valuable tool to help participants come up with ideas by thinking like other people. Instructions.

How to do it:
Cut out a series of "footprints" from paper, label each with a different stakeholder group (e.g., healthcare worker, an administrator), and lay them on the ground.

Then, ask each participant to stand on a set of footprints and imagine what the problem or solution would look like from that person's unique perspective.

Explore a number of reflection questions, and ask participants to respond:
• What do they need most?
• What are some of their key lived experiences?
• What's most important to them?

Q & A

ThinkPlace

OUR
EXPERIENCE

Establishing multisectoral 'community labs' to address HIV prevention in Malawi

📍 MALAWI

THE BRIEF:

How might we build an organic model that allows for communities to design around their most complex challenges

The Challenge

To establish a multisectoral solution to address HIV prevention at community level in Blantyre, Malawi and develop capacity for district health officers to become local designers

What we did & Learnt

ThinkPlace worked with a client in Malawi to design a locally owned strategy that would see community-level stakeholders come together to implement an HIV prevention strategy. To do this, ThinkPlace facilitated a 3-day workshop with local champions to build their capacity in HCD and co-create a community-driven HIV prevention strategy.

Subsequently, ThinkPlace co-designed a community labs strategy that would allow for local designers to build a community of design practice leveraging the community labs to co-create around their most complex challenges. The strategy was co-created through week-long design sprints aimed at deeply understanding the barriers and developing solutions to address these barriers.

The outcome

Organic Community Labs in Malawi currently addressing the issue of demand and uptake of Oral PrEP

A Human-Centred Design approach to increase engagement with the DREAMS Curriculum Primary Package amongst 20 to 24-year-old AGYWs

⊙ Zimbabwe

THE BRIEF:

Identifying the key barriers and motivators of the D.R.E.A.M.S curriculum completion among 20–24-year-olds

The Challenge

Identify barriers and motivators for young women to complete the SMART Girls curriculum aimed at empowering young girls (DREAMS project); specifically creating value for the AGYWs to complete all modules

What we did

The SMART Girls Program is implemented in Manicaland Province in Zimbabwe and provides a range of primary and secondary interventions for three age groups, including 10 to 14, 15 to 19, and 20 to 24.. The project is geared toward the following key objectives:

1. Identifying the key barriers and motivators of primary package completion among 20 to 24-year-olds through profiling the segment of girls taking part in the DREAMS curriculum and further understanding and mapping their journeys from recruitment to curriculum completion to advocacy; and
2. Co-designing solutions with the young women to address the barriers identified in the journey maps.

ThinkPlace is currently working using a Human-Centered Design (HCD) approach through in-depth interactions with AGYWs, parents and caregivers, facilitators, and community influencers to address the underlying barriers to the key objectives highlighted above. We're recently conducted co-design workshops and are currently moving towards prototyping

The outcome

Concepts that define a program where the AGYWs attach value to the three main primary packages whilst having the AGYWs become champions of the program thereby influencing their circles of influence.

How was it?

ThinkPlace

Thank you!

ThinkPlace