

HCD PHASES

Tip #1

Tip #2

Tip #3

Tip #4

Tip #5

Planning

During the proposal development process, conduct a rapid desk review to understand which priority youth segments have been traditionally underrepresented from projects focused on similar outcomes.

Based on the findings from the desk review, work with consortium and funding partners to: select priority youth segments for inclusion, refine research questions to include the appropriate beneficiaries, and ensure alignment on the strategies and resources needed to meaningfully engage the priority youth segments throughout the HCD process.

Create an advisory board of paid representatives from the priority youth segments to provide input throughout key moments of the HCD process. This input could include setting research priorities, setting learning objectives for prototyping phase, and providing feedback on research and prototype findings.

Ensure there is sufficient budget and resources to support active engagement of different subsets of young people throughout the design process. This might include transportation stipends for rural or digitally-disconnected young people, translators for young people who do not speak the dominant local language, design support to create visual assets that support effective engagement of lower literacy users in co-design or prototyping sessions.

Ensure young people from priority segments are hired and trained to serve as members of the design team.

Research

Develop a sampling/participant selection criteria that ensures a true representation of all subsets of young people that are relevant to the project and challenge at hand.

Employ a diversity of purposive-driven recruitment strategies to effectively reach priority youth segments. This may include using local affinity groups as fixers, snowball recruitment, or venue-based recruitment (i.e. youth centers, bars/clubs, relevant workplaces, etc.). Build in extra buffer in work plans for recruitment to ensure sufficient time to recruit segments who are often harder to reach.

Engage the youth advisory board and youth team members to support in developing research tools that are responsive to the lived experiences of priority segments. For example, research tools should include questions asking how the identification with a particular vulnerable group has an impact on the project outcome. Additionally, research tools could be translated to the relevant languages spoken among priority youth segments who do not speak the dominant language.

Prototyping

Ensure that co-design and prototyping sessions are held in locations that optimize accessibility and comfort for different priority segments.

Ensure the youth advisory board has an opportunity to provide feedback on the prototypes to be tested with young people.

Use pause and reflect moments to ensure the evolution of prototypes are responsive to the needs of ALL priority segments.

Engage the youth advisory board (representing different subsets of young people) to identify any power differentials that may exist between groups and also have an impact on potential interventions. The youth advisory board should work with the consortium partners to devise a plan to address these power dynamics.

HCD PHASES**Tip #1****Tip #2****Implementation**

The youth advisory board should assign roles to different subsets of young people to support implementation and review the outputs/outcomes of the intervention.

Engage different priority subsets of young people to develop a scale-up vision of the promising intervention ideas based on their experience throughout the implementation phase.

Evaluation

Review mid-line evaluation data to determine whether small modifications to the intervention model can be made so that other vulnerable populations can benefit. For example, if designing a digital intervention for urban youth, consider ways in which the intervention can be tailored to reach those living in rural or peri-urban sites with access to a feature phone.

Links to relevant open-source resources (e.g. case studies, checklists, tools, trainings)

Equity-Centered Design Framework

<https://dschool.stanford.edu/resources/equity-centered-design-framework>

Global Symbols to Aid Communication

<https://globalsymbols.com/>

Using Human-Centered Design to Develop, Launch, and Evaluate a National Digital Health Platform to Improve Reproductive Health for Rwandan Youth

https://www.ghspjournal.org/content/9/Supplement_2/S244/tab-figures-tables