HCD PHASES	Tip #1	Tip #2	Tip #3
Planning	Conduct a literature review, inclusive of expert interviews, to understand the ASRH needs and challenges experienced by the population of interest.	Identify technical advisors who would be responsible for reviewing findings and guiding evolving design directions of the intervention. If possible, budget honoraria for their time and expertise.	Determine which evaluation model will be best suited for continuous learning and adaptation throughout the program cycle and, if relevant, is also in line with budget and resource constraints.
Research	Use secondary evidence as a benchmark to help determine what information is new and insightful versus what is already known in the field.	During ideation and the selection of prototypes, generate ideas/interventions beyond what has already been tried by examining secondary evidence and consulting with technical experts.	
Prototyping	Review the literature to compare and build upon selected prototypes based on what interventions have and have not worked with the population of interest.	Consult with technical experts to help assess which prototypes are most feasible and scalable for the population of interest.	Identify areas where the leading prototype could be enhanced with evidence-based techniques from behavioral science.
Implementation	Use frequent feedback loops and low-lift but rapid data gathering to inform adaptations to the implementation model. The rapid data gathering can come from in-depth interviews or, if a digital solution, user-engagement metrics collected through digital platforms (e.g., Google Analytics).		

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

Design Kit
https://www.designkit.org/methods/secondary-research

MeasureD
https://measured.design/

Methods and Benefits of Measuring Human-Centered Design in Global Health
https://www.ghspjournal.org/content/9/Supplement_2/S274#T1

A360 Ethiopia Prototype Plan for Design
https://a360learninghub.org/wp-content/uploads/2019/05/ET-Prototype-Plan.pdf

Secondary Research
https://www.thisisservicedesigndoing.com/methods/secondary-research

Preparatory Research
https://www.thisisservicedesigndoing.com/methods/preparatory-research