HCD EXCHANGE

Adolescent insights

Monitoring & Evaluation

Learning Pillars

Quality & Standards

Youth engagement

Webinar: Quality & Standards in HCD+ASRH

April 14, 2021

Webinar purpose

A deep dive into Quality & Standards in HCD +ASRH and the role that quality plays in HCD+ASRH programs.

Speakers

Madiha Latif
Program Manager, Beyond Bias, Pathfinder, Pakistan

Dr. Tabinda Sarosh
Country Director, Beyond Bias, Pathfinder International, Pakistan

Aïssatou Dione
UX Researcher, YUX, Senegal

Mireille Umutoni Sekamana
Designer, YLabs, Rwanda

Michael Kamiru
Programme Analyst, CIFF Africa Office

Moderator

Nicole Ippoliti
Director of Global Programs, YLabs

What does quality mean to you in your programs and how does this influence your work?

Insights - Madiha Latif

- It means the representation and inclusion of those that we want to benefit. Everything that we do is evidence driven, using best practices and it is an informed process.
- Reflecting from the experience of Beyond Bias - we ensured the inclusion of everybody including the stakeholders in the design process and this really informed the design that we tested. Their insights, their needs, their feedback was all at the center of the solution.
- Quality means a more empathetic and informed way of programming but it also affects the other ways that we work as well.

Insights - Dr Tabinda Sarosh

- Integrating HCD into AYSRH organically brings in quality. The ethos of HCD is focused on empathy, and on the value of co-designing.
- When designing Beyond Bias we had providers and young people in the same room - sometimes having difficult conversations as well. But the co-designing and ownership of the solution is important. We ended up designing a prototype that included pit stops for course correcting, for feedback loops. For example, having a digital platform for providers that provides constant feedback so we course correct.

Insights - Aïssatou Dione

- Quality is involving the concerned people in all the activities and all the products so that solutions can be built in accordance with what the concerned groups of people need.
- How to transmit the quality in the data you receive, and how do you transmit this data that has been collected.
- We should be able to look back at the areas of frustration and barriers so that we can use data from collaborators and improve the solutions.

HCD EXCHANGE

Webinar: Quality & Standards in HCD+ASRH

April 14, 2021

Adolescent insights

Monitoring & Evaluation

Learning Pillars

Quality & Standards

Youth engagement

Speakers

What HCD methods, approaches, values are you proud of? how do you share these in your work?

Madiha Latif
Program Manager, Beyond Bias, Pathfinder, Pakistan

Dr. Tabinda Sarosh
Country Director, Beyond Bias, Pathfinder International, Pakistan

Aïssatou Dione
UX Researcher, YUX, Senegal

Mireille Umutoni Sekamana
Designer, YLabs, Rwanda

Michael Kamiru
Programme Analyst, CIFF Africa Office

Nicole Ippoliti
Director of Global Programs, YLabs

Insights - Michael Kamiru

- At CIFF our core motto is problem solving. We have detailed discussions with the beneficiaries of these programs. So that when we design programs we have ensure a HCD component that gives a higher chance of success.
- In the Chase for Change program with MSI we realised that young people were not accessing SRH services because of stigma service provider bias. Through an HCD process we managed to make some changes to the program that included: 1) training of SRH providers; 2) establishing youth friendly centers within service provision; and 3) users wanted these services to be provided after clinic hours so we had to redesign the whole work to ensure their views to provide services post work hours and on Sundays. Designing with youth has a huge impact in terms of guaranteeing success.

Insights - Dr Tabinda Sarosh

- The one piece of advice I would give to someone about HCD is to constantly seek to improve your solution. Even if the product has enough work done on it, being willing to move away from it and create something that really works, especially for young people is important.
- For example: When we were piloting one of our programs in Rwanda to provide SRH information to people aged 12- 19, we had a system that was already done. We felt that we had spent so much time refining all the functionalities but when we talked to the young people we realised they wanted to simplify some aspects for them to use. So we had to go back to understand how the platform could still deliver to while making it easy for these young people to use in their everyday lives.

"Redefining the way that we think about the designing of a solution. Continue to think about the design even through implementation. Implementation should not be a static period. It should evolve and change to learn from the concerned group of people that it is designed for". - Nicole Ippoliti

HCD EXCHANGE

Webinar: Quality & Standards in HCD+ASRH

April 14, 2021

Adolescent insights

Monitoring & Evaluation

Learning Pillars

Quality & Standards

Youth engagement

Speakers

Madiha Latif
Program Manager, Beyond Bias, Pathfinder, Pakistan

Dr. Tabinda Sarosh
Country Director, Beyond Bias, Pathfinder International, Pakistan

Aïssatou Dione
UX Researcher, YUX, Senegal

Mireille Umutoni Sekamana
Designer, YLabs, Rwanda

Michael Kamiru
Programme Analyst, CIFF Africa Office

Nicole Ippoliti
Director of Global Programs, YLabs

What are ways that your organization ensures quality throughout the design and implementation process?

Insights - Madiha Latif and Dr Tabinda Sarosh

- The Beyond Bias project made sure that the project was high quality and high impact for the audience that we were catering for. The project had a long design process that understood the country context, looked at geographies that were being addressed, understanding all the ground realities and also looking at literature. The design process also included expert interviews and feedback which enabled understanding of policies and ground realities. Throughout that process we brought in the service providers and the young people to co-create with them. Some very difficult conversations took place in terms of what are the barriers that exist when creating these solutions for young people. The prototyping took place with young people and service providers. We have client exit surveys so we get feedback from people who have been part of the intervention. Also keeping in mind privacy and confidentiality and respecting their choices to answer or not answer those questions. We have been able to create a space for the people that we are working with through a Whatsapp group that keeps a communication stream open with them.
- I also feel that HCD +AYSRH - market segmentation analysis was very important to design our HCD approach for the three countries and later on we were able to triangulate this data. The triangulation helped in understanding and also in ideation.
- Contextualisation is also key is ensuring quality - who are the people you are serving? In Beyond Bias we are working with service providers. In Naya Kadam we were working with service providers working with the government. It is important to constantly tweak the interventions basis the context of the concerned group.

" Contextualization is also important in ensuring quality - who are the people you are serving?"
- Dr Tabinda Sarosh

HCD EXCHANGE

Webinar: Quality & Standards in HCD+ASRH

April 14, 2021

Adolescent insights

Monitoring & Evaluation

Learning Pillars

Quality & Standards

Youth engagement

Speakers

Madiha Latif
Program Manager, Beyond Bias, Pathfinder, Pakistan

Dr. Tabinda Sarosh
Country Director, Beyond Bias, Pathfinder International, Pakistan

Aïssatou Dione
UX Researcher, YUX, Senegal

Mireille Umutoni Sekamana
Designer, YLabs, Rwanda

Michael Kamiru
Programme Analyst, CIFF Africa Office

Nicole Ippoliti
Director of Global Programs, YLabs

In HCD, there's a lot of encouragement for experimentation and failure. What are ways that we can hold quality constant, while still promoting a supportive culture for experimentation and failure?

Insights - Michael Kamiru

- Consistency of communication: Constantly and consistently engaging with our beneficiaries. Alot of consultations with the beneficiaries. Especially during current CoVID times.
- Feedback loops: Getting constant and consistent feedback from all stakeholders is critical.
- Inclusivity: Assuring that all stakeholders we are targeting to engage are diverse - tribe, sex, power situation, access to technology

Insights - Madiha Latif

- We had a pause period in between our HCD design. There was a lot of talk about the data that was being collected during the pandemic because of the uncertainty that was surrounding us. We created a connection group with youth and enumerators and encouraged them to create their own networks so that they could connect other young people to health services. We initiated mental health and well-being sessions for young people. This ensured that there were linkages to menstrual health products. The youth and numerators were not just data collectors they were included in the design and implementation.

"Sometimes you have to go beyond the scope of the project but it plays a role in the project because it tries to make sure that their needs are met." - Madiha Latif

Audience question highlight

Do any of the panelists have experience with using participatory design such that young people help define what to make, how to make it and why to make it that way — from the earliest phases of the design process?

Response from Mireille Umutoni Sekamana:

In early stages of the project young people were more interested in how they can have a better future, succeed in school etc. Their aspirations were not around SRH. We had some content creation workshops and journey mapping with young people and we were able to understand what young people were interested in. We went in not just with SRH content but also talking about things that they were interested in and then bringing in SRH topics through that and how it might affect their lives.

Response from Aïssatou Dione:

What we do is in the beginning show them the necessity of what we are doing. We start to talk to young people about menstruation and from there we have individual discussions. In our country young people do not always have the possibility of saying what they want, so when we give them the possibility of saying what they really want they discuss openly, we did not know their vocabulary, terms that they use. Working with them has helped us learn their vocabulary. We work with them and give them a chance to use their own vocabulary. Doing this is important because this gets their confidence and helps them open up more.

Resources

- Beyond Bias project
- Formnigani project
- Longview Consult
- Pathfinder International
- (re)solve project
- Y-ACT
- Youth Factbook: Infinite Possibility or Definite Disaster