

YIDH Learning Launchpad 2019

Weekplan

day 1



Research

- arrive, kick off
- discuss challenge
- in groups: create research conversation guide

day 2



Research

- in groups: research in the field with farmers

day 3



Synthesis

- in-depth synthesis
- define "question zero"
- define "How might we...?" questions

day 4



Ideation

- co-creation sessions with users: teams generate ideas and improve existing concepts
- idea selection

day 5



Prototyping

- teams develop digital prototypes

day 6



Iteration

- iteration of concepts
- merging most promising aspects from prototypes into one solutions

post-event



Research

- in groups: research in the field with client stakeholders
- research download



Synthesis

- potentially supplement research with desk research / remote expert interviews
- in groups: download interview notes



Ideation

- teams ideate
- introduction to co-creating session



Prototyping

- teams prototype including business model
- introduction to digital prototyping



Testing

- on-site testing: teams go out to test the prototypes
- teams download upon their return

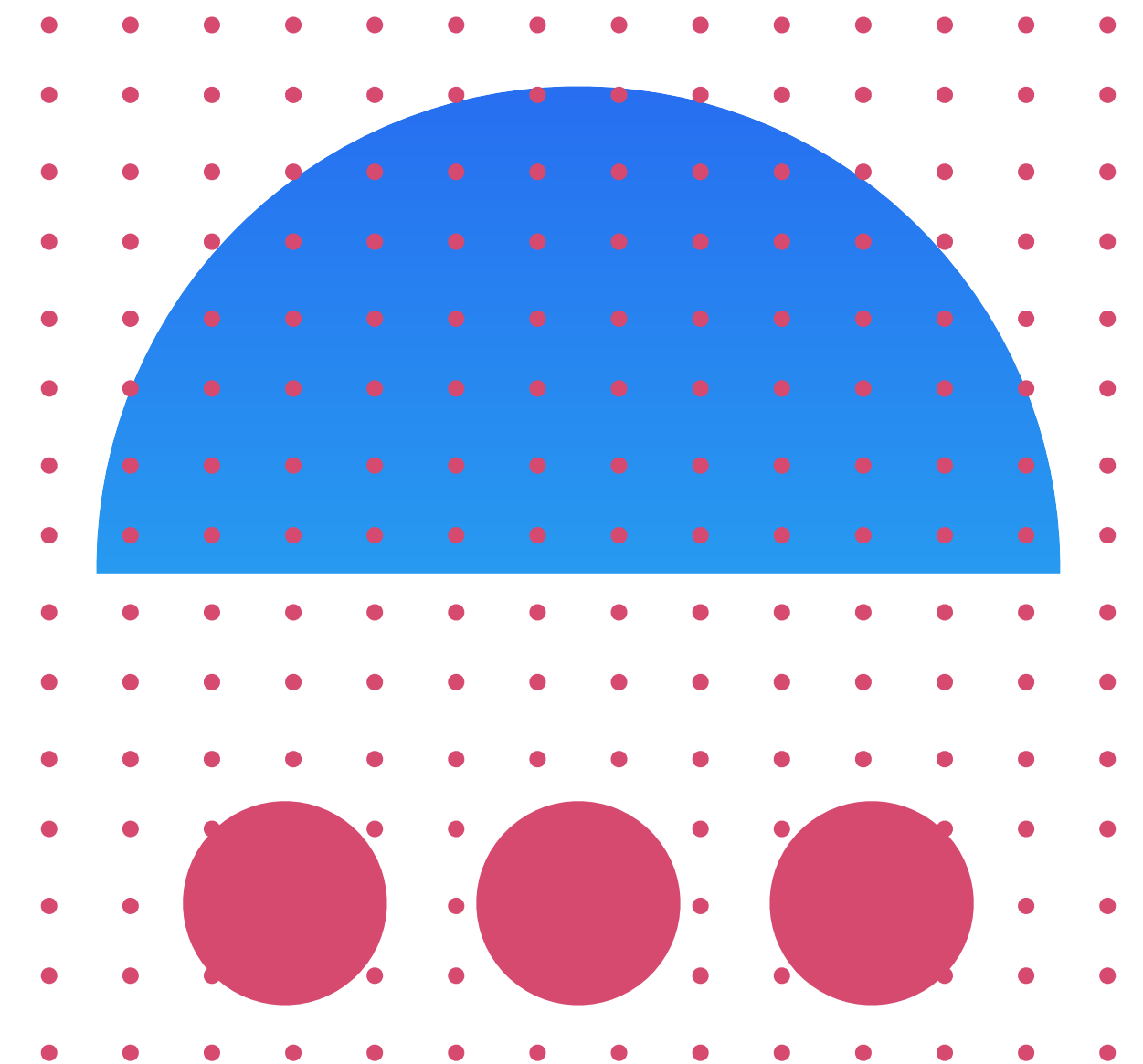
- generating roadmap for development, financing
- defining next steps
- present concepts/ aspects of the platform
- wrap up

What is Human-Centered Design?

Human-Centered Design (HCD, also known as ‘Design Thinking’) is an approach to innovation that uses tools derived from the design world, among them qualitative user research, rapid prototyping and user testing. Over the past 15 years, HCD has become a widely used approach for innovation challenges that require a creative leap to create a completely new solution, rather than an incremental improvement of an existing one.

What are its main benefits?

Because Human-Centered Design is rooted in an iterative learning process, teams can confidently tackle challenges that at first might seem daunting, with no obvious solution to jump to. HCD teams focus on developing an empathic understanding of the user/stakeholder experience and they make their ideas tangible quickly in rough prototypes. This lets them move swiftly and confidently from theory to implementation.





1. Research

Research is the basis for the human-centered innovation process.

The aim of doing research is to be inspired by people. It is important to take an empathic view to get to know different perspectives and the challenge at hand. For that, you need to adopt a mindset of openness and learning. The aim of this phase is to understand rituals, behaviours, fears and desires, as well as expressed and latent needs of potential users or stakeholders by seeing the world through their eyes.

Whenever you are with the users:

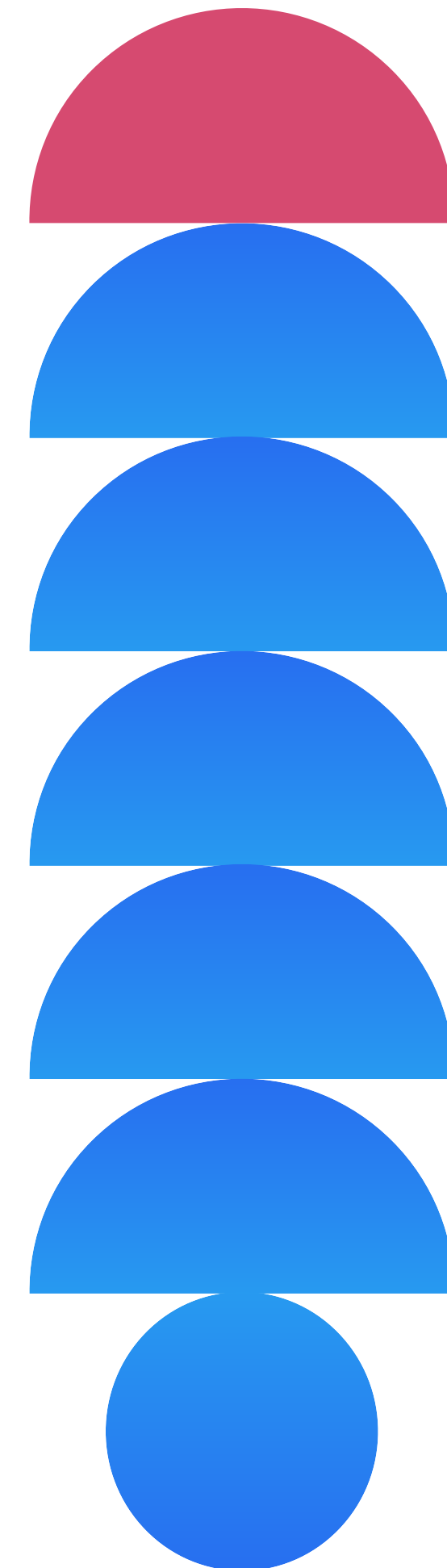
Think about what they are going through now and treat them as good as you would like to be treated. Thank them for their time and introduce yourself.

Give them the opportunity to ask questions in advance.

Clarify formal things in advance (e.g., Is it OK to take some photos for internal use? Is it OK to record an audio of the conversation?).

Don't use any clothes that may make you stand out or transmit a different status (the aim is to blend in).

It may not be obvious why someone who is already an expert in their area should go out to do research. Why should you go interview users and other stakeholders, who may have much less experience in using the product, service or system you are trying to develop? There are several good reasons to do user research...





1. Research

Develop user empathy

The first and foremost reason to research how users, community members, and other stakeholders interact with our services is that we need to learn how they perceive our offer. At the same time, they have backgrounds and experiences that are far removed from our own and we need to understand what exactly constitutes value for them and how we can best deliver it.

Live our values

Another reason is that we need to ensure that we are designing with – and not just for – our users, community members, and stakeholders. When designing new programs, services or products, we will make several implicit assumptions, based on our prejudices and background. We are also exerting power over communities by deciding how the service is going to be executed. Research is the most basic way to include others in the design process.

See with fresh eyes

In addition, we might not even be aware of how locked in our assumptions we are when thinking about how things 'ought to be'. When (re-)designing a certain aspect of our field of expertise, however, it is invaluable to look at it with fresh eyes and challenge our preconceptions. When looked at up close, things might be quite different after all. Be prepared to be surprised! Design research is a wonderful opportunity to learn new things about something that we thought we knew so well.

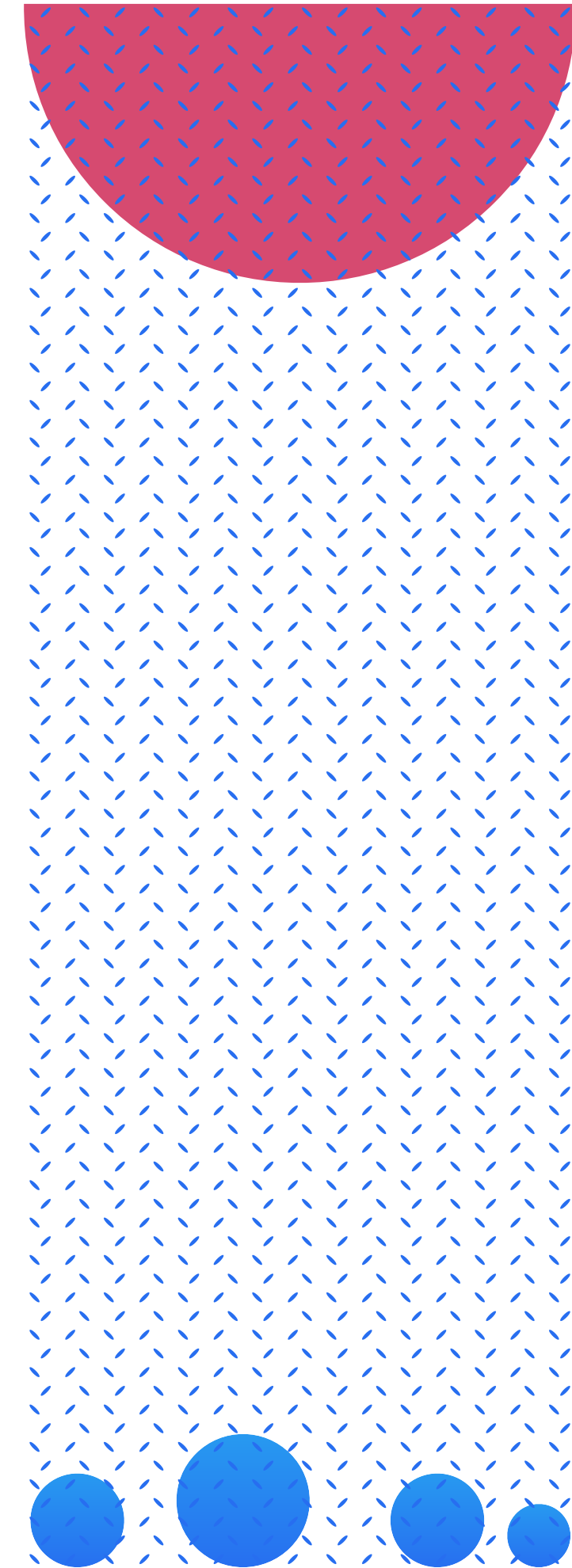




2. Synthesis

As a result of the Synthesis phase, we formulate hypotheses on innovation potentials. The importance of good framing and synthesis work is often underestimated. In fact, this phase is the pivotal point of a Design Thinking project.

During the Frame phase, we – figuratively speaking – transition from “looking back” to “looking forward”. In other words: from observing the real world to abstractly describing future possibilities. To do this, we have to generalise the insights from the research in a meaningful way by: First structuring, then prioritising and finally capturing them within a simple framework to make it communicable and actionable.





3. Ideate

When generating ideas, it is important to clearly separate two modes of thinking:

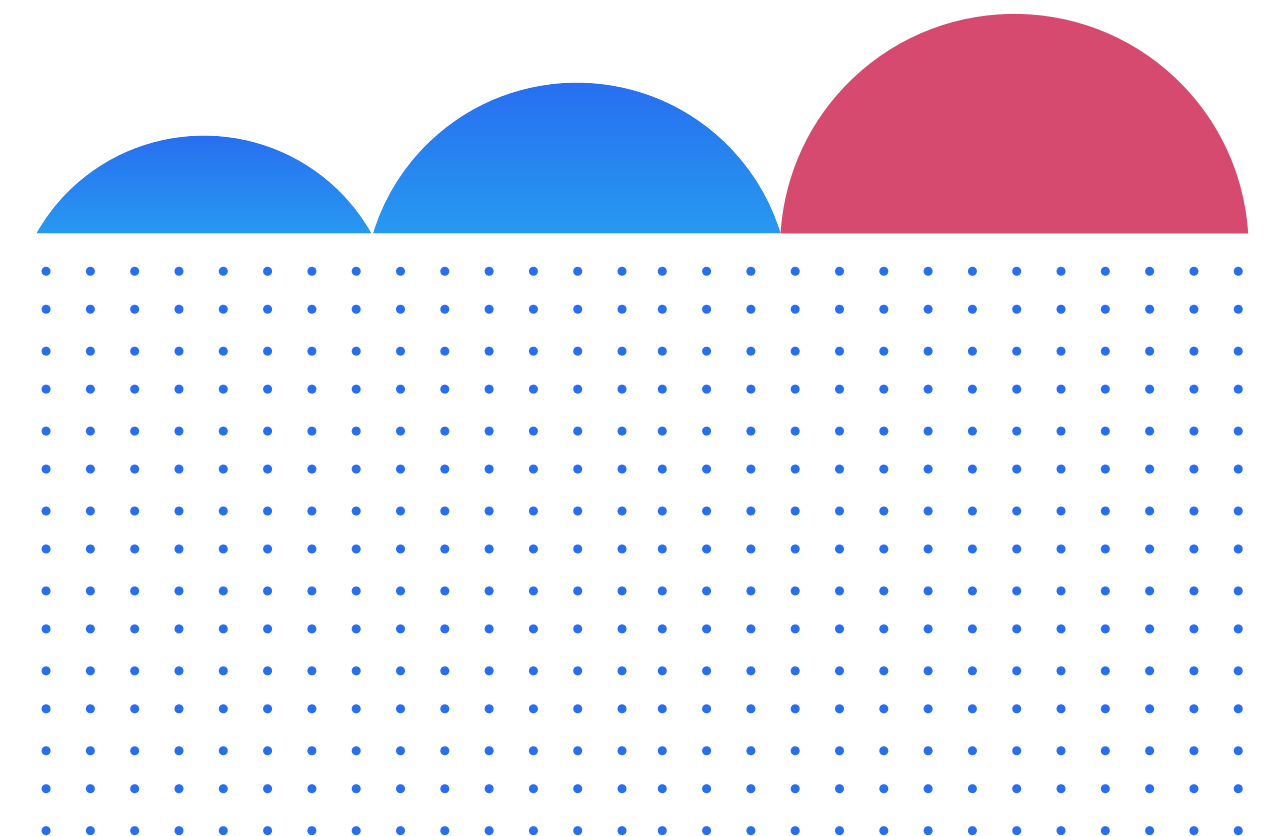
The **creative mode** (often referred to simply as 'brainstorming'), which is about letting the mind wander freely, producing as many potentially crazy ideas as possible

The **analytic mode**, which involves the evaluation and selection of the best ideas

Ideally, the synthesis phase should result in strategic areas of opportunity. A subsequent phase of Idea generation marks the point in the project where we return from abstraction and move on to developing concrete ideas.

First of all, we want to generate as many creative ideas as possible, which is why we deliberately refrain from an evaluation for the time being. As soon as a team member starts to question ideas in a creative session, he or she destroys all creativity immediately.

That doesn't mean that the evaluation is not important - on the contrary. In a second, subsequent (!) step, it is essential to screen out the best idea and link it intelligently with others.





4. Prototype

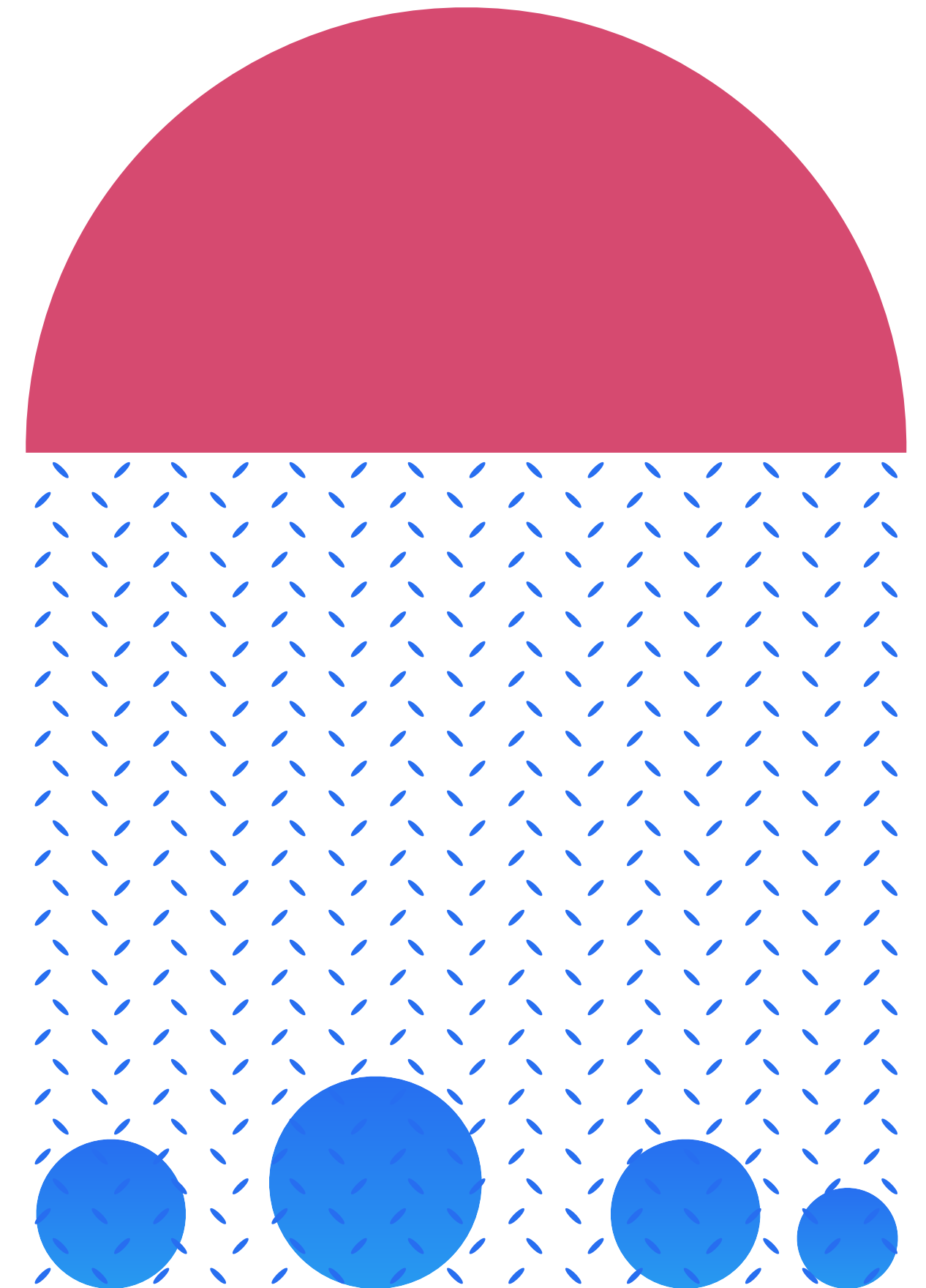
The aim of this phase is to visualize ideas or concepts using simple methods and to make them tangible. This allows early identification of potential hurdles in the process.

A prototype should be detailed enough for the core question to be answered by a user. Prototypes that are too sophisticated are often counterproductive: they can lead to feedback being given at the wrong level - much too detailed - even though the basic issues still need to be clarified. There is also the risk that your team will 'fall in love' prematurely with a prototype, which they have invested a lot of time and emotion into. This might cause them to lose their objectivity.

Remember what you are trying to achieve with your prototype.

When creating it: less talk, more action.

Avoid spending more time than needed refining it - many changes will inevitably come.





5. Test

Now that we have our idea communicated in the form of a prototype, we need to put it to test - ask users, experts and stakeholders what they think of it. Get them to use the prototype as they would in real life, as much as possible.

Mind that the prototype is still going to be full of naive ideas, false pre-conceptions and lack of understanding, despite our best efforts. The aim here is to refine your prototype and learn about your solution and your user.

Important:

Stay open! This is not the end-phase: you can still learn a lot from the user and iterate on the process.

Reach out to our target users and speak to them, however inconvenient it may feel.

Gather a diverse range of honest feedback.

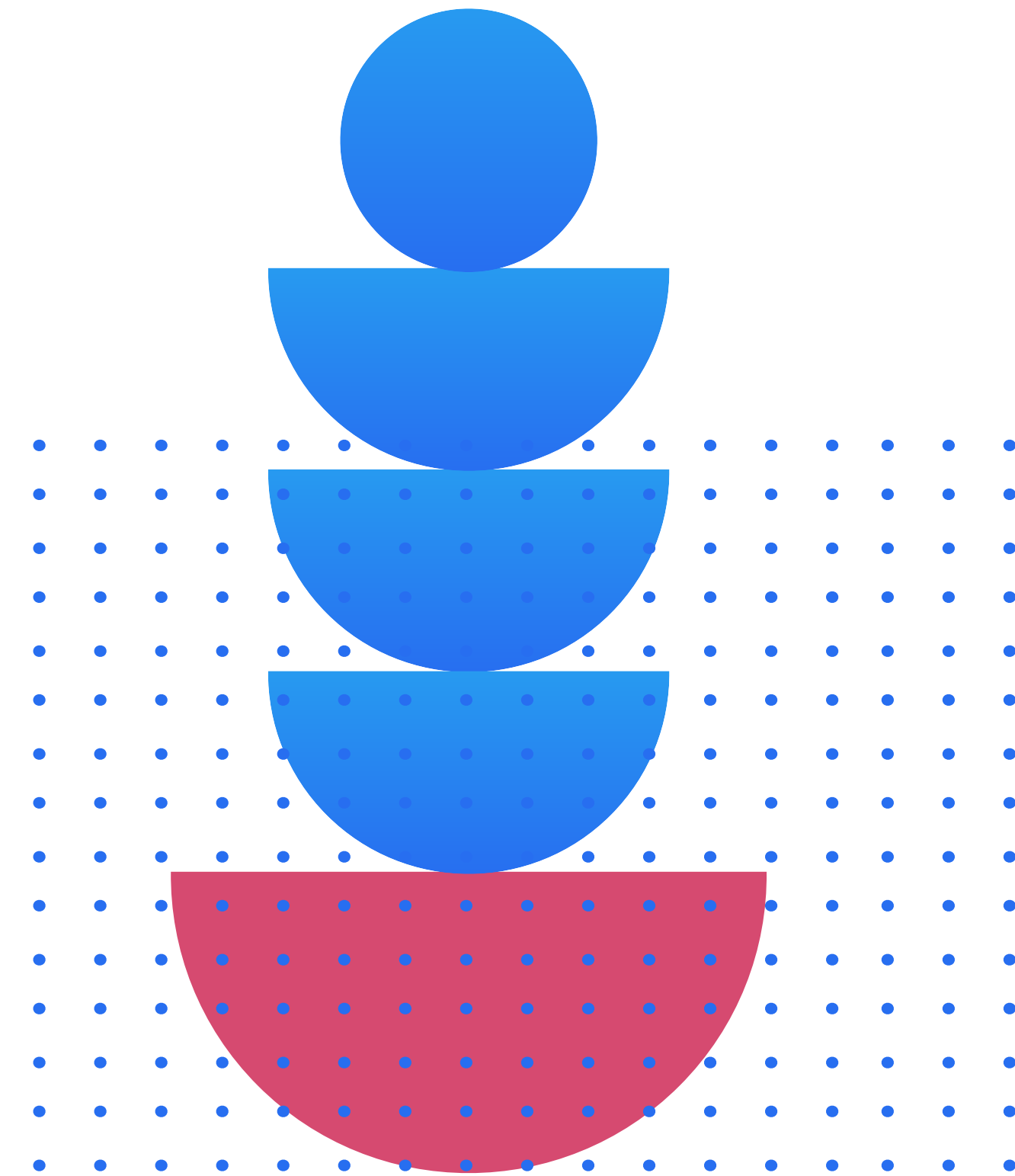
Present your prototype neutrally – don't defend or try to change it unless the users have misunderstood it.

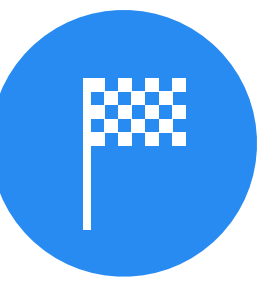
Questions users more deeply to understand their reactions.

After testing:

Analyze which of your previous assumptions have been confirmed and which ones disapproved.

Define how to improve on your concept based on the feedback.





6. Iterate

By iterating again and again, you will get closer to the greatest impact. How could you tweak your solution in order to make it better, even if it is just a tiny bit?

Testing your solution in the real world, you will show what could be better and how to make it so.

