

HUMAN- CENTERED DESIGN

**DEVELOPING MARKETS AND CHANGING
BEHAVIORS**



WHAT IS THE “ESSENCE” OF HCD?

Not just a research and design methodology, but more of an
“**attitude**,” a kind of “**culture**” of the organization – “**how we do
things here**”

USER-CENTRIC

Engages all stakeholders at every step of the process



“ITERATIVE”

Hear

Create

Deliver



Rapid prototyping:

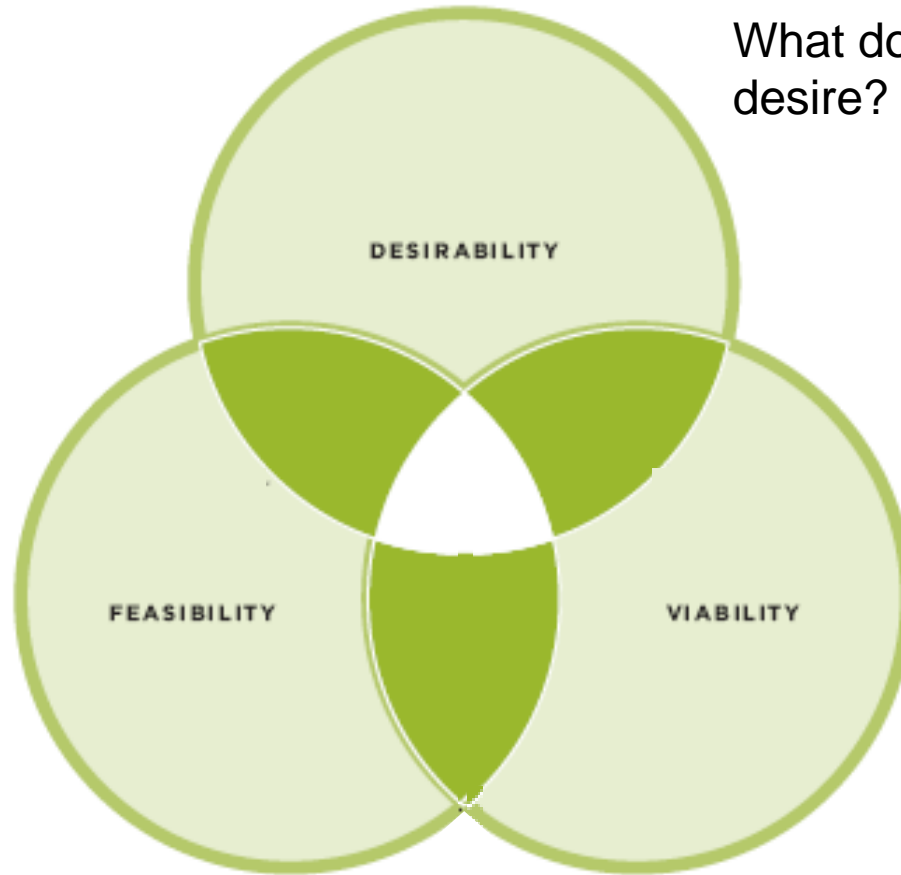
Fail early, fail fast, fail often

WHAT HCD IS AND IS NOT

COMMON MISCONCEP TIONS

HCD VS. ENGINEERING

What is
technically and
organizationally
feasible?



What do people
desire?

What can be
financially
viable?

HCD VS. TRADITIONAL QUALITATIVE RESEARCH

	Traditional Qualitative Market Research	HCD
Goal	Obtain Information: describe what the majority of people do and think.	Transform information into ideas.

HCD VS. TRADITIONAL QUALITATIVE RESEARCH

Traditional Qualitative Market Research	HCD
<p>Focus Identify the major common behavioral patterns of the majority. Ex. Orders are canceled</p>	<p>Additionally, look for "unique" individuals who are doing "unique" activities, and can be a source of inspiration. Ex. Deposits</p>

HCD VS. TRADITIONAL QUALITATIVE RESEARCH

Traditional Qualitative Market Research

Roles Investigation + Implementation roles are separated between the market researcher and the implementer (manager, strategist, designer...) This allows for **efficiency**.

HCD

Investigation + Implementation roles are blurred. New ideas require **creativity**, which requires intuition and direct exposure to the context where those ideas will be adopted.

HCD VS. PRODUCT DESIGN:



Humble design – BUT –
Remarkable for the
customer AND the
producer

Design = not just
product – but the
business model.

LEARNINGS EMERGING OUT OF IDE'S HCD WORK

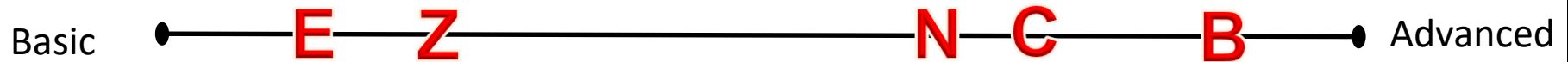
HCD IN ACTION

DEMAND

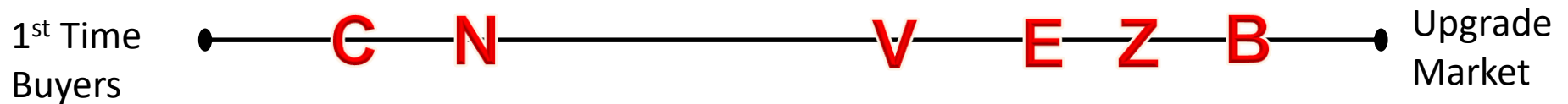
Level of Awareness about Sanitation



Sophistication of Latrine Products



Type of Market



SUPPLY

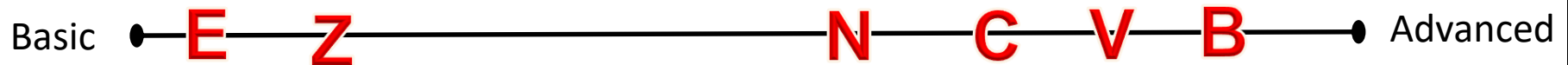
Maturity of the Sanitation Supply Chain



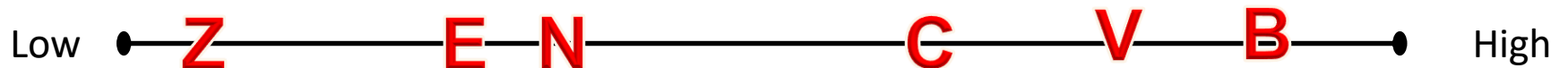
Development of Manufacturing Base



Sophistication of Latrine Products



Maturity of MFI Sector



BUSINESS MODELS

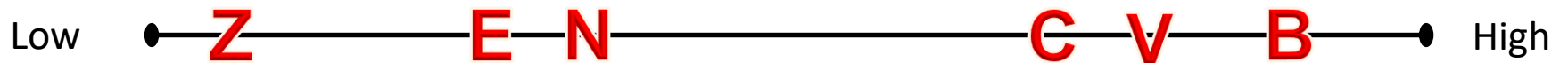
Complexity of the Business Model



Sophistication of Manufacturing Base



Maturity of MFI Sector



Stage of iDE Sanitation Project

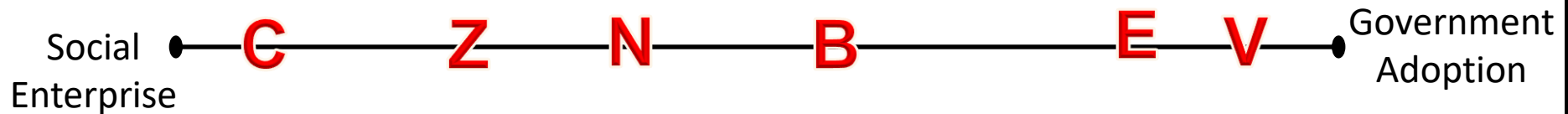


GOVERNMENT & EXIT STRATEGY

Level of Engagement with the Government



Likely Exit Strategy



M4P

MARKETS ARE CONSTANTLY CHANGING. HCD PROCESS DOESN'T

