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Co-design for Ideation

Techniques to encourage thinking out of the box

FHI 360

Emily Namey

Anna Lawton

Rachel Lenzi

Stephanie Bogdewic

Heather Vahdat

Overview

- Introductions
- What is HCD?
 - What is ideation?
- Ideation techniques
 - Role playing
 - Journey mapping
 - Personification
 - Headlines of the Future
- Discussion
- Take-aways

Who we are

Cultural Health
Sociomedical
Design Ethnology Program
Sociocultural Psychology
Promotion Affairs Studies Maternal
International
Zoology Monitoring Evaluation
Child Applied
Anthropology Sciences Analysis

Who we are

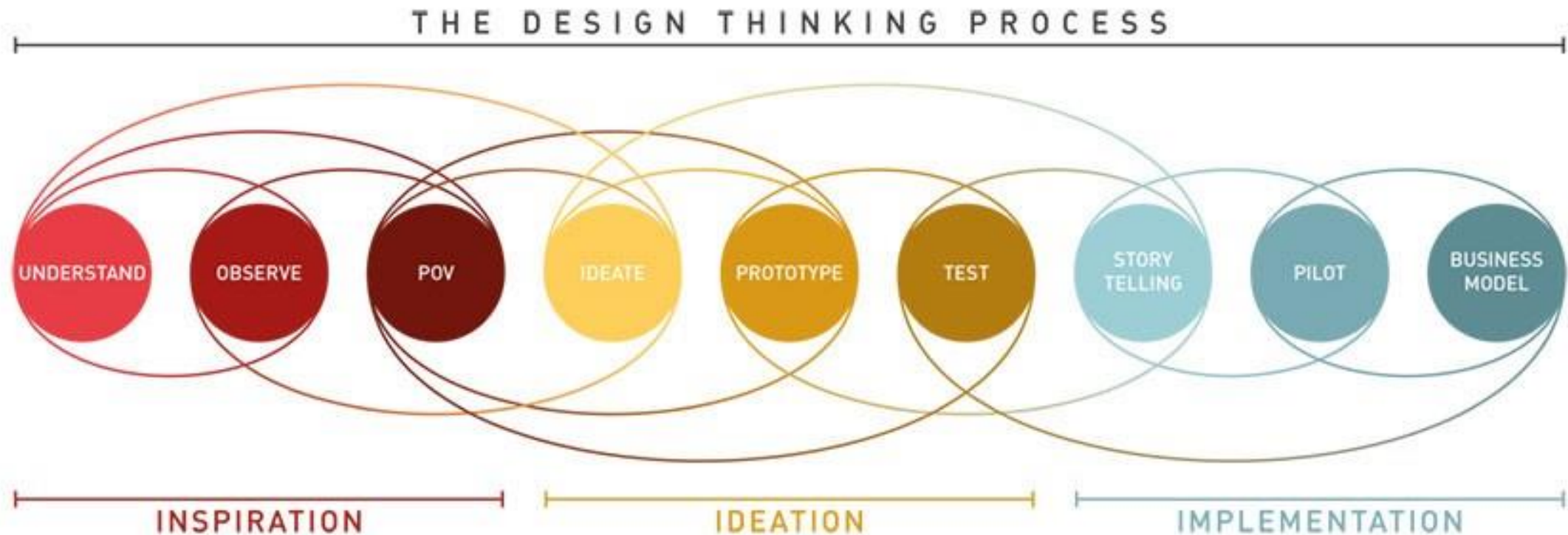
Traditional Qualitative SBR		Human-Centered Design Research
Generate information / theories about behaviors to inform design or intervention goals	Overall Objective	Arrive at new solutions based on immersive experience of end-user & context
Immersion by researchers often “behind the scenes” to reduce participant “reactivity”	Proximity to Field	Immersion by multidisciplinary research team in the field , allowing for immediate feedback
Audio-recordings and verbatim transcriptions preferred	Data Capture	Field notes and rich media assets preferred
Step-by-step “auditable” process, with emphasis on scientific rigor	Synthesis of Findings	Rapid and iterative review of data to generate creative insights
Text to convey the content with dissemination in peer-reviewed journals	Outputs & Dissemination	Rich media collateral and a toolkit of assets that facilitate empathetic ideation

Adapted from Tolley 2018

HCD and Ideation

*Human Centered Design is a **multi-stage, interactive, and iterative** process that prioritizes an individual's **lived experiences** and seeks to **identify solutions** to address **context-specific challenges**.*

HCD and Ideation



Source: <https://www.interaction-design.org/literature/article/design-thinking-a-quick-overview>

Ideation

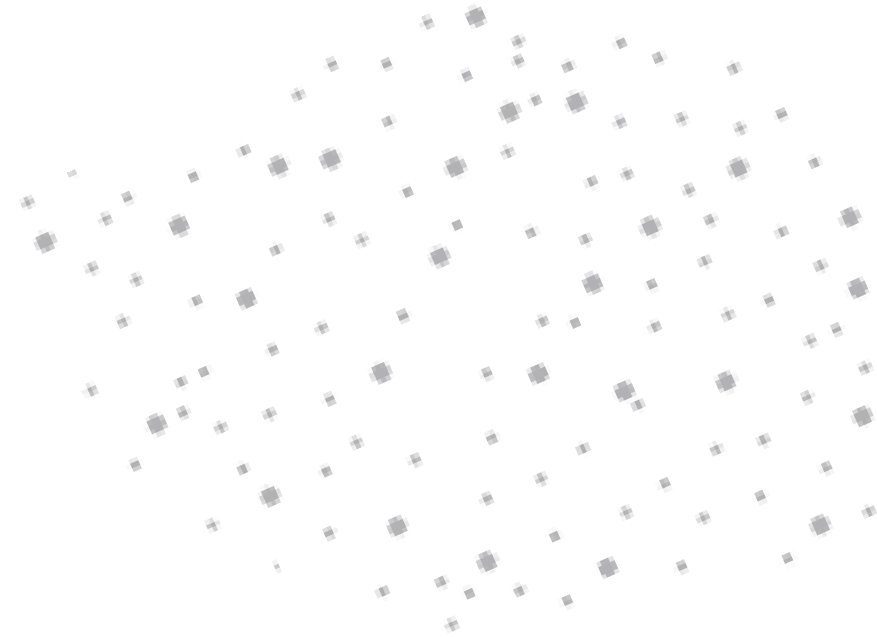
Idea generation

Projective techniques

- Questions or activities that have no obvious answer
- The answer is not obvious to the respondent, so they are required to *project* a truthful answer
- Can circumvent politically correct or socially desirable answers to reveal emotional drivers

Status	Belonging	Achievement	Recognition	Family Values
Power	Nurturing	Time	Love	Control
Fun	Adventure	Reinvention	Curiosity	Wish Fulfilment

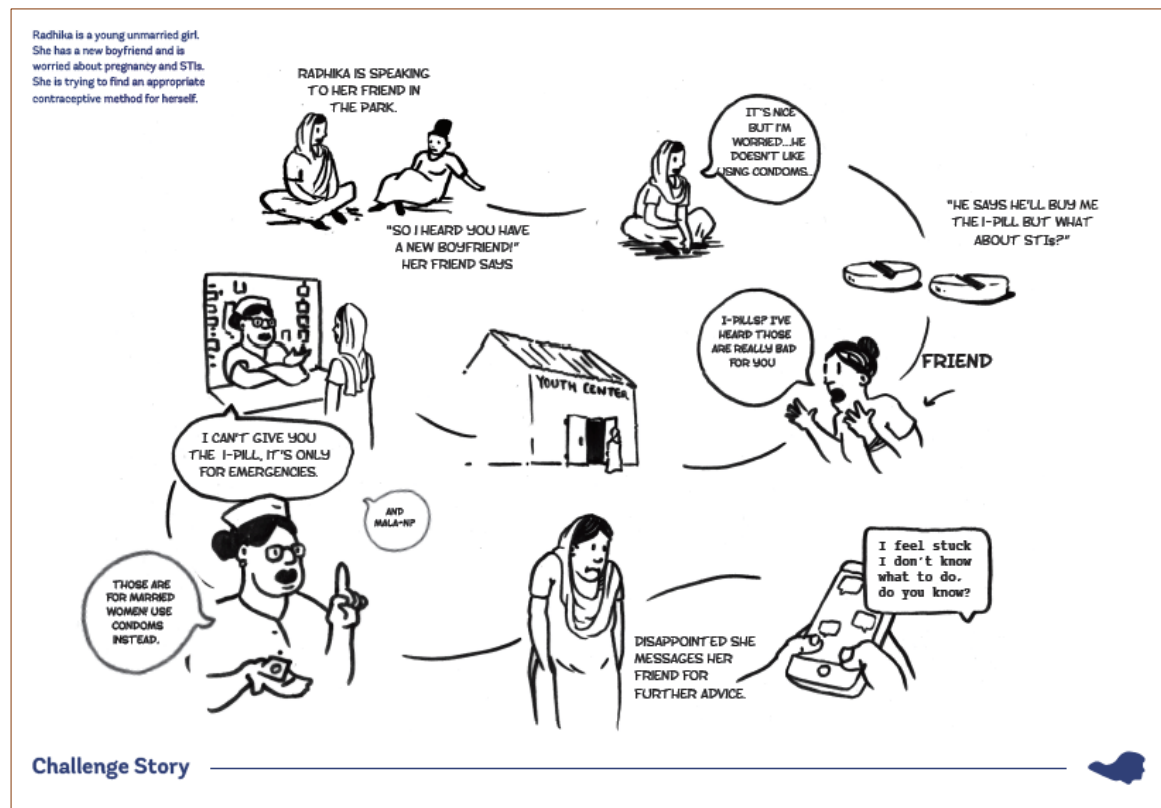
Role Play



Role Playing

- Uses personas and scenarios to direct participants to consider how a product or service would be received by people in different roles and situations to:
 - Explore an existing situation or product
 - Generate empathy by simulating an experience or situation
 - Verify concepts through trial and rapid, iterative prototyping
- SIMPLE + INEXPENSIVE

Role Playing



You are **Radhika**, a young girl who has recently started dating. While you know about a number of methods, you aren't sure which is the right one for you. Your boyfriend does not want to use condoms and suggests using emergency contraception instead. You are worried about STIs and decide to discuss this with a friend. She tells you about a method she read about on the Internet, but you aren't sure.



QUESTIONS

- Do you think my boyfriend will mind it?
- Who do you think could get it for me?
- Is it expensive? I don't want to ask my parents for money.
- Do you think it will affect my health?

Challenge Story

Challenge Story

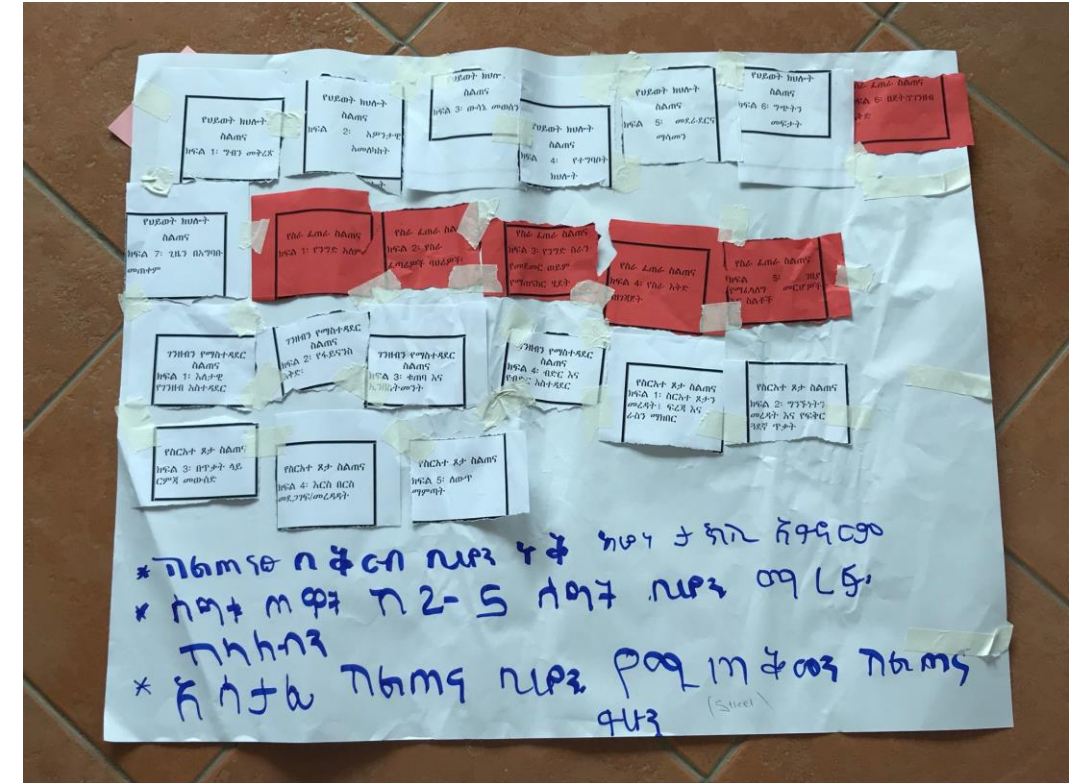
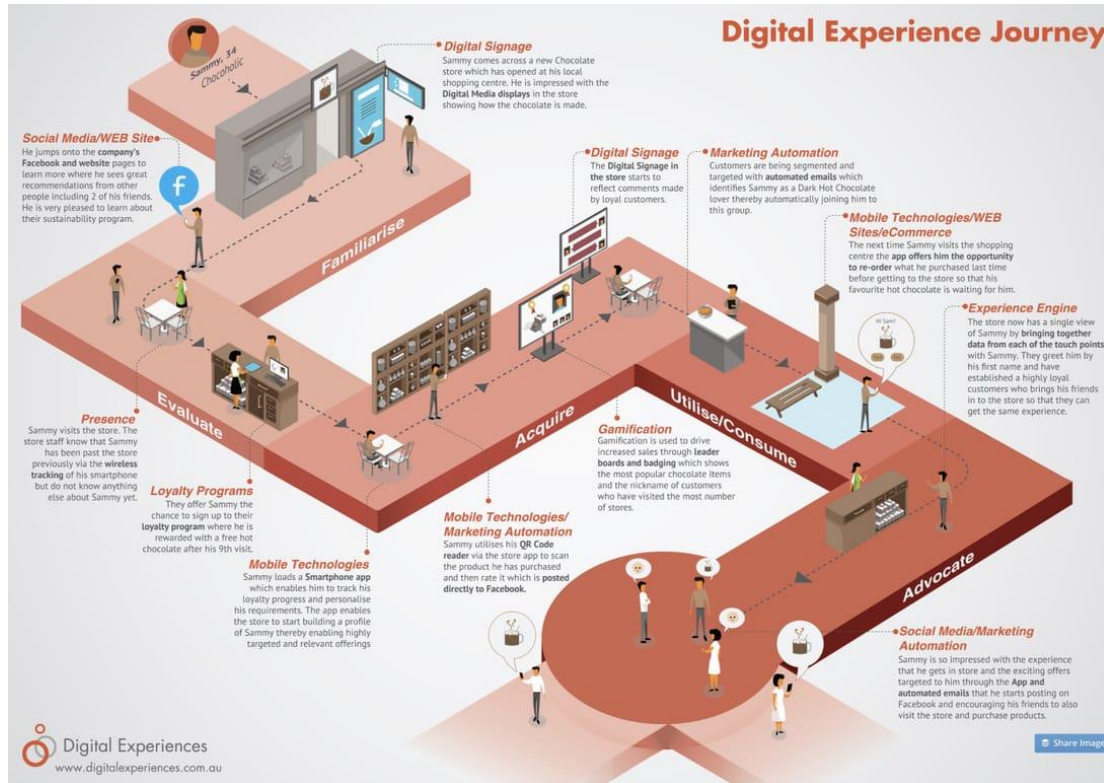
Journey Mapping



Journey Mapping

- Involves key stakeholders in an interactive, creative process to identify how an individual engages in a given *experience*.
 - Product, service, process
- Allows users an opportunity to determine key moments, including pain points, facilitators, and opportunities for improvement.
- Considering the arc of an individual's experience provides more opportunities for innovation to improve the experience.

Journey Mapping



Personification



Personification

- Associative technique
 - What do people associate with certain behaviors (or products, brands, etc....)
 - Uncover **stereotypes** or preconceived notions associated with certain behaviors or people who enact certain behaviors
- Picture sorting activity allows people to use visual markers as prompts

Personification



Future-building



Future building

- Imagine the headlines of tomorrow
 - Encourage people to get as “out there” as they can
 - Does not need to be limited to the specific topic area of interest
- To move beyond a mindset of only being able to “predict the future as a reflection of the past”
 - Stretches mindsets into a place that is beyond where previous experiences can build assumed narratives
 - Facilitates a rebound effect that allows participants to return to the task at hand with less focus on the limitations of current technologies

Future building



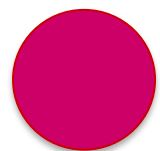
Activity time

- Orientation to the content area

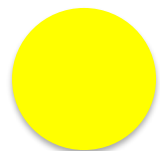


Activity time

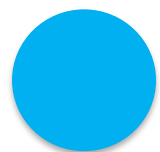
- Find your group



Role playing



Journey mapping



Personification

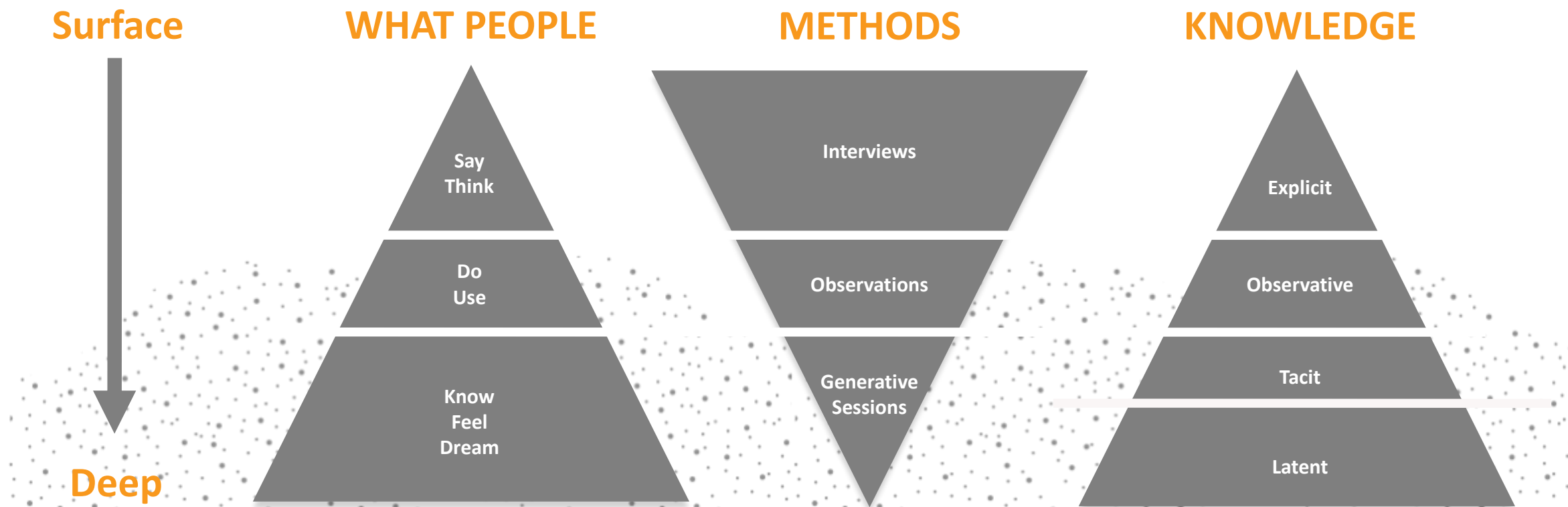


Future-building

Discussion - Potential Applications

- How did you find the experience?
- What feels useful?
- What ideas do you have for applying one or more of these methods/techniques?
 - What kinds of projects would this work for?

Take-aways



Questions & Open Discussion

Contact us

- Emily Namey, enamey@fhi360.org
- Anna Lawton, alawton@fhi360.org
- Rachel Lenzi, rlenzi@fhi360.org
- Stephanie Bogdewic, sbogdewic@fhi360.org
- Heather Vahdat, heather@malecontraceptive.org

Thank You