frog

Mobile 360 Africa | HCD Workshop

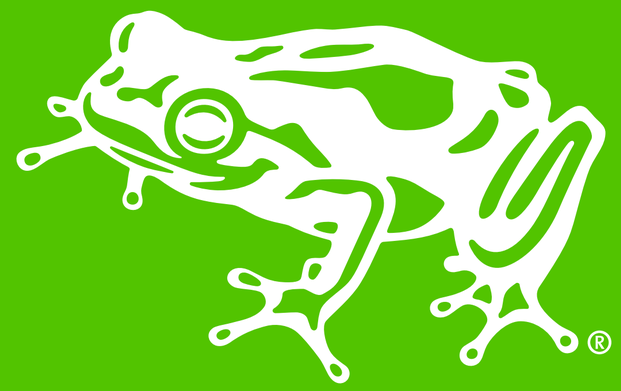
OCTOBER 2015

THE NEXT 90 MINUTES OR SO

INTRODUCTION TO FROG & USER-CENTERED DESIGN

IN-DEPTH CASE STUDY

UCD WORKSHOP



FROG IS A GLOBAL PRODUCT STRATEGY AND DESIGN FIRM

SERVICES

GROWTH STRATEGY

Tools and capabilities that help our clients capture value by identifying untapped opportunities in the market and converting them into meaningful strategies.

EXPERIENCE STRATEGY

Strategy and design that choreographs interactions between people and a brand's products and services over extended time.

PRODUCT AND SERVICE DESIGN

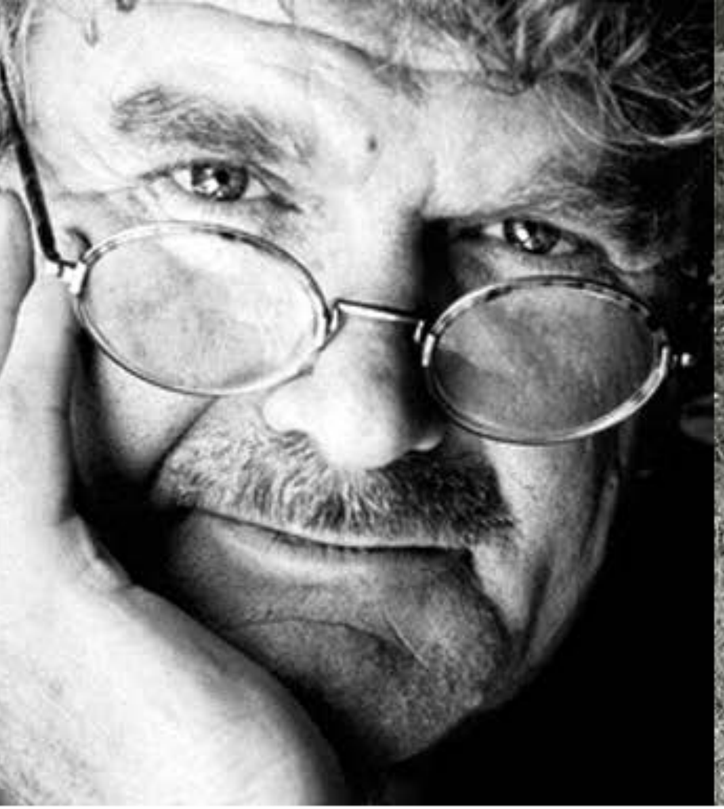
The concepting, planning and engineering of products and services that connect on a functional and emotional level.

PRODUCT REALIZATION

Helping our clients get their products to market quickly by supporting internal development and manufacturing processes.

A GLOBAL TEAM OF 600+ STRATEGISTS, RESEARCHERS, DESIGNERS, AND TECHNOLOGISTS



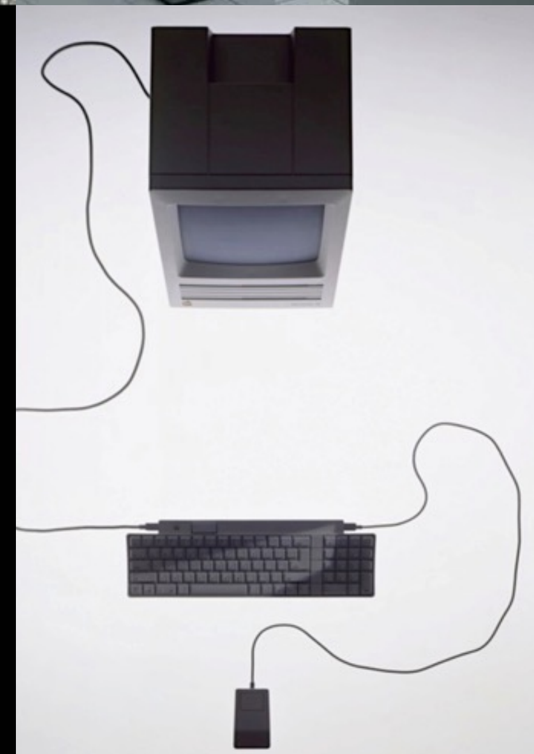




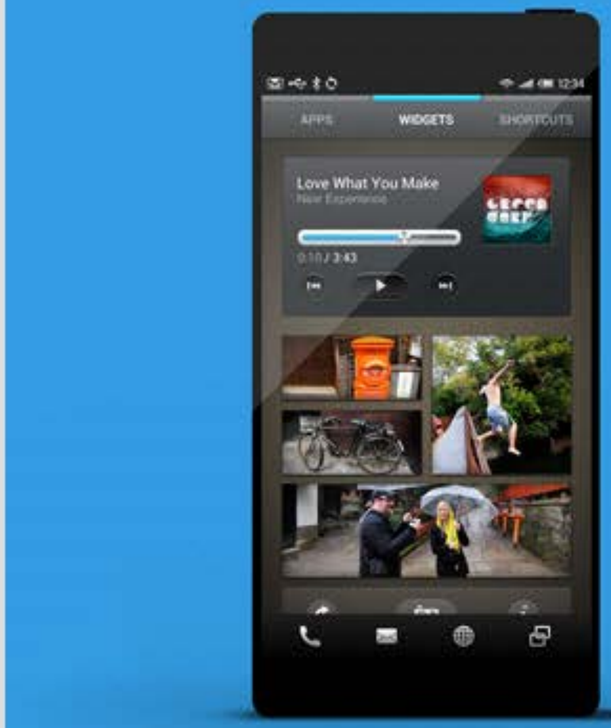



hello.


YAMAHA
YAMAHA




ecomagination
OLEDs Stretch the Limits of Light
ERNEST BECK
SHORT READS
Mexico Commits to Geothermal

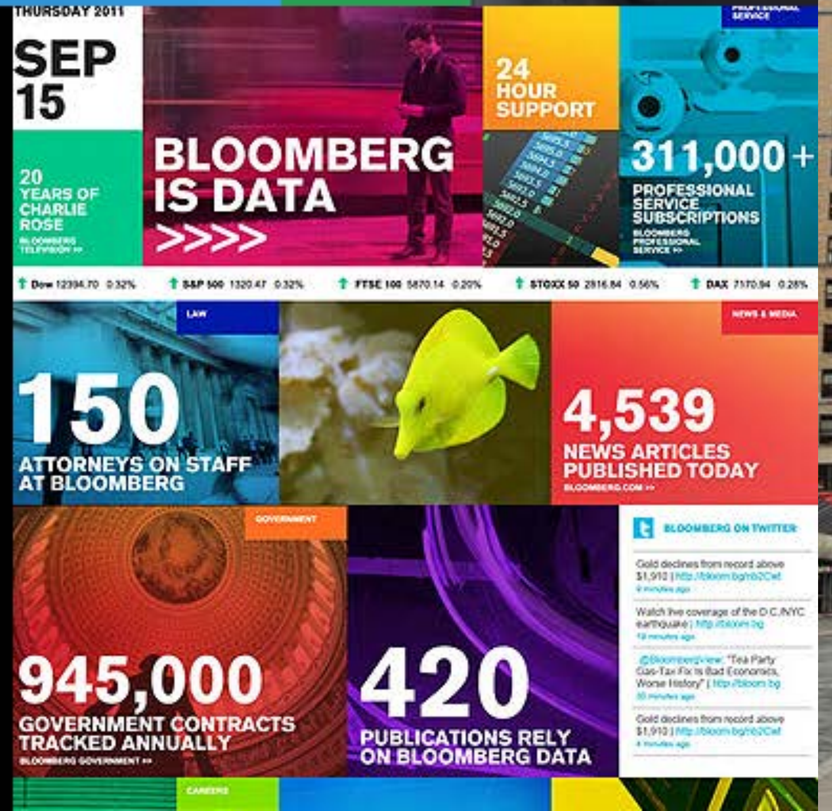

APPS
WIDGETS
SHORTCUTS
Love What You Make
0:10 / 3:43




9,365
5,433
Notifications
New Heat Map Application
James Meyers Shared a Saved Setup with You
Welcome to MyFleet
GT Output
Map of Sites


Boom


blink
Energy in black and white.
blink
blink


THURSDAY 2011
SEP 15
20 YEARS OF CHARLIE ROSE
BLOOMBERG IS DATA
24 HOUR SUPPORT
311,000+
PROFESSIONAL SERVICE SUBSCRIPTIONS
Dow 12394.70 0.32%
S&P 500 1320.47 0.32%
FTSE 100 5870.14 0.20%
STOXX 50 2816.84 0.56%
DAX 7170.94 0.28%
LAW
150
ATTORNEYS ON STAFF AT BLOOMBERG
NEWS & MEDIA
4,539
NEWS ARTICLES PUBLISHED TODAY
GOVERNMENT
945,000
GOVERNMENT CONTRACTS TRACKED ANNUALLY
420
PUBLICATIONS RELY ON BLOOMBERG DATA
BLOOMBERG ON TWITTER
CAREERS




NYC
How can I help?







EMERGENCY RESPONSE SIMULATION GAME

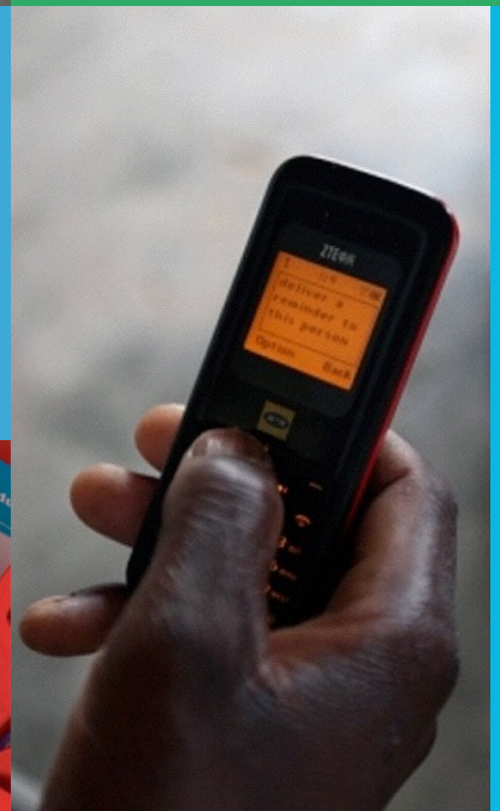
FACILITATOR MANUAL

unite for children

unicef









GSMA MOBILE FOR DEVELOPMENT mAGRI

2 YEARS+

6 COUNTRIES

GHANA, MALAWI, SRI LANKA, BANGLADESH, MYANMAR, PAKISTAN

mAGRICULTURE SERVICES

THE TURNING POINT : PROJECT MASILULEKE - 2009

WHAT IF SOME OF THESE COMPLEX ISSUES COULD BE MITIGATED BY IMPROVING THE HUMAN EXPERIENCE OF SYSTEMS & SOLUTIONS?

USER
SOCIAL
EXPERIENCE
DESIGN
SERVICE
STRATEGY
IMPACT

AT THE CENTER

HUMAN
SOCIAL
EXPERIENCE
DESIGN
SERVICE
STRATEGY
IMPACT

HUMAN
SOCIAL
EXPERIENCE
DESIGN
SERVICE
STRATEGY
IMPACT

HUMAN-CENTERED WHAT?


Safaricom 3G
6:08 PM
REQUESTING
George Padmore Road
Enter destination
Ring Rd Kilimani
Woodlands Rd
Wood Ave
Kindaruma Rd
Ngong Rd
Kabarnet Rd
Ojijo Ave
Tigoni Rd
HURLINGHAM ESTATE
George Padmore Road
Ngong Rd
Kabarnet Rd

MARCH 2007



JUNE 2007



THEN JUNE CAME...

THEY FOCUS RELENTLESSLY ON THE USER EXPERIENCE

HUMAN-CENTERED DESIGN IS AN INNOVATION PROCESS IN WHICH END-USER NEEDS, ASPIRATIONS, AND CONTEXT ARE GIVEN EXTENSIVE ATTENTION AT EACH STAGE OF THE PRODUCT DEVELOPMENT PROCESS.

“Developing a deep, empathic understanding of users’ unarticulated needs can challenge industry assumptions and push innovation beyond producing the same thing, only better.”

— HARVARD BUSINESS REVIEW, 1997

BUILDING EMPATHY: ACCOUNTING FOR PEOPLE'S NEEDS, ASPIRATIONS AND CONTEXT

WHAT PEOPLE SAY THEY DO, WHAT THEY ACTUALLY DO... AND WHY THEY DO IT

mTRAC VHT SMS REPORTING WORKSHEET AND GUIDE

Worksheet

SMS No. 1 - Cases this Week

[Cases this Week] DOC	Total Cases for Under 5s	Malaria Cases	Red MUAC	Referred Cases	Newborns seen within 24 hours.
Total	27	7	2	9	3

SMS No. 2 – Current Drug Stock

[Number of Doses] MED	ACT Blue	ACT Yellow	Amoxicillin Red	Amoxicillin Green
Total	7	12	9	6

NOTE:

1. Please send your SMS Reports every **FRIDAY** for the previous week.
2. If you send an incorrectly typed SMS report, the system will send you an **error message** instantly and ask you to resend the correct SMS , mTrac system will use the most recent one.
3. If the report for the prior week is not sent by end of Sunday, DO NOT send by SMS.

Examples

[Cases this Week] DOC	Total Cases for Under 5s	Malaria Cases	Red MUAC	Referred Cases	Newborns seen within 24 hours.
Total	27	7	2	9	3

Code of your SMS

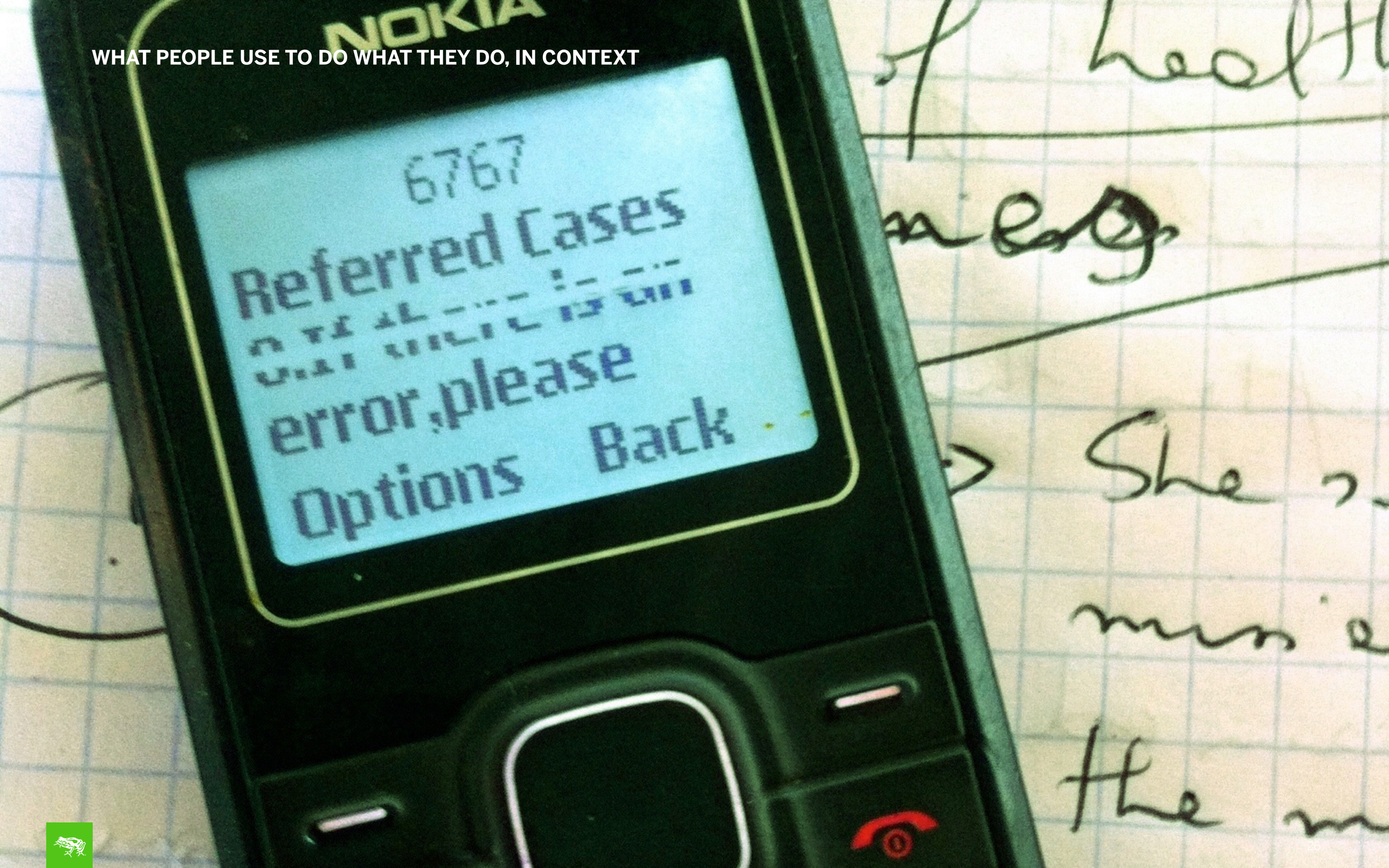
DOC.27.7.2.9.3

Between each number should be a full stop '.'

[Number of Doses] MED	ACT Blue	ACT Yellow	Amoxicillin Red	Amoxicillin Green
Total	7	12	9	6

Code of your SMS

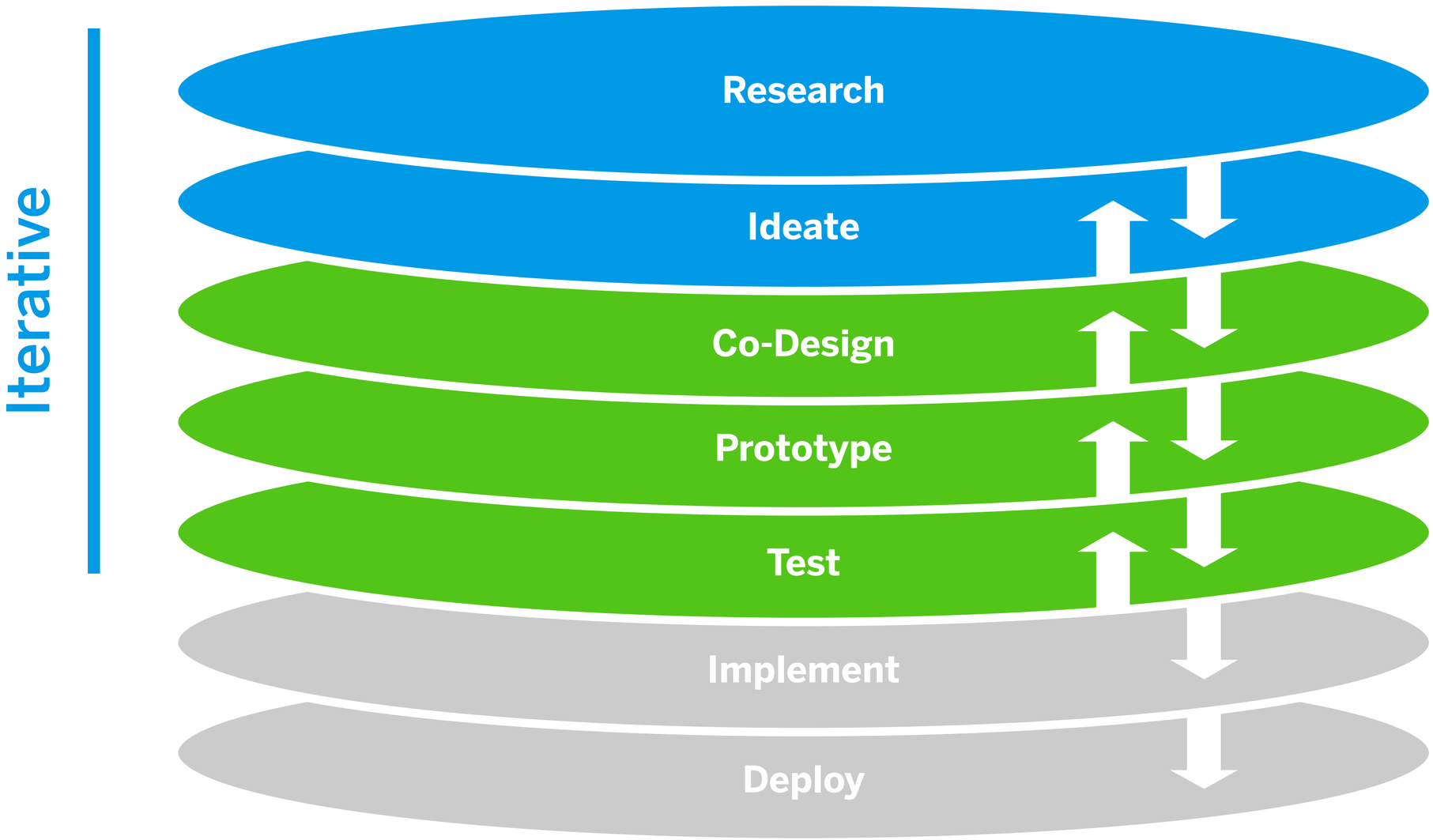
MED.7.12.9.6


NOKIA
6767
Referred Cases
error,please
Options
Back

FROG'S HUMAN-CENTERED DESIGN PROCESS

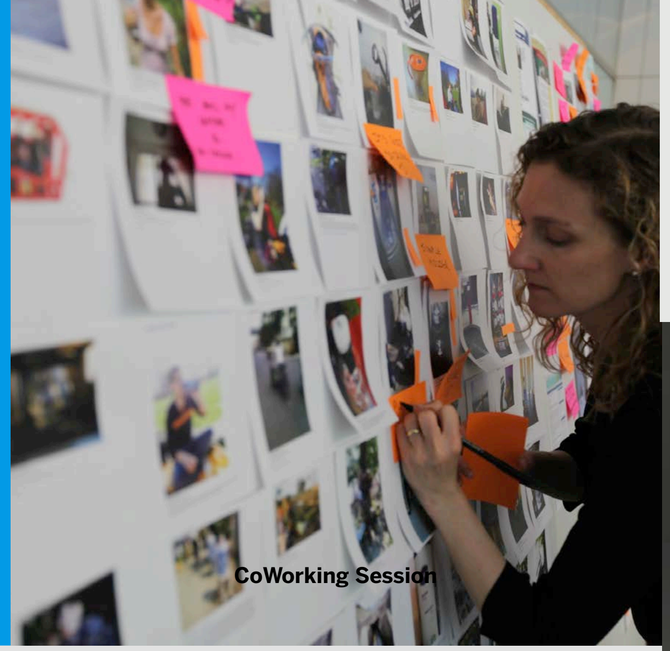
INSIGHTS & EMPATHY
MODELING & IDEATING
PROTOTYPING & TESTING

HUMAN CENTERED DESIGN AT A GLANCE



INSIGHTS AND EMPATHY

UNDERSTAND YOUR CUSTOMERS' EXPECTATIONS, ASPIRATIONS, DREAMS AND FEARS

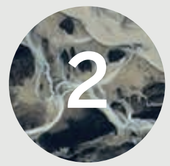


CoWorking Session



1

PUTTING THE CONTENT AT THE CORE OF THE EXPERIENCE



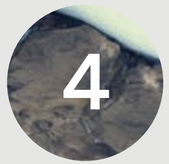
2

BUILDING A RELATIONSHIP OF TRUST & TRANSPARENCY



3

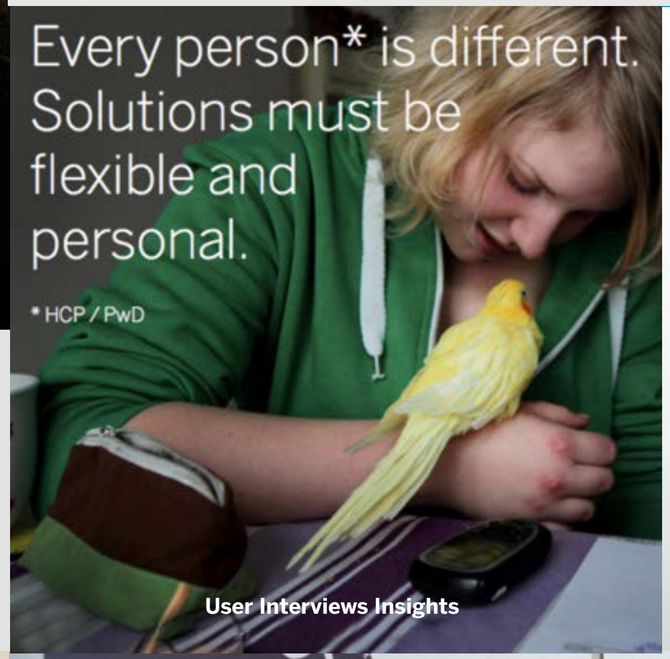
A CONTINUED PURSUIT TO SURPRISE & DELIGHT



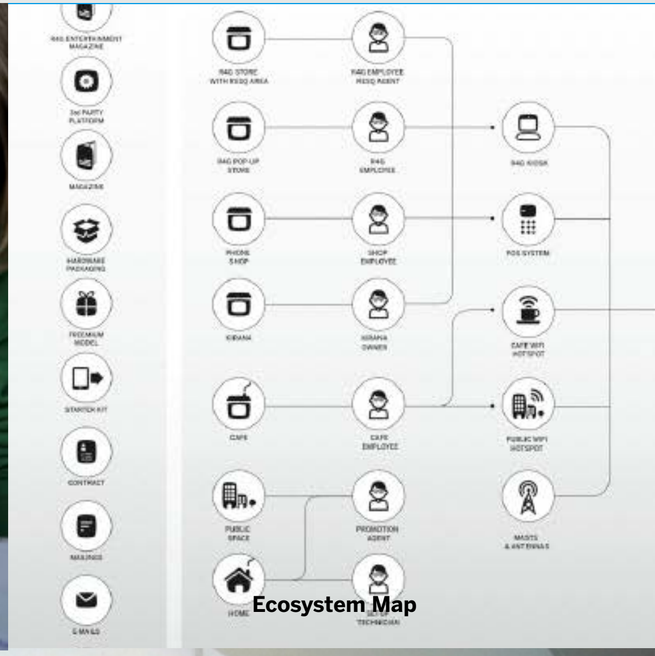
4

ARCHITECTURAL COHERENCY THROUGHOUT THE JOURNEY

Experience Principles



User Interviews Insights



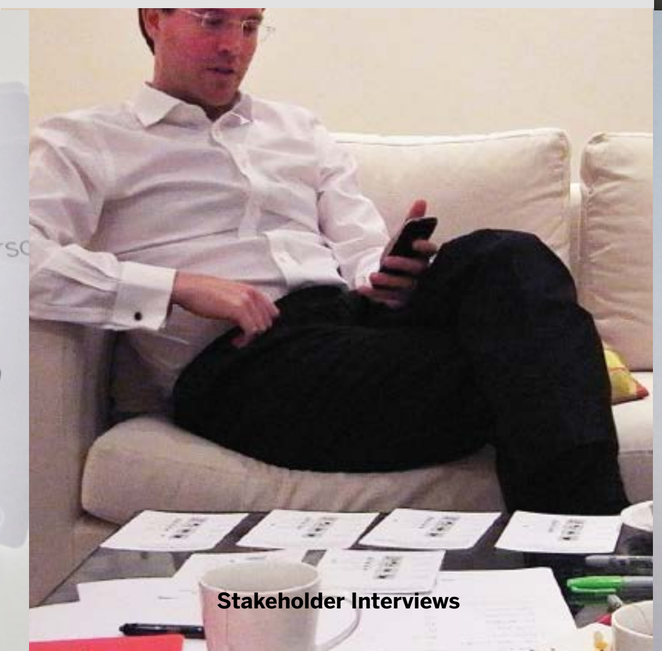
Ecosystem Map



Competitive Audit



Success Criteria



Stakeholder Interviews



Human Archetypes

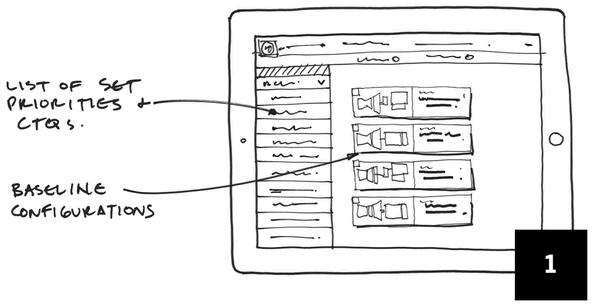
MODELING AND IDEATING

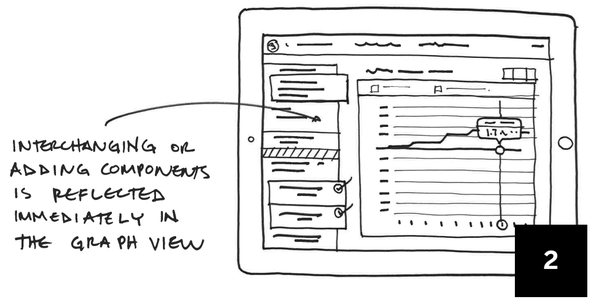
CREATE MODELS OF HOW THE IDEAL EXPERIENCE WILL UNFOLD OVER TIME FOR YOUR CUSTOMERS

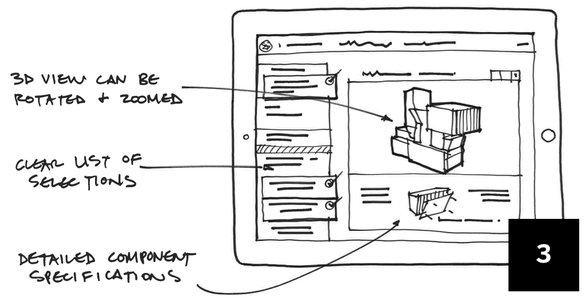


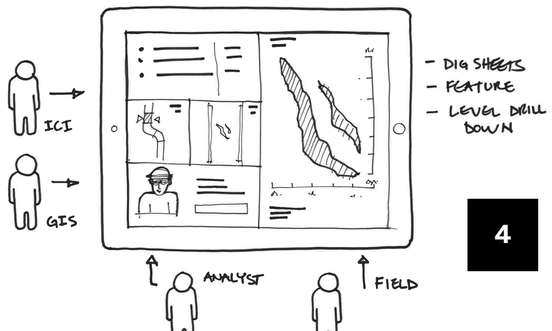
Experience Roadmap

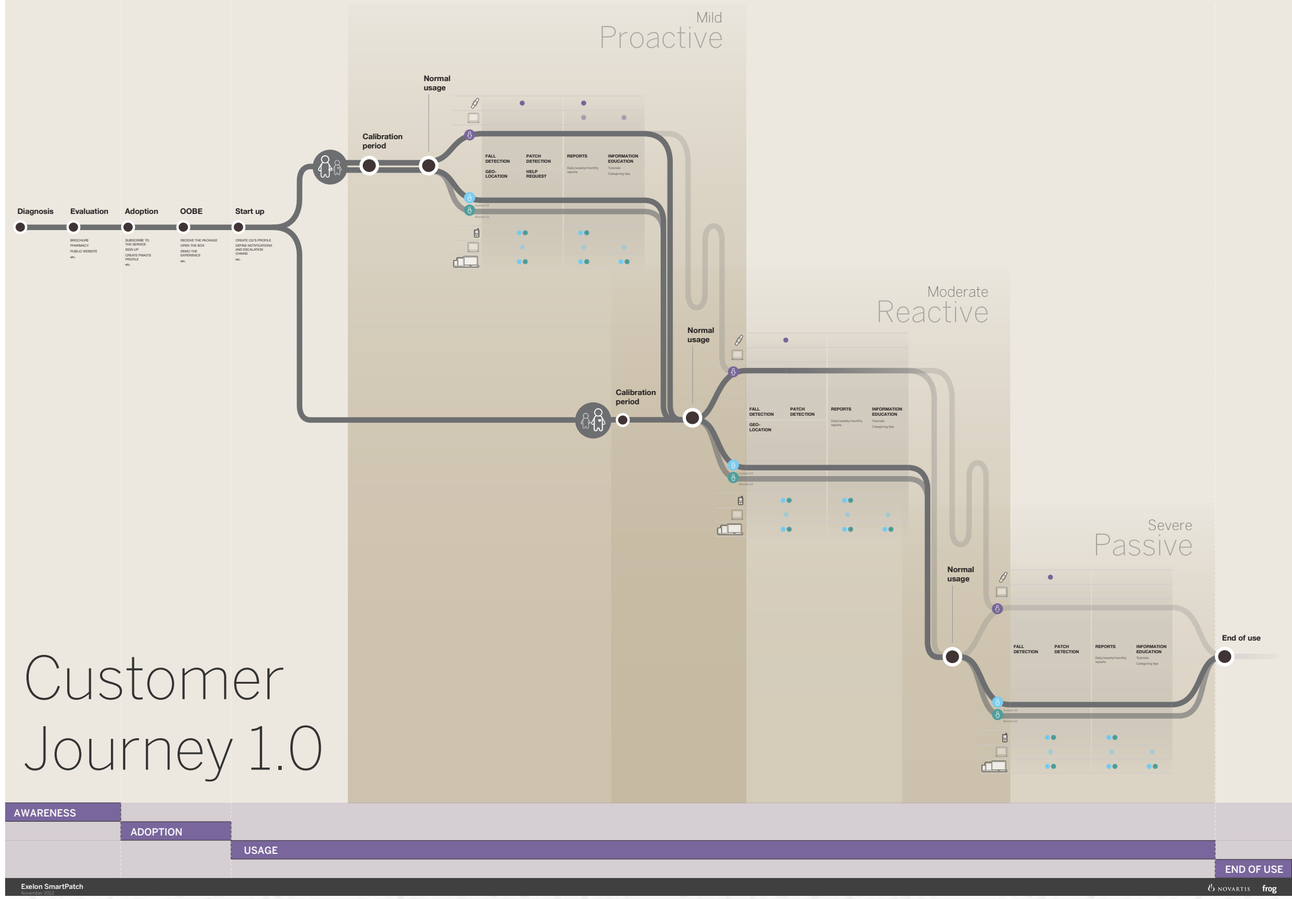
Experience Scenarios

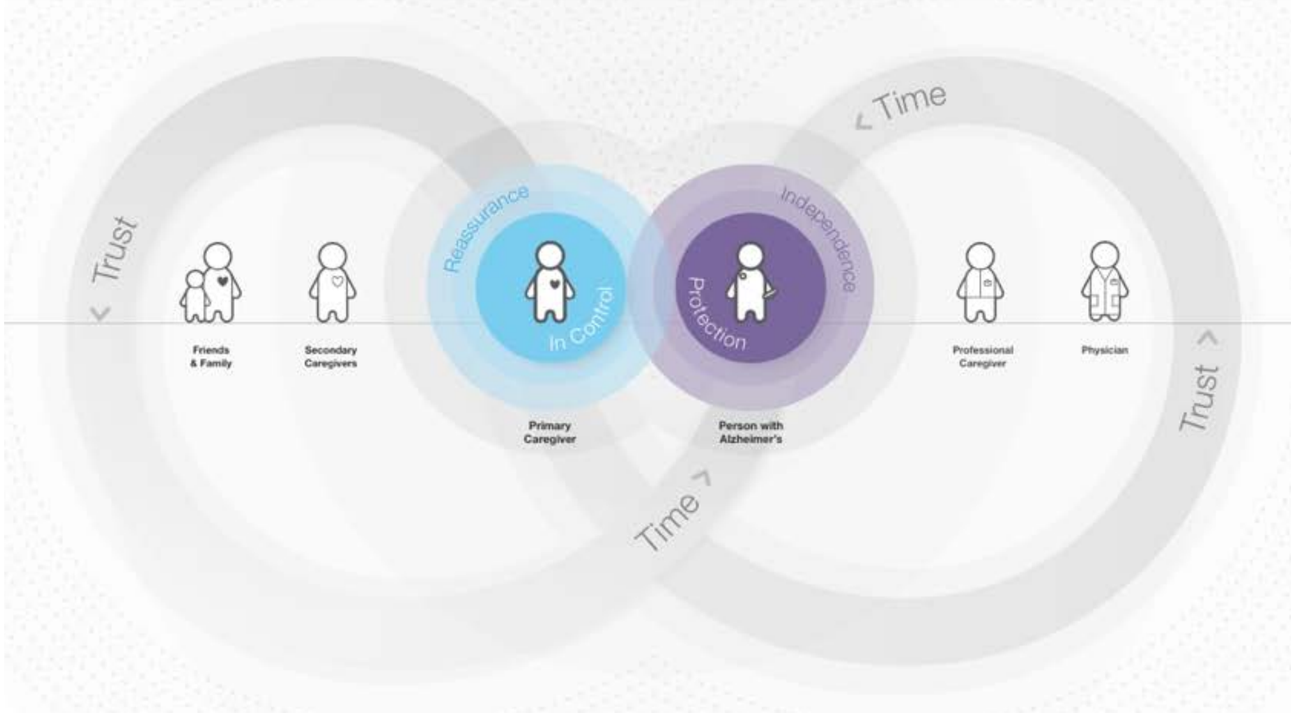






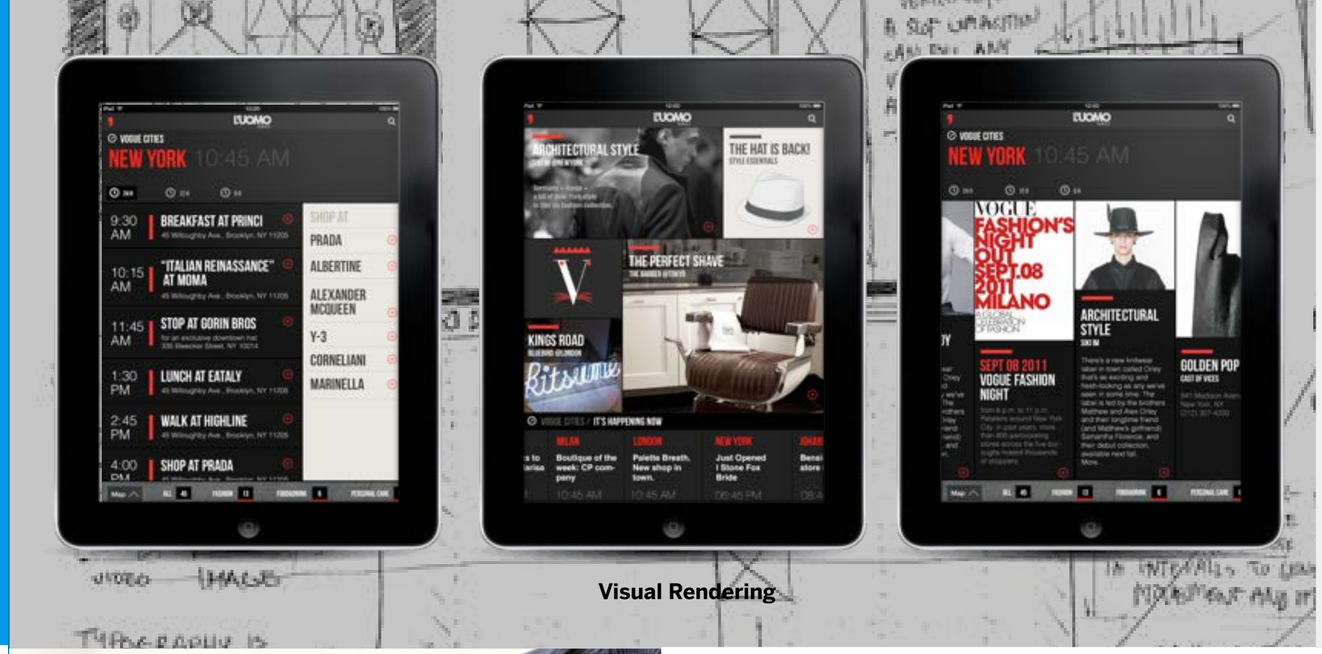




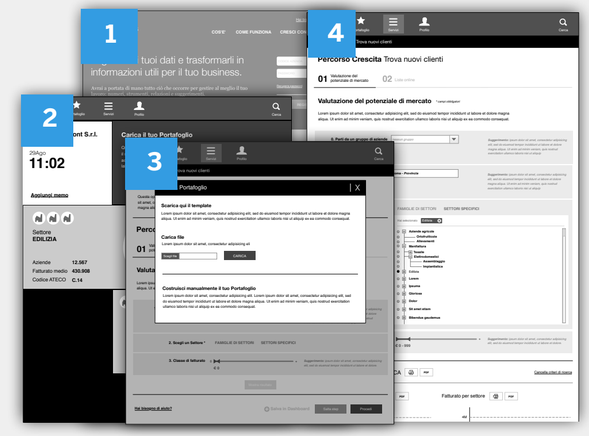


PROTOTYPING AND TESTING

RAPIDLY ITERATE THROUGH INCREASINGLY HIGHER-FIDELITY SIMULATIONS OF THE DESIRED EXPERIENCE



Visual Rendering



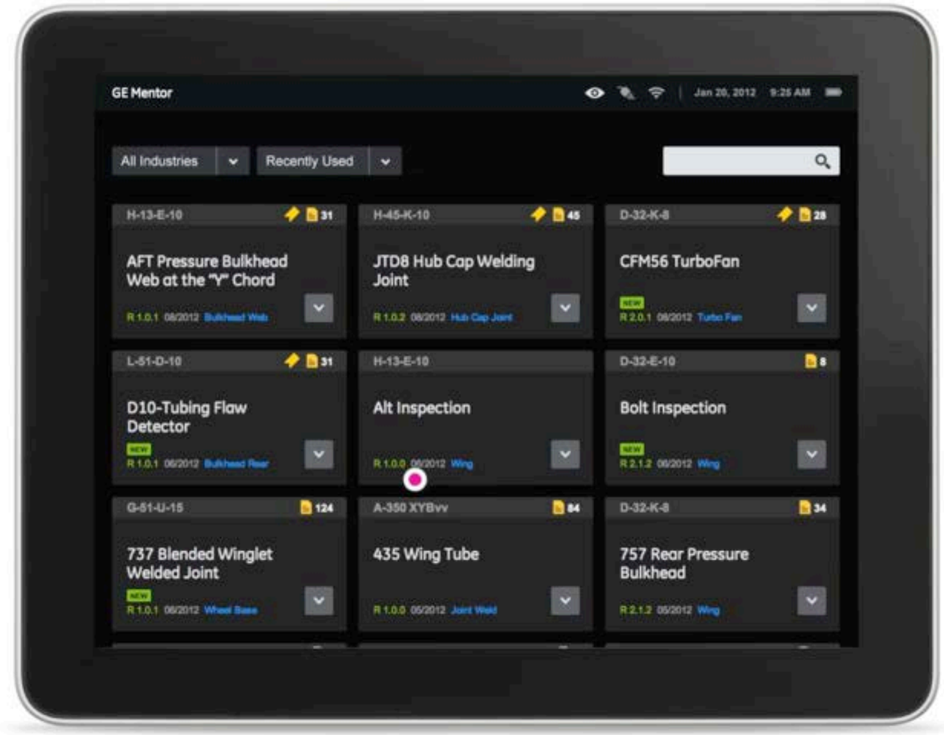
Wireframes of Key Flows



Design Consolidation



HTML Simulation



User Interface Simulation

Guidelines



+

BTNP & CGAP
FINANCIAL SERVICES FOR THE UNBANKED IN INDONESIA

Employed a highly participatory research process, with a heavy emphasis on systems analysis and business viability to generated innovative concepts encompassing the entire customer journey, from acquisition to retention.



PROTOTYPING



FINAL PRODUCT









+

UBS
MOBILE SERVICES INNOVATION

Research-based mobile strategy to service the needs of high-net-worth customers: concept development led to high-ranking UBS mobile banking application for the Swiss market.

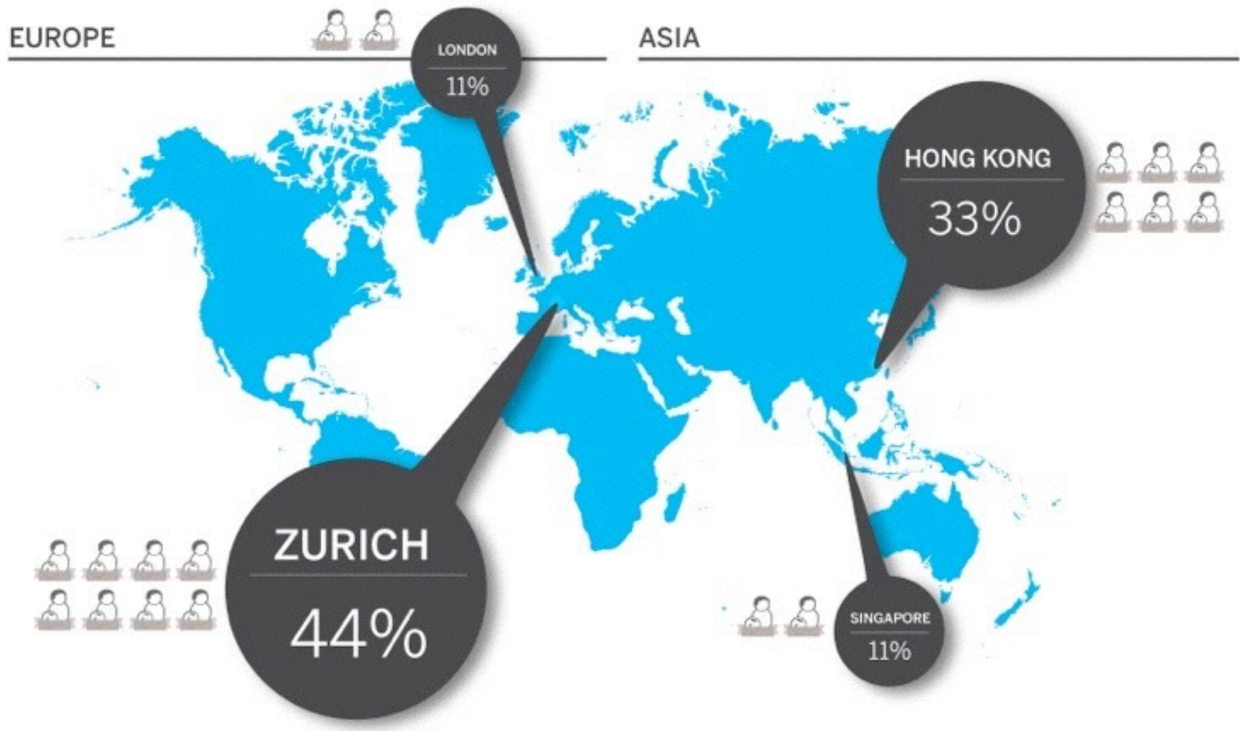


LIVE



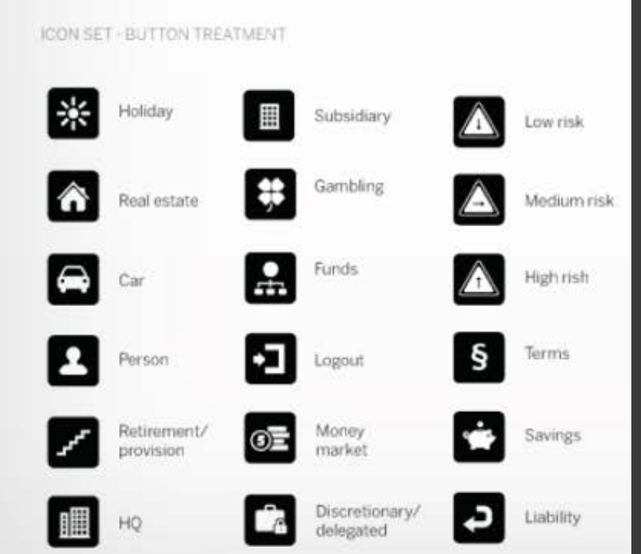
Design Research

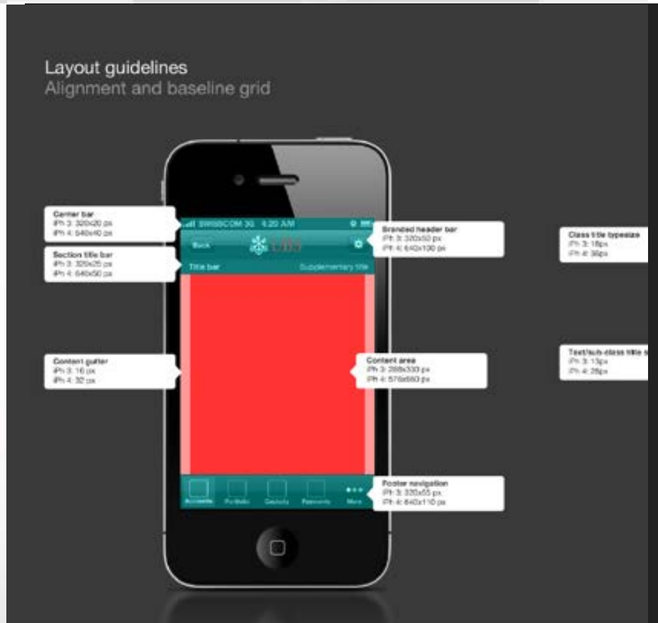
18 RECRUITS: 7 HIGH NET WORTH AND 11 CORE AFFLUENT

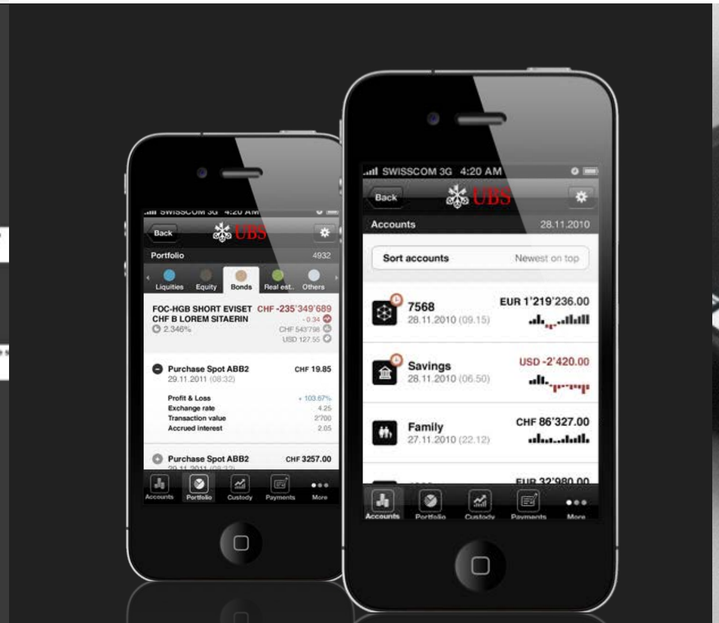


TOTAL EU = 10

TOTAL ASIA = 8









+

IMTFI JOURNEYS FOR WATER

Understanding the ad-hoc infrastructure supporting clean drinking water in financially constrained communities, to uncover ways to address critical gaps in basic municipal services.



SARVAJAL FILTRATION SYSTEM

1. **WATER TANK:** Where unfiltered water is collected, usually at a height, so that there is sufficient pressure when water passes through filtering equipment.
2. **FILTERING EQUIPMENT:** Varies across installations. Includes a **Media Filter** to remove color, small and unwanted microscopic taste particles, a **Cartridge Filter** to remove microscopic impurities, a **Dosing Tank** to add chemicals to keep the filters clean, a **Reverse Osmosis Membrane** to remove microscopic mineral impurities, and a **UV Tube** to remove bacteria and pathogens.
3. **PUMP:** Transfers purified water to storage.
4. **STORAGE:** The purified water is then stored at a height, making dispensing easy.
5. **ATM:** One way Sarvajal dispenses water.
6. **STORES:** Measured quantities of water are filled in containers and delivered door-to-door by some franchises. Consumption is mostly tracked manually.

SARVAJAL ATM COMPONENTS



ELECTRONIC/SENSOR BACKEND: A basic input/output chipset equipped with LED display, RFID reader, and a basic telecommunication setup with a SIM card for each ATM.

USABLE FRONTEND/ATM CARD: Various graphic iterations have been created to explain the steps involved, as well as button mechanisms (such as push and hold, one time press, toggle). The ATM card has an RFID.

ANTENNA AND BATTERY: An antenna is placed away from the ATM, at a height to connect to the network. Batteries ensure usage during power outages.

ENTERPRISE CLOUD: All the sales information as well as ATM status are communicated to an enterprise management system.

SOOCHAK: Customers see their balance. Franchisee can check ATM status, sales info, give instructions, and request service.



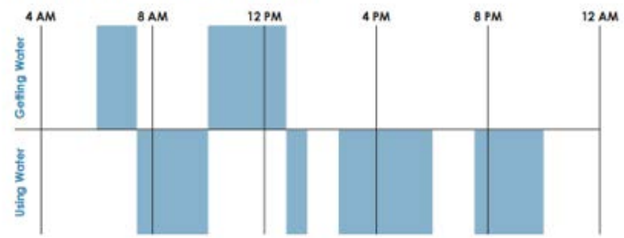


JOURNEYS FOR WATER

How much time do you spend thinking about getting hold of drinking water, and how does this impact the way you use water? For illustrative purposes we compare two households: an Urban Stay-at-Home Indian parent and an Urban Stay-at-Home American parent.

COMPARING DAILY RELATIONS WITH WATER

Urban Stay-at-Home Indian Parent



6-7:45 AM: Gathering water from borewell. **7:45-10 AM:** Morning chores and preparing meals. **10 AM-12:30 PM:** Gathering water from tanker. **12:30-1:30 PM:** Preparing lunch. **2:30-5 PM:** Afternoon chores, preparing dinner. **7:30-10 PM:** After-dinner chores.



+

GRUNDFOS MOBILE SERVICE INNOVATION STRATEGY

Vision of the future for mobile services for one of the world's leading B2B pump manufacturers, inspired by customer and market research.

PRINCIPLES

CONSULTATIVE SELLING

REVENUE MODELS

DIRECT REVENUE

INDIRECT REVENUE

SECONDARY REVENUE



PRINCIPLES

WORKING SMARTER

with Grundfos customer support representative to resolve issues. This service will guide an installer or Grundfos service engineer through troubleshooting using multimedia (text, audio, images, video) depending on preferences. When the answer isn't forthcoming, a picture can be taken of the problem area and sent directly to Grundfos with a request to call or chat. A customer service specialist will call back and/or send annotated images back. Value to the installer is that they have qualified support when and where they need it.



Pragmatic, step-by-step multi media troubleshooting

VALUE Indirect Revenue

€ 8.61 m

Directly addresses gaps identified in customer satisfaction survey, namely customer complaint handling and sales support. Revenue derived from improved customer satisfaction.

CONSIDERATIONS

WHO

Installer, GF service engineer, GF sales engineer , wholesaler

LINKS

Go e-Shop

WHEN

P1 P2 P3

EFFORT

S M L XL

PRINCIPLES

PROFESSIONAL GROWTH

+

GE

INDUSTRIAL INTERNET DESIGN SYSTEM

A comprehensive online toolkit gathering guidelines, assets and code to ensure software design consistency for all of GE's B2B software.



Applications

Get familiar with common application types used in the Industrial Internet. Use these as a starting point for new product development efforts and a way of understanding the modular product design at the core of the IIDS.



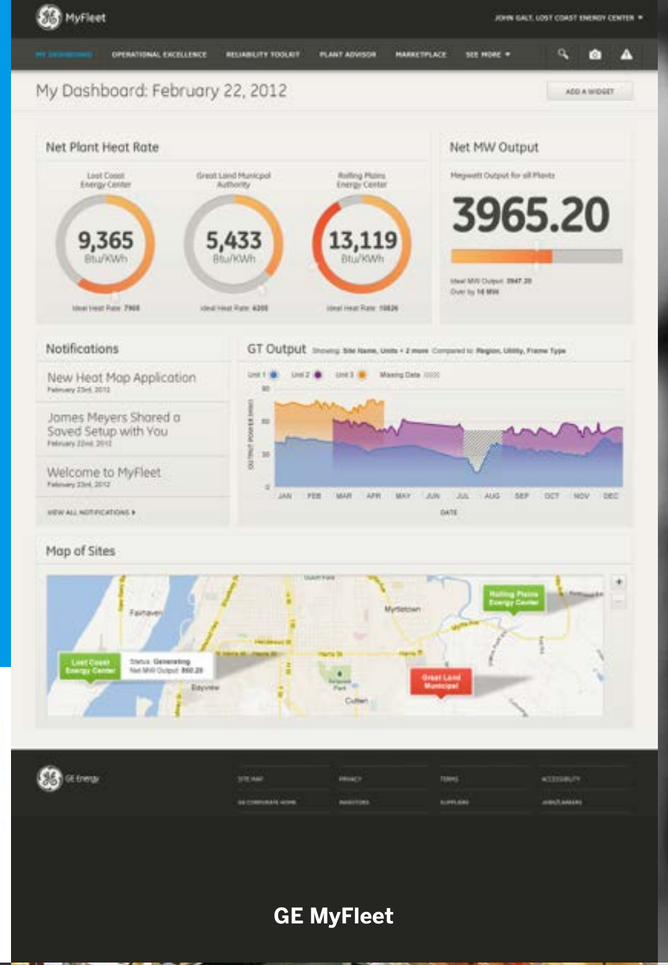
About the IIDS

The IIDS is an extensible set of design and development assets to support the easy creation of GE's Industrial Internet software applications.



Audience

Get to know the various types of Industrial Internet users. Reference these descriptions as a starting point to better understand their tasks, goals and needs.



GE MyFleet



GE MyEngines



Icons Palette

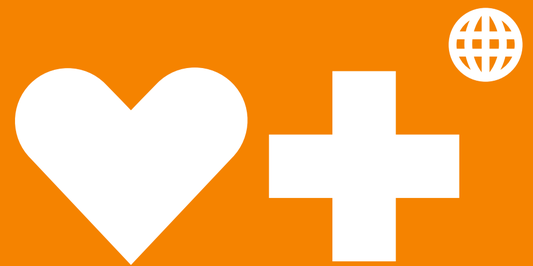




GE MyDashboard



GE Monitor



BACKPACK PLUS

A LONG-STANDING PARTNERSHIP



A SYSTEMIC APPROACH TO ACTIVATE AND EMPOWER COMMUNITY HEALTH WORKERS TO SAVE MORE LIVES.

COMMUNITY HEALTH WORKERS

A BETTER EXPERIENCE TO ACTIVATE AND EMPOWER COMMUNITY HEALTH WORKERS TO SAVE MORE LIVES.

HUMAN CENTERED DESIGN



LEVERAGING LOCAL EXPERTISE

CONTEXT, CONTEXT, CONTEXT




PNLP
TDR

THE POWER OF STORYTELLING

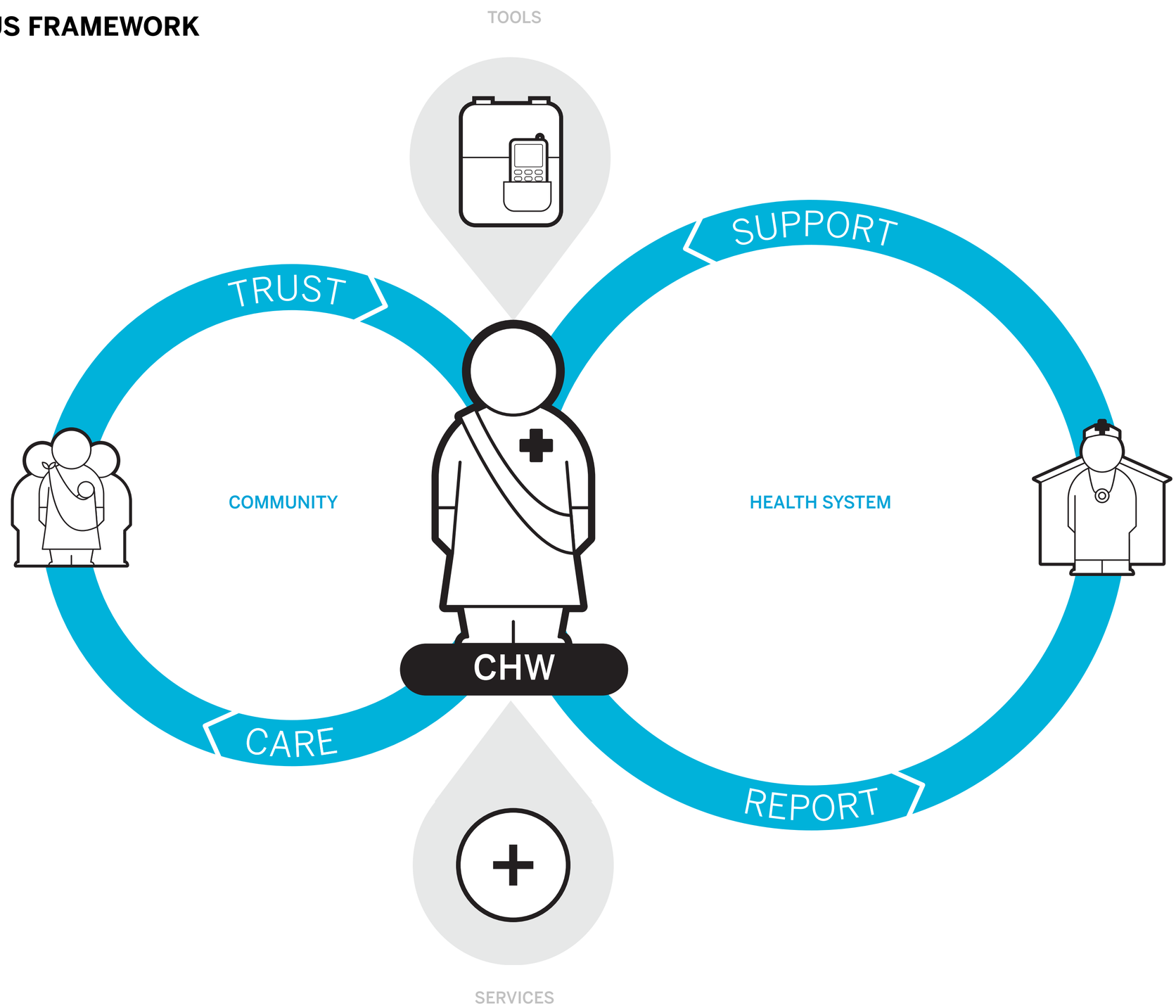
MULTI-PARTNER WORKSHOPS

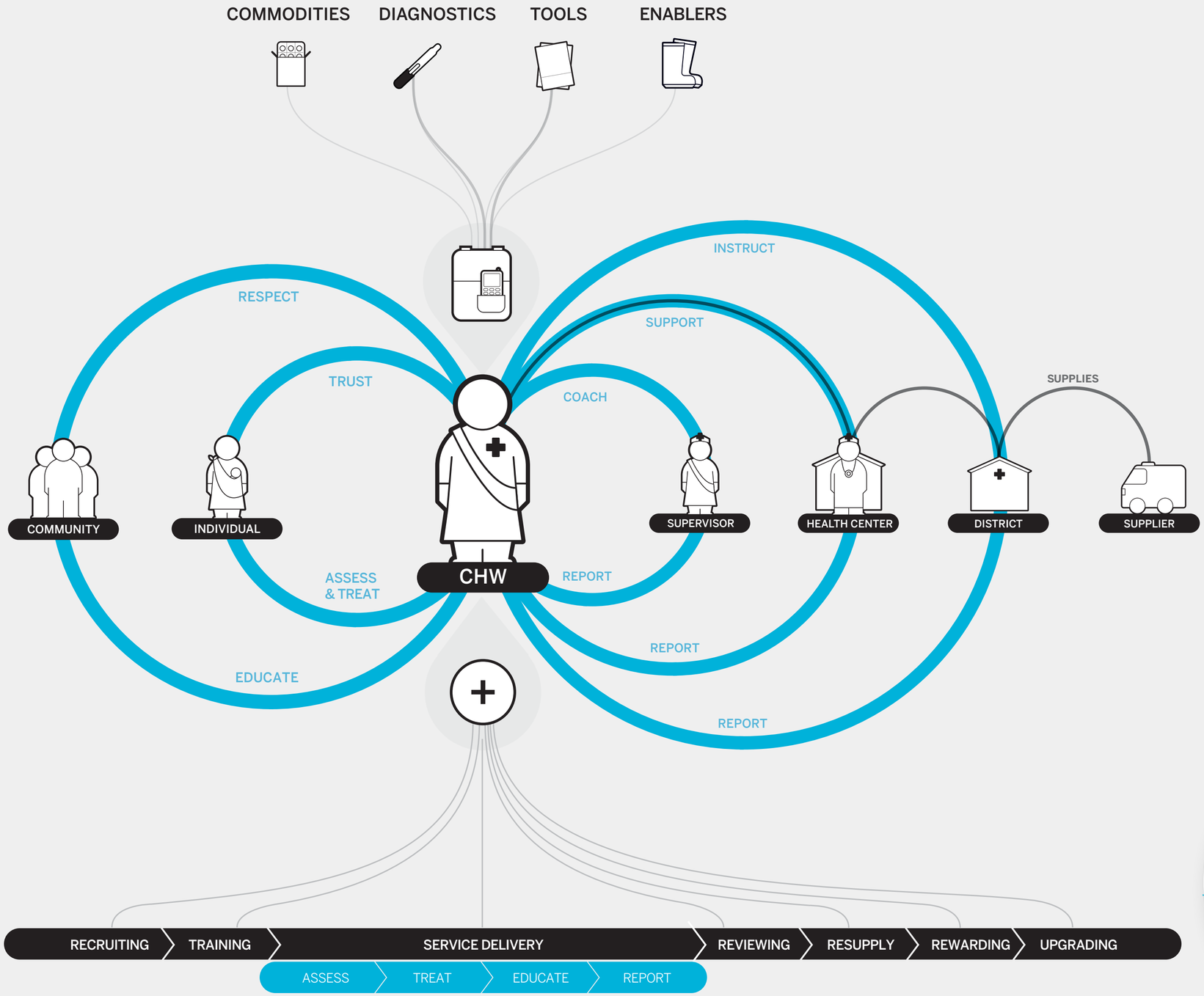

Ka Tivi kaga kakulaga
Ka Tivi
Ka Tivi

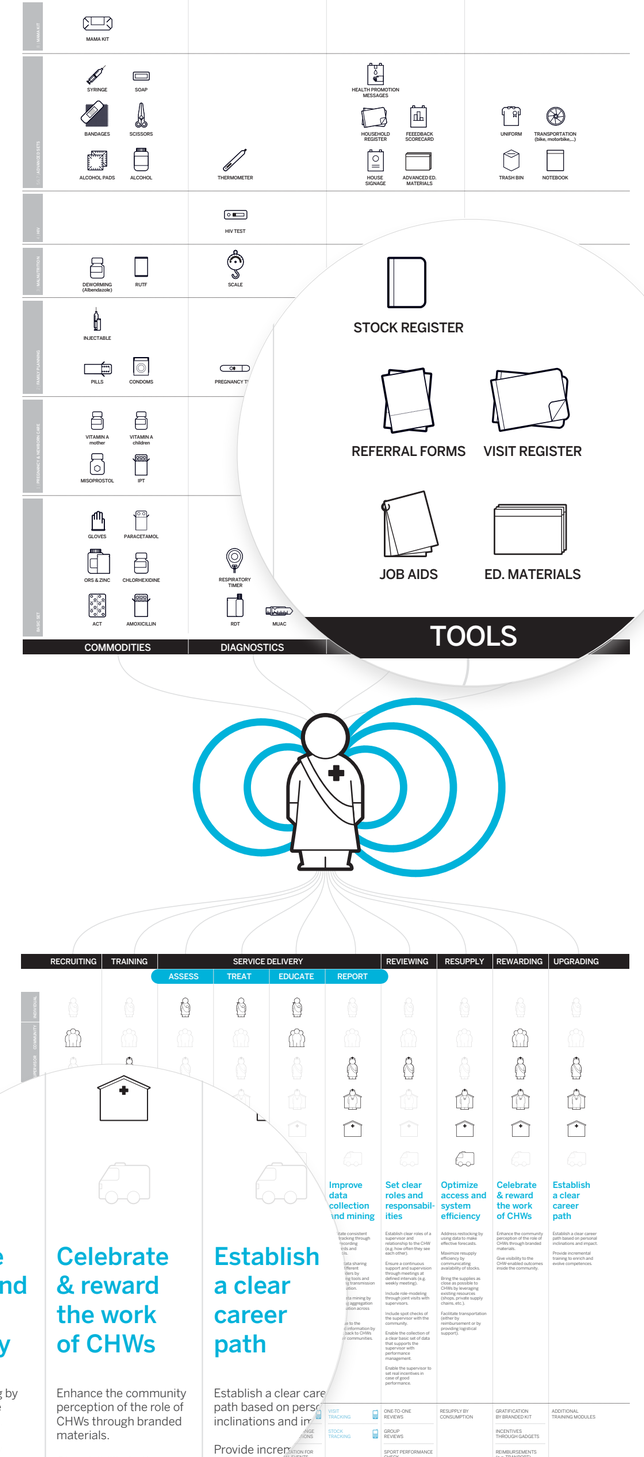
EMBODYING INSIGHTS INTO ARTIFACTS

ITERATING THROUGH SHARED MENTAL MODELS

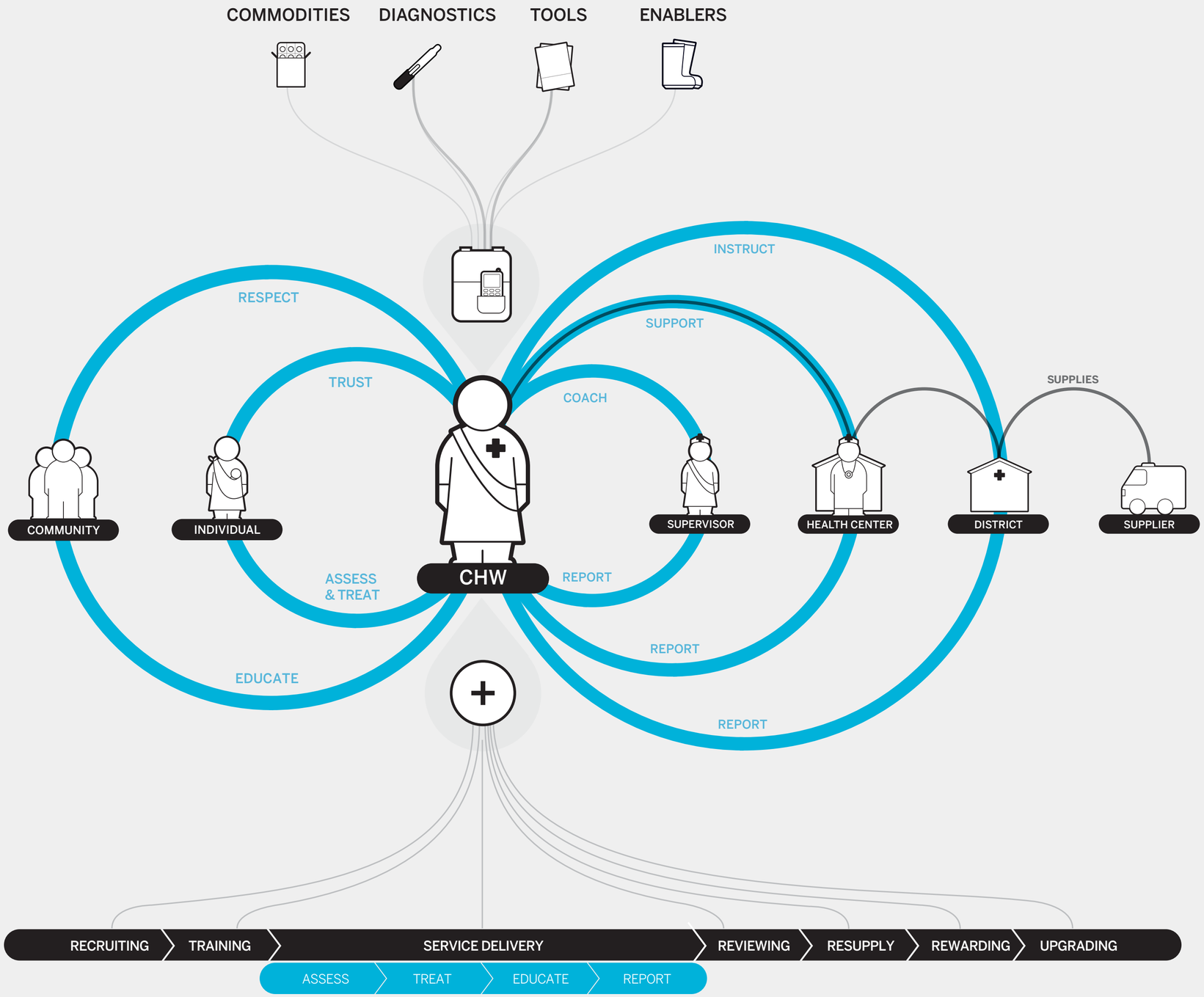
THE BACKPACK PLUS FRAMEWORK

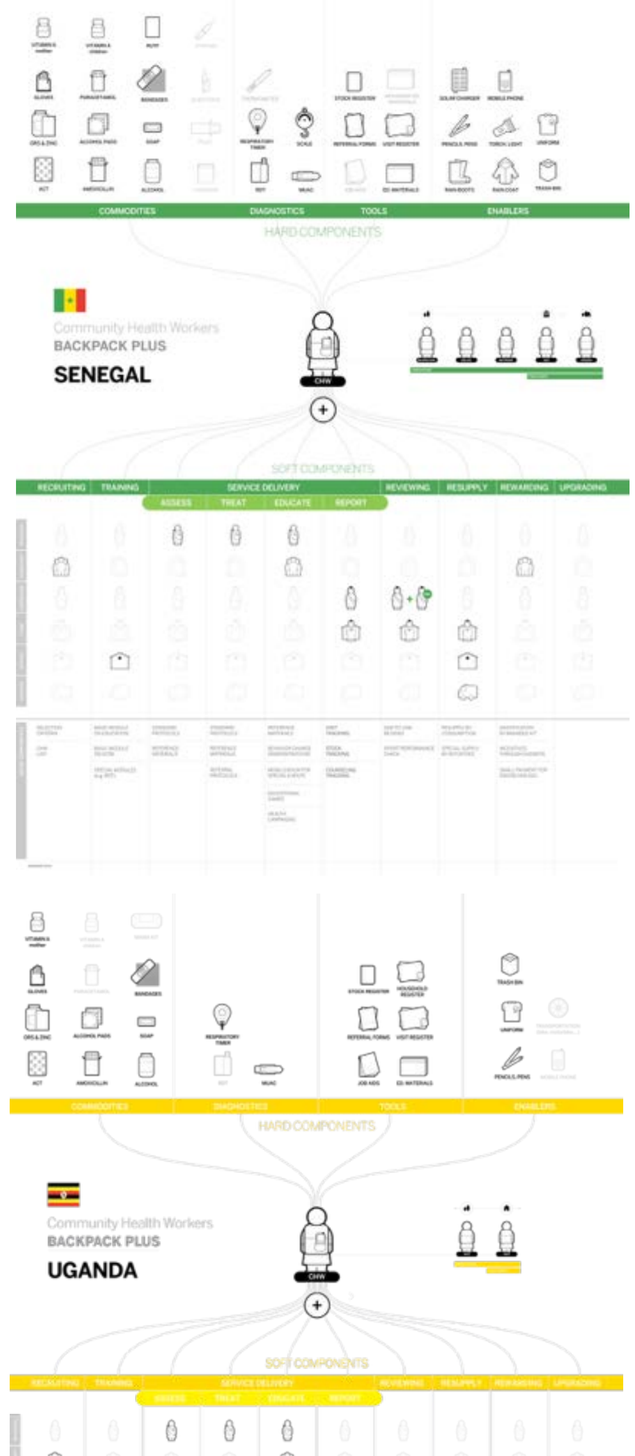



COMMODITIES
DIAGNOSTICS
TOOLS
ENABLERS
INSTRUCT
RESPECT
SUPPORT
TRUST
COACH
SUPPLIES
COMMUNITY
INDIVIDUAL
CHW
SUPERVISOR
HEALTH CENTER
DISTRICT
SUPPLIER
ASSESS & TREAT
REPORT
EDUCATE
REPORT
REPORT
RECRUITING
TRAINING
SERVICE DELIVERY
REVIEWING
RESUPPLY
REWARDING
UPGRADING
ASSESS
TREAT
EDUCATE
REPORT

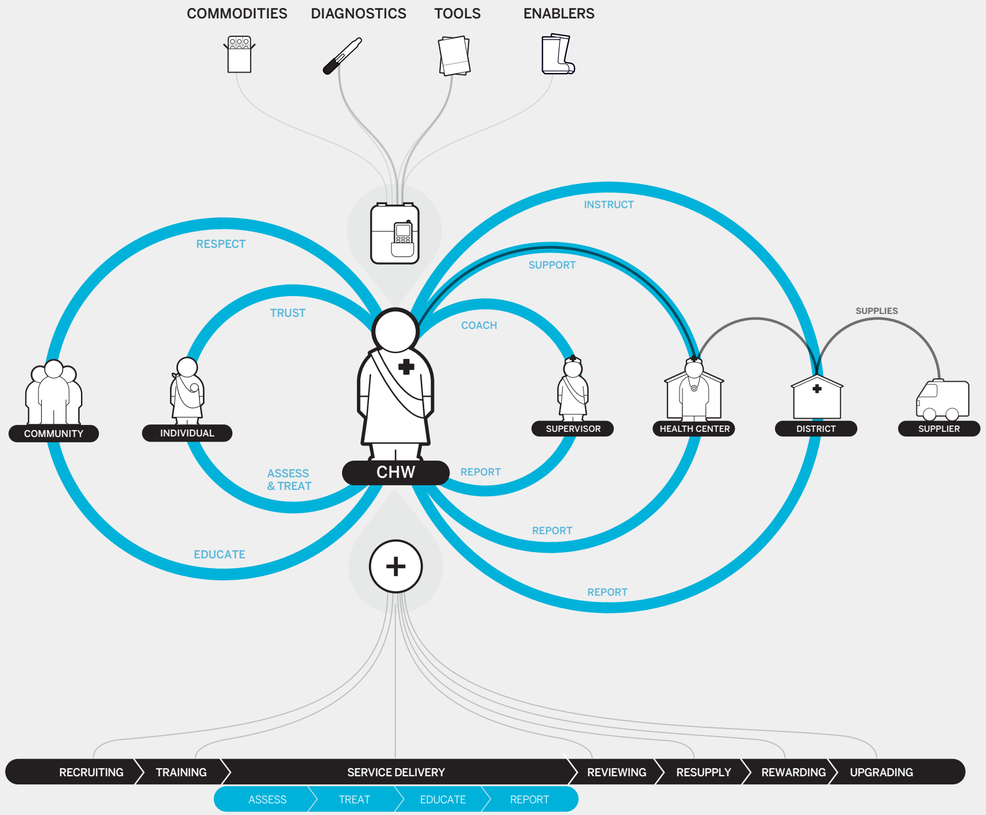

MAMA KIT
SYRINGE
SOAP
BANDAGES
SCISSORS
ALCOHOL PADS
ALCOHOL
THERMOMETER
HEALTH PROMOTION MESSAGES
HOUSEHOLD REGISTER
FEEDBACK SCORECARD
HOUSE SIGNAGE
ADVANCED ED. MATERIALS
UNIFORM
TRANSPORTATION (bike, motorbike,...)
TRASH BIN
NOTEBOOK
HIV TEST
DEWORMING (Albendazole)
RUTF
SCALE
INJECTABLE
PILLS
CONDOMS
VITAMIN A mother
VITAMIN A children
MISOPROSTOL
IPT
GLOVES
PARACETAMOL
ORS & ZINC
CHLORHEXIDINE
ACT
AMOXICILLIN
RESPIRATORY TIMER
RDT
MUAC
STOCK REGISTER
REFERRAL FORMS
VISIT REGISTER
JOB AIDS
ED. MATERIALS
TOOLS
COMMODITIES
DIAGNOSTICS

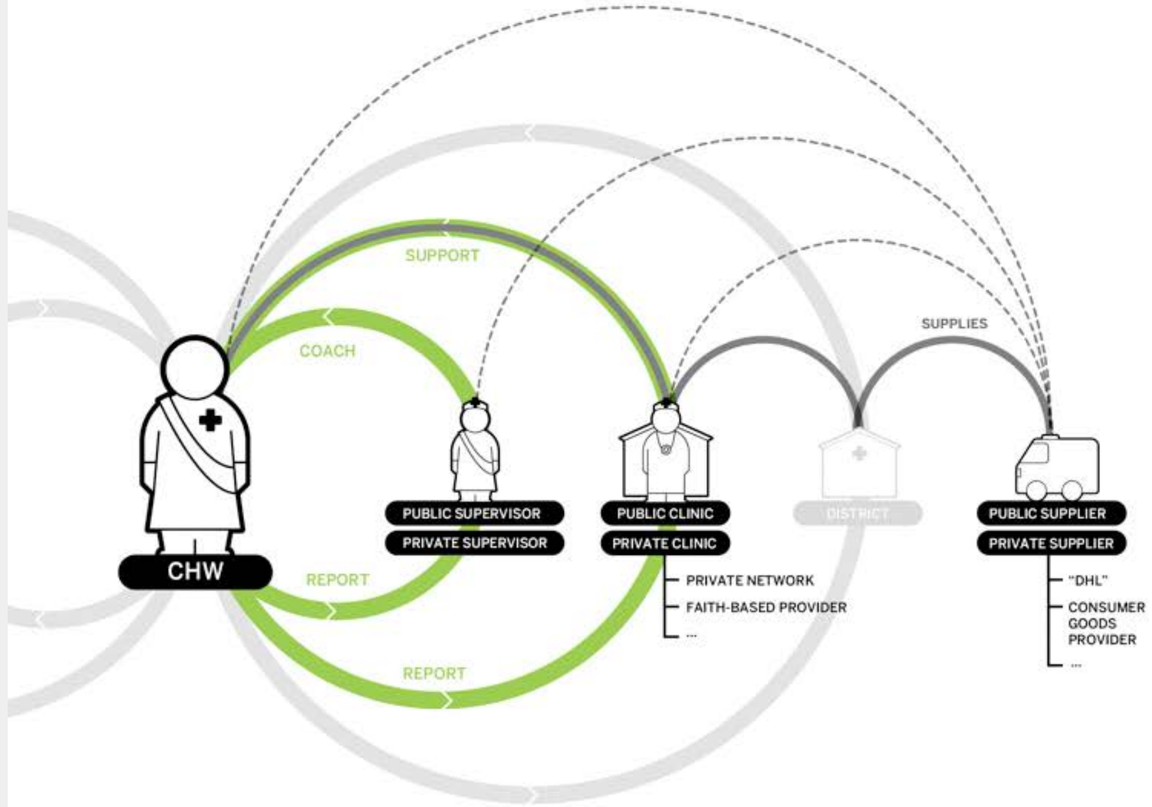
RECRUITING
TRAINING
SERVICE DELIVERY
ASSESS
TREAT
EDUCATE
REPORT
REVIEWING
RESUPPLY
REWARDING
UPGRADING
Optimize access and system efficiency
Address restocking by using data to make effective forecasts.
Celebrate & reward the work of CHWs
Enhance the community perception of the role of CHWs through branded materials.
Give visibility to the CHW-enabled outcomes inside the community.
Establish a clear career path
Establish a clear career path based on personal inclinations and impact.
Improve data collection and mining
Set clear roles and responsabilities
Optimize access and system efficiency
Celebrate & reward the work of CHWs
Establish a clear career path

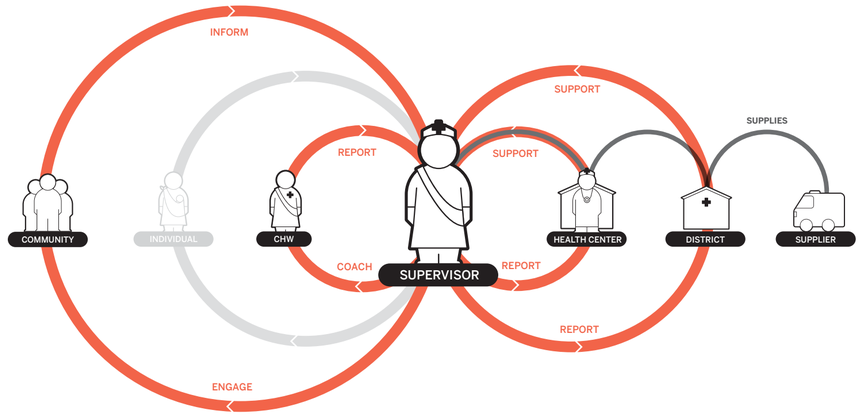

COMMODITIES
DIAGNOSTICS
TOOLS
ENABLERS
RESPECT
TRUST
INSTRUCT
SUPPORT
COACH
SUPPLIES
COMMUNITY
INDIVIDUAL
CHW
SUPERVISOR
HEALTH CENTER
DISTRICT
SUPPLIER
ASSESS & TREAT
REPORT
REPORT
EDUCATE
REPORT
RECRUITING
TRAINING
SERVICE DELIVERY
REVIEWING
RESUPPLY
REWARDING
UPGRADING
ASSESS
TREAT
EDUCATE
REPORT


COMMODITIES
DIAGNOSTICS
TOOLS
ENABLERS
HARD COMPONENTS
Community Health Workers
BACKPACK PLUS
SENEGAL
CHW
SOFT COMPONENTS
RECRUITING
TRAINING
SERVICE DELIVERY
REVIEWING
RESUPPLY
REWARDING
UPGRADING
ASSESS
TREAT
EDUCATE
REPORT

HARD COMPONENTS
Community Health Workers
BACKPACK PLUS
UGANDA
CHW
SOFT COMPONENTS


COMMODITIES
DIAGNOSTICS
TOOLS
ENABLERS
RESPECT
TRUST
INSTRUCT
SUPPORT
COACH
SUPPLIES
COMMUNITY
INDIVIDUAL
CHW
SUPERVISOR
HEALTH CENTER
DISTRICT
SUPPLIER
ASSESS & TREAT
REPORT
REPORT
REPORT
EDUCATE
RECRUITING
TRAINING
SERVICE DELIVERY
REVIEWING
RESUPPLY
REWARDING
UPGRADING
ASSESS
TREAT
EDUCATE
REPORT


SUPPORT
COACH
SUPPLIES
CHW
PUBLIC SUPERVISOR
PRIVATE SUPERVISOR
PUBLIC CLINIC
PRIVATE CLINIC
DISTRICT
PUBLIC SUPPLIER
PRIVATE SUPPLIER
REPORT
PRIVATE NETWORK
FAITH-BASED PROVIDER
...
"DHL"
CONSUMER GOODS PROVIDER
...
REPORT


INFORM
SUPPORT
SUPPLIES
REPORT
SUPPORT
COMMUNITY
INDIVIDUAL
CHW
HEALTH CENTER
DISTRICT
SUPPLIER
COACH
SUPERVISOR
REPORT
REPORT
ENGAGE


Coarten
Amoxicillin
BACKPACK PLUS
unicef

THE SYSTEM IS THE EXPERIENCE

THE SYSTEM IS THE EXPERIENCE

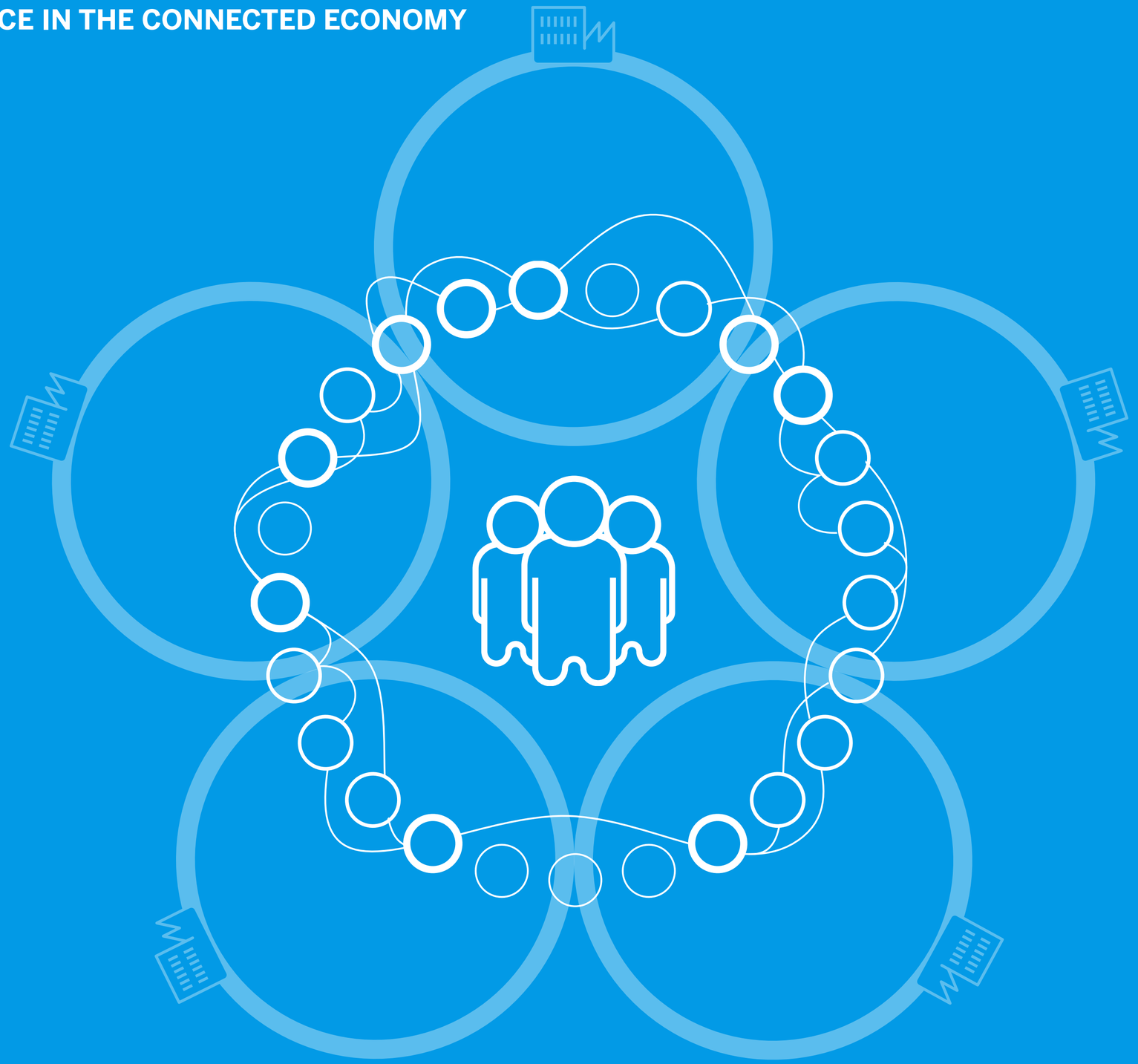


USER FREEDOM & CHOREOGRAPHING TOUCHPOINTS

A UNIFYING SYMBOL

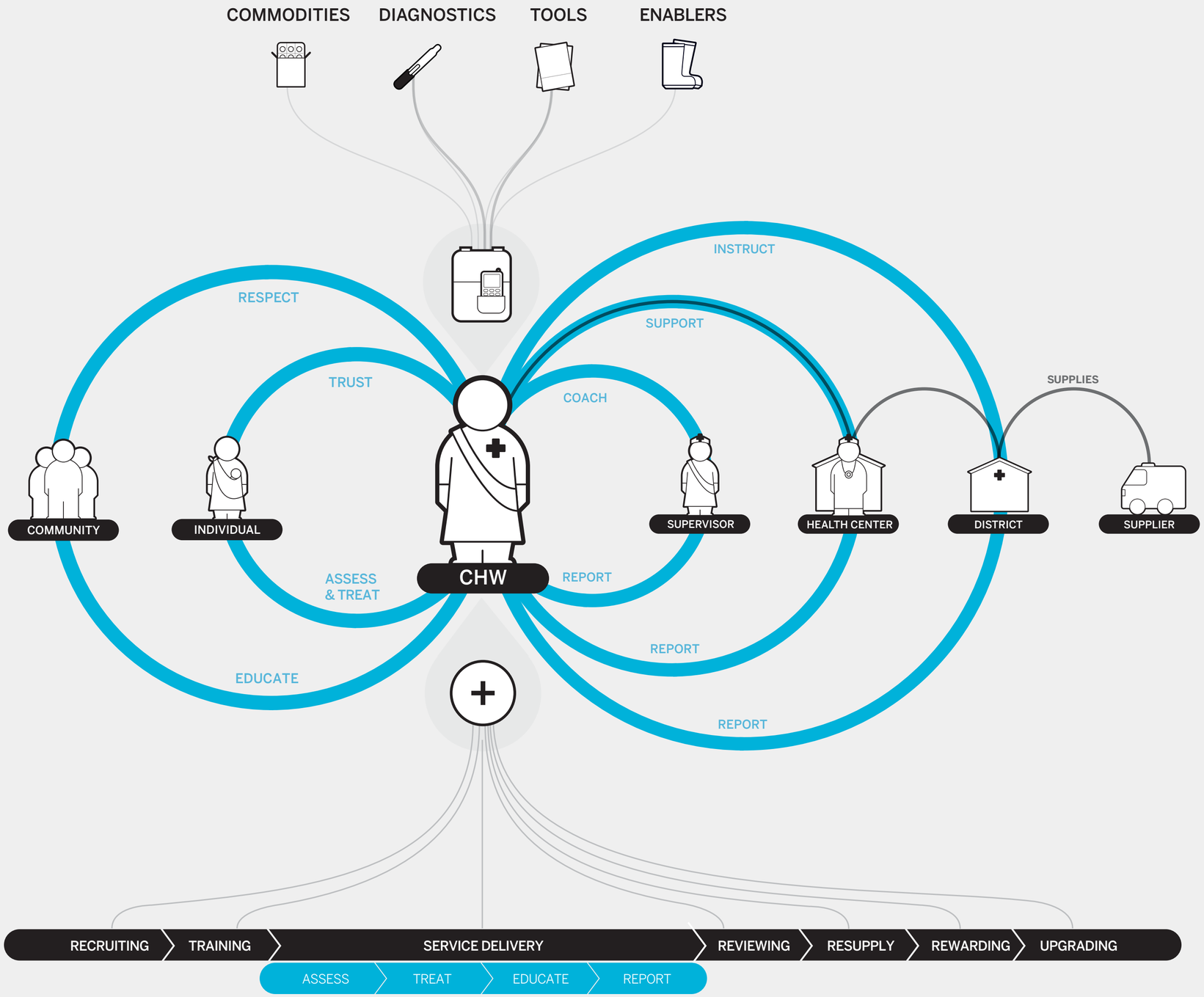


CUSTOMER JOURNEY MAPPING



LOOK AT THE WHOLE ECOSYSTEM.

YOU NEED A VISION THAT'S LARGE ENOUGH FOR EVERYONE TO PLAY A ROLE.



CHW ARCHETYPE

Lower-skilled public CHW

COUNTRY

INDIA



Hi, my name is

Anjli

> *"People are so thankful, perceiving the value and the concrete results of my work is the best part of it."*

LEVEL OF EDUCATION & LITERACY

LOW — HIGH

PAYMENT

PAID — UNPAID

Unpaid and/or incentives (e.g. for bringing women to institutional deliveries, vaccination days etc.)

TRAINING

SHORT — LONG

Initial training of 3 weeks plus 6 months of close supervision

TIME INVESTMENT

LOW — HIGH

She may have a different full-time job, she provides care in her village or travel to other villages during her empty slots on a weekly basis

UNSTABLE MOTIVATION

Motivation comes primarily from the community.
The villages provide a house/room for the visits and food.

KEY TASKS

Educate community

Provide basic care & first aid

Facilitate womens' & childrens' access to care

Keep demographic records

KEY NEEDS

Motivation
staying motivated over time

Trust
being recognized as a provider of care within the community.

Clinical support
identify symptoms, dosages, etc. to be able to provide quality support.

Logistics & operational support
out of stock risk, connection and collaboration with the healthcare system.

RECRUITING	TRAINING	SERVICE DELIVERY				REVIEWING	RESUPPLY	REWARDING	UPGRADING
		ASSESS	TREAT	EDUCATE	REPORT				

INDIVIDUAL

COMMUNITY

SUPERVISOR

CLINIC

DISTRICT

SUPPLIER

DESIGN PRINCIPLES

Define reference recruiting criteria

Ensure continuity by selecting people who are long-term members of the community (resident, married).

Support a continuous learning process

Create modular training plans to enable incremental learning and differentiate competences.

Improve guidance through integrated tools

Provide standard protocols with reference materials that guide the

Provide clear instructions & follow-up

Provide standard instructions for dosages with supporting reference materials.

Provide tools to facilitate education

Facilitate education processes through rich media (visuals, audio, video).

Improve data collection and mining

Facilitate consistent data tracking through clear recording standards and protocols.

Set clear roles and responsabil-ities

Establish clear roles of a supervisor and relationship to the CHW (e.g. how often they see each other).

Optimize access and system efficiency

Address restocking by using data to make effective forecasts.

Maximize resupply

Celebrate & reward the work of CHWs

Enhance the community perception of the role of CHWs through branded materials.

Establish a clear career path

Establish a clear career path based on personal inclinations and impact.

Provide incremental

WHO IS YOUR MOST IMPORTANT USER GROUP?

WHAT IS THEIR EXPERIENCE USING YOUR SERVICE?

TARGET USER GROUPS: CUSTOMER JOURNEY MAPPING

30 MINUTES!

DECIDE WHETHER TO LOOK AT THE SMALL OR LARGE USER JOURNEY.

MAP WHAT HAPPENS AT EACH STAGE, HIGHLIGHT **PAIN POINTS** (WHAT IS NOT WORKING) AND **OPPORTUNITIES** (POSITIVE ELEMENTS THAT COULD BE EVEN BETTER).

SHARE WHAT YOU DID WITH OTHERS: ONE WARNING AND ONE BEST-PRACTICE

2 MINUTES PER GROUP!

YOU SHOULD... YOU SHOULD NOT...

THANKS!

www.frogdesign.com/frogImpact

