Human Centered Design

Building Empathy into the Design of Digital Health Solutions

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accenture

Strategy | Consulting | Digital | Technology | Operations

PLAYPUMP WAS AN INNOVATIVE IDEA THAT WAS SUPPOSED TO BRING DRINKING WATER TO THOUSANDS OF AFRICAN COMMUNITIES BY HARNESSING THE POWER OF CHILDREN AT PLAY.

WHAT WENT WRONG?

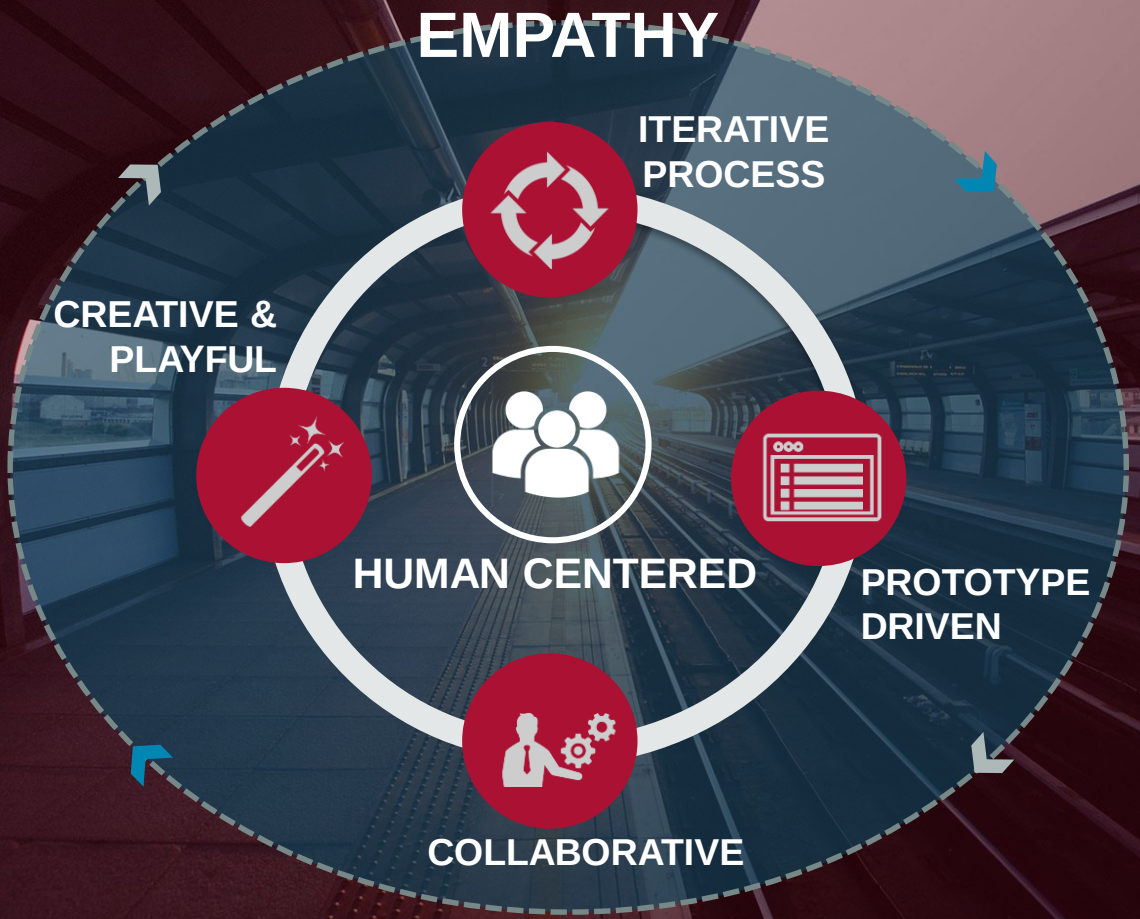
VISION

REALITY

- EMPATHY AND HUMAN-CENTERED DESIGN
- JOURNEY MAP THEATER
- A CASE STUDY: REAL-LIFE EXAMPLE
- QUESTION & ANSWER

PEOPLE AT THE CORE OF EVERYTHING

Understanding and focusing on people to build empathy into the design and development of solutions and processes



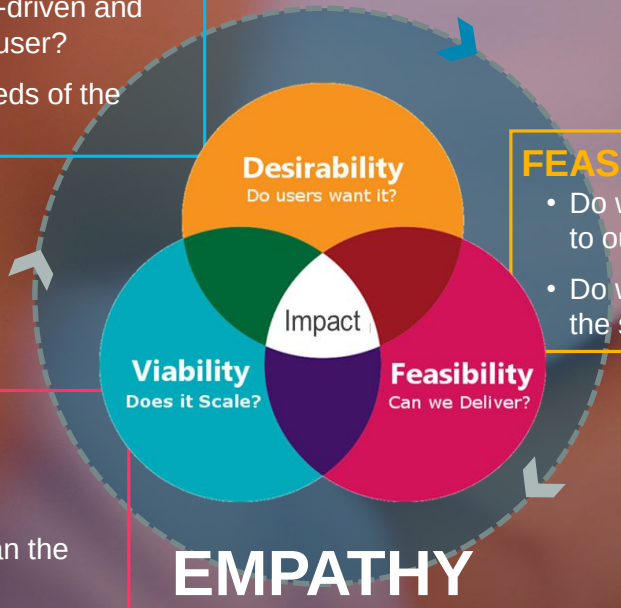
THE HUMAN CENTERED DESIGN APPROACH

Identifies the best solutions that lie at the intersection of Desirability, Viability and Feasibility

Identifying a solution that is empathy-driven, sustainable, and accessible will help us add the most value to the international development sector

DESIRABILITY

- Is the product empathy-driven and does it delight the end user?
- Does it address the needs of the developing sector?



FEASIBILITY

- Do we have the resources to deliver it to our network?
- Do we have the technology to support the solution?

VIABILITY

- Can we sustain the use and development of this solution?
- Is the solution scalable and can the developing market support it?

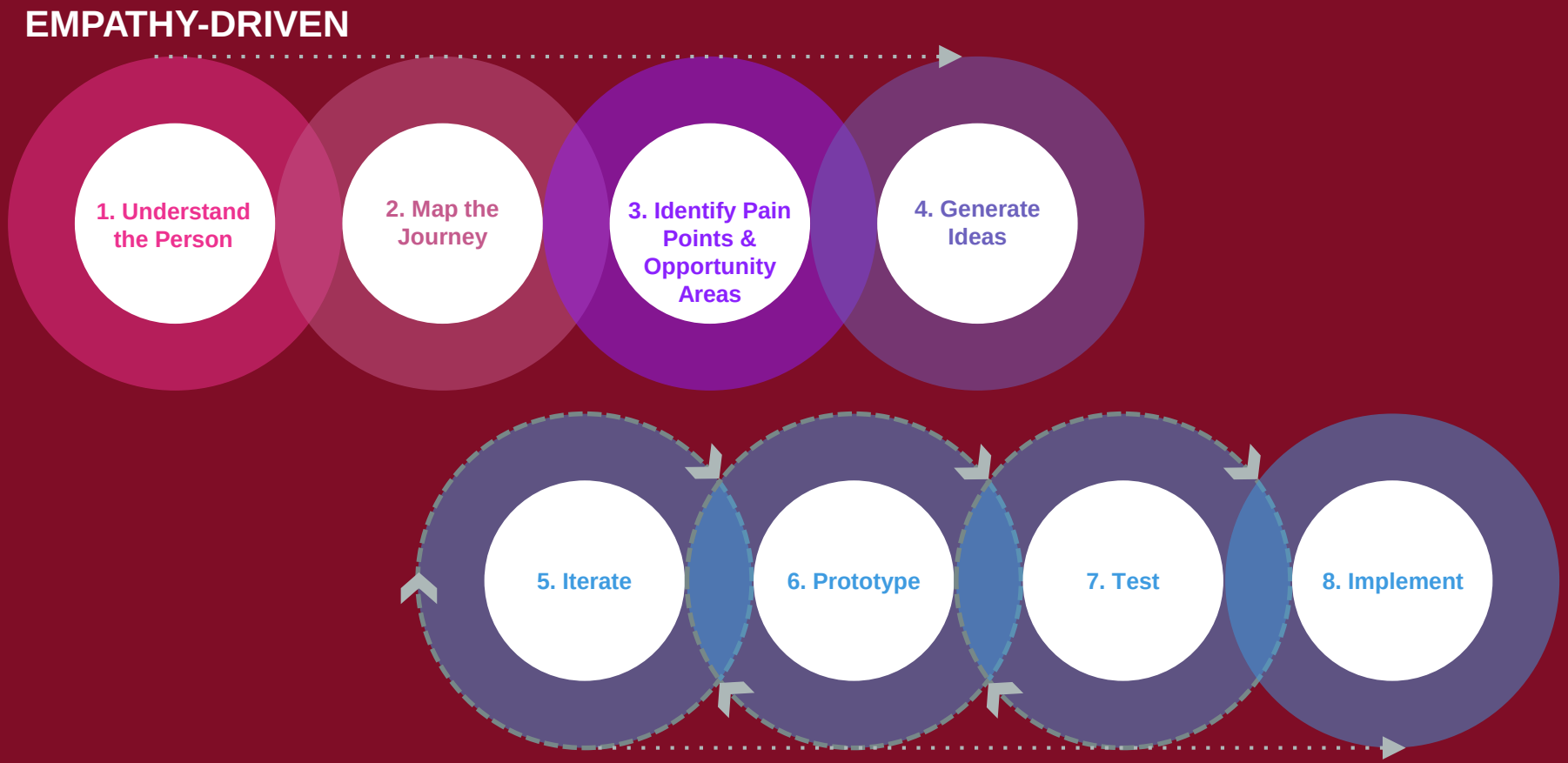
EMPATHY AND HUMAN-CENTERED DESIGN

JOURNEY MAP THEATER

A CASE STUDY: REAL-LIFE EXAMPLE

QUESTION & ANSWER

PRACTICING HUMAN-CENTERED DESIGN



EXERCISE 1: MEET YOUR PERSONA

(2 MINUTES)

MARY

PETER

PHILIP

FAITH

DEFINING THE JOURNEY

Awareness → **Onboarding** → **Community Engagement**

I want to help health outcomes in my community!

Selected by community to serve as CHW in Community Unit

Attends 10-day classroom training on priority health issues

Serves community in the field

Occasional continued support through refresher training and supportive supervision

EXERCISE 2: IDENTIFY THE PAIN POINTS

10 MINUTES

Awareness | **Onboarding** | **Community Engagement**

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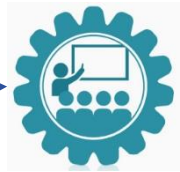
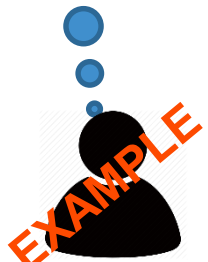


Occasional continued support through refresher training and supportive supervision

I have no prior health training and I'm not sure who I can talk to about being a CHW.



EXAMPLE PAIN POINTS

Awareness | **Onboarding** | **Community Engagement**

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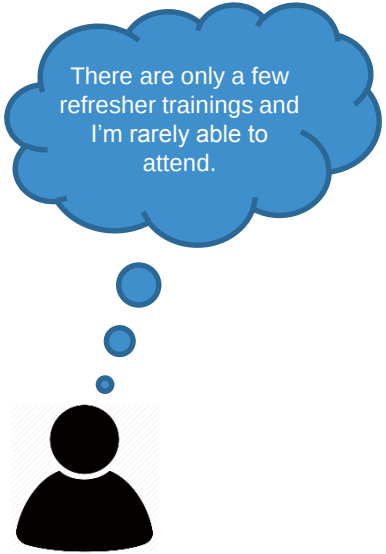


EXERCISE 3: IDEATION

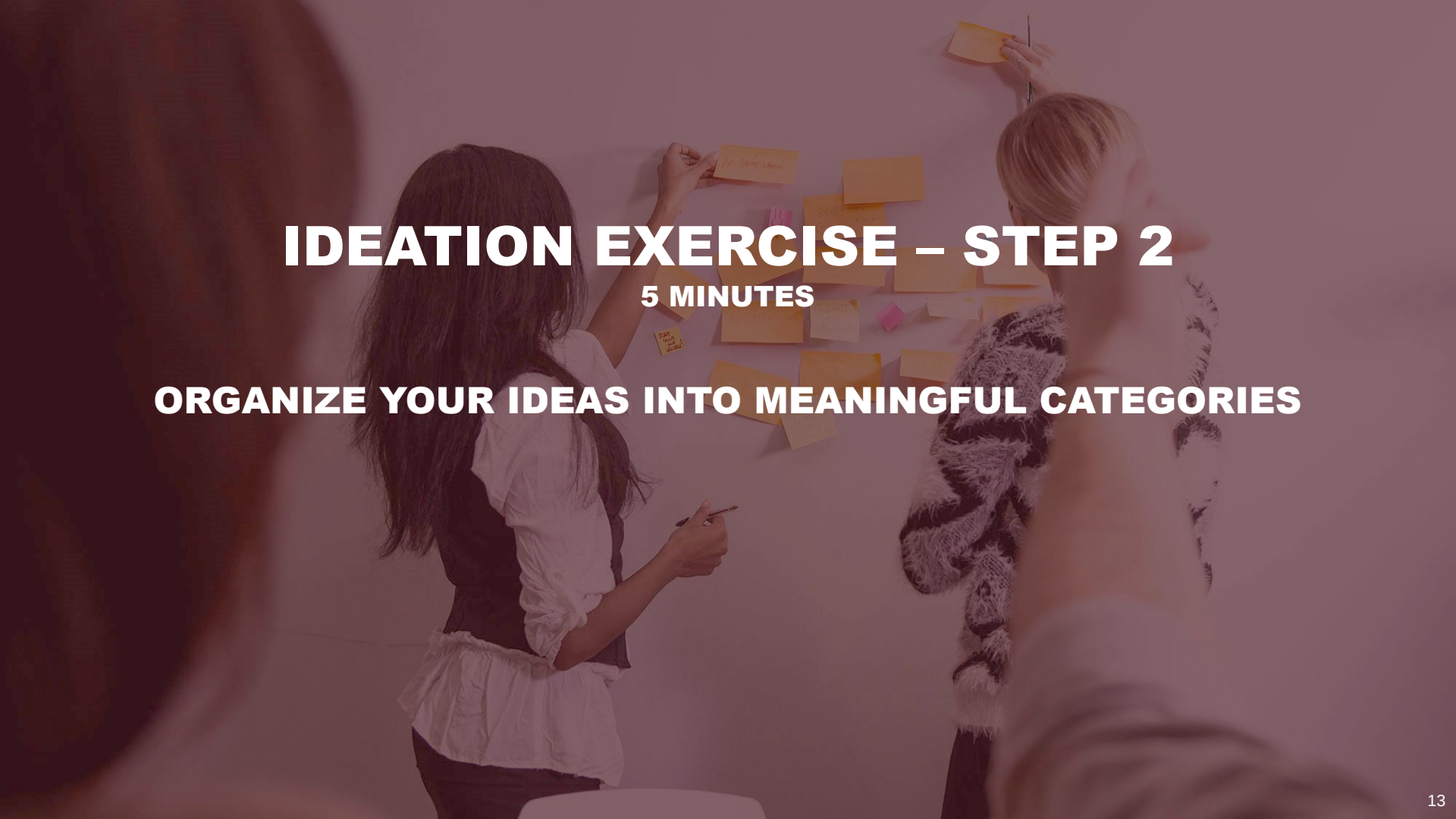
25 MINUTES

IDEATION EXERCISE – STEP 1

5 MINUTES

THINK ABOUT THE FOLLOWING PAIN POINT:
"I DON'T KNOW IF I CAN REMEMBER ALL THIS INFORMATION IN SUCH A SHORT TIME. I DOUBT I WILL REMEMBER EVERYTHING"...

AND GENERATE AS MANY IDEAS FOR HOW YOUR PERSONA CAN INTERACT WITH A MOBILE PHONE TO ADDRESS THE PAIN POINT. (USING STICKY NOTES)



IDEATION EXERCISE – STEP 2

5 MINUTES

ORGANIZE YOUR IDEAS INTO MEANINGFUL CATEGORIES

IDEATION EXERCISE – STEP 3

10 MINUTES

DEVELOP ONE GROUPING OF IDEAS INTO A CONCEPT USING THE CONCEPT POSTER

IDEATION EXERCISE – STEP 4

5 MINUTES

PRESENT YOUR CONCEPT… BY ACTING IT OUT!!!

REFLECTION AND DISCUSSION

Did this empathy-driven human-centered design approach help us design an effective solution?

APPLICATIONS

How will you apply our empathy-driven human centered design approach to your organization?

APPROACH

What did you like and dislike about the journey mapping approach?

CHALLENGES

What felt intuitive, and what felt challenging when putting yourselves in the shoes of each stakeholder?

EMPATHY AND HUMAN-CENTERED DESIGN

JOURNEY MAP THEATER

A CASE STUDY: REAL-LIFE EXAMPLE

QUESTION & ANSWER

THE CHALLENGE: A shortage of Trained Frontline Health Workers

THE ANSWER: “Full utilisation of CHWs could save 3.6 million children’s lives per year.”
SOURCE: HOW EFFECTIVE ARE COMMUNITY HEALTH WORKERS?

CHW TRAINING TODAY

THE COMPLICATION: Today, CHWs are trained by traditional **face to face classroom training.** This method of training has its challenges:

- Poor knowledge retention after CHWs have been trained with no easy way to revisit training modules
- High attrition due to low ongoing CHW engagement
- Inability to rapidly connect and mobilise CHWs in an outbreak
- Lack of knowledge sharing or collaboration capability

There is a pressing need for a more sustainable, scalable approach to CHW capacity building

Leap

A cross-sector partnership leveraging Human-Centered Design to drive health outcomes through a mobile learning platform

3,000
Health Workers Trained

15%
Increased Knowledge Retention

30%
Increase in Children Vaccinated

1M
Goal Health Workers Trained

Key functions including friendly SMS "instructors", group chat, and e-certificates were designed through an empathy-driven process, similar to the one we just walked through.

IMPLEMENTATION PARTNERS

accenture

amref health africa

m-pesa FOUNDATION

Safaricom

mezzanine

HARAMBEE

- EMPATHY AND HUMAN-CENTERED DESIGN
- JOURNEY MAP THEATER
- A CASE STUDY: REAL-LIFE EXAMPLE
- **QUESTION & ANSWER**

Questions?

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Strategy | Consulting | Digital | Technology | Operations

Accenture Development Partnerships delivers the power of Accenture's global capabilities and experience to positively impact the lives of people in the developing world.

We provide global & industry insights delivered through key focus areas and a full range of services.

Strategy & Partnerships

Digital

Organization & Program Strengthening

Technology

Agriculture

Health

Livelihoods & Education

Energy

Financial Literacy

Emergency Response

ACCENTURE DEVELOPMENT PARTNERSHIPS

We take an empathy-driven, human-centered design approach combined with the **transformational power of digital** to drive solutions for the development sector

Australian Volunteers International

Digital Marketing Strategy for Brand Awareness

Oxfam

Shared Digital Vision Initiative across all Oxfam Divisions

GSMA

Deployment of Mobile Health Applications in Health Centers