gain
Global Alliance for
Improved Nutrition

Human-Centered Design Toolkit

for Nutrition-Sensitive Social Protection

Welcome

Welcome to your participatory social protection design journey!

This toolkit will help you enhance the nutrition impacts of your social protection system through human-centered design (HCD).

The toolkit's activities are divided across four phases:

1. PLAN
Identify your goals, team members, and timeline to know which activities to follow in Phases 2-4

2. LISTEN
Learn from social protection recipients about their needs and challenges

3. IDEATE
Come up with ideas and sketch solutions to address recipients' needs

4. TEST
Build simple prototypes and test them with intended recipients to improve them

Adapt your journey to your needs and context! Use this toolkit and the facilitation guide to shape your process, whether you have a day or a year to use it.

To proceed, please go to the PLAN phase card

1. PLAN

PLAN
your design journey

Please complete each of the **PLAN** activities:

PLAN	ACTIVITY DESCRIPTION
Rose, Bud, Thorn	Analyse the current system
Journey Selection	Select the best journey for your goals
Timeline	Decide length and format
Dream Team	Pick your team for collaboration
Recruitment Plan	Decide how to find recipients

ROSE, BUD, THORN
Analyse the current system

Examples

🌹 Rose	🌷 Bud	🌿 Thorn
What are the successes?	What are the opportunities?	What are the challenges?
Finding the right people Cash transfer $	Better nutrition education	Graduation Rates No mobile phones for cash transfer

Output:
A success, opportunity, or challenge in your social protection system to use as a starting point

⏳ **45** mins

Materials:
Pens; Sticky Notes (3 colours); Flip Chart Paper

PLAN

Instructions

1. Divide one large sheet of paper into three columns for 'rose' (the successes), 'bud' (the opportunities), and 'thorn' (the challenges).

2. Each participant receives sticky notes with 3 different colors.

5

ROSE, BUD, THORN

Analyse the current system

PLAN

3. Reflect on your social protection system and take five minutes to populate each column with stickies.

4. Take at least two more minutes to add ideas specifically related to nutrition to each column.

5. Take one minute each to share your responses with with the group. Then, discuss commonalities.

6. With facilitator support, vote on which item(s) you feel will have the greatest impact on nutritional gains.

Top Tips

- Maintain focus on the beneficiary or end user in the framing of the question.
- Do the activity 'systemigram' first for deeper analysis.
- Agree to one colour sticky per column.
- Be specific when adding ideas.
- Build on others' ideas as you go throughout the process.
- Consider using ranked voting to capture nuance.
- Include a post-voting discussion.
- Adapt the metaphor to the context.

JOURNEY SELECTION

Select the best journey
for your goals

PLAN

Output:

A goal and set of activities for the design
process

45 mins

Materials:

Rose, Bud, Thorn Activity Results;
Journey Cards

JOURNEY SELECTION

Select the best journey
for your goals

PLAN

Instructions

1. You will now select your Journey using the chosen item from your **Rose**, **Bud**, **Thorn** activity.

    *   If your group voted on an item from the **'Bud'** Category, select the Journey 1 card

    *   If your group voted on an item from the **'Thorn'** Category, select the Journey 2 card

    *   If your group voted on an item from the **'Rose'** Category, select the Journey 3 card

2. Facilitator, read your Journey card aloud to the group.

3. Discuss any questions you may have as a group and confirm that the team is comfortable with the selection. If you require any amendments to your designated Journey, discuss and commit to them now.

Top Tips

*   **Consider engaging with an expert facilitator to help you plan.**

*   **Make sure that your Journey makes sense in light of any political factors.**

*   **Remember that you can always run other Journeys in the future.**

JOURNEY 1

Build new nutrition-specific features

Your Goal

To add nutrition-sensitive features to your social protection system.

When to Take this Journey

This journey will help you shift your focus from general social system outcomes to nutrition-sensitive outcomes.

For example, instead of only measuring outcomes such as calories per day, choosing this journey would allow you to focus on other factors like food variety.

Flip this card to see your journey!

JOURNEY 1

Build new nutrition-sensitive features

1. PLAN

PLAN		
Rose, Bud, Thorn	Analyse the current system	45 min
Journey Selection	Select the best journey for your goals	45 min
Timeline	Decide length and format	60 min
Dream Team	Pick the people you will design with	30 min
Recruitment Plan	Decide how to find recipients	30 min
LISTEN		
Systemigram	Map your system	90 min
Recipient Interview	Listen to recipients empathetically	60 min
Immersion	Put yourself in recipients' setting	60 min
Interview Synthesis	Organise what you've heard	60 min
Persona Profiles	Build snapshots of types of recipients	60 min
Systemigram	Map your system	45 min
IDEATE		
Future Headlines	Envision successful results	60 min
Round Robin	Group ideation in three rounds	60 min
Idea Prioritisation	Select your winning ideas	30 min
Rapid Prototype	Create a simple version of your idea	45 min
Promotional Poster	Capture the essence of your idea	60 min
TEST		
Test Plan	Develop a plan to evaluate your prototype	30 min
Recipient Feedback	Get live feedback from recipients	45 min
Feedback Synthesis	Organise your feedback from testing	60 min
Iteration	Use testing feedback to improve your idea	60 min

JOURNEY 2
Fix existing features

Your Goal

To improve existing nutrition-sensitive features of your social protection system such as offerings, targeting, or delivery modalities to result in better nutrition outcomes.

When to Take this Journey

Your social protection system is working towards nutrition-outcomes, but some parts of the system are not working as planned.

For example, some vulnerable populations, like those without government IDs, may be excluded or benefit delivery is not timely.

Flip this card to see your journey!

JOURNEY 2
Fix existing features

PLAN		
Rose, Bud, Thorn	Analyse the current system	45 min
Journey Selection	Select the best journey for your goals	45 min
Set Timeline	Decide length and format	60 min
Dream Team	Pick the people you will design with	30 min
Recruitment Plan	Decide how to find recipients	30 min
LISTEN		
Recipient Interview	Listen to recipients empathetically	60 min
Immersion	Put yourself in recipients' setting	60 min
Interview Synthesis	Organise what you've heard	60 min
Persona Profiles	Build snapshots of types of recipients	60 min
Fill in the Blank	Write an actionable challenge statement	30 min
IDEATE		
Future Headlines	Envision successful results	60 min
Idea Prioritisation	Select your winning ideas	30 min
Rapid Prototype	Create a simple version of your idea	45 min
Promotional Poster	Capture the essence of your idea	60 min
TEST		
Test Plan	Develop a plan to evaluate your prototype	30 min
Recipient Feedback	Get live feedback from recipients	45 min
Feedback Synthesis	Organise your feedback from testing	60 min
Iteration	Use testing feedback to improve your idea	60 min

JOURNEY 3

Advocate for nutrition wins

Your Goal

To identify the most critical aspects of your social protection system for nutrition outcomes and advocate for their continued support.

When to Take this Journey

Your social protection system is being updated and you want to ensure that the most successful nutrition features are included.

Example 'winning' features could include the provision of smaller volumes of fortified oil or more frequent delivery of benefits during 'hunger season.'

Flip this card to see your journey!

JOURNEY 3
Advocate for nutrition wins

PLAN		
Rose, Bud, Thorn	Analyse the current system	45 min
Journey Selection	Select the best journey for your goals	45 min
Timeline	Decide length and format	60 min
Dream Team	Pick the people you will design with	30 min
Recruitment Plan	Decide how to find recipients	30 min
LISTEN		
Systemigram	Map your system	90 min
Recipient Interview	Listen to recipients empathetically	60 min
Persona Profiles	Build snapshots of types of recipients	60 min
IDEATE		
Future Headlines	Envision successful results	60 min
Idea Prioritisation	Select your winning ideas	30 min
Rapid Prototype	Create a simple version of your idea	45 min
Promotional Poster	Capture the essence of your idea	60 min
Storyboard	Simulate an interaction with a service	60 min
TEST		
Test Plan	Develop a plan to evaluate your prototype	30 min
Recipient Feedback	Get live feedback from recipients	45 min
Feedback Synthesis	Organise your feedback from testing	60 min

TIMELINE
Decide length and format
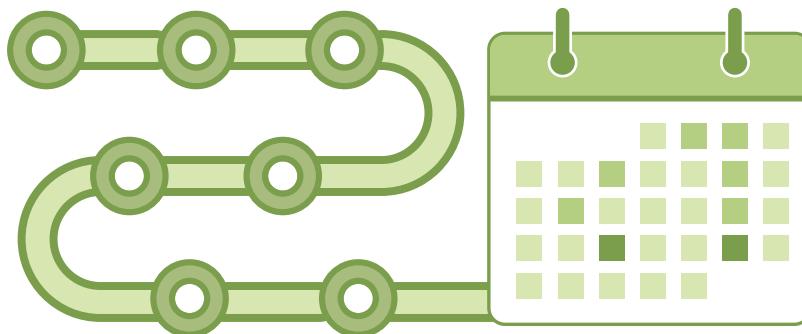
Output:
Specified dates, duration, and format for the design process

60 mins

Materials:
Journey Cards; Pen; Paper

PLAN

Instructions

1. Review the activity cards listed to get a sense of the length of activities. 'Light' journeys (5-6 activities) could take place over 1-2 days, while a more full version could take up to 3 months.

15

TIMELINE
Decide length and format

PLAN

2. Consider how much time you and your internal team have available, as well as key milestones (i.e., elections, policy due dates, grant deadlines).

3. Write down your desired completion date. Short, consolidated time frames work best.

4. You will now decide how to implement your selected Journey.

- How frequently would you have regular meetings?
- How many half- or full-day workshops would you want to include?
- Consider whether you want to meet in person and/or virtually?
- Send calendar invites ahead of time with venue or online meeting links.

Top Tips

- Don't strive for perfecting or doing everything; limiting timeframes is best practice to develop and test new ideas.
- Ensure that the right recipients are identified, and that particularly vulnerable groups are meaningfully included.

DREAM TEAM

Pick your team for collaboration

Output:

A representative team for your journey

30 mins

Materials:

Pen & Paper

PLAN

Instructions

1. You will need to build out your remaining team. Write down 10-15 key stakeholders of your social protection system, beyond your current team. Consider recipients, funders, partners, administrators evaluators, etc. Try to get a range of different voices.

DREAM TEAM

Pick your team for collaboration

PLAN

2. Double-check your list. What perspectives missing? Who else could you include from different sectors? Fill in any gaps.

3. Ensure you have people who can fill the following roles:

- **Tie-breaker:** Someone with institutional authority to resolve a split vote.
- **Social Protection Practitioners:** People who deeply understand how the social protection system work.
- **Advocates:** People who can represent social protection recipients because they are one or work closely with them.

4. Re-balance your list to get to 5-8 prospective team members.

5. Invite them via email. Briefly describe the process and ask them their availability, based on your timeline. I.e.,

- How many hours per week would you be available in [insert timeframe]?
- Could you participate in [X#] of half-day workshops in [insert timeframe]?
- What are your day / time preferences?

RECRUITMENT PLAN

Decide how to find recipients

status
testing
partnering family path
cost age connect
female learn
location help consult
cost gender male
location recipients

Output:

A plan to engage with recipients in the Listen and the Prototype Phases

30 mins

Materials:

Phone, transport

PLAN

Instructions

1. Consider recipients within your system. What's their gender? Age? Family status? Who likely uses social protection? Who is historically underinvested in by social protection systems? Decide who you will need to consult during your design process.

PLAN

2. Create a path to reach the recipients. For example, consider partnering with local NGOs, religious entities, or members of indigenous governance for support with outreach.

3. Once you connect with willing recipients, identify a location for your testing session. Avoid asking the recipients to travel far. Often times, the best settings are church halls, community centres, schools or local NGOs.

4. Determine what accommodations you can provide recipients, such as covering the cost of transportation or a phone credit.

5. Work with facilitators to develop a short script introducing the project, what you want to learn from recipients, what they will be asked to do, and how it will help the community.

Top Tips

- **Manage expectations, don't over-promise.**

PLAN PHASE
Check that you are ready for **Phase 2**

1. PLAN

Congratulations! Having finished the PLAN phase, you should feel clearer about how you will move forward.

At this point, you have decided on:

- ☐ A journey that maps your activity sequence
- ☐ A team
- ☐ A set timeframe and plan

Before you proceed to the LISTEN phase, please reflect on the following questions:

- Have you lined up a facilitator to support the process?

- Is the team clear on the guidelines for working with vulnerable populations, as shared by the facilitator?

- Does a design team member include and/or represent the target recipient?

- Have you worked with a facilitator to accommodate language barriers, different literacy levels, or accessibility needs (for in-person workshops)?
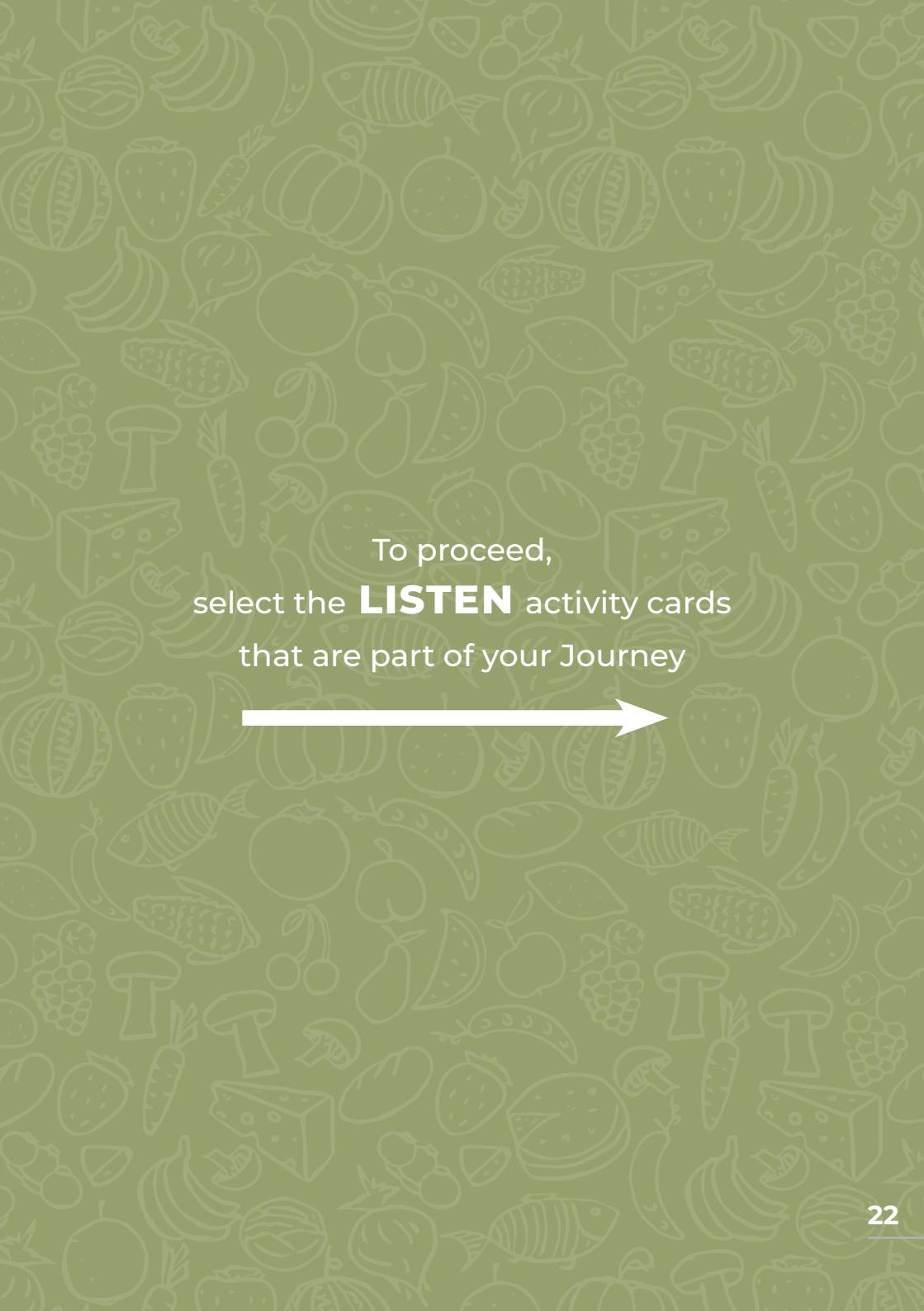
To proceed,
select the **LISTEN** activity cards
that are part of your Journey

→

2. LISTEN

LISTEN
deeply to understand needs
& challenges

Listening with empathy will help you find out what recipients *really* need. This will reduce biases and help make recipient-centered solutions.

Select and review the activity cards that go with the journey you selected in **Phase 1 (PLAN)**.

Activity Overview:

| Activity	Description	Journey		
		1	2	3
Systemigram	Map your system		✓	✓
Recipient Interview	Listen to recipients empathetically	✓	✓	✓
Immersion	Put yourself in recipients' setting	✓	✓	
Interview Synthesis	Organise what you've heard	✓	✓	
Persona Profiles	Build snapshots of types of recipients	✓	✓	✓
Fill in the Blank	Write an actionable challenge statement	✓	✓	

To proceed, consult your journey card and consult the **LISTEN** activity cards listed

SYSTEMIGRAM

Map your system
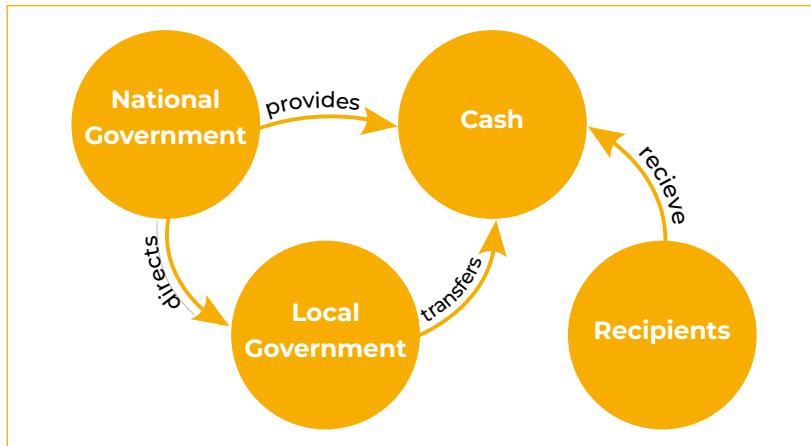
Output:
An overview of your system that clarifies where challenges are

90 mins

Materials:
Pens & Paper

Instructions

1. As a group, write a simple description of your social protection system in the form of nouns (e.g., stakeholders, resources, etc.) linked by specific verbs/ actions. For example, *'beneficiaries get food rations from local suppliers.'* Include 15-25 such examples in your description.

25

LISTEN

2. Ask yourselves: What inputs does this system need to work? What outputs does it create?

3. Use what you wrote to draw a diagram. Put nouns In the circles and use verbs to label arrows. Start by drawing your first noun in the upper left corner.

4. Gradually add your circles and arrows as you've written them.

5. Review the map and consider the following questions: *Are there any missing links or nodes?* Add them. *What are the possible leverage points in this system?* Mark them with an **"X"**.

Top Tips

- Fit the diagram on one page.
- Build your diagram from the top left to the bottom right.
- Avoid complex phrases in your narrative.
- Use colour to group nouns if useful (i.e., people in blue; resources in green).

RECIPIENT INTERVIEW
Listen to recipients empathetically

Output:
Real-world insights into recipient needs to shape better solutions

60 mins

Materials:
Pens; Paper; Recruitment Activity Card

LISTEN

Instructions

1. Based on the top-voted item from your 'Rose, Bud, Thorn' activity, what are the 5 key questions you have about recipients' experience? *For example: How do they decide which foods to purchase?*

27

RECIPIENT INTERVIEW

Listen to recipients empathetically

LISTEN

2. Order your questions from the most general to the most NSSP-specific.

3. Schedule and conduct interviews with selected social protection recipients, allowing around 45 minutes for each interview.

- Introduce yourself & interview purpose.

- Give participants an opportunity to ask questions.

- Begin to ask your questions, but allow for the conversation to flow; it should not feel like a Q&A session.

4. At the end, offer the recipient the chance to share other thoughts or questions.

5. Thank the interviewee for their time & provide any travel compensation.

Top Tips

- **Both speak and act with humility.**

- **Ask open-ended questions and 'Why?'**

- **Receive responses without judgement.**

- **Plan, recruit, and schedule the interview based on Recruitment Card and Facilitation Manual. Remember that recruitment and scheduling may take a few days.**

IMMERSION
Put yourself in recipients' setting

LISTEN

Output:
Deeper understanding of recipient through direct experience

60 mins

Materials:
Pens; Paper; Objects discovered in the experience

Instructions

1. Pick an activity recipients said was frustrating or challenging during interviews.

2. Decide on 1-2 members of your team to attempt to undertake the activity themselves.

LISTEN

3. Sample activities could include: a) buy 5 items based in a market that recipients use spending only the cash transfer amount; b) visit a new community and try to sign up for a social protection service (without submitting your sensitive info).

4. As you go through the activities, jot down how the experience feels. What is hard? What is unexpected? Who or what helped you?

5. Once you're done, share your journey with the team.

- Were able to finish your task?

- What was most difficult?

- What would you have wanted to know / do beforehand?

- What could have been improved?

Top Tips

- **Write down your experience as soon as you can so that you don't forget details.**

INTERVIEW SYNTHESIS

Organise what you've heard

We spoke to... (Recipient and their context)	They told us...

Output:
Deepened understanding of recipients' specific needs and priorities based on interview feedback.

TSET

60 mins

Materials:
Pens; Paper; Sticky Notes; Flip Chart

Instructions

1. On a flip chart, create two columns labeled a) who you spoke to and their context b) what they told you.

INTERVIEW SYNTHESIS
Organise what you've heard

TEST

Instructions

2. Interviewer shares the interviewee's story with the team. The rest of the team captures what they are hearing and places it in the relevant columns.

3. Read the notes and nominate one person or facilitator to cluster the ideas as common themes and label them.

4. Select one of the larger themes for further probing.

5. On individual sticky notes, write down why the theme is important to recipient needs.

6. Probe deeper to understand the root causes. Ask 'why' several times (at least 3) and continue to document the root cause.

Top Tips

- Keep track of different respondents' feedback to help evaluate trends. Consider implementing a colour scheme, or using different symbols or markings for each respondent.

- Learn from the data by focusing on direct recipient feedback, not your own assumptions.

PERSONA PROFILES

Build snapshots of types of recipients

Age	Role	Mindset
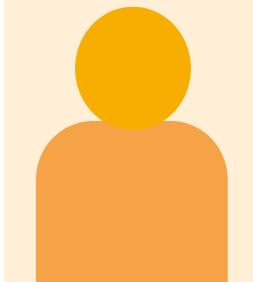
Motivators

Frustrations

Influences

Opportunities to serve

NAME

Output:
A set of example users that you will design your solutions for

60 mins

Materials:
Pens & Paper

LISTEN

Instructions

1. Based on the interview synthesis, as a group identify 2-3 recipient types to base the personas on. For each, start with 1-2 characteristics (age, gender, role, etc....).

2. Divide a piece of paper into 4 sections.

33

2. LISTEN

LISTEN

3. Draw on your conversations with recipients to fill in each of the 4 sections:

- Motivators: What makes them tick?

- Frustrations: What makes it hard for them to do what they need to do?

- Influences: What shapes their behaviour?

- Opportunities: How might we address their frustrations?

4. Read all your personas. Is each one is believable and unique? If not, continue to refine them.

5. Give each persona a creative name (i.e., 'Ambitious Ada').

Top Tips

- As you conduct additional interviews, double-check that the personas still feel relevant. Adapt as needed.

- Use quotes to bring the persona to life.

FILL IN THE BLANK
Write an actionable challenge statement

_____ **needs** _____
Recipient   *Recipient's Need*

because _____
Insight from interview or observation

LISTEN

Output:
A specific problem statement, which will be used to guide ideation and testing of potential solutions

30 mins

Materials:
Pens & Paper

Instructions

1. Reflect on your recipient interviews.

2. Fill in the above sentence to frame the challenge or opportunity you want to address.

FILL IN THE BLANK
Write an actionable challenge statement

Example:

Mothers in informal settlements need alternative ways of receiving cash transfers because they do not have their own phones.

Top Tips

- Before beginning the activity, remind participants of the main design challenge (stemming from the Rose, Bud, and Thorn activity), to prevent off-topic responses.

- Be as specific as possible about the recipient; give some context to where they are or who they are.

- The needs and insights should come from the interviews / observations.

- An actionable insight makes later brainstorming easier.

LISTEN PHASE
Check that you are ready for **Phase 3**

2. LISTEN

Congratulations! You have completed the LISTEN phase.

At this point, you have decided on:

- ☐ A clear problem statement
- ☐ Insights from ultimate recipients to help guide the rest of your journey

Before you proceed to the next phase, please reflect on the following questions as a group:

- What was the most surprising thing you learned?
- Did your perspective shift in any way? If so, how?
- What are you most excited about? Why?
- Does your problem statement express a need or challenge stated by a recipient?
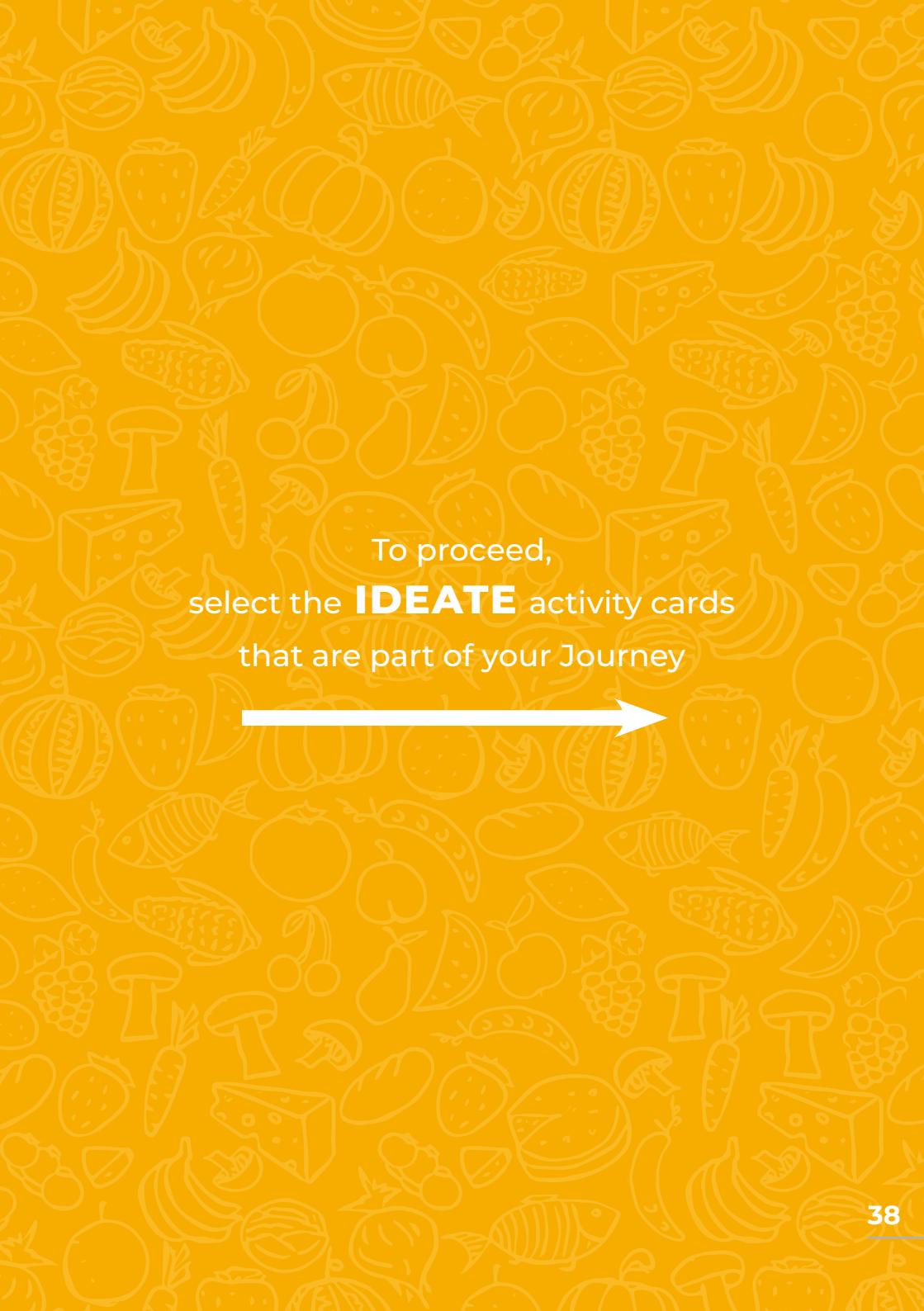
To proceed,
select the **IDEATE** activity cards
that are part of your Journey

→

3. IDEATE

IDEATE
by unleashing your creativity

Think fast! Come up with bold solutions to improve your social protection systems and meet recipient needs.

Select and review the activity cards that go with the journey you selected in **Phase 1 (PLAN)**.

Activity Overview:

Activity	Description	Journey		
		1	2	3
Future Headlines	Envision successful results	✓	✓	✓
Round Robin	Group ideation in three rounds		✓	
Idea Prioritisation	Select your winning ideas	✓	✓	✓
Rapid Prototype	Create a simple version of your idea	✓	✓	✓
Promotional Poster	Capture the essence of your idea	✓		✓
Storyboard	Simulate an interaction with a service		✓	✓

To proceed, select the **IDEATE** activity cards that are part of your Journey

FUTURE HEADLINES
Envision successful results

THE DAILY NEWS

Workforce training empowered 5 million people to find jobs; contributes $100 million to GDP

Output:
An inspirational vision to spark new ideas for testing

60 mins

Materials:
Pens & Paper

IDEATE

Instructions

1. As a group, close your eyes. Imagine it is 10 years in the future. Well done! Your social protection system has been a huge success!

FUTURE HEADLINES
Envision successful results

IDEATE

2. Without discussion, each person drafts a newspaper headline and sketches an image to describe this future. Be sure to include:
   - A description of the intervention that led to the outcome
   - The steps that were taken to achieve the outcome
   - The roles played by various stakeholders to achieve success, and
   - A vision for how to build upon the success in the future

3. One-by-one, share your responses.

4. Appointed team member or facilitator to identify common themes.

5. Based on the common themes identified, come up with a list of ideas for how you might change the system today to get to your future goal. Break into smaller groups if needed.

6. Customize the timeframe to align to existing milestones and/or how broad the ideation will be.

Top Tips

- Customize the timeframe to align to existing milestones and/or how broad the ideation will be.
- Encourage the group to be ambitious and suspend judgement.
- Consider using the following prompts:
  - ❑ What does the world look like?
  - ❑ How has your system evolved?
  - ❑ What is it known for?

ROUND ROBIN

Group ideation in three rounds

Challenge Statement:

Round 1: Ideate	Participant 1:	Participant 2:	Participant 3:
Round 2: Find Failures	Participant 1:	Participant 2:	Participant 3:
Round 3: Refine	Participant 1:	Participant 2:	Participant 3:

IDEATE

Output:
Many solutions that have been improved and through multiple rounds of feedback

60 mins

Materials:
Large Sheet of Paper; Pens; Sticky Notes

Instructions

1. As a group, close your eyes. Imagine it is 20 years in the future. Well done! Your social protection system has been a huge success!

2. At the top of the paper, write down the challenge statement from the 'Fill in the Blank' activity card.

ROUND ROBIN
Group ideation in three rounds

IDEATE

3. Round 1: *Ideate*
Come up with an idea to address the challenge. Once you have drawn or written an idea, pass the paper to your right until each member has added an idea.

4. Round 2: *Find Failures*
Under each idea, write down a reason why the solution may fail. Pass the paper to the right.

5. Round 3: *Refine*
Try to solve the failure risks raised in the prior round. Pass your paper to the right again.

6. Each person shares which refined idea they are most excited about testing and why.

Top Tips

- Use a timer of ~5 minutes per round.
- Think big! Don't hold back on creative ideas.
- Don't feel shy to call out risks in any of the ideas; finding weaknesses early helps to improve them.
- Reassure participants frequently that they are encouraged to propose out-of-the-box solutions, and that there are no bad ideas.

IDEA PRIORITISATION
Select your winning ideas

Feasibility

Impact
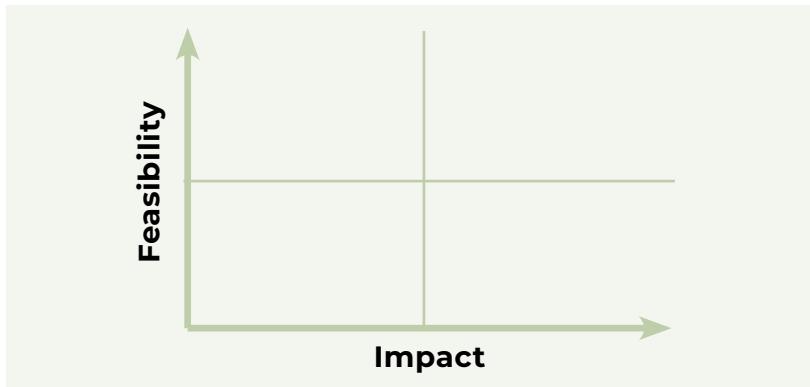
Output:
A prioritised list of ideas to prototype and then test

30 mins

Materials:
Pens & Paper; Sticky Notes; Flip Board

IDEATE

Instructions

1. As a team, write down all of the ideas that have been generated on individual sticky notes.

2. On a flip board, make a grid with two lines, like in the above diagram.

3. Work as a group to plot the ideas based on likelihood for impact and feasibility. Low impact ideas are on the left and high impact ideas are on the right. Ideas that are less feasible are on the bottom and more feasible are on the top.

IDEATE

4. Look at the range of ideas plotted, and cluster similar or related solutions. When appropriate, remove duplicates to make the results easier to interpret.

5. Look at the idea(s) in the top right – these are the ideas that are both feasible and impactful. Work together to agree on one or a small number of ideas to prioritise in further design activities.

Top Tips

- Don't worry too much about the exact placement in the quadrant; just try to get to 'good enough.'

- Feel free to add any new ideas that may come up.

- Don't throw away the ideas in other quadrants! Document them and keep them for future reference. Impactful ideas that seem infeasible now may become relevant later on.

RAPID PROTOTYPE

Create a simple version of your idea
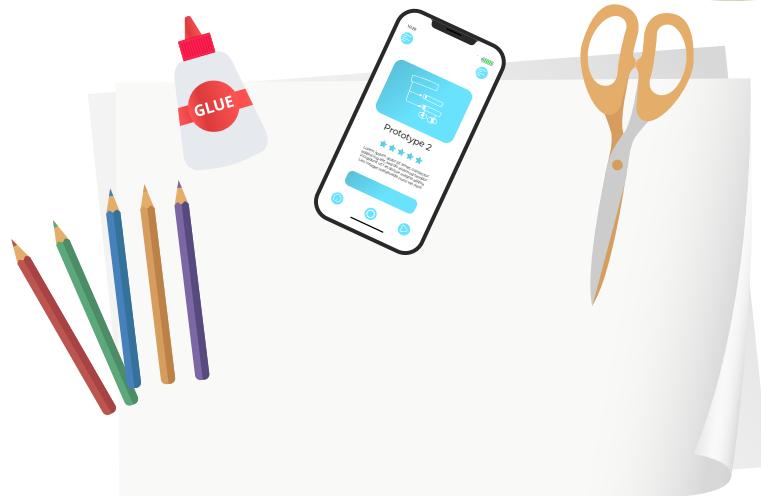
Output:

A lightweight prototype to test with recipients

30 mins

Materials:

Pens; Paper; Glue; Scissors...
Whatever you have!

IDEATE

Instructions

1. Pick the idea that has the highest feasibility and potential impact from your prioritization exercise.

2. At the top of the paper, write down the challenge statement from the 'Fill in the Blank' activity card.

IDEATE

3. Decide the best format to communicate the idea to the recipients. For example, mock-up a new social protection system sign-up form for low literacy or create a WhatsApp chat to send cash transfer progress notifications).

4. Only include what you need to communicate. The key is to not overinvest.

5. Come up with a list of what you want to learn through your prototype.

6. Have participants present their prototypes to the group. Consider using create presentation methods, such as role play, song and dance, or constructing a 3D model.

Top Tips

- Give your build a good effort, but don't worry about making your prototype perfect – it is meant to be a very basic example that shows key functionality.

- Be specific about what assumptions you want to test with each prototype.

- Practice testing your prototype with a team member or colleague before taking it into the field.

- Be resourceful!

PROMOTIONAL POSTER

Capture the essence of your idea

Prototype 1

What it offers

MAIN TOPIC
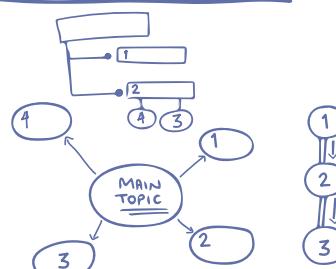
How it works

CALL TO ACTION

IDEATE

Output:

A basic, visual description of your idea for testing that will show if users are interested in it

60 mins

Materials:

Pens & Paper

PROMOTIONAL POSTER

Capture the essence of your idea

IDEATE

Instructions

1. Create a poster to describe your idea. It should include:

   - Simple description of core offering and why it is useful.

   - Key features that show how it works.

   - A call-to-action. What should the person do after reading the poster?

2. Write a catchy title.

3. Sketch an image to accompany the drawing.

Top Tips

- Think about the flow of information; what's the first attention-grabbing thing the audience needs to know?

- Build for a specific audience and adapt as needed (i.e., literacy).

- Ask a colleague for feedback on your poster before you test it.

STORYBOARD
## Simulate an interaction with a service

STORYBOARD:
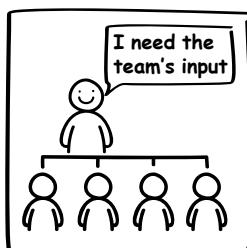
PERSONNEL:
Stakeholder
Susan
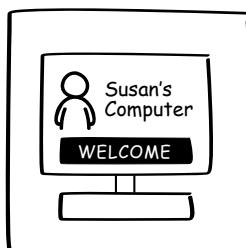
SCENARIO:
Create a Prototype
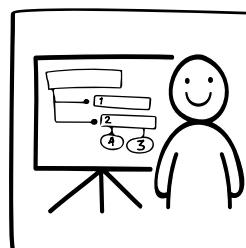
Output:
High-level steps of how the recipient would interact with service to be tested

IDEATE

60 mins

Materials:
Pens, Props; Whatever you have!

Instructions

1. Pick a service idea you want to test. For example, would people use a sign-up service for social protection services at a community centre or at a place of worship?

STORYBOARD

Simulate an interaction with a service

IDEATE

2. Step-by-step, jot down the entire interaction the recipient would have with your idea. Include steps for how they would find the service and what they would do after using it.

3. Narrow down the list into the 5 most important steps.

4. For each step, note the people, action, and dialogue that would need to happen.

5. Draw the experience on paper as a storyboard. Draw people and objects inside frames to demonstrate each step and write speech bubble to show dialogue.

Top Tips

- Progress over perfection! Focus on the interactions taking place rather than the perfect drawing.

- Incorporate characters from Persona Profiles to help bring your story to life.

IDEATE PHASE
Check that you are
ready for **Phase 4**

Congratulations! You have completed the IDEATE phase

At this point, you have decided on:

☐ A prioritised list of ideas to test in the next phase

☐ Sketches of multiple ideas

Before you proceed to the next phase, reflect on the following questions:

- Are the top components for testing targeted at recipient's needs?

- How could it be made easy to understand for the target recipient?

- Have you double-checked that the new solution would be accessible to marginalised communities?
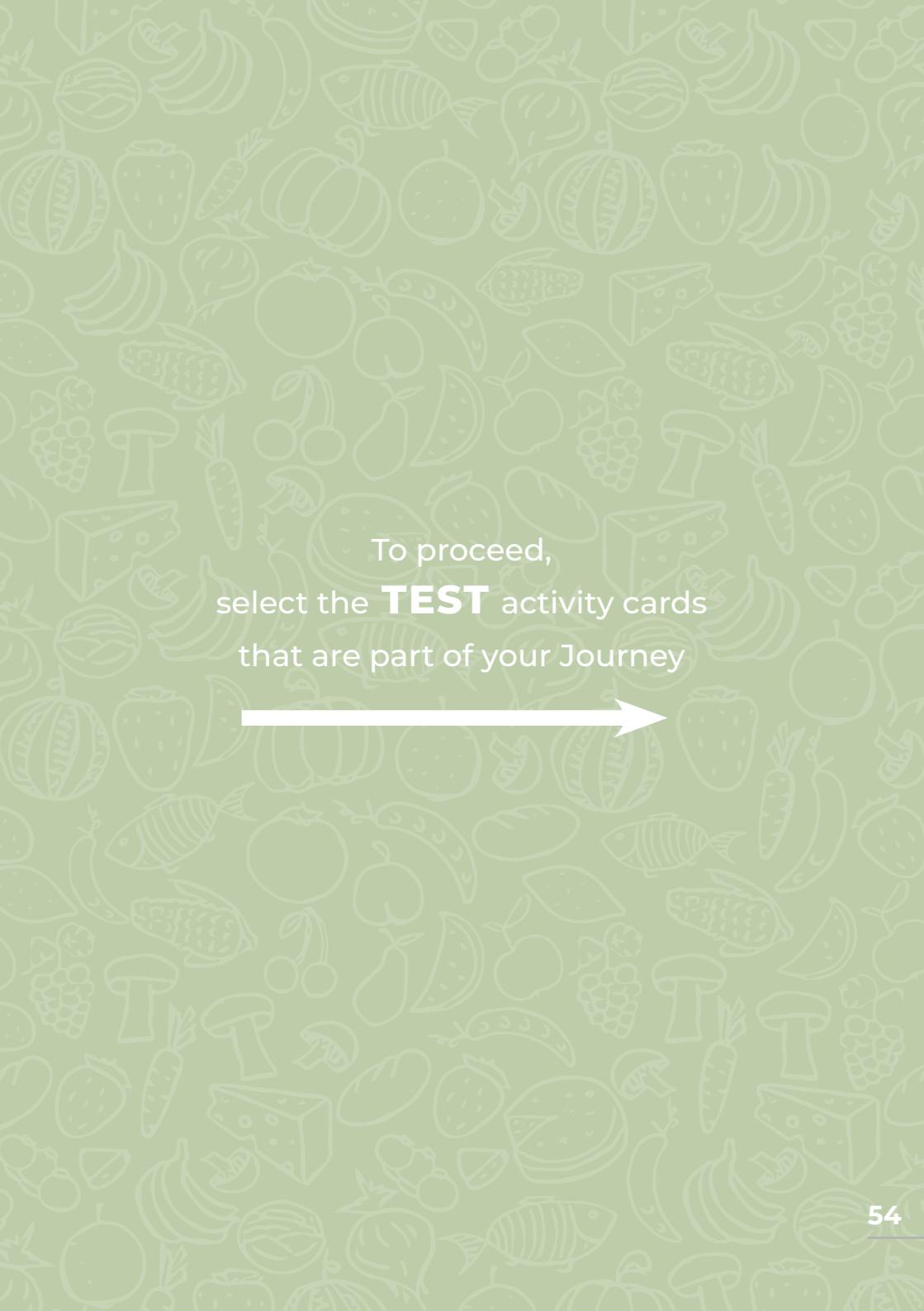
To proceed,
select the **TEST** activity cards
that are part of your Journey

→

4. TEST

PHASE 4: TEST
to get early feedback from real recipients

See how your ideas work in the hands of recipients! Make a plan to test your simple prototypes and quickly find out whether your ideas have the impact you expect.

Select and review the activity cards that go with the journey you selected in **Phase 1 (PLAN)**.

Activity Overview:

| Activity	Description	Journey		
		1	2	3
Test Plan	Develop a plan to evaluate your prototype	✓	✓	✓
Recipient Test	Get live feedback from recipients	✓	✓	✓
Feedback Synthesis	Organise your feedback from testing	✓	✓	✓
Iteration	Use testing feedback to improve your idea	✓	✓	

To proceed, select the **TEST** activity cards that are part of your Journey.

TEST PLAN

Develop a plan to evaluate your prototype

4. TEST
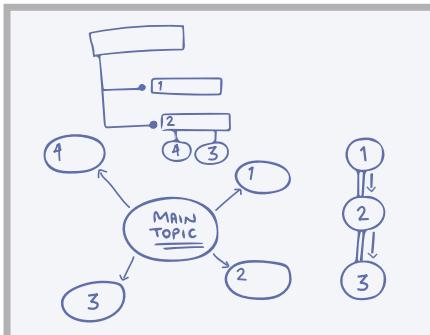
Output:
A clear path and metrics for evaluation

30 mins

Materials:
Pen & Paper

Instructions

1. Before testing your prototype, answer the following questions:

- What are the top three questions you want to answer with this prototype?

- Which metrics will you use to measure success? For example, 30% complete the benefits enrollment form without help.

57

TEST PLAN

Develop a plan to evaluate your prototype

4. TEST

TEST

- What assumptions are you making about how your prototype could work? Consider regulations, resource dependencies (i.e., electricity), etc.

- What is most risky or unknown about the prototype?

2. Identify who you will need to participate in your test, including internal team members and any stakeholders, as well as their roles (i.e., recruitment, facilitation, critique).

3. Identify how many recipients you will need for the test. Will it be 1:1 or in a group? How long it will take? Where will it be?

4. Develop a testing timeline for your team, including specific action items and the dates by which they must be completed.

5. Create a script & documentation plan.

Top Tips

- **Include a backup date in your plans.**
- **Let the participants interact with the prototype without you explaining it.**

RECIPIENT TEST

Get live feedback from recipients

TEST

> **Output:**
> Insights into how to improve an idea

45 mins

Materials:
Prototype, Note-taking template, Test Script

Instructions

1. Review your prototype test plan with the team. Confirm what you want to test.

2. Recruit participants, based on the Test Plan and the Recruit Recipients Cards. You will want to schedule at least 3 tests.

RECIPIENT TEST
Get live feedback from recipients

TEST

3. Begin with an introduction and icebreaker to build trust (see Facilitator's Manual for ideas).

4. Present your prototype to the recipient with little explanation. Trust participants to formulate their own opinions.

5. After you observe participants trying it / engaging with it, ask participants to share:

- What do you think this is?

- What would you do with it? Do next?

- What questions do you have about it?

- Have you seen anything like it?

- Who do you think it is for?

- What is missing or confusing?

- What would you change about it?

Top Tips

- Remind participants you want their honest feedback, including criticism.

- Keep conversation on-topic with guiding questions or by recapping participants' feedback in your own words.

FEEDBACK SYNTHESIS

Organise your feedback from testing

Prototype name:

What worked?	What should change?
What new ideas were sparked?	What questions were you asked?

Output:

Distilled feedback on how to improve your prototype

60 mins

Materials:

Large sheet of paper, pens, multiple colors of sticky notes

TEST

Instructions

1. After your prototype testing session, you will want to quickly record the feedback.

TEST

2. Separate a large piece of paper into four quadrants, labeling them as follows:

   - What worked?

   - What should change?

   - What new ideas were sparked?

   - What questions were you asked about the prototype?

3. Using different colour stickies for each recipient, each team member writes down the feedback they heard and/or saw from recipients who interacted with the prototype.

4. Place your stickies on the quadrants.

5. Read all the feedback.

6. As a group, discuss your insights from all four prompts.

7. Circle any stickies that you want to take action on in further prototypes.

Top Tips

- Don't overlook negative feedback: it's important to reflect on the good, the bad, and the unexpected.

- Take notes on your conversation and/or take photos of the stickies for future reference.

ITERATION
Use testing feedback to improve your idea

TEST

Output:
Incorporate feedback to improve the most promising ideas

60 mins

Materials:
Pens, Paper, & 'Feedback Synthesis' card

Instructions

1. Review the results of your 'Feedback Synthesis' activity.

2. Look for recurring themes or issues with your prototype identified during testing.

   For example:

   Testers didn't know how to use the prototype

63

4. TEST

TEST

3. Use these patterns you identified in step two to inform the next iteration of the test:

    - If the feedback shows that the concept is working, the next iteration should focus on testing the critical feature that makes your solution work (or, without it, would fail).

    - If the feedback is telling you the concept is NOT working, identify what needs to be change and consider creating a new prototype.

4. Decide on a testing plan for your new or iterated prototype.

Top Tips

- Don't stop at one successful test. Continue to test any critical or risky features, understand how it will be implemented, marketed, and what it will look and feel like.

- Don't get discouraged with negative feedback. Iterate or pivot to new ideas.

TEST PHASE

Set your team up for future work

Congratulations! You completed the TEST phase and your journey.

At this point, you:

- Articulated a problem.
- Sketched, prototyped and tested an idea.
- Received and synthesised feedback from real recipients.

As you have completed the process, reflect on the following questions:

- What idea did recipients value most?
- How well did we center recipient voices?
- How will you continue to test and learn?

Keep the momentum going! Here are a few ways to build on the work:

- Share your experience with other Toolkit users and practitioners in the LinkedIn group and other forums.
- Select a champion(s) to continue to test and refine any prototype that gained traction or continue the process with a new prototype.
- Work with your team to identify next steps by setting 'SMART' goals. Refer to the guidance document accompanying this card pack for additional information.

CONGRATULATIONS

**Please visit
GAIN's Social Protection programme website
to learn more about this Toolkit and
how to share your experiences with
other Toolkit users.**

REFERENCE
MATERIALS

GLOSSARY
Definitions of key terms

REFERENCE MATERIALS

Design thinking terms

Ideate: Come up with new ideas

Iterate: Repeatedly revise different versions of an idea, with the intent of making it better each time.

Prototype: Make a basic model representing your idea so that people can interact with it and give you feedback.

Social protection terms

Recipient: The individual(s) or household(s) targeted by a social programme.

Targeting: Directing an intervention at a group that is particularly vulnerable to a specific social problem.

Protections: or Offerings Benefits designed to reduce risks associated with poverty to recipients.

Graduation: The successful transition of a recipient out of a social protection programme.

Modality: The form of assistance (e.g., cash transfer, vouchers, in-kind, service delivery, or a combination) that a recipient receives.

ACTIVITY CARD INDEX

Get an overview of what's in this deck

Activity Overview:

Activity	Description	Journey 1	Journey 2	Journey 3
1. PLAN				
Rose, Bud, Thorn	Map your system		✓	✓
Journey Selection	Listen to recipients empathetically	✓	✓	✓
Timeline	Put yourself in recipients' setting	✓	✓	
Dream Team	Organise what you've heard	✓	✓	
Recruitment Plan	Build snapshots of types of recipients	✓	✓	✓
1. LISTEN				
Systemigram	Map your system		✓	✓
Recipient Interview	Listen to recipients empathetically	✓	✓	✓
Immersion	Put yourself in recipients' setting	✓	✓	
Interview Synthesis	Organise what you've heard	✓	✓	
Persona Profiles	Build snapshots of types of recipients	✓	✓	✓
Fill in the Blank	Write an actionable challenge statement	✓	✓	

ACTIVITY CARD INDEX

Get an overview of what's in this deck

Activity	Description	Journey 1	2	3
3. IDEATE				
Future Headlines	Envision successful results	✓	✓	✓
Round Robin	Group ideation in three rounds		✓	
Idea Prioritisation	Select your winning ideas	✓	✓	✓
Rapid Prototype	Create a simple version of your idea	✓	✓	✓
Promotional Poster	Capture the essence of your idea	✓		✓
Storyboard	Simulate an interaction types of recipients		✓	✓
4. Test				
Test Plan	Develop a plan to evaluate your prototype	✓	✓	✓
Recipient Test	Get live feedback from recipients	✓	✓	✓
Feedback Synthesis	Organise your feedback from testing	✓	✓	✓
Iteration	Use testing feedback to improve your idea	✓	✓	