

DAY 1 Overview

We divided the session up into 4 different activities designed to give us clarity around established preferences and behaviors.



Activity #1 Ideal Scenarios

Help us understand what you think a great water point, clinic and school looks like.

Describe what things are located at these places. Why are they helpful? Needed? Special? How does the staff interact with you? How do you feel during your visit? What about after you've left?



Activity #2

Tell us what makes sense

We compared two different models by sharing a visual representation of each.

First, we shared diagrams of the health water and nutrition solution consolidated in one location in order to show that it was a "one stop shop" for these particular services. We asked the ladies what was good about this solution and what didn't make sense to them.

We then put that piece of paper aside and drew the offering to show it would exist in three separate locations. We asked the same questions and captured the feedback.

Lastly we asked them what they would call a business that offered these three services and captured those names to build on for the following session.



Activity #3

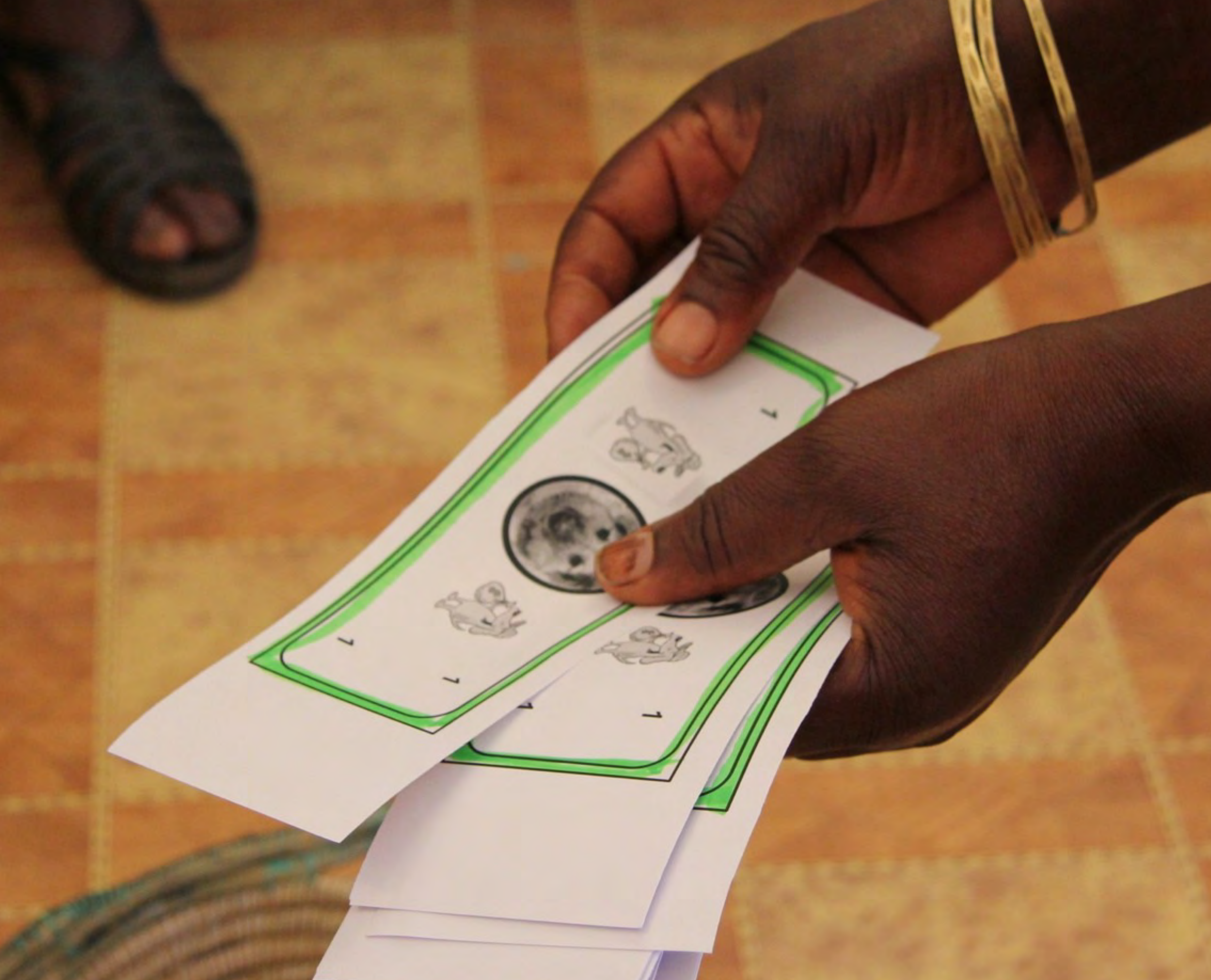
Making sense of brand, visual cues and product appeal

We put a variety of soaps in front of the women and asked them to choose the ones they liked most based on a number of different questions. We then tried a similar set of activities with them using simple printed cards. We used many different soaps, brand logos and visuals they had never seen or heard of in order to better understand how package shape, color, imagery and other elements of visual design and branding would appeal to these ladies.





A women points to the card she thinks is the most attractive out of the set. She then explains why she chose it and what appeals to her.



Activity #4

Dividing up a pool of money

Our research told us loud and clear that people were making ends meet in incredibly creative ways. We wanted to see if the women could teach us how flexible the money in their communities really is. We designed a role playing game in which 7 women had to cooperatively allocate and divide up \$100 USD. One women played the role of allocator, deciding which members of the group got certain amounts and why. We played out a number of different scenarios in order to see how different dynamics played out.

As we were going through one of the branding exercises the women began to notice their names written on post-its and hung on the wall. We explained that after we spoke with each of them (previously in their homes) we came to the office and wrote down their thoughts, opinions, and needs in order to remember what they said and help guide us through the design of our work. They told us they felt honored and broke into a round of applause. This was a very special moment for all of us.



DAY 2

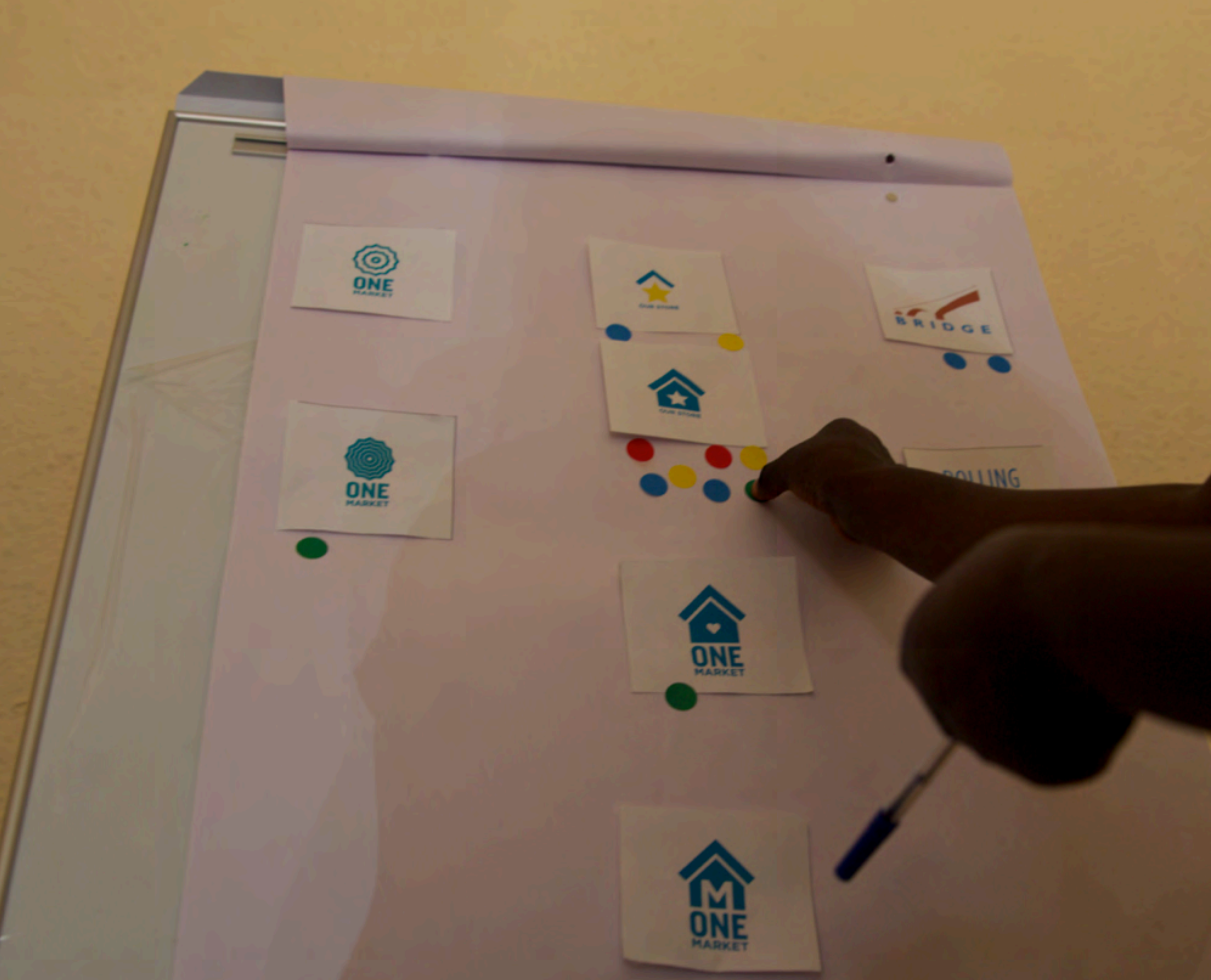
Overview

By incorporating what we heard, saw and received feedback on in the first session we were able to rapidly iterate on both the service model and brand identity over the short break. In this session we presented back our new service models and brand directions in order to get feedback once again.



Activity #1 Deep Dive on Brand

We quickly made a variety of brand marks and brand names on Saturday after our Friday session. We asked the ladies to vote on the logos and names they liked. The preference of the group was very clear towards a few of the presented options. We asked about the reasons behind each choice to better understand the context and values that informed them.



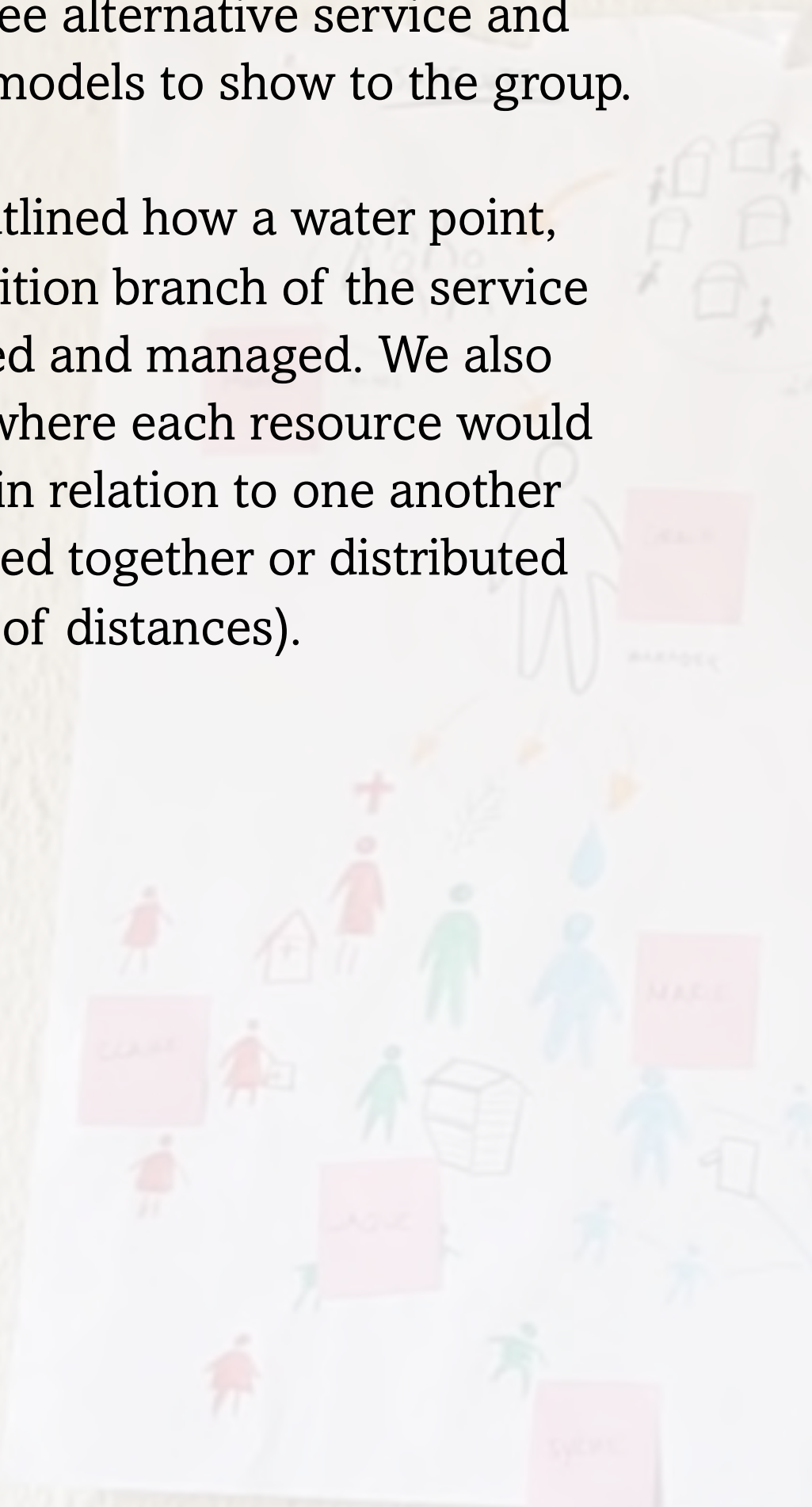
Activity #2

“Experiencing”

3 different service models

We created three alternative service and infrastructure models to show to the group.

Each model outlined how a water point, clinic, and nutrition branch of the service would be staffed and managed. We also differentiated where each resource would specifically sit in relation to one another (meaning located together or distributed across a range of distances).



Activity #2 (Continued) “Experiencing” 3 different service models

After explaining each model, we asked all of the women to act out a scenario in which each one of them was a participant in the system i.e. a staff member, manager, board member or customer. Each women was asked to either provide or pay for a service within the model and different amounts of cash were given to each at the beginning of the game. We wanted to see how the variations in management structure and payment methods would affect the women using it. We also wanted to dive deeper into the social dynamics that occur when someone does not have the ability to pay up front and instead relies on informal systems of credit/trade/ and compromise that we knew from our research was a natural occurrence in their communities. We watched in complete awe as the women delighted in the role-playing aspect of this game and creatively problem solved and negotiated.



The women acting out a scenario for the group in which Chloe on the left is visiting Jade the health clinic worker and negotiating payment.





We noticed the women were taking notes and sketching different variations of the models as they played the game. It was a moment of pure delight for the IDEO.org team. These women were being visual and iterating on our ideas without any instruction from us.



Next Steps

We learned a ton from these activities and in our next meeting we will be revealing those insights. To keep this conclusion short we were amazed by the level of understanding and depth these activities helped us gain. We didn't facilitate the interactions or drive at certain outcomes, we let the participants teach us if the systems were flexible and responsive to their needs. This allowed us to better understand what people do in "tricky" situations and how resourceful and creative they are when money is tight. Through our branding exercises we were able to gauge what their purchasing behaviors look like and what preference means in their daily lives.

Our findings have made their way into the themes, insights and design principles we are currently evolving. We are also excited to share our initial round of concepts with you in the upcoming meeting - expect to see ideas grounded in all of these learnings.