

Curiosity + Humility + Objectivity + Empathy = Impact

Improving programs, services and products
through e5™ human-centric problem solving

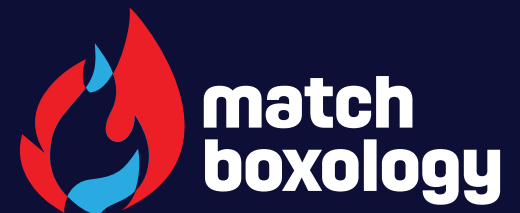
Our capabilities



Let's talk

Cal@Matchboxology.com

Connect with us



Introducing Matchboxology



Matchboxology is a globally awarded Human Centered Design (HCD), behavior change strategy and communications incubator.

We opened Africa's first HCD firm in **2005** guided by the Nguni principal



"Umuntu ngumuntu ngabantu"

a person is who they are because of other people.

Behind all the strategic imperatives, logical frameworks, system processes and key deliverables lies a world of human beings driven by

- personal truths
- attitudes
- beliefs
- motivational triggers

Our expertise lies in facilitating collective problem-solving. The e5™ process ensures we start out solving for the right problems as well as emerging with the right solutions to those right problems.

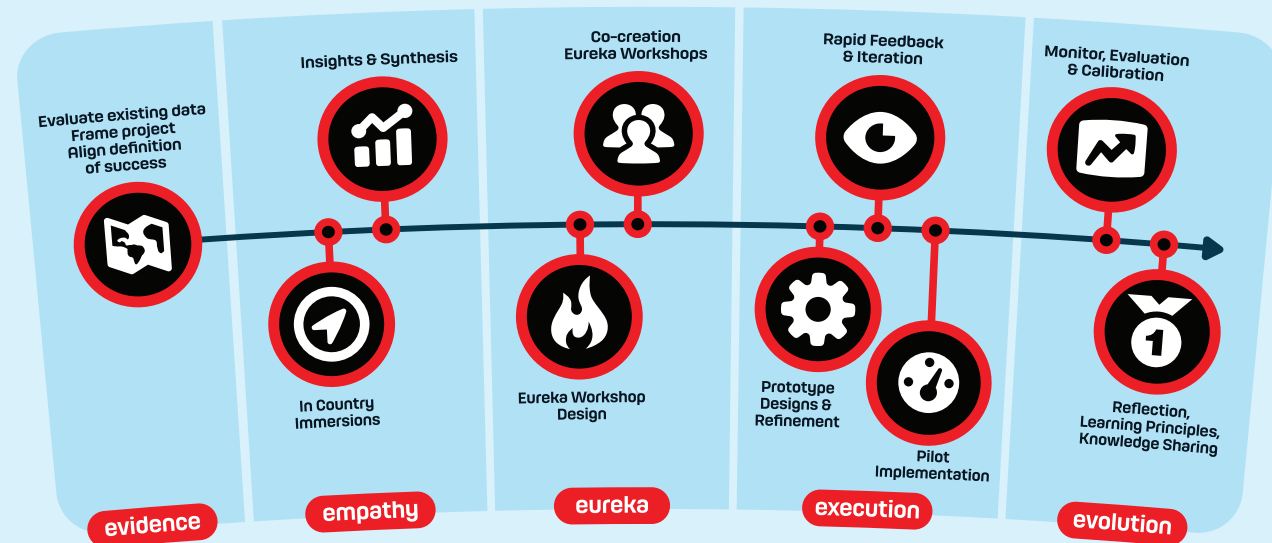
Our philosophy is to put human issues at the center of every challenge and opportunity; because what funders, implementers, service providers and the key audiences need and desire all shapes impact success or failure.

Our e5™ process

Matchboxology has adapted and iterated the design thinking process to best deliver results in LMIC settings and contexts based on 20 years of working across the African continent. This is summarized below in our e5™ process.



matchboxology



In-country Collaboration Partners



Matchboxology is committed to localization and have insights associates in:



These local qualitative researchers and design thinking experts have worked side-by-side with Matchboxology staff to learn our techniques for deeper listening and guided conversation. We've found that our techniques combined with their local insiders' perspectives and experience gives us unique capacity to build on existing evidence with deeper truth and cognitive empathy.

We continue to rapidly expand this network throughout the African continent .

For work outside the Africa continent...

Matchboxology is a leading member of the [REACH](#) network: an association of independent global HCD consultancies, giving us a local partner on every continent.

Our Reach network partners are kindred spirits in applying objectivity, humility, empathy and creativity to every project assignment. Working with these in-country partners gives us confidence that we will deliver to our global clients deep local insights and inspired co-creation with local communities and experts.



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Objectivity + Empathy = Impact**

Our Key Differentiators



Proven Track Record and Collaborative Partners

We are of African origin and for 20 years have proven we have the nimble resources, partners, and expertise to consistently deliver outstanding results to

- private sector clients
- development organizations
- the donors
- governments

Our added value is found in our unique network of collaborative partners, giving us the combined ingenuity to find simple solutions to complex challenges.

Harnessing Behavior Change Communication

We have a track record of seeing and harnessing **social behaviour change communication and non-traditional opportunities** that others miss.

Our **global communications experience and network of African creative resources**, directed by the deep **insights gained from Human Centered Design methodologies** means we deliver integrated value along the entire client journey and challenge ecosystem.

Quick Impact and Efficient Solutions

We move quick, start fast, and are **obsessed with getting to impact as efficiently as possible** for our clients and communities.

We can provide **new thinking to pre-existing solutions** (design as a spark).

We can **provide new solutions to existing problems** (design as an end-to-end process).

And we can **help integrate HCD as a problem-solving process** inside systems to improve the long term sustainability of solutions.

Combining Evidence and Empathy

Our immersion methodologies successfully combine:

- evidence
- empathy driven research
- ideation & executorial design
- implementation coaching

We apply three decades of international project management, creative direction and social development expertise to listen and search for great **ideas hiding inside ordinary people while simultaneously uncovering deep truths about behavior, attitudes and motivators.**

Unified Strategic Purpose

We have developed synergistic learning tools that help bring key stakeholders to a **unified strategic purpose and shared set of success criteria** at the outset.

We have found **alignment and enthusiasm** is infectious and builds important momentum for projects to generate impact at the coalface.

What does Matchboxology bring to a project team?



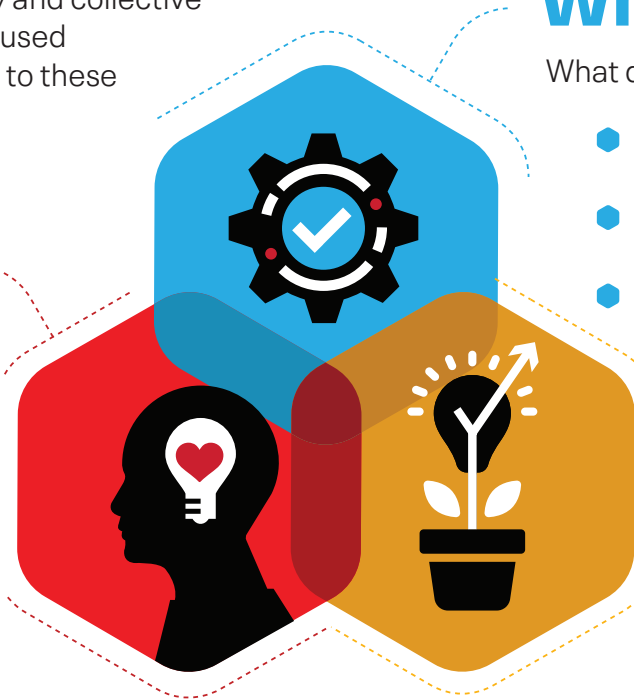
Our expertise is finding simple solutions inside complex problems.



While the methodologies we apply may seem familiar to those versed in participatory research, ethnography and collective problem solving, our value is in our laser-focused commitment to sustainable impact. Our path to these solutions passes through three screens:

What is Desirable?

- How does the full ecosystem around the evidence define this challenge?
- What do those at the center of the challenge really want from a solution?
- How would they design solutions to meet what they need?



What is Feasible?

What does the project have:

- the financial capacity for?
- the mandate to pursue?
- the unique ability to execute?

What is Viable?

- How can we apply the world's most technically efficient and impactful tools to sustainably address the project's challenges?



Matchboxology's HCD process

Click on the 5e's below to view more details of each phase:



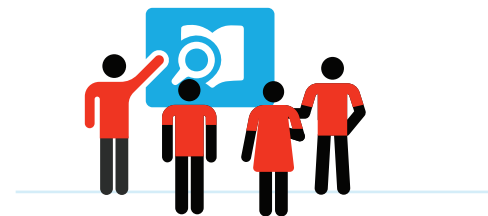


evidence



We begin by reviewing evidence to date with your full team, considering

- 🔍 pre-existing peer-reviewed data
- 🔍 relevant grey literature
- 🔍 field experience
- 🔍 strategic assumptions



The Matchboxology team will work with the core team to identify what is known thus far, to challenge key assumptions based on thought leadership and to identify diverse individuals, experts, and stakeholders for immersions.

1

**Review
evidence**

2

**Identify
known facts to
challenge key
assumptions**

3

**Identify diverse
individuals,
experts, and
stakeholders**

empathy



e²mpathy

Empathy is
the heart of
HCD

Immersion
Listening
Sessions

Gather
Insights

Build
Trust

Leverage
Team
Experience

Through highly objective immersion style listening sessions across a project's ecosystems, we will see and hear the

- **perceptions**
- **attitudes**
- **behaviors**
- **triggers**
- **motivators**
- **barriers**

from a diversity of individuals.



IMMERSIONS

Immersion is structured conversations designed to **gather facts** as well as **uncover barriers and triggers** that may significantly impact the design of a project's implementation.

We structure sessions to allow flexibility for participants to **reveal interesting new insights** and to **answer questions we didn't know to ask**. MBX **builds trust** with members across the project ecosystem.

We've hosted insightful conversations with all types of individuals-- from village chiefs in Sierra Leone to diplomats in Mozambique; from the King of eSwatini to Investment Bank CEOs, from global celebrities and business leaders to everyday adults and adolescents across the globe.

On our team are individuals that have lived and worked on 5 continents, bringing a breadth of experience, empathy and capacity to connect and converse with people in any part of the world.

evidence

eureka

3 Eureka



Custom Workshops

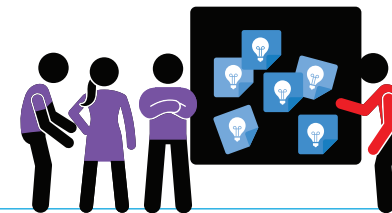
Develop Prototypes

Human-Centered Design

Foster Enthusiasm

Matchboxology designs and facilitates bespoke designed **co-creation workshops** that bring together your core team, project stakeholders and select technical experts based on the challenges defined through the evidence and empathy phases.

Our workshops co-design innovative solutions to address very specific challenges based on participant insights, preferences, and the collective experiences of what has worked before.



Our highly interactive workshops help teams:

- **DESIGN PROTOTYPES** based on the motivators, attitudes, barriers, reward drivers, social and cultural norms that are desirable, feasible and viable solutions for the diverse stakeholder audiences.
- **IDENTIFY AND DESIGN** for the human elements driving behaviors.
- **GENERATE RICH STAKEHOLDER INTERACTIONS** that fuel an enthusiasm to implement collectively designed solutions.

empathy

execution

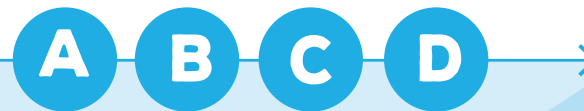
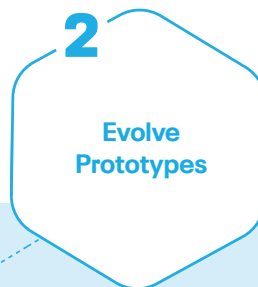
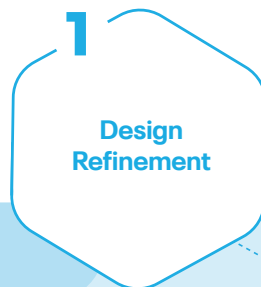


e⁴xecution



Great ideas achieve little without great execution.

The Matchboxology team are experts at design refinement, tapping into a global network of discipline experts who help us evolve prototype concepts from the Eureka Workshops into highly impactful and scalable project solutions ready for the field.



eureka

evolution

e⁵volution



We help project teams embrace and integrate
a philosophy and culture of continual improvement.



Reducing self-imposed time lags in feedback, reflection, recalibration
and iteration significantly accelerates a project's ability to achieve impact.



Our team identifies coaching opportunities to help each project
gain an appreciation of the lean start up culture.



The e5™ process introduces our development clients to the proven lean start-up process
of **rapid prototyping and quick iteration** based on dipstick feedback from users.

This approach significantly accelerates



program design

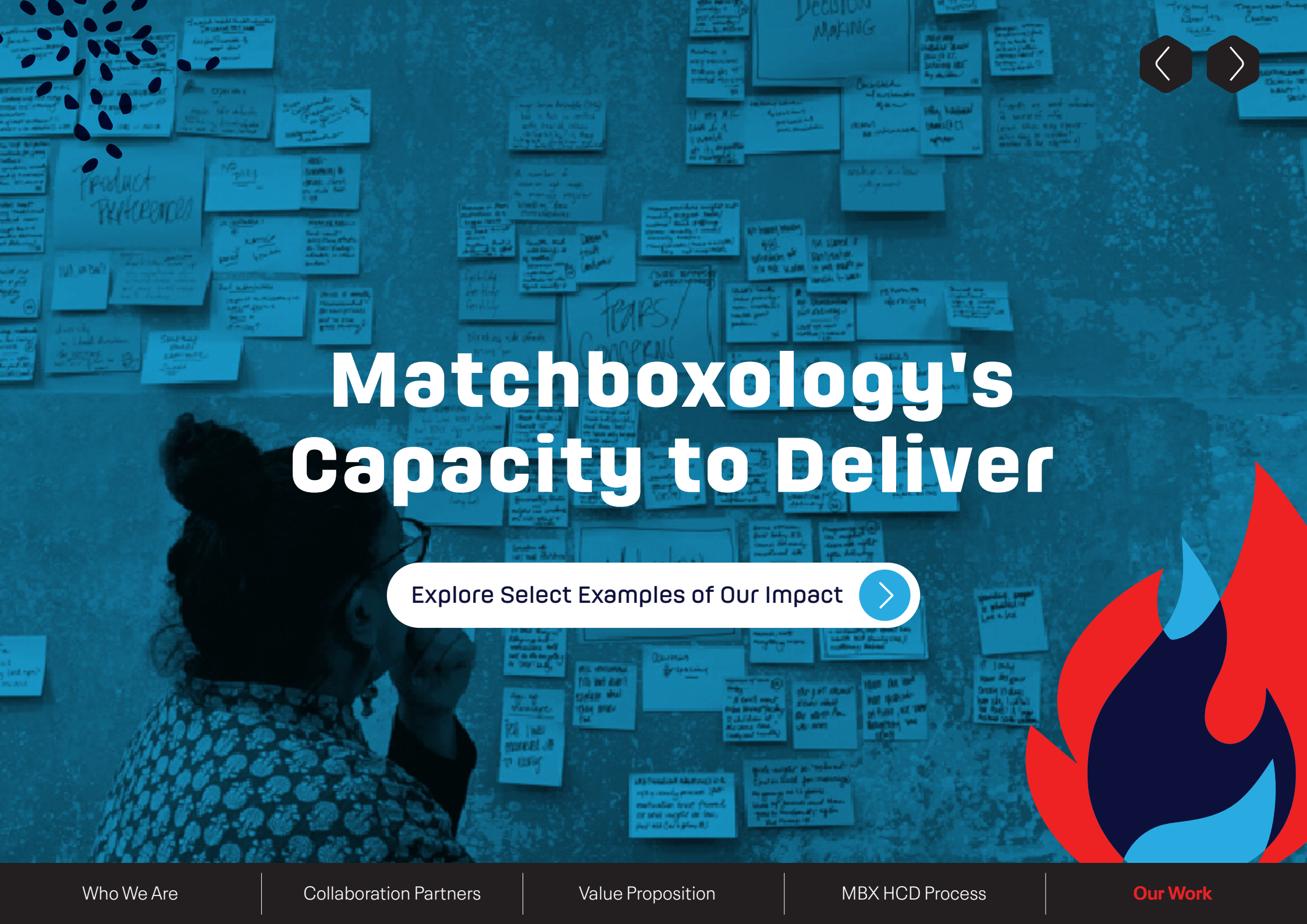


successful scale-up



integrates a proven risk management strategy for growing success efficiently

execution



Matchboxology's Capacity to Deliver

Explore Select Examples of Our Impact



Who We Are

Collaboration Partners

Value Proposition

MBX HCD Process

Our Work



Systems Strengthening/ Capacity Bridging

Explore examples of projects MBX has undertaken related to Systems Strengthening/Capacity Bridging



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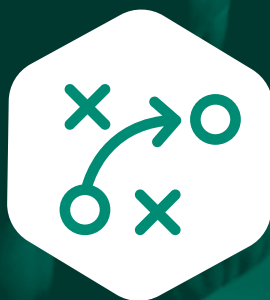
Our Work











Internal Strategy/ Good Governance

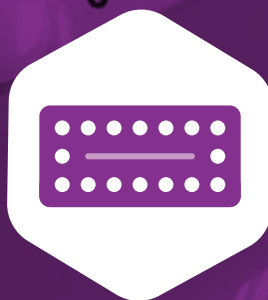
Explore examples of projects MBX has undertaken
related to Internal Strategy/Good Governance











Safe Mothers, Safe Babies

Explore examples of projects MBX has undertaken related to Family Planning & Reproductive Health











Infectious Disease

Explore examples of projects MBX has undertaken related to infectious disease including HIV/AIDS, Malaria, COVID-19 and Tuberculosis leave Private Sector and Shared Value.

















Private Sector & Shared Value

Explore examples of projects MBX has undertaken related to Private Sector & Shared Value





