Design for Health

Glossary of Design Terms
Glossary of Design Terms

ABOUT THIS RESOURCE

Design terms can seem like jargon to non-designers, which can lead to miscommunication. This resource helps clarify the meanings of common design terms through definitions and examples.

RESOURCE FEATURES

This Glossary Design Terms includes:

- Definitions of the terms and their relevance to global health
- Illustrative examples to contextualize the terms
- Synonyms and similar words for each term

HOW WAS THIS RESOURCE DEVELOPED?

The glossary was developed by engaging with a range of global health practitioners and designers who provided input regarding the definitions of terms and examples that help explain each of them.
Glossary of Design Terms

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The Terms
AFFINITY MAP

An affinity map gathers a large amount of data (e.g. words on sticky notes) and organizes it into groups, themes, or ideas. When making sense of research data, designers often use such a map to surface patterns, generate insights, and identify opportunities. Affinity mapping is one of the common ways by which designers make sense of complex information during the process of synthesis. Affinity maps are particularly useful for identifying cross-cutting needs and opportunities throughout complex health systems.

EXAMPLES

This affinity map was used to make sense of a large amount of data by grouping people’s input into emerging themes, thereby, allowing patterns to emerge.

Source: Dr. Shilpa Das, Discipline Lead, Interdisciplinary Design Studies, National Institute of Design, Ahmedabad

RELATED WORDS

- Affinity diagram
- Synthesis
- Sensemaking
Glossary of Design Terms

BRAINSTORMING

Brainstorming is a creative approach by which individuals or groups generate and share ideas without criticism or judgment in order to promote uninhibited thinking. Usually a question (e.g., How might we engage adolescent youth in health programming?) is posed to participants who then use sticky notes or a whiteboard to generate and record as many of their ideas as possible before selecting the most viable ones. Brainstorming can be an effective approach to suspend disbelief and introduce alternatives to ideas or methods that have already been tried. This can be especially useful for practitioners with extensive expertise about what has / has not worked historically.

RELATED WORDS
- Concept
- How Might We
- Ideation
- Idea generation
- Exploration
- Co-design

EXAMPLES

A brainstorm session looks at the question, ‘How might we help teens access birth control in a way that is private and discreet?’ Resulting ideas informed the creation of prototypes that focused on access, packaging, and location.

Source: Jessa Blades, Managing Director - Health Practice, IDEO.org San Francisco

RESOURCES

IDEO.org:
http://www.designkit.org/methods/1
http://www.designkit.org/methods/28

Mindlab:

Nesta:
https://www.nesta.org.uk/toolkit/fast-idea-generator/

Civic service design tools:
At its core, a brand is a promise to consumers about a product or service offering and about the experiences and feelings that consumers will take from engagement with that offering. A brand presents an identity and a set of associations and expectations to the consumer. These are captured in tangible elements such as visual imagery, logos, and messaging. Strong brands ensure consistency of experience across every moment that a consumer comes into contact with them. Each element works together to consistently communicate the brand promise and shape consumer perceptions.

**EXAMPLES**

Future Fab is a program implemented in Kenya by Marie Stopes that harnesses brand for exactly the purpose described above. It’s a youth lifestyle brand that celebrates teens, their talents, and their potential. It seeks to reframe contraception as a relevant means by which a young person can achieve their goals. Young people, their parents, and their communities come into contact with Future Fab through high energy events with music, dance and games; at community meetings that stimulate dialogue; and in more intimate teen and parent meet-ups where ambassadors and volunteer health workers discuss and provide support around specific concerns related to adolescents SRH practices and decisions. The core values of Future Fab—the energy and positivity of youth, optimism about the future, the promotion of contraception as an enabling and empowering life choice—carry through at each of these locations. Future Fab helped Marie Stopes drive a seven-fold increase in adolescent visits to their clinics and pop-up service points where young people meet with a youth-friendly service provider that also embodies the brand values.

**Source:** IDEO.org
CARD SORT

A card sort is a quick and easy activity by which to gather feedback from someone about what matters most to them. Participants are provided a deck of cards, each with a word or single image, that they can rank in order of preference. This can spur deeper conversations around the participants’ values, priorities, and tradeoffs. Designers use this method as one way to co-design with users. Card sorting can be particularly effective in revealing users’ mental models and decision-making processes related to their day-to-day experience of health systems.

RELATED WORDS

- Co-designing
- Participatory Design

EXAMPLES

Card sorting was used here to understand adolescent views on how to improve fertility awareness and increase access to contraceptives and contraceptive service delivery mechanisms. These interactive, co-designing sessions provided an in-depth view of how adolescents make decisions about SRH, as well as the extent of their access to family planning information and products.

Project: DIRECT TO CONSUMER FAMILY PLANNING. USAID’s Office of Population and Reproductive Health (PRH) and USAID’s Center for Innovation and Impact (CII) with Dalberg Design

Source: Dalberg Design  Read more at: http://www.engagehcd.com/dtc
“There are various ways to conduct card sorts. While IDEO.org was designing a new planter tool in Ethiopia, we went around the farmer’s property with a Polaroid camera and took pictures of the different tools that were laying around, instead of using cards with illustrations on them. By having really accurate depictions of the tools, we were able to have a richer discussion and realized that farmers actually see a big difference between the tools they can build themselves versus the ones they need to go into the city to buy.”

Source: Behrouz Hariri, Co Founder at Smart Nora Inc. and former IDEO.org Designer

RESOURCES

IDEO.org:  
http://www.designkit.org/methods/24
CO-DESIGNING

Co-designing is a process of creating solutions along with the users you’re trying to affect. This includes activities that allow for varying levels of participation from the users, like sketching, card sorting, roleplaying, etc. Co-designing can be used to define a complete solution or just to gather input and feedback on small features of products or services. It is one of the common ways in which designers co-create with the users they are working with. Please note that co-creation usually refers to a larger umbrella of methods of working with users and can include approaches such as crowdsourcing, co-authoring, and co-designing. At times designers use co-designing and co-creating interchangeably. Co-designing can be particularly effective for global health users who have a hard time envisioning better solutions to address their needs but who excel in improving on an idea once it is introduced to them through simple prototypes.

RELATED WORDS
- Card Sorting
- Co-creation
- Participatory Design
- Prototyping

EXAMPLES

These co-creating and prototyping sessions were designed for adolescents with their values and lifestyles in mind, to generate ideas and understand ways to improve fertility awareness and to increase access to contraceptives and contraceptive service delivery mechanisms. They provided an in-depth view of how adolescents make decisions about SRH, and revealed the extent of their access to family planning information and products.

Project: DIRECT TO CONSUMER FAMILY PLANNING. USAID’s Office of Population and Reproductive Health (PRH) and USAID’s Center for Innovation and Impact (CII) with Dalberg Design

Source: Dalberg Design
Read more at: http://www.engagehcd.com/dtc
To gain trust and glean the right kinds of insights from the community, a design team led co-creation sessions with women they met during the design research phase. Not only did the team seek to learn how the program should operate, it also allowed the women to create the program’s brand look, feel, and personality. These women helped the design team choose the color scheme and design for the logo; offered key insights into community power dynamics; and reinforced the idea that control of the program should be shared among community members.

Source: Behrouz Hariri, Co Founder at Smart Nora Inc. and former IDEO.org Designer

RESOURCES

Co-creation Guidance
http://www.designkit.org/methods/33
CONCEPT

A concept is an idea with a rationale that supports how the solution you are designing will overcome a problem or challenge. A Concept is more polished and complete than an idea. It’s more sophisticated, that designers want to test with the people they are designing for, and it’s starting to look like an answer to their ‘How Might We’ question. The concept is what they begin to build prototypes around. Typically designers come up with several ideas to solve a problem and then evaluate the effectiveness of these ideas with users before turning them into one or more concepts. Each of these concepts represent a compelling solution by adding specific details to how that idea can be realized. For global health practitioners, developing and testing concepts with users and other stakeholders can be a cost effective way to try out alternate approaches before investing in higher fidelity development.

RELATED WORDS

- Brainstorm
- How Might We

EXAMPLES

Using video content as a hook to spark conversation and drive product access

This illustrative concept represents ways to address adolescent outreach while engaging the private sector to improve fertility awareness, and increase access to contraceptives and contraceptive service delivery mechanisms.

Project: DIRECT TO CONSUMER FAMILY PLANNING. USAID’s Office of Population and Reproductive Health (PRH) and USAID’s Center for Innovation and Impact (CII) with Dalberg Design

Source: Dalberg Design Read more at: http://www.engagehcd.com/dtc
Design is the process of developing informed, sensitive, inclusive, purposeful and innovative solutions that embody functional and aesthetic demands based on the needs of the intended users and their ecosystem. Design is applied in the development of goods, services, processes, messages, and environments. Design can be an effective and complementary approach in global health to ensure that user needs are brought to the forefront when decisions are made about the design and implementation of new or improved interventions and solutions. Read more about what design is at: www.designforhealth.org.

EXAMPLES

This diagram shows the typical design process. Initially, designers focus on gaining and refining knowledge, then they move on to developing the final interventions and solutions.

Read more at: www.designforhealth.org
Design thinking is an approach to innovation that draws from the designer's toolkit to integrate the needs of people; the possibilities of technology; and the requirements for business success. Design thinking, skills, and practices should be thought of as being appropriate to all disciplines including design. Design, itself, is a craft of deep specialized skills comprised of visual design; interaction or user experience design; user research; etc. Each of these design specialties needs to know and practice its own specialized craft while also knowing and practicing design thinking. In addition to delivering measurable clinical outcomes, design thinking can also benefit global health practitioners by increasing the likelihood that solutions appeal to users and are viable within resource-constrained environments.

**EXAMPLES**

This diagram shows how design thinking brings what is desirable from a human point of view together with what is technologically feasible and economically viable. Design thinking also allows people who aren't trained as designers to use creative tools to address a vast range of challenges.

*Source:* Tim Brown, IDEO
Experience design is the practice of designing products, processes, services, events, and environments with a focus on the quality of the user's experience, particularly the level of engagement and satisfaction that the user derives from a product or service while it addresses their needs and context. Experience design can help provide global health practitioners with a holistic picture of user needs across a range of different touchpoints. It is an approach that helps reveal key gaps in quality service delivery that might otherwise fall through the cracks between different actors within the health system.

EXAMPLES

Health experts rethought the birth experience in resource-constrained settings to improve quality of health care. By using a human-centered approach, they addressed issues around space, services, and products. This resulted in a series of facility innovations, such as modular, architectural, and interior design plans; new work and patient flow designs; job aids; communication and behavior change tools; as well as improved products, including a new delivery bed.

Source: M4ID  Read more at: http://m4id.fi/project/labour-ward/
An integrated system was designed to provide adolescent girls with safe spaces where they can gain vocational skills; learn about love and healthy relationships; and access sexual and reproductive healthcare (SRH) services.

Source: IDEO.org
Read more at: https://www.a360learninghub.org/nigeria/
Facilitation is a structured process for fostering an environment where people can collectively and collaboratively identify, frame, and solve problems and create solutions. It is usually led by a facilitator who directs participants, one-on-one or as a group, through questions, comments, and storytelling, so that they can contribute their own ideas and suggestions regarding a topic or area of interest. Given the personal, sensitive, and sometimes intimate nature of health issues, strong, creative facilitation can be essential in building trust across diverse communities. This helps health practitioners better understand needs and expectations that might otherwise remain hidden. Facilitation can also play a critical role in guiding people from different areas of technical expertise toward common health outcomes.

EXAMPLES

A facilitator helps young adolescent girls share and organize their ideas about how they access health services.

Source: Dalberg Design

RESOURCES

Conversation Starters:
http://www.designkit.org/methods/44
A focus group is a gathering of intentionally selected people, in a non-threatening and receptive environment, who participate in a planned discussion that is intended to elicit user perceptions about a particular topic or area of interest. Unlike an interview, which usually occurs with an individual, the focus group method allows members of the group to interact and influence each other during the discussion. Focus groups can play an important role in health settings because they can bring together multiple considerations within a community and surface common needs and meaningful differences in perspective regarding the health system. Designers often use focus groups to facilitate more complex discussions, by asking participants to build collaborative stakeholder maps showing, for example, the sources of health information within their families and communities.

**EXAMPLES**

A focus group of young mothers of similar age and background, who are close friends and would be comfortable talking with each other about their family planning Needs.

*Source: Dalberg Design*

**RESOURCES**

Group Interview:  
http://www.designkit.org/methods/20
How Might We? is a positive, actionable question that frames the challenge but does not point to any one solution. It is often used as a device to prompt participants to focus on a specific topic and generate ideas around it (e.g. How might we improve the usability of personal protective equipment for healthcare workers?). This approach can be valuable to encourage new approaches in global health among practitioners who are keenly aware of practical constraints that limit opportunities to re-imagine health systems.

**RELATED WORDS**
- Brainstorm
- Insights

**EXAMPLES**

Designers initially asked, “How might we use digital financial services to improve the lives of fisherfolk in Ghana?” However, after conducting design research, the team realized that the How Might We statement had to be reframed to ask, “How might we create new income-generating opportunities within the fishing ecosystem?”

**SOURCE:** IDEO.org

**OTHER EXAMPLES:**

- **How might we** design hospital waiting rooms to mitigate the transmission of airborne diseases?
- **How might we** better use popular communication channels with adolescents in providing targeted SRH information?

**RESOURCES**

How Might We: [http://www.designkit.org/methods/3](http://www.designkit.org/methods/3)
HUMAN-CENTERED DESIGN

Human-centered design (HCD) is the process of integrating human perspectives in all steps of the problem-solving process. The process aims to better understand an issue from the human perspective and focuses on how it looks and feels to users and stakeholders within their environment and context. This understanding informs the iterative development of concepts designed to address a problem. HCD can help find solutions to issues that are ingrained in global health such as: the complexity of navigating and coordinating stakeholder ecosystems; the difficulty in changing user health behaviors; the barriers to scaling compelling solutions; and the challenge of appropriately measuring health impacts.

RELATED WORDS
- Design
- Design thinking
- Iterative Design Process
- Experience Design
- Service Design
- Participatory Design

EXAMPLES

This diagram shows an HCD process that includes gathering insights, identifying opportunities, and generating and testing ideas with users before making recommendations. The HCD process is often most visible in the methods used, which can include observations, interviews, collaborative workshops, rapid prototyping, and individual and community engagement sessions. A defining characteristic of the human-centered design process is that it prioritizes talking to and collaborating with the people who are most likely to be affected by the development of a new intervention or program.

Source: Dalberg Design Read more at: http://www.engagehcd.com/hcd-process/
INSIGHTS

Insights are ideas or anecdotes expressed as succinct statements that serve to interpret patterns in research findings. Insights offer a new perspective, even if they are not new discoveries. They are inspiring and relevant to the design challenge. Designers can play a valuable role by working across disciplines to translate the vast amount of research data that is generated by the health sector into actionable insights that can serve as jumping off points for exploring new or improved solution opportunities (as captured in ‘How might we’ statements).

RELATED WORDS
- Synthesis
- How Might We
- Sensemaking

EXAMPLES

For example a ‘research finding’ might look like this:
Patients are often non-compliant. This makes their conditions worsen and GPs frustrated. *(This is valuable information to have found, but until we understand what causes the behavior it will be difficult to design to improve the situation.)*

An insight looks more like this:
Patients are so nervous during appointments that they don’t listen to their doctors. *(This is much more actionable, as it highlights the underlying behavior.)*

A ‘How Might We’ statement can look like this:
How Might We make patients more comfortable during appointments so that they are able to listen to their doctors and pay attention to the advice they have to offer. *(This statement highlights an actionable opportunity for ideation.)*
A key step in the design process is creating insight statements, which are succinct sentences that point the way forward, and rephrase the themes emerging from design research for use in the creation of How Might We questions. In this specific project, a theme around identity and contraception led to the insight that, “Contraception is at odds with a girl’s identity and what is expected of her.”

Source: IDEO.org
ITERATIVE DESIGN PROCESS

The Iterative design process is the act of testing and refining an output with the aim of approaching a desired goal. Each repetition of the process is called an iteration. In design, it refers to the cycles of learning, creating, prototyping, and measuring. Designers typically go through several rounds of iteration in which they present their ideas and prototypes to users and then make incremental changes based on their feedback. This process leads to ideas that are more in tune with user needs.

RELATED WORDS
- Human-centered Design
- Prototyping

EXAMPLES

History of the ReMotion Knee

JaipurKnee (v1)
Students at Stanford University developed the v1 ReMotion JaipurKnee for production and fitting by the JaipurFoot Organization, the largest provider of prosthetics in India and the world.

ReMotion Knee (v2)
The v2 ReMotion Knee was manufactured in Menlo Park and distributed through Fundación Protesis Para la Vida in Ibarra, Ecuador.

ReMotion Knee (v3)
The v3 ReMotion Knee is our first version that is designed to be mass produced for world-wide scale.

Source: D-Rev’s iterations on the ReMotion Knee

RESOURCES

Iteration:
http://www.designkit.org/methods/19
A journey map is a framework that can help designers think through and strategize about key moments for different stakeholders as they experience a solution. A journey map can, for example, lay out how stakeholders first become aware of a solution; what their initial interactions and engagement with it are like; how they might become a repeat user; and how the solution might ultimately impact their life. This can be a valuable tool for revealing the many gaps and barriers that stakeholders face as they interact with fragmented health systems over time. Journey maps often represent both user (front stage) and provider (backstage) views.

RELATED WORDS
- Touch points
- User journey

EXAMPLES

The Dalipino Ring Journey Map

The journey map illustrates a young women's experiences, needs, and barriers using the Dalipino (DPV) ring. This framework considers relevant insights about a young woman's sexual and reproductive health journey to design and plan effective prevention strategies. A journey map can usually support a number of design concepts that will support her experience with this new HIV prevention option.

RESOURCES

IDEO.org:
http://www.designkit.org/methods/63

IDEO.org: http://www.designkit.org/methods/63

Source: Dalberg Design
Read more at: http://www.engagehcd.com/dpv-ring
A minimum viable product is a simple version of a product or a service that has only the basic features necessary to satisfy early adopters. While an MVP is an actual product, its primary purpose is to gather feedback from users for its continued development and to, as efficiently as possible, test, in the real world, the fundamental hypotheses related to it. In the global health context, where the cost of developing products and services can be high, MVPs provide a preliminary step forward by putting an early version product into the hands of patients and providers and ensuring that any features that are added provide direct benefits to the intended audience.

**EXAMPLES**

This is an MVP designed to reduce household organic waste for urban families in Tanzania. Given the high cost of mass manufacturing, this MVP allowed users to test an early version and provide feedback.

*Source:* IDEO.org

**RESOURCES**

PARTICIPATORY DESIGN

Participatory design is an approach that invites stakeholders such as clients, users, and community members into the design process to ensure that a design meets the needs of those it is serving. It is a type of social research in which the people being studied have significant control over participation, collaboration, and agency. Participatory design is often used to increase buy-in and ownership when developing health solutions for users and providers who lack a sense of control and agency within the broader health system.

RELATED WORDS

- Co-designing
- Facilitation
- Human-centered Design

EXAMPLES

A group of surgeons, nurses and anesthetists participate in the design of a leadership curriculum for surgical teams.

Source: Dalberg Design

“Through the life of a project designers collaborate with young women, who are near-peers to the audience they are designing for, treating them as members of their team who they call ‘young designers.’ Together, they collaborate on designs, run and manage logistics, share and present findings to relevant external stakeholders, and consult and inform the direction of the design.”

Source: IDEO.org

RESOURCES

Co-Creation Guidance:
http://www.designkit.org/methods/33
A persona is a representative identity that reflects one of the user groups. It is a representation of a user segment with shared needs and characteristics. In HCD, personas are archetypal characters that represent different user segments that might engage a product or service in a similar way. Personas can be very helpful for health practitioners as they communicate common needs, expectations, and behaviors in a highly relatable format. For example, Persona’s can help in adding crucial context when global health practitioners are defining their target audiences for new product profiles. They are also effective for modeling providers, health officers, and other stakeholders.

**EXAMPLES**

**The Follower**

*Dependent Listener*

Followers take their cues from others. They lack internal motivation to seek solutions on their own, but will faithfully follow guidance from trusted influencers.

“We have learned to ask them ‘who do you live with’ to help us understand who’s influencing them.”

**A FOLLOWER’S STORY**

Samke spends most of her time at home. She lives with her parents, older sister, and two young children. Her boyfriend (and father of her children) lives nearby and visits at her family home from time to time, but she wonders when they will marry and have a home of their own. Samke thought that the birth of their second child would come with a marriage proposal, but her boyfriend only became more distant. This worried her older sister, who advised Samke to begin using a long-acting contraceptive, like the injection or implant, to prevent additional pregnancies.

Samke trusts her sister and knows she has her best interests in mind, so she decided to go ahead with the injection. Her sister reminds her about appointments and accompanies her to the clinic on occasion. Samke hides this from her boyfriend for fear that it may upset him and ruin their chances of a future together. Her boyfriend was unhappy when she brought condoms to the bedroom, insisting that if she trusts him, there is no need for protection.

**CHARACTERISTICS**

- **Health-seeking behaviors**
  - Resistant to access health services for herself unless there is an emergency or advised to do so by a trusted friend or family member
  - Accesses clinic for necessary health visits but does not feel entitled or empowered to ask questions
  - Relies primarily on advice and secondhand information shared from a few trusted sources
  - May use a long-acting reversible contraceptive (LARC), like the implant or injection, as directed by a nurse postpartum

- **Barriers**
  - Easily influenced by myths and stories shared by others
  - Lack of future orientation, personal goals
  - Socially isolated—limited engagement with community or public support services

- **Male partner influence**
  - Often submits to partners’ preferences. May knowingly put herself at risk to avoid conflict.

**RELATED WORDS**

- Journey Maps
- Synthesis

**SOURCE:** Dalberg Design

**Read more at:** [http://www.engagethcd.com/dpv-ring](http://www.engagethcd.com/dpv-ring)
Personas are used as a framework for understanding the different behavioral archetypes of the users being designing for. In this example, personas were used to help explain different motivations for having sex and to encourage a candid conversation about which type(s) of personas the design solution would serve.

Source: IDEO.org
Glossary of Design Terms

PROTOTYPE

A prototype is a model or artifact built to test a concept with users in order to learn from them. A prototype helps designers understand, explore, and communicate what it feels like to engage with a solution in real working conditions rather than theoretical conditions. Prototypes can be used to test and refine concepts across many different aspects of a health intervention including products, services, benefit statements, messaging, training, and decision support tools.

RELATED WORDS

- Concept
- Iterative Design Process

EXAMPLES

Some examples of prototypes and ideas created and tested with communities. Paper and digital, clickable prototypes are employed in user testing to validate key features, hierarchy of information, basic navigation, and integration with other platforms.

Source: Dalberg Design
Concept sketches used to prototype reimagined ways that teens access contraceptives within pharmacies.

Source: IDEO.org
Sensemaking refers to the activity of structuring unknown or complex data in order to comprehend, understand and explain it. It helps turn such data into information that can serve as a springboard for action. Sensemaking activities help participants gain a better grasp of what is going on in their environment, thus facilitating other activities such as brainstorming to generate ideas. Collective synthesis is a part of sensemaking that designers use to create insights from user research data. Sensemaking is critical for global health as decisions must often be made based on partial, fragmented, and diverse data sources.

**EXAMPLES**

A multidisciplinary group of designers and global health experts work through data gathered from research as a part of the sensemaking process.

**Source:** Dalberg Design
Glossary of Design Terms

SERVICE DESIGN

Service design involves the activity of planning and organizing people, infrastructure, communications, and material components of a service in order to improve its quality and the interaction between providers and customers. Service design emerged out of the private sector with a strong focus on service industries such as hospitality and health. Service design gained widespread adoption in the UK, for example, where it was applied to make the delivery of the national healthcare more user friendly at each touchpoint.

RELATED WORDS

- Concept
- Experience Design
- Journey Map
- Touchpoint

EXAMPLES

Refugees engage a simple, interactive tablet app, designed to track customer satisfaction and collect suggestions for how to improve services. Such suggestions were aggregated into a dashboard showing settlement inhabitants’ perspectives in real-time.

Source: IDEO.org
Stakeholder maps are visual representations of the stakeholders involved in a system and the relationships between them. Health decisions are not simple ones, so stakeholder maps can play a critical role in showing the flow of information and relationships that shape health behavior, particularly in fragmented and resource-constrained environments. Stakeholder maps, when collaboratively developed through a participatory design process, can help to reveal the complex interactions between formal and informal components of health systems.

**EXAMPLES**

Stakeholder maps help connect the dots between different stakeholders and influencers of user behavior. In this way, they support targeted paths for market strategies aimed at key segments, such as early adopters.

**Source:** Dalberg Design
Glossary of Design Terms

SYNTHESIS

Synthesis is a form of sensemaking in which research findings are combined and interpreted into ideas to form insights, theories, and systems that prompt design. Synthesis is best done collaboratively, with multiple disciplines and stakeholders at the table representing different perspectives and areas of expertise. Synthesis can be critical in global health as decisions often need to be made based on partial, fragmented, and diverse data sources. Designers can be strong facilitators of a multi-disciplinary synthesis process. Designers also bring a set of useful frameworks, such as journey maps, that can help make the outputs of synthesis practical and actionable.

EXAMPLES

A synthesis board

Source: Dalberg Design

RELATED WORDS

- Facilitation
- Insights
- Journey Maps
- Sensemaking
A touchpoint is any point of contact between a user and the provider of a solution (e.g. product / service / program / system). A touchpoint is the place, moment, or situation, before, during, and after a transaction, when a potential user comes into contact with a solution. Each touchpoint is an opportunity to create a better user experience. A touchpoint can be a physical, virtual, or human point of interaction. Effective health delivery, such as MNCH, often involves coordinating interactions across a broad range of touchpoints that can be fragmented and disconnected. Simple tools like health records, for example, are often used to bridge the gap between a user’s touchpoints with a given health clinic or provider. But even simple tools like these can break down when users move to a new village or location.

RELATED WORDS

- Journey Map
- Stakeholder Map
- User Journey

EXAMPLES

Three touch points through which adolescents access information and services regarding their sexual and reproductive health.

Source: IDEO.org
A use case is a description of how users will interact with a solution (e.g. product / service / program / system) you are designing. It outlines, from a user’s point of view, a system’s behavior as it responds to a request. Each use case is represented as a sequence of simple steps, beginning with a user’s goal, and ending when that goal is fulfilled. Use cases can support the efficient development of an MVP version that is appropriate to users or other stakeholders in a given context and can help focus global health practitioners on the practical task that a given health service or intervention is trying to achieve.

**RELATED WORDS**

- Minimum Viable Product (MVP)

**EXAMPLES**

**Use case #2**  
**Healthcare worker training**  
*CHEWs and midwives engage with module-based training content about maternal and child health including: nutrition, first aid, pregnancy stages and milestones, and signs and stages of labor. Midwives can also review topics such as c-section techniques, drug administration, and crisis management.*

**Use case #3**  
**Patient education**  
*For CHEWs out in the community, the focus is on rapport building and patient education in one-on-one or small group settings – e.g. downloaded videos to show to women, easy to share content that can be left behind*

**Use case #4**  
**Extended content access**  
*For healthcare workers, pregnant women, husbands and other community members, there is an opportunity to access additional content through the satellite internet, including topics outside of maternal health.*

**Sample use cases**

*Source: Dalberg Design*
A user journey is a journey map focused specifically on representing the experience of the user. It is shown as a series of touchpoints along a scenario in which a user interacts with the product / service / program / systems being designed. User journeys can demonstrate the way users are currently interacting with, or could interact with, the solution being designed within a given health system. By considering the entire user journey around a health service—not just the direct interactions that a patient has with a provider—health practitioners can better understand important contextual variables that might sit outside their normal purview, but could have substantial impact on the likelihood of uptake and engagement.

**RELATED WORDS**
- Journey Map
- Stakeholder Map
- Touchpoint

**EXAMPLES**

**Assisted by birth attendant**

Jumoke heard about chlorhexidine at an orientation session a few months ago and has used it on four babies. During their first visit, Jumoke shares a flyer about chlorhexidine with Barifaa and they discuss the benefits. Jumoke mentions how chlorhexidine protects the baby from infection and shows Barifaa a sample of the product.

At another visit, Jumoke shares a list of the products Barifaa will need for the delivery, including chlorhexidine. Barifaa says that she will need to space out her purchases based on her irregular income. She asks how much chlorhexidine costs. Jumoke says it costs about the same as methylated spirit, maybe even cheaper since you only put it on once a day.

On the day of the delivery, Barifaa sends her oldest son to fetch Jumoke, who rushes to the home. Jumoke delivers the baby and cuts the cord with a blade, tying the end with a thread. She wipes the baby and puts chlorhexidine on the cord stump. She tells Barifaa not to wash the baby again until the next day. Jumoke announces the arrival of the baby to the village community.

Jumoke stops by each day to check on Barifaa and the baby. Barifaa is a little concerned that they waited a day before bathing the baby again and asks Jumoke if that might cause body odor issues. Jumoke reassures her that it will not and shares a message from their priest that babies who use chlorhexidine are especially blessed.

Once the naming ceremony has taken place, Barifaa and her husband bring the baby to church. Everyone remarks how beautiful the baby is and Barifaa credits Jumoke for all her help and advice, including her suggestion of chlorhexidine for the baby’s cord.

**OPPORTUNITIES**
- Make birth attendants aware of chlorhexidine and how to use it.
- Develop materials to help communicate the value of chlorhexidine.
- Provide ways for birth attendants to share information and answer questions about chlorhexidine.
- Help attendants, mothers, and family members understand how to integrate chlorhexidine with other parts of the newborn care routine.
- Set expectations for how the cord will heal with use of chlorhexidine.
- Encourage mothers who have used chlorhexidine to share about the experience in their social circles.

An example of an expectant mother’s birthing experience when she gives birth at home with the help of a birthing attendant.

Source: Dalberg Design  
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