HCD Tools for WASH:
How Designing With People Strengthens Programming

Summer 2020

USAID FROM THE AMERICAN PEOPLE

PRO-WASH
Practices, Research and Operations in Water, Sanitation and Hygiene

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Today's Co-Hosts:

USAID FROM THE AMERICAN PEOPLE

PRO-WASH Practices, Research and Operations in Water, Sanitation and Hygiene

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Today's Agenda

- Sama Sama Business Overview - Valerie Labi
- Using Human Centered Design in a Sanitation Business - Valerie Labi
- Practical Application: *The Tool: Who is Responsible?* - Abby Nydam
- Discussion and Next Steps

Before we begin….

The webinar will last approximately 60 minutes

Use the **Chatbox** throughout the webinar to ask questions to the speakers and to share your experiences. Use the **chatbox** to introduce yourself and to share a question you are trying to answer in your WASH programming.

Please mute your mics unless you are speaking.

A recording, the tool, and presentations from today's webinar will be shared with participants

The iDE Team

Abby Nydam
iDE Global Design Director

Valerie Labi
Founder, of Sama Sama
Current iDE Country Director, Ghana

Greg Lestikow
iDE WASH Global Director

Elise Mann
iDE WASH Global Innovation and Performance Manager

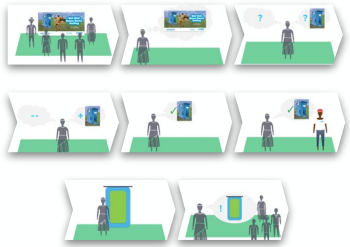
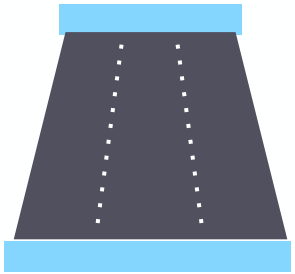
sama sama®
Pour Flush Toilets

HCD is deeply embedded into the Sama Sama business and has been from Day 1.

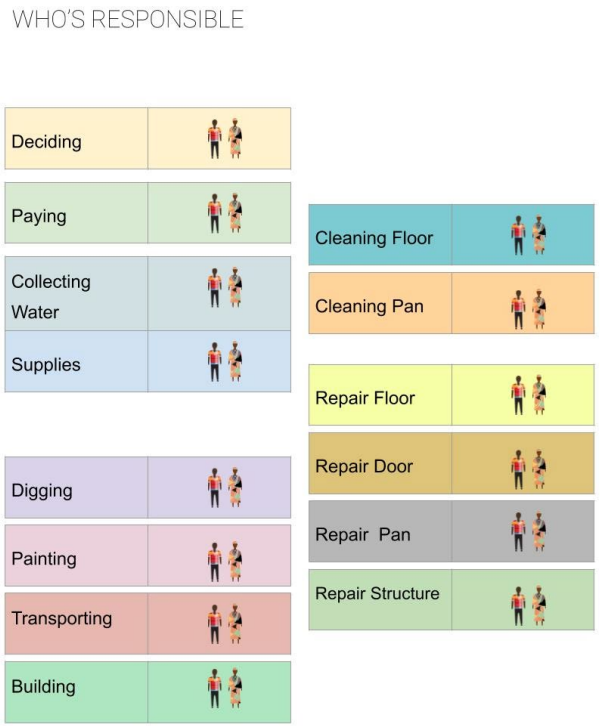
The Women of Sama Sama

Human-Centered Value Chain Research Assessment and Design

USING HCD FOR THIS RESEARCH AND DESIGN

User Interviews			Co - Creation
Day in the Life	Journey Mapping	Who's Responsible	Multilane Highway
			
This tool helps you to understand what a day in the life of your target user.By mapping out their activities throughout one day you can learn about their habits and routines and where your potential solutions might fit into these.	A use r journey map is a visual representation of the customer experience – and is a useful tool for everyone involved in the intervention to look at the product/service from the user's point of view and can be a key part in the design and optimization.		The basic framework of the participatory tools is a road journey. This can start very simple, with a vision circle up on the top right, a current situation circle down, and a road from the current situation to the vision circle. Opportunities and challenges are indicated to the left and right of the road. The road itself contains the action to achieve the vision.

USING WHO'S RESPONSIBLE



LET'S TRY: *WHO'S RESPONSIBLE*

Deciding	
Paying	
Collecting Water	
Supplies	

Digging	
Painting	
Transporting	
Building	

LET'S TRY: WHO'S RESPONSIBLE

Cleaning Floor	
Cleaning Pan	

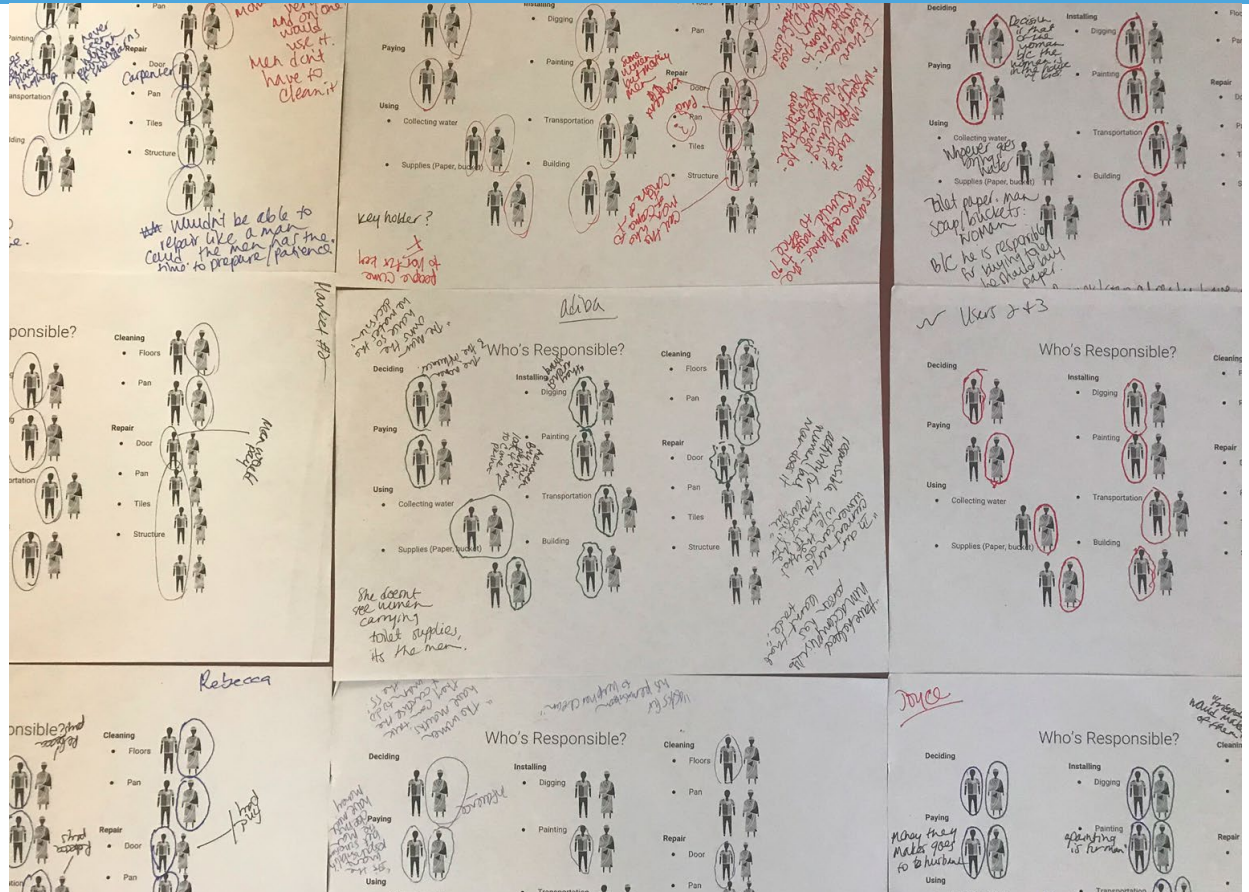
Repair Floor	
Repair Door	
Repair Pan	
Repair Structure	

HOW TO APPLY *WHO'S RESPONSIBLE*

Materials:

Flashcards:

HOW TO APPLY *WHO'S RESPONSIBLE*



WHAT WE FOUND SURPRISED US

Who is Responsible?

Purchasing a Toilet

- Convincing
- Deciding
- Paying

User/Actor Perception*

Woman decides it is needed and begins to convince.

HOH makes final decision.

Whoever can afford it/has the money. Most often the woman.

*36 Respondents

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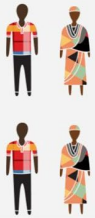
Who is Responsible?

Cleaning

- Floors
- Pan



User/Actor Perception*

Adult female only. Not a job for children.

Adult female only. Not a job for children.

Repair

- Door
- Pan
- Tiles
- Structure

Sources all work/labor.

Males complete the work.

*36 Respondents

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Q&A
What is a Challenge you are having?
We will design a tool to solve it for next session!