

FORWARD FEST

DESIGN THINKING



ALINE DE ARAUJO ALONSO
BUTTERFLY WORKS

MARK KAMAU
BRCK

#FORWARDFEST

11.11.11
VECHT MEE TEGEN ONRECHT

ngo federatie

MO
MUSEUM ONTWERP

TECHNICAL
INFORMATION



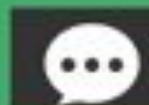
BEFORE THE SESSION

MUTE YOUR
MICROPHONE
& CAMERA



DURING THE SESSION

IF YOU HAVE QUESTIONS
PLEASE ASK THEM
THROUGH THE CHAT





Aline Alonso
Design Researcher
Butterfly Works



Mark Kamau
Director of User Experience
BRCK

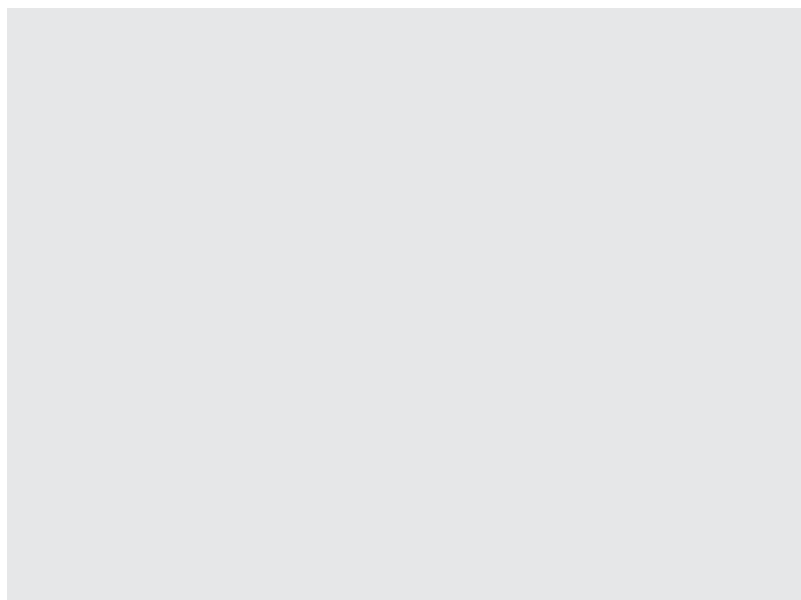
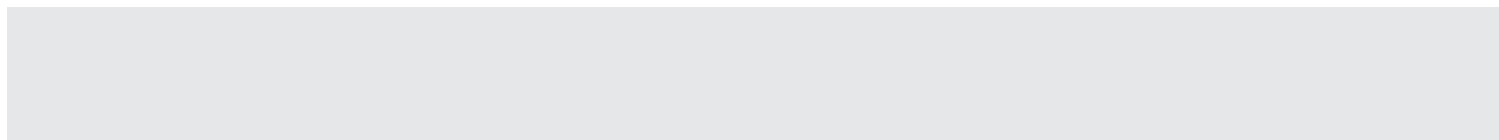
What should sustainable development and international cooperation look like in 2030?

**Where do we see ourselves going as a sector,
and how do we get there?**

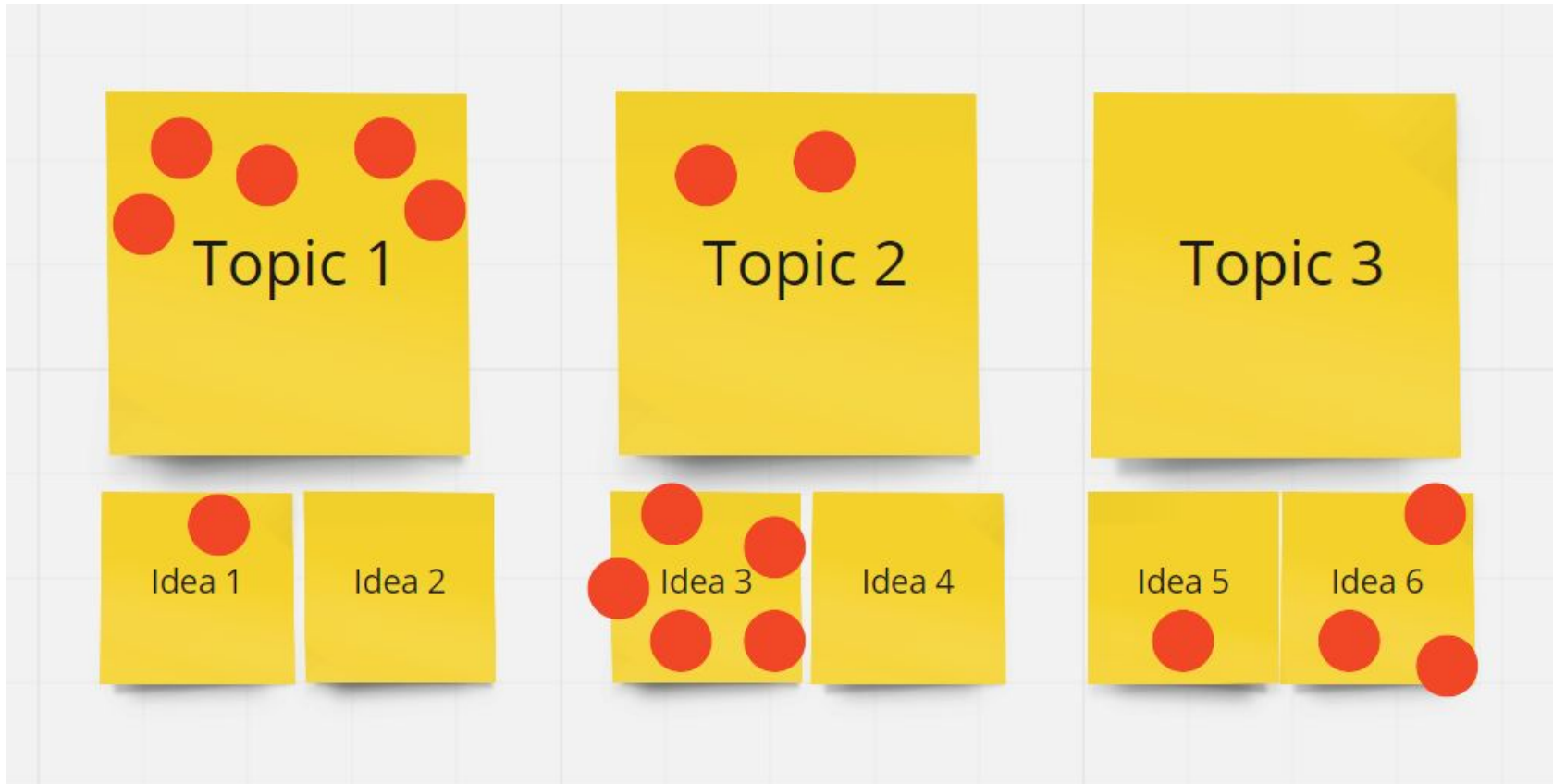
The development cooperation times

November, 16th 2030

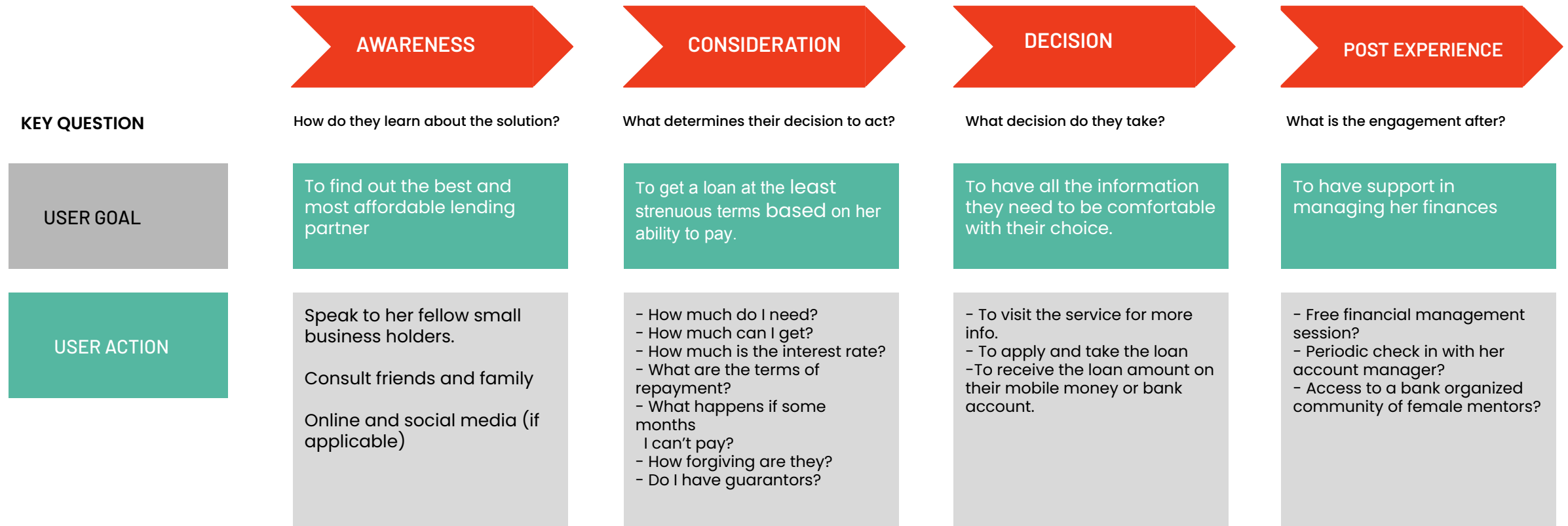
Breakthrough!!! Major transformation in the sector:



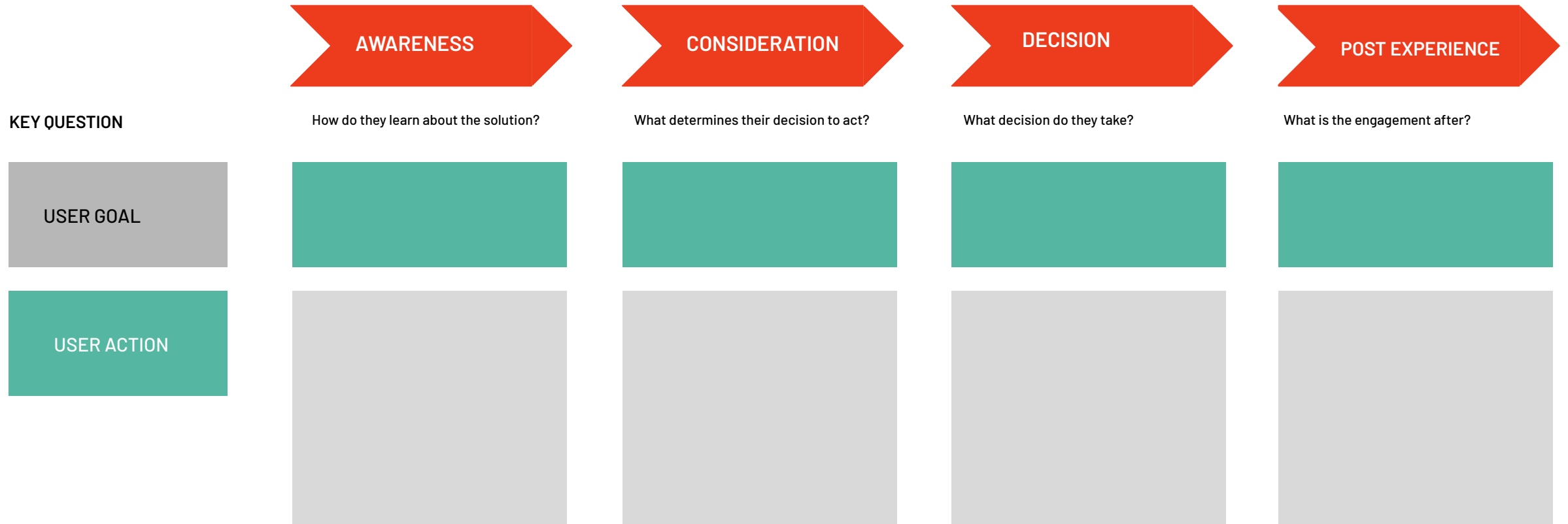
Tool: Dot voting



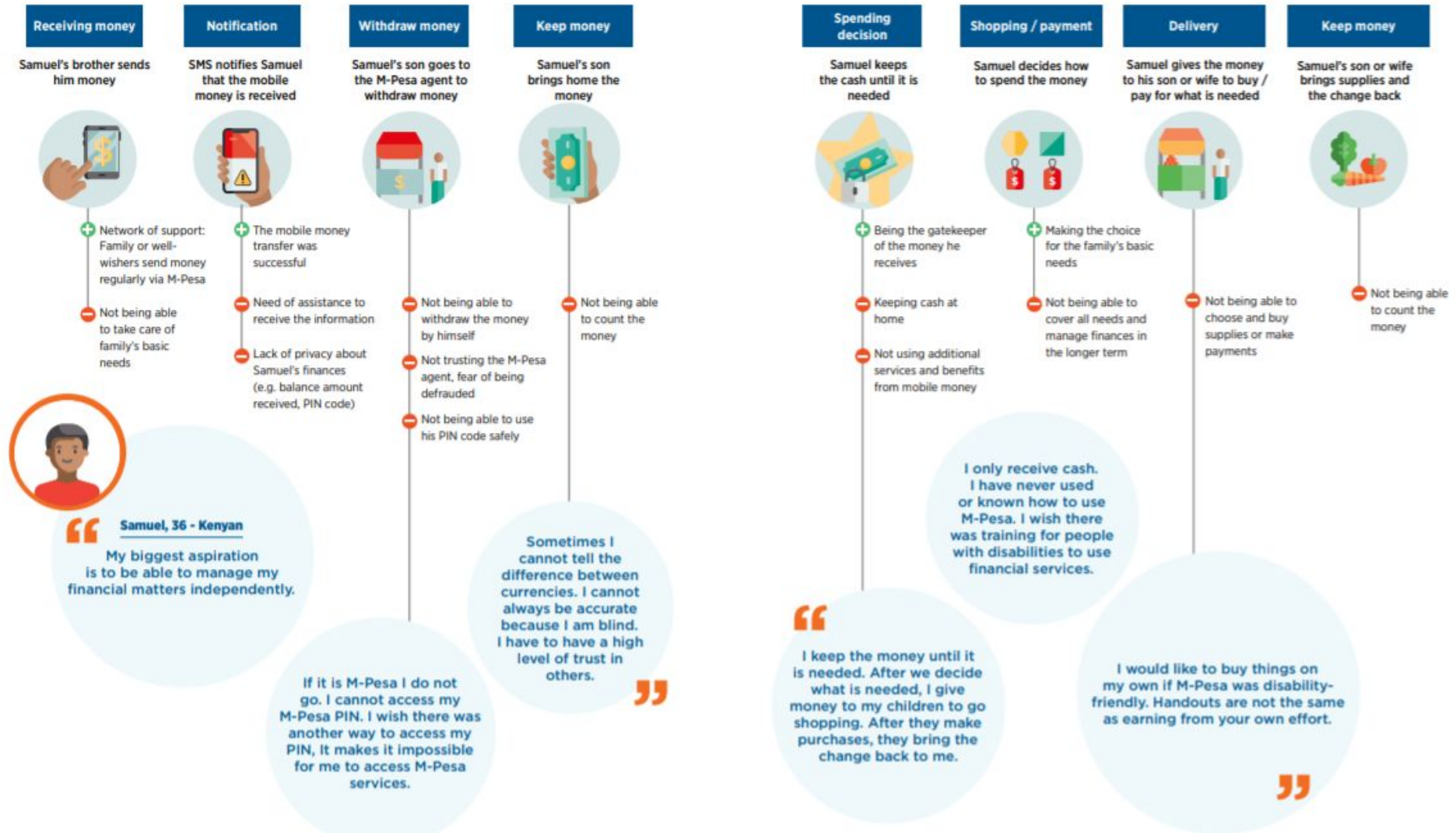
Example: Woman Access to Microfinance services



Template: draft you user journey!



Tool: User journey



Design Thinking and co-creation

**Design Thinking is a
process of creative
problem solving.**

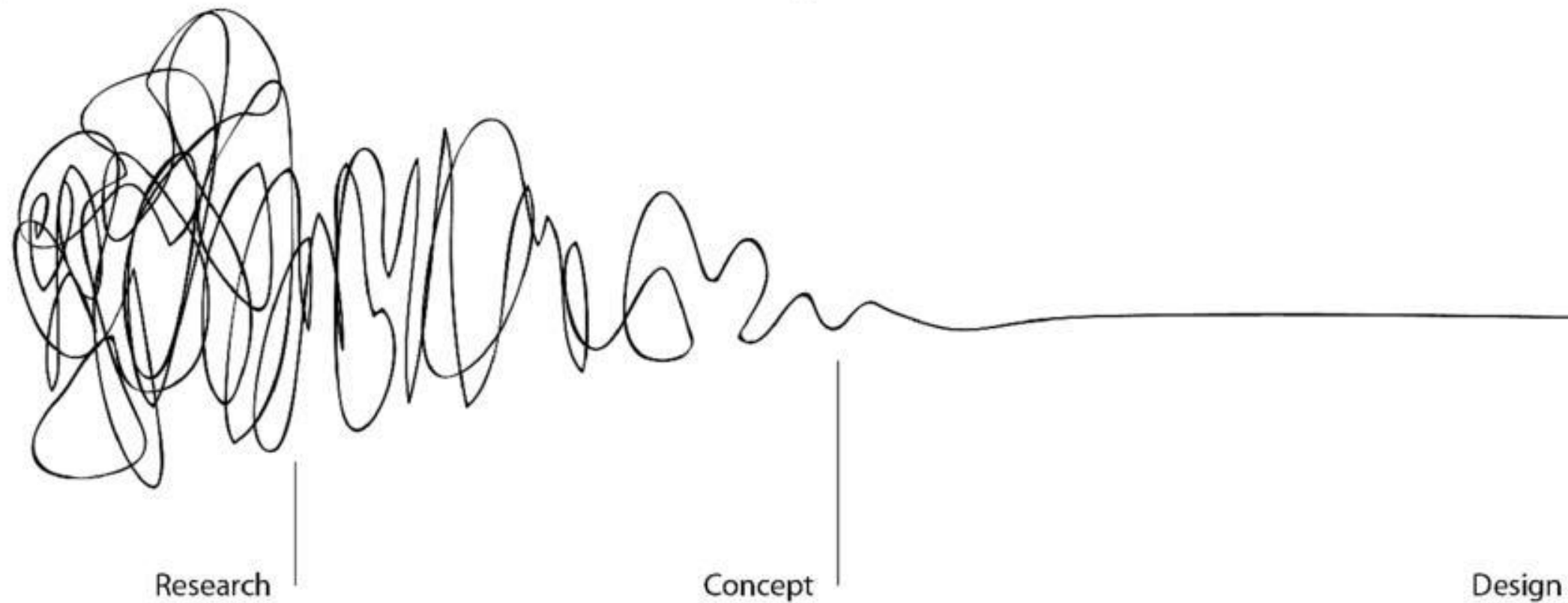
**It is human-centred,
meaning that it focuses on
the needs and perspectives
of the people you are
designing for.**

**It is non-linear, flexible, and
highly iterative.**

{go with the flow and trust the process}

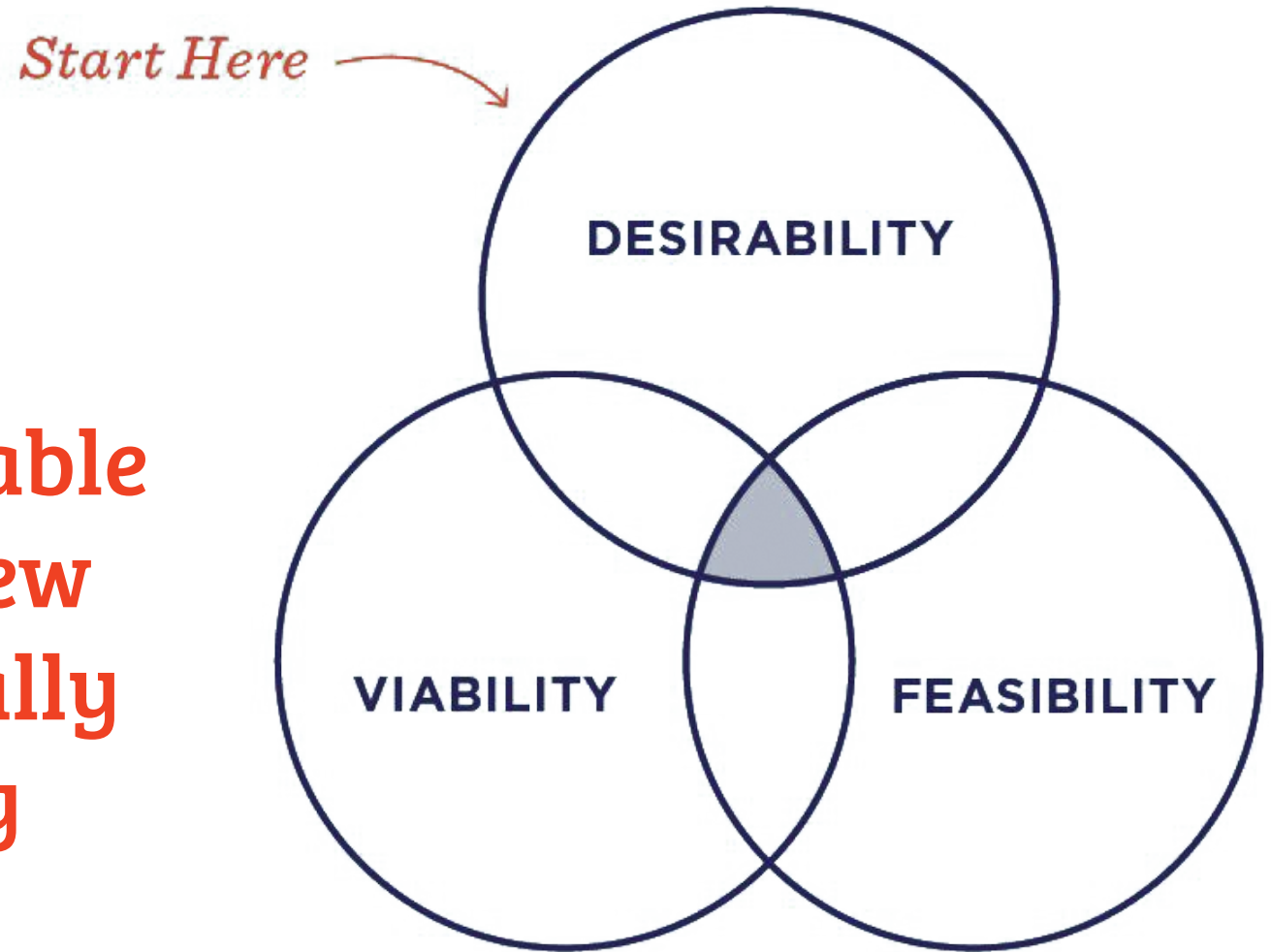
Uncertainty / patterns / insights

Clarity / Focus



**It is participatory and
collaborative.**

It combines what is desirable from a human point of view with what is technologically feasible and economically viable.



**And ultimately generates
solutions that put the person
you are designing for at the
center of it all.**



Setting the Scene



Research



Ideation



Create & Test Loop



Handover

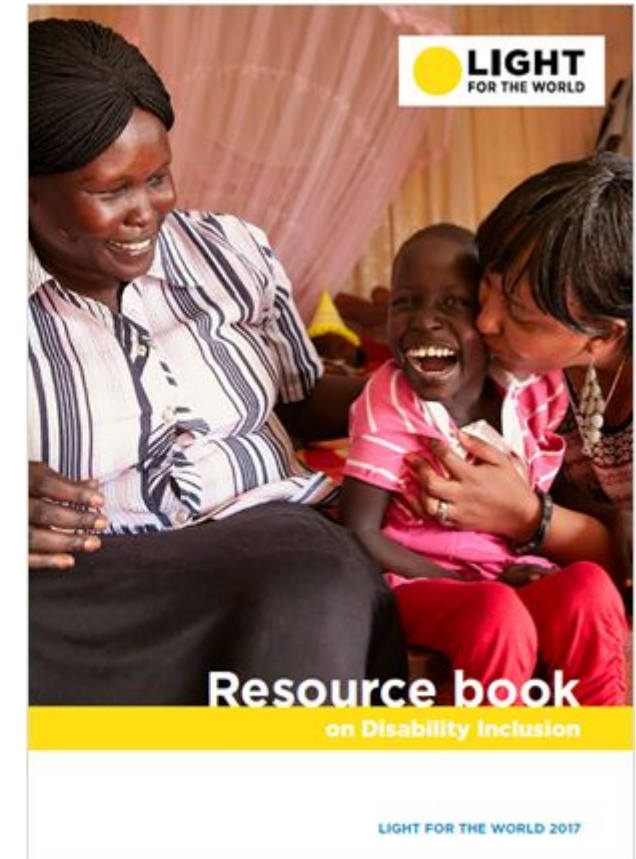
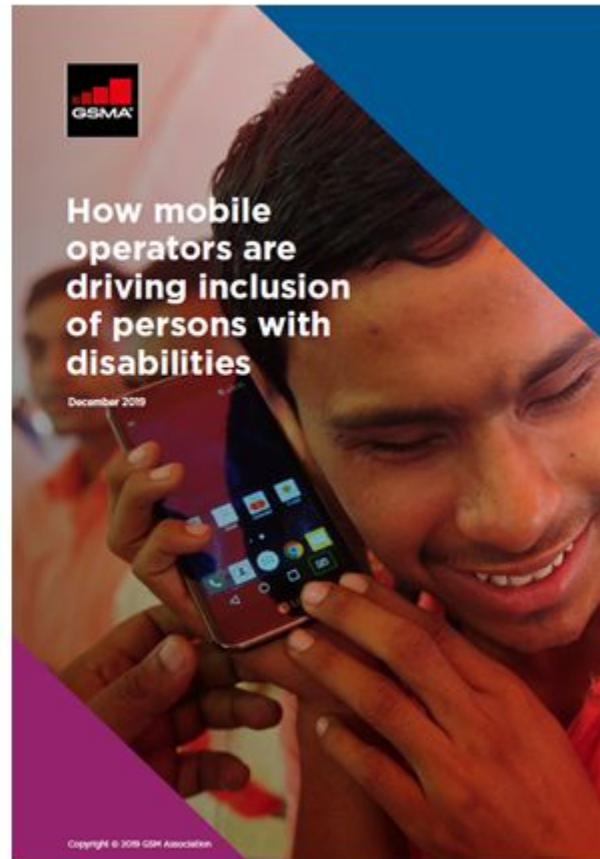
Design Thinking and co-creation in practice

Case study

Assistive technology in humanitarian settings



Desk research



Interview

Interview guides

Humanitarian context|

Main objectives: understand services and roles within the humanitarian refugee ecosystem (focusing on PWD)

Main questions:

What are the profiles of refugees in Nairobi?

Where do they usually come from?

What is their country of origin: Somali, Congolese, South Sudanese, Burundian, etc.?

What is the process of registering and establishing themselves?

Can you tell more about the 10 identified zones?

Are there any regulatory restrictions that hinder access to services / participation of refugees in society?

Which services are available to refugees in Nairobi?

How do they get to know about these services and what are the steps?

Are there specific UN services for urban refugees?

Are there specific UN services for urban refugees with disabilities?

Is there any mechanism in place to identify, report and act upon discrimination/stigma?

What is the role of UNHCR, and other implementing orgs, such as HIAS?

Which other organisations are involved? (support from the government or not for-profit organisations, CBOs/community, private organizations)

What is the role of UNHCR towards host communities? Can they access the same services?

What are the main challenges for including PWD? What are lessons from prior interventions?

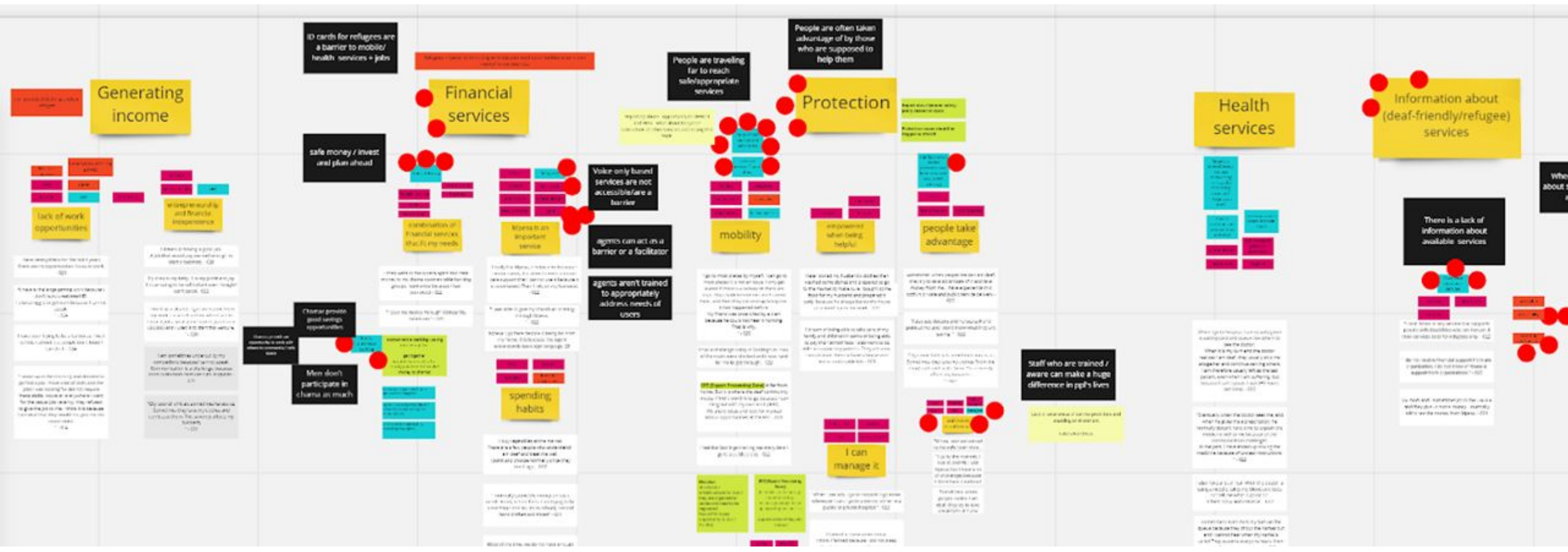
User journeys



Location mapping



Analysis sessions



Design challenge

How might we make **services that are currently voice-based** accessible and affordable to **hearing impaired** users?

How might we enable **visually impaired** users to use **mobile money** independently and safely?

Inspiration presentation

Aircall

<https://www.aircall.io/>

- Cloud-based customer support system, enabling a company to set up their own call center for a number of reasons.
- With web and web platform, instant support, and integration with different tools that can be used to monitor it on a smartphone.
- Create virtual phone numbers in many different countries and manage calls with different people answering.
- Aircall has been growing rapidly since its founding. In 2016, the company successfully closed an \$8 million Series A funding round. They have over 30 employees and 12,000 customer's worldwide.



Tolkcontact

<https://www.tolkcontact.co.uk/>

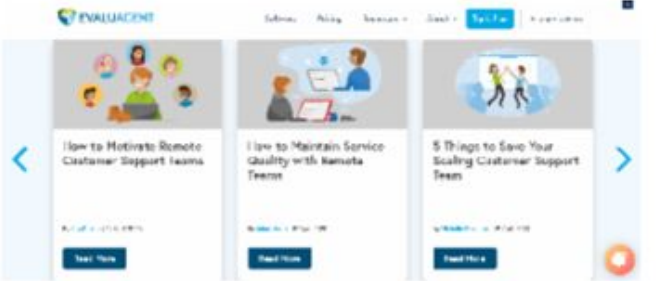
- Medication reminder with option to call or text or image medication reminder.
- Do you want to make an appointment with the doctor? Call the free and 24-hour helpline? Or make a reservation at your favorite restaurant? This is possible via the free and image medication reminder app.
- Tolkcontact also provides a direct contact with an employee of the NHS emergency service. You can also use the app to call quickly and easily via NHS 111. And you can use the app for displaying an interpreter necessary.
- If you are deaf or hard of hearing, you will be reimbursed for the app's subscription costs by your health insurance. The standard telephone costs for fixed or mobile calls are added for calls via NHS 111. These call costs are £ 0.08 per minute, with a starting rate of £ 0.08 per call. You will receive a separate invoice from NHS 111 for the call costs incurred. Calls to free telephone numbers are also free via NHS 111. When calling via NHS 111, you can use Wi-Fi or mobile internet (3G or 4G).



Evaluagent

<https://www.evaluagent.com/>

- Web-based platform that uses call center analytics to drive a social media interface, and other features to ease the team's workload, increase its overall performance, and create a unified experience.



Connect direct

<https://www.connectdirect.com/>

- Program to set up a call center for people with hearing impairment for people with hearing impairment. They advise on the best technology, meet it, train, and manage the team.



Personas



Ahmed, 26 - Somali

He is living with a guardian as he does not have family in the country.

He can make phone calls and use Whatsapp voice messages. Sometimes he listens to the radio to pass the time.

He receives money from well-wishers from the church via MPesa. He knows how to use talk back but can't rely on it because the agent or other people around him can hear his Pin code. To access the money, he needs to ask a friend to help.

He dreams of having his own business and employ people like him. He wants to work but nobody sees any useful skill on him and does not give him a chance.

He needs assistance to navigate in his house and he is afraid of leaving the house alone; he does not trust in people. At the same time, he feels lonely and in need of a community. He usually spends the day waiting for someone to come visit and bring food, or take him for a walk. Some days go to the market with neighbor or he spends the day at the church.

He lost his sight because of diabetes, and he feels a lot of pain and blood pressure issues. His Refugee ID is an issue for accessing health treatment.



Samuel, 36 - Kenyan

He lives with his wife and son. He plants some vegetables in his compound. Sometimes they sell some of the vegetables. At least he helps a bit, he does not want to be a burden to his family. And it helps him pass the days.

His brother gives him some money monthly via M-Pesa. He needs his son's support to manage his finances, but is the one to make the decisions of how to spend or save money in the household.

He can go around the house and to his neighbor by himself but that is about it.

He feels a lot of pain in his eyes but nobody seems to know what can help him.

He can make voice calls by himself but needs his son's assistance to use Whatsapp. He would like to know how to use his phone better, he heard of a functionality that could help him but he does not know how it works. Would like to know more about financial services and how to better manage his money.



Lucia, 56 - Congolese

Lucia lives with her daughter, that take care of her, and has some friends from church.

She does not own a phone, and needs assistance from her daughter to make voice calls.

Her daughter manages the money and shopping, even when she receives any donation from a friend from church, she does not have a say in the spending.

She does not know why she lost her vision. They can't get access to the hospital because they can't pay the fees. They have tried to get some kind of assistance several times, but have no idea of how it works.

They feel safer in Kenya, but not included. They would like to know how to start the process for the repatriation in a place they would have more opportunities.

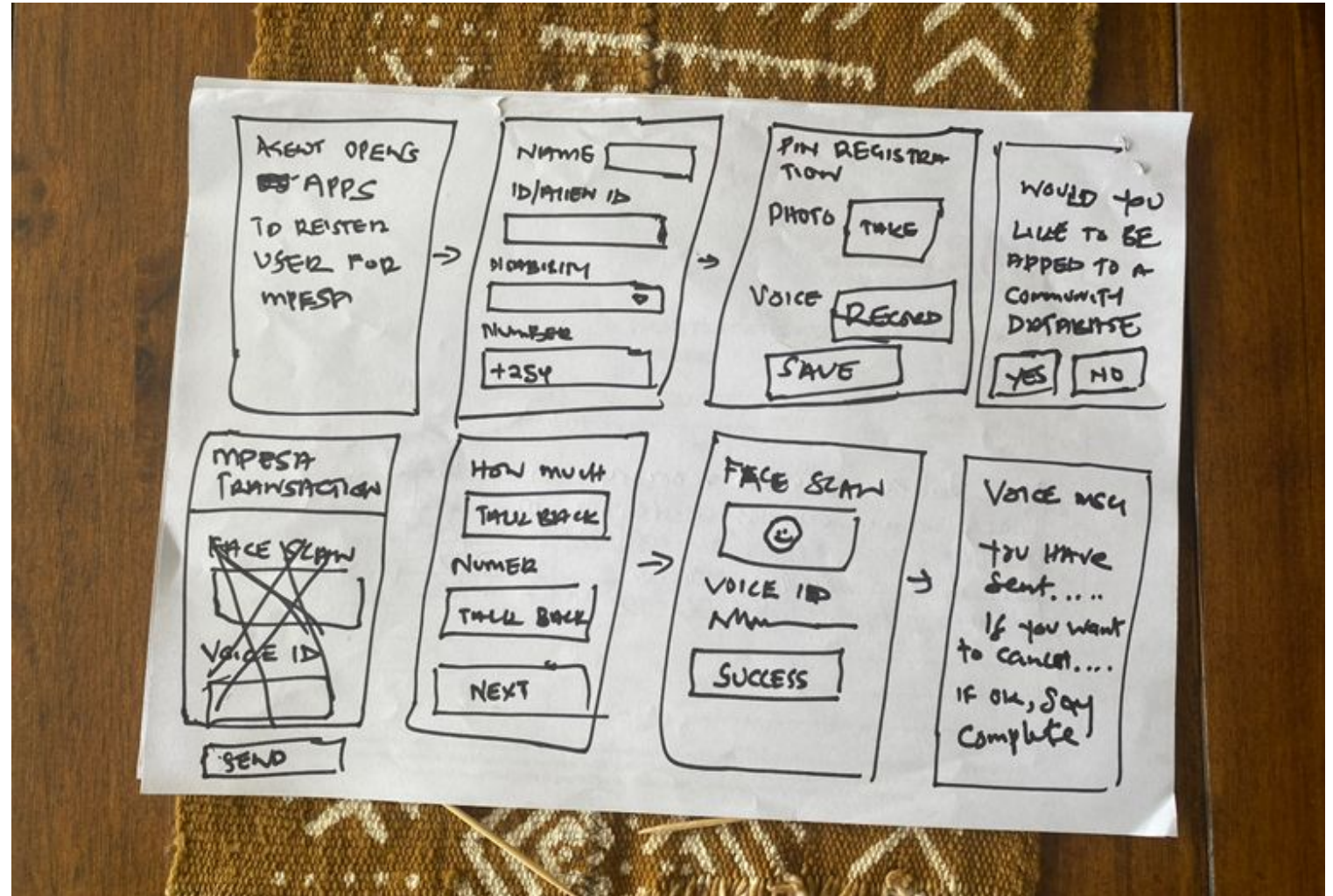
She can navigate in the house, but not outside. She has pain in her legs and can't walk well. She can prepare food, she is happy to help her daughter in what she can.

She spends the day alone at home, listening to the radio or sleeping to pass the time and forget about the pain. Her happier day of the week is when her daughter takes her to the church.

Bright stars matrix



Brainwriting



Fail fair



Mindset:

- Optimistic & Inquisitive
- Empathetic & Curious
- Creative & Inspired
- Agile and hands on
- Celebratory & team oriented

It takes a team

It's about trusting the process

Test it out, again and again...

Courage to embrace failure

Be open to change

**We're here to create a world in which people
have a say in the future they want.**

**Where there are no boundaries between sectors so
that together we take the responsibility for a better
world. Social change can only be achieved together
with the people who experience it. That's why we see
in everyone a co-creator of change.**

Thank you!



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What's next?

11h: Evidence-based advocacy

12h: Lunch talk with Jean Van Wetter (Enabel)

13h: Agility & NGOs

14h: NGOs & Companies

15h: Digitalization

16h: Closing with Minister of Development
Cooperation Meryame Kitir

Share your dream for the future via 11.be/blog/!