USAID FROM THE AMERICAN PEOPLE

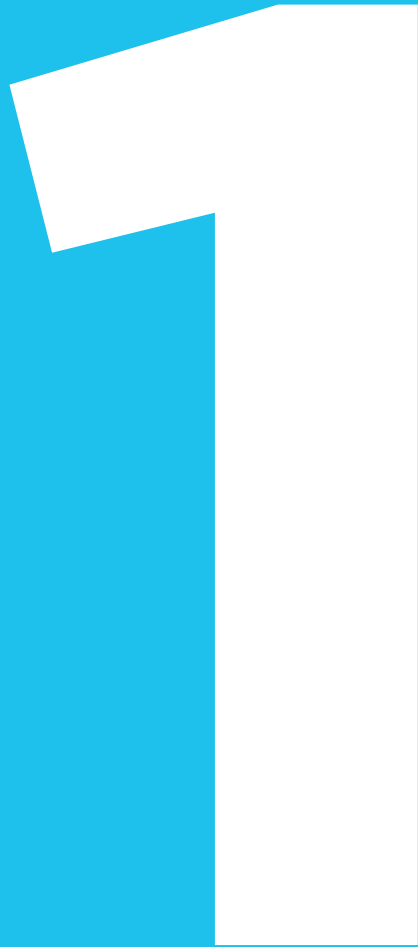**Breakthrough ACTION** FOR SOCIAL & BEHAVIOR CHANGE

HUMAN CENTERED DESIGN

Templates & Tools

1

INSIGHT DEVELOPMENT TEMPLATE

INSIGHT NAME

(1- 2 word description of what the insight is about)

Description

(what has been confirmed for you or what is something new that the research has uncovered?)

(remember to describe the current state – no "we should" or "we could" – these are solution ideas)

Challenge questions / design questions

(what are the desian / challenae auestions that the insiaht raises?)

Supporting quotes

(what did people sav that supports / reinforces this insiaht?)

2

PERSONA TEMPLATE

NAME: **AGE:**   **BACKGROUND:**

DRAW HERE

"A quotation that captures the essence of this person's personality"

ASPIRATIONS

OPINIONS ON THE DESIGN CHALLENGE

MOTIVATORS

BARRIERS

OPPORTUNITIES

WHEN DESIGNING FOR ME REMEMBER YOU...

| MUST | MUST | SHOULD | SHOULD | SHOULD NOT |

3

'HOW MIGHT WE' TEMPLATE

Create "How Might We" Questions

Turn your insights into How Might We questions

Insight: _____

_____

How Might We _____

_____

Insight: _____

_____

How Might We _____

_____

4

**IDEA
TEMPLATE**

Give a name to your idea

Describe your idea in one sentence

Which problem are you solving?

How big of an impact will this concept have? (tick the corresponding circle)

Minor
Impact

Major
Impact

5

CONCEPT DEVELOPMENT TEMPLATE

CONCEPT DEVELOPMENT

What type of problem are you trying to solve?
What are the objectives of this idea?
How will this idea work in detail?

Who needs to be involved and what are their roles and responsibilities?

CONCEPT DEVELOPMENT

In your opinion, who is likely to reject this idea?
In your opinion, who is likely to support this idea?

How does this idea differentiate you from other programs or other ideas?

What processes need to be changed to implement this idea?

CONCEPT DEVELOPMENT

What technology is required to implement this idea?

Does your idea require any workforce/human resource changes to be implemented? If yes, please give more details.

We know this concept is successful if…

6

HYPOTHESIS TEMPLATE

HYPOTHESIS TEMPLATE

1. Hypothesis	We believe that…
2. Test	We can test this by….
3. Expected Behavior	We think this will result in…
4. Observed Behavior	What actually happened was…
5. Insights	Therefore…

7

PROTOTYPE FEEDBACK TEMPLATE

PROTOTYPE FEEDBACK TEMPLATE

What worked well?

What did not work well?

How would you modify your idea?

What did you learn? Did questions arise?