

DIDIER

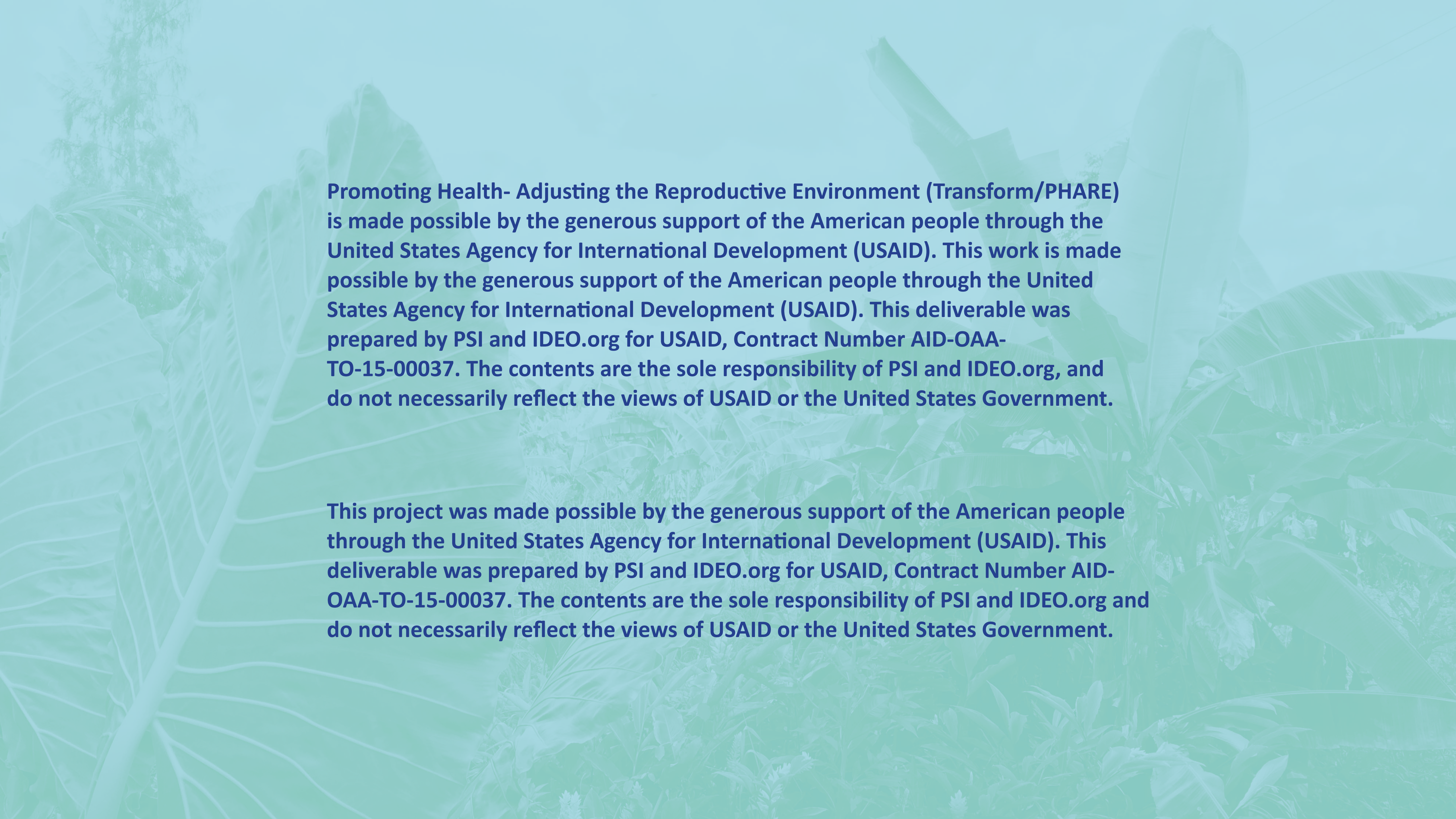
ENGAGING YOUNG MEN IN THE INFORMAL SECTOR

Transform/PHARE Côte D'Ivoire



USAID
FROM THE AMERICAN PEOPLE





Promoting Health- Adjusting the Reproductive Environment (Transform/PHARE) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). This work is made possible by the generous support of the American people through the United States Agency for International Development (USAID). This deliverable was prepared by PSI and IDEO.org for USAID, Contract Number AID-OAA-TO-15-00037. The contents are the sole responsibility of PSI and IDEO.org, and do not necessarily reflect the views of USAID or the United States Government.

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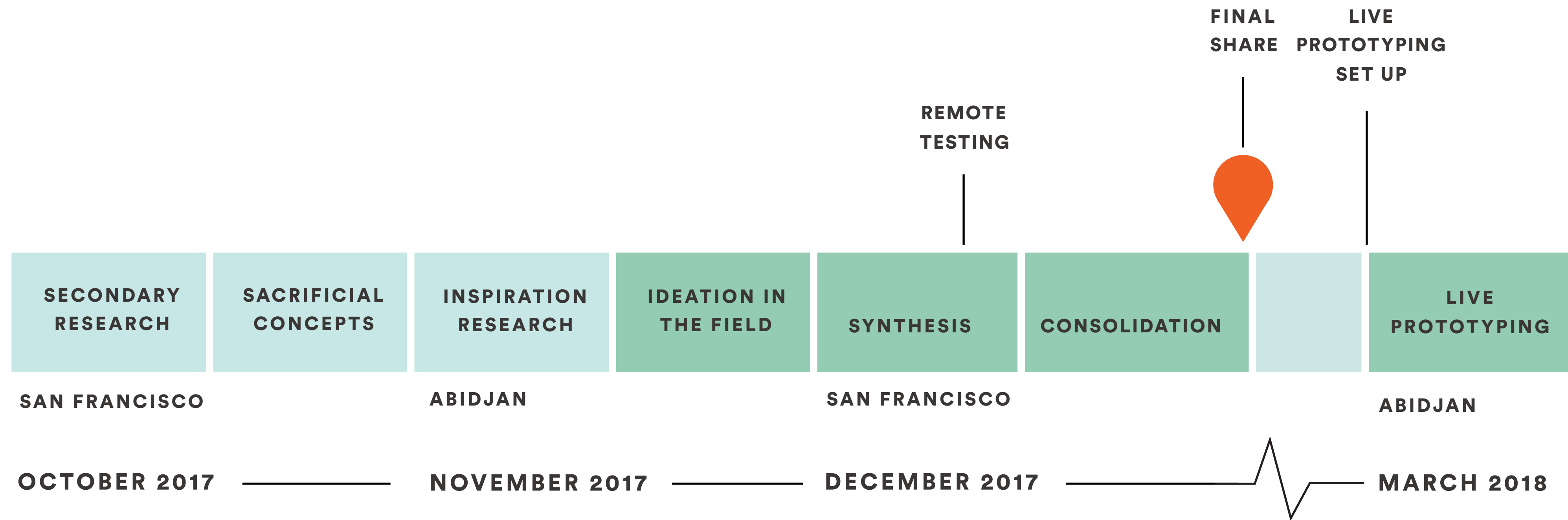
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Project Scope

IDEO.org partnered with PSI to apply human-centered design to engage and promote the dialogue among young men working in the informal sector and their partners about contraception and family planning.

With funding from USAID, this work is part of Transform-PHARE, a five-year (2014-2019) multiple award IDIQ designed to infuse innovative practices from a range of disciplines into USAID-supported SBCC. It emphasizes creative thinking, exceptional design and high-quality production and implementation.

Timeline



The background is a teal color with various tropical plants and leaves in shades of green and teal. There are palm fronds, monstera leaves with holes, and clusters of small yellow flowers.

INSPIRATION RESEARCH

our fieldwork

ABIDJAN

Abobo + Marcory + Treichville

November 7-18, 2017



Where we were



Where we were



*Collaboration with
PSI CI team*

14

Young Men

13

Young Women

11

Community Leaders

6

Parents

4

Healthcare Workers

2

Bosses

50

Qualitative in-depth
individual and group interviews
+ observations

Who we spoke to



Individual interviews



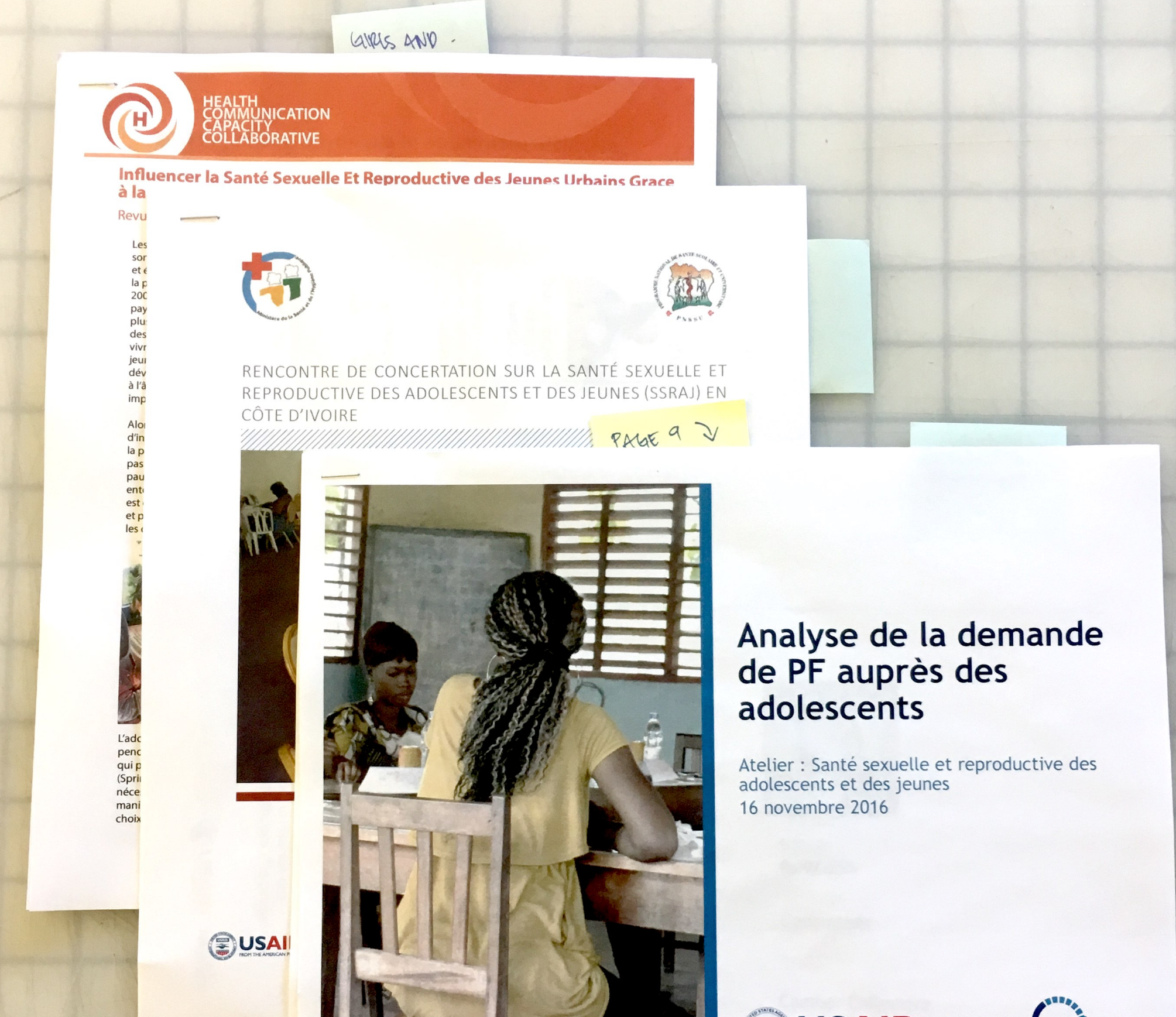
Group interviews



Co-creating with youth



*Trying out new ideas
in the field*



Desktop Research & Interview with Experts Ruti Levtov, Callie Simon, Tim Shand, and Ahna Suleiman

The background is a teal color with various tropical plants and leaves in shades of green and teal. There are palm fronds, monstera leaves with holes, and clusters of small yellow berries.

WHAT WE LEARNED

insights

Having more sex is young men's number one goal.

Young men working in the informal sector spend a good part of their resources on women. Sex is a focal point in their lives, and bragging rights amongst friends are major motivators.

- Young men in Sub-Saharan Africa are motivated to engage in sexual relationships to gain sexual experience, to achieve sexual satisfaction and to enhance social status. (Calves et al. 1996)
- Multiple sexual partners symbolizes virility, which is highly valued culturally (Meekers et al. 1997)

“I like to listen to the older boys in my neighborhood talk about girls. They have a lot of experience.”

— YOUNG MAN, 16

“Boys have a lot of questions about girls. They want relationship advice— how to please their girlfriend, how to present their girlfriend to their parents.”

— YOUTH LEADER

Growing up among unspoken expectations, no one is equipped to talk about sex.

A worried mother might quietly slip a condom in her son's backpack or ask questions about her daughter's stomach pains if she suspects unplanned pregnancy. But no one is talking. In a culture of silence, teenagers enter sexual life unequipped to have conversations about intimacy, needs, and sex health.

- Parental monitoring, including parents and children living in the same house and parents communicating with children, is a predictor of a child's sexual behavior in Côte d'Ivoire. For instance, parental disapproval of pregnancy is associated with both young men and women delaying the age at which they first have sex. (Babalola 2005)
- 7.6% of youth in Côte d'Ivoire report speaking with parents about abstinence. (Babalola 2005)

*“My mother is a nurse, but
I would never talk about
[sexual health] with her.
I’m afraid of her!”*

— YOUNG MAN, 16

*“We can’t teach them about
condoms. We would be
incentivizing promiscuity.”*

— FATHER

Young men emulate their bachelor bosses, but dream of a traditional future.

Many young men working in the informal sector come from rural families who are first generation in Abidjan. Unable to relate to their parents' traditions, young men's attitudes toward sex and relationship are being shaped by their bosses, older men who are hustling in the informal economy. But these role models don't reflect what they truly aspire in adulthood — a traditional family, just like their parents.

- Abidjan assumed an influx of migrants from both rural Côte d'Ivoire and neighboring countries in the late 1980s, and now the urban population of the country is larger than the rural population. (World Bank Urbanization Report 2015)
- Migration and urbanization have superseded traditional values, driving youth to engage in casual sex and at younger ages in Côte d'Ivoire. (Yelibi 1993)
- 82% of Ivoirian youth, aged 15 to 29, are informally employed. (OECD Key Issues affecting Youth in Côte d'Ivoire 2017)

“My boss was a drunk, and stole my watch. But I looked up to him. I would run his errands.”

— YOUNG MAN, 17

“I would like to get married and start a family when I am 25 years old.”

— YOUNG MAN, 18

HIV matters, but pregnancy is not a young man's problem.

Oblivious to long-term consequences and often uncommitted to a single partner, young men use condoms to protect against HIV when sleeping with women they don't trust or as a token to have sex with their girlfriends. But they don't see condoms as a contraceptive. In case of pregnancy, they may accept responsibility for the baby if it's with the girl they love, or simply walk away.

- Youth in Côte d'Ivoire are particularly vulnerable to HIV as prevalence of HIV among young women is 1.1 and among young men is .5 (UNAIDS 2016).
- Youth fertility rates are rising rapidly in Côte d'Ivoire; from 2005 to 2012 fertility went from 76 to 196 for every 1000 young women. (OECD Key Issues affecting Youth in Côte d'Ivoire 2017)
- As a test of fertility, young men sometimes cajole their partners into getting pregnant with mixed intentions to stay in the relationship. (Meekers et al. 1997)

*“With others I use a condom,
but not with the girl I love the
most. If she gets pregnant,
it’s an act of God.”*

— YOUNG MAN, 18

*“If it was the neighbor girl
that got pregnant, then how
do I know it’s mine? She
could have been sleeping
around with other boys.”*

— YOUNG MAN, 17

Young women want condoms, but only men can carry them.

Young women who carry condoms are seen as promiscuous, so it's all up to young men. But men often don't carry condoms, or they buy the ones available at night around the maquis or hotel where sex happens. Motivated by alcohol, the excuse of uncomfortable condoms, or an unspoken demonstration of trust, young men often bargain for unprotected sex. In the end, it's up to women to enforce continuous condom use.

- During their last high risk sexual encounter, 38.2% of Ivoirian women aged 15 - 49 used a condom, and 62.6% of men aged 15 - 49 used a condom (UNAIDS 2016)
- Young, unmarried women report a strong preference to avoid pregnancy, and half of all Ivoirian women note that eminent pregnancy would be a problem. (Neighbor; Malster 2017)

*“We do think about STI’s,
but for pleasure’s sake,
we run the risk.”*

— YOUNG MAN, 19

*“It’s up to the girls to demand
condom use. My boyfriend
has asked me many times to
have sex without a condom.
He says he only feels half the
pleasure. I always refuse.”*

— YOUNG WOMAN, 16

Contraceptive methods aren't relevant—and risks are an afterthought.

Apart from the day-after pill and condoms, young men rarely know about modern contraception, and mistrust unmarried women who use them. Young women may learn about the methods in school, but they don't find them relevant to their unmarried lives. As condoms are not used consistently, risky behavior is resolved with the day-after pill or by drinking coke with coffee after having sex (a widespread “alternative” to emergency contraception).

- 65% of unmarried, sexually-active, adolescent Ivoirian girls aged 15 - 19 do not use any form of contraceptives. (WHO 2012) (UNFPA World Population Dashboard 2015)
- Misconceptions about contraceptives are pervasive as men believe contraceptives cause infertility. (UNFPA 2015)
- Of women surveyed in a Abidjan health clinic, 30% report using a combination of contraceptive methods and abortion to stem fertility. (Guilluame 2002)

*“Girls who use
contraception are
unfaithful. They have
many boyfriends.”*

— YOUNG MAN, 17

*“When I am drunk, I might
not want to use a condom
because I am so excited, we
go straight to the matter. It’s
not until later that I think:
‘What have I done?’”*

— YOUNG WOMAN, 20

As relationships progress, young men's supportive behavior often turns coercive.

Young men are very accommodating at the beginning of a relationship. They give gifts, attention, and acquiesce to the use of condoms. But the power shifts as men's attention wanes. With time, young women may resort to unprotected sex to keep a boyfriend's attention, prove her fidelity, and maintain the relationship.

- Though legal protections for women and girls have improved in Côte d'Ivoire, implementation of these policies is stagnant as economic, political and health gender gaps remain prevalent. (World Bank 2013)
- Prevalence of recent intimate partner violence against women aged 15 - 19 is 19.1% and against women aged 20 - 24 is 26.2%. (UNAIDS 2016)
- Young women tend to be motivated to engage in relationships for social status, gifts and money. ((Kouame, Burgess 2016).

*“In the beginning, if
you clap your hands
a gift will come.”*

— YOUNG WOMAN, 17

*“I saw her talking to a man
on the streets. I beat her up.
She begged for us to get back
together, so we did.”*

— YOUNG MAN, 19

Women are becoming aware of their desires, and young men are curious.

This is the first generation after the outlawing of female genital mutilation in 1998. Young men are completely oblivious to the female orgasm, and the boundaries of consensual sex are often blurry. But women are starting to talk about pleasure among themselves, and young men are reacting with curiosity.

- More recent policies and practices that improve the lives of women and girls in Côte d'Ivoire include reform of the Marriage Law in 2012; inclusion of a Gender component in the 2012 - 2015 National Development Plan; initiation of the Support Fund for Women of Côte d'Ivoire in 2012. (World Bank 2013).

*“If he finishes before me I say
‘What’s the problem?! Are
you sick or what?!’”*

— YOUNG WOMAN, 17

*“I heard about this [female
orgasm], but I’ve never seen
it myself!”*

— YOUNG MAN, 19



1

Having more sex is young men's number one goal.

2

Growing up among unspoken expectations, no one is equipped to talk about sex.

3

Young men emulate their bachelor bosses, but dream of a traditional future.

4

HIV matters, but pregnancy is not a young man's problem.

5

Young women want condoms, but only men can carry them.

6

Contraceptive methods aren't relevant—and risks are an afterthought.

7

As relationships progress, young men's supportive behavior often turns coercive.

8

Women are becoming aware of their desires, and young men are curious.

The background is a teal color with various tropical leaves and branches in different shades of green and yellow. The leaves include monstera-like leaves with holes, palm fronds, and other broad-leafed plants. Some branches have small yellow berries or flowers.

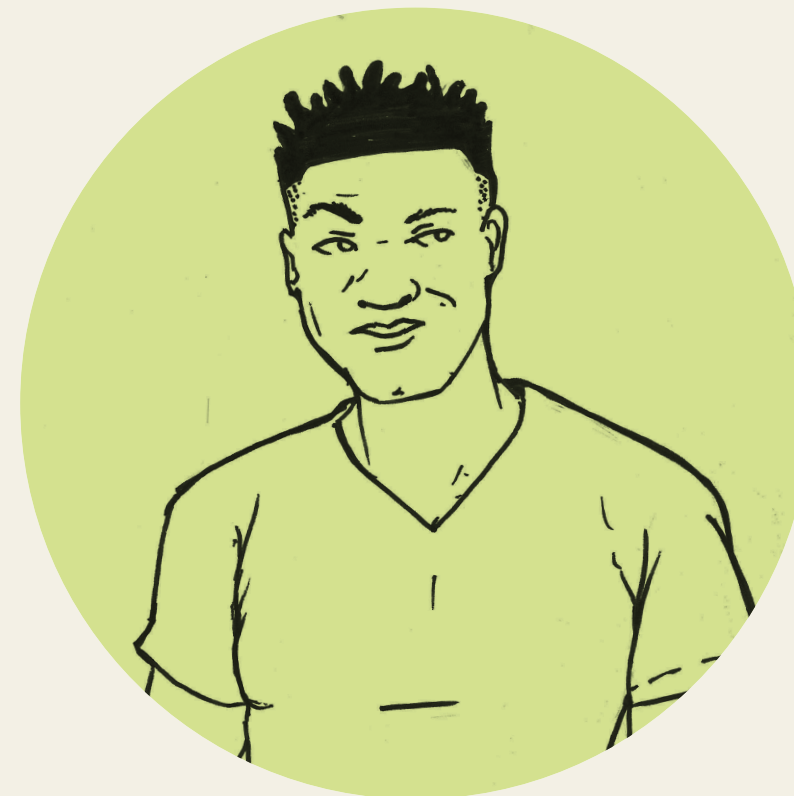
WHO WE ARE DESIGNING FOR

behavioral archetypes

We identified some distinct patterns in young men's behaviors regarding relationships and contraception.



*HUSTLER
BOSS*



*OBLIVIOUS
PLAYBOY*



*HONEY-
MOONER*



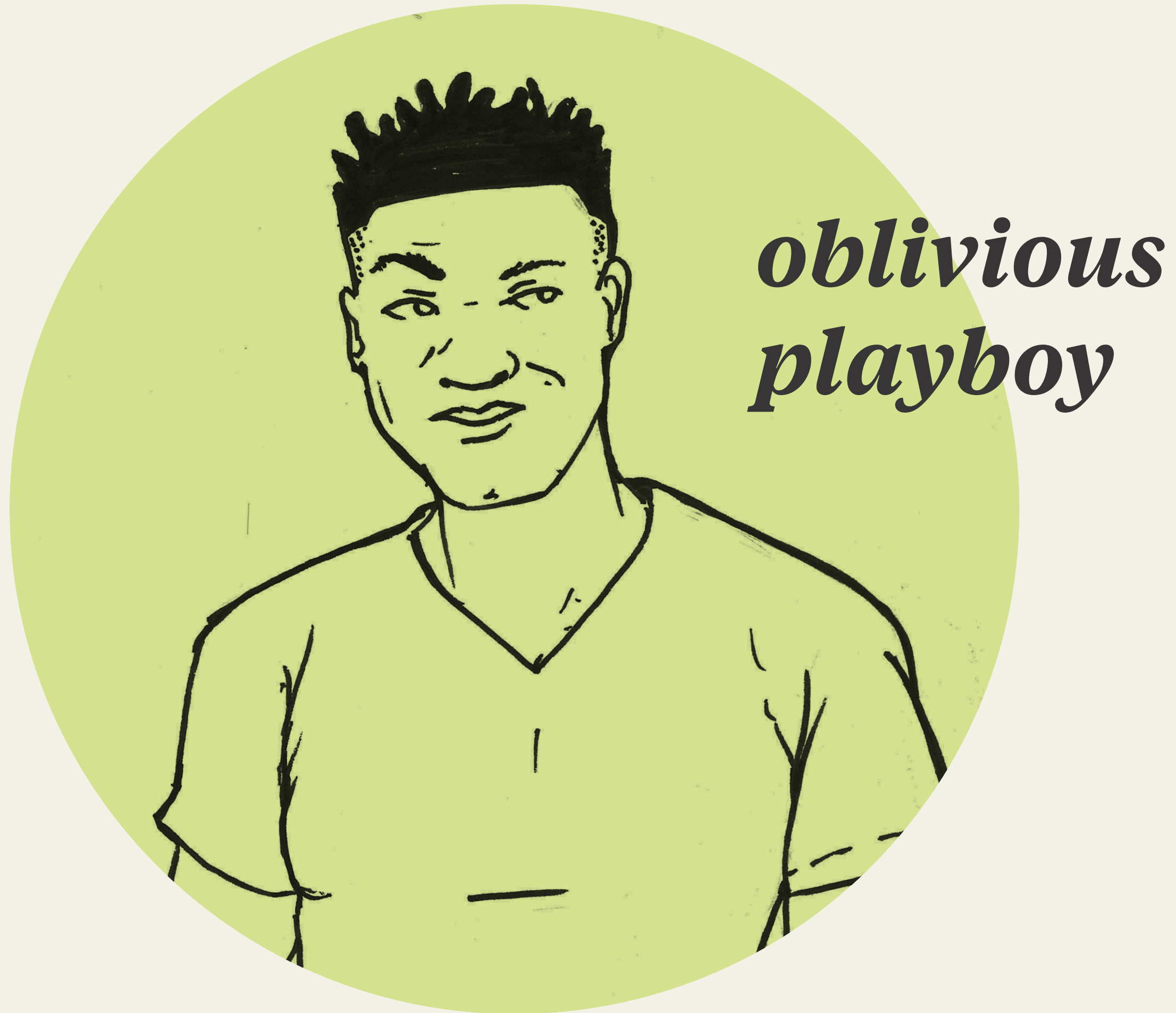
*CURIOUS
VIRGIN*



Frank, 25

likes being the boss

Frank lives with his wife Marie in an apartment he bought. He is a bus driver and has a lot of power and influence over other boys who work for him. He likes to pick up girls that travel with him. Some of these girls have many boyfriends, and Frank knows it's a good idea to to use condoms to protect himself from HIV, but sometimes he has to take them off during sex because they are uncomfortable. Frank also found out his wife was taking the daily pill and demanded she stop— he thinks only promiscuous girls use contraception, and doesn't want her sleeping around with other guys.



Pierre, 19

looking for fun and sex

Pierre loves his job working as a mechanic. When he's not at work, he likes playing soccer and meeting girls at the bar. He goes for girls who are well dressed and looking for fun— he's not interested in a serious relationship. He usually brings a condom with him when he goes out, in case he meets a girl he likes, girls are more likely to agree to have sex if it's with a condom. He hooked up with a girl named Fiona recently, and when they were drunk they had sex without a condom. She called him recently to say she was pregnant, but he doesn't think the child is his— she was probably sleeping with other men. He won't claim the baby unless there's proof.



Ibrahim, 17

in love but misguided

Ibrahim works as an apprentice driver. He works with different bus drivers, and each day he might have a new boss. Some bosses are hard working and professional, but others are fun, and flirt with girls during the job. Ibrahim likes to go out to the bar with older boys after work. He is really in love with his girlfriend Emma, who he started dating a couple weeks ago. He likes to bring her gifts to express his love, and he would do anything right now to make her smile. They have had sex with a condom, but he hopes she'll agree to have sex without a condom soon. He is serious about her, and wants to be able to express his love to her more fully by having sex without a condom.

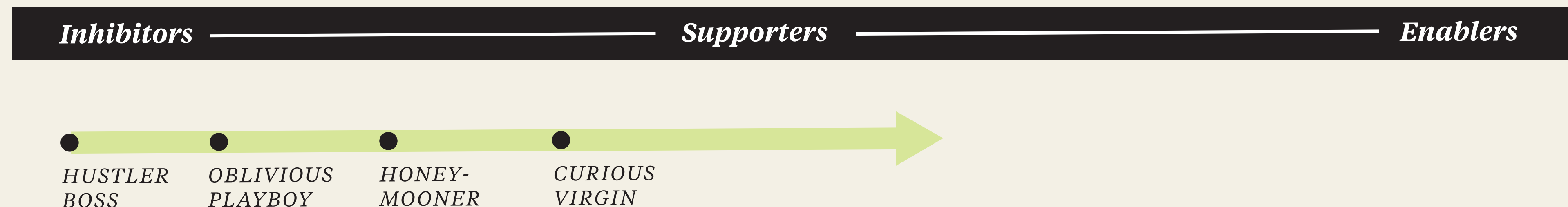


Michaël, 15

new to women and open

Michaël spends most of his time working at a masonry. In his free time, he hangs out at home with his friends. He just started dating Ange, his first girlfriend. They haven't had sex yet, and he's okay with waiting until she is ready. He is very curious to learn about sex. He observes his boss' behavior to learn about how he treats women, but he doesn't feel confident enough to bring up the topic with him in conversation.



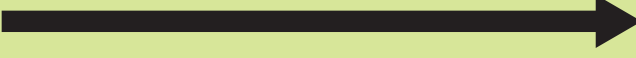
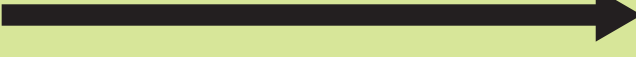
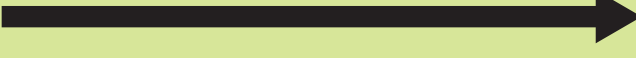
Our brief is to engage men as enablers of contraception use. But currently, men are inhibitors on the opposite end of the spectrum. By engaging men in gender sensitization and dialogue, we can shift their behaviors towards more supportive reproductive choices for themselves and their partners.



Today, young men are encouraged by social norms to be oblivious to gender equality, and have few positive role models who can show them alternative ways of behaving.

That's a challenge, and an opportunity.

When we see young men's long journey toward gender awareness as an opportunity, we envision the following behavior shifts:

<i>from inhibitors</i>		<i>to supporters</i>
We have sex when I want		We have sex when we want
Pleasure for myself		Pleasure for both of us
Protect myself from HIV		Protect us from HIV & unplanned pregnancy
Contraception will make her promiscuous		Contraception will protect our future

The background is a teal color with various tropical plants and leaves in shades of green and teal. There are large monstera leaves, a palm frond, and some small yellow berries on thin branches.

THE CONCEPT

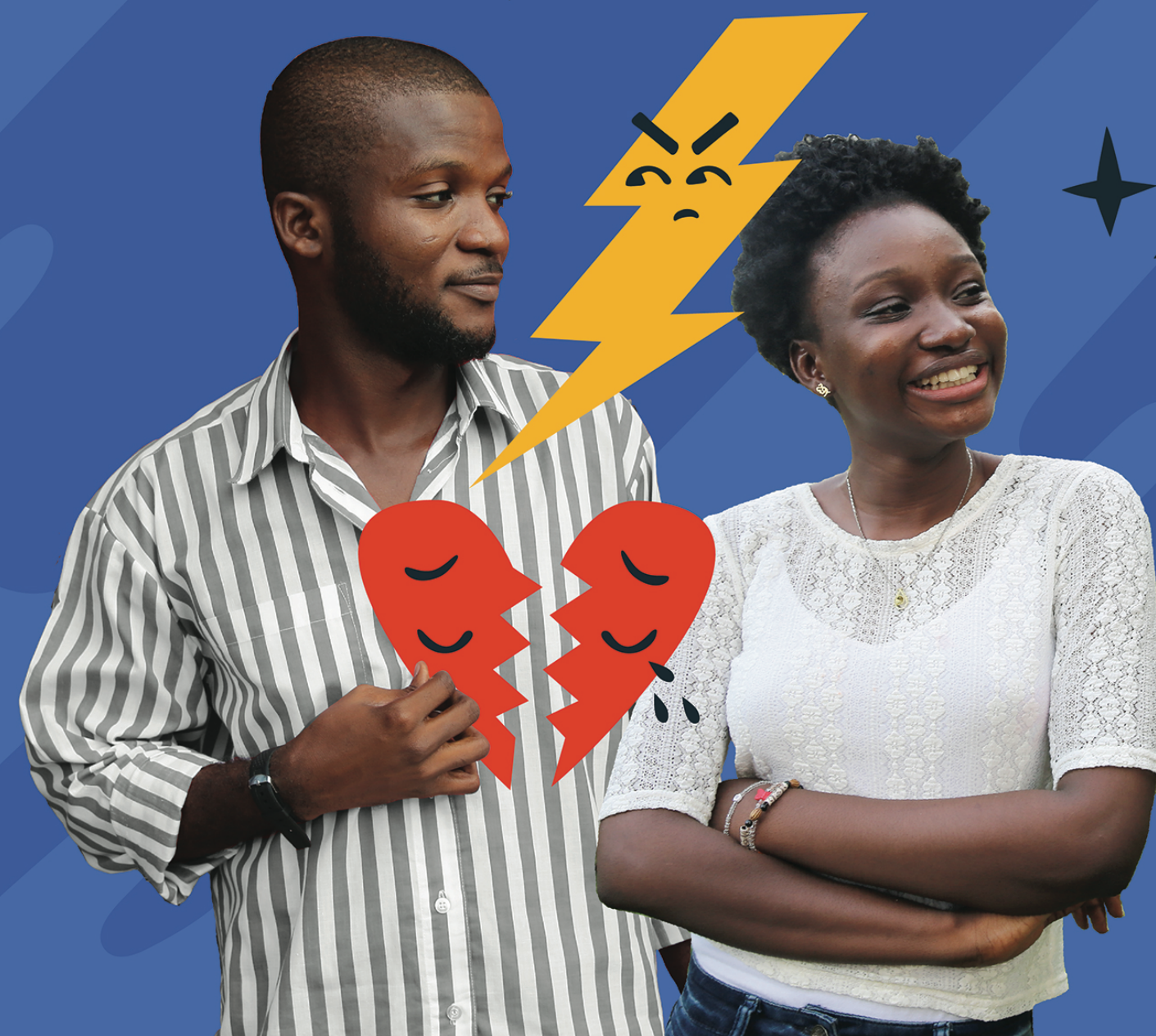
the big idea

Young men are excited about women and relationships,
but not really interested in sexual health or contraception.
To raise their awareness, we must meet them where they are.

***How might we use dating advice to
encourage young men in supporting
contraception behaviors?***

To answer this question, we designed a new brand that engages youth in positive dialogue about sex and relationships.

DIDIER



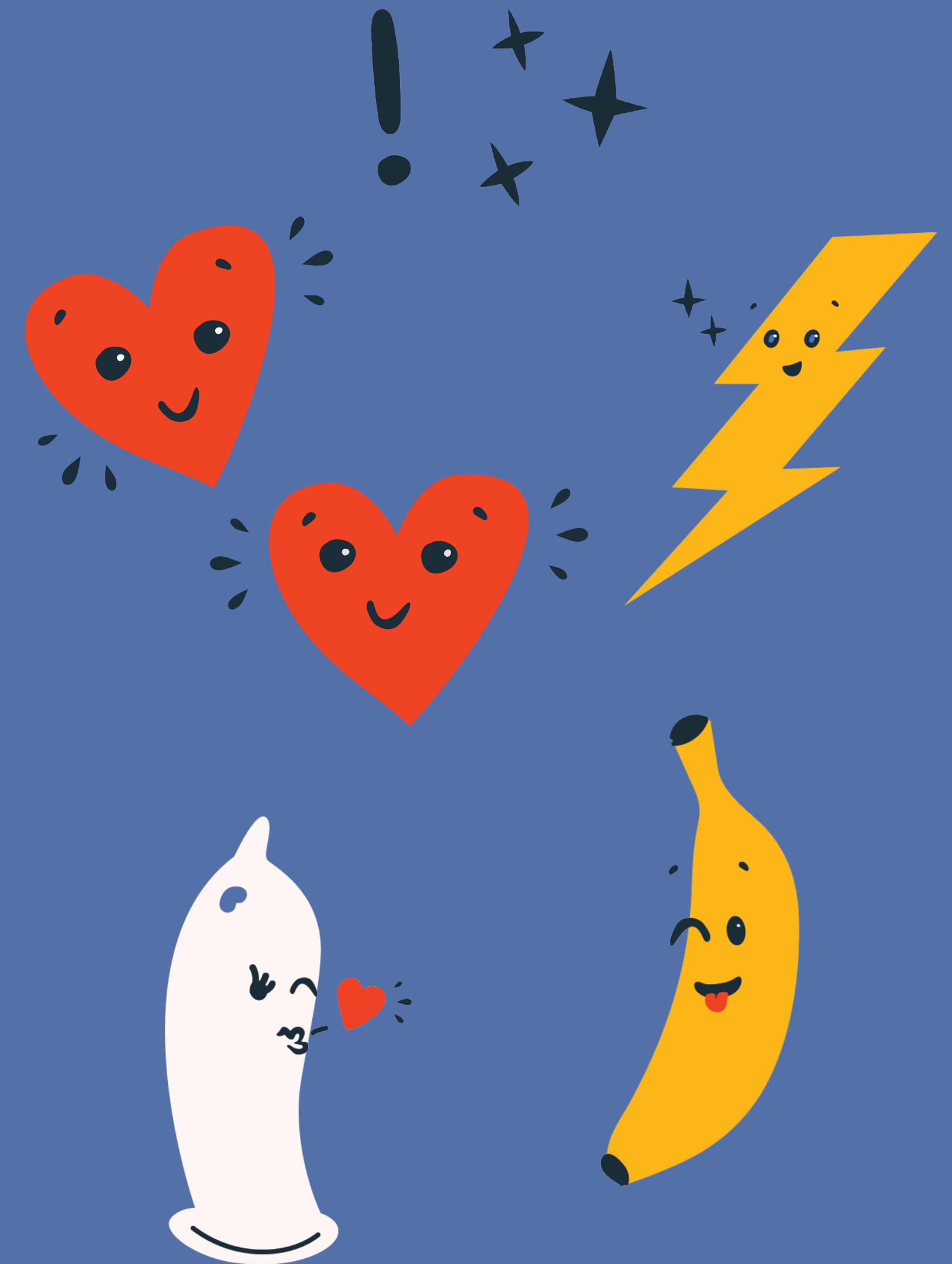
WHAT WILL HE DO NEXT? TEXT 4587 TO JOIN THE STORY



Didier is an ongoing interactive story delivered through Messaging, Facebook, and Events.

Didier uses dating advice as an entry point to sensitize young men about the benefits of supporting their partners' needs and reproductive choices.

Now let's meet the characters!



DIDIER

YVES
THE BOSSY
BOSS

ANNA
THE CONFIDENT
GIRL

DIDIER
THE HERO

GRACE
THE SWEET
NEIGHBOR

JOEL
THE GOOD
HUSBAND



The plot

Didier is a 17 year-old apprentice living in Abobo, Abidjan. He left his home town in Gbêkê two years ago looking for his father who came to the city and never returned. Didier's dream is to make a living in the big city. His girlfriend Grace is a hardworking student. She wants to abstain until she finishes school and achieves her dream of becoming a lawyer. Didier respects his big brother Joel, who knew his father, is happily married and recently started a family. Joel advises Didier to support Grace and not pressure her.



The twist

Didier is influenced by his boss Yves, a bus driver famous for his sexual conquests. Sometimes they go out to the club together after work. Didier recently met Anna, a confident woman who is comfortable with her sexuality. She is known for enlightening men about women's sexual desires and making them drop at her feet. Didier loves Grace, and wants to wait for her, but he is intrigued by Anna and not sure what to do. If only Didier knew Anna is Yves' ex-girlfriend, whom he still loves...



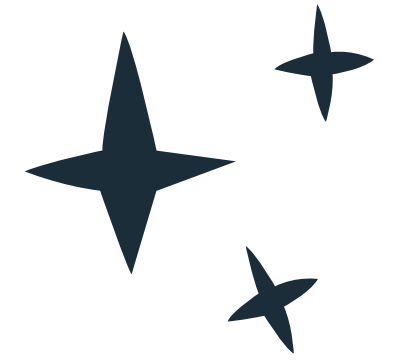
Showing the power of choice



Throughout the story, Didier engages in sex and relationship dialogues with two strong women: Grace and Anna. Their interactions present Didier with questions on contraception use and how women should be treated. Didier seeks advice from Joel and Yves, who give him contrasting opinions: one is gender aware, the other is gender blind. Through SMS, Facebook, and events, the audience follows along with the story and can vote on how it progresses at key moments. When the story progresses toward gender-blind and irresponsible contraception choices, Didier experiences the serious consequences of his actions. When Didier makes good choices, he experiences success.

By monitoring the audience's vote, we can observe change in gender sensitization and contraception choices over time.

How the Didier brand shows up in the world



At every touchpoint, the Didier brand is...

Gender positive. Our interactions celebrate strong women and show alternatives for gender-blind behaviors. We associate men who care about their women's pleasure with success and status.

Conversational. Our Facebook page and events nurture a safe and egalitarian space where young men can be vulnerable to ask questions and mirror positive behaviors outside the social norm.

Accessible. Events are affordable and happen where and when young men are available. Facebook posts are 3G-data thrifty.

Fun. We're always entertaining, never medical and sterile. Our events are a desirable alternative to the party at the bar next door. Our media borrows references from Ivorian pop culture.

Simple. We use concise language, teen slang, and emojis, to engage low-literacy populations.

How Didier encourages men to support positive contraception behaviors



Reach

We leverage ubiquitous use of SMS and Facebook, as well as strategically scheduled events, to sensitize about Didier and his choice in relationship behaviors.

Engagement

We sustain conversations through SMS and Facebook that celebrate gender-aware relationships and the benefits of contraception.

Intermediate Outcomes

We monitor change in young men’s knowledge and attitudes towards gender equality and contraception.

Primary Outcomes

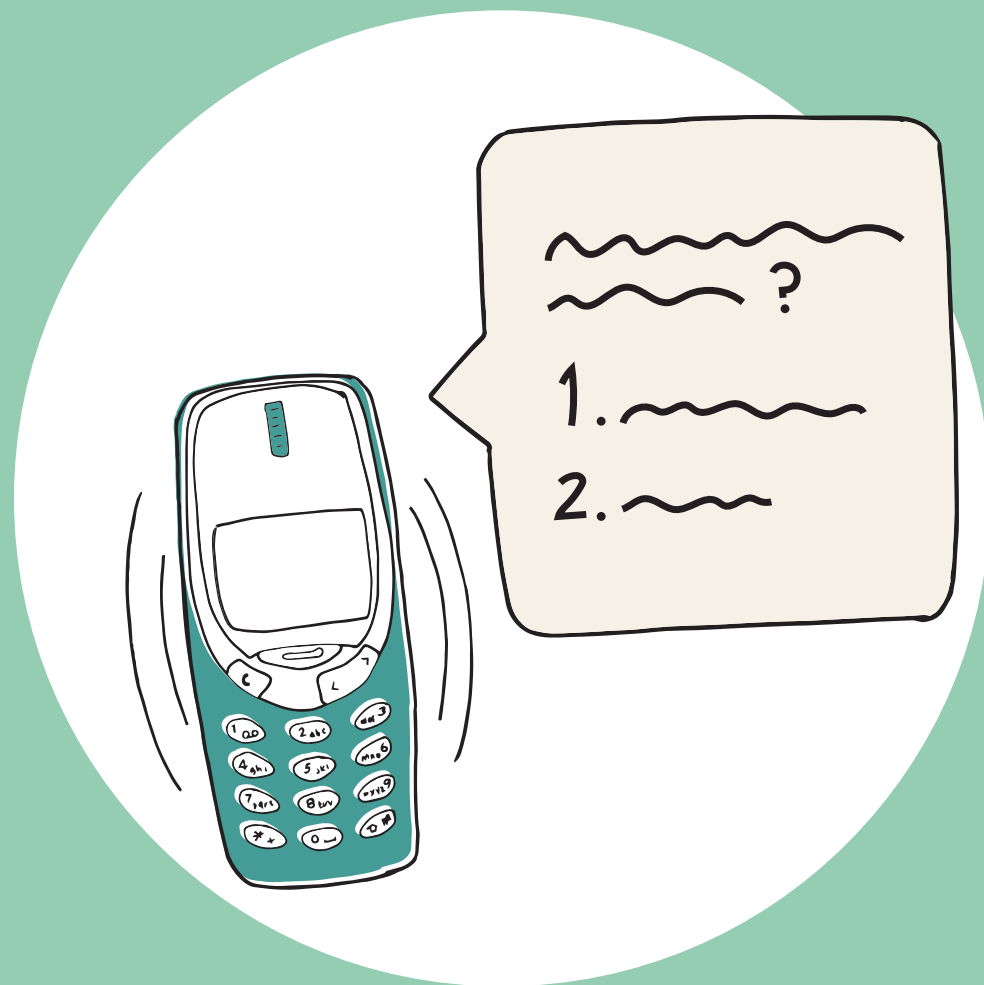
We expect an uptake in contraception awareness and use by men and their partners.

The background is a teal color with various tropical plants and leaves in shades of green and teal. There are large monstera leaves, a palm frond, and several branches with small yellow flowers or fruits.

LAUNCH-TO-LEARN

bringing Didier to life

Didier will reach young men through 3 touchpoints



Messaging

A juicy piece of the story is delivered in 160 characters every day via whatsapp or SMS, creating suspense and drawing in readers.



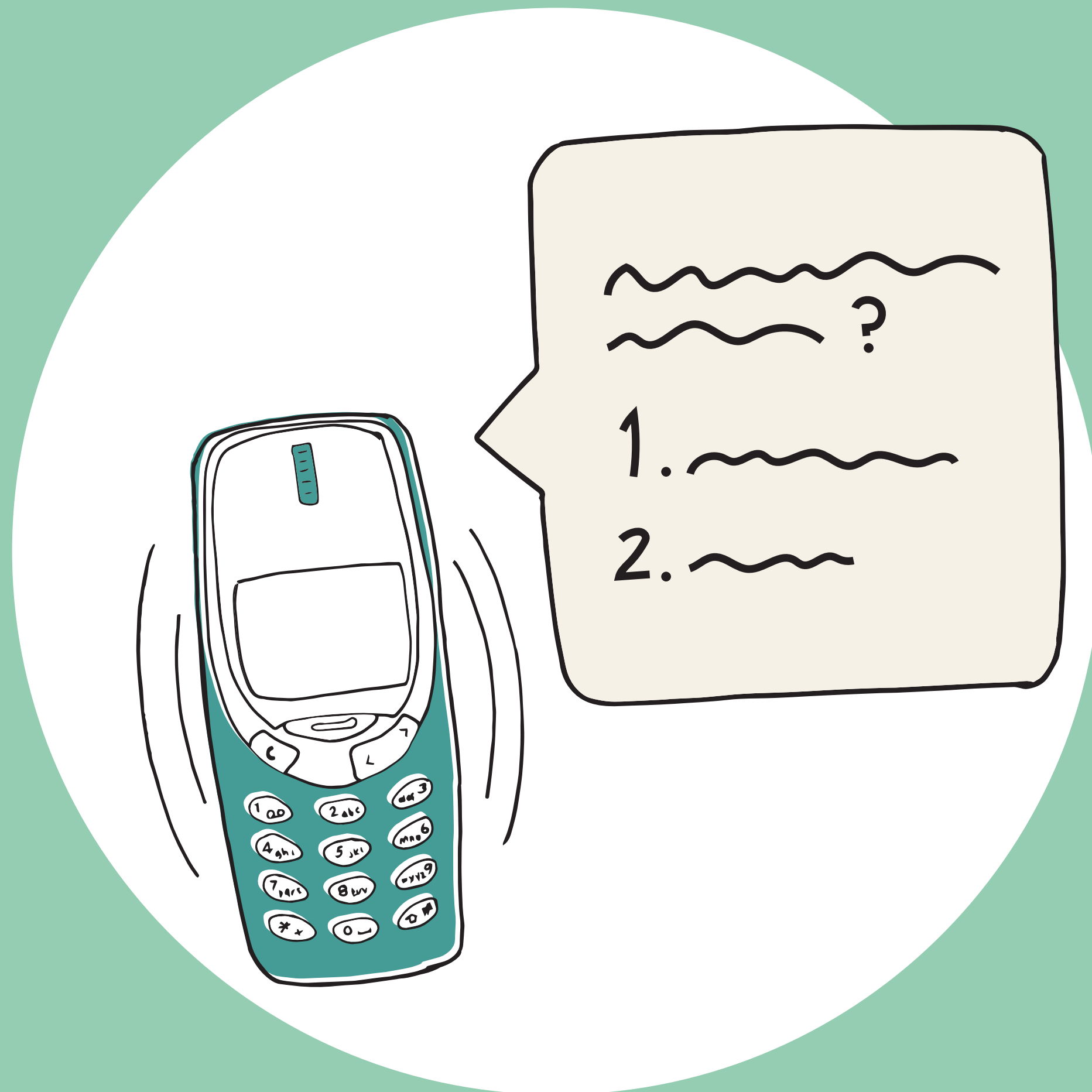
Live Show

Young men can meet *Didier's* characters and chat with positive role models about sex and relationships.



Facebook

A fun space to chat, ask questions, and learn from positive role models through Didier-themed content.



Messaging

A piece of the story is delivered in 160 characters every day through SMS or whatsapp.

The story progresses as the audience votes on what happens next at crucial moments.

Polling engages the audience and allows monitoring of changes in their attitude toward relationships, gender equality, and reproductive health choices.

The platform is also used to engage the audience on Facebook and in upcoming Dude Zone events nearby.

Success Indicators:

- Active audience size (SMS opt ins)
- Polling interaction size
- Quality of polling results

Inspiration



Yegna

Ethiopian Girl band— each singer has an empowered persona, promoting female agency.



M-Cenas (Pathfinder)

An SMS *novela* that sensitizes teenagers in Mozambique about reproductive health.



Live Show

A fun event to meet Didier's characters and chat with positive role models about sex and relationships.

Dude Zones: we start with informal chats between young men and a positive role model (Big Brother).

The Show: then, Didier characters perform interactive skits.

Networking: at the end, young men can chat with Didier characters, male and female, ask questions, and get their contact info (flyer invitation to stay in touch through the Facebook fanpage).

Success indicators:

- Audience size
- Condoms sold
- Facebook page and SMS conversions

Inspiration



Flashmobs

A popular trend in America, Flashmobs are impromptu dance routines in public places, planned secretly on Facebook or SMS.



TED Talks

Attending a single event with inspiring content can change the viewers' perception on an issue.



Facebook

A fun space to practice dialogue, ask questions, and learn from positive role models, through Didier-themed content.

On Didier's Facebook page, young men can follow the latest story episode, interact with Didier characters, participate on polls about relationships, sexual health, gender equality, and be connected with health services.

The Facebook page is also a platform to advertise upcoming events.

Success indicators:

- Active audience size
- Polling results
- Engagement quality

Inspiration



Dear Jane

A weekly column where people can anonymously ask advice from a trusted source about issues involving life and relationships.



Shujaaz

Originally a comic book and now a multimedia platform, Shujaaz helps East African youth improve their lives. With a free comic book, radio program, Whatsapp channel, and SMS content, Shujaaz is readily available to youth.

Brand Assets

EVENT POSTERS



EVENT FLYER

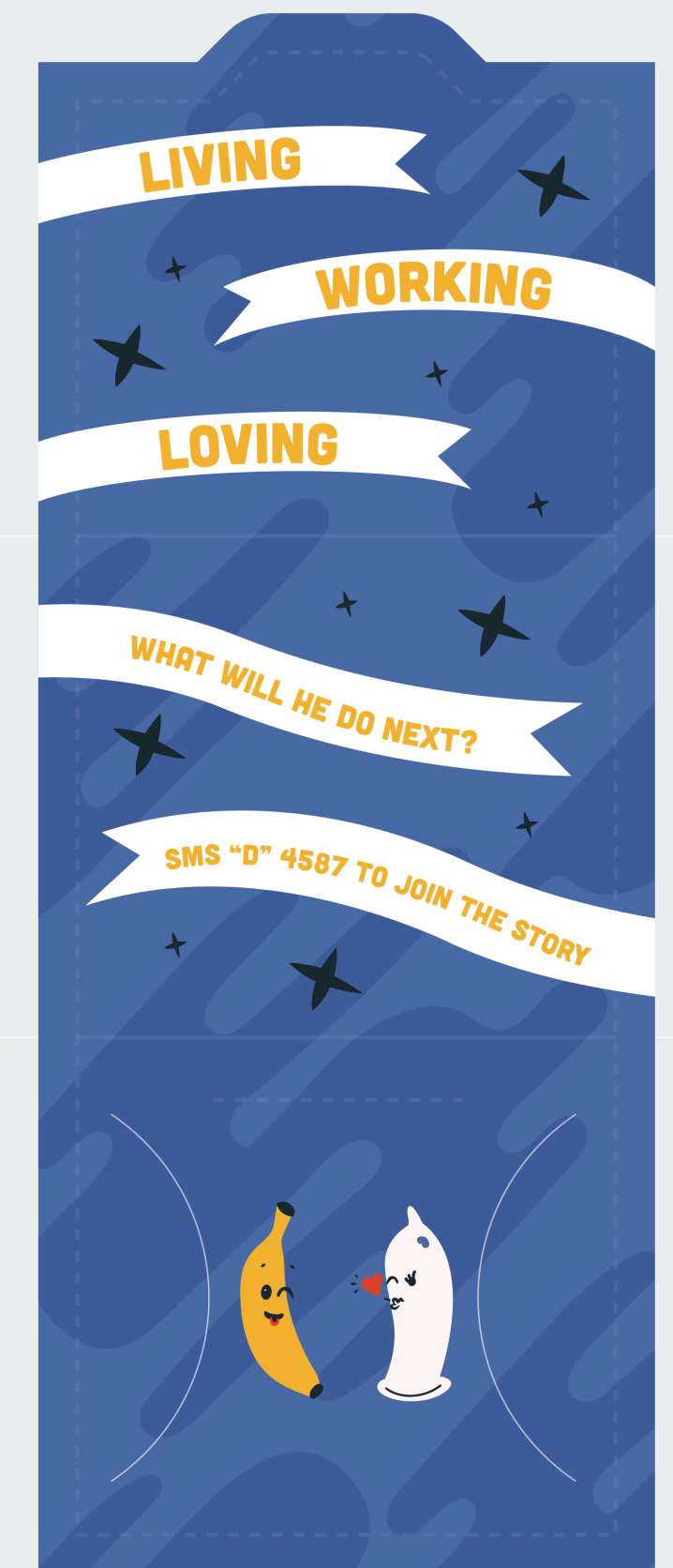
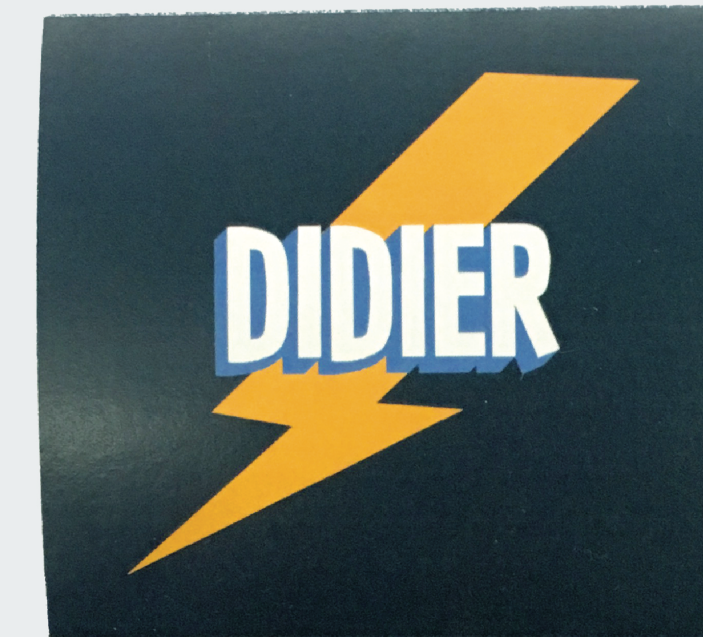


Brand Assets

T-SHIRT



CONDOM PACKAGING

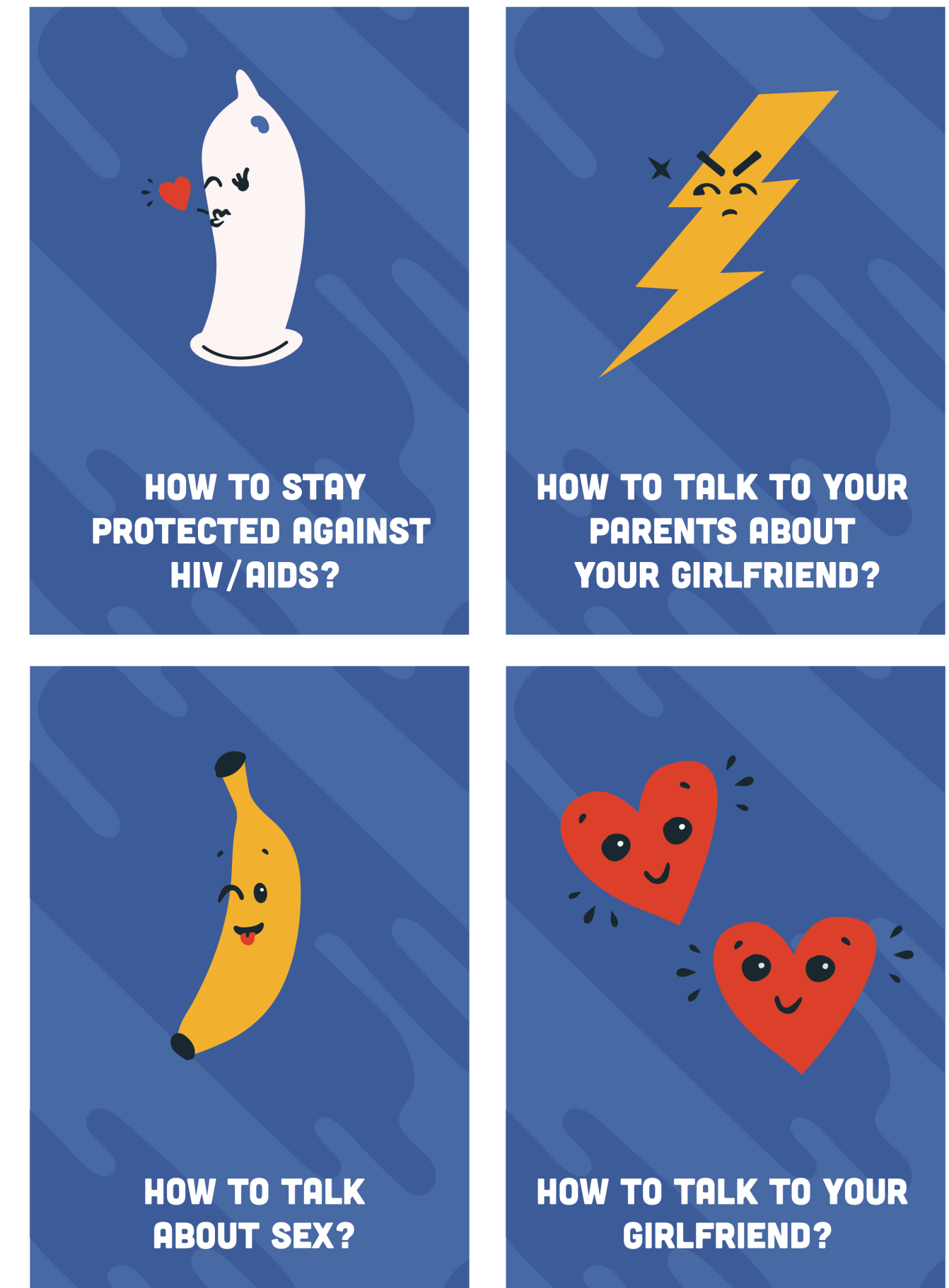


Brand Assets

PLAYBOOK



TOPIC CARDS



Facebook Page

FACEBOOK PAGE

Didier

NicoleHome

DIDIER

Didier

HomeReviewsAboutPhotosPostsCommunity

Create a Page

DIDIER

LikeFollowShare

Send Message

DIDIER

InterestedGoing

Share

Tuesday, December 26 at 4 PM - 7 PM UTC
Next Week · 75–88°Thunderstorms

Abobo, Abidjan, Côte d'Ivoire

Show Map

Community

CommunitySee All

Invite your friends to like this Page

AboutSee All

Send Message

Community

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

+

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2017

EXAMPLE POSTS

A screenshot of a Facebook poll. At the top, a profile picture of a person with the name 'DIDIER' is visible. To the right, the text reads 'Didier created a poll.' followed by 'December 18 at 9:11pm' and a globe icon. The poll question is 'Is it okay for Anna to stop talking to Didier because he loves Grace?'. Below the question are two options: 'She's right!' and 'Not cool!'. The 'Not cool!' option is selected, indicated by a blue checkmark. At the bottom, it says 'This poll ends in 5 days' and '1 Vote'. The bottom of the image shows the standard Facebook interaction bar with 'Like', 'Comment', and 'Share' buttons, and a small profile picture of the user viewing the post.

A screenshot of a Facebook post. At the top left is the profile picture of a person named 'Didier', which is a black circle with a yellow lightning bolt and the word 'DIDIER' in white. To the right of the profile picture is the name 'Didier' in bold, followed by the timestamp 'December 18 at 9:06pm' and a public icon. Below this is the text of the post: 'Did you get last night's txt? Text DIDIER to 55555 to stay in the loop!'. The main body of the post is a large blue rectangle with white, bold, all-caps text that reads: 'WENT TO STARBUCKS B/C IDK HOW TO SLEEP IN. TONS OF PEOPLE IN LINE. EVERYONE LOOKS LIKE A ZOMBIE & I'M SPACING OUT MYSELF. [1]'. At the bottom right of the blue rectangle is a yellow lightning bolt icon with the word 'DIDIER' in white, bold, all-caps text. Below the blue rectangle is a white bar with three icons: a thumbs-up for 'Like', a speech bubble for 'Comment', and a share icon for 'Share'. At the bottom right of the white bar is a small circular profile picture of a person and a downward-pointing arrow.

Key Milestones for launching and sustaining the program's live prototype in 2018

Preparation

February 2018

- Hire digital coordinator
- Adapt story to local SMS slang
- Set up SMS service

Digital Launch

March 2018

- Send SMS blasts to build audience participation
- Send daily SMS stories
- Advertise fanpage on Facebook
- Post 3 Facebook posts per week
- Run knowledge and attitude survey with SMS and Facebook audience to capture baseline attitudes

Events Launch

April 2018

- Assess traction of digital touchpoints
- Define target locations
- Hire field coordinator
- Run 1 event per location
- Send daily SMS stories
- Post 3 Facebook posts per week

Consolidation

May 2018

- Run 1 event per location
- Send daily SMS stories
- Post 3 Facebook posts per week
- Re-run knowledge and attitude baseline survey with SMS and Facebook audiences to capture changes in attitudes

What's next

The next step is to try out Didier in a small scale - testing and refining the idea before it's ready for a real pilot: what we call live prototyping. This deliverable is accompanied by a live prototyping playbook that details the mechanics of each element of the program, the questions to ask when trying them out, details on how and when to roll them out, and how to get feedback and responses from the community. We will use a tiered roll-out approach, starting with the lower-touch digital touchpoints (SMS and Facebook), and only later introducing the higher-touch Events into the program.


While planning the live prototyping launch, we recommend that the PSI team maps out the program's feasibility and viability, drafting a implementation plan with associated costs in order to plan for the launch and full implementation of this program.



THANK YOU!



IDEO.ORG

The background is a solid teal color with various tropical plants and leaves scattered around. There are large green leaves with prominent veins, some with holes (like Monstera), and some with serrated edges. There are also smaller, darker green leaves and clusters of small yellow flowers or berries on thin stems.

APPENDIX

RESEARCH FOR INSPIRATION

As designers, we do research to get inspired. When we begin a project, we take the time to immerse ourselves in the lives of the people we're designing for. We talk to them, spend time in their communities, and live as many bits and pieces of their lives alongside them as we can.

During the research phase, we conducted in depth, in-context, qualitative interviews with a range of community members. Some interviews were individual, and others were with groups. In addition, we conducted observations of the community, the market, multiple schools, sacred places, and community gathering areas.

MAKING SENSE OF WHAT WE LEARN

Throughout the research process, we are always looking to make sense of what we learn. While in the field, the information we gather daily is analyzed collaboratively, unveiling common themes and giving rise to new questions to bring to the next day's interviews and observations.

BRINGING IT ALL TOGETHER

We synthesized our learnings into insights and behavioral archetypes together as a team in San Francisco. Insights are our core fieldwork learnings. They help us see the problem from a fresh perspective and unveil opportunities for design.

HOW WE GOT TO CONCEPTS & PROTOTYPES

Based on the insights generated from the synthesis process, the team brainstormed new ways to solve the problem of creating gender awareness and increasing support for contraception use among young men identified as target behavioral archetypes.

Prototypes are small experiments that allow us to ask targeted questions in order to better understand the opportunity behind concepts, and further refine them.

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