

Human-centered Design & the Principles for Digital Development

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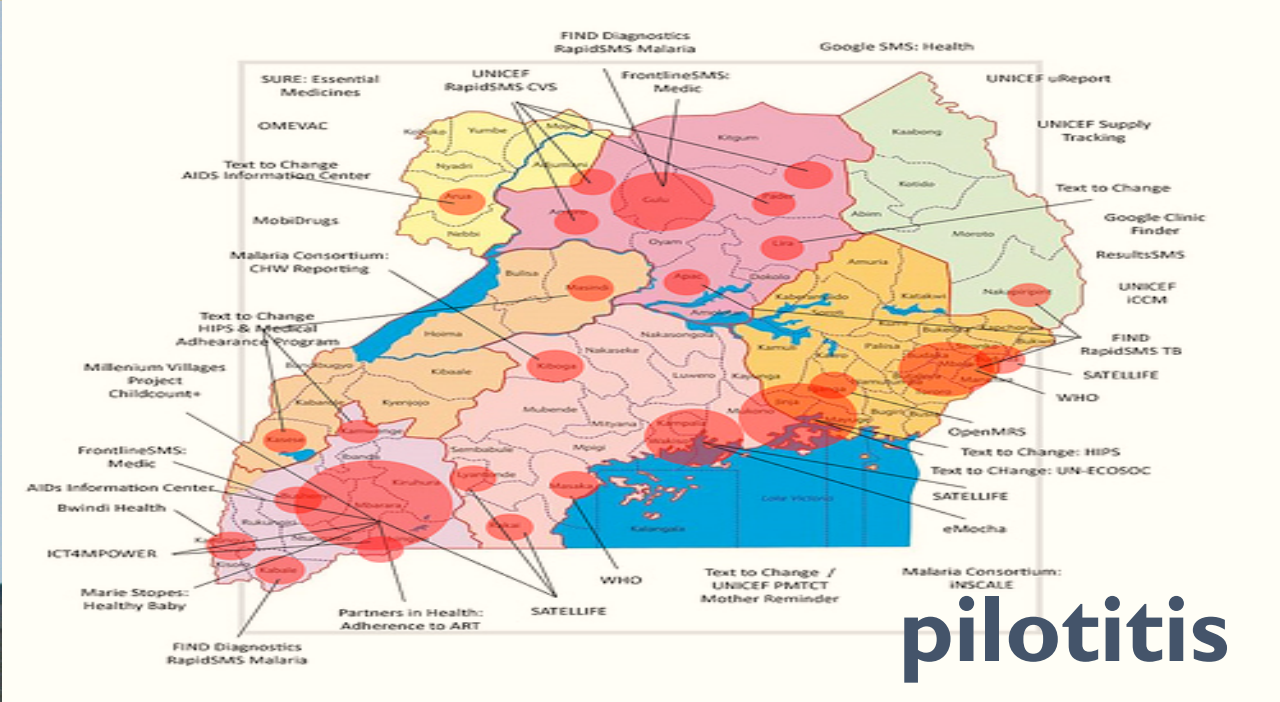
uncoordinated



inflexible



Photo: L2FI



pilotitis



Principles *for* Digital Development

The **Principles for Digital Development** are nine living guidelines designed to help development practitioners integrate best practices into technology-enabled programs.

- Designed to create a community of practice, the principles are the result of many lessons learned through the application of ICTs in development.
- The community-driven effort was formed from a set of existing guidance at a meeting of donor and multilateral organizations in 2014.
- There are 75 endorsing organizations, including USAID, UNICEF, WHO, SIDA, Catholic Relief Services and the Bill & Melinda Gates Foundation.



Principles *for* Digital Development



Design with the User



Understand the Existing
Ecosystem



Design For Scale



Build For Sustainability



Be Data Driven



Use Open Standards, Open Data,
Open Source and Open Innovation



Reuse and Improve



Address Privacy and Security



Be Collaborative



Why This Matters



- Critical to understand user/client/beneficiary needs, context, culture, experience, opinions, reality
- Create solutions and design projects that are tailored to meet the needs of the population you are working with
- Rapidly iterate and test
- Create ownership and buy-in that will lead to sustainability



- Core Tenets
- Application Guidance
- Resources
- Tips
- How-to's
- Case studies



Design with the User

Good software design starts with incorporating the specific needs, context, culture, and behaviors of the target audience into your work – designing with them and not for them. This requires engaging them at each stage of a program – observing their unique needs and documenting them in plain language, co-creating products and tools, testing them with users, and providing iterative feedback on how the product and tool can be improved.

EXPLORE THIS PRINCIPLE BY:

[Why this Matters](#)[Project Lifecycle](#)[Joining the Conversation](#)[Resources](#)



Core Tenets

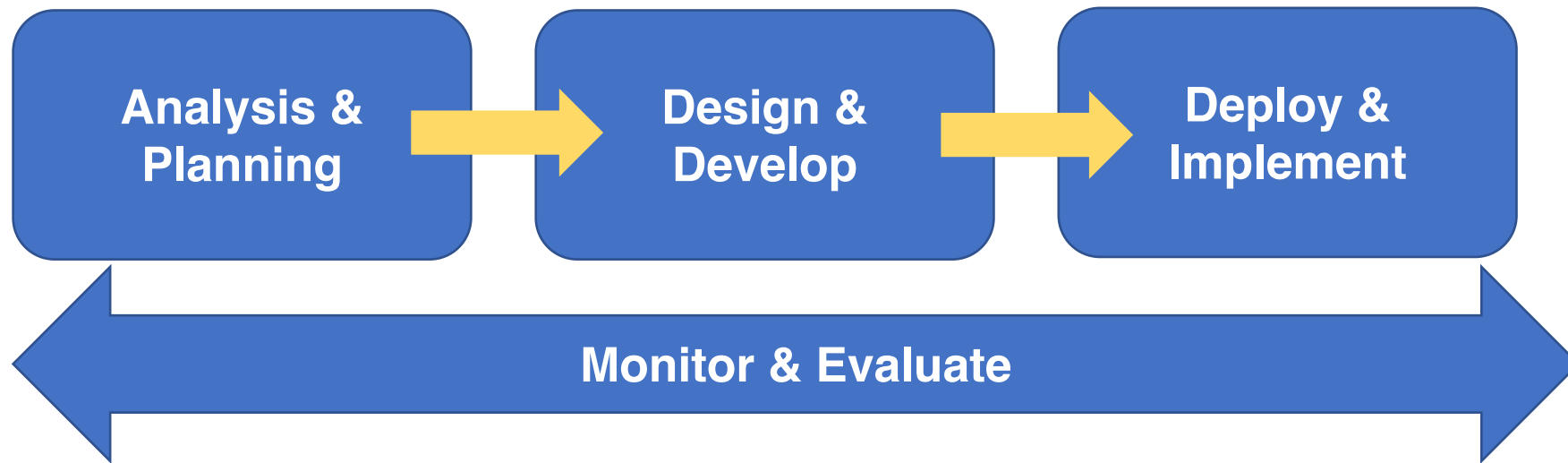
- Develop context-appropriate solutions informed by user needs.
- Include user groups in planning, development, implementation and assessment.
- Ensure that solutions are sensitive to, and useful for, the most vulnerable populations: women, children, those with disabilities, and those affected by conflict and disaster.
- Develop projects in an incremental and iterative manner.
- Design solutions that learn from and enhance existing workflows and plan for organizational adaptation.

Application Guidance



Goals:

- Based on feedback to date, understanding the Principle along the project/program life cycle is helpful
- Point user to other resources and tools (developed by DIAL and others)
- Give practical, relevant, useful guidance
- Provide examples of what others did to make the Principles more tangible



Analysis & Planning (illustrative)



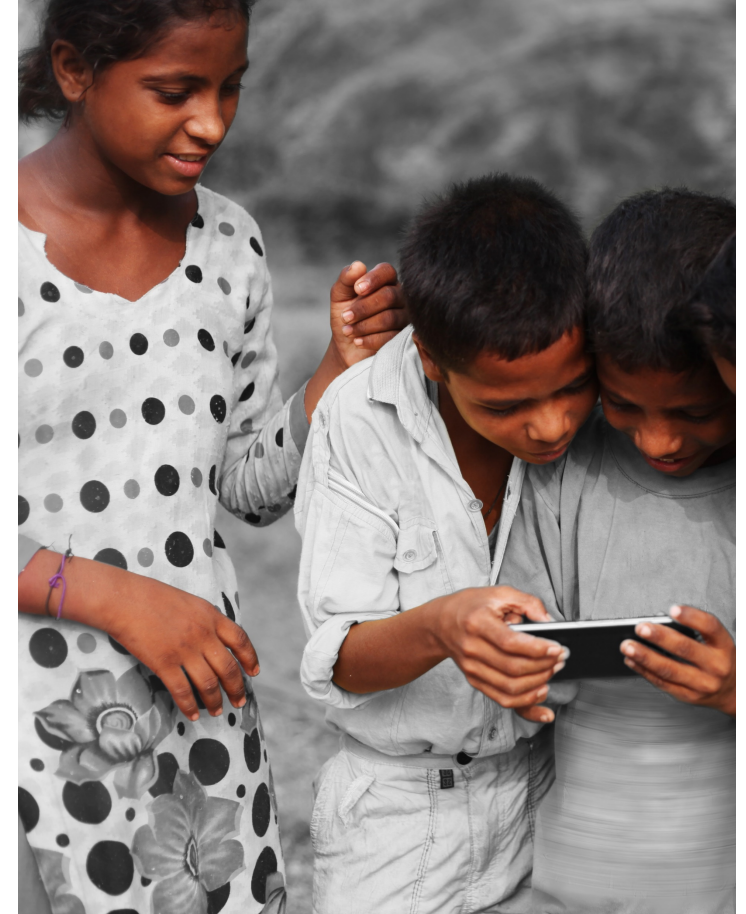
- Identify different categories of users
- Conduct context analysis
- Develop user personas and customer journey maps
- Form user advisory group

RESOURCE: SIMLab's Framework for Context Analysis of Inclusive Technologies in Social Change Projects:

<https://docs.google.com/document/d/1-RvVky0ubjH1qxP201AvNeCleTJHsyZ3qGVik-iUDYM/edit#>

RESOURCE: Product Vision for Better Immunization Data (BID) Initiative:

http://www.path.org/publications/files/VAD_bid_product_vision.pdf



Design & Develop (illustrative)



- Develop functional requirements with users
- Work together to develop product vision document
- Develop technical specifications adapted to user needs
- Test prototypes and technology with user groups
- Beta test early versions of tool



TIP: The Collaborative Requirements Development Methodology (CRDM) developed by the Public Health Informatics Institute and adapted by PATH for use in global health is a good starting point for developing functional requirements with users. More information on how CRDM has been applied to LMIS available here: http://digitalprinciples.org/wp-content/uploads/2014/08/TS_lmis_crdm_ENG.pdf

RESOURCE: IDEO.org's Design Kit: www.designkit.org/methods

RESOURCE: Mercy Corps & IDEO.org on successful discovery workshops: www.mercycorps.org/philippines-banking-recovery

Deploy & Implement (illustrative)



- Actively support users in adapting to new technologies
- Hold formal trainings, workshops, and community learning events
- Build capacity and ownership
- Create opportunities for users to provide feedback

RESOURCE: OpenMRS case study on Open Source Health Information Business Ecosystems in Resource-Poor Environments:

<http://openmrs.org/2010/12/open-source-health-information-business-ecosystems-in-resource-poor-environments/>



Monitor & Evaluate (illustrative)



- Meet with users to discuss current situations
- Identify appropriate indicators with users
- Decide on the most appropriate method to evaluate your impact

TIP: USAID has a useful guide for selecting indicators:

http://pdf.usaid.gov/pdf_docs/pnadw106.pdf

RESOURCE: SIMLab's Framework for Monitoring and Evaluating Inclusive Technologies in Social Change Projects:

<http://simlab.org/resources/mandeoftech/>

Thank you

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