**50 MILLION AFRICAN WOMEN SPEAK**
**50 MILLIONS DE FEMMES AFRICAINES ONT LA PAROLE**

# Additional Resources

www.womenconnect.org

# How Might We?

**How might we?**

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Problem to solve

**For?**

- - - - - - - - - - - - - - - - - - - - - - - - - - - -

Target

**In order to?**

- - - - - - - - - - - - - - - - - - - - - - - - - - - -

Result

# Proto persona

## FACTS

Provide factual information about your potential user (age, gender, job title, job category, place of work/residence...).

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## PAIN POINTS

What pain points do your users suffer from (e.g. loss of time during journeys, not knowing which public transport to take, lack of information about streets blocked by roadworks, etc.)?

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## BEHAVIORS

List your user's typical behavior (What does he or she own? Example: He subscribes to service X, owns a car, a powerful smartphone etc.)
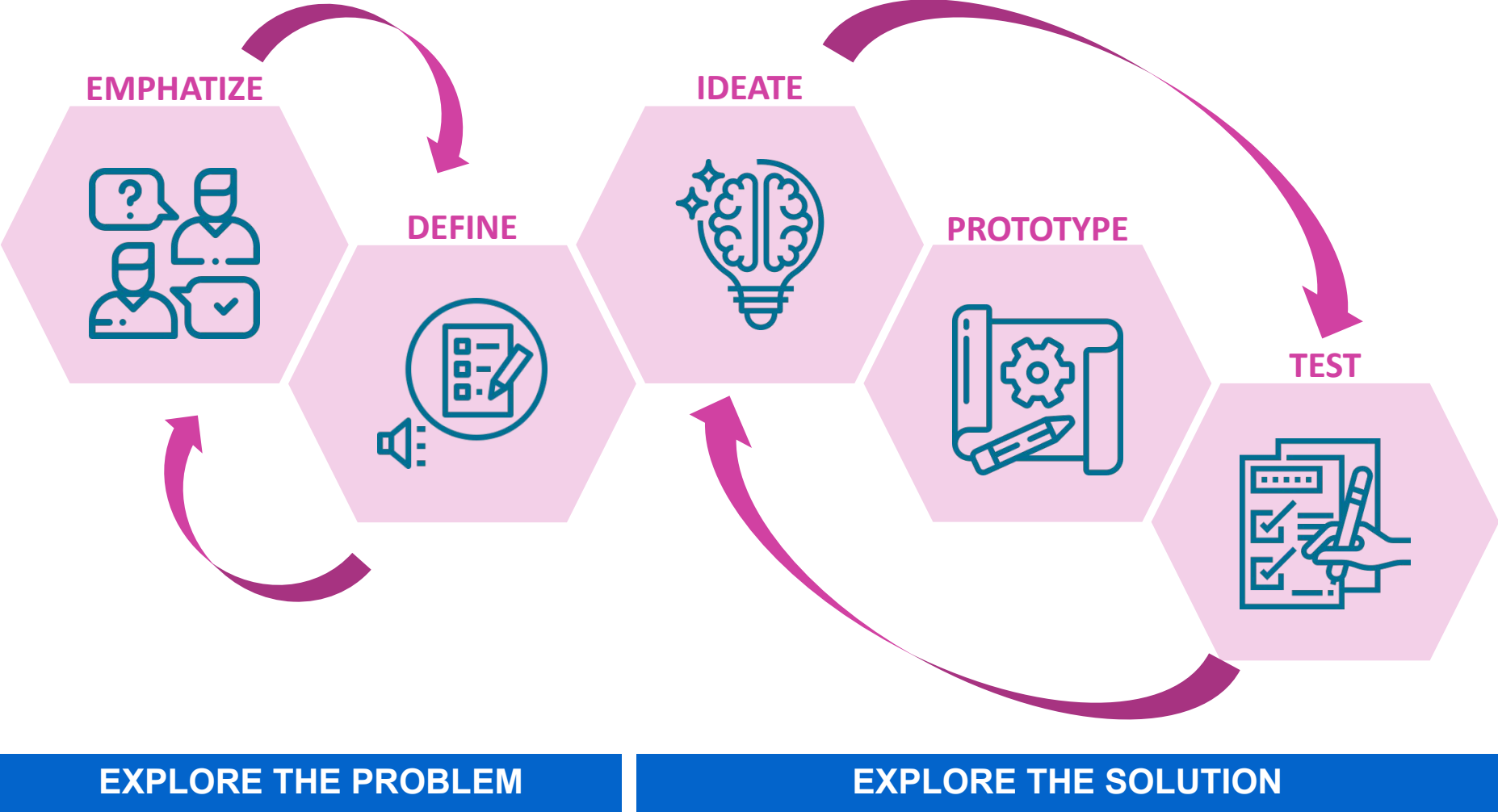
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## GOALS

What goals is your user trying to achieve? (They want to save time, arrive ¼ ahead of time for appointments etc...)

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# Design Thinking: one of the main methodologies for deploying human-centric projects



EMPHATIZE

DEFINE

IDEATE

PROTOTYPE

TEST

**EXPLORE THE PROBLEM**

**EXPLORE THE SOLUTION**

## Step 1: EMPATHIZE

To design a product or service, you need to put yourself in the shoes of its users, understand their needs, who they are and what's important to them.

### APPROACH

- Research the subject
- Observe users
- Immerse yourself in their reality
- Ask them questions

## Step 2: DEFINE

The information gathered is then compiled and analyzed to draw conclusions, identify trends and refine our understanding of the problem and its users.

### APPROACH

- Analyze and synthesize field data and research findings
- Define the target user
- Trace the user's path
- Identify and prioritize pain points

## Step 3: IDEATE

Once the problem has been clearly defined, the ideation stage allows us to identify as many potential solutions as possible, without any quality objectives.

### APPROACH

- Conduct collaborative brainstorming sessions Engage external partners to challenge conventional thinking patterns
- Don't focus on the perfect solution

## Step 4: PROTOTYPE

The prototyping stage brings the best ideas from the ideation stage to life, quickly and inexpensively, so that they can be tested.

### APPROACH

- Build mock-ups of selected solutions and a storyboard of their use
- Choose a format that can be presented to users for field testing

# Step 5: TEST

The Test stage enables us to fine-tune our solutions, and to continue learning more about your users by meeting them in the field.

## APPROACH

- Validate the various solution components one by one
- Improve the complexity of prototypes as you go along
- Refine the scope of the problem and users as you go along

# How to Collect User Insights?

**OBSERVE**

**ASK**

**LEARN FROM EXTREMES**

**IMMERSE**

# Observe



**What to look for**

- ACTIVITIES. What are people doing? In what order? Why do they do it?

- ENVIRONMENTS. Take note of spaces and places. How are they adapted or, on the contrary, a source of frustration?

- INTERACTIONS. Who interacts with users in this context? What is the purpose of these interactions? What's the tone?

- OBJECTS. Are any objects used? If so, how and why are they important? USERS. How do users behave? What is their state of mind?
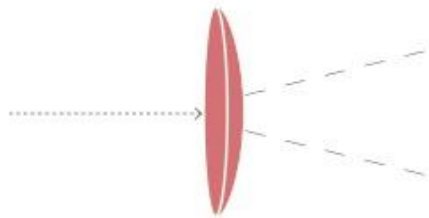
Observation test

# Learn from Extremes

Learning from extreme perspectives expands your thinking to help envision bold new ideas
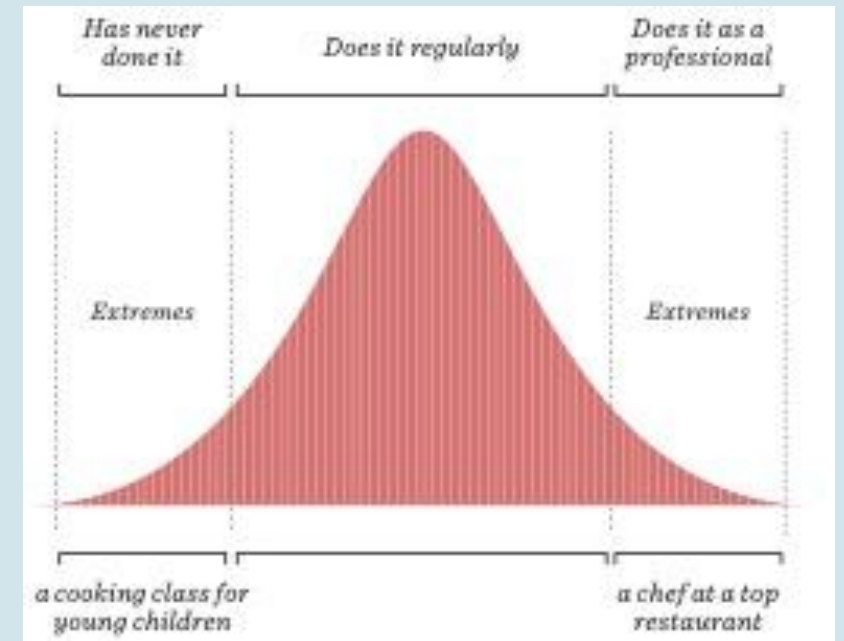
The challenge is to look at your subject from the extremes to open up new perspectives:

TYPES OF LENSES+ Demographics (age, gender, nationality)+ Behaviors (expert and new)+ Motivations (what drives someone to do something)

Projet de conception de matériel de cuisine

STRETCH = LEVEL OF COOKING EXPERIENCE

Has never done it | Does it regularly | Does it as a professional

Extremes | | Extremes

a cooking class for young children | | a chef at a top restaurant

# Ask

**How to conduct a good interview
to get deep, honest answers
that inspire great ideas?**

In the empathy phase, we recommend face-to-face discussions, preferably at the place of use.

**ASK OPEN-ENDED QUESTIONS**
Open-ended questions let you really hear how someone is experiencing a situation. Always ask participants to explain their reasoning.

**SHOW ME...**
Ask participants to show you situations instead of talking about them. This makes for a richer conversation.
Don't be afraid to ask, "Can you show us how you do that?"

**TELL ME ...**
Ask participants to tell a story about an event in their past, e.g., "Tell me about the time you set up a demo booth in 2 hours".

**REPORTING**
Your listening style, tone of voice and posture count as much, if not more, than the questions you ask.
**+ BODY LANGUAGE**
Non-verbal cues such as eye contact, nodding and smiling signal that you're engaged and interested.
**+ MINIMIZE YOUR PRESENCE**
Try not to give interviewees the impression that you know more than they do. Avoid making them feel tested or questioned.

**IDENTIFY GAPS**
Keep in mind that what the user says may not correspond to what they do. They may not be able to verbalize what they need.
Look for things that don't match... verbal or unspoken.
And if you see any discrepancies, then ask!

# Immerse

Immersive empathy is one of the most powerful tools of Design Thinking.

- Living the experience from the inside enables a high level of involvement and a different understanding of the problem.
- In teams, it's a strong emotional trigger that motivates individuals and teams. And sharing these emotional experiences helps build bonds and align colleagues and customers around a common goal.

LIVE THE EXPERIENCE
Have you personally experienced the products, services or experiences you create?
What can you do to live the experience of your target user?

OR LIVE AN ANALOGUE EXPERIENCE
Do you have some part of the experience you're designing that you could experience in a similar way?

# Thank You

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