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PRO-WASH
Practices, Research and Operations
in Water, Sanitation and Hygiene

iDE

LET'S GET LEARNING

**PERSONAS
WEEK 1**

Instructions

As Human-Centered designers we don't begin with problems, we begin with people and possibilities.

Listening, observing, developing ideas, getting feedback, and engaging stakeholders throughout - people are always at the center of the process. Taking a creative approach to problem solving, talking to users and testing ideas early means that we create solutions from insights that have come from the people most affected by the solutions.

In order to uncover these potential solutions to complicated problems, we must operate in a space of open creativity, of possibility. Optimism, not pessimism. For this exercise, our only barrier is our imagination.

Please read the following personas based on real people with real possibilities. After you've read each persona, go to the MURAL board and input what you think the possibilities are for this person and how they interact with WASH programming, products, and services.

Repeat this with the subsequent personas, inputting on the MURAL board.

Remember, you have no constraints. Anything is possible here.



MEET IDRIS *"I'm looking to expand."*

Idris lives in Burkina Faso and is married with three kids. He has a thriving business which supplies parts to toilet business owners and others working in construction. His family has owned an improved toilet since 2016. For the last few years, Idris has been able to grow his business. And he sees a lot of opportunities because there is a newly paved road, and the new village chief is promoting toilet purchases. He is also aware of new money coming in from international donors for sanitation businesses. Idris is really open to new ideas for expanding his business. COVID-19 continues to be a problem for the community, and people are slowly becoming food insecure. The security situation where he lives is tense and people are leaving because of this and the climate related droughts. For his business, Idris has problems every day with cash flow because people do not pay on time. Supply chain interruptions and general community insecurity are also problems. He struggles with customer outreach and finding quality labor. He needs high quality training for labor, good transportation options, and a loan for growth. Idris is afraid he is getting older and unable to do hard labor things himself. He thinks about government instability and this worries him too.



MEET VRINDA *"My family is growing so I need to sale!"*

Vrinda is a toilet sales agent for a sanitation program in the hills of Nepal. Vrinda has seen the positive affects of improved toilets in her own rural community and COVID-19 has highlighted the importance of good hygiene practices. Vrinda was just promoted within the organization and she has been working with a sales coach. Since she is expecting a baby Vrinda hopes that she can continue to work hard, sell more toilets, and even get another promotion. She is the only female sales agent on the team because all of the other women left. Life is hard in her community, people struggle with food and there is harsh weather almost year round. A new road was supposed to be built but they are still waiting. It is very difficult for Vrinda to get around to households because she has to walk and living in a hill community, this is so hard because she is pregnant. She needs new sales materials because hers are old, faded, and damaged from the monsoon rains. Vrinda is afraid of what will happen when she has her child. Will she still be able to work? How will she manage to care for her child? She has tried to talk to her supervisor about this but she is shy and he is a man.



MEET LIMBANI *"We struggle with business skills on the team."*

Limbani is a WASH program manager working in Malawi, he is new to the sanitation space as he previously worked in water quality with another project. Limbani is married with two kids and lives in Blantyre but makes frequent trips to the program areas in the Neno and Chikwawa Districts. Limbani is very excited to learn more about the WASH sector and his program offered him a training on HCD which he really enjoyed – Limbani is eager to learn and embed behavior change into the program. There are many good things happening in Malawi these days including a new president and infrastructure improvements due to the commitment of the government. However, Cyclone Idai caused great damage which is still present and COVID-19 has caused significant obstacles, too. His program team lacks women which is a problem because there is a large Menstrual Health Hygiene component of the project. In fact, his boss is female and has asked Limbani to put together ideas and a work plan for Menstrual Health Hygiene products and BCC working with the private sector, he is uncertain how to proceed. Limbani's daily struggles include: poor roads, being pulled in many directions at once, very rural environments, poor internet, and lack of quality MIS systems. Despite it all, Limbani enjoys his work and is happy to learn and grow.