The Sanitation Possibilities Map

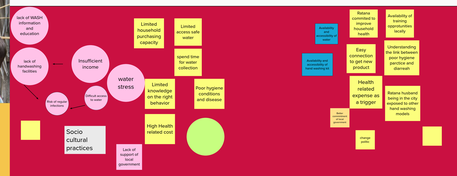
Instructions:
After reviewing each persona in your reading package, find the corresponding user below and make a note on what are users barriers and their accelerators. Following the steps of the entire sanitation supply-chain, imagine what solutions can be designed or tried along each step to accelerate that person's desires AND unblocks their challenges.
Remember: you have no contraints. This is a possibility space.

The Supply Chain

Barriers | Accelerators | Program Design | Product Design | Stakeholder Engagement | Private Sector Engagement | Training | Financing | Sales | Marketing | Transport | Installation | Adoption | After Sale Support

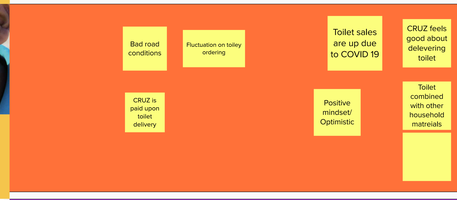
MEET RATANA *"I need my family to be healthy"*

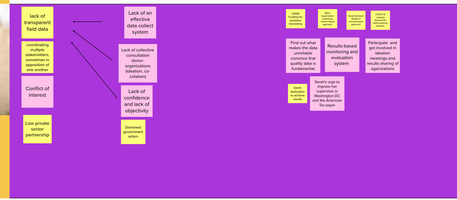
Ratana lives in rural Cambodia with her husband and her family. Ithey farm rice for a living and sometimes her husband travels to the capital to work in construction. Ratana's biggest fear is that her family will get sick because of the water they drink. Her son has had stomach issues, diarrhea and vomiting. At the clinic, they told her that she is getting sick because she and her family are not washing their hands enough after using the toilet. Ratana had purchased a hand washing device before but it broke and her family could not afford to fix it. Ratana is the main decision maker in her household and is responsible for the health and hygiene of her family and to make sure her family is properly bathed and following good hygiene. She isn't always sure what the right way to do this is. However, Ratana has seen several people coming to the village to speak about new hand washing devices and training on taking care of water and hygiene. She is willing to try new things and is willing to pay for things that she feels will help her family. Ratana tends to be cautious in when a new product is available. Ratana hopes that no one in her family becomes sick again because going to the clinic is very expensive. She hopes that she can get help and training to keep her family safe.



MEET CRUZ *"My truck affords me many opportunities."*

Cruz lives in rural Bolivia with his two children and his wife. Cruz mostly farms but has an old truck he bought a few years ago, with which he does some delivery business. Cruz's business has been growing and he is thinking of buying a new truck. Business has been so this has been great from Cruz' delivery business, more sales, more deliveries - he is paid per delivery. Laura just received some training on financial management and record keeping, he sees a lot of foreign money being invested in his community and around his business. Cruz is a father of two and his wife is pregnant. Cruz is the breadwinner and his family depends on his income. Cruz's job is his livelihood. He is also worried about the deteriorating conditions of the roads. Cruz only gets paid upon successful delivery and sometimes the parts break in the back of the truck because of the roads. He has to pay for them if they break. Cruz knows that improvements to the roads would make his life much easier. He is a very hard working and ambitious person. He is very open to new ideas, positive mindset and likes his work, he hopes for more orders, better roads, and a new skill. He likes working in delivery and feels good about delivery toilets because it helps his community.



MEET SARAH *"Hand washing is our new focus."*

Sarah lives in Dhaka, Bangladesh and is the WSB for USAID at the mission, she is 40 years old and has two young kids. Her husband works for a NGO in the WASH sector and they live in a small flat in Dhaka. Sarah's job is to manage the WASH portfolio at the mission and ensure that USAID mission has been awarded 5-10M more dollars for the coming year to execute on Sanitation Marketing programming and more and more hand washing programs. Sarah is very ambitious and wants to make a name for herself in the WASH sector. She sees this as a very important and unique opportunity to tackle market based hand washing interventions and she hopes that the implementing partners will try to incorporate more innovative approaches to reach more people and to make sure that the programs are sustainable and have a lasting impact on the beneficiaries. But it's not all roses: certain government actors are not always based with hand washing numbers. And it is hard to really know what is actual in the field all of the time. And oftentimes the implementing organizations do not involve her in key activities like ideation co-creation or workshops. Even when she is involved in the implementation process, it is difficult for her to get the information she needs to make informed decisions. Sarah wants to get the partners to by now things to increase adoption and real systemic change. Sarah needs clear and transparent data from the M&E WASH programs. She likes to understand what the challenges and successes are so that she can help with impact. Sarah also needs to look good to her superiors in Washington DC and the American Tax-payer.