



USAID
FROM THE AMERICAN PEOPLE



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

iDE

LET'S GET LEARNING

**PERSONAS
WEEK 2**

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

Ratana lives in rural Cambodia with her husband and her family, they farm rice for a living and sometimes her husband travels to the capital Phnom Penh to do construction work if money is very tight. Lately, Ratana and her children have had to go to the clinic due to 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 replace it. The well has been dry lately so they have to walk very far for water. Ratana struggles every day to collect water, 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 children's poop properly. Ratana is friendly with her female neighbors who said they will tell her when there is another training or 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 the truck he has been making toilet deliveries along with other household items. Because of COVID-19, toilet sales are up in his area so this has been great from Cruz' delivery business, more sales, more deliveries -- he is paid per delivery. Cruz just received some training on financial management and record keeping, he sees a lot of foreign money being invested in his community and around. Cruz really likes delivering toilets but he is afraid that his truck will die and he will not have savings to replace parts. The truck 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 around the holidays in December the orders will dry up and this is when people begin migrating to look for more work. Cruz has a 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 AOR for USAID at the mission, she is 45 years old and has two young kids. Her husband works for a local NGO. Since Sarah has been in Bangladesh, she has seen the market grow thanks to some of the implementing programs and partners. The USAID mission has been awarded \$15M more dollars for the coming year to execute on Sanitation Marketing programming and more and more organizations are proposing to implement the market based approach which Sarah believes in deeply. In fact, COVID-19 has provided a new and unique opportunity to tackle market based hand washing interventions and she hopes that the implementing partners will try to incorporate more techniques and best practices to increase sales and adoption of market based hand washing products and services with private sector partners. But it's not all roses: certain government actors are not always honest with hand washing numbers. And it is hard to really know *what is what* 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 the Sanitation marketing programming is growing, there are still many gaps like low sales, low private sector partnership. Sarah struggles daily to get the partners to try new things to increase adoption and real systemic change. Sarah needs clear and transparent data from the field 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 supervisor in Washington DC and the American tax payer.