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

iDE

LET'S GET LEARNING

**PERSONAS
WEEK 3**

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 ISAAC *"We just need loans for toilets."*

Isaac lives in rural Ethiopia in the Rift Valley and works for a large Micro Finance Institution (MFI) as a loan officer. Isaac lives with his wife and three kids and has family in Addis Ababa that they see a few times a year. Over the years Isaac has seen the benefits of improved sanitation in his community and was happy to hear that the Government of Ethiopia is now including MFIs in their National Sanitation Guidelines. This is a big opportunity for Isaac because now that WASH loans are viable he will be able to expand his business. There are some challenges, however, including the quality of the toilets -- they are constantly break so when he goes to collect payments from customers they complain and refuse to pay him and Isaac is only paid himself by the loans that are repaid. He thinks it must be due to the poor quality of materials which the masons are using. Isaac's work as an MFI officer can be difficult sometimes because people are always complaining to him about the APR, or not repaying loans altogether. Even though he is excited to grow his customer base with sanitation products, he is a bit embarrassed about working with toilets. Right now the government in Ethiopia is very unstable and Isaac has concerns for his family and their futures. Still, he keeps a positive attitude and enjoys learning about new products and services that can better his community and rural Ethiopia.



MEET ELIZA *"I'm excited about having my own toilet."*

Eliza is twenty nine years old and lives in the Democratic Republic of Congo with her husband and two kids. There are many positive things happening the DRC these days including free basic national education, a peaceful political transition that happened in 2018, increasing salaries for civil service employees, and more and more government spending for infrastructure improvements. Currently Eliza is unemployed and is looking for work, she enjoys talking to her neighbors and people come to her for advice all the time. Right now she and her family do not have a toilet at their home because it is hard for them to save enough to purchase one and food is often a problem. Eliza has heard about a new program that is coming to the area that might be able to provide her with a toilet. Eliza wonders if she can find employment with the new program but is unsure of what skills she can offer. She does know everyone in her community though, she knows where to find all of the good materials, she often spends time working and improving her house using her hands. Things were very difficult in the country when she was a child and growing up, there is a deep history of conflict, but Eliza sees that so much is changing and is hopeful for the future and the future of her children, too.



MEET ANTSO

"Training is so important for good toilets."

Antso is Malagasy from a small village in the south of Madagascar. He is 32 years old, married, and has 3 children. Mostly a farmer but more recently Antso has picked up some masonry work with a local businessman who sells toilets and other household items. When an order is received, Antso is called and he must walk to the shop and ride with the transporter to the household where he spends all day building latrines or other things. It is hard, heavy work. Antso has never really had formal training and knows that if he were to get it, what he builds would be much better. If Antso knew how to build more things, he could have more income because the toilet and home business are not always steady. Antso also notices that the quality of the materials varies from okay to very poor and wonders if he could help source better materials. His community has to do with a lot of extreme weather which is why materials and good quality construction is so important. Antso is able to send his children to school and food is okay but the income from his masonry work is inconsistent which is why he farms, too. Antso dreams of having his own shop one day where he can teach his children to build things for their community.