Today’s Co-Hosts:

- USAID
- Pro-Wash
- iDE

Today’s Agenda

- Sama Sama Business Overview - Valerie Labi
- Using Human Centered Design in a Sanitation Business - Valerie Labi
- Practical Application: The Tool: Who is Responsible? - Abby Nydam
- Discussion and Next Steps
Before we begin....

The webinar will last approximately 60 minutes.

Use the **Chatbox** throughout the webinar to ask questions to the speakers and to share your experiences. Use the **chatbox** to introduce yourself and to share a question you are trying to answer in your WASH programming.

Please mute your mics unless you are speaking.

A recording, the tool, and presentations from today’s webinar will be shared with participants.
The iDE Team

Abby Nydam
iDE Global Design Director

Valerie Labi
Founder, of Sama Sama Current iDE Country Director, Ghana

Greg Lestikow
iDE WASH Global Director

Elise Mann
iDE WASH Global Innovation and Performance Manager
HCD is deeply embedded into the Sama Sama business and has been from Day 1.
Motivated
Self-Sufficient
Hardworking
Needs Met
Dreams Realized
Informed
Access to Information
Access to opportunities
Ability to give back

The Women of Sama Sama
Human-Centered Value Chain Research Assessment and Design
### USING HCD FOR THIS RESEARCH AND DESIGN

<table>
<thead>
<tr>
<th>User Interviews</th>
<th>Co - Creation</th>
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<tr>
<td><strong>Day in the Life</strong></td>
<td><strong>Journey Mapping</strong></td>
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<td><strong>Who’s Responsible</strong></td>
<td><strong>Multilane Highway</strong></td>
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#### User Interviews

This tool helps you to understand what a day in the life of your target user. By mapping out their activities throughout one day, you can learn about their habits and routines and where your potential solutions might fit into these.

#### Journey Mapping

A user journey map is a visual representation of the customer experience—and is a useful tool for everyone involved in the intervention to look at the product/service from the user’s point of view and can be a key part in the design and optimization.

#### Who’s Responsible

#### Multilane Highway

The basic framework of the participatory tools is a road journey. This can start very simple, with a vision circle up on the top right, a current situation circle down, and a road from the current situation to the vision circle. Opportunities and challenges are indicated to the left and right of the road. The road itself contains the action to achieve the vision.
### Using Who’s Responsible

<table>
<thead>
<tr>
<th>Role</th>
<th>People</th>
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<tr>
<td>Deciding</td>
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<tr>
<td>Paying</td>
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<tr>
<td>Collecting Water</td>
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<tr>
<td>Supplies</td>
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<td>Cleaning Floor</td>
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<td>Cleaning Pan</td>
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<td>Repair Floor</td>
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<td>Repair Door</td>
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<td>Repair Pan</td>
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<td>Repair Structure</td>
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<td>Transporting</td>
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<td>Painting</td>
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<td>Building</td>
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### Let's Try: Who's Responsible

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deciding</th>
<th>Paying</th>
<th>Collecting Water</th>
<th>Supplies</th>
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</thead>
<tbody>
<tr>
<td>Digging</td>
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LET’S TRY: WHO’S RESPONSIBLE

Cleaning Floor

Cleaning Pan

Repair Floor

Repair Door

Repair Pan

Repair Structure
HOW TO APPLY WHO’S RESPONSIBLE

Materials:

Flashcards:

Paying
Installing
WHAT WE FOUND SURPRISED US

Who is Responsible?

Purchasing a Toilet
- Convincing
- Deciding
- Paying

User/Actor Perception*
- Woman decides it is needed and begins to convince.
- HOD makes final decision.
- Whoever can afford it does the money. Most often the women.

*36 Respondents

Who is Responsible?

Cleaning
- Floors
- Pan

Repair
- Door
- Pan
- Tiles
- Structure

User/Actor Perception*
- Adult female only. Not a job for children.
- Sources all work/labor.
- Makes complete the work.

*36 Respondents
Q&A

What is a Challenge you are having?
We will design a tool to solve it for next session!