



# **Application of Human Centered Design (HCD) in reimagining PHC service delivery provision during COVID-19 in Lagos and Niger States; A Learning experience**

Core Nigeria project  
March 2021

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# Overview – Core Nigeria HCD project

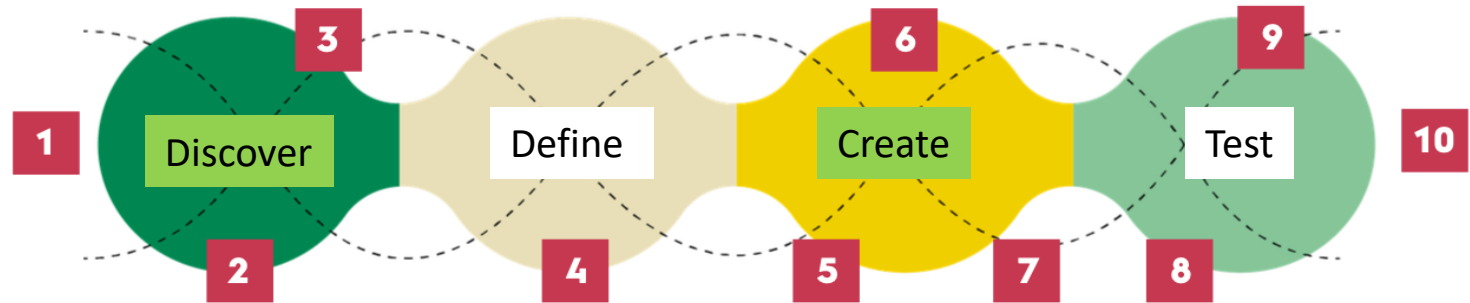
**Core Nigeria** serves as a Human Centered Design (HCD) collaboration and learning platform, thematically focused on supporting the health system in delivering essential primary health care (PHC) services in the context of COVID-19 via **Design Clinics and Virtual Networks** while also envisioning transformational strategies and solutions for system and service improvements beyond the pandemic.

Starting in June 2020, Core Nigeria has been testing **Design Clinics**, a learning-by-doing practical approach to applying human-centered design (HCD) to primary healthcare service delivery.

The **Virtual Network** is an interactive platform for actors and organizations working on PHC to collaborate and share experiences and innovations in maintaining essential PHC service delivery during the Covid-19 pandemic.

<b>States</b>	Lagos and Niger
<b>Implementing Partners</b>	CHAI and Scope
<b>Duration</b>	June 2020-April 2021

# The Core project is using a 4 phase HCD approach to guide the design clinics



## Design Clinic Topics

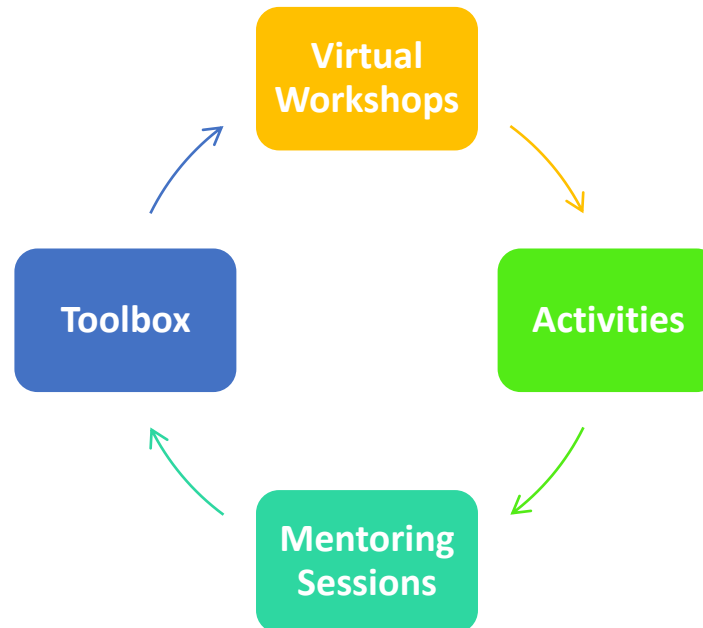
- |          |                                        |           |                                   |
|----------|----------------------------------------|-----------|-----------------------------------|
| <b>1</b> | Kickoff + Discover - Finding the focus | <b>6</b>  | Create - Iteration & selection    |
| <b>2</b> | Discover - Problem framing             | <b>7</b>  | Create - Prototyping              |
| <b>3</b> | Discover - Design research             | <b>8</b>  | Testing - Preparations            |
| <b>4</b> | Define - Data review & synthesis       | <b>9</b>  | Testing - Results & steps forward |
| <b>5</b> | Create - Ideation                      | <b>10</b> | Closing session                   |

# The aim of the design clinic is to identify solutions to address challenges faced in the delivery of PHC services in the context of COVID-19

## The Design Clinic programme has the following objectives:

- To increase knowledge and interest about HCD and build competency in applying HCD methods to public health challenges, reaching either beginner or intermediate level depending on previous exposure
- To inspire organisations to apply HCD to relevant public health challenges more routinely
- To support state teams in generating two to four demand side interventions

## The Design Clinic programme includes the following:



# Successful application of the HCD process requires learning new competencies or mindsets



## EMPATHY

to learn the practice of understanding others' thoughts, feelings and experiences to gain a deeper insight.

Talks about problems through view of the user

Talks more about others needs and less about oneself

Thinks "*how would i feel if it happened to me*"

Shows tolerance for different realities (acknowledges that there is more than one)

Able to stretch perspectives to others realities

Views a problem from an emotional not just a logical/functional

Shifts from me to we

Relates better with colleagues and partners and their challenges



## OPEN – MINDEDNESS

to learn the practice of considering others' ideas and feedback, embrace uncertainty and habit of seeing things from multiple angles

Explores new stimuli or combinations for ideation and new knowledge

Able to generate diverse and creative interpretations of information

Shows tolerance for ambiguity/ not knowing

Openly seeks out multiple perspectives

Question current thinking and practice

Open to think broadly

Accepts insecurity

Receptive to emerging possibilities



## ACTION – ORIENTED

to learn the practice of moving from analysis to action; identifying opportunities and possibilities, not only problems and willing to trial ideas and fail

Turns theory findings into practical application

Able to overcome analysis paralysis

Open to the risks in trialling and converting ideas to action

Wants to get things done

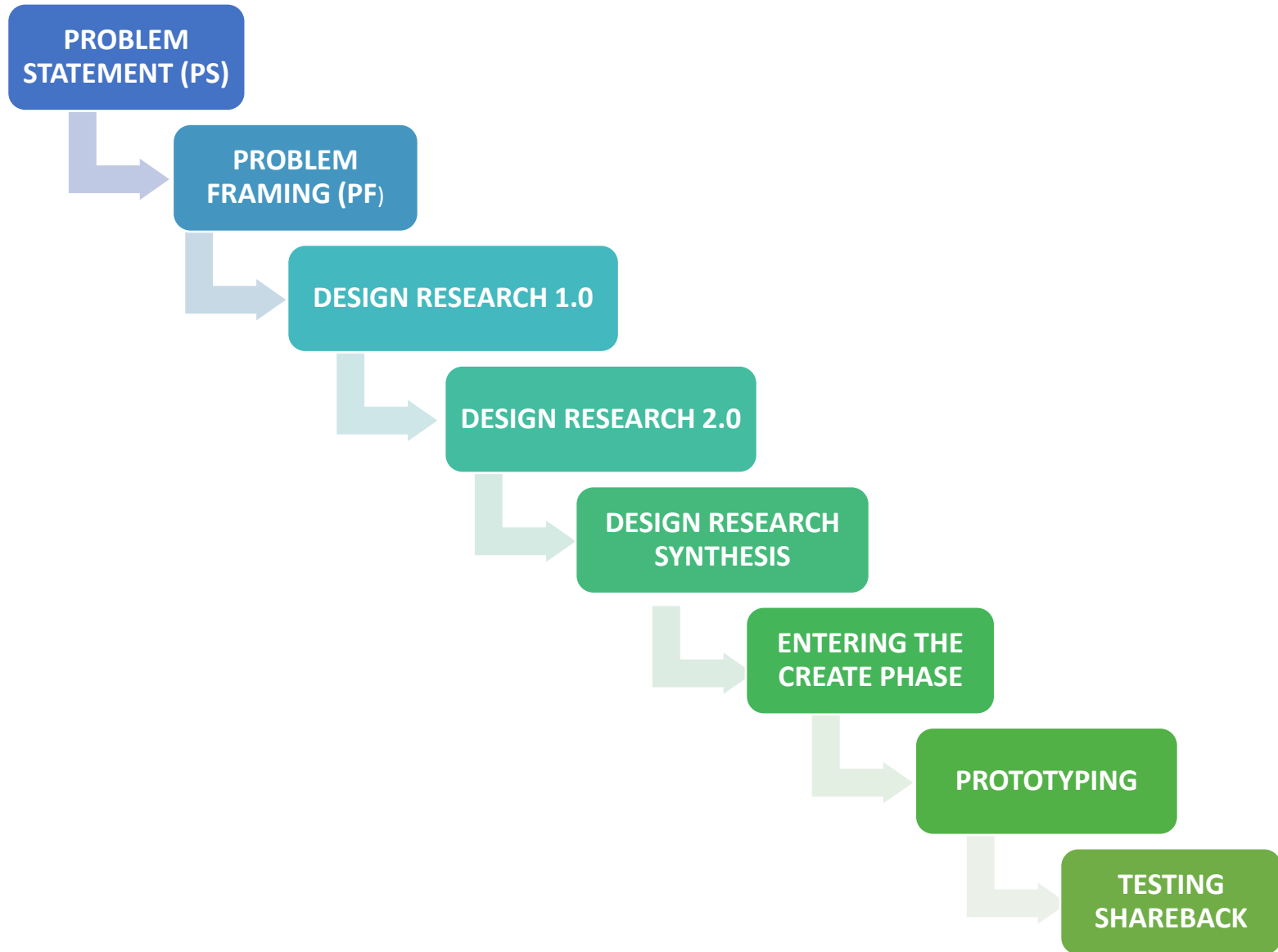
Sees solutions & opportunities where others see problems

Seeks tangible or trackable improvement

Able to turn ideas into practical plans and tasks to carry out steps

Able to find ways to get things done despite obstacles

8 design clinics have been conducted so far and participants' capacity for problem solving using the HCD approach has been built



# Some of the challenges encountered so far include

Challenges	Mitigation Strategies
<ul style="list-style-type: none"><li>▪ Competing priorities for participants</li></ul>	<ul style="list-style-type: none"><li>▪ Scope and CHAI pivoted to provide more targeted mentoring sessions after each DCs</li></ul>
<ul style="list-style-type: none"><li>▪ Project work takes more time than expected</li></ul>	<ul style="list-style-type: none"><li>▪ Miro and Zoom have been effective in teams working across time zones and sharing feedback</li></ul>
<ul style="list-style-type: none"><li>▪ Problem framing and narrowing focus is a difficult process, requiring time and thought</li></ul>	<ul style="list-style-type: none"><li>▪ The timeline for this activity was increased to allow team time to deliberate and agree on problem to prioritize</li></ul>
<ul style="list-style-type: none"><li>▪ Poor responses/participation by government officials in larger groups</li></ul>	<ul style="list-style-type: none"><li>▪ Smaller groups interactions were conducted with emphasis on teamwork</li></ul>



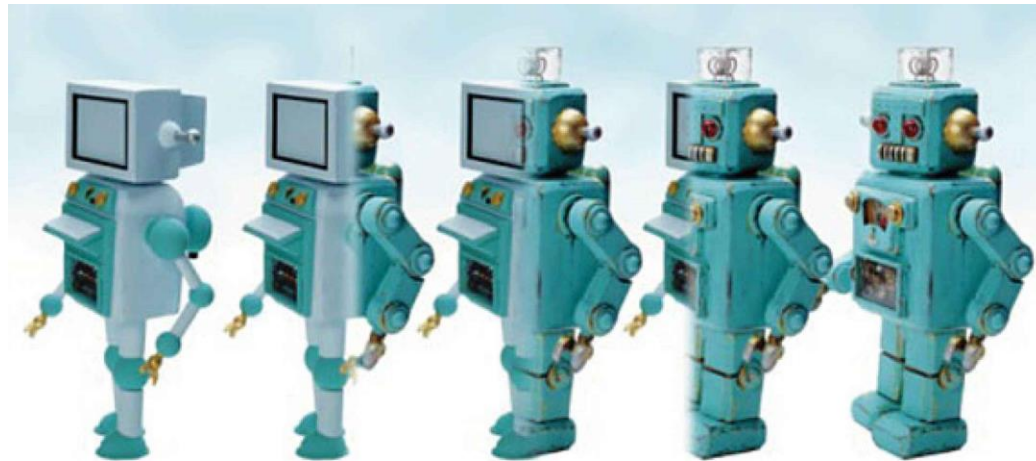
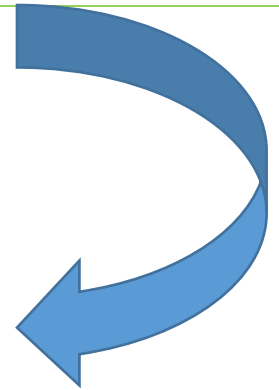
# What next?

*Prototyping*



*Pilot testing*

Before we invest millions, maybe we should test it and see if it works.



*Product*

**THANK YOU**