

Breakthrough ACTION

# Leveraging What Works: Beyond Idea Generation, Idea Adaptation

December 6, 2022



# AGENDA

- 1 Welcome & Overview
- 2 Intro to HCD + The Value of Adapting
- 3 Introduction to the Adaptation Canvas
- 4 Experience the Adaptation Canvas
- 5 What happens after we adapt?
- 6 Closing remarks

<https://pollev.com/sbcc851>

# WHAT IS HCD?

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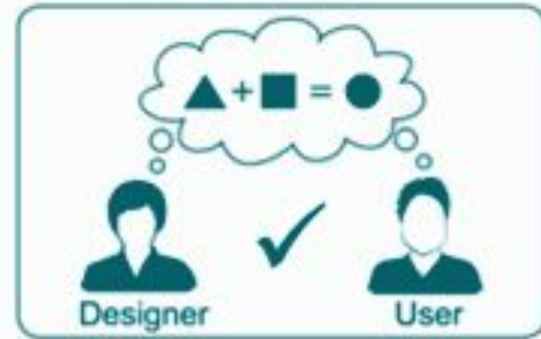
From



Independent process



To

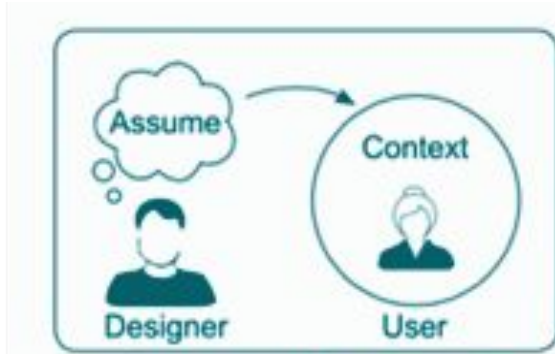


User based design -  
collaborative process. What  
the designer intended and  
the user understands

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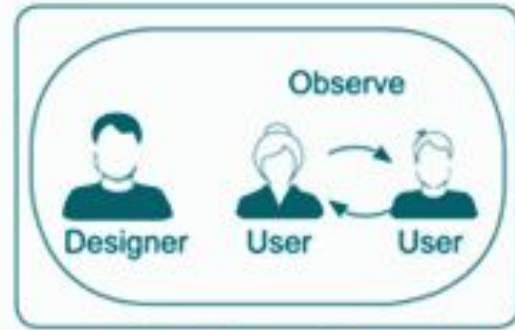
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From



Assuming user needs and content

To

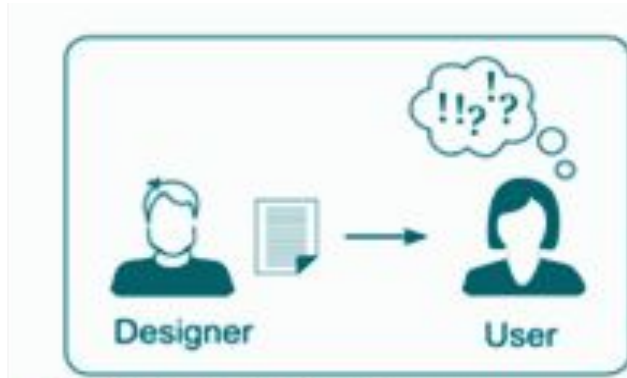


Deep understanding and immersion in user context

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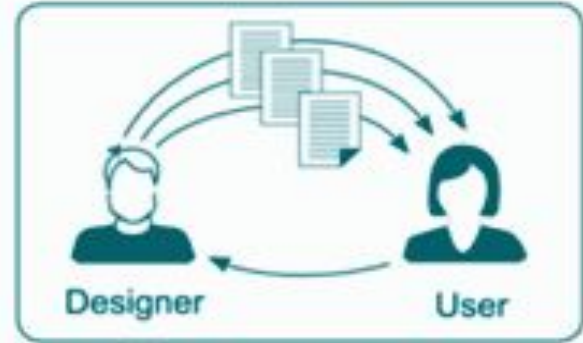
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From



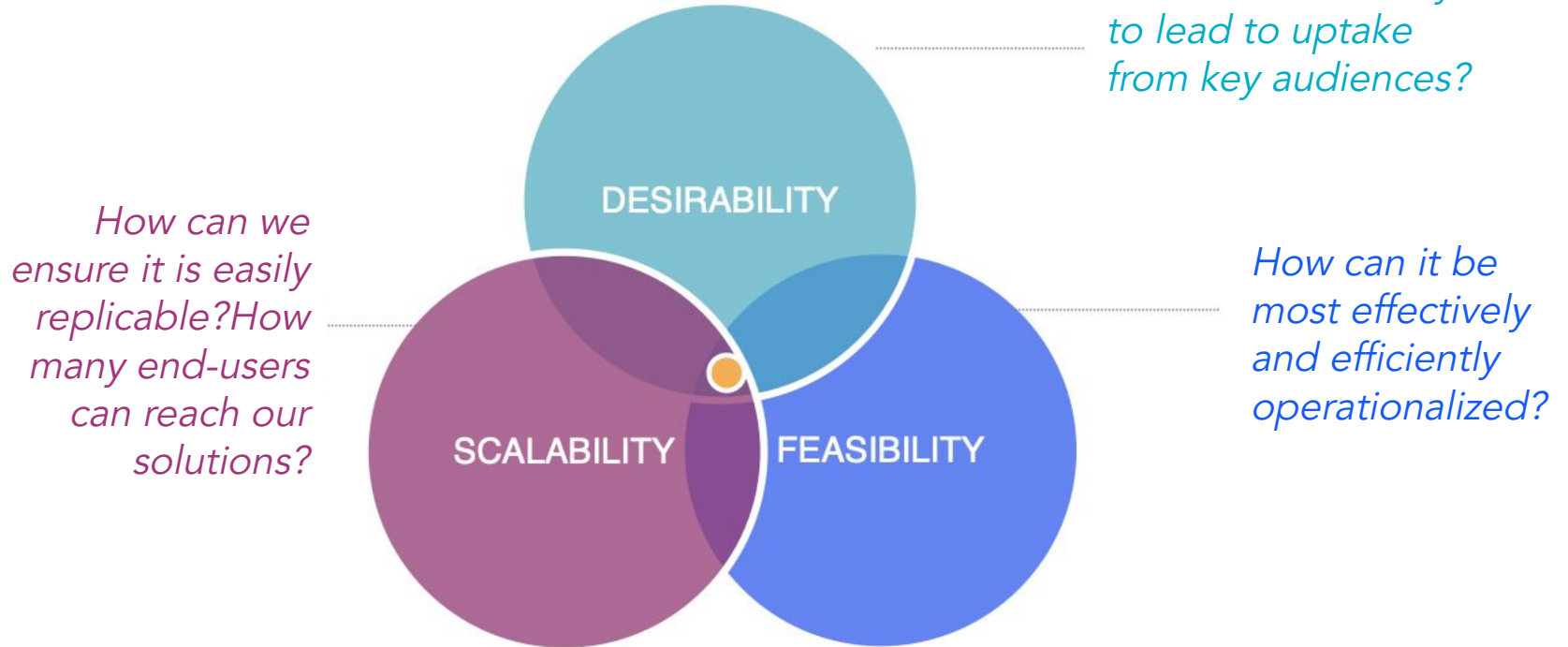
Engineer it then publish

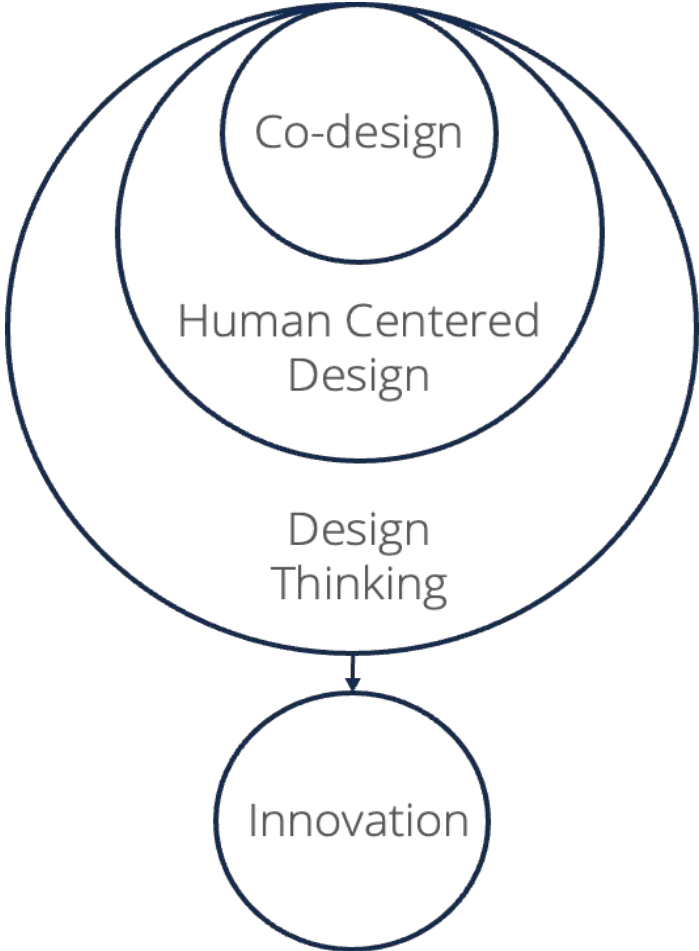
To



Prototype, user test and refine

# CREATING VALUABLE SBC INTERVENTIONS



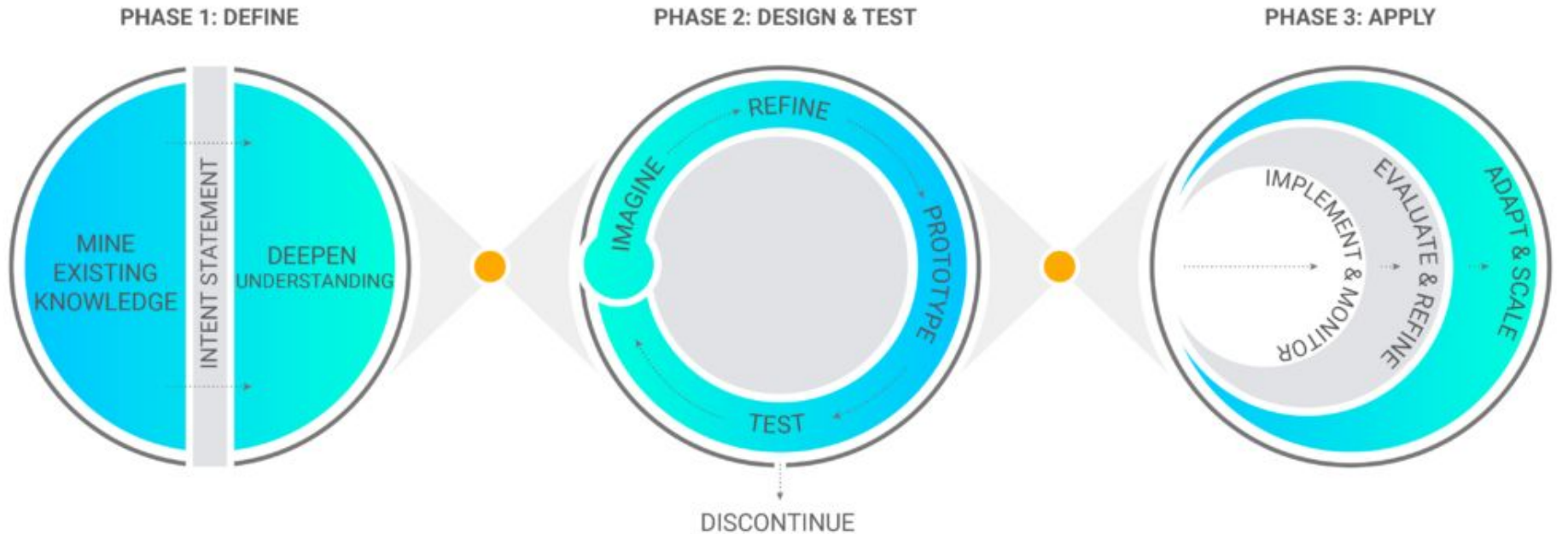




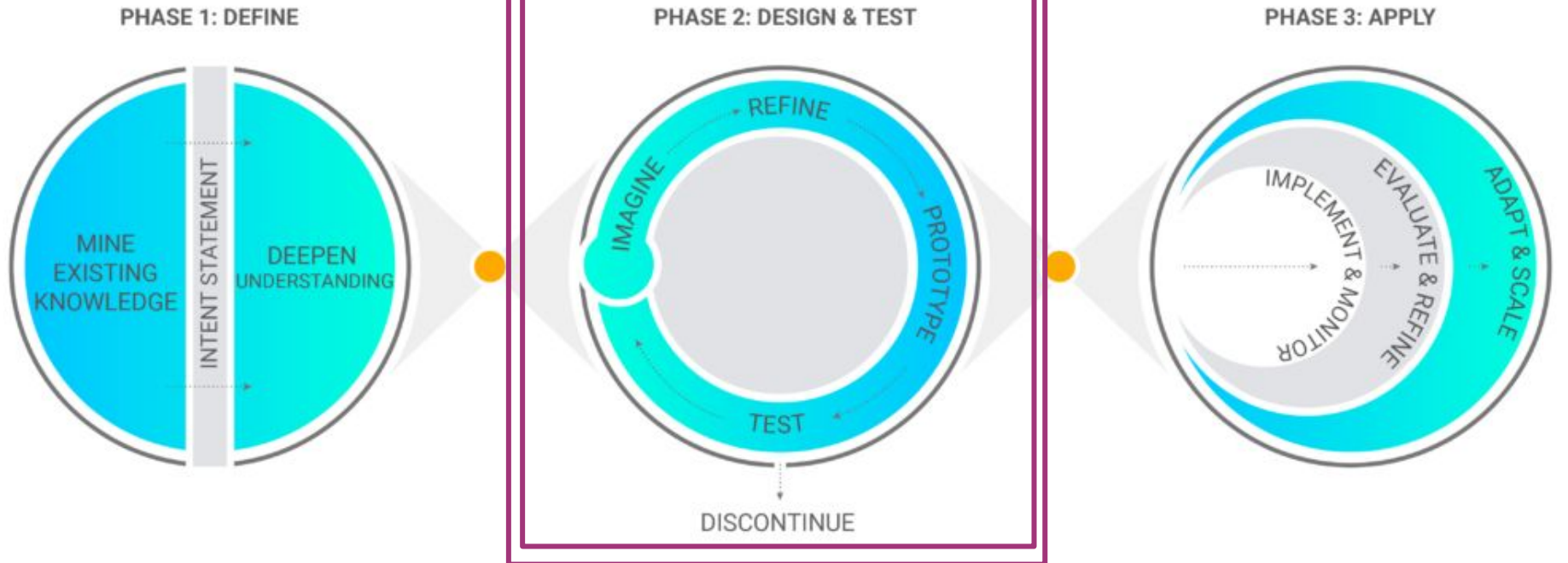




# SBC FLOW CHART



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# EMPATHWAYS

an empathy-building card activity



# Adaptation Canvas



## KEY ACTORS

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📌 **Tip:** Map out the key actors and their relationships across the socio-ecological model.

## SETTING & ENVIRONMENT

2

Consider changes in setting in the new context. Is it urban or rural? What is the socioeconomic profile of the target population? What is the digital infrastructure?

## VALUE PROPOSITION & THEORY OF CHANGE

3

What change are you trying to make by adapting this concept? Does the Theory of Change still hold true?

📌 **Tip:** Conduct this fill in the blank exercise:  
"If we [name of activity] with [key audience] then [desired results]."

## KEY RESOURCES & COSTS

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What are the key resources needed for the original concept? Are they also needed in the new context?

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- Human resources
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## VALIDATION & REFINEMENT

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Which of the changes need to be validated? How will you know if the changes are "successful?" With whom do you need to validate and how will you do that?

📌 **Tip:** Focus on assessing desirability and feasibility.

## CONSTRAINTS

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What constraints are present in the new context that may need to be factored into the adaptation?

📌 **Tip:** Consider these factors but do not limit yourself to them.

## PROPOSED CHANGES

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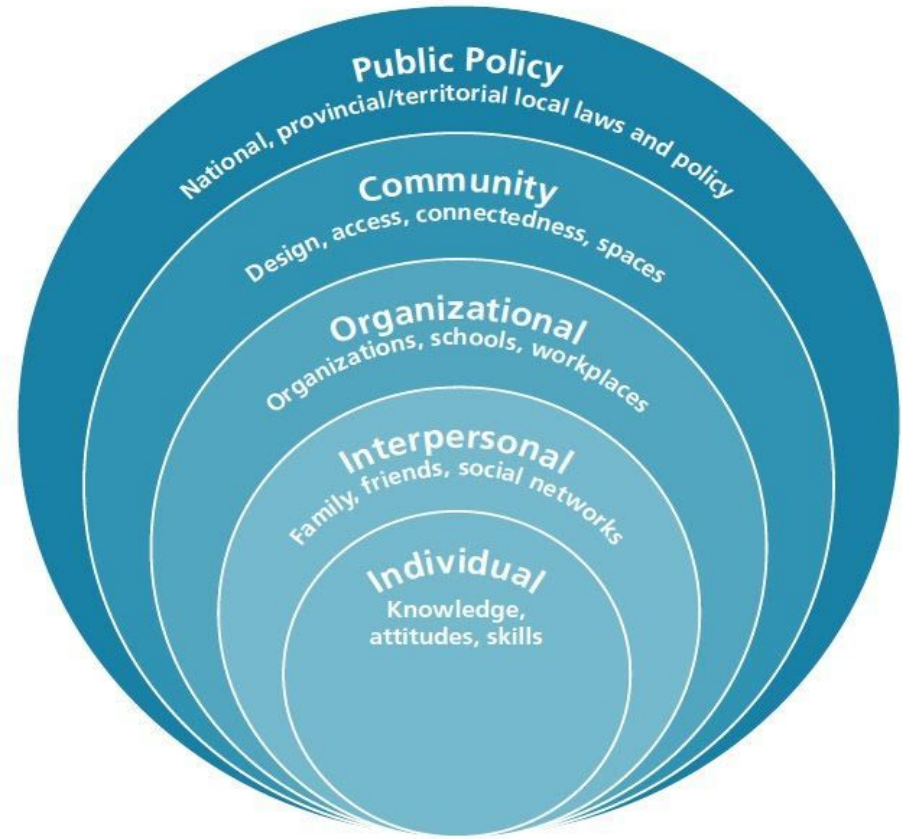
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# **3 Value Proposition & Theory of Change**

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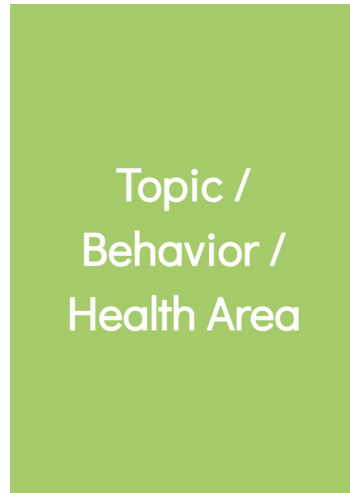
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# Proposed Changes

**Identify** a successful  
intervention amongst your  
small groups.

**Select ONE card from each pile to  
create your scenario.**



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# **Validation & Refinement**



**GOLDEN  
RULES**



---

1

Define the  
new  
concept

2

Define your  
hypothesis

3

Define who  
you will test  
with

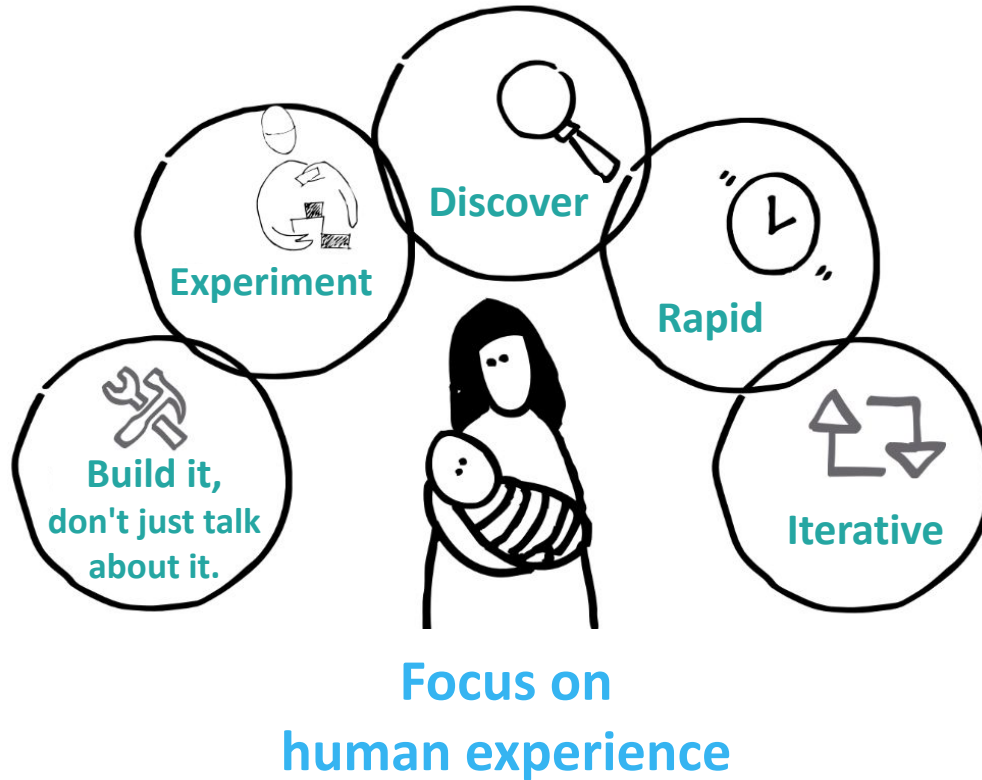
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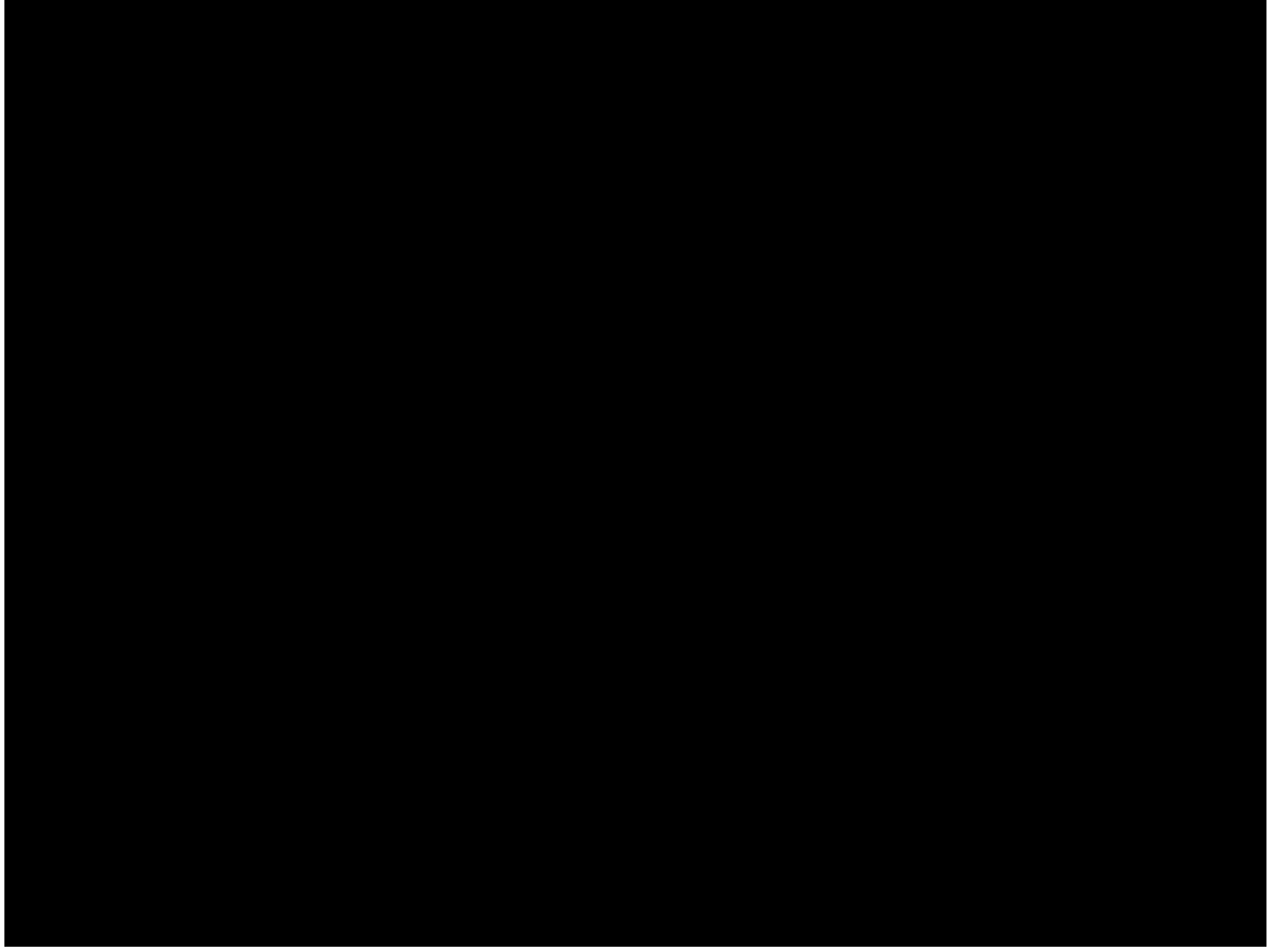
4

Build your  
prototype

# PROTOTYPE PRINCIPLES

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THE CONTINUOUS JOURNEY...

Adaptation is always going  
to be part of the  
implementation

**Visit the Insights  
Room in Reda 3!  
It's just around the  
corner.**



Come  
say **hello**

**Where to find ThinkPlace at the 2022 SBCC Summit**

