

A360'S SPARK PLUG

2

IDENTIFY

How Do You Focus Prototypes?



3 IMPORTANT PROGRAM COMPONENTS

Now that you have a sense of how to test, learn from, and revise your ideas, you're ready to begin with prototype activities! Listed here are three components A360 focused on for adolescent SRH programming. Prototyping along these three components can help you learn a lot about your user's preferences, their context, and how you can better reach them.





INSPIRE HER

Positioning contraception so that it's relevant and valuable to her life.

Introducing contraception as a tool in service of her self-defined dreams helps girls connect contraception to their visions of their futures, rather than their sexual activity status, allowing the use of contraception to become a more readily adopted behavior.

SERVE HER

Delivering services on her terms (when, where, how, who)

By adapting to meet girls' self-identified concerns and reexamining modes of service delivery, we can work to reduce barriers to contraception access and build the girl's trust to remain engaged with the program.

DELIGHT HER

Initiating a connection to the user

Powerful brands build trust and credibility. They communicate "I am worthy," motivate girls to seek care, and establish a preference so that she feels comfortable staying engaged with the program and continuing to use contraception.

INSPIRE HER



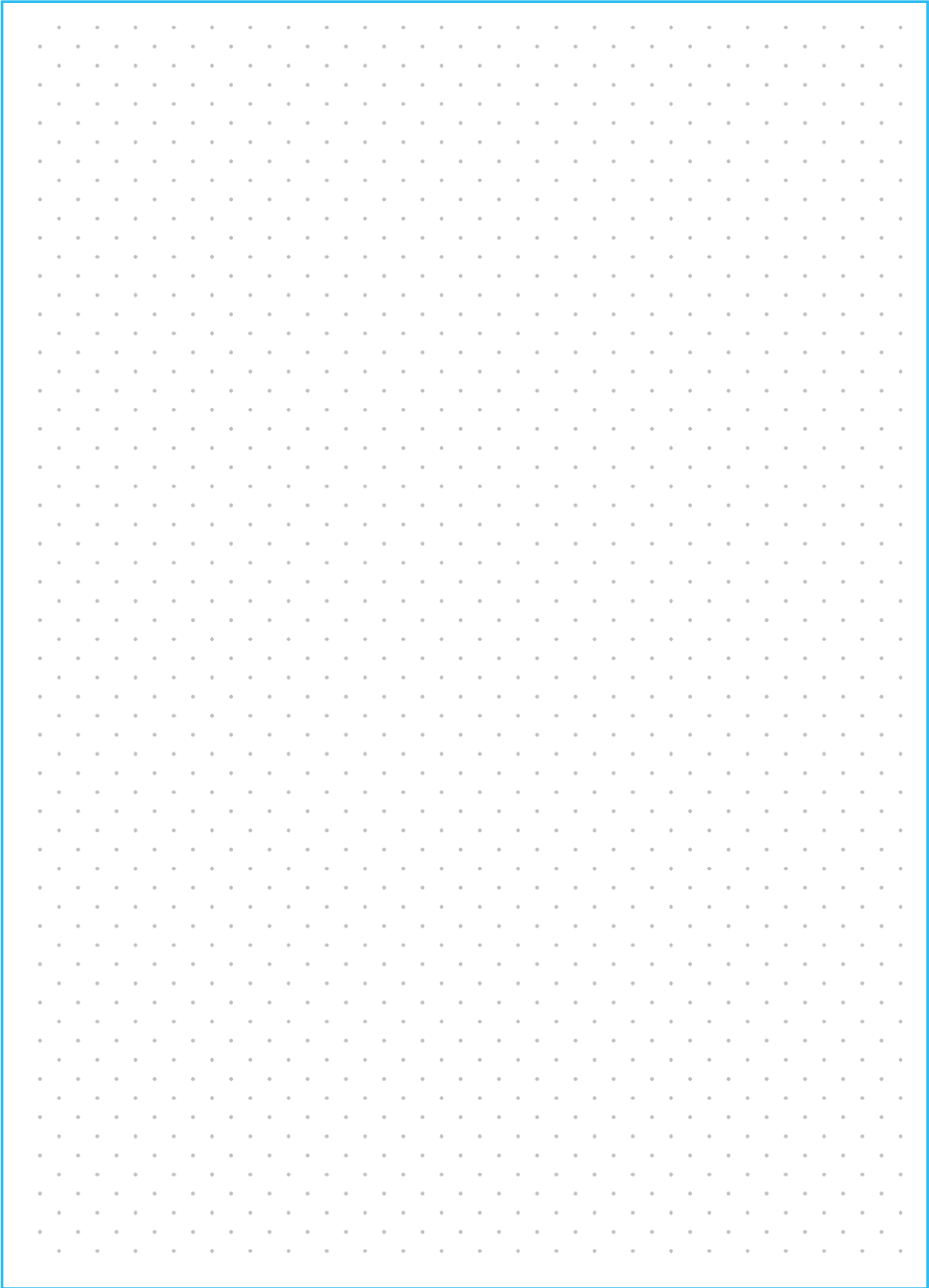
Through prototyping, you should be able to answer

- What messages resonate most with your target user?
- What can contraception help her do apart from avoiding unwanted pregnancy?

Other questions that support building a Value Proposition

- What are her aspirations and goals?
- What's easy / hard in her life?
- What is she scared of?
- What is she proud of?

NOTES



SERVE HER



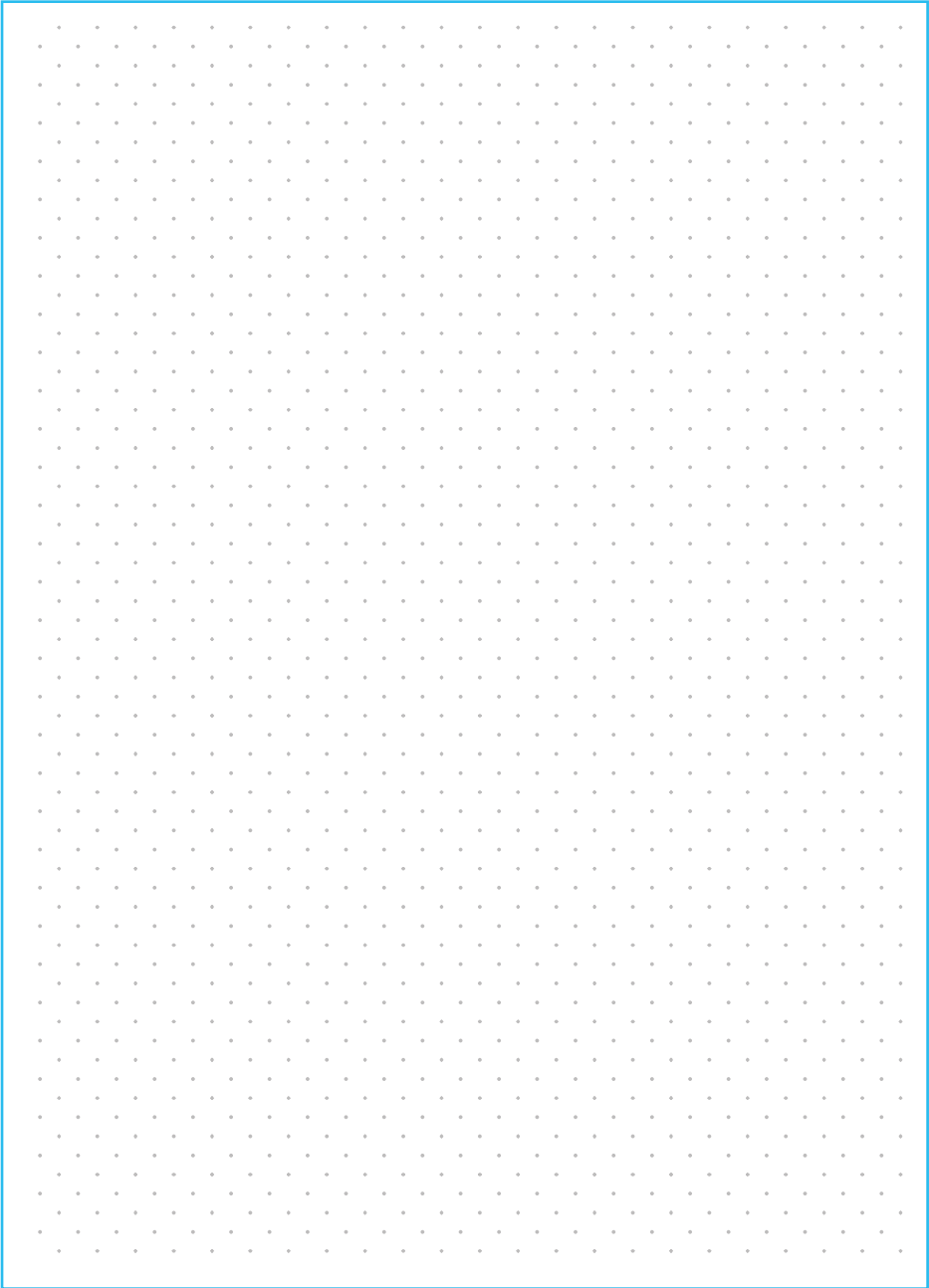
Through prototyping, you should be able to answer

- Do girls prefer to learn in an anonymous or group setting?;
- Can girls travel to the point of service or should the service travel to them?;
- Who do girls want to learn about contraception from?;
- Where do girls want to access contraception from?

Other questions that support Service Delivery

- What can be leveraged from the existing service delivery channels?
- Where do girls spend their time? Where is she with peers? Where does she spend her leisure time?
- How comfortable are girls with mixed gender settings?

NOTES



DELIGHT HER



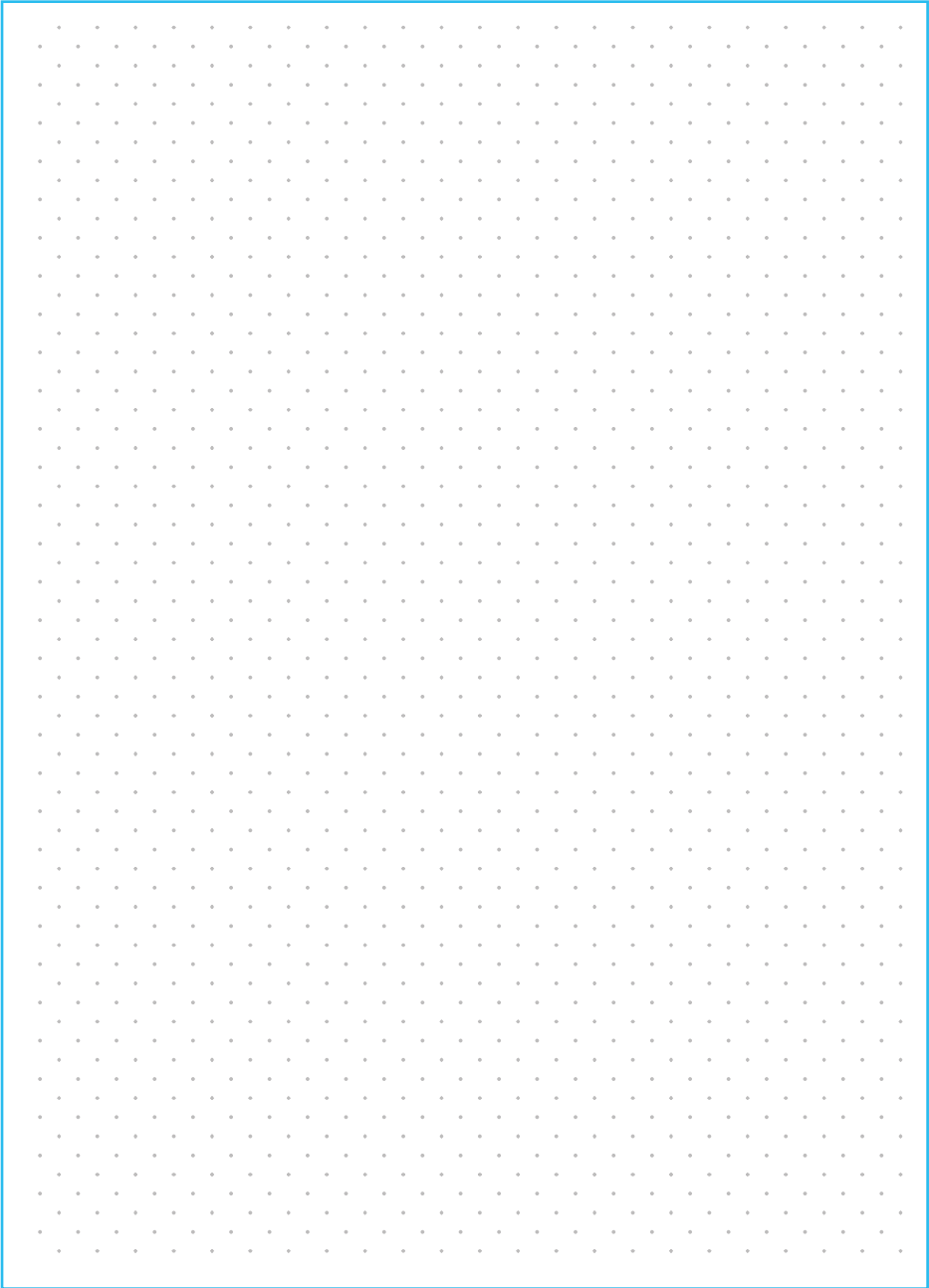
Through prototyping, you should be able to answer

- What visual language does your user best respond to?
(Bold vs. Subtle? Sexy vs. Conservative? Aspirational vs. Practical? Community vs. Individual?)
- What is the tone of the messaging that resonates most with your user?
(Bold vs. Subtle? Sexy vs. Conservative?)

Other questions that support building the Look and Feel

- What is the visual language that most engages and intrigues the user?
(illustrations, pictures, colorful, dull)
- What is the tone of brand messaging that most resonates with the user?
(direct, vague, aspirational, story-based)

NOTES



Through each phase of prototyping, you will learn more and more about the Value Proposition, Service Delivery, and Look and Feel of a program for your target users. Your learnings should position you to design a program that is desired by the girl, feasible and viable in your constraints, and sustainable in your context.



DELIGHT HER

SERVE HER

INSPIRE HER

A360's Spark Plug will provide the starter tools and experiments for Prototyping Phase 1. It will also model how the Value Proposition component evolved through phases so you can reference it as you continue evolving your program components.

A360 SPARK PLUG HELPS HERE.



PROTOTYPE 1

Concept Testing:
What people say

What resonates with your primary, target user? How can contraception be *desirable* to her?

What type of experience does the girl *desire* when learning about and accessing contraception?

What visual look and messaging tone do girls feel a connection to?

AFTER USING A360 SPARK PLUG, YOU'LL BE ABLE TO DO THIS.



PROTOTYPE 2+

Experience Testing:
What people do

How does the concept deliver value to other stakeholders around the girl (i.e. providers, partner, community, etc.)?

How can this desirable experience be delivered in a *feasible* and *viable* way to the girl?

Is the desirable experience equally desirable for your secondary user?

How does a look and feel translate across visual materials, messaging tone, people's attitudes, and space set up?

LIVE PROTOTYPE

System Testing:
Real World Conditions

Putting it all together and collecting data on a girl's engagement with the program (hearing, learning, adopting). Are girls attending and adopting services? How does the system perform? Where is there a big drop-off in her journey? What is challenging about running live prototype? What pieces are breaking down when placed in real-world conditions?

HOW DO YOU FOCUS PROTO- TYPES?

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