A360 Ethiopia

PROTOTYPE
PLAN

For Design

A360 Prototype Development Phases
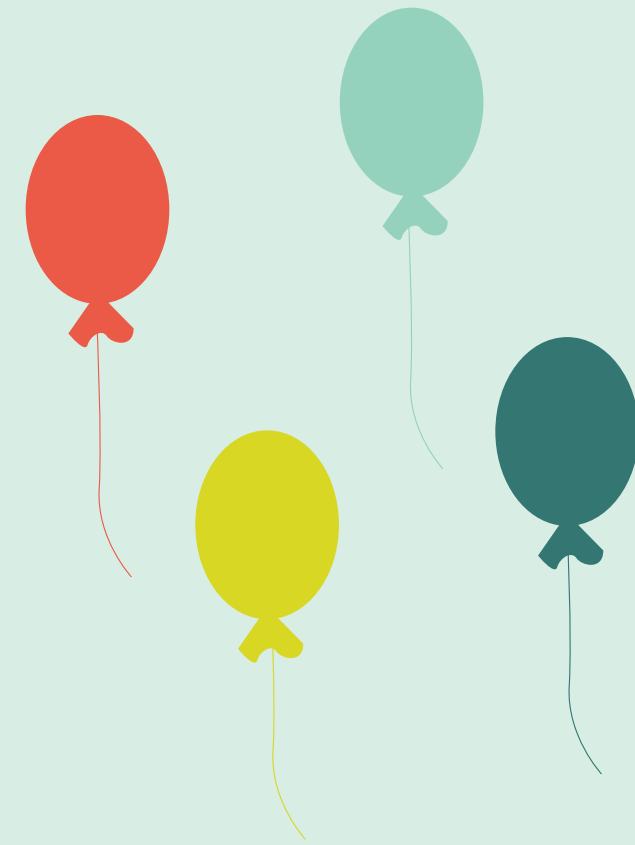
	ROUND 1	ROUND 2	LIVE PROTOTYPING
PURPOSE	*Confirm initial design opportunities and identify new design opportunities with end users.*	*Explore additional aspects of promising design opportunities with end users.*	*Connect high-potential program components to link end users with services*
APPROACH	*Quickly test many assumptions of end user behavior and preferences using the simplest prototypes possible.*	*Test higher resolution versions of high-potential components from Round 1. Introduce and test new components inspired by Round 1.*	*Test higher resolution versions of high-potential components from Round 2 and new components inspired by Round 2. Test interaction between components.*
ATTITUDE	*WILD ideas encouraged!*	*Realistic ideas encouraged!*	*Realistic ideas encouraged!*

Post-Prototype Review Criteria (design standards)

PROTOTYPING ROUND 1

Desirability: What about this idea resonates with the target end-user?

Do no harm: What are the potential risks to the girl from this idea?

Theory of Change: Map solutions to target audience using socio-ecological framework and behavioral drivers.

PROTOTYPING ROUND 2

Desirability + Do no harm + Theory of Change

Feasibility: Does this fit with PSI's core competencies? With in-country partners?
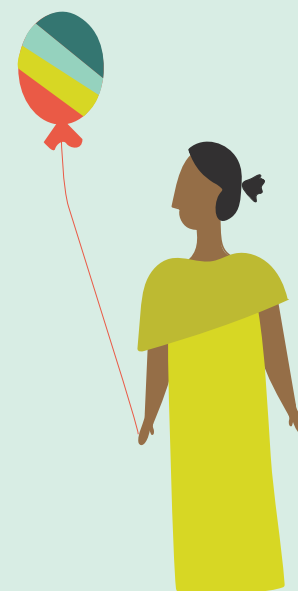
Is this re-creating solutions that evidence shows aren't effective?

Connection to health impact: How will this solution link to uptake of contraception?

Gender: Does this solution have the potential to reinforce positive gender norms or transform negative gender norms?

Developmental Stage: Is this solution developmentally appropriate for the target audience?

LIVE PROTOTYPING

Desirability + Do no harm + Theory of Change

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Is this re-creating solutions that evidence shows aren't effective?

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Round 1 - Prototype Evaluation

Following round 1 of prototype testing, the design team will facilitate a discussion of prototypes along the prototype review criteria.

The team will rate early concepts on a simple 3-point scale ("Not at All," "Somewhat" or "Highly") based on their assessment of user desirability.

Prototypes rated highly for desirability will be further refined and prototyped at higher resolution in Round 2. Insights gained from testing prototypes that users rated lower on desirability should be used to inspire new concepts for Round 2.

Next, the team will map prototypes against behavioral drivers (CHANGES model) and the socio-ecological framework. Identified gaps will be prioritized for prototype testing in Round 2. Ensuring a breadth of ideas across behavioral drivers and influencer groups early will be critical to ensuring the components are developed to build out a full program design in the live prototyping stage.

PROTOTYPE 1

Not at all   Somewhat   Highly

Risks associated with this prototype?

Influencers reached by this prototype?

PROTOTYPE 2

Not at all   Somewhat   Highly

Risks associated with this prototype?

Influencers reached by this prototype?

PROTOTYPE 3

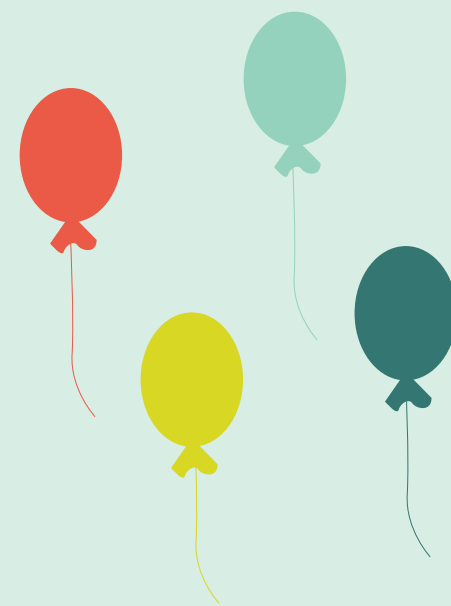Not at all   Somewhat   Highly

Risks associated with this prototype?

Influencers reached by this prototype?

Approach will be tested week of Jan 9 in Ethiopia

Design Review Process - Prototyping

	ROUND 1	ROUND 2	LIVE PROTOTYPING
	DESIGN REVIEW #1 Assess Desirability	**DESIGN REVIEW #2** Integrate components	**DESIGN REVIEW #3** Enhance model

KEY QUESTIONS	*Which ideas resonate most with our target audiences?*	*How do we combine these ideas with each other and with new elements to drive uptake of contraception?*	*Which elements of the model need to be modified to meet our design criteria?* *How can we increase conversion rates?*
WHO SHOULD BE THERE?	*A360 country teams, young designers, In-country marketing/ program teams, IDEO.org*	*A360 Consortium members, including young designers*	*A360 Consortium members + donors, including young designers*

Opportunity Area #1

MARRIED COUPLES

INSIGHT

Couples often desire joint decision-making in contraceptive use, yet in reality, knowledge and agency continue to be a barrier.

WHAT IS THE CONCEPT?

Newlywed couples attend counseling sessions to get to know each other, start planning their future, and learn about contraception.

WHO IS IT FOR?

- Married girls
- Husbands

DRIVERS

A agency kN knowledge

KEY RESEARCH QUESTIONS:

- Do young couples like learning with each other or separately?
- Does a joint learning experience increase agency in married girls?
- Are young couples receptive to guidance / counseling?
- What message(s) resonate strongest with newly married girls?
- Are young couples open to learning about contraception before having a first child?

TESTING PROMPTS:

- Who do young couples trust for guidance? e.g. HEW, Religious Leader, older couples
- With whom do young couples prefer learning? e.g. their partner, a group of couples
- Where would young couples prefer to have this experience? e.g. church, health facility, home
- What topics are newlyweds most interested in learning about and most comfortable discussing? e.g. goals, finances, romance, health, contraception

Young Wives & Young Husbands Club

INSIGHT

Couples often desire joint decision-making in contraceptive use, yet in reality, knowledge and agency continue to be a barrier.
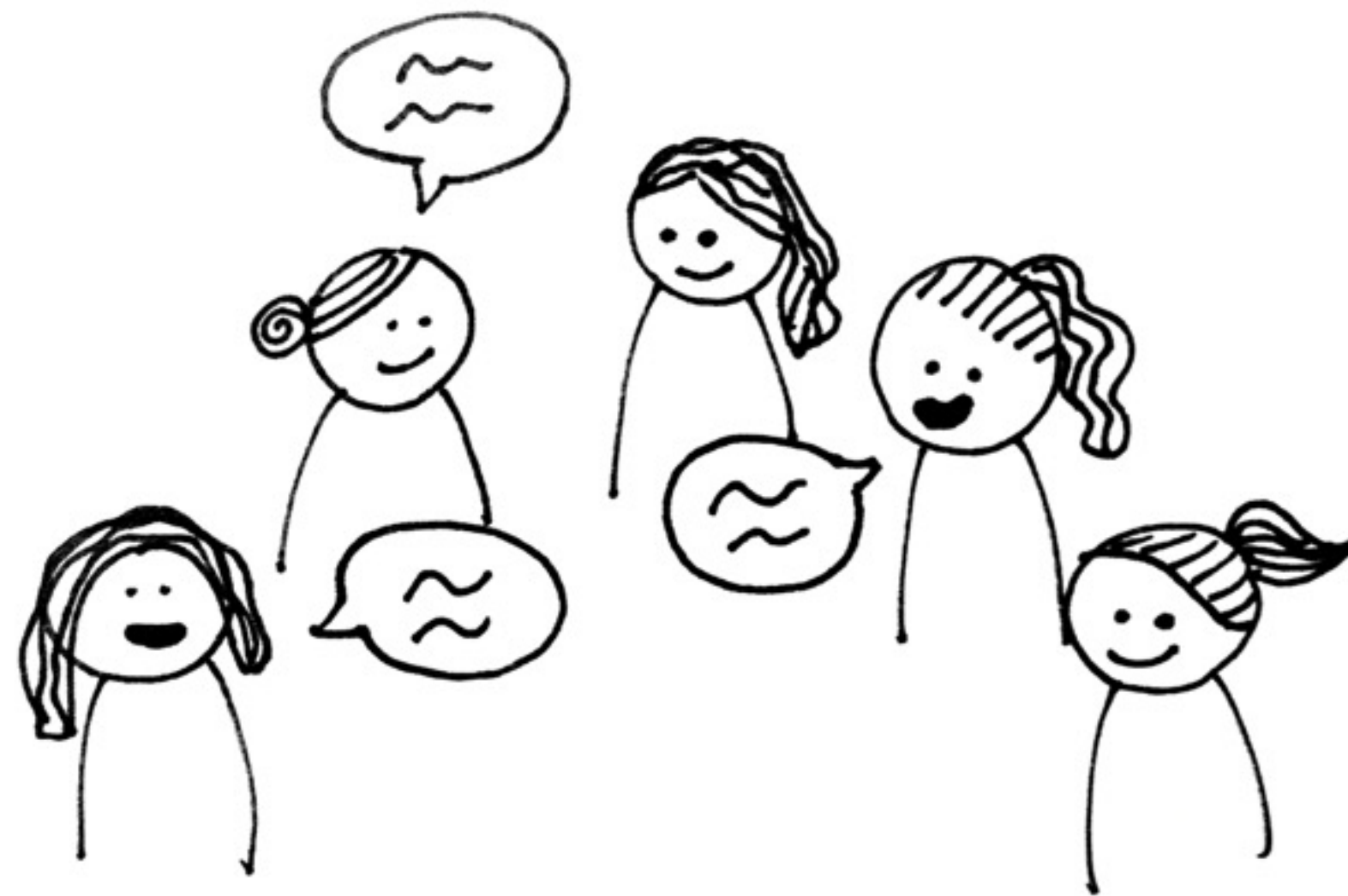
WHAT IS THE CONCEPT?

Gender-specific groups for married adolescents to socialize, support each other, and learn about contraception and other health topics.

WHO IS IT FOR?

- Married girls
- Husbands

DRIVERS

A agency · kN knowledge

KEY RESEARCH QUESTIONS:

- Do married girls and boys prefer learning with their partners or with their friends?
- What message(s) resonate strongest with newly married girls?
- Are young couples open to learning about contraception before having their first child?

TESTING PROMPTS:

- Who do young married wives and husbands trust ? e.g. HEW, Religious Leader, older couples
- Where do married adolescents prefer to socialize? e.g. church, health facility, home
- What topics are married adolescents most interested in learning about and most comfortable discussing in this type of group? e.g. goals, finances, romance, health, contraception
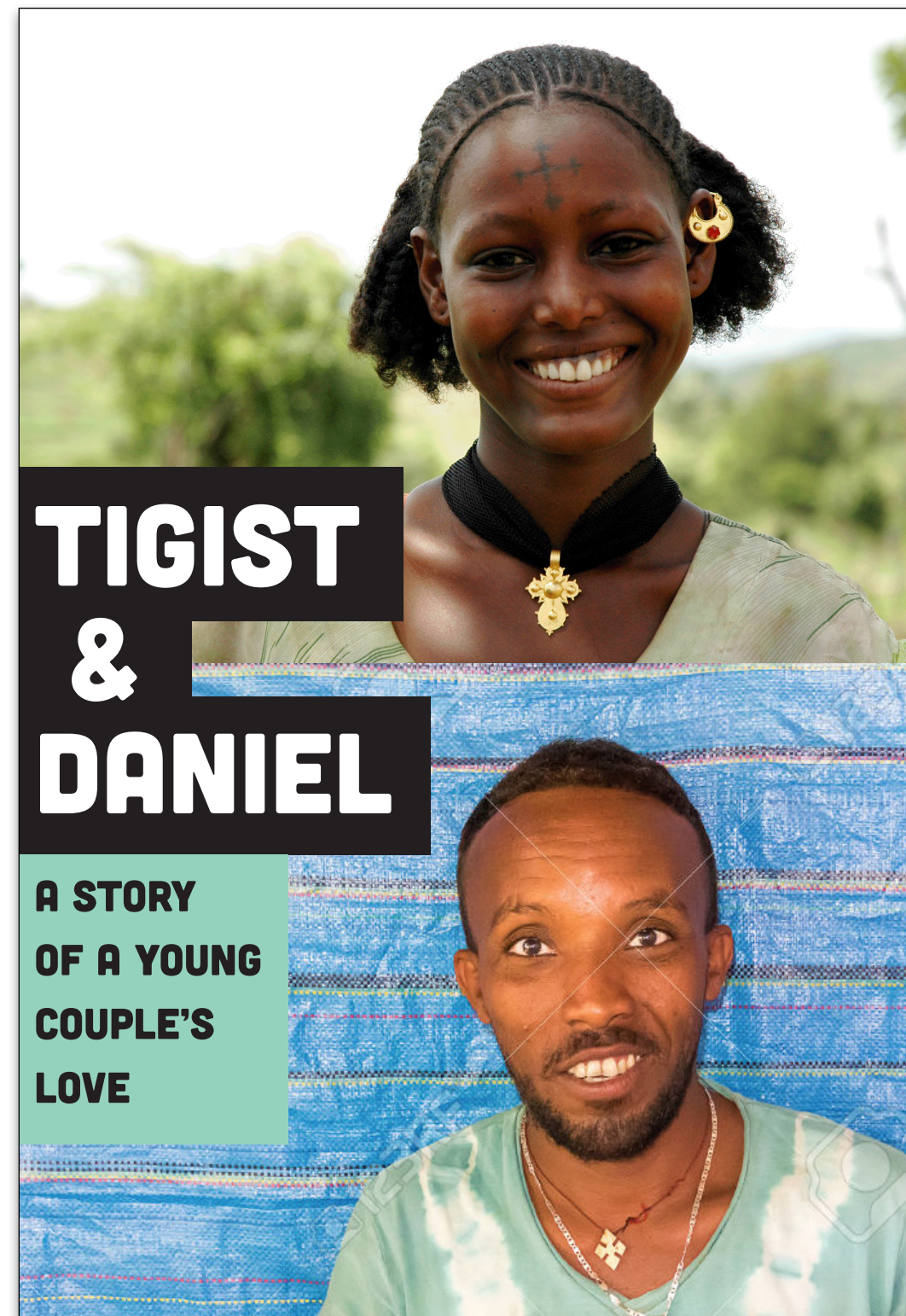
MODEL COUPLE

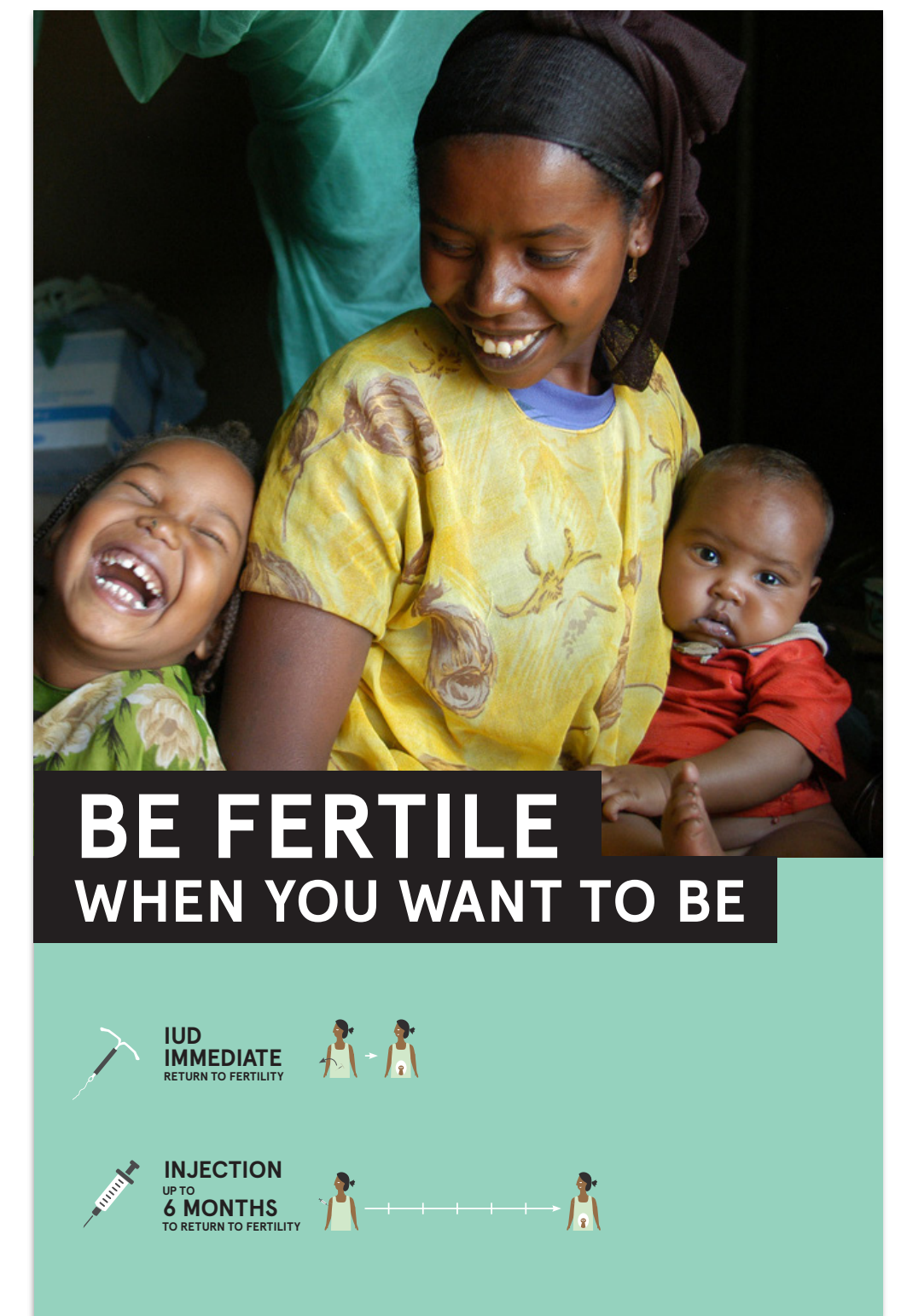- Do married couples relate to personal stories?

MOTHERS HEALTH CLASS

- Do married girls aspire to be good mothers?
- Do married girls relate to more clinical information?

RELIGIOUS DUTY

- Are young couples motivated by religion?
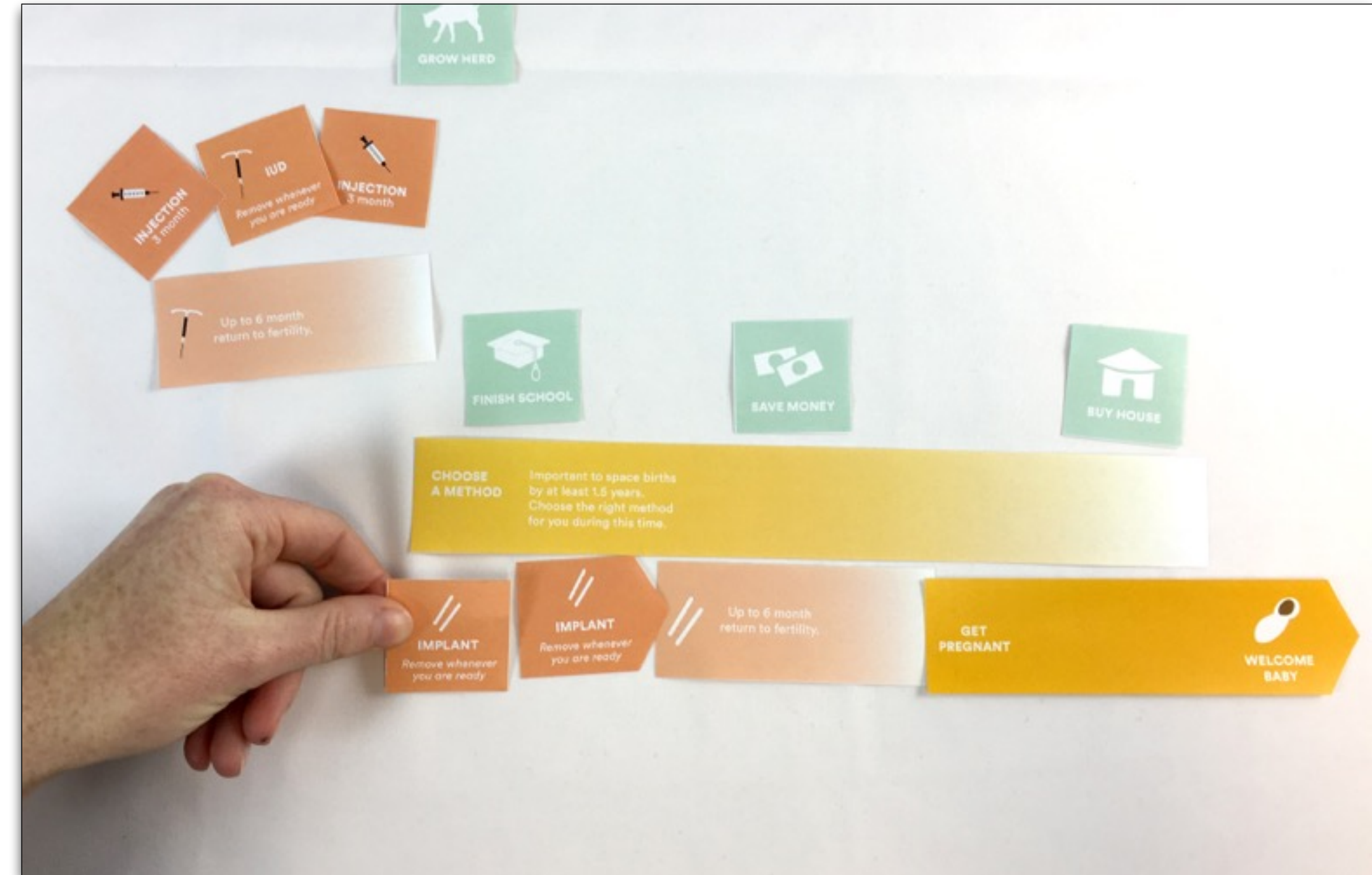- What are husband aspirations?

FERTILITY-FRIENDLY

- Are married girls motivated by fertility?
- Does this re-framing of contraception help address previous misconceptions?

LIFE GOAL CALCULATOR

- Do married couples want to make joint decisions?
- Does this tool facilitate discussion around family planning?

FAMILY PLANNER

- Do married couples want to make joint decisions?
- Does this tool facilitate discussion around family planning and contraception methods?

Opportunity Area #2

GIRLS & EDUCATION

INSIGHT

Education is valued, yet it is not viewed as a secure and proven path for girls.

MENTOR DAY!

WHAT IS THE CONCEPT?

Relatable role models are identified to connect with school-aged girls to reflect on their own paths, help uncover the girls' aspirations, and provide mentorship.

WHO IS IT FOR?

- Unmarried girls

DRIVERS

CH A

KEY RESEARCH QUESTIONS:

- Is the school environment well-suited to have girls explore their agency and aspirations?
- What message(s) resonate strongest with girls in school?
- Is the school environment where we can impact the most girls?
- Are girls in school more interested in contraception (and likely to adopt/use contraception) than girls out of school?
- Are the 8th and 10th grade inflection points the most critical moments for "intervention"?

TESTING PROMPTS:

- Who do school-aged girls look up to? e.g. Musicians, athletes, teachers, politicians
- What topics are school-aged girls most interested in learning about? e.g. education, goals, early marriage, violence, relationships, health, contraception
- How would girls most like to interact with role model figures? e.g. anonymously, via social media, in group settings, 1 on 1

INSIGHT
For unmarried girls, trusted and reliable sexual reproductive health sources remain few and far between.

WHAT IS THE CONCEPT?
Regular, individual student check ups are introduced at school to give girls and health providers a normalized, private time to offer health education and address personal questions.

WHO IS IT FOR?
- Unmarried girls
- Unmarried boys

DRIVERS
kN G E

KEY RESEARCH QUESTIONS:
- Would girls like to receive tailored and regular SRH information at school?
- Is school an appropriately anonymous yet legitimate environment where girls could access contraception?
- Does normalizing girl - provider interactions lesson the barriers to contraception access?
- Does normalizing girl - provider interactions help to build trust and confidence in the providers and methods?

TESTING PROMPTS:
- Who do school-aged girls want to interact with for routine health check-ups? e.g. HEW, school nurse, traveling nurse
- What topics are school-aged girls most interested in learning about? e.g. menstruation, communicable diseases, violence, contraception
- Where would students prefer to meet with providers? e.g. at school office, at clinic, at home, on walk to school

HEALTH CHECKLIST
- Does this tool help to normalize contraception for unmarried girls and providers?
- Do unmarried girls relate to more clinical information?

TEEN ADVICE COLUMN
- Does a Q&A format with real questions from real girls appeal to unmarried girls?
- Do unmarried girls prefer to learn about SRH topics on their own?

COMIC STRIP
- Do unmarried girls relate to fictitious storytelling?
- Do unmarried girls prefer to learn about SRH topics on their own?

MENTORSHIP TALKS

- What are the aspirations of unmarried girls?
- Are role models effective ways to communicate with unmarried girls?
- Are role models effective ways to boost confidence and agency of unmarried girls?
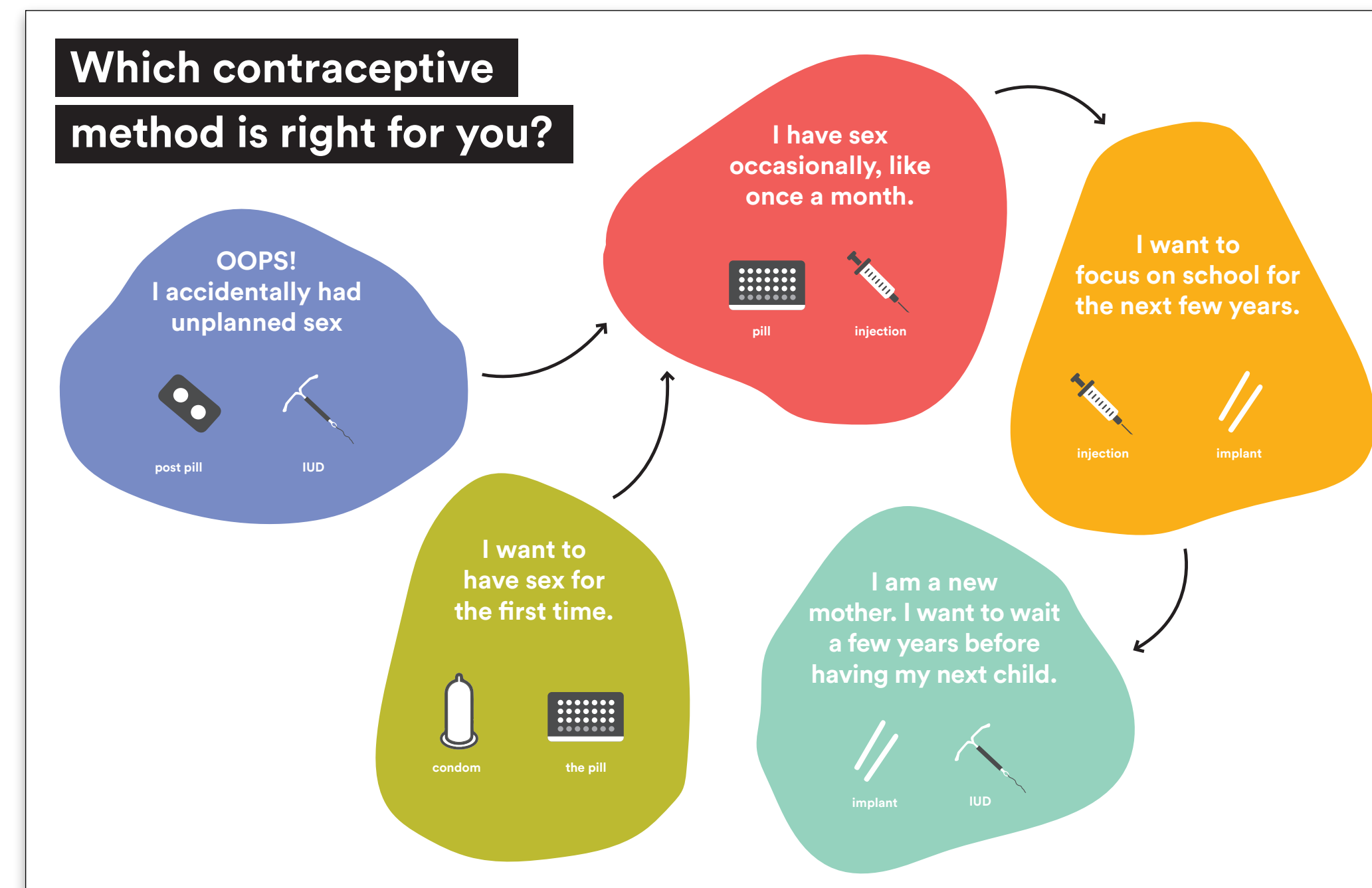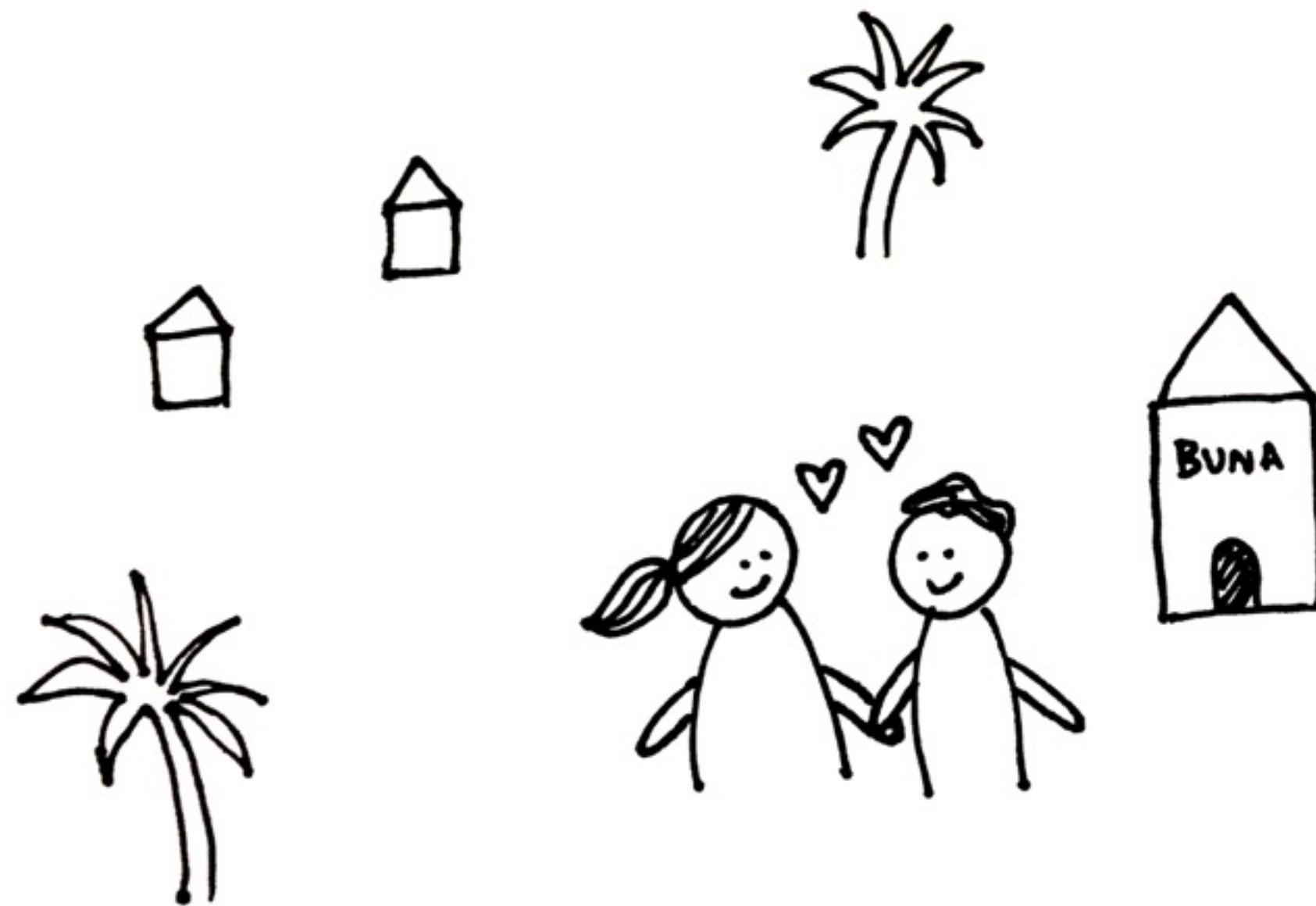
METHOD MATRIX

- What are the "entry points" for new contraception users?
- Do unmarried girls get prefer to see a comprehensive comparison of all method options or do they prefer to have prompted choices?

Opportunity Area #3
ADOLESCENTS IN RELATIONSHIPS

INSIGHT

Cultural and religious norms are at odds with new interactions between adolescent boys and girls.

WHAT IS THE CONCEPT?

Adolescents publicly spend time with each other on Friday nights at events such as dances, dinners, and etiquette classes.

WHO IS IT FOR?

- Unmarried girls
- Unmarried boys
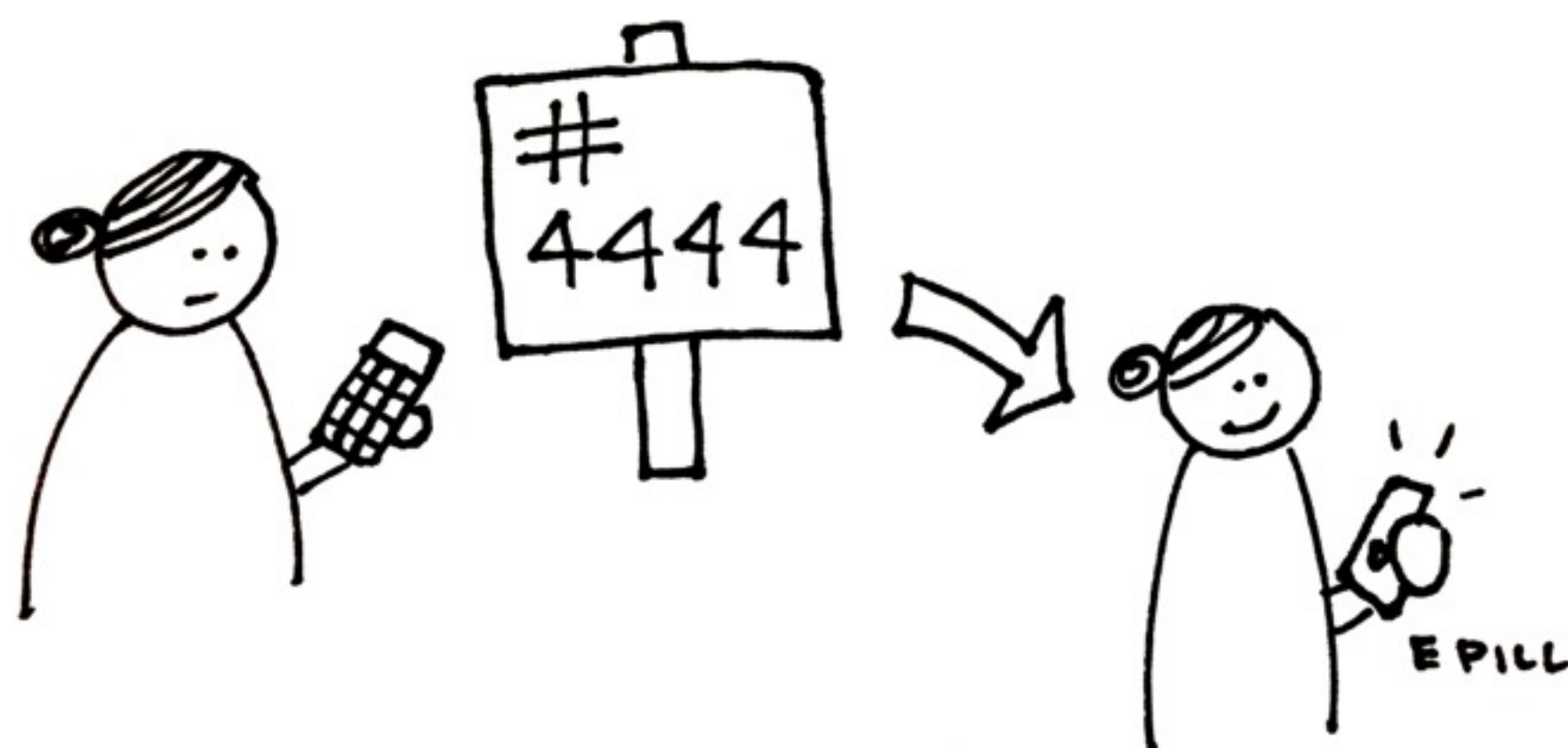
DRIVERS

CH S

KEY RESEARCH QUESTIONS:

- Would adolescents in relationships like to be celebrated or stay closeted?
- Are adolescents in relationships more likely to make other counter-culture decisions such as using contraception?
- What message(s) resonate with these adolescents?

TESTING PROMPTS:

- Where would adolescents like to spend time with each other? e.g. school, church, youth center, market, fields
- Who would adolescents in relationships trust for advice and information? e.g. older siblings, friends, social media
- What topics are adolescents in relationships most interested? e.g. how to talk to boys, etiquette, how to talk to parents, sexual health, love tips, contraception

INSIGHT

For unmarried girls, trusted and reliable sexual reproductive health sources remain few and far between.

WHAT IS THE CONCEPT?

Regular, individual student check ups are introduced at school to give girls and health providers a normalized, private time to offer health education and address personal questions.

WHO IS IT FOR?

- Unmarried girls
- Unmarried boys

DRIVERS

kN G E

KEY RESEARCH QUESTIONS:

- Would girls like to receive tailored and regular SRH information at school?
- Is school an appropriately anonymous yet legitimate environment where girls could access contraception?
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TESTING PROMPTS:

- Who do school-aged girls want to interact with for routine health check-ups? e.g. HEW, school nurse, traveling nurse
- What topics are school-aged girls most interested in learning about? e.g. menstruation, communicable diseases, violence, contraception
- Where would students prefer to meet with providers? e.g. at school office, at clinic, at home, on walk to school

INSIGHT

Parents and the community grapple with how to cope with changing times and the external influences young people are exposed to.
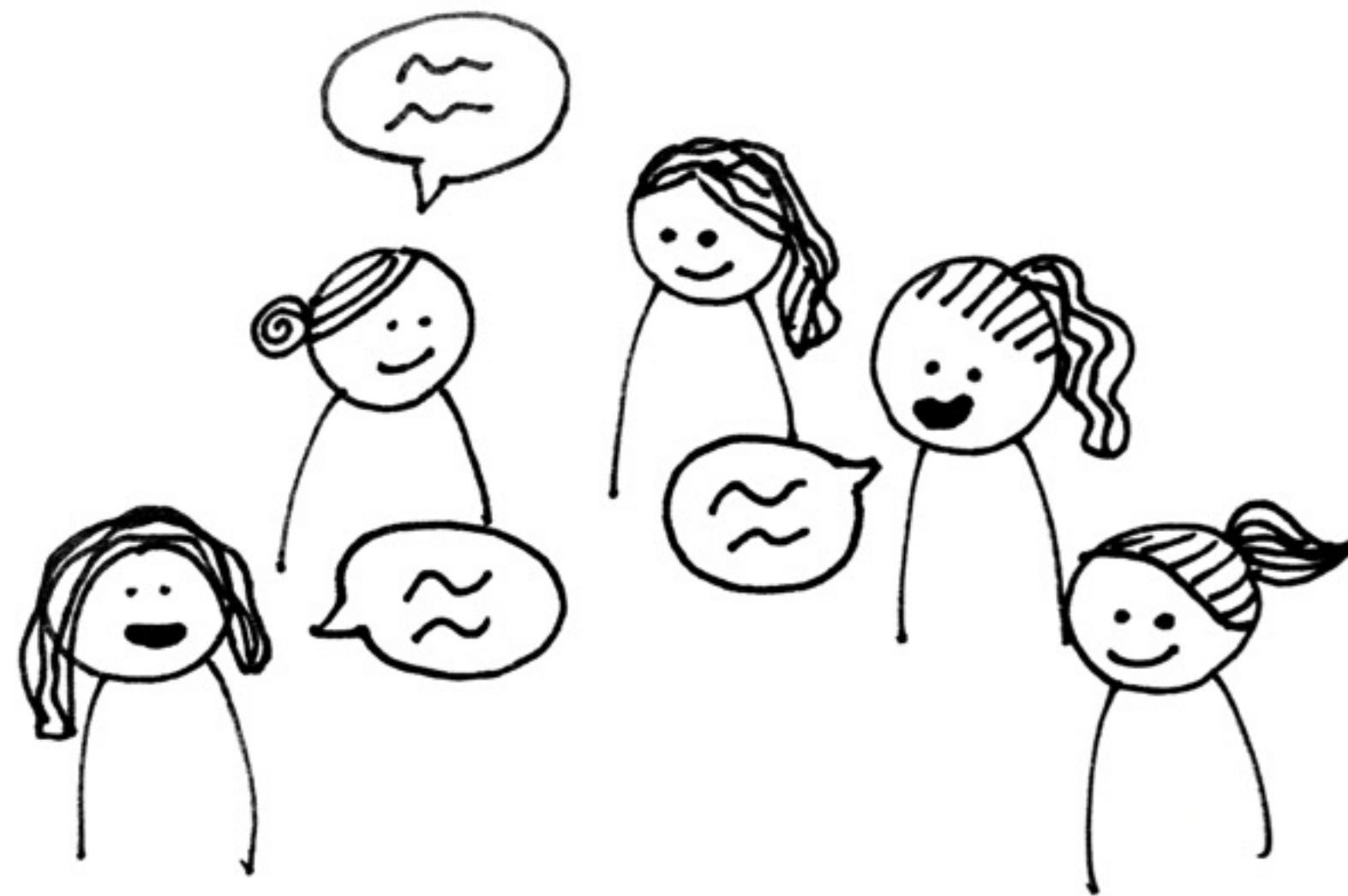
WHAT IS THE CONCEPT?

Parents are invited to participate in community events relating to adolescents and are supported in raising their children in a new generation.

WHO IS IT FOR?

- Parents
- Community influencers

DRIVERS

CH S

KEY RESEARCH QUESTIONS:

- What degree of normalizing adolescents in relationships will be accepted by the community?
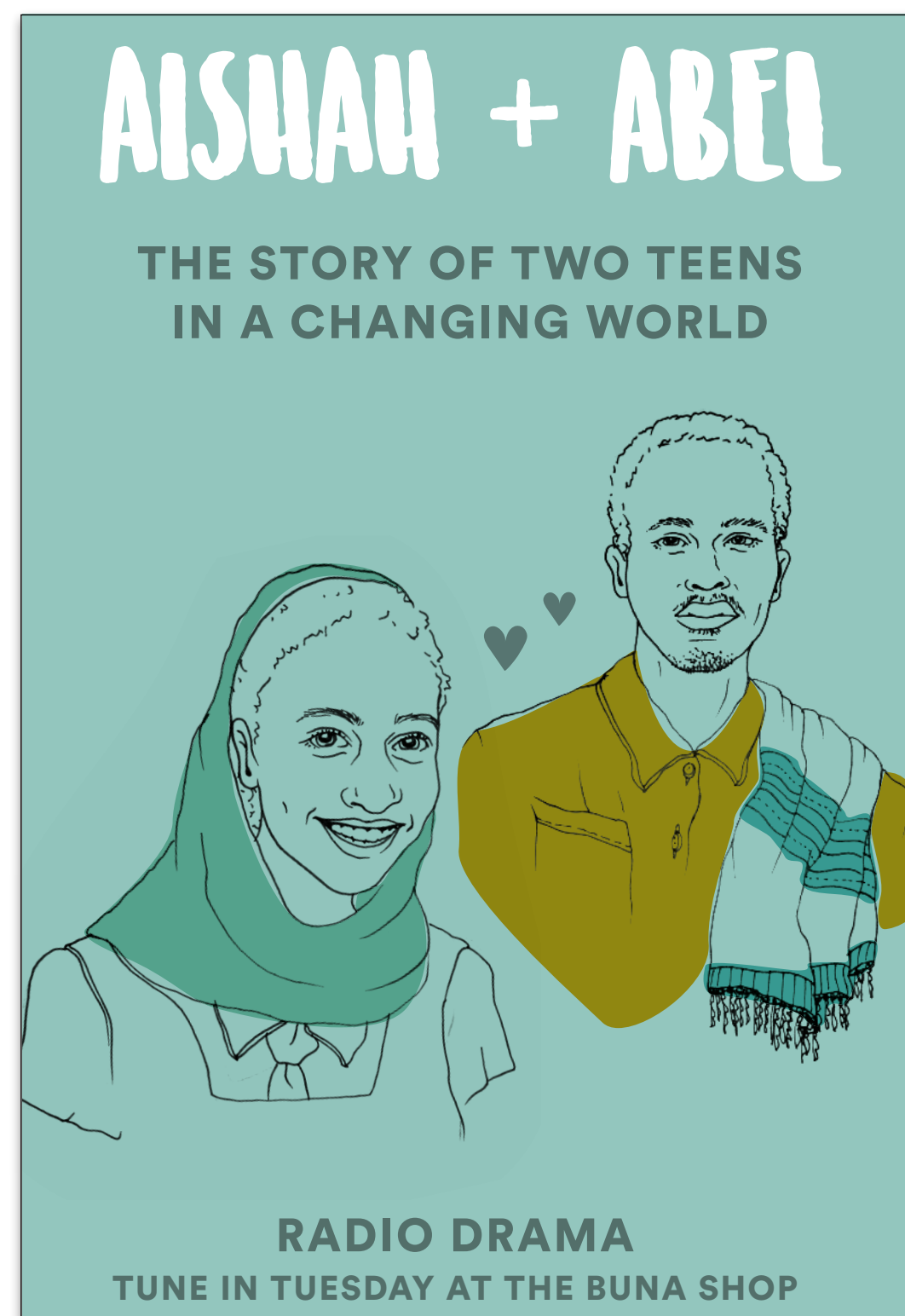- How involved do parents and community leaders want to be in shaping adolescent lives?

TESTING PROMPTS:

- What do parents feel comfortable discussing with their adolescent children ?
- What do parents want someone else to discuss with their adolescent children?

AISHAH + ABEL
THE STORY OF TWO TEENS IN A CHANGING WORLD
RADIO DRAMA
TUNE IN TUESDAY AT THE BUNA SHOP

DO YOU HAVE A SECRET CRUSH?
SHOW YOUR ADMIRATION!
SEND THEM A FLOWER OR NOTE
SEE THE CRUSH CART IN THE MARKET

OOPS.
I JUST HAD UNPROTECTED SEX. TEXT:
*4444
FOR ADVICE AND ON–DEMAND CONTRACEPTIVE ACCESS TO PROTECT YOUR FUTURE.

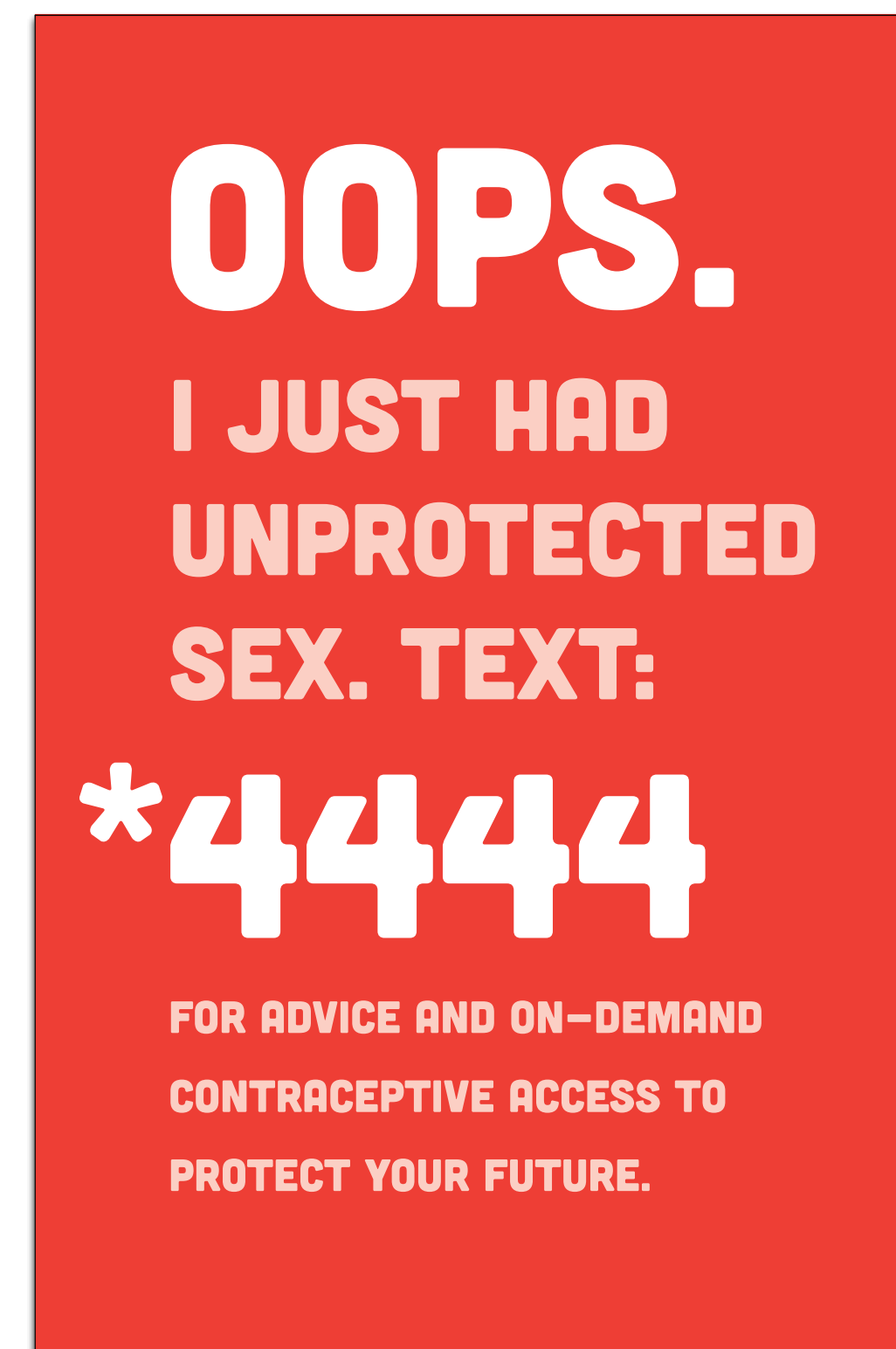CRUSHES & BOYFRIENDS ARE NORMAL.
GET ANSWERS AND HELP WITH *4444

RADIO DRAMA

- Do adolescents relate to personal stories?
- Would adolescents attend a co-ed, public event?
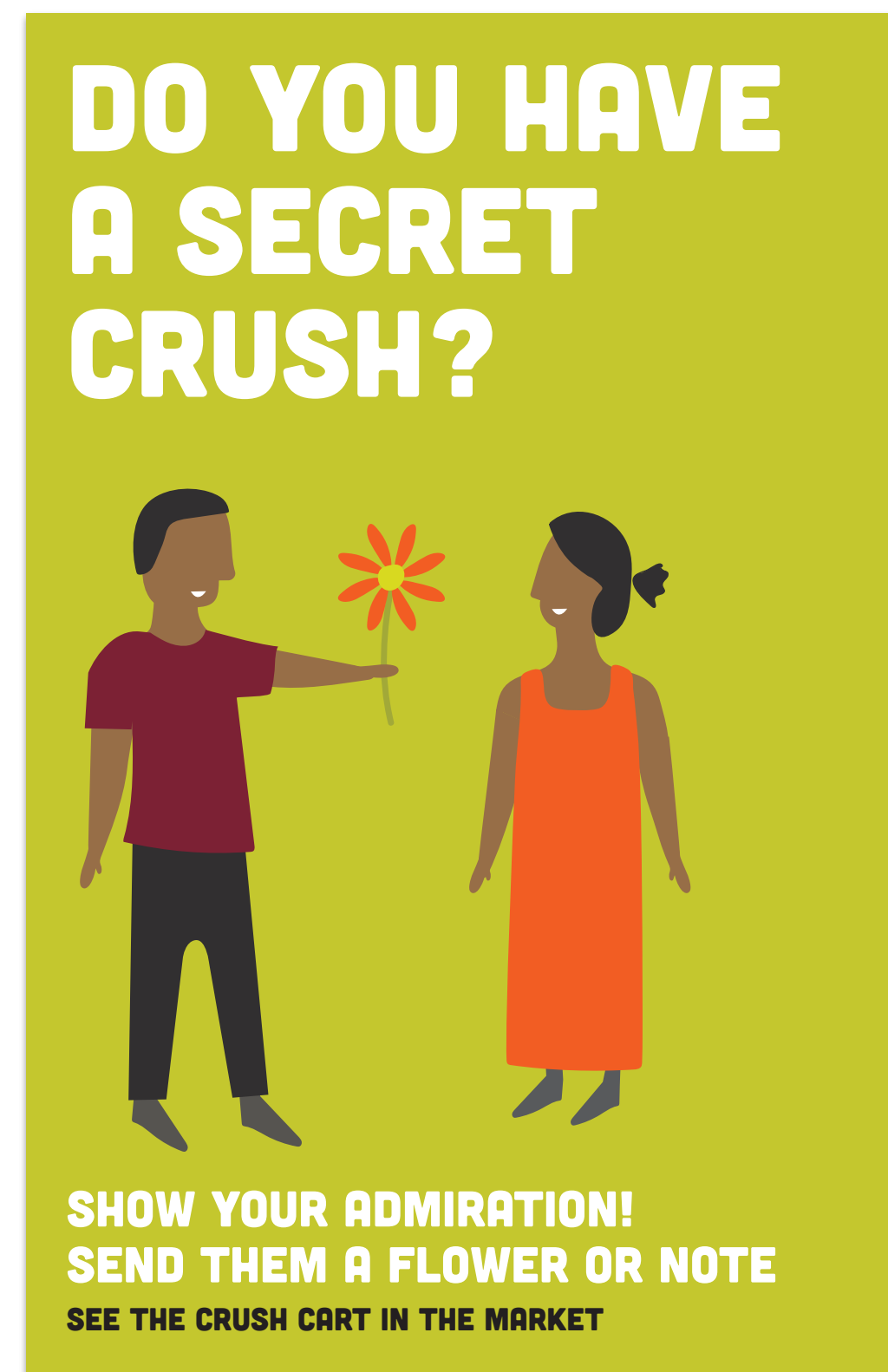
SECRET ADMIRERS

- Are adolescents in relationships interested in learning more about dating?
- Would adolescents in relationships like to celebrate each other?

TEXT FOR EMERGENCIES

- Is contraception for emergencies appealing to adolescents in relationships?
- Do adolescents in relationship prefer to have discreet support?
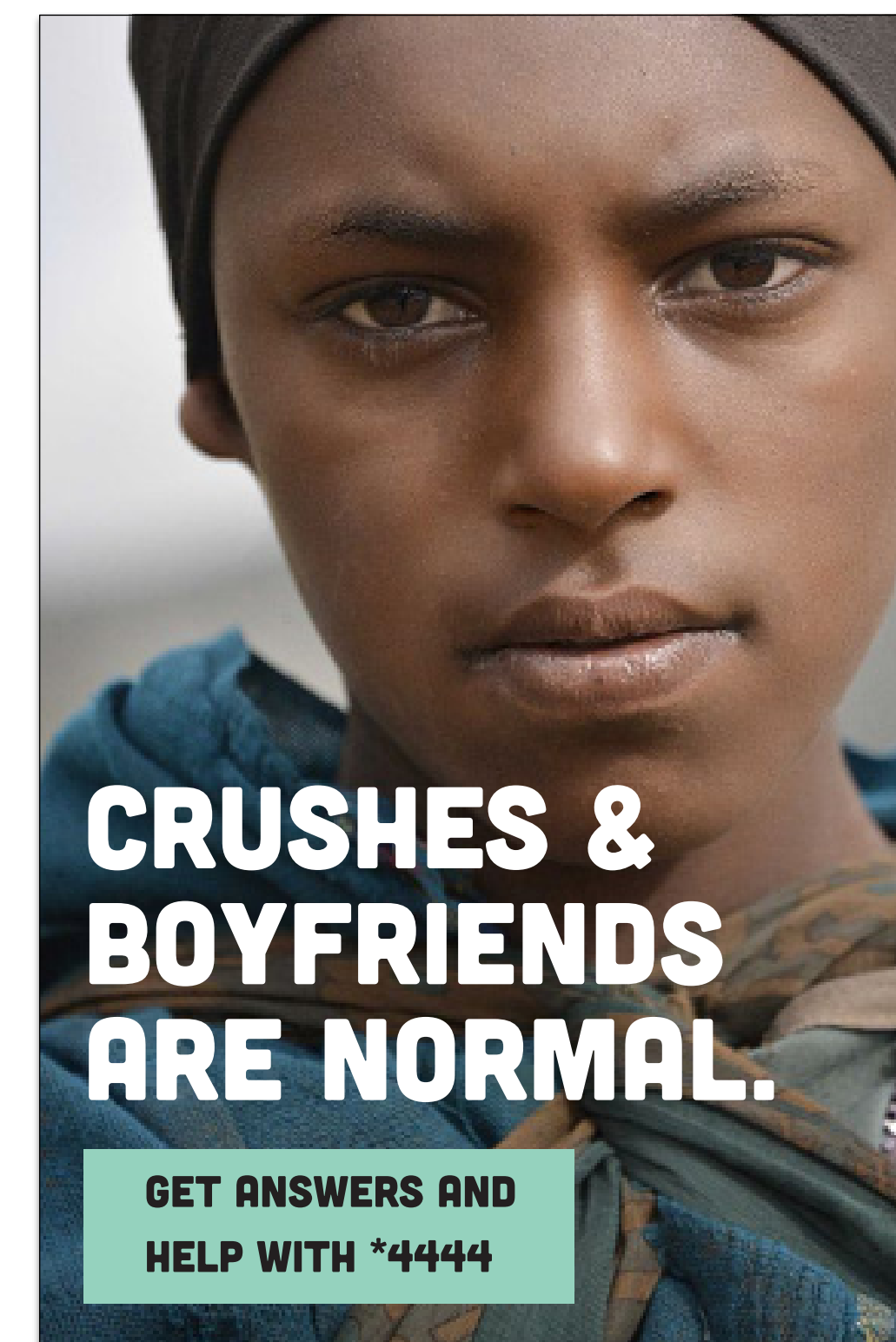
TEXT FOR ADVICE

- Are adolescents in relationships seeking support?
- Do adolescents in relationship prefer to have discreet support?

CELEBRATE OUR COMMUNITY

FREE EVENTS

How to talk to your teenager about life, love, and health

Wednesday at the water pump

COMMUNITY EVENT LISTINGS

- What level of co-ed interaction would parents tolerate / support?
- How would parents like to be involved in the lives of their adolescents?
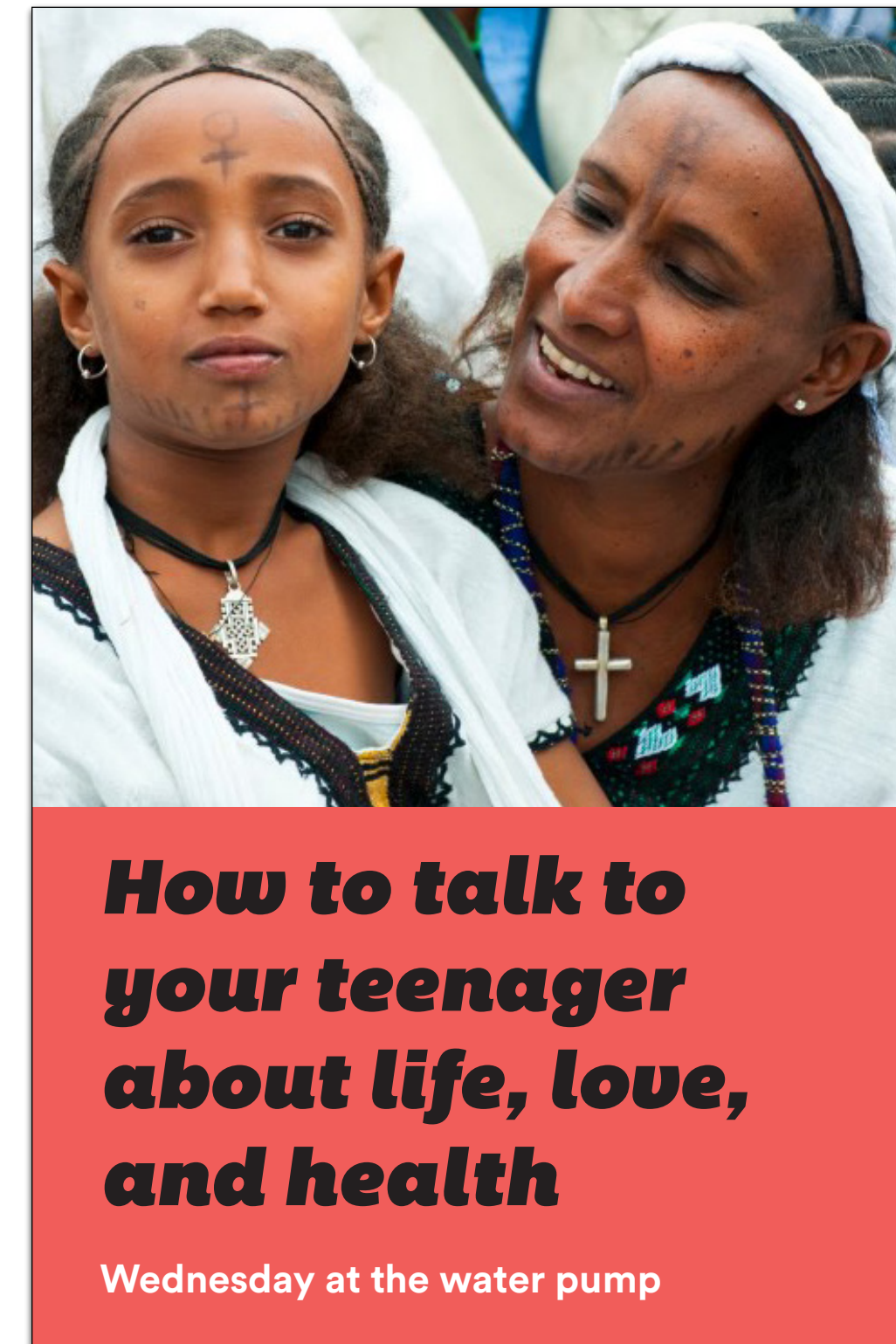
PARENTAL SUPPORT

- What do parents feel comfortable talking about with their adolescents?
- What do parents want someone else to talk to their adolescent about?