

Strengthening Measurement in Human-Centred Design

A Design Perspective

Our Mission

IDEO.org improves the lives of people in poor and vulnerable communities through design.

We're hearing three questions

Measuring the outcomes:

Are solutions developed through HCD getting to impact at scale?

Measuring the approach:

How is HCD adding value and what's most valuable in the approach?

Measurement as part of the approach:

How evidence-based is prototyping in a HCD approach?

Measurement in the Approach

Purpose

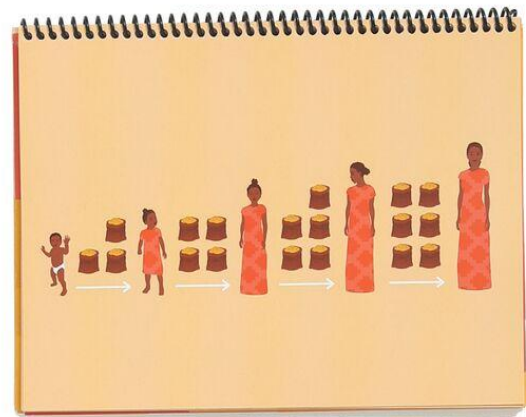
Learn
If...



Discovery
Prototyping
Iterating

Prove
That...

Delivery
Piloting +
Fixed



Transitions

Learn
If...

Discovery
Prototyping
Iterating

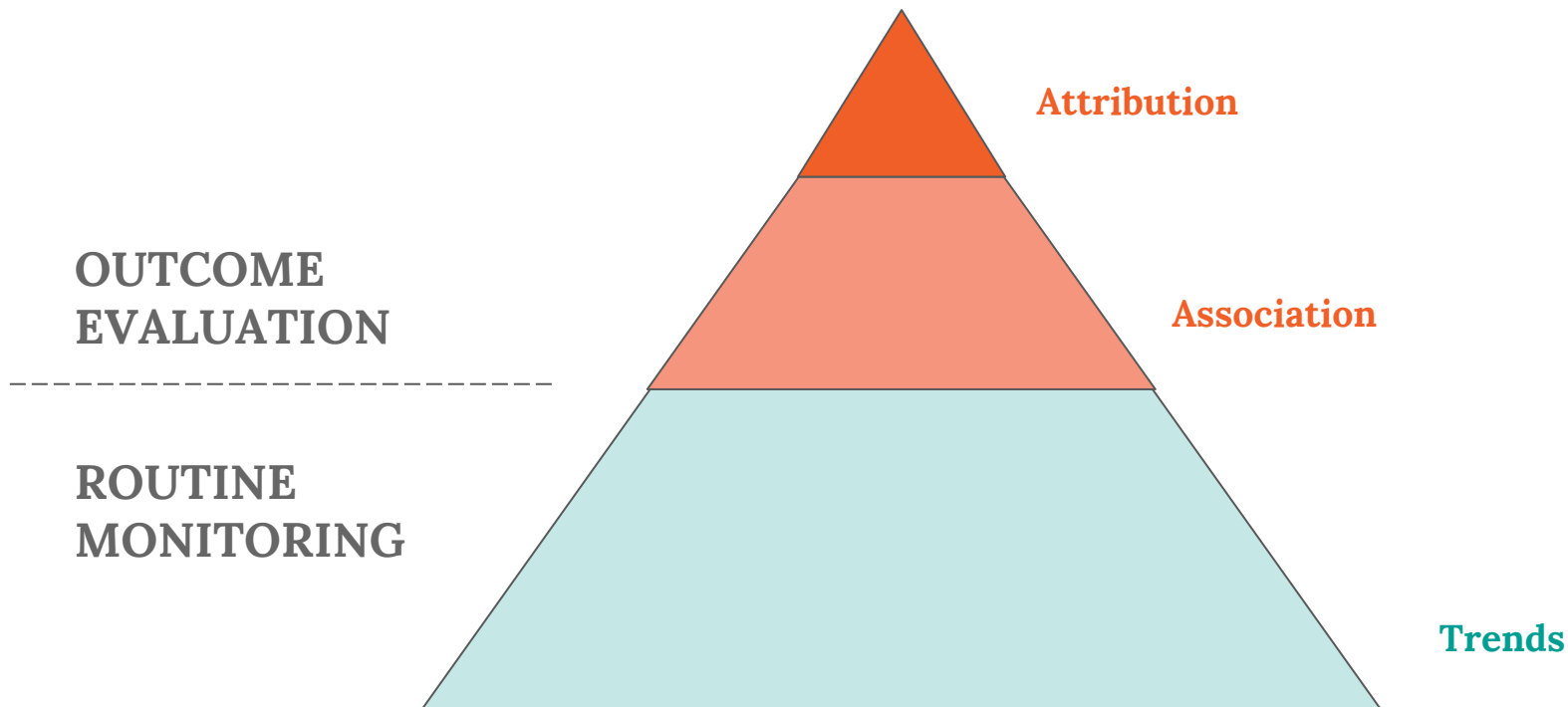


Prove
That...

Delivery
Piloting +
Fixed

Measuring the Outcomes

There are no HCD solutions, rather solutions developed through HCD

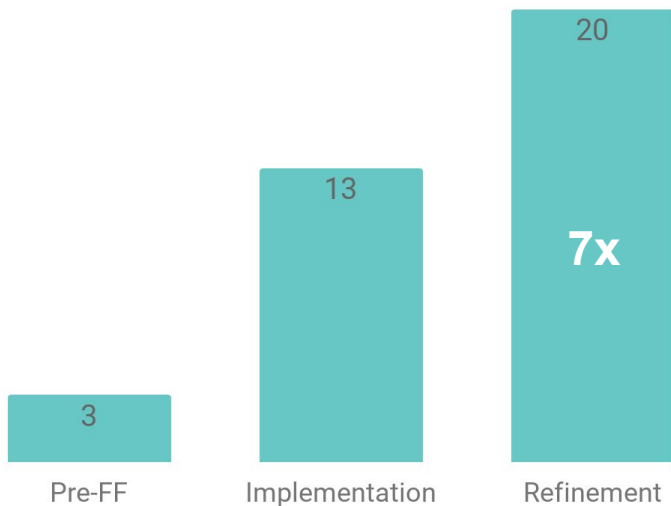


Future Fab

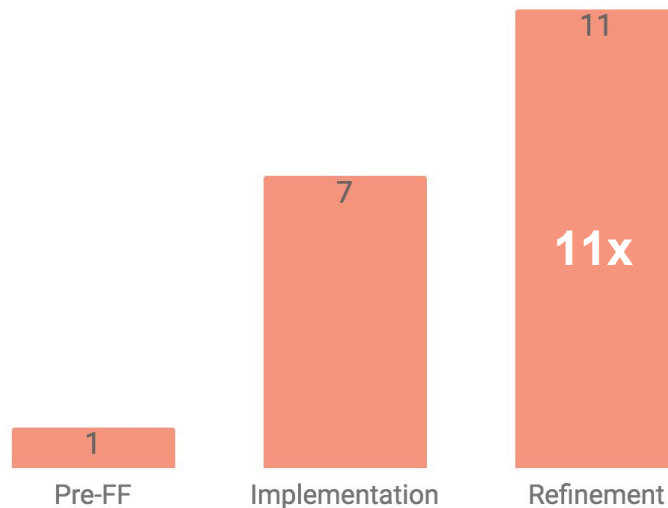


And it continues to evolve...

7-fold increase in the average weekly adolescent client visits



11-fold increase in average weekly uptake of implants by adolescents



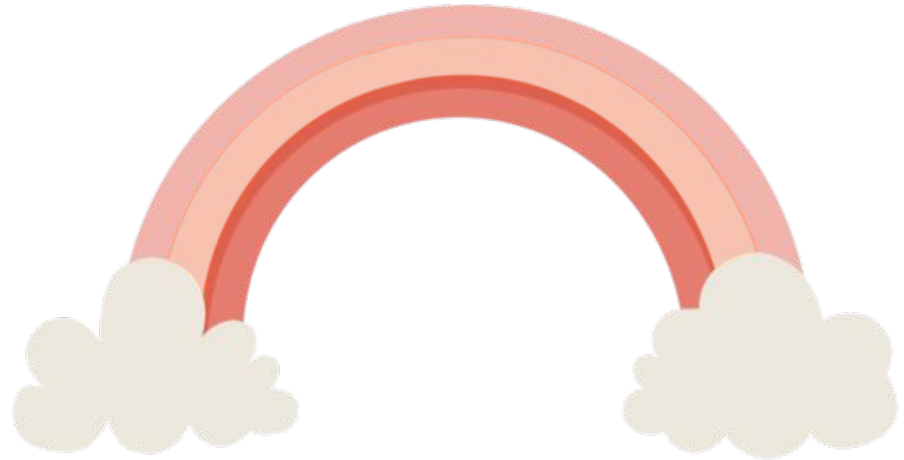
Let's seek analogous inspiration

How might we ...

... learn from C4D experts about evaluating complex, multi-touchpoint solutions?

... learn from adaptive management practitioners about evaluating solutions that evolve?

... learn from successful development evaluations?



Measuring the Approach

Stronger
Outcomes

B

A

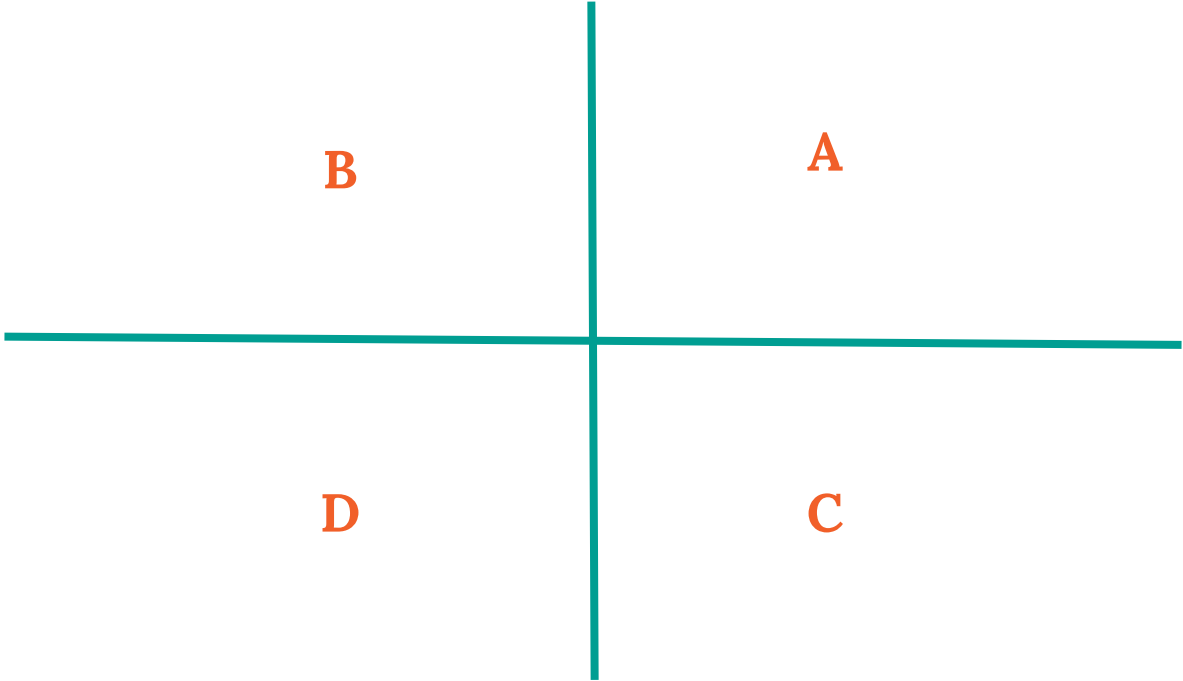
Lighter
Approach

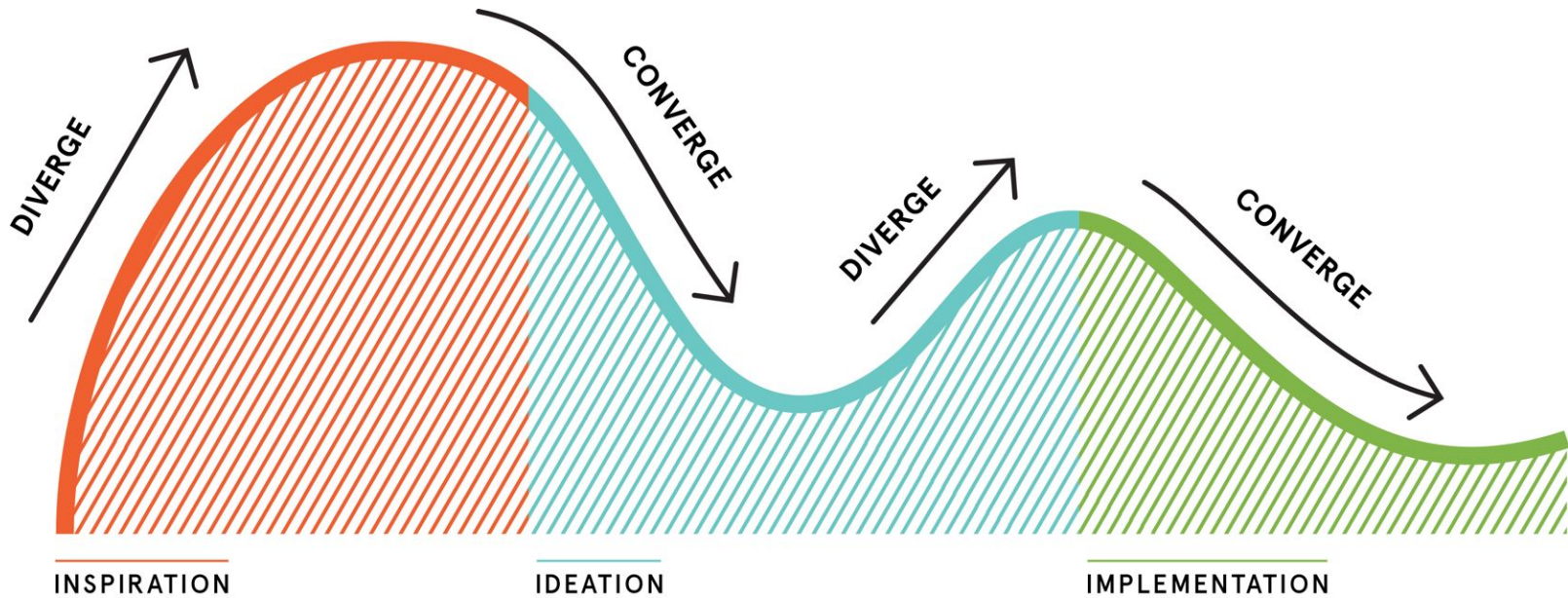
Deeper
Approach

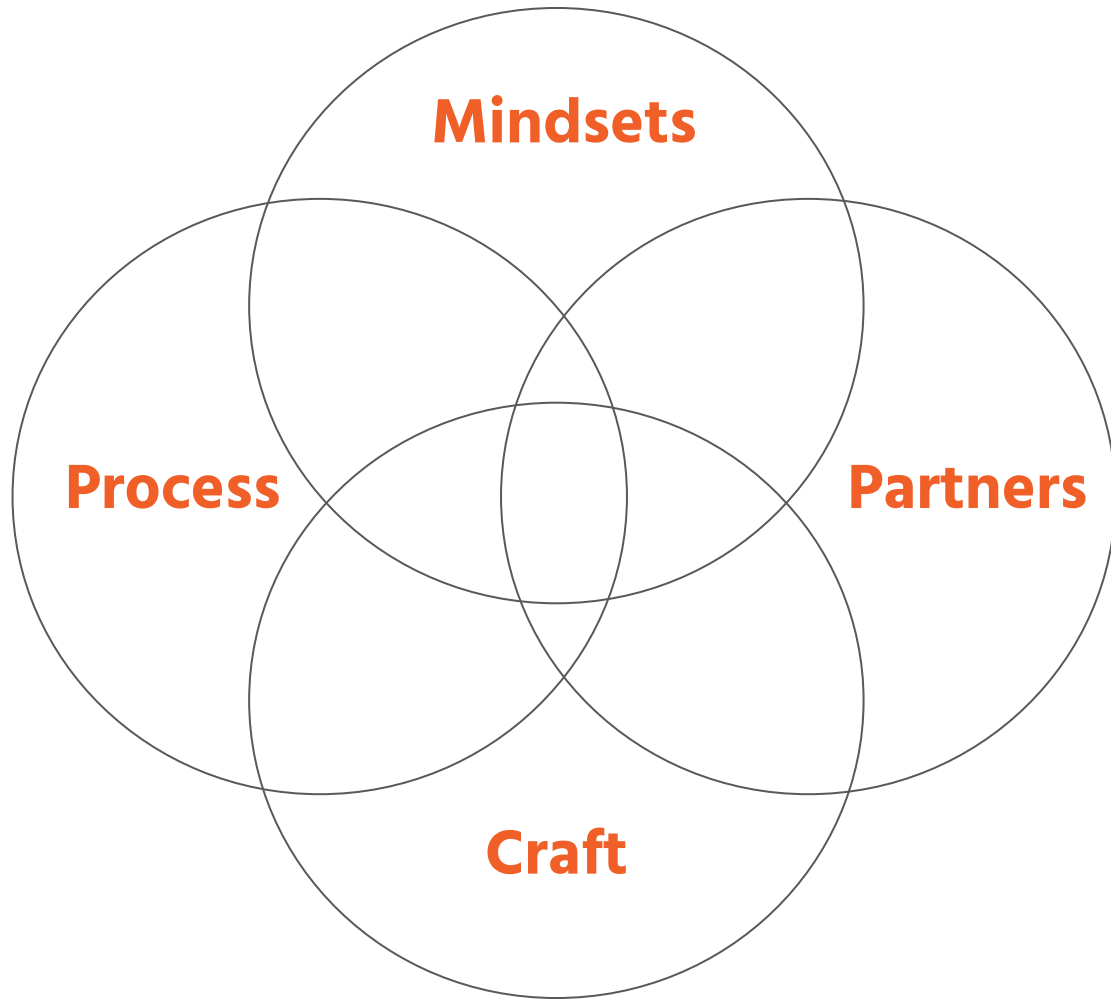
D

C

Weaker
Outcomes







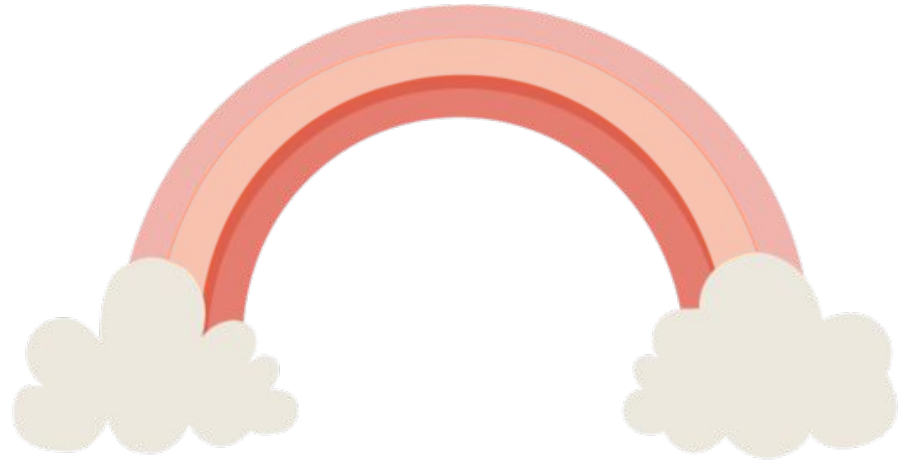
We're still learning

The impact that HCD has on organisational outcomes

How to integrate more evidence-based models

Measurement savvy designers

Optimal partner and project delivery models, and a shared language





Chris Larkin
clarkin@ideo.org



100k reached

by a youth brand, leading to a 7x
increase in youth services

**Future Fab with
Marie Stopes Kenya**



87% adoption

of a contraceptive method, amongst
5000 girls visiting a clinic

**Batela Lobi Na Yo with
DKT in DRC**

