

SOCIAL PROTECTION AND JOBS

2019 CORE COURSES

OCT. 28–NOV. 8 | WASHINGTON DC



Designing Programs for People: Human-Centered Design

John Blomquist
Delivery Systems Lead, World Bank

October 28, 2019

Programs are designed with good intentions

- Transfer program delivers cash directly to beneficiary bank accounts – but cash is not being used.
- Food program offers online application with strong infrastructure – but takeup is weak.
- Training and job placement services are offered – but completion rates are low.
- Administrative steps taken to ensure attendance by service workers – but attendance does not increase and services don't improve

But they can fail to work as intended

Why?

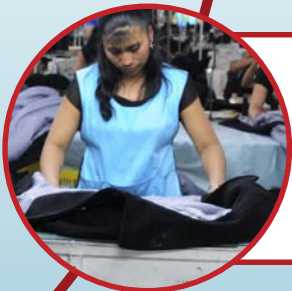
Pay more attention to the clients and people using the program



Who are the people we are trying to serve? Are they a homogeneous or diverse group? What are their characteristics, situations, perspectives?



What is their experience navigating the program or delivery processes? What does that journey look like? What are their pain points?



How can programs and delivery processes be better designed to serve these end-users?

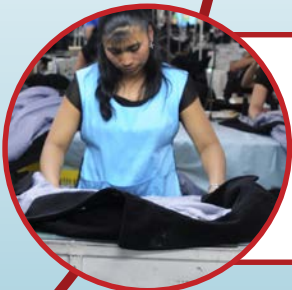
Pay more attention to the clients and people using the program



Who are the people we are trying to serve? Are they a homogeneous or diverse group? What are their characteristics, situations, perspectives?

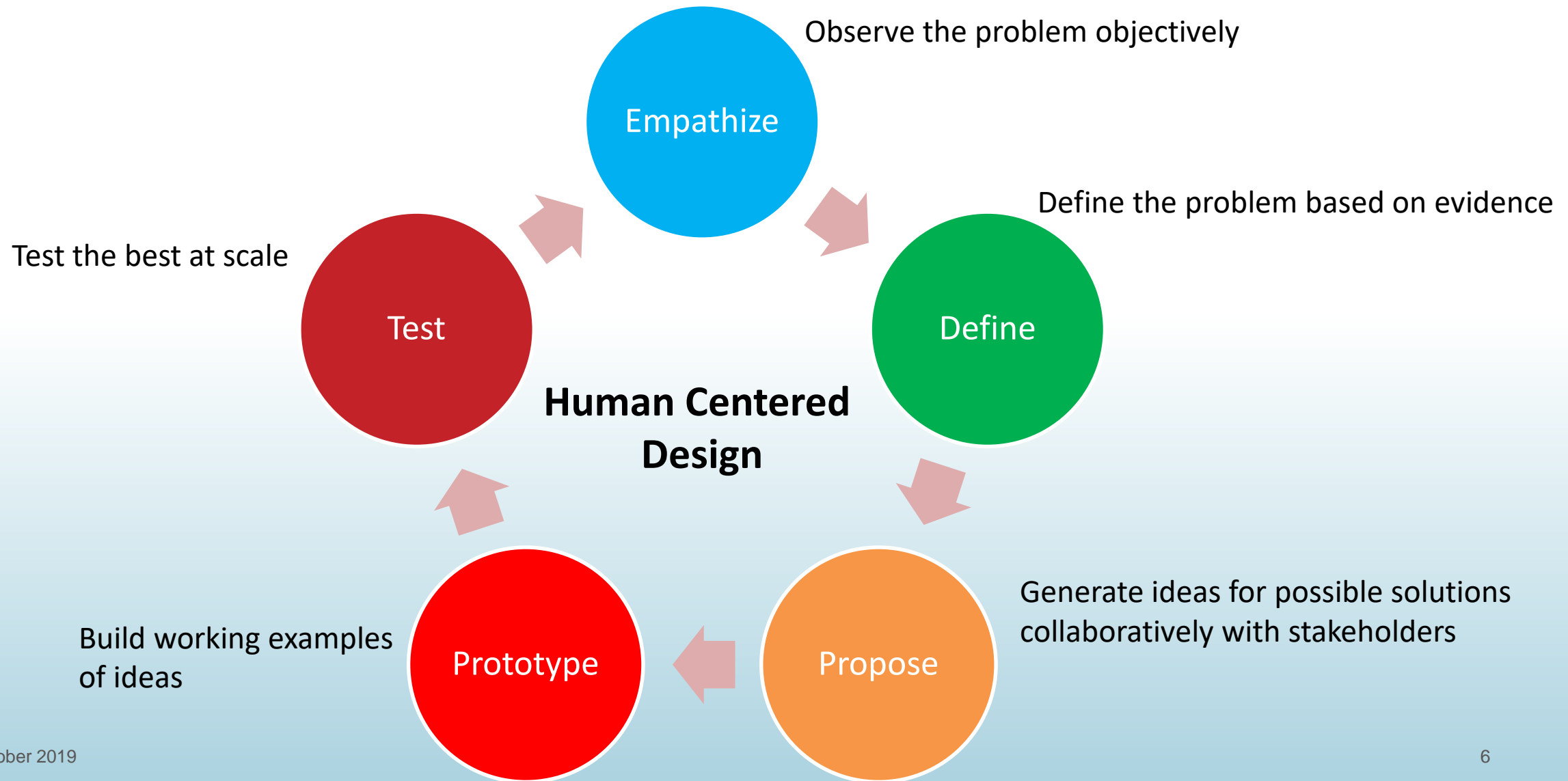


Need Human-Centered Design

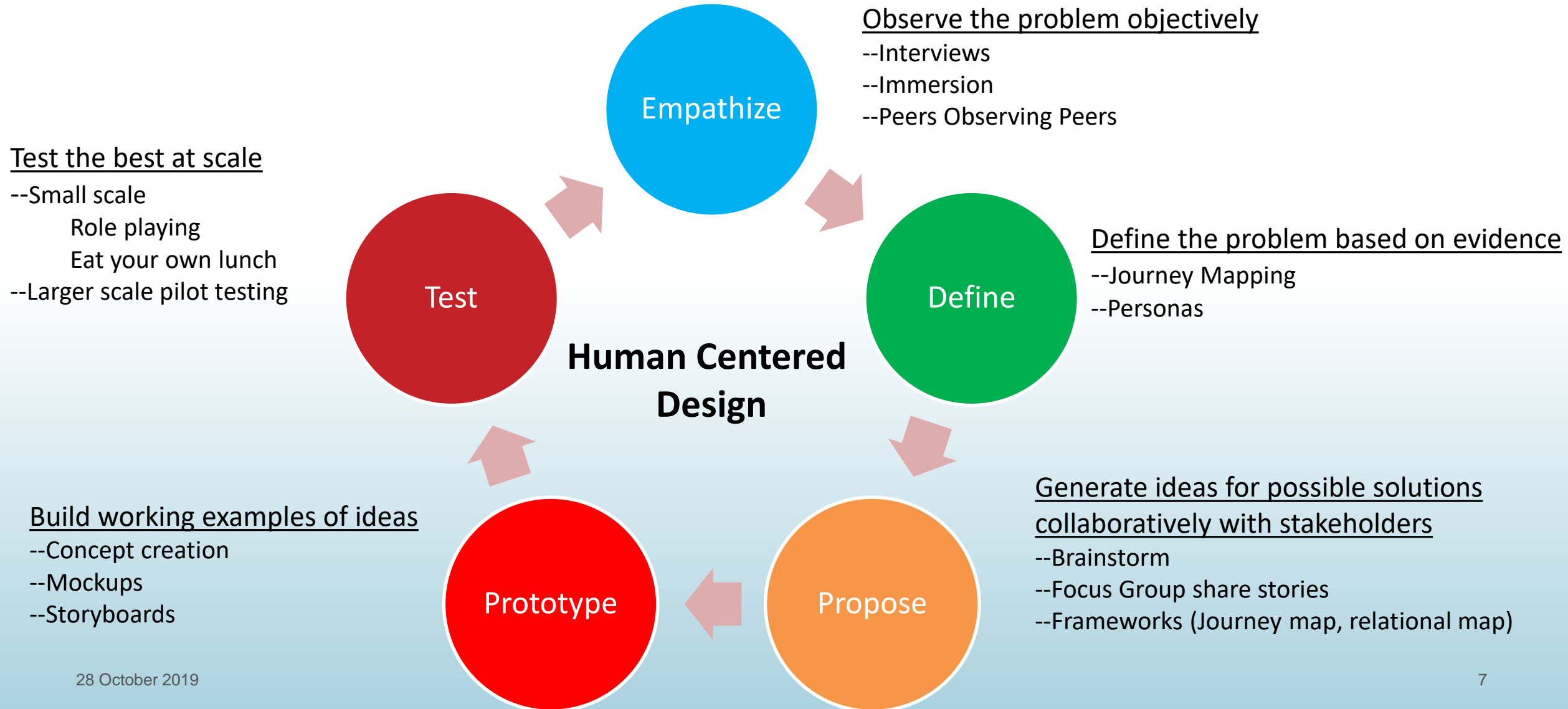


How can programs and delivery processes be better designed to serve these end-users?

HCD: Series of steps to arrive at a collaborative solution



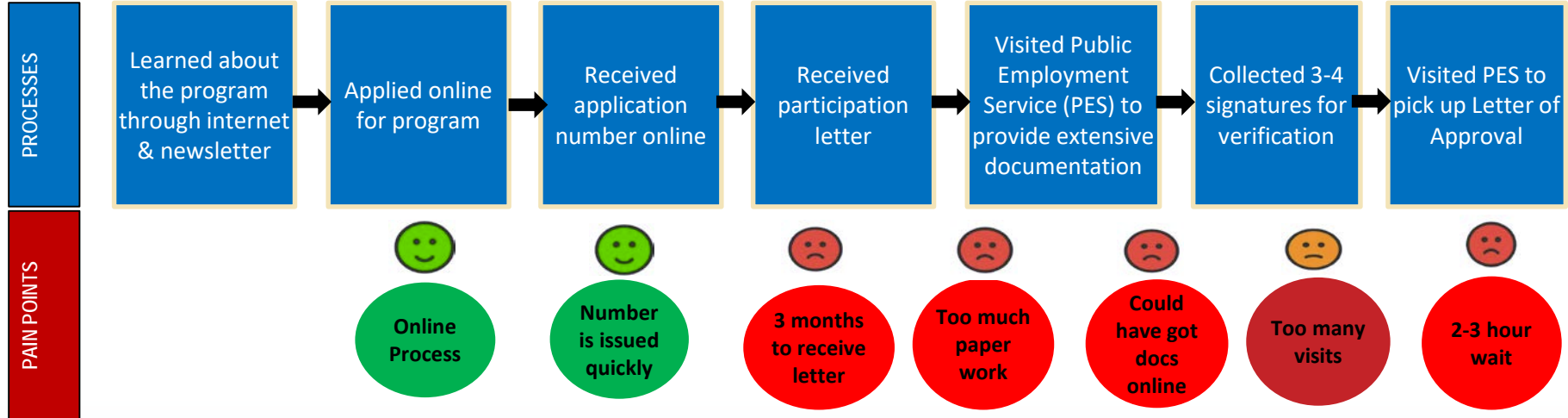
HCD: Series of steps to arrive at a collaborative solution



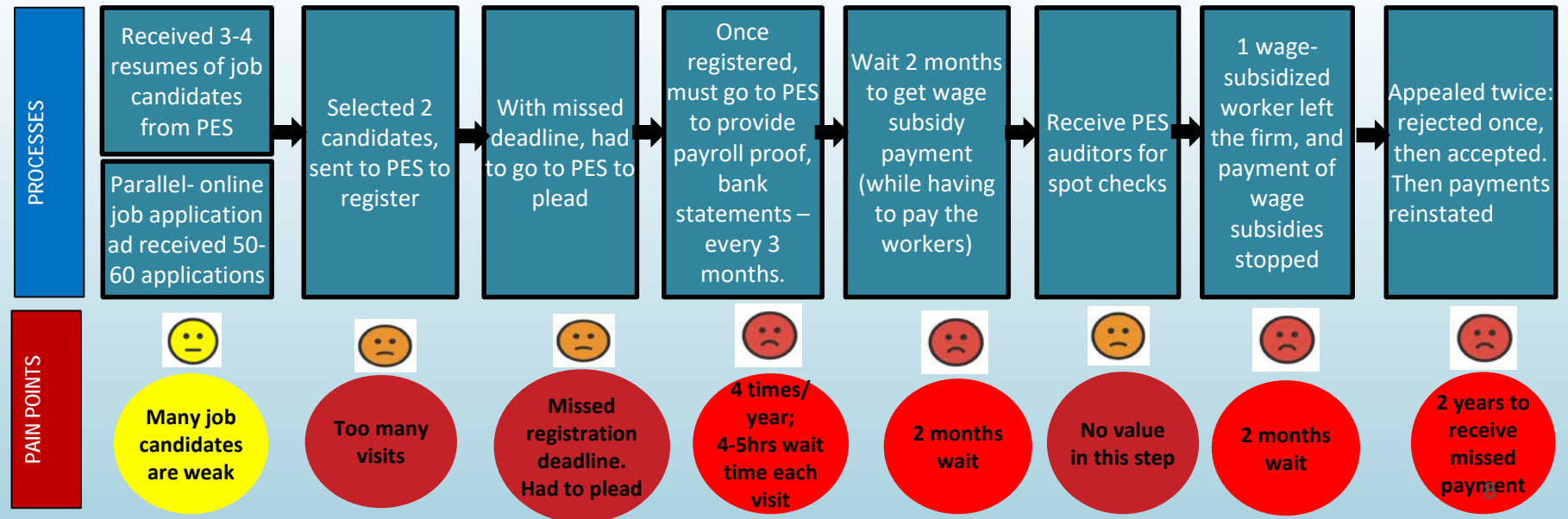
Journey Mapping: Wage Subsidies for Firms to Hire More Workers (experience of a travel agency)



The process of outreach, intake and registration



The process of enrolment, implementation, payments and case management



Advantages of building *personas*

- **Personas** are archetypes that represent different user types relevant to the program.
- A single persona **represents many individuals' aggregated experiences and behavioral patterns**, beyond their demographic data, like age, race, or gender.
- *Personas* help program designer focus on **manageable and memorable cast** of character instead of getting lost in details
- *Personas* are particularly helpful for those who may not interact with end users, yet are responsible for generating processes, products, and protocols that directly impact these individuals.



Prototyping Interventions in Madagascar Nutrition Program

- Madagascar's National Nutrition Program has been using HCD for several years to design more effective behavior change interventions
- The “prototyping” phase of HCD has allowed the program to test several early concept ideas with beneficiaries, focusing on those with promise.
- The HCD approach has led to testing the impact of adding in a home visit and community meetings on healthy development with behavioral “nudges” to boost children’s development.
- The National Nutrition Office is seeing a shift in mindset from designing for beneficiaries to designing with beneficiaries.



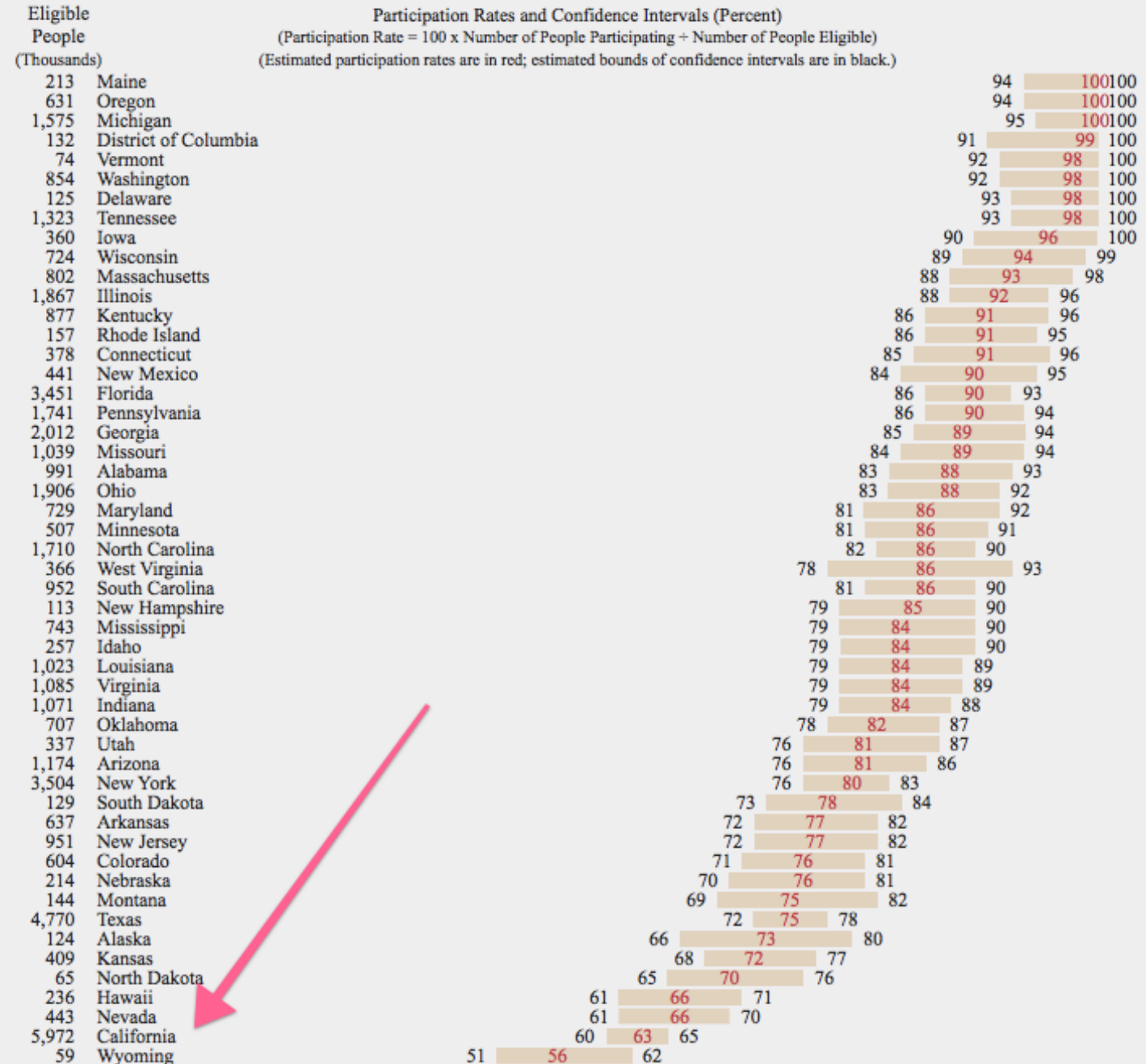
Source: Madagascar: Nutrition & Health Project, The World Bank

Testing:

Challenge of Low Take-Up Rates for Food Stamps Program in California (USA)



How Many Were Eligible in 2012? What Percentage Participated?







Language English Go

[Create A MyBenefits Account](#) | [Sign In](#)



Hard to apply

[Contact Us](#)



[Help](#)

Announcements

[Assistance](#)



Welcome,

This website is a fast and easy way for California residents to learn about and apply for medical, food, and cash assistance programs. MyBenefits CalWIN also provides ongoing access to secure and private benefit information. Select a topic below to get started or sign in to your account.

Community Based Organization, [get started here](#).

Sign in to your MyBenefits CalWIN Account

Username

[Sign In](#)

[Forgot Username?](#) | [Create New Account](#)

[View MyBenefits](#)

[See if I Am Eligible](#)

[Apply for Benefits](#)

[Report My Changes Or Renew Benefits](#)

MyBenefits CalWIN allows you to:

- ☒ Check your benefit status and amount
- ☒ See if you are eligible for other assistance programs
- ☒ Apply for benefits or Continue an application
- ☒ Submit your reports or renew your benefits online

[View MyBenefits](#)

Simple, mobile application

Get help putting
on the table

Apply for food stamps in 10 min

Apply now →

This website is a free, non-profit service to help California residents apply for CalFresh (food stamps).

[Learn more about this website](#)

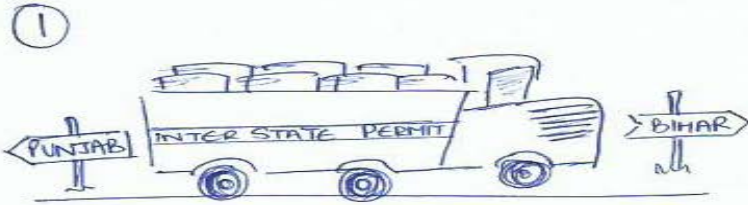
cal

1- What's your first name? *

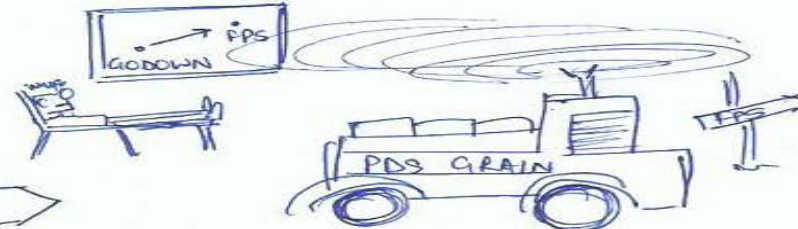
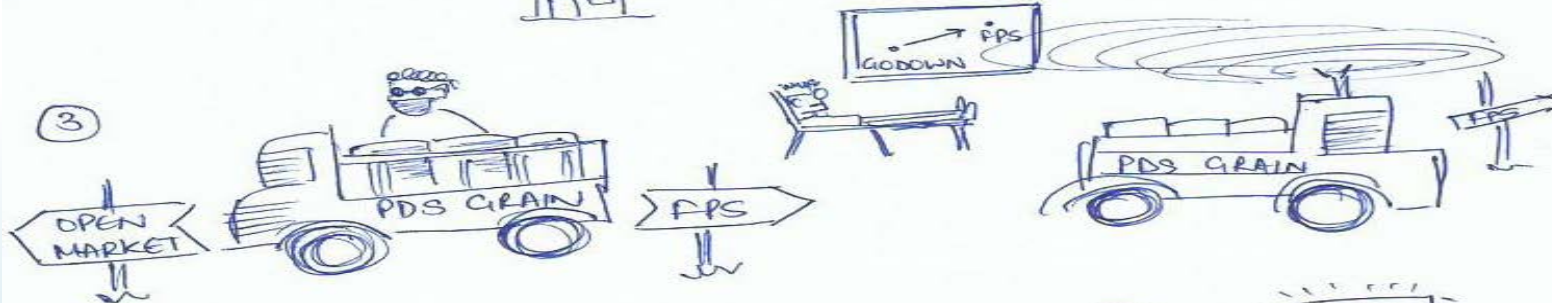


In-Kind Subsidy Reform at Scale: India PDS

Before . . .



After . . .



1.Procurement of grain through decentralized market-based scheme

2.Allocation of grain to shops through Electronic funds transfer and e-tickets

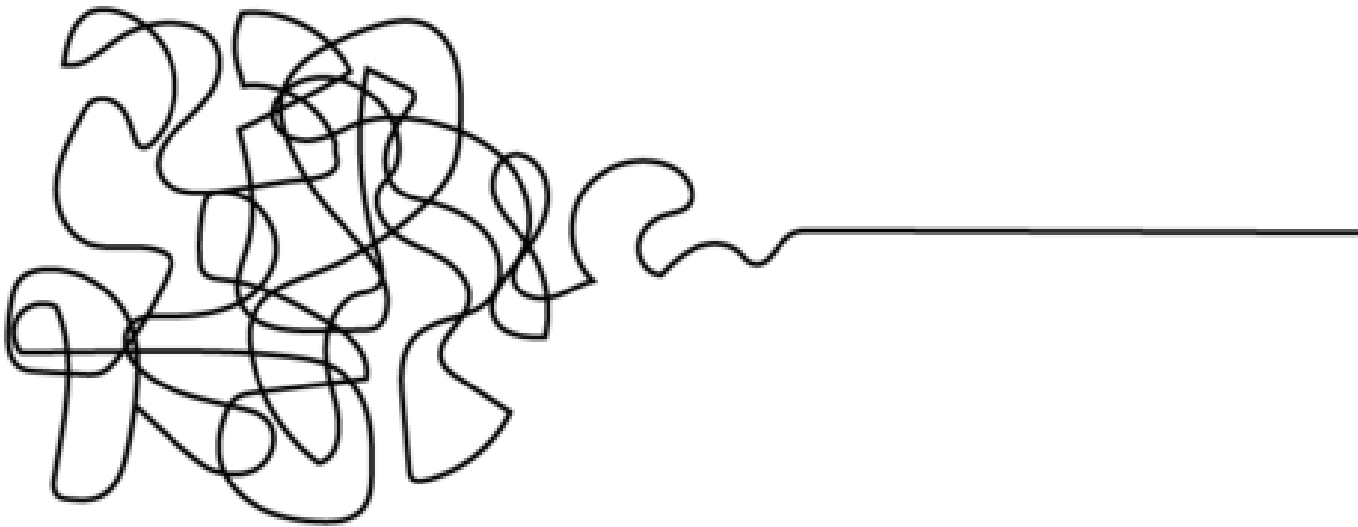
3.Transportation by private contracted trucks tracked by GPS from warehouse to shops

4.Distribution of grain using electronic scales with digitally recorded receipt

5.Allocation to shops based on low-income individuals in Socioeconomic Census

UNCERTAINTY

FOCUS



DISCOVERY

DESIGN

DELIVERY

Designing solutions to deliver
social protection systems...

- We move **rapidly** from a **problem statement** to **solution**.
- There is **no right answer**
- **Many stakeholders** and factors affect outcomes
- Having **deep understanding of people** while seeing the bigger picture
- Spend considerable time **understanding the problem** and generating alternatives
- Gaining **clarity and conviction** despite incomplete information
- Discovering and **choosing interventions that have impact**