



# HCD PLANNING AND BUDGETING TIPS

### WASH-HCD CONNECTION

The most successful HCD initiatives within WASH programs are those that are thoughtfully planned out and realistically budgeted from the very beginning. While the HCD process could be resourced activity-by-activity, it is more practical to explore budgeting options for two applications of HCD in a program: (1) “HCD Sprint”, and (2) “Full HCD”.

### SUMMARY (see page 2 for detailed comparison of activities)

Cost Consideration	HCD ‘Sprint’	‘Full HCD’
Outcomes	<ul style="list-style-type: none"> <li>Discovery research report with actionable insights</li> <li>1 or 2 refined solution ideas to be embedded into future pilots/activities</li> </ul>	<ul style="list-style-type: none"> <li>Formative research report</li> <li>Output of testing, with 1 or 2 refined ideas to be embedded into future pilots/activities</li> <li>Final Design of the solution idea(s)</li> </ul>
Approximate budget	<ul style="list-style-type: none"> <li>Minimum US \$50k (as of September 2022)</li> </ul>	<ul style="list-style-type: none"> <li>Minimum US \$100k (as of September 2022)</li> </ul>
Personnel	<ul style="list-style-type: none"> <li>1 lead social researcher/HCD expert</li> <li>1 co-researcher</li> </ul>	<ul style="list-style-type: none"> <li>1 lead social researcher/HCD expert</li> <li>1 co-researcher</li> <li>1 designer/engineer/product/business expert (depending on design challenge)</li> </ul>
Time commitment	<ul style="list-style-type: none"> <li>2 months full time</li> <li>4 months 50% time</li> </ul>	<ul style="list-style-type: none"> <li>6 months full time</li> <li>1 year 25-50% time</li> </ul>



# HCD PLANNING AND BUDGETING TIPS - Activity Comparison

HCD Phase	HCD 'Sprint' Activities	'Full HCD' Activities
DISCOVER	<ul style="list-style-type: none"> <li>● Developing research material for all rounds of research and testing</li> <li>● Organizing logistics for all fieldwork (local authority permissions, transportation, materials preparation etc)</li> <li>● Two rounds of fieldwork               <ul style="list-style-type: none"> <li>○ Exploratory research to uncover actionable insights, Identifying early solutions, technologies, and business models to tackle our goal(s)</li> <li>○ Convergent formative research to dive deeper into interesting findings and test them through simple prototypes/research probes</li> </ul> </li> <li>● Analyzing and synthesizing findings into actionable insights</li> </ul>	<ul style="list-style-type: none"> <li>● Developing research material for all rounds of research and testing</li> <li>● Organizing logistics for all fieldwork (local authority permissions, transportation, materials preparation etc)</li> <li>● Two rounds of fieldwork               <ul style="list-style-type: none"> <li>○ Exploratory research to uncover actionable insights, Identifying early solutions, technologies, and business models to tackle our goal(s)</li> <li>○ Convergent formative research to dive deeper into interesting findings and test them through simple prototypes/research probes</li> </ul> </li> <li>● Analyzing and synthesizing findings into actionable insights</li> </ul>
CREATE	<ul style="list-style-type: none"> <li>● Designing and facilitating co-creation sessions with project partners to come up with intervention ideas based on initial findings</li> <li>● Designing early paper-based prototypes intervention ideas to be tested based on co-creation (sketches, pitch decks, etc)</li> </ul>	<ul style="list-style-type: none"> <li>● Designing and facilitating co-creation sessions with project partners to come up with intervention ideas based on initial findings</li> <li>● Two rounds (minimum) of prototype creation and testing fieldwork</li> <li>● Defining metrics aligned with the Design Strategy and goals of the project to measure the success of the prototypes</li> <li>● Building prototypes</li> <li>● Designing early paper-based prototypes intervention ideas to be tested based on co-creation (sketches, pitch decks, etc)</li> <li>● Analyzing the results</li> <li>● Final Design of the solutions based on the two round of testing with different users and stakeholders</li> </ul>
DELIVER	<ul style="list-style-type: none"> <li>● N/A</li> </ul>	<ul style="list-style-type: none"> <li>● Final pilot rollout recommendations</li> </ul>