



CO-CREATION

In this activity, participants in focus groups or interviews are asked to create a dream version of product or service. This requires the HCD team to have a particular focus in mind - such as latrines, or water filters or a marketing campaign. Participants are requested to describe three versions of solutions: current examples, a dream version describing any current solutions that they already have, then their dream solution and then a budget version. This process allows the research team to identify the potential trade-offs and optional features. The desired attributes are then balanced with technical feasibility and market viability.

OBJECTIVE

Co-creation is an interactive activity which allows participants to describe the attributes that make a product or service ideal to them.

WASH-HCD CONNECTION

In WASH, this activity is often used to document the types of latrines, water services or even marketing campaigns that meet their desires. It helps to understand potential trade-offs and willingness to adopt.

TIMING

20-30 minutes

MATERIALS

- CARDS OR PAPER OR PHYSICAL PROTOTYPES
- PENS OR PENCILS

STEPS

1. **Plan.**
 - A. Clarify the participants, modality and format of your activity
 - i. Participants. Community members or stakeholders?
 - ii. Modality. Focus group or interviews? Combined with other activities?
 - iii. Format. Pen/Paper, cards, physical materials?
 - B. Prepare your materials
 - i. Cards, paper or other materials
 - ii. Note taking space
 - iii. Pen (small tip)
 - iv. Camera (smartphone or other)
 - v. Photography consent forms

★ *TIP: If using cards:*

1. *Print and laminate illustrated cards. Illustrations allow for more control than photographs*
2. *Design the set of cards to represent a careful range of contextual components. Include several blank cards*
3. *Print 1 set for each small groups of 3-7 people*
4. *Store each complete set in a small transparent plastic bag*



STEPS (CONTINUED)

2. Generate

During the interview or focus groups, and at the appropriate time follow these sub-steps.

- A. Clarify the objective and focus of this activity with participants. For example, latrines, handwashing devices etc.
- B. Introduce any materials to the participant(s). You do not need to clarify what each aspect represents, allow participants to use their own imagination.
- C. (optional) Ask participants to share their **current product or service**
 - a. Document the current experience product with a photograph.
 - b. Request the participant(s) to speak through their decisions. **Ask why? frequently.**
- D. Ask participants to share their dream product or service using the materials.
 - a. Document the dream product with a photograph.
 - b. Request the participant(s) to speak through their decisions. **Ask why? frequently.**
- E. Ask participants to adapt their dream product or service based on their **current ability** to pay.
 - a. Take a photo of the affordable version.
 - b. Request the participant(s) to speak through their decisions. **Ask why? frequently.**
 - c. What would change? How much would **this 'budget'** version cost?

Follow up with any emergent questions. For example:

- Which components are not feasible for this community? Are there any adjustments required to the provided materials images?
- Which components are the most/least important for this community? Why?
- Are there any materials, colors, or patterns that would make the product or service more attractive?

★ TIP:

1. *Continue to encourage participants to speak aloud decisions*
2. *In a group setting, explore any potential disagreements between participants*

3. Synthesize

- A. Depending on your data collection modality, synthesize data from a range of data collection or activities.
- B. Use the TOES framework to debrief a group of surprises, themes, extremes and opportunities.
- C. Use an insight generation format to support the development of concise findings.

4. Utilize

- A. Use photographs from the activity for documentation of the DISCOVER phase to illustrate challenges and opportunities.
- B. Use insights to develop design criteria for the CREATE phase.

