

Co-designing with community: **Develop, test, refine**

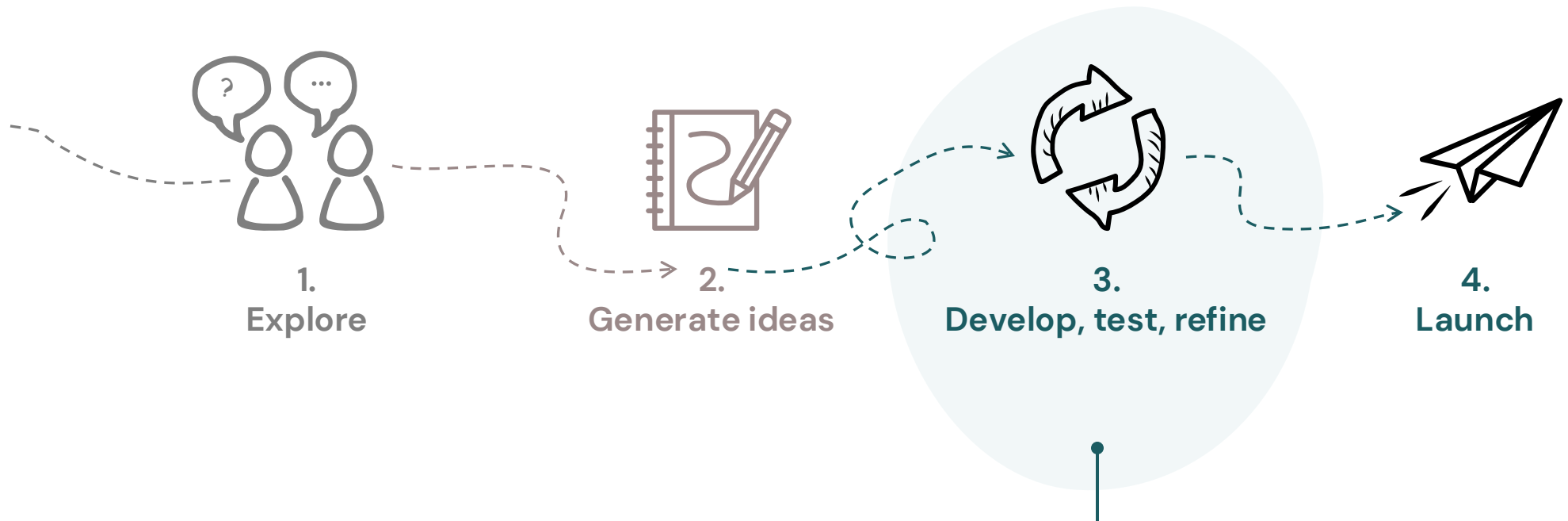
South Asian Violence Prevention
Trials in Auckland



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

 **ThinkPlace**
WāhiWhakaaro

Where we are in the process



The third stage of the co-design process **tests concepts and prototypes with users**.

Initially, prototypes should be **fast and low-fidelity drafts** to test whether they will benefit the end users.

With each iteration, the **drafts become more refined** and more detailed.



3. Develop ideas

Focus areas:



Iterate, iterate,
iterate

For this phase, we want to make sure that we don't just stick to the first thing we make, we want to keep testing and improving it.



1. How to **develop** ideas

Learning **tools and methods** that help you **develop you** in response to your opportunity area.



2. How to **test** ideas

Ensuring that the ideas you have developed are **aligning with the research findings** from the previous phase.

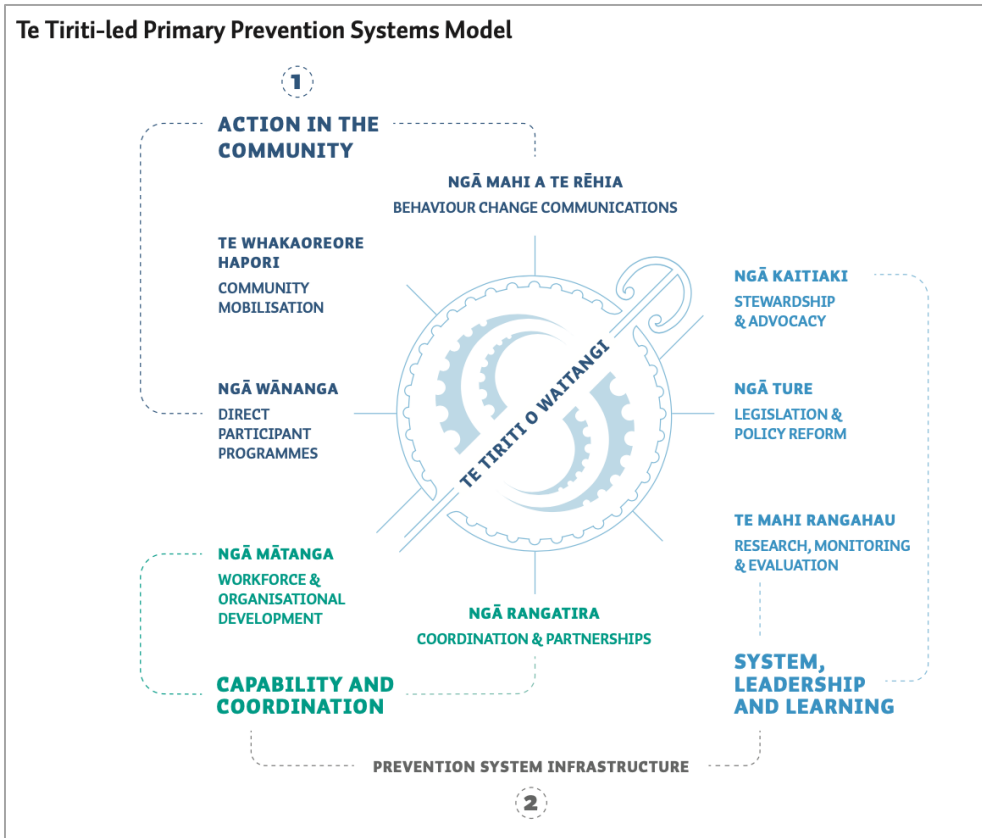


3. How to **refine** an idea

Learning tools and methods that help you capture feedback from your community and how to apply this to your idea.

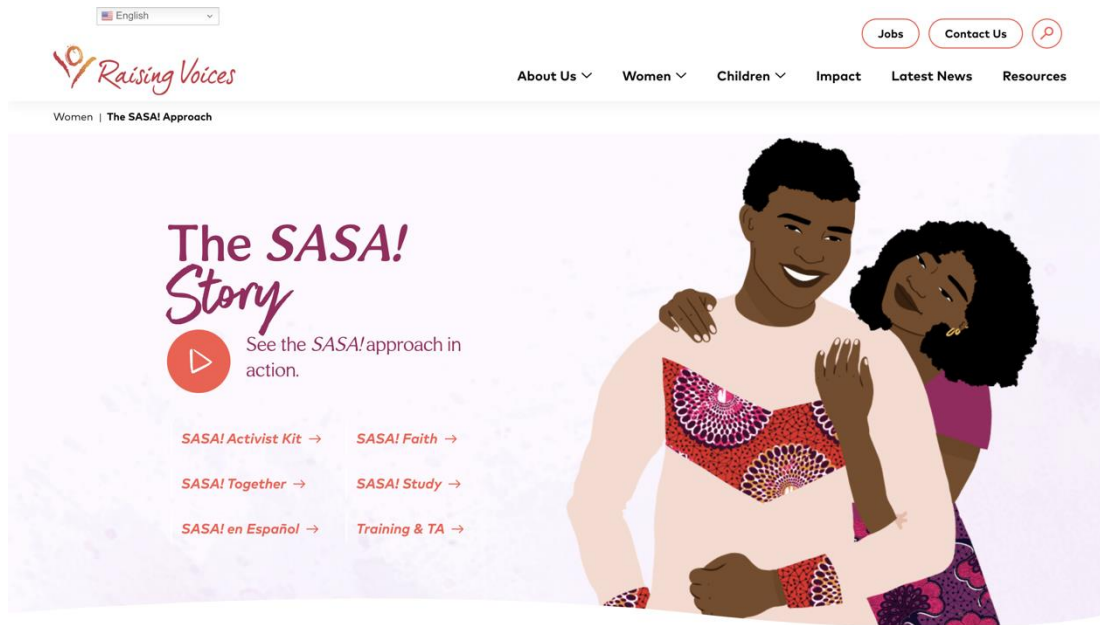
**What community mobilisation
looks like in practice**

Focussing our prevention mahi



- Prevention – Response – Healing
- Programmes and/ or prevention initiatives





SASA! is an evidence-based community mobilization approach to prevent violence against women. Developed with a combination of theory, practice and relentless optimism, **SASA!** encourages communities around the world to personally and collectively use our power to create safe, violence-free communities for women.

Raising Voices first published the *SASA! Activist Kit* in 2008, providing a new tool in the nascent field of violence against women prevention that translated theory to practice by combining behavior change, communications and feminist theory into a methodology. Witnessing the challenges—and in some cases, backlash—in using “gender” and “rights” in programming, **SASA!** reframed violence prevention by using the language of **power**.

The provocative content—coupled with interactive, tested and ready-to-use materials—supports activist organizations in cultivating strong, meaningful relationships within their communities as they work together to change the norms that perpetuate violence against women.

Over the years, **SASA!** has been adapted and implemented in **at least 30 countries by more than 75 organizations** around the world. In 2012, the *SASA! Study* demonstrated that **SASA!** could help create community-level change, realizing its vision of safer communities for women by decreasing women’s risk of experiencing physical violence from their male partners by 52 percent.

Raising Voices has continued to evolve and adapt the **SASA!** approach in response to the unique needs of communities and to the growing field of violence prevention with *SASA! Faith* and *SASA! Together*.



The Evolution of SASA!

Raising Voices is committed to rigorously learning and strengthening *SASA!* There are three main *SASA!* publications.



SASA! Together

Published in 2020, *SASA! Together* draws on a decade of learning, implementing and studying **SASA!** and other work in the violence prevention field for the latest community mobilization programming.

[Learn More](#)

SASA! Faith

Published in 2016 with Trócaire, *SASA! Faith* is designed to support religious institutions, primarily Muslim and Christian, to prevent violence against women within faith-based communities.

[Learn More](#)



SASA! Activist Kit

Published in 2008, the “original” **SASA!** was rigorously tested with a randomized controlled trial and widely used until 2020.

[Learn More](#)



HEART

Telling the HEART story

<https://www.heartmovement.org.nz/heart-gallery>



HOME ABOUT OUR TEAM 2023 LEARNING CONNECTING ACTION INFLUENCE



SCROLL

The HEART Movement is a community-led initiative in Tamaki, East Auckland, which celebrated its tenth anniversary in February 2022.

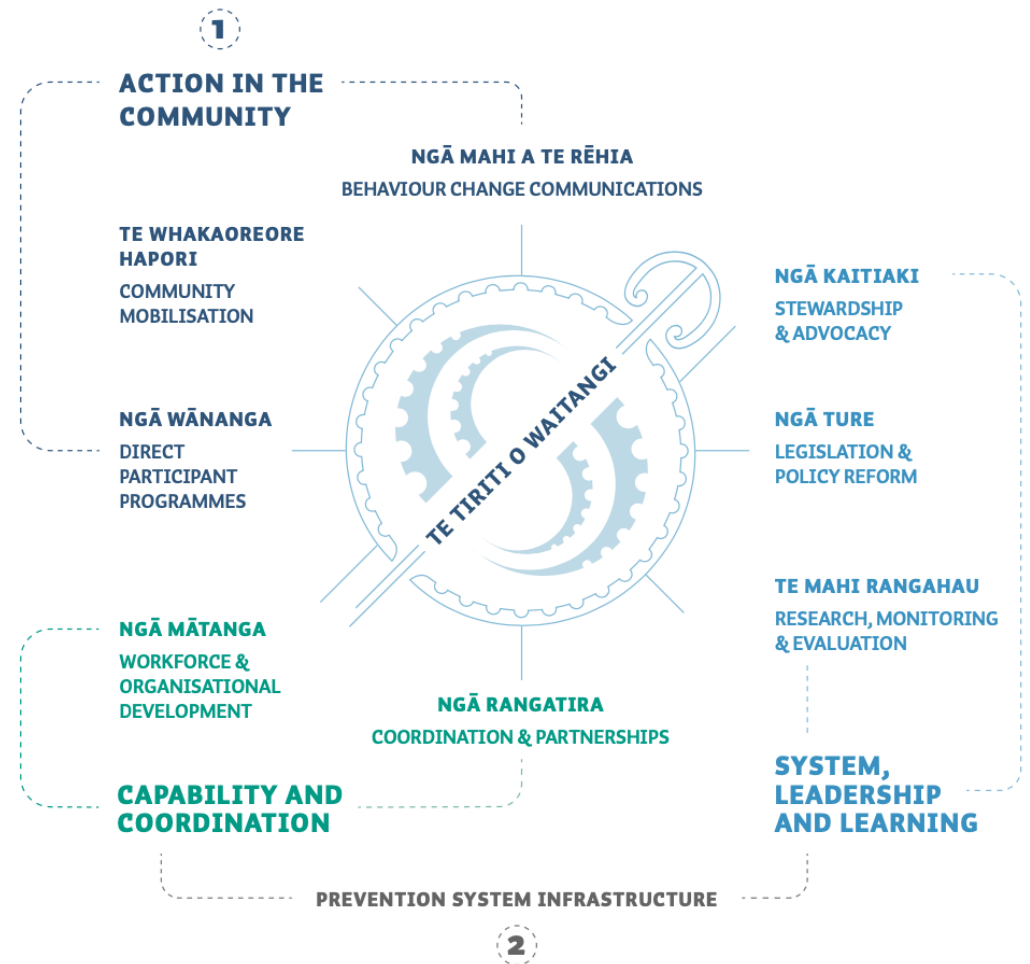
HEART was developed from conversations between community organisations and community members about working to prevent family violence before it happens rather than only responding to violence after it has occurred.



Group Discussion

- What are the best prevention initiatives you have seen in your community?
- Why did they have such a good impact?
- How did those initiatives embed culture to make such an impact?

Te Tiriti-led Primary Prevention Systems Model



Developing your idea



Group Discussion

1. Write your concept on a post-it (2 minutes)
2. Take turns to put your idea on the wall and share out (5 minutes)

Example: detailed concept card

What is your concept

Concept Name: *Getting students on the bus*

Which specific group is this initiative serving?

- *Young people / students*
- *students with low / no income*

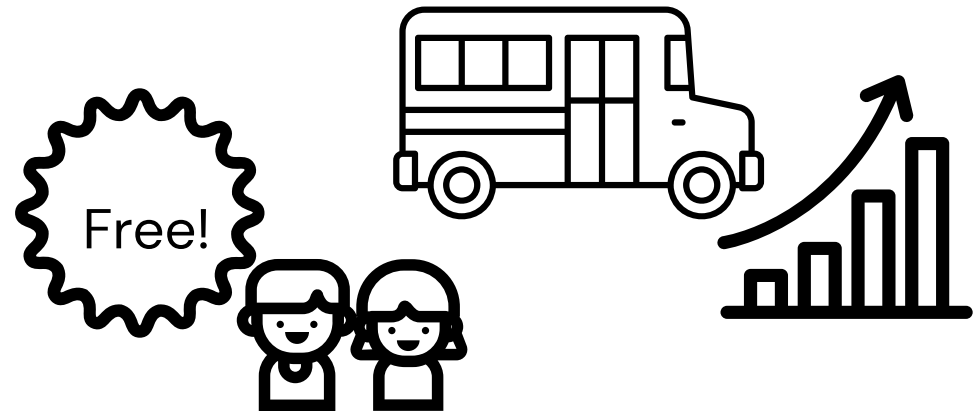
What needs does it meet?

- *The need to get to school/uni and they don't have another method of transport*
- *The need to get to school/uni without having to spend a fortune every week*

What are the objectives of this initiative?

- *Increase access to busses for youth*
- *Increase attendance at school/uni*

Sketch it out



List the specific features of your concept

1. *Free bus fares for students*
2. *Responsive timetables*
 - *Bus times aligned with busy lecture and school class times*
 - *Increased services at peak times*
3. *Link school and uni ID cards to bus network to reduce number of cards students need to carry*

Example: detailed concept card

How you'd bring your concept to life	Risks and ways to mitigate them
Key people / partners / collaborators <ul style="list-style-type: none">• Bus network + facilities• School (all levels)• Universities• Council	<ul style="list-style-type: none">• Busses full due to popularity (mitigated by volume tracking and timetable increases)• Not enough bus drivers (running recruitment rounds in the lead up to launch date)
Resources required (e.g. knowledge/expertise required or physical resources) <ul style="list-style-type: none">• Drivers (XFTE per day)• Sufficient funding• Technology to create linked networks and data	Assumptions <ul style="list-style-type: none">• All high school and intermediate kids have ID cards• The increased focus on students won't impact regular commuting

Example: detailed concept card

Why you think it'll work	
What protective factors is it supporting? <ul style="list-style-type: none">Supporting autonomy and education	What will signal that this initiative is working for your community? <ul style="list-style-type: none">If our busses are full and we need to increase the number of servicesIf we see an uptake in services by young people
What other evidence supports this idea? <ul style="list-style-type: none">Education is a powerful tool to change lives.	
How is this initiative idea culturally relevant and sensitive?	What makes it different to what already exists? <ul style="list-style-type: none">Its free whereas current busses cost and add up over the week and across familiesMoney is often the barrier so we think removing the risk of embarrassment of not having the funds to get on the bus will help people be more likely to jump on



Activity: detailed concept card – SAT

What is your concept

Concept Name:

Which specific group is this initiative serving?

What needs does it meet?

What are the objectives of this initiative?

Sketch it out

List the specific features of your concept



Activity: detailed concept card – SAT

How you'd bring your concept to life	Risks and ways to mitigate them
Key people / partners / collaborators	
Resources required (e.g. knowledge/expertise required or physical resources)	Assumptions



Activity: detailed concept card – SAT

Why you think it'll work

What protective factors is it supporting?

What other evidence supports this idea?

How is this initiative idea culturally relevant and sensitive?

What will signal that this initiative is working for your community?

What makes it different to what already exists?

**Testing and getting feedback
on your concept**



Group Discussion

Thinking about your communities and the way they already operate, what are some ways you think you **might present your initiative idea** to your communities?

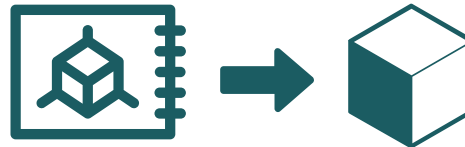
Prototyping

After you have developed your concept, it is important to **test it with those who will use it**. Whilst it is possible to put the concept card in front of people for feedback, it is much more effective to give them something tangible to react to. This is why we prototype.

With a prototype, we aim to create something that is just real enough to test out a hypothesis, to create it fast and to test it fast. It certainly won't look polished or complete, and that's ok!

Prototyping is not only about making, it is a process to learn, iterate and refine based on user need

To put it simply, a prototype is:



An idea made tangible
and concrete



A learning tool



A way to think with
your hands



A way to get feedback
on an idea or concept

Be specific with what your prototype is testing

When building a prototype you **need to know what part you are wanting feedback on** – this will tell you **what parts you need to create** to test your theory/hypothesis.

This could mean mapping out the exact experience of the product, but only prototype building the steps/components you want to test.

“You use prototyping to process the ideas themselves and to help you think through the idea better.”

Chris Nyffeler,
IDEO Executive Design Director

Why prototype



It builds **emaphthy** with people who use and interact with the product, system or service



It allows for all **assumptions to be tested** – even the ones we weren't aware of having



It **empowers** the people who will be impacted by the change or idea by actively involving them in the solutions development, giving them ownership over it



We get feedback faster and earlier in the process which helps to **save time and money**



It helps us understand the **user's perspective** of how something might work



Its's likely to lead to a **successful implementation** as end users have been on the journey

Example: Creating a budgeting service

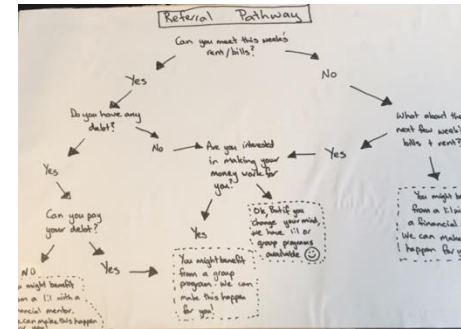
Iterating a prototype over time, moving from lo-fi to more detailed concepts



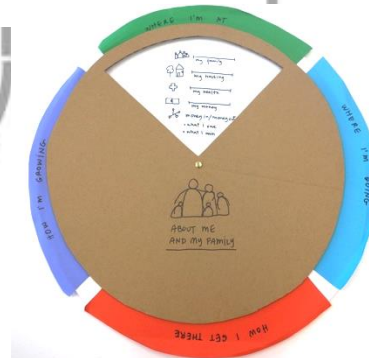
A range of budgeting services prototypes developed with the sector



Refined prototype by the design team tested again with trusted partners in the sector



Prototyping with service providers of the referral process



Prototypes were iterated further by the design team and the next round of prototyping sessions were scheduled

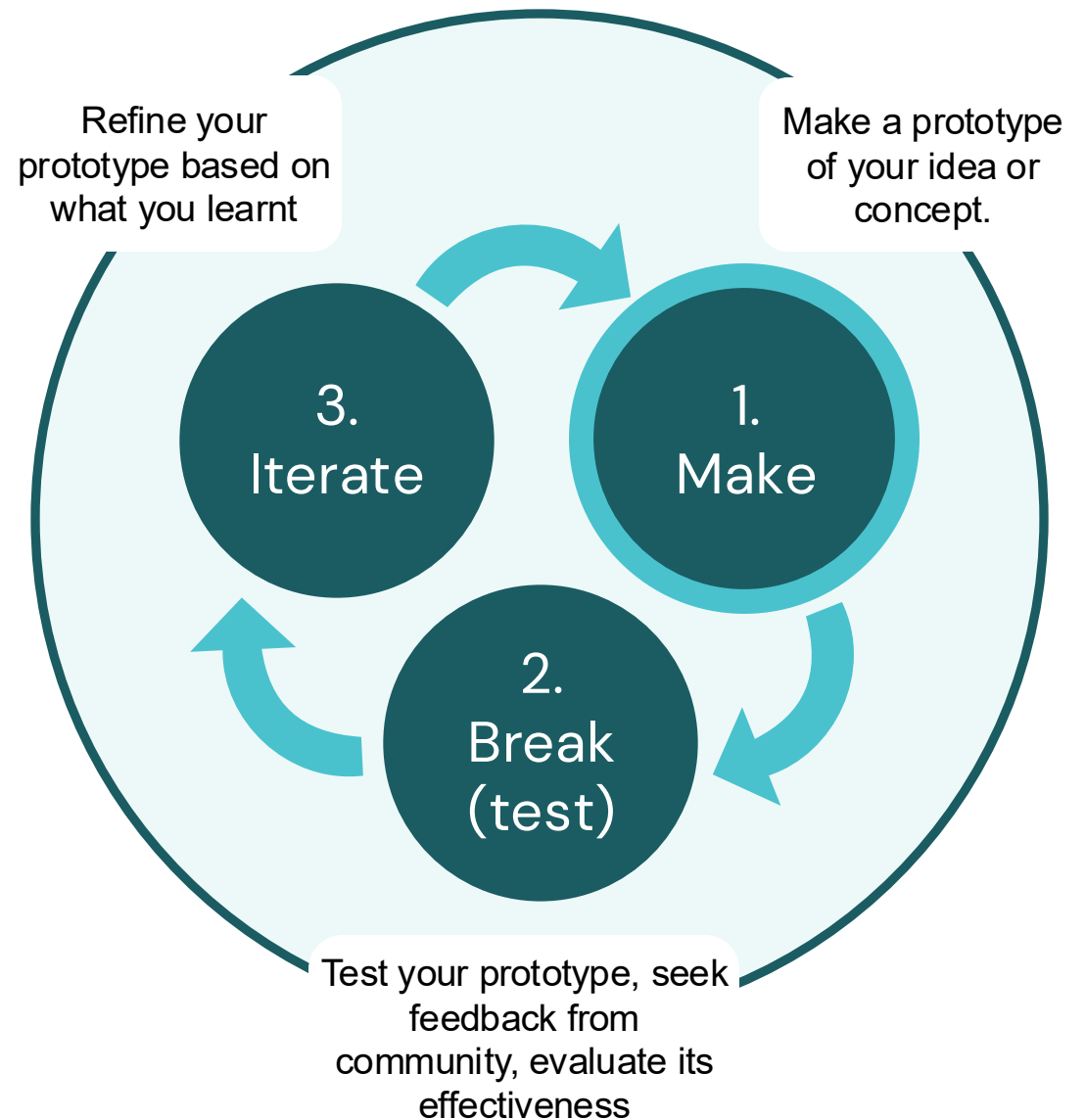
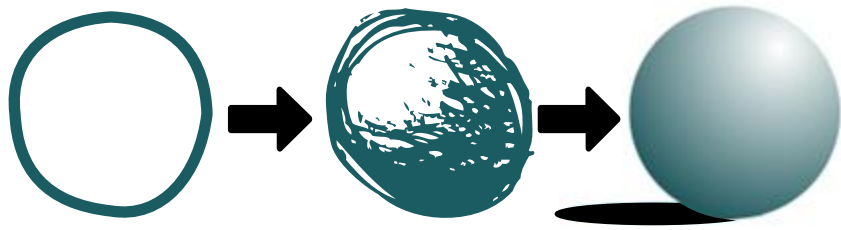


Second iterations prototyped with Budget Advisors and clients.

The process

Keep prototyping and iterating until you have tested all the aspects of your concept with your users and trusted partners!

Start low-fidelity, as you learn more, the more polished and high-fidelity your prototype will be.



Prototyping mindsets

From before



Make it



Learn from failure



Iterate, iterate, iterate



Empathy

But also



Show don't tell



Embrace experimentation

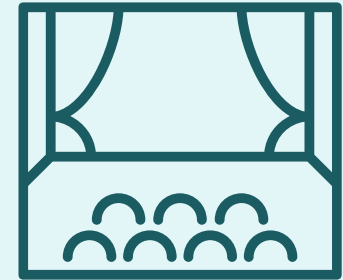
Methods of prototyping



Drawing / Sketching /
Doodling



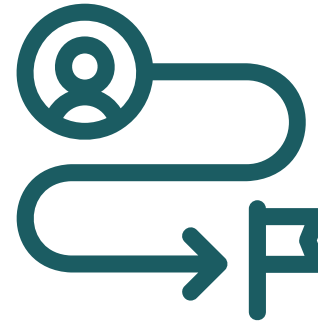
Build it



Storytelling or role-
play



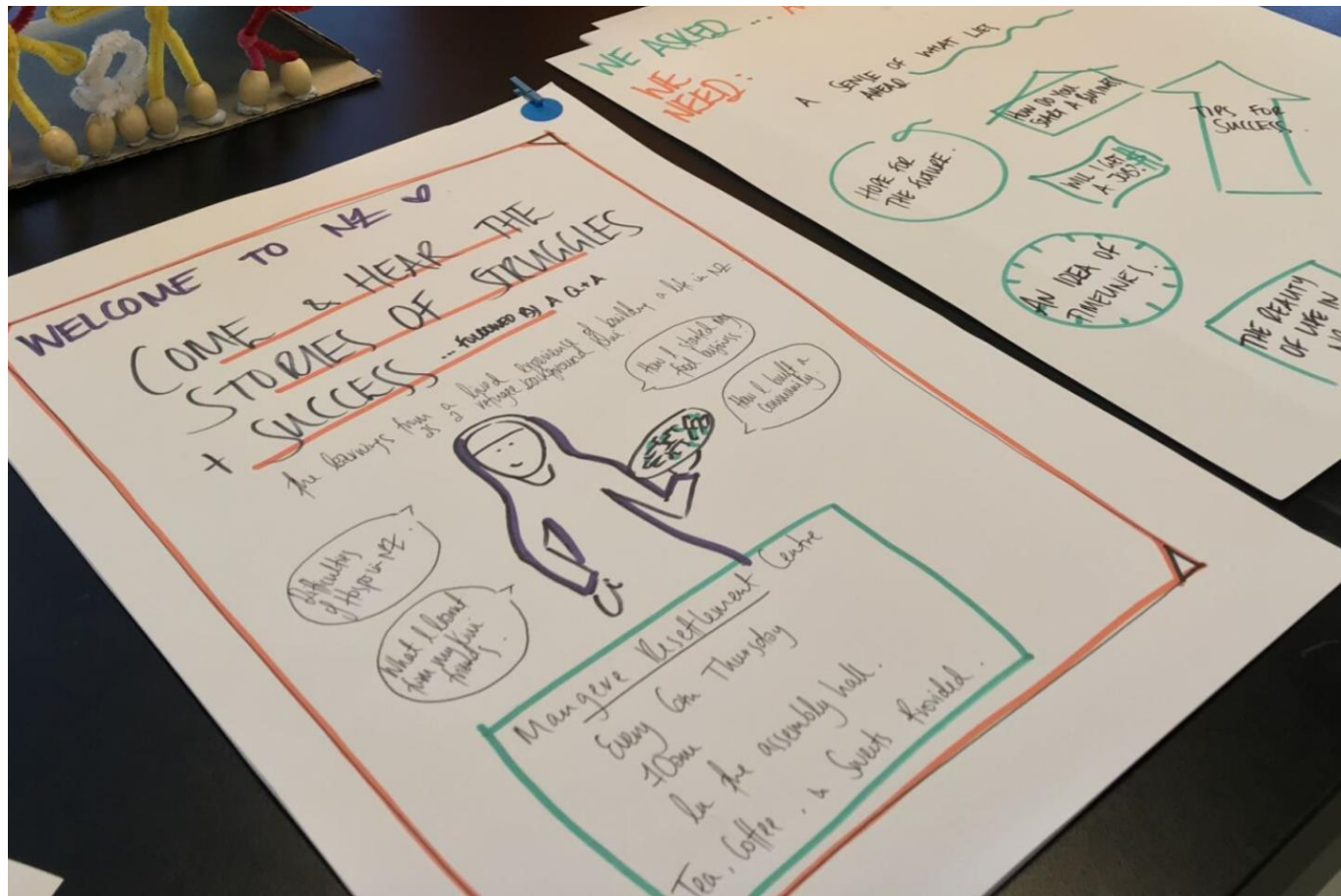
Storyboarding



Interactive walk-
through

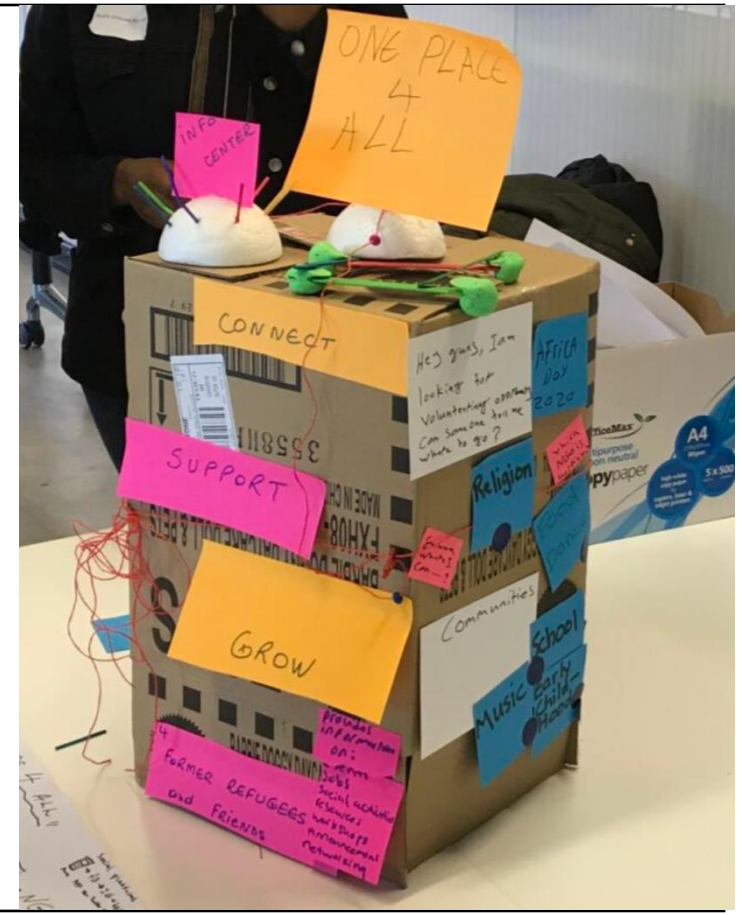
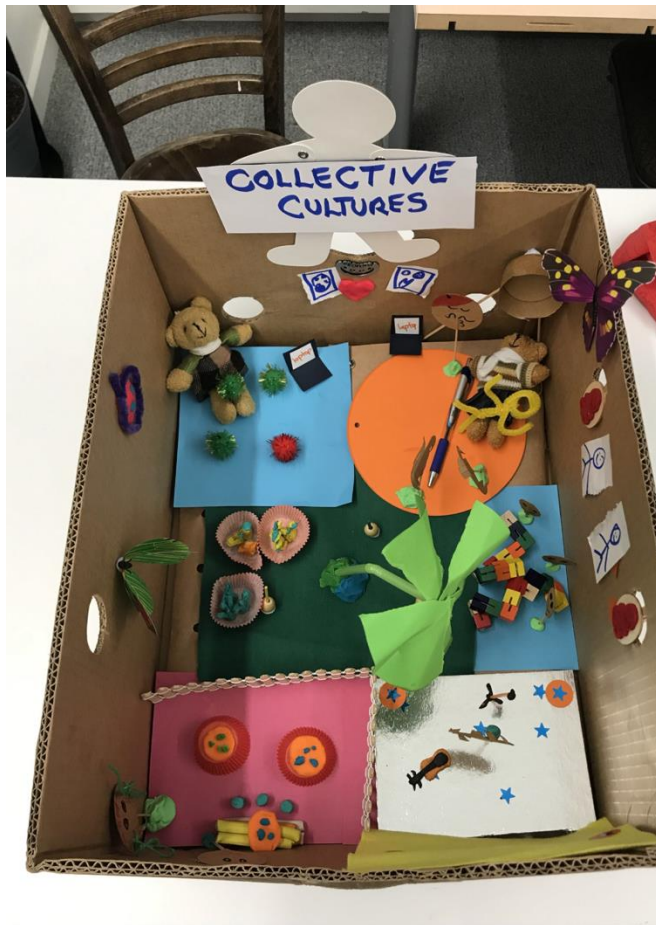
Drawing / Sketching / Doodling

Put your pen to paper and draw what your concept will look like in real life. Include annotations/notes about what is going on in your drawing. Remember – stick figures are okay!



Build it

Get some crafty materials and build your concept. This will give you something physical to test. Some people find it easier to speak to something tangible rather than an abstract concept.



ThinkPlace co-facilitated World Refugee Day

Storytelling or role-play

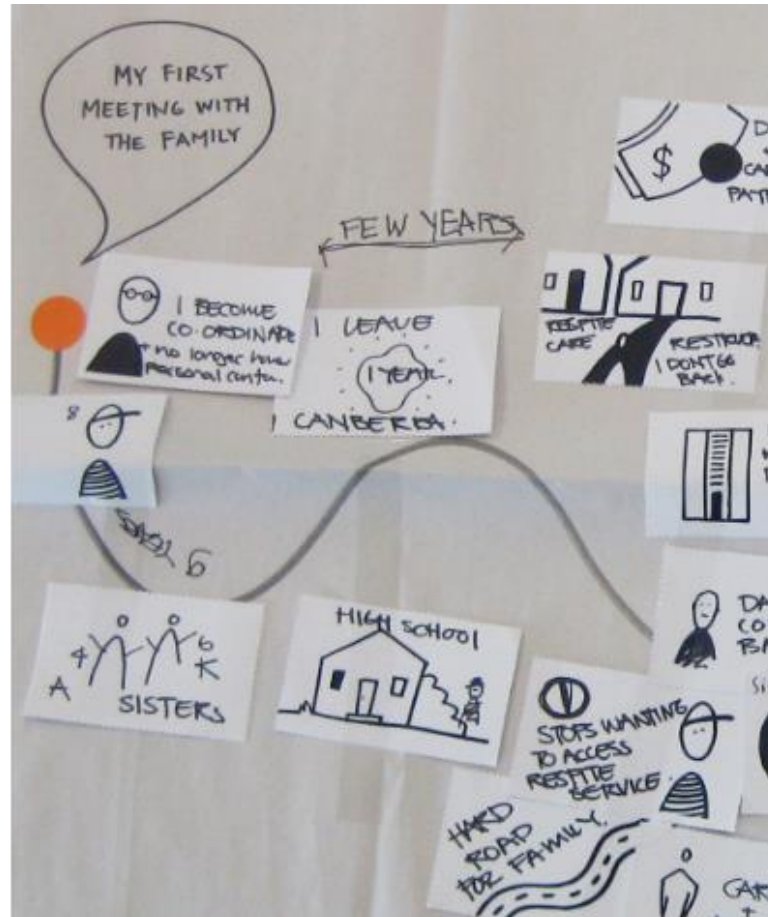
Tell a story about your concept and the key characters and how your concept is adding value to their lives.



ThinkPlace co-facilitated World Refugee Day

Storyboarding

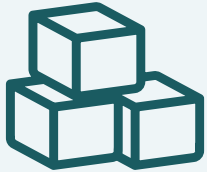
Show us how your concept is used, scene by scene.
What is the story you are telling in each scene?



Interactive walk-throughs

Set the experience up and act out what it will look like with your users. This is a mix of building in 3D some of the elements and roleplaying to really demonstrate your concept.





Activity: preparing to prototype – SAT

Before you start developing your prototype, you need a clear plan, outlining the aims so that everyone can work towards it:

What are the **aspects** of your initiative concept that you would like to prototype?

What **assumptions** are we testing? What do we want answers to?

How will you prototype?
E.g. Roleplay? Storyboarding?



Activity: develop your prototype – SAT

Using the tools in the room, develop your first prototype of your initiative concept.

Remember – *Give only enough detail so the user understands what and how your idea could work in their environment. Scruffy is good! Users find it easier to critique your work without fear of hurting your feelings if it looks draft and incomplete.*



Group Discussion

Thinking about your cultural practices, the knowledge you have of your community and how you've engaged in the past...

...what are some ways you might test a prototype with your specific community?

Testing your prototype

Its important to plan the testing process to ensure people feel like they give feedback openly and honestly, and you have a way of collecting this feedback.

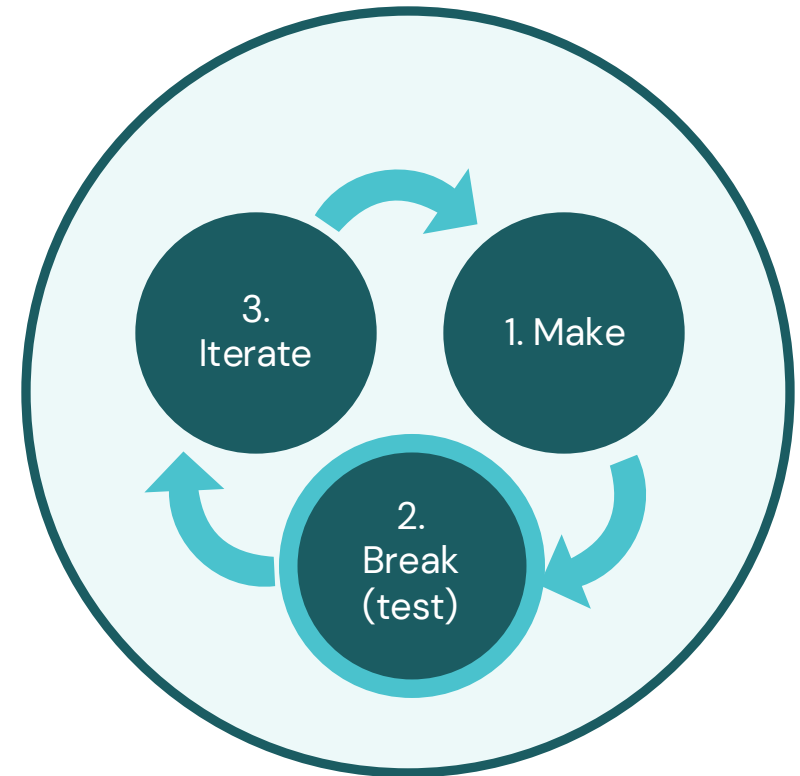
Testing formats

Discussions:

- Sit down with your testers and show your prototype to them and ask them some questions e.g.
 - what works well
 - what could be improved
- It is best to do this 1 to 1
- This is often the best method for the first few iterations of your prototype.

Observations:

- Put your prototype in front of your testers, and watch and take note of what they **say** and **do**
- You may ask them at the start to think out loud so that you can see their thought process when they are using the tool
- You can also step away from your prototype and leave it unattended to observe people's feedback when you aren't around. You can also get them to write out their feedback.



Make sure you have a method for capturing feedback – this is critical!



Activity: creating a test plan – SAT

Who are you testing with?

Where are you testing?

How will you test e.g. discussion/observation

How will you **capture feedback**?

What **questions** do you want to ask?

Are there any **risks** you need to mitigate?



Activity: test your prototype – SAT

1. Pair up with another group
2. Take turns sharing your prototype and getting feedback from the other group.
3. Remember to write down the feedback you receive!

Refining your idea

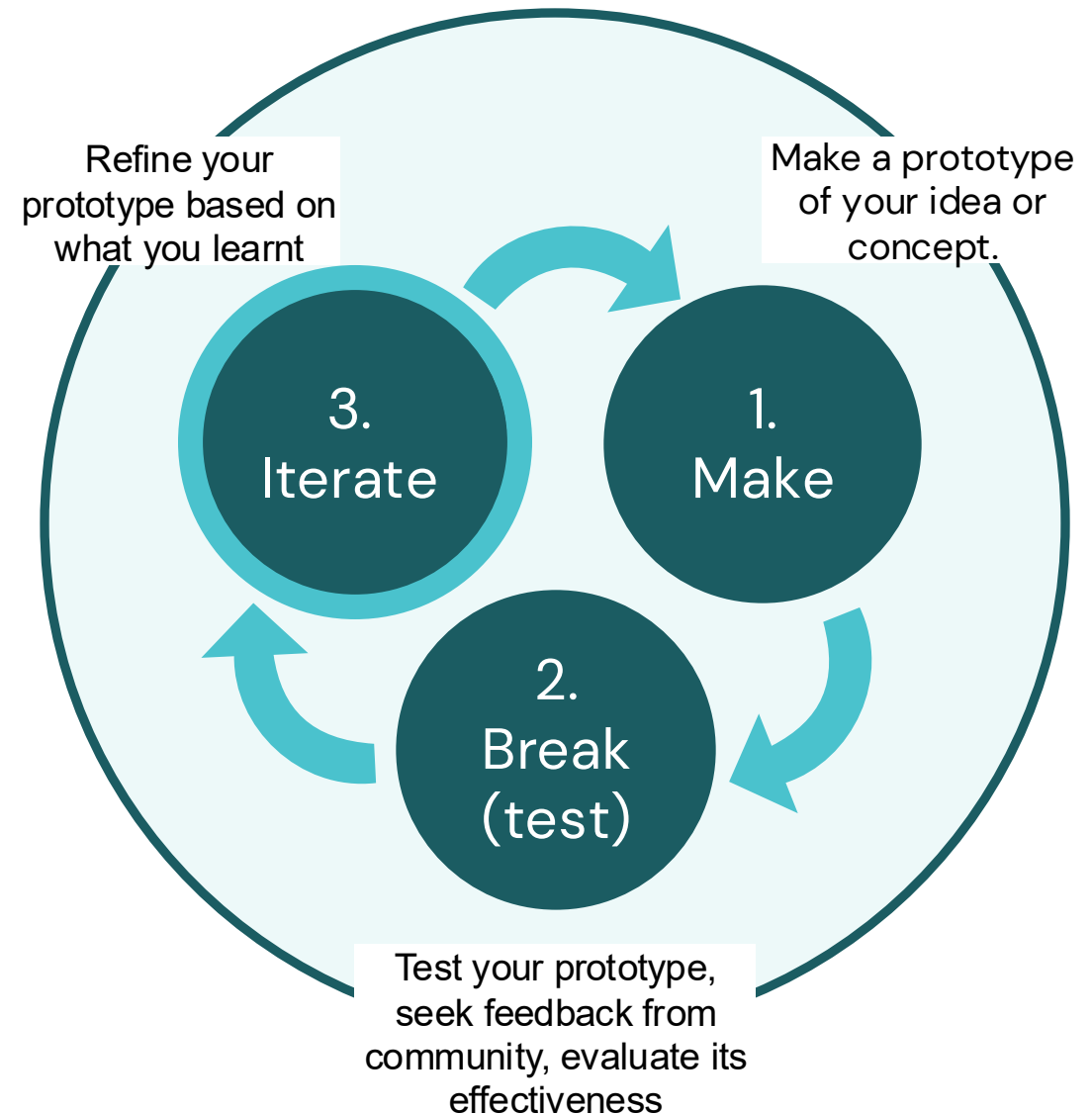
Refining our ideas

Reflecting on feedback is a **key step** to any good design process.

During this reflection process –**remain curious and open** to ensure you are really considering your communities feedback and views.

You may get some **surprising feedback from community** that might differ between people or not align with your assumptions – **this is okay!**

This what the testing period is for and **you should expect to be learning new things.** This just suggests you need to do more refinement of your idea and testing.





Activity: reflecting on your concept – SAT

What worked?	What didn't?	What changes do we need to make to our concept?
What new ideas emerged?	What questions came up?	



Activity: detailed concept card – SAT

What is your concept

Concept Name:

Which specific group is this initiative serving?

What needs does it meet?

What are the objectives of this initiative?

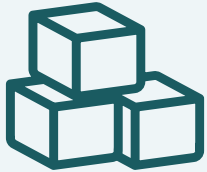
Sketch it out

List the specific features of your concept



Activity: detailed concept card – SAT

How you'd bring your concept to life		Risks and ways to mitigate them	
Key people / partners / collaborators			
Resources required (e.g. knowledge/expertise required or physical resources)		Assumptions	



Activity: detailed concept card – SAT

Why you think it'll work

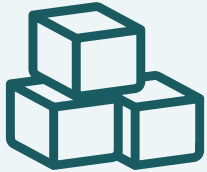
What protective factors is it supporting?

What other evidence supports this idea?

How is this initiative idea culturally relevant and sensitive?

What will signal that this initiative is working for your community?

What makes it different to what already exists?



Activity: Engaging community to develop/test ideas

Think about how you might involve your community in the process of developing, testing and refining your concept. You don't need to do the whole process at once with them and can just involve them for certain parts.

Place Online or in-person?	When What time of the day / week?	How many people Think about the goal of your engagement and what size group will support this.	Koha How might you show appreciation for participants' time and sharing info?
How What method? What tools?		Risks and how to mitigate them Think through all scenarios and how you will respond to them.	

Reflection



Discussion

Another long day, with a lot of learning! Take some time to reflect on what you have learnt.

What have you learnt?

What excites you?

What do you think might be challenging?

