Developing digital solutions to strengthen access to information

Experiences with using human-centered design

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Our challenge: strengthen freedom of expression and access to information

Myanmar – ethnic groups

Bangladesh – rural communities

Lebanon – refugees
Presentation overview

• What is our approach to designing digital solutions?
• Case studies and lessons learnt
  • Lebanon
  • Bangladesh
  • Myanmar
• Conclusions
A human-centered approach to design digital solutions

**INSPIRATION**
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

**IDEATION**
I have an opportunity for design.
How do I interpret what I’ve learned?
How do I turn my insights into tangible ideas?
How do I make a prototype?

**IMPLEMENTATION**
I have an innovative solution.
How do I make my concept real?
How do I assess if it’s working?
How do I plan for sustainability?
Lebanon: from inspiration to ideation

- **The challenge:** How might we discover the actual media needs of Shatila’s young inhabitants?

- **The method:** Need-finding through empathy interviews with residents

- **The main insights:** trust, sense of community, overcoming hostilities, pride
Lebanon: lessons learnt and impact for the online platform

• Understand the ecosystem, the constraints and the context
• Address deep-needs for desirability
• Re-use and improve: use, modify and extend existing solutions
Bangladesh: prototyping and ideation

• **The challenge:** How might we foster collaboration among CRs in Bangladesh?

• **The method:** Live prototyping event

• **The main insights:** barriers and opportunities clearly identified
Bangladesh: lessons learnt and impact for the digital exchange platform

• Start with low-res prototypes to fail often and fast
• Develop projects in an incremental and iterative manner
• Design solutions that learn from existing workflows
Myanmar: from prototyping to piloting

• **The challenge:** How might we improve collaboration between ethnic and national media?

• **The method:** Live prototyping event and online piloting

• **The main insights:** the benefits of radical collaboration
Myanmar: lessons learnt and impact for the new MRTV platform

• Design for scale from the start
• Plan for sustainability (including planning for business models)
• Utilize and invest in local developers
Thank you!

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