

# PREREQUISITES

## CAPABILITY DRIVEN DESIGN

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### General

1. Triangulate for data reliability and validity
2. Establish a multidisciplinary design team
3. Establish local partnerships
4. Get the team, client and translator on board for obtaining comprehensive user insight
5. Follow qualitative research training
6. Learn the themes and questions by heart
7. Plan for conducting CDD activities

### Activity specific

8. Select a variety of participants with different characteristics for a broad range of insights
9. Conduct activities in pairs and preferably record them
10. Conduct activities in participants' natural setting
11. Keep the activities engaging and interactive
12. Use insights of each activity to inform the next
13. Critically reflect on activity limitations
14. Discuss outcomes in a bigger group for data verification and improving reliability

# ETHICS

## CAPABILITY DRIVEN DESIGN

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1. Participants' interests are central to the study
2. Diminish bias in participant selection
3. Be open and honest, frank and realistic about the research, its constraints and outcomes
4. Obtain informed consent from participants
5. Respect and secure participants' privacy, dignity, rights and sensitivities
6. Limit inequalities
7. Appreciate varying contexts and be open to learn without judgement
8. Time is valuable. Properly thank and compensate participants and local assistants
9. Limit bias, preconceptions, assumptions and misinterpretation
10. Critically reflect on limitations of the data, the approach, the methods, the design team and the project
11. Outcomes should be transparent, genuine and honest and provided back to the community
12. Acknowledge the contribution of everyone involved
13. Keep the people involved in an accessible and understandable manner

# INTERVIEW STEPS

## OPPORTUNITY DETECTION KIT

### INTERVIEW STEPS

1. Assign roles
2. Decide on time and place
3. Bring along the required supplies
4. Introduce & ask for consent.
5. Ask for the participant's introduction.
6. Conduct a touchstone tour.
7. Sit down and... build dialogue / document
  - > Start with personal details
  - > Continue with the timeline(s)
  - > Continue with the question cards
  - > Conclude with the sorting exercise
8. Thank the participant
9. Analyse, interpret, discuss and reflect immediately after each interview

# FACILITATOR TIPS & TRICKS

## OPPORTUNITY DETECTION KIT

### FACILITATOR TIPS & TRICKS

#### **Interview flow**

1. Keep the interview relaxed, interactive and engaging
2. Start and end the interview with easy themes and questions
3. Discuss all themes, but keep the interview flow flexible
4. The questions are options to start conversation, not a strict list to follow. If questions limit dialogue, change or skip the question
5. Follow-up on the unexpected: go deeper into interesting topics by posing how, why, what, who, where, when – questions
6. Limit deliberations in your mother tongue or with the translator

#### **Attitude & Behaviour**

7. Be open minded and a bit naïve, do not assume anything
8. Show respect and interest, listen carefully
9. Mind your body language and habitual behaviour
10. Mind wording and terminology

# NOTE-TAKER THINGS TO DOCUMENT

## OPPORTUNITY DETECTION KIT

### NOTE-TAKER: THINGS TO DOCUMENT

#### Note down:

- > Participant's name, age, gender, job, race, place of residence, religion
- > Interview setting, audience present, translator details

#### Pay attention to:

1. Everything that is seen: objects present, objects cared about, body language, factual behaviour, things that change behaviour, interactions with environment, adaptations, work-arounds
2. Everything that is heard: language, vocabulary, words, categories, expressions, motivations, perceptions, issues, difficulties / obstacles, interactions, social actors, events / circumstances that shape experiences, prior / current experiences, intonation
3. Everything that is felt: emotions, feelings, moments or things that participants react upon emotionally
4. Everything that is smelled
5. Everything that is tasted
6. Anything surprising that changes assumptions or seems irrational
7. Observable, explicit, tacit and latent needs and wants