R.I.P. Fly-in-Fly-out Design

Amy Brana Stuart
Director of Design Operations

viamo

PASSPORT
PASSEPORT

CANADA

Type/Type	Issuing country/Pays émetteur	Passport No./N° de passeport
P	CAN	████████

Surname/Nom
STUART

Given names/Prénoms
AMY BRANA

Nationality/Nationalité
CANADIAN/CANADIENNE

Date of birth/Date de naissance
████████

Sex/Sexe ████ Place of birth/Lieu de naissance ████████

Date of issue/Date de délivrance
████████

Date of expiry/Date d'expiration
████████

Issuing Authority/Autorité de délivrance
TORONTO

ELH62688

P<CANSTUART<<AMY<BRANA<<<<<<<<<<<<<<<<<<<<<<<<
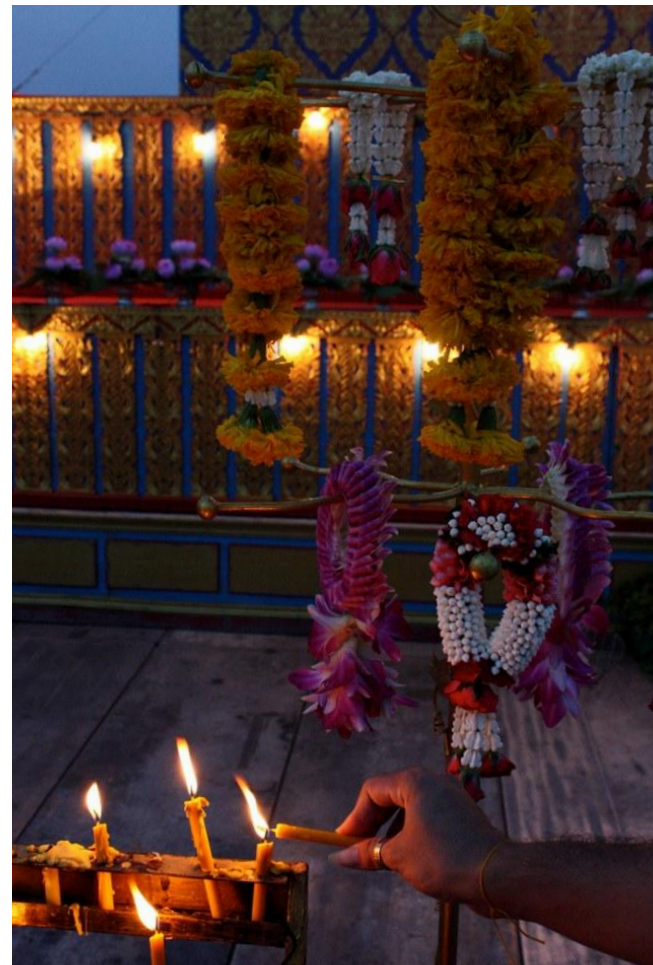
████████<<<<<<<<<<<<<00

Architects without borders, Indonesia
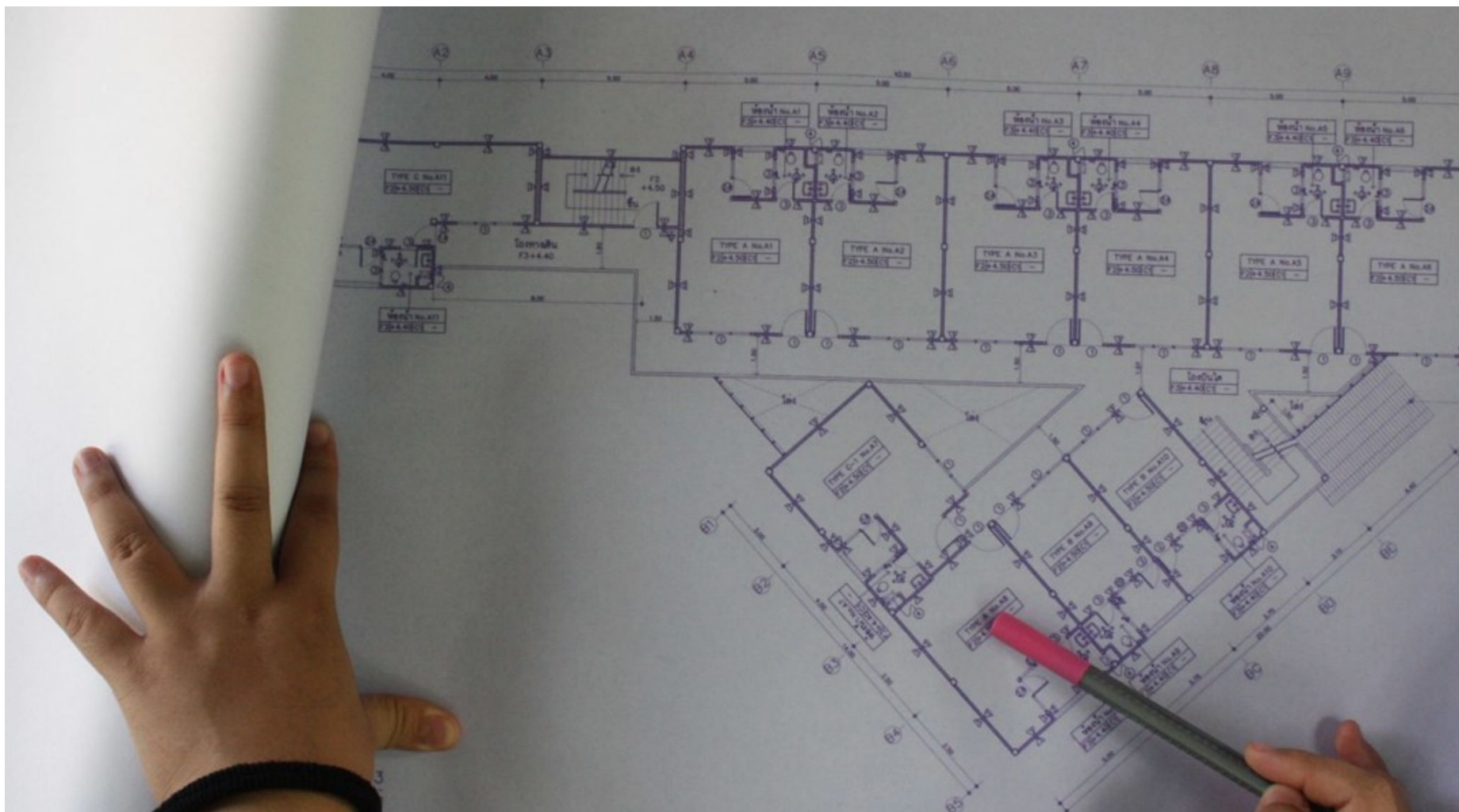

My undergraduate thesis project

Somsook
Boonyabancha

"How can we do this work as a career
after we finish our graduate studies"

—unnamed student (paraphrasing)

"Go home and find a way to do it where you're from, not here in Thailand."
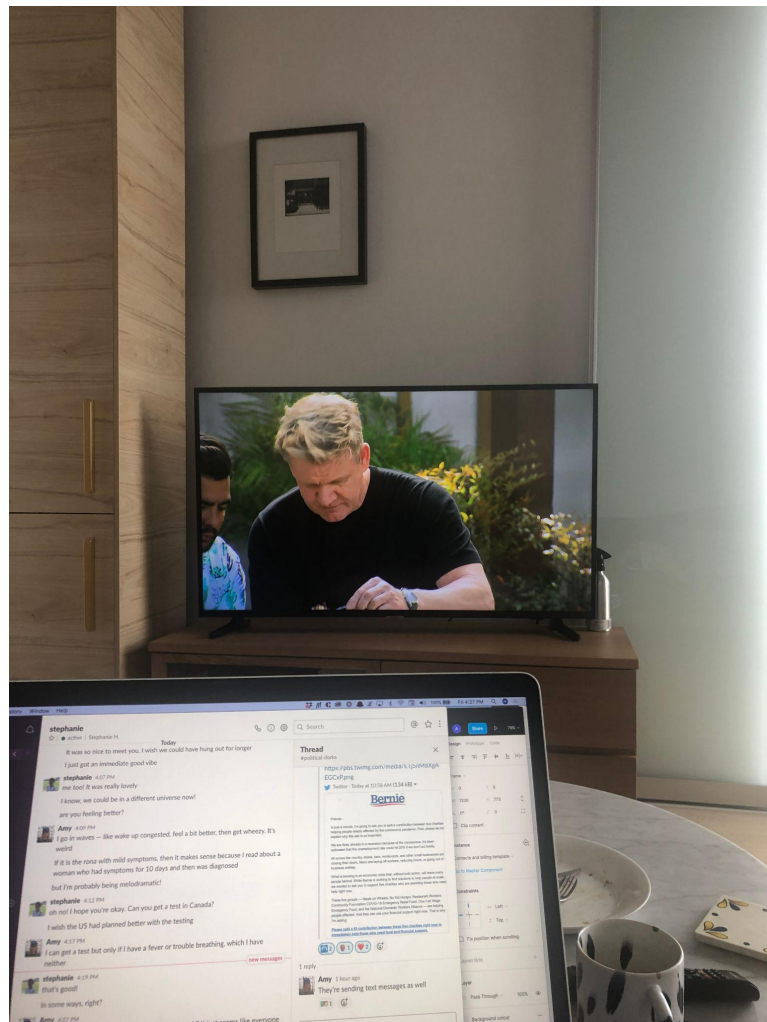
—Somsook (again,paraphrasing)

Ten years later...

Photo: Unicef DRC

miro

ViaFest - Working Remotely Across Teams 47

Share

LACK OF INTERPERSONAL INTERACTIONS - OUR SOLUTIONS & IDEAS

Guest Developer

Instructions:
- Duplicate a sticky note: cmd & D
- Zoom: Bottom right

Option B: Click "N", chose one (color not important), click where it should go

Guest Muralist

Guest Inventor

Guest Artisan

Guest Painter

Monthly team

Guest Sculptor

Guest Creator

Guest

Guest Creator
Guest Pioneer

Guest Muralist

Virtual Happy Hour

Monthly team get together

Team Virtual Activities (be creative)

Having a virtual

Guest Researcher

Share life stories within national and regional team

Know your colleague game

Prioritize team things to build and more than just a professional relationship

randomized calls match every 2 weeks, regardless

Play games across teams like pictionary yesterday

Regional meetings

having more in-person hangouts on monthly basis for each country office/team

Calls and regular open fora with team members

Bennet in Gh

Guest team building

Guest

Reinstate coffee mates

Coffee bot 2.0 - lets figure out a coffee bot that is not annoying.

Coffee and donut random pairings were great. Let's bring these back

Coffee with Exec

Having random "free dates" with people and Viamo

Use Slack channels more to share thoughts - they have been used less and less over the years!

To open chat time at the end of every global call (ie. Programs calls)

begin check-ins with a personal check in. Deliberately chat about things going on an outside work

Guest positions

Guest

Guest Artisan

Block specific times for non work chats (coffee dates)

If you bandwidth will allow it, try having teamwork sessions to allow you to learn optimal ways: dos, don'ts, frustrations and teamwork etc.

Group review conference

We need to appreciate colleagues for their dedication and hardwork

CM/CDs retreat

Guest team building

Cross-team social groups? Maybe regional?

Company-wide hour per day that is not favorable by meetings for cross-team lunches/social time

Sector brown bag lunches

Focus Friday

Donut buddies (slack coffee date matching system)

Each employee should visit colleagues in one neighbouring country once a year

Coffee buddies for people randomly

Guest

Weekly remote Social drinks, etc...

Guest Developer

regional team meeting every 1-2 years

Alana

Alana

Guest Visionary

Departmnet and location catch ups about what did well and

New teams

Regional Team Gathering / Retreat

Guest Explorer

Small Viamo Retreats

Guest Architect

Guest Painter

Local team building activities

Guest Sculptor

Have a workplace

be team building activities

Guest Drafter

00:21
by Sandra

Hide   Stop

Guest Mirohero

1. Ask for help
2. Use what we have
3. Change who we are

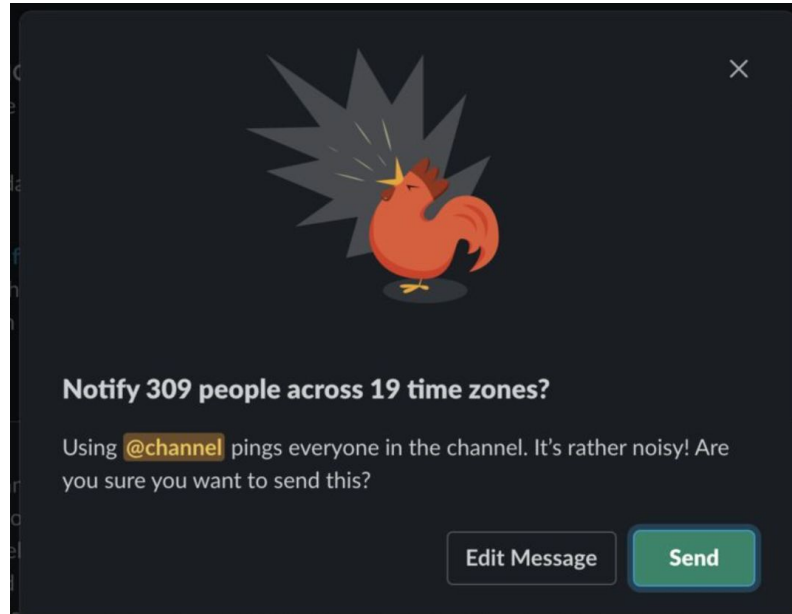1. **Ask for help**
2. Use what we have
3. Change who we are

Faith Acam, Uganda

Paulino Come, Mozambique

1. Ask for help
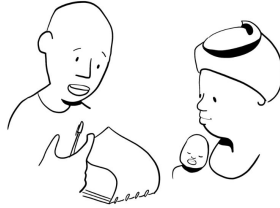2. **Use what we have**
3. Change who we are

Notify 309 people across 19 time zones?

Using @channel pings everyone in the channel. It's rather noisy! Are you sure you want to send this?

Edit Message   Send

1. Ask for help
2. **Use what we have**
3. Change who we are

viamo DESIGN

INTRO TO HUMAN CENTERED DESIGN

Understanding User Experience

INTRO À LA CONCEPTION CENTRÉE SUR L'HUMAIN
Comprendre l'expérience utilisateur
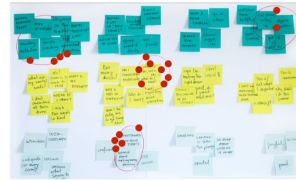
1. Ask for help
2. **Use what we have**
3. Change who we are

Joaquina, Maputo City

1. Ask for help
2. Use what we have
3. **Change who we are**

1. Ask for help
2. Use what we have
3. **Change who we are**

1. Ask for help
2. Use what we have
3. **Change who we are**

Faith, Uganda

Victor, Nigeria

Maureen, Kenya

The hard truth

What is fly-in fly-out design?

Extractive
research

Short-term
relationships

Project- or
feature-based

Extractive
research

Short-term
relationships

Project- or
feature-based

Extractive research

⚠ **Quantitative-only research**

✓ **Two-way exchanges**

If you as Faith were born the same and I am even older than you, why can't I do it? If Faith is driving her own car, why should I feel bad?

I even pray for that now that she knows me, one time she may help me and life goes on.

Mmmh

So that need hope?

Yes, it is the very first thing. We need to lift their hearts that everything is possible as long as you live

Extractive research

⚠ Unclear objectives

✓ Show subjects their value to the project

"Because there are NGOs that come, put us in groups and go and never comeback. These ar the ones we call briefcase NGOs. They collect our opinions; we don't know whether they are going to get paid for our information. The person who invited the NGO is left to be blamed. And do not give promises that you cannot fulfill. If you give a promise you fulfill, they won't trust you."

— Community Health Volunteer, Kibera, Kenya

Samson and Joan in Kenya

Extractive research

(!) Guardedness and secrecy

(✓) Trust, openness and exchange of information

Extractive research

! An idea you're trying to validate

✓ A hypothesis you're trying to disprove or assumptions you're looking to shed

Assumptions

KNOW / KNOW
Things we are certain about

- They work with youth in these various regions
- Already have USSD instructions in English
- Some people are using the service
- 2 utilities are being targeted: energy and water
- Payment system is not inclusive
- People will be recruited from 321
- There is a shift between physical and mobile
- Information will go back to the service providers (2 energy companies and 3 water companies)
- Content is being translated into 4 local languages
- They have some content, but it's not translated in the local languages
- UNDP want to make sure these people are included/ accounted for

KNOW / DON'T KNOW
Gaps in our knowledge

- Why do they want to target youth?
- Do people use both utilities or just one or the other
- Are youth paying utility bills?
- Is there resistance to cashless payments?
- What are the barriers to cashless payments?
- Women pay the utility bills
- Who is using the service?
- What is the on-the-ground sensitization work happening right now?
- Where can you pay your utility bill -> is it like MTN stores/agents?
- Who isn't challenged in using the service?
- Are women already using the payment method?
- Which MNO service is using the USSD right now?
- Is there a shortcode?

DON'T KNOW / KNOW
Our hidden treasures

- We're missing key languages
- How usable are different languages in different regions
- Understand the language but are offended by different dialects

DON'T KNOW / DON'T KNOW
Our blind spots

- Users might no have phones
- Users may have phones but are not comfortable dialing them
- Network limitations
- Infrastructure
- People's attitude towards the service provider
- People's willingness to get a message from a service provider

Extractive research

⊘ Free

✓ Fairly compensated for their time

	A	B	E	F	G	H	I
1			Starting at $0 or 0 airtime, how much would you give for each factor.	Guidance		Location	
2				Moderated	Unmoderated	In person (you commute to them)	In person (they commute to you)
3	**Francophone West & Central Africa (FWCA)**	**Country Director**	Example: USA (Source)	$20	$10	$15	$20
4	Senegal	TBD					
5	Niger	Mamadou Samake					
6	Burkina Faso	Francois Laureys					
7	Mali	Nanthilde Kamara					
8	DRC	TBD					
9							
10	**Anglophone West Africa (AWA), Caribbean**	**Country Director**					
11	Haiti	Regine Theodate					
12	Nigeria	Guy Mondjii					
13	Ghana	Lindy Larson					
14							
15	**South East Asia (SEA)**	**Country Director**					
16	Indonesia	Diah Setiawaty					
17	Cambodia	Samantha Diouf					
18	Philippines	Jonas Tetangco					
19							
20	**Middle East North Africa (MENA)**	**Country Director**					
21	Jordan and Levant	Khaled Hijab					
22	Morocco	Hicham El Haddad					
23	Sudan	Rudaina Mustafa					
24	Iraq	Ranya Bakr	1450 IQD = 1 USD	din30,000	din15,000	din20,000	din30,000
25							
26	**South Asia (SAS)**	**Country Director**					
27	Nepal	Aru Gurung					
28	Afghanistan	David Tholen					
29	Bangladesh	Sadman Sadek		$6	$3	$2.50	$8
30	India	Rajneesh Singh					
31	Pakistan	TBD					
32							
33	**Southern Africa (SAF)**	**Country Director**					

		Exceeding expectations	Meeting expectations	Approaching expectations	Below expectations
2	Participants	Participants are screened in advance of research and have expressed a willingness to participate. Participants are not only one-off subjects, but people that you return to throughout the project for feedback and input. Communication with participants is clear and unambiguous. Studies are designed to work around the responsibilities and commitments of participants and not the other way around. There are frameworks for fair and consistent incentive levels based on participant expertise and required time investment.	There has been careful thought and consideration towards who should be inclluded. Participants have been briefed on the consent form and understand their rights before asking to sign. The participants' responsibilities and commitments were considered and attempts were made not to inconvenience them. The participants feel valued and like they are contributing to something meaningful.	The consent form was given to the participants but little explanation was given. Participants feel an obligation and need to say the "right answer". The participants were thanked for their time but were not given any compensation for their participation.	Participants selected for the research were not well thought out and chosen at random. They were approached and participated without discussing or obtaining consent. They were not briefed on the project background. The researchers put a lot of expecations on them.
3	Equity	The study considers the systemic, historic factors that affect the populations it is are working with and any negative discourse there has been about that group. Researchers are aware of ther own biases and how they impact their work. Researchers take the perspective of empathy rather than neutrality. If some voices are not being represented, the researchers try to rectify the situation. The research is designed to be community-centred, qualitative, and bottom-up. The research goals are aligned with those directly impacted.	There has been careful consideration done about the research topic. The researchers were encouraged to do self- reflection on their role and relationship to the problem.	Research is participating but not making an active contribution to the research topic outside of the project. There is minimal effort put into considering the research goals to uplift the community.	The project extracts information rather than contributes to uplifting the research subjects. The power dynamic at play is not dismantled or addressed. The project outcome does not benefit the research subject.
4	Governance	Your study follows the legal and human rights framework of the country where you are doing the research. Your subject is able to communicate to you the risks and benefits of participation, they are fully aware of their rights to amend their statements, their rights to be forgotten or withdraw from the study. The participant understands well how the research is being collected and used and	The participants have an understanding of their rights. They have been informed about the research but not in great detail. The consent form has been signed and they understand they own	Participants have been informed about some but not all of their rights. The demographic details have been looked over and there is just a basic understanding of participant's rights. They have agreed to participte but	The participants are unaware of what their rights are as research subjects and do not have a lot of information on what the research is about. There is a lack of communication between you and the research subject. Some

🔄 Project Processes

All Viamo projects that include Human Centered Design as a service ideally follow a 4 phased structure.


Before you start

Project Planning

📋 Step 1: Internal kickoff
📋 Step 2: Design Project Brief

Phase 1

Research & Building Empathy

This is the phase where we seek to understand the project and our users better.

💗 Step 1: Discovery workshops
💗 Step 2: User research planning
💗 Step 3: User research
💗 Step 4: Data handling
💗 Step 5: Creating insights
💗 Step 6: Design artifacts
💗 Step 7: Research reporting
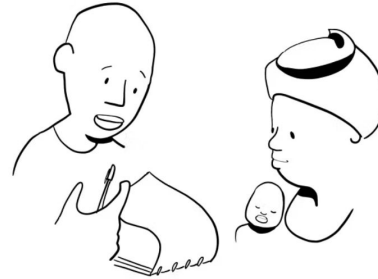
Phase 2

Brainstorming & Synthesis

Extractive
research

Short-term
relationships

Project- or
feature-based

Short-term relationships

⚠ Transactional relationship

✓ Ongoing sustained engagment
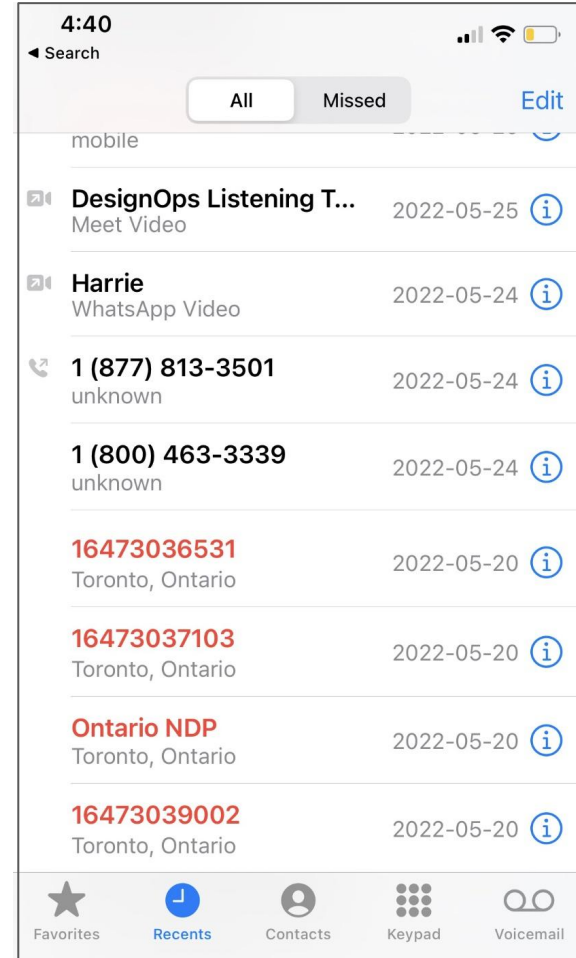
Short-term relationships

! No follow-up

✓ Build follow-up into the workplan at key decision making moments

Short-term relationships

⚠️ No data integrity

✅ User repository and GDPR compliance

Extractive
research

Short-term
relationships

Project- or
feature-based

Project- or feature-based

⊗ Working in isolation

✓ Building resilience through collaboration

Project- or feature-based

⊘ **Report-driven work**

✓ Involve stakeholders in prototyping, product demonstrations, user feedback sessions, and celebrations

Project- or feature-based

⚠️ No documentation

✅ Build time for documentation into your workplan

Interviews

Anatomy of an interview

Explore emotions

Question statements

Evoke stories

Thank & wrap-up

Build rapport

Introduce Project

Introduce yourself

Time

EXPOSITION

RISING ACTION

CLIMAX

DENOUMENT
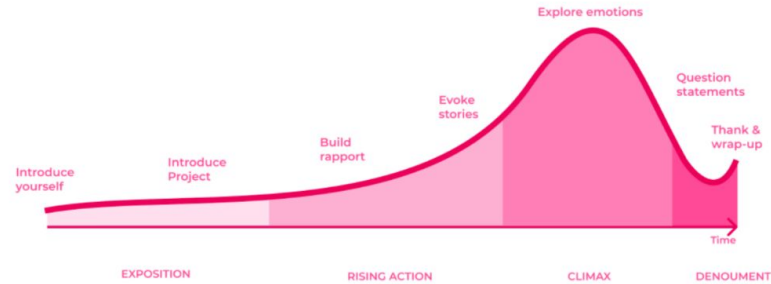
Adapted from Michael Barry, Stanford d.school

Interviews are a great initial research method for getting to know your users. They are user to learn more about a situation, get feedback on a product, or simply to understand the lives of your users. Often, a Human Centered Design project will have multiple rounds of user interviews, especially as you start prototyping your solutions.

Qualitative vs. Quantitative interviews

Interviews can be done qualitatively or quantitatively.
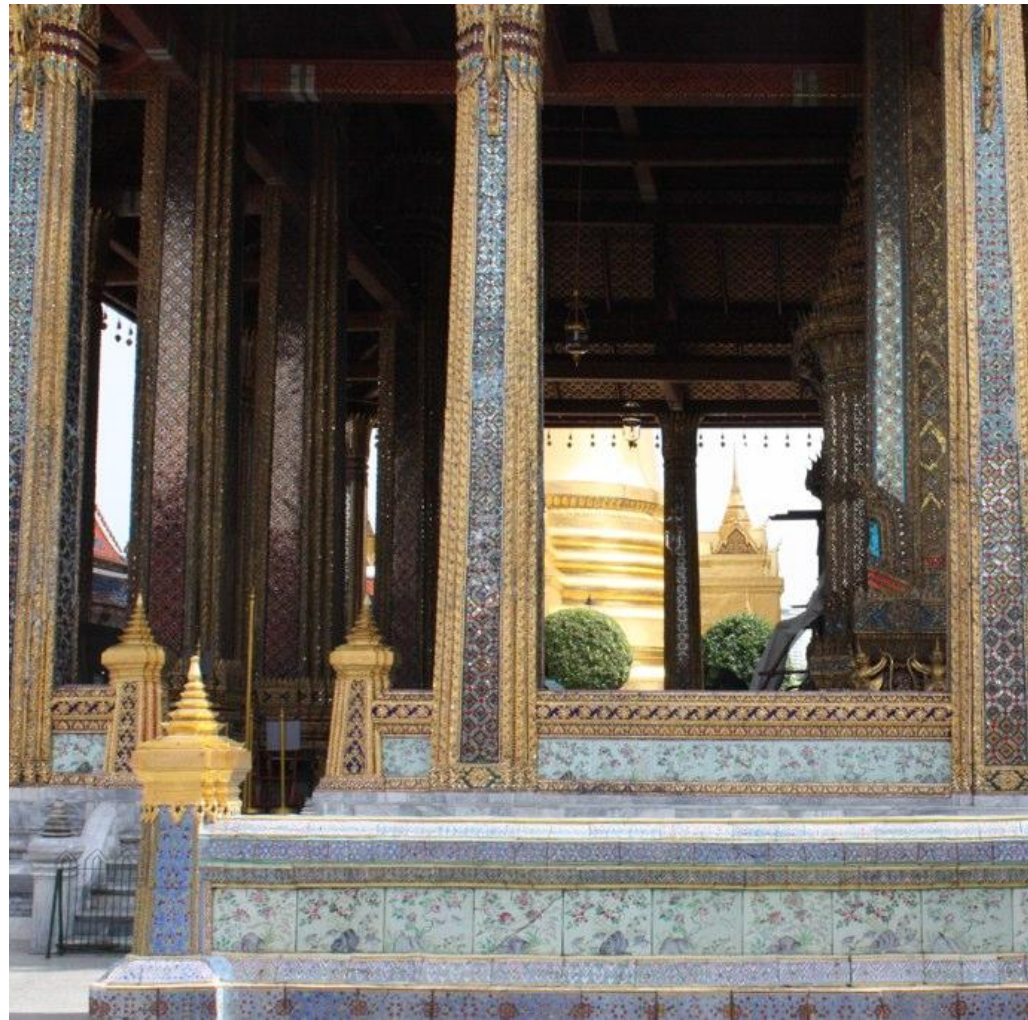
A **qualitative** interview looks to understand the lived experience of the subject. This is

Trust

Respect

Connection

Finally,
Get your whole
organization involved

Thank you!