eclipse

UCCE Training: Introduction to UCCE

3 February 2020
10:00 - 12:00 (2 h)

Session Objectives

- Meet the pilot project team

- Learn about the User-Centred Community Engagement (UCCE) approach

- Learn how UCCE has been used in the past

- Learn how we will use UCCE in Peru during this pilot

- Review pilot project plan, timeline, and roles

Session Agenda

2 hr

1 Meet & greet — 15 min

2 Introduction to User-centred Community Engagement — 30 min

3 UCCE in Peru — 30 min

4 What's next? — 15 min

Meet & greet

1. About Eclipse Experience
2. Eclipse team in Peru
3. Let's get to know each other!

We are Eclipse Experience.

We change people's lives for the better by generating human-centred insights that help organisations do things differently.

Our work

Money

We inform and design solutions that **promote** financial capability **and inclusion**.

Health

We explore patients' lived experience to **inform innovation of healthcare products**.

Community

We inform decisions that **address** the **complex needs** of a range of communities.

Eclipse team in Peru

Ben Fehnert
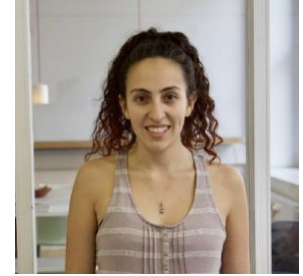
Eclipse Founder & Project Lead

ben@eclipse-experience.com

Sofya Bourne

Research Lead

sofya.bourne@eclipse-experience.com

Paula Rodriguez

Design Researcher

paula.rodriguez@eclipse-experience.com

Let's get to know each other!

1. Let's stand in a circle, ideally next to someone you don't know

2. Pair up with a person next to you, introduce yourself and find out at least one interesting fact about them. Then switch roles.

3. You have 2 minutes to get to know each other. Make sure to remember what they tell you!

4. After 2 minutes, introduce your neighbour (their name and an interesting fact about them) to the group.

Introduction to User-Centred Community Engagement

1. What is User-Centred Community Engagement?
2. What is user-centred design?
3. UCCE approach stages
4. Core components of UCCE

# What is User-Centred Community Engagement?

User-Centred Community Engagement (UCCE):

- A **rapid participatory design approach** designed to help humanitarian field staff engage crisis-affected people in programme design in a quick, lightweight, meaningful and effective way.

- Draws on good practice from **user-centred design** and **community engagement** fields;

- Starts with people - 'users' of a programme - and helps field staff **build a deeper understanding of the problems** users face in a particular aspect of humanitarian response;

- Creates space for **generating many possible ideas for solutions** with direct involvement of community members;

- **Lightweight**, **quick** and **user-centred**.

What is user-centred design?

- Discover
- Explore
- Test
- Evaluate
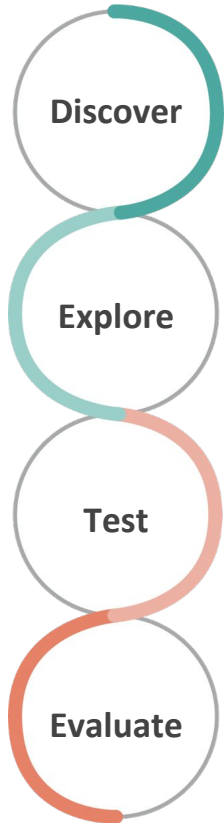
- Creative problem-solving approach

- Designing services and products with users' involvement and based on a deep understanding of the users' needs

- Usually follows an iterative process (i.e., design, build, test)

- Uses a mix of research methods (e.g., surveys, interviews, participatory sessions) and generative activities (e.g., brainstorming)
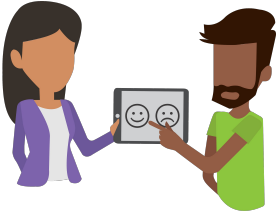
Figure 1. The UCCE approach normally follows 10 distinct stages, as illustrated above.

Interactive Digital Surveys

- Deployed by field team offline using **tablets and the UCCE Digital Tool**;

- Designed to **engage community members quickly and effectively at scale** to identify their priority needs with relation to a specific problem space;

- The insights from the surveys **help field staff gain initial understanding of issues** from a large sample of members of their target community.

Co-Creation Sessions

- Findings from the surveys are taken into **Co-Creation Sessions with members of the target community**;

- Co-Creation Sessions are a type of **community engagement sessions** led by the field team;

- During the sessions, humanitarian staff and community members **explore the survey findings** in greater detail and together **come up with possible solutions** to the identified problems.

Why use UCCE?

Engaging displaced communities in a user-centred way can:

- **Increase the sense of ownership of humanitarian programmes** among the affected community by involving them in the programme design.

- **Reduce costs in the long term** by informing the design of humanitarian programmes tailored to the needs and issues prioritised by the affected population.

- **Build trust between affected people and humanitarian agencies** by demonstrating how the feedback of affected communities translates into action and improved services.

How has UCCE been used in the past?
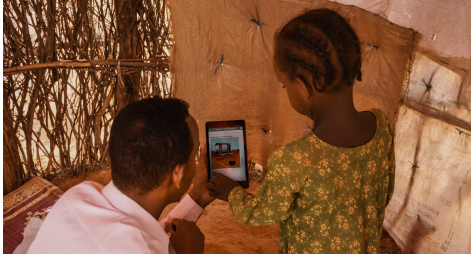
Save the Children staff conducting Interactive Digital Surveys with children in Ethiopia, using the newly developed UCCE Digital Tool.

A Co-Creation Session with girls ages 5-8 led by trained Save the Children field team in Ethiopia.

- Partnership with two humanitarian organisations: Save the Children UK and Oxfam GB
- **Proof of concept pilots:** Bangladesh and Iraq (2018)
- **Functional prototype testing:** Ethiopia (2019)
- All previous pilots have been in the **WASH sector** and focused on the **construction of physical spaces** (sanitation facilities)...

… which is why the Peru pilot is such an exciting opportunity!

15

User-Centred Community Engagement in Peru

1. Peru pilot objectives
2. Adapted UCCE approach
3. Pilot stages overview

Peru pilot objectives

Primary objective:

- Inform improved design of the *Aprendiendo Unidos* programme in Lima.

Secondary objectives:

- **Test UCCE in a new context:** an urban environment.

- **Test UCCE in a new geography:** Peru / South America.

- **Test UCCE in a new problem space:** education programme design.

Peru pilot: adapted UCCE approach

Training Session: General

📅 Monday, Feb 3

🕙 10:00 - 12:00

📍 Plan International office

Objective:

To introduce the UCCE approach and pilot plan to the project manager and the technical staff involved in the pilot.

Lead: Eclipse

Participants: PM and technical staff

Training Session: Interactive Digital Surveys

📅 Monday, Feb 3

🕐 13:00 - 17:00

📍 Plan International office

Objective:

To train data collectors on the use and deployment of Interactive Digital Surveys.

Lead: Eclipse

Participants: Data collectors and project manager.

Technical staff may also attend.

Interactive Digital Survey I

📅 Tuesday, Feb 4 - Wednesday, Feb 5

🕐 Full time on both days

📍 TBD

Objective:

To get an initial understanding of the challenges and needs that children aged 6 - 16 may experience with regard to the *Aprendiendo Unidos* programme from a large part of the community.

Lead: Data collectors

Participants: Community members

Observation: Eclipse

Rest or Contingency Day

📅 Thursday, Feb 6

🕐 N/a

📍 N/a

This day is designated as a rest day but may be used for pilot activities if necessary.

N/a

Training Session:
Co-Creation Sessions

📅 Friday, Feb 7

🕐 08:00 - 12:00

📍 Plan International office

Training

Objective:

To train the project team on the implementation and facilitation of Co-Creation Sessions with children and caregivers.

Lead: Eclipse

Participants: All project staff

Report Output Session

📅 Friday, Feb 7

🕐 13:00 - 17:00

📍 Plan International office

Objective:

- To review survey reports and turn key findings into inputs for the Co-Creation Sessions;
- To prepare materials for the Co-Creation Sessions.

Lead: Project manager

Participants: Technical staff

Observation: Eclipse

Co-Creation Sessions

📅 Saturday, Feb 8 - Sunday, Feb 9

🕐 Full time on both days

📍 TBD

Objective:

To explore the main problem areas identified in Interactive Digital Survey I and to generate design ideas and suggestions that could address these problems.

Lead: Data collectors and Technical staff

Participants: Community members

Observation: Eclipse

Rest or Contingency Day

📅 Monday, Feb 10

🕐 N/a

📍 N/a

This day is designated as a rest day but may be used for pilot activities if necessary.

N/a

Decision Making Session

📅 Tuesday, Feb 11

🕐 09:00 - 13:00

📍 Plan International office

Objective:

To review ideas and solutions proposed by different members of the community, assess their feasibility and decide on an implementation plan.

Lead: Project manager

Participants: Project team

Observation: Eclipse

Ideas Implementation

After Decision Making Session

N/a

Lima, Peru

Objective:

To implement ideas that have been agreed on in the Decision Making Session.

Lead: Project manager

Interactive Digital Survey II

📅 6 weeks after Ideas Implementation

🕐 Full time over 2-4 days

📍 TBD

Objective:

To understand community members' engagement with and opinion of the implemented programme and identify outstanding needs and challenges.

Lead: Data collectors

Participants: Community members

Report Output & Design Decisions

📅 After Interactive Digital Survey II

🕐 TBD

📍 TBD

Objective:

To review the data collected in Interactive Digital Survey II and decide whether further alterations to the programme are necessary.

Lead: Project manager

Participants: Technical staff

Further Alterations

📅 After Design Decisions are made

🕐 TBD

📍 TBD

Objective:

To implement further alterations to the programme based on community feedback from Interactive Digital Survey II.

Lead: Project manager

What's next?

Today:
    12:00 - 13:00 - Lunch break
    13:00 - 17:00 - Survey training

Tomorrow:
    All day - Interactive Digital Surveys I

ben@eclipse-experience.com | www.eclipse-experience.com | @eclipse_london