Water for Health and Wealth: Accelerating Multiple Use Water Services for the Poor
Our overall goal is to foster sustainable and equitable improvements in health and livelihoods for poor households through a paradigm shift in water services.

This project seeks to develop MUS **working models** for different contexts to support replication and learning.
We plan to inform 3 questions:

1. How?
2. Where?
3. What?
Outcomes for Working Models:

A guide to 2-3 working models, including visualizations and examples, likely including:

- Technology options (new and upgrades)
- A menu of health-related and income-generating/livelihood activities
- Financial and management considerations
- Recommendations for best practices, principles and implementation process considerations
IDEO.org + Human-Centered Design

An introduction to problem solving through design thinking
THE DESIGN PROCESS

INSPIRATION
- observe and inspire
- tell stories
- synthesize

IDEATION
- brainstorm
- create concepts

IMPLEMENTATION
- prototype
- introduce experiments
- scale, spread, sustain
case: opportunities for urban sanitation

Focus: Kumasi, Ghana

- 1.5 million residents
- 33% have water connection
- 28% have sanitation at home
- 77% economically active

—KMA, 2000
start with people
insight to strategy

1. Convenience, convenience, convenience.
If it doesn’t make their life easier, people likely won’t use it. Convenience is the benefit that customers most value and should be prioritized over other messages.

2. Pay over time.
Small payments over the life of a product are easier than larger upfront payments for this customer base. Service design should model the existing behavior of incremental payments.

3. Make the right choice the easy choice.
What’s best for the community and the environment also needs to be what’s best for the customer. Incentivize participation across all stakeholders and turn making the right choice into the preferred way of engaging in sanitation.
service is key

01
Branded household toilet with bio-digester chemical and removable waste container.

02
Local franchised operator provides household waste collection service.

03
Waste taken to neighborhood transfer tank for interim storage.

04
Vacuum truck services local transfer tanks.

05
Waste used to generate electricity or create fertilizer to sustain and grow local business.
prototype to learn
case: rethinking Nemours family care
many interactions, many adults

THIS IS MY VISIT.

1. LEADING THE PROCESS
2. SECRET WISH
3. BEING PROCESSED
4. REMEMBERING PEOPLE
5. BARRAGE OF INFORMATION
6. ORLANDO REWARD
put kids in control

INSIGHT

ENGAGED KIDS NEED TO UNDERSTAND THEIR BODIES & CONDITIONS.

Savannah fills out the forms herself.

OPPORTUNITY

DEMYSTIFY LANGUAGE AND CREATE DIALOGUES THEY UNDERSTAND.

American girl cards let kids learn about the offerings in a way that delights them.
integrate, guide, support

IT’S MY FIRST TIME.

I HAVE TO GO SOMETIMES.

I’M ALWAYS HERE.
multiple ways to engage

1. PROCESS MAP
2. GRAPHIC SIGNAGE
3. JOURNEY PASSPORT
4. COLOR-CODED PAPERS
5. DOCTOR SIGNAGE
6. PATIENT TAG
strategic vision = 80 million investment
Our process:

Developing a common vision

Conduct research and consultations

Develop skeletal working models

Conduct field visits

Vet and refine working models
We’d like to hear from you:

1. What’s working well based on your experience with MUS? (activities and/or process)

2. What’s are the obstacles based on your experience with MUS? (activities and/or process)

3. What would you like to see in MUS working models? (activities and/or process)?
thank you.