



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:

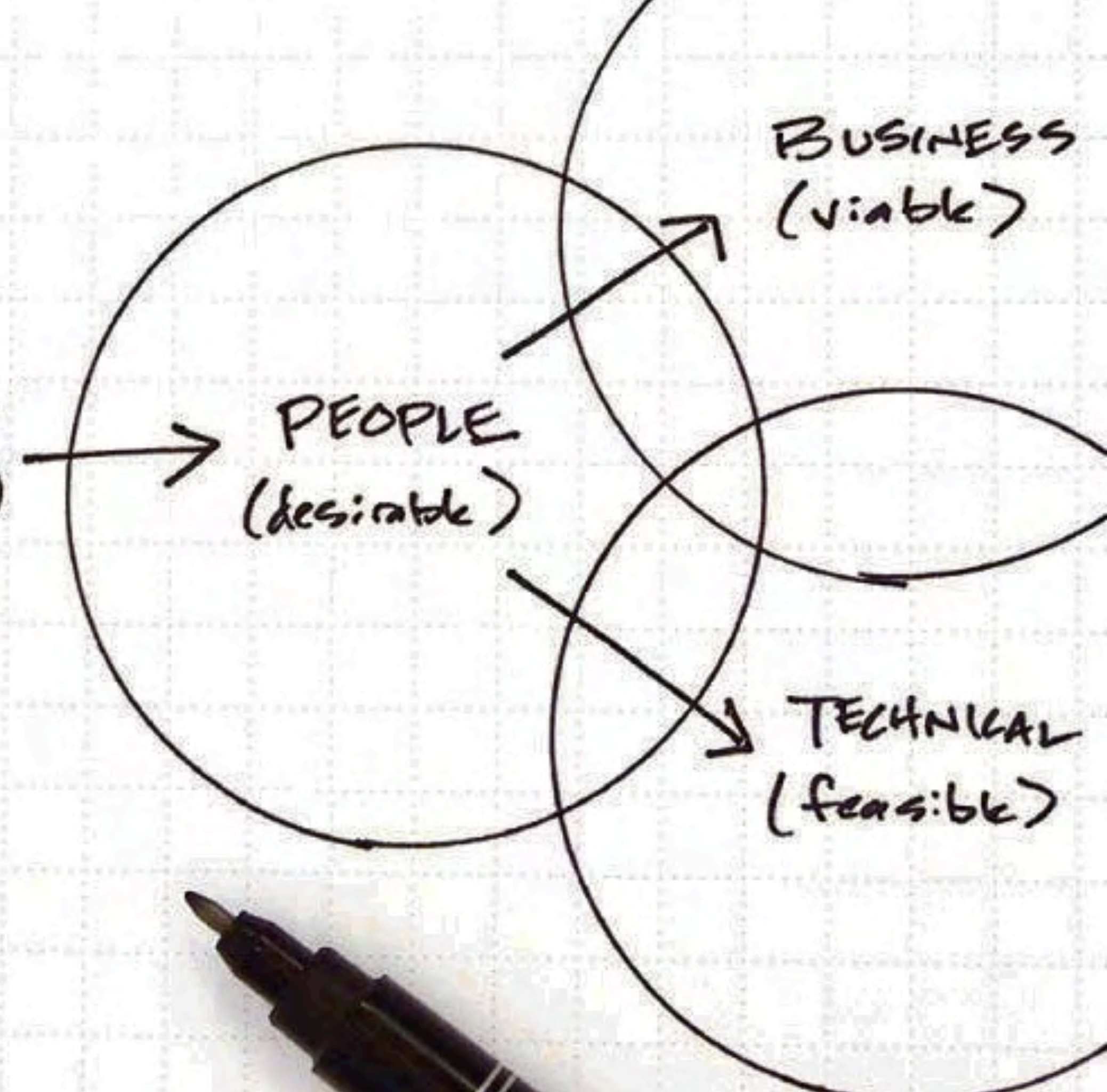
- Technology options (new and upgrades)
- A menu of health-related and income-generating/livelihood activities
- Financial and management considerations
- Recommendations for best practices, principles and implementation process considerations

IDEO.org + Human-Centered Design

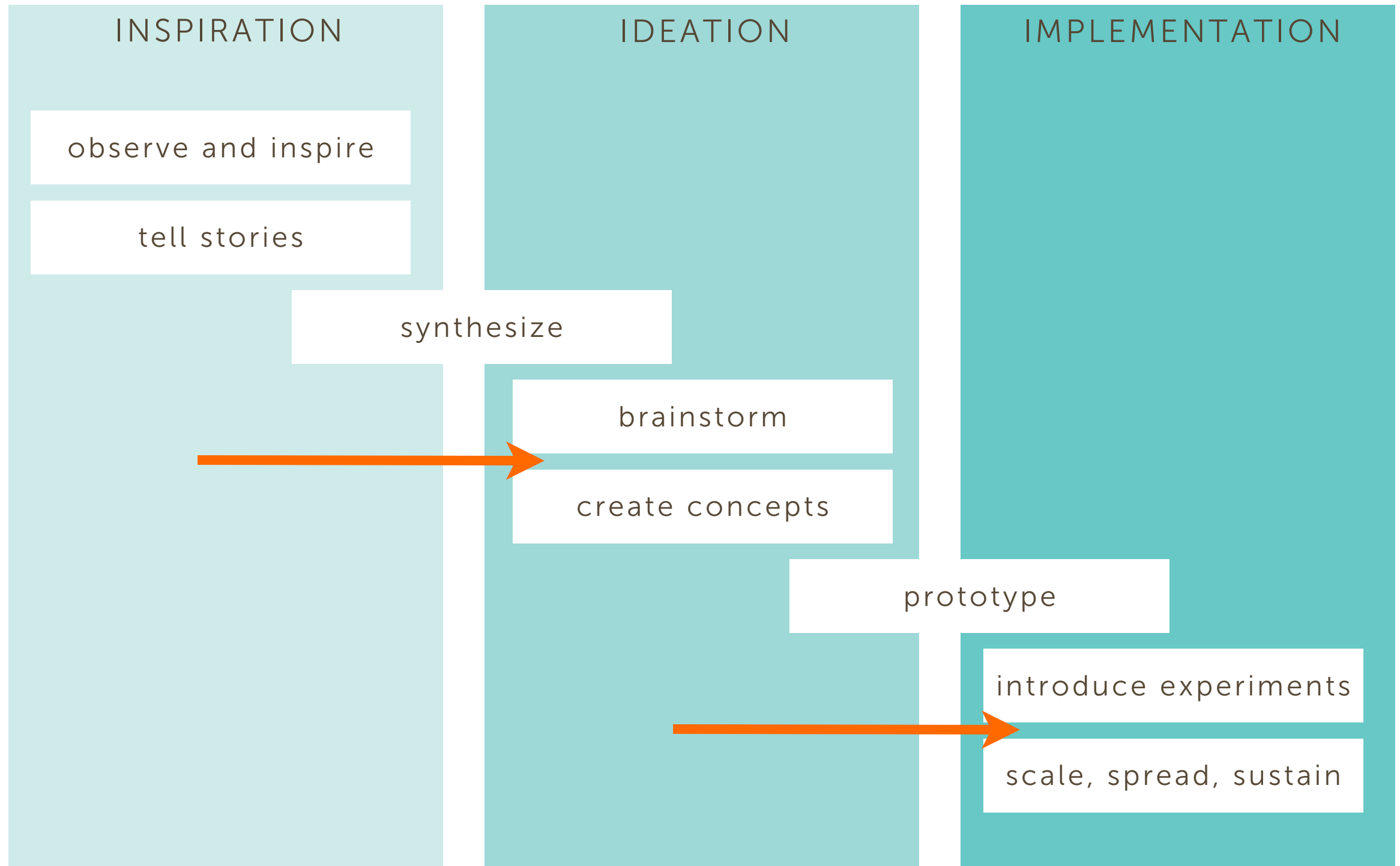
An introduction to problem solving through
design thinking



DESIGN
THINKING



THE DESIGN PROCESS

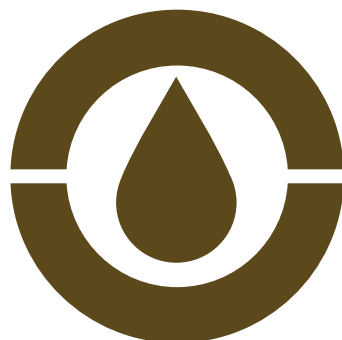


PROJECTS

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agriculture



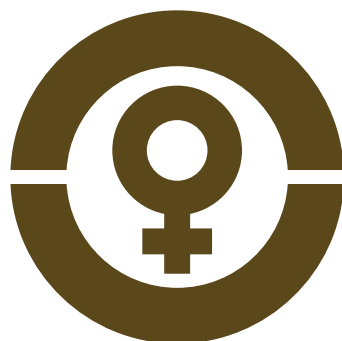
water & sanitation



health



financial inclusion



gender equity



community building

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

DESIGN PRINCIPLES

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.

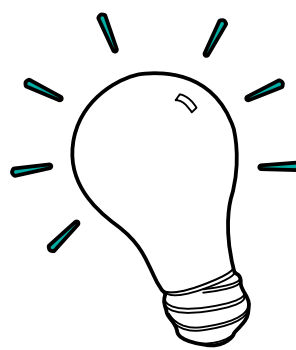
3. Make the right choice the easy choice.

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

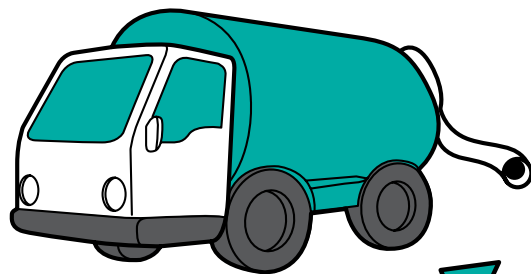
05

Waste used to generate electricity or create fertilizer to sustain and grow local business.



04

Vacuum truck services local transfer tanks.



01

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



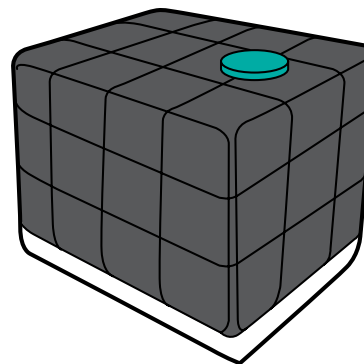
02

Local franchised operator provides household waste collection service.



03

Waste taken to neighborhood transfer tank for interim storage.



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.

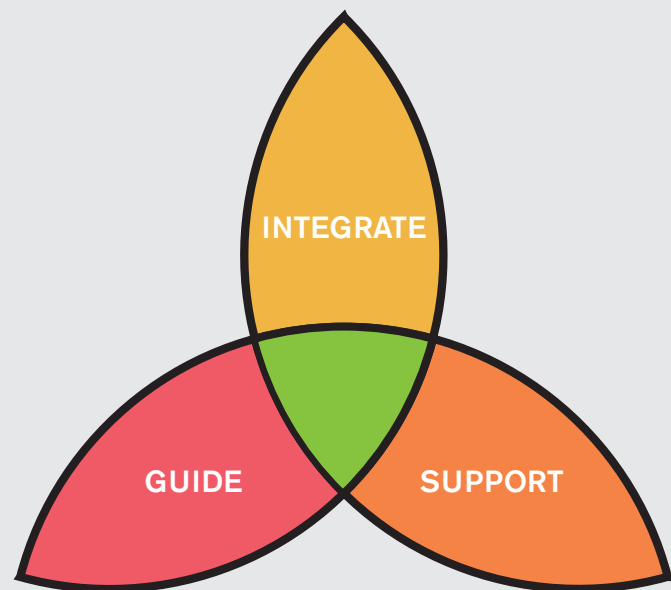


American girl cards let kids learn about the offerings in a way that delights them.

integrate, guide, support

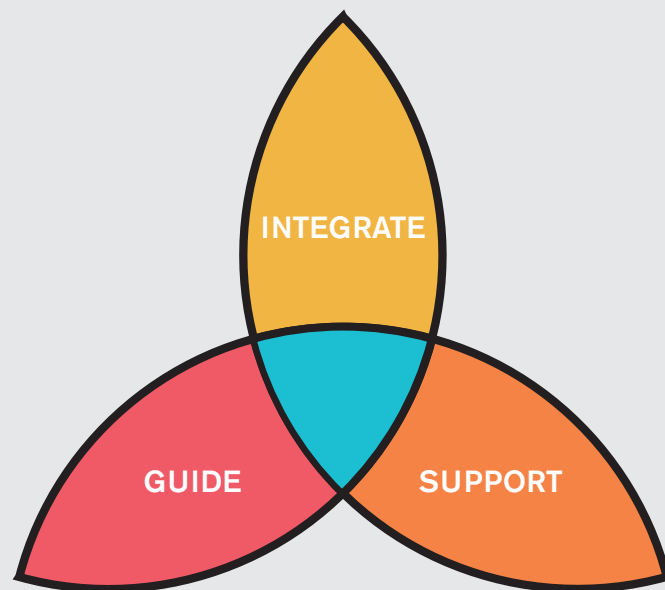
IT'S MY
FIRST TIME.

THE VISIT



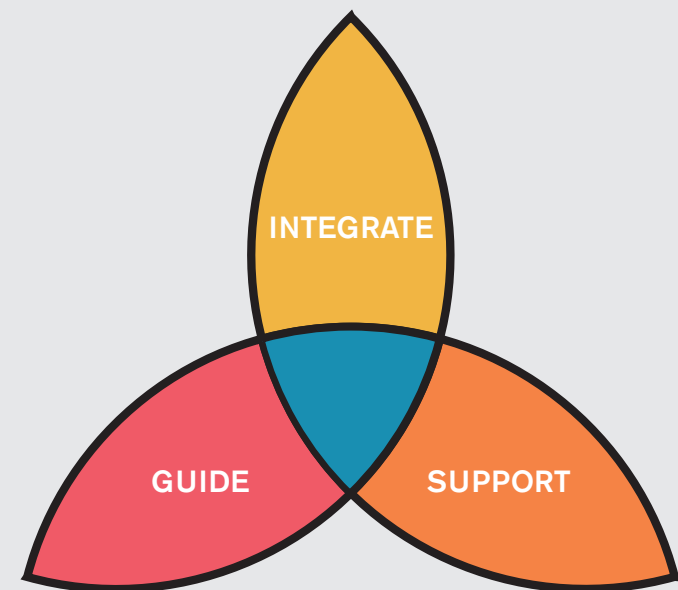
I HAVE TO GO
SOMETIMES.

THE VISIT

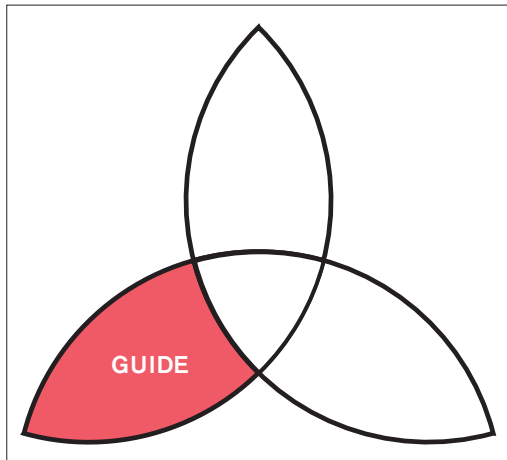


I'M ALWAYS
HERE.

THE VISIT



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.

