

2019 BridgeBuilder Community-Research Guide

A guide to support you in incorporating the design process to better understand your users, their context, and how your innovation can have meaningful and desired influence.



Community Research Guide

The purpose of this Guide: Community-centered research helps you gain empathy and understanding for the people you are designing for. We know, you are not only designing for an end-user, but also for a range of people who may sit within your extended value chain—community members, partner organizations, investors, and any other stakeholders touching your innovation. Through deep listening and observation, we gain an understanding of what's important to the different personas that your solution touches, and can inspire creative methods to solve challenges or add value.

*Note: You do not have to partake in community research to be eligible to apply for the Challenge. While we encourage it, it is not a requirement. You do need to articulate the hopes, dreams, and desires of your end users and community stakeholders, and the submission form will require you share this information. If you do need support in this process, this is a guide to help you do just that.

An overview of what you will find inside:

1. Process
2. Mindsets
3. Research Tools
4. Deliverables

The Process

High level steps to setup your community design research

1

Start by defining all of the individuals that sit within your value chain.

This should include your potential users. Who are the people you envision benefitting the most from your service, product or program? For the purpose of this Challenge we will ask you to focus on the two personas or groups of people you most want to interview.

2

Next, create a set of questions of what you'd like to learn.

We've created a simple template to guide you through this process. Most importantly, see if you can come up with questions that look to understand their needs. What do they experience? What could make their lives easier?

3

Set up a time to speak with these individuals.

It's best if you can meet them in their environment to gain a better understanding of their world. (If you are meeting a user, can you meet them in their home or workspace? If you are talking with a manufacturer, can you meet at the factory? We know this is a short timeline, if you need to do a video call that's ok. You can also reach out to the OpenIDEO team for help brainstorming ideas as well.

4

Interviews—Research is best done in teams.

To help the interview flow and feel conversational designate one person to lead. The lead will be the primary speaker and guide the conversation. The second important role is the note taker. The note taker should try and capture a full set of notes. Write in the voice of the participant. Don't be tempted to interpret the meaning during the interview – be true to their intent. Aim to get direct quotes wherever possible. Take photos too of things you find interesting or inspiring.

5

Synthesis.

Spend some time with your team capturing your learnings and insights. Take turns telling the stories of what you've heard. Ask yourselves—what surprised you? How might what you learned affect what you design? What ideas might these learnings inspire?

BridgeBuilder Engagement Principles

These Principles were co-designed in partnership with the OpenIDEO community and with the BridgeBuilder Top Ideas Community from past years.

Root Solutions in Community.

Deeply root solutions in the context, cultures, knowledge, wisdom, needs, and aspirations of partner communities.

Promote Equitable and Just Systems.

Shift power structures, altering narratives, and moving the world in a more equitable and just direction.

Promote and Protect Human Dignity.

Go beyond meeting basic needs. Help people meet the needs of joy, hope, and dignity.

BridgeBuilder Design Principles

Meet people where they are.

Geographically, socially, emotionally, culturally, and otherwise.

Build relationships.

Build trusting relationships characterized by respect and compassion.

Listen deeply.

Listen with humility. Treat peoples' stories with dignity and respect. Recognize and honor lived experience as expertise.

Collaboratively learn and adapt.

Respond to changing contexts and emergent learning through reflection, co-creation, and co-implementation with individuals, partners and communities.

Address Urgent Needs.

Build and repair bridges between people, issues, and beliefs that promote meaningful engagement and greater social cohesion.

Persona Worksheet

MAPPING OUT YOUR KEY STAKEHOLDERS

Take a moment to reflect on some of the key individuals whom you are designing for—both different end-users or beneficiaries, and those key stakeholders who also touch your innovation value chain.

A tip: think of specific individuals who represent different use cases or personas in your community of end users and stakeholders.



Brainstorm a list of your end users and key stakeholders

Target five to seven core values if you can.

Interview Prep

DETAILS

BridgeBuilder invests in the building and repairing of unique bridges between people, organizations, issues, and beliefs to promote meaningful engagement, and sustainable, community-led change. This design activity is focused on helping you and your organization do two things:

1. Better understand your community of beneficiaries and stakeholders, so that you might improve and iterate upon the value and intention of your innovation.
2. Understand which personas within your community of influence you may build bridges and social cohesion between.

For example: this might be between a new mom who is a refugee and a doctor that doesn't speak the same language, or between a person on the move who has newly arrived in a specific community and the neighbors, business owners, or politicians in that community. You might also be bridging between multiple groups. In your research, attempt to go beyond understanding just the basic needs, towards surfacing unique insights around the hopes, dreams, behaviors, and barriers of these individuals in your community of influence.

2 Use the prompts below to identify who to interview.

I am building a bridge between (Persona 1: Your end-user)
and (Persona 2: Key stakeholder/ Neighbor) because (need your organization is solving for).

An example of a person who represents my first persona is...

What's their name? Where do they

An example of a person who represents my second persons is...

What's their name? Where do they

One thing I would like to learn from this design research is.....

Interview Guide

CONNECTING WITH KEY COMMUNITY MEMBERS

This worksheet was developed based on design research best practices and to help support your application to the 2019 BridgeBuilder Challenge.



Start by introducing yourself, setting context and sharing your goal and hopes for your time together.

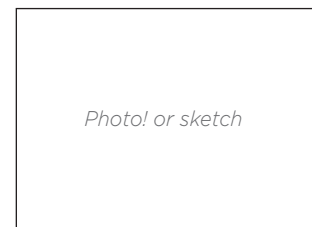
Use this as an interview guide for the individuals you choose to interview that represent your two main personas.

Name:

Where they are located:

This person's relationship to your work:

Additional descriptive information: Maybe it is the nature of their work, their current experience on their journey as a person on the move, etc...



1. Tell me about yourself?

2. In 5 years, draw what your ideal future may look like?

What are the things that resources (financial or other) can help with? What are the things that money cannot buy?

* Even better if they are able to draw a picture, and then have them talk you through it

3. To move towards your ideal future, what do you need?

4. Three challenges to reach your future goals might be:

*Tip: for questions 2 and 3, make sure to ask followup questions, See '[The Whys](#)' for more tips).

5. My future feels _____.

6. My story now feels _____.

Synthesize & Share on the Platform

THEME CAPTURE

To move from empathy building and observation towards insights and opportunities, you'll need to process and unpack the things you hear and see. After the interview, get together with your team, share stories and observations from the field, and visualize what you gleaned from the conversation via post its, maps, or through pictures.

To synthesize, group the information that seems related or similar, which will help you to begin spotting common themes across what you've heard from different interviewees. These insights will help you form a solid base for creating innovative solutions that are rooted in human needs and behaviors. Next, see if you can translate these insights into 1-2 clear, compelling design challenges that your team can focus on.

Tip: You don't need to fill out this toolkit specifically, but you may use it as a guide if helpful. At a high level, you just need to ensure that you've taken detailed notes and pictures throughout the process, and that you can share learnings in your idea submission on the platform. As an

4

More support here.

Use this toolkit (or a separate piece of paper) to capture insights, quotations and whatever else might inspire and inform your next steps.

FOR EACH INTERVIEW MAKE SURE TO CAPTURE

1. All the descriptive information, name, location, etc.. and don't forget to grab photos.
2. A quote that stood out to me from the x interview was....
3. 1-3 observations about my first personas hopes, dreams and needs are.....

AFTER YOUR INTERVIEWS ARE COMPLETE

1. Themes or insights that stood out across your interviews were...
2. Based on our feedback from the people we interviewed and connected with, an improvement on our product/service/model that we are interested in exploring is _____.
3. The biggest potential to build bridges across divided groups in our work is _____.