HUMAN CENTERED DESIGN
PLAY PUMP
CASE: CRS | FEED THE FUTURE NIGERIA LIVELIHOODS PROJECT

+ CASCADE OF ACTORS
+ EMPATHY MAP
+ INFORMATION FLOW
FEED THE FUTURE | NIGERIA
WHO ARE THE ACTORS?
LITERACY

FUNDER
ORG
IMPLEMENTER/CBO
GOV'T CASEWORKER
SUPERVISOR
CASCADE OF ACTORS

LITERACY
WHO USES THE ICT?
WHAT ARE THE ICT FLOWS?
DISCUSS: Thinking about one of your programs, what does the cascade of actors look like?

Q: How many **ACTORS** are there?
Q: **WHO** are you intending to **IMPACT** with this program?
Q: Does this person have **ICT**?
WHAT ARE THE ICT FLOWS?
EMPATHY MAP
OPPORTUNITY: CREATE A HOUSEHOLD PLAN FOR A DIVERSE LIVELIHOOD

THOUGHTS / FEARS / WORRIES

What will my neighbors think about my wife working? ...
What will the chief think if I make more $?
Hunger
What will others think about my plan? Planning?
Children: our future will be the same as our parents

MESSAGES / NORMS

Children: we have to help our parents
No reason to plan, hungry season / circumstance is inevitable
Can't do it (plan)
No one else plans
Planning / new livelihood is not for me
Tradition is important (more important than success)
Girls: I can't go to school
Don't hear messages
Channels: radio (affluent), teledramas (men)

ENVIRONMENT / CONTEXT

Children are sick / hungry
Only men and children are in the streets
No paper / no reading material
Women: I only see inside my house
Floods regular
Dry season / hungry season
Low / irregular access to cell/data connection
Low / irregular access to electricity
Open defecation / human & animal

SUCCESS

I can respond to changes in the season
We can cope with crisis
We are healthy
I CAN contribute
I CAN take action
We have savings
We are not hungry

BARRIERS

Women: I can't leave my house
Family & friends don't honor our plan
I have emergencies
It's hard to remember what to do
I can't read or write

ACTIONS

Working very hard
Men: farming
Women: processing grain, cooking, having children
Reacting
Children: working (not going to school)
OPPORTUNITY: CREATE A HOUSEHOLD PLAN FOR A DIVERSE LIVELIHOOD

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MODE OF ICT

ACTIONS
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CONTENT OF ICT

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IN THEIR HANDS
Planting season / Lokacin shuka
April / Afriju
May / Mayu
June / Yuni
July / Yuli
August / Agusta

QUANTITATIVE
TRAINING
INTEGRATION OF ICT

1. TAKE NOTE
2. ASSESS
3. PLAN
4. ACT
5. ADAPT
FULL INFORMATION FLOW: VISION
Sara Thompson, MPP  
Co-Founder, Director of Operations

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