**New businesses: Human-centred design Step 4: Implementation**

The final step of the human-centred design process is implementation. This is where you finally put into action all the learning and observations you have been doing with your customers.

**Learning**

● Watch the video attached.

● Read on the implementation material.

**Introduction**

This is commonly known as a pilot stage. It entails exposing your solution to the market for a short period of time (could be a few months) to see if it is practical to run it as a business.

You are not testing an element of your idea but everything as a system. If it is about selling trendy bags, it could be monitoring how people find out about your product, your sales process, how you deal with suppliers for materials and the delivery process to customers.

1. First you need to consider all the logistics required to run your pilot. Do you need a physical location and where exactly? Do you need to hire people? Have you identified who your suppliers are? Any legal documents required (eg. permits)?

2. Next, figure out what you will do to make you unique from your competitors. It could be how you have branded the materials you use, or how fast you deliver, the messaging used on online platforms to capture your target market etc.

3. During this phase, don’t make big changes. This is because you are testing many variables and you don’t want to make a change that will affect everything else all at once. The changes could be small like the type of content shared online, the response time to client enquiries etc.

4. Collecting feedback is very important at this stage from the people you are targeting. What is working and what is not. You could also have a few metrics to measure your success. For example, if it is a skills training program, consider the number of applicants from different sources, the number of people who sign up etc.

**How to create an implementation plan**

1. Take a sheet of paper and create 3 categories: distribution, partners and skills needed. Brainstorm on what would be needed for each category. You could start what is already available and what is needed. E.g. For the bag idea, under distribution, you might need to decide whether you will have a physical shop or

an online one; under partners, you could consider suppliers, and the skills could be how to negotiate prices for materials.

1. Make a list of the most important skills required for the implementation to work. Rearrange the list in order of priority eg, tailoring, bag designing, sales etc.
2. Now you have identified all these, get a calendar and map out what needs to happen by when within the period of the implementation phase.
3. You could start by identifying key milestones in your timeline e.g. when to make the first batch production when to start marketing etc.

**Required Output**

Share the implementation plan in terms of dates and what key activities to be completed.

**Mentorship**

Discuss the successes, challenges and opportunities as you go through this stage.