

**BSD 414 DESIGN THINKING CASE STUDY
CASE STUDY ON USER CENTERED DESIGN**

IDEO undertook a project to redesign the HIV services experience for at-risk populations. This initiative aimed to address the significant challenge that, in many parts of the world, access to HIV services is heavily stigmatized, making it difficult for these populations to seek out testing and treatment. To tackle this issue, IDEO employed a multi-faceted, user-centered approach. They began by working directly with at-risk populations, using empathy to deeply understand their experiences, fears, and needs. This empathetic engagement allowed IDEO to gain valuable insights into the barriers these individuals faced. Next, IDEO involved community members in the design process through co-creation. This step ensured that the solutions developed were culturally appropriate and truly met the needs of the people they were intended to serve. By including the community, IDEO fostered a sense of ownership and relevance in the solutions. Additionally, IDEO used rapid prototyping and testing of various ideas to gather feedback and iterate quickly. This approach allowed them to refine their designs based on real-world input and make necessary adjustments efficiently. The outcome of this comprehensive redesign included the introduction of mobile testing units, which made HIV testing more accessible. They also implemented community ambassadors who could advocate for and support at-risk individuals, as well as privacy-respecting communication methods to protect users' confidentiality. These innovations significantly improved access to and the uptake of HIV services among the targeted populations, effectively reducing the barriers associated with stigma.

QUESTION:

1. *Use the template shown below to analyze the business, users, problems, motives, fears, solutions, alternatives and competitive advantage and unique value propositions related to the case above.* (18marks)
2. *State any assumptions related to the above case study* (2marks)

3. PROBLEMS	4. MOTIVES	1. BUSINESS	8. COMPETITIVE ADVANTAGES	6. SOLUTIONS
		2. USERS		
	5. FEARS		7. ALTERNATIVES	
		9. UNIQUE VALUE PROPOSITION		