

Leveraging Human-Centered Design to Develop and Demonstrate Firm to Farm Finance Solutions for Smallholders

Group Activity Handout

Your table has been given a couple of note cards generated by the Introductory Activity at the start of this presentation. As a group, pick the card/scenario you like best.

You (your table) are a project manager at an NGO in [COUNTRY NAME]. You are currently operating a development project in the [SECTOR]. Six months into the project, your field staff tell you that [ACCESS TO FINANCE CHALLENGE] is a constraint on the project's success. You've been thinking about applying HCD in order to address finance challenges and here is your chance. Broadly speaking, how would you organize an HCD process that work for your team?

Assumptions:

1. Your HCD team will be a taskforce of staff in your organization who already have other assignments, so their focus on this effort will be part-time.
2. There is no HCD line item in your project budget. So you have to pursue this effort outside of the project or creatively within it.

Focus on answering these three questions:

1. How will you find out what financial products and services customers (project participants) really want?
2. How will you connect with and work with commercial partners in order to innovate a new product or service?
3. How will you facilitate adoption – and eventual scaling – of this new product and service in the market?

Choose one member of your group to report back with your plan to the larger group.

Feel free to incorporate elements of the HCD process pictured below or reference ideas in the Firm to Farm Finance Toolkit.

