

# Link Library: Human Centered Design

UNICEF West and Central Africa, Social and Behavior Change Team

See slide 2 for some French resources Last updated: 27-8-22



## Human-Centred Approach for Health

This website will guide you through why and how to use human-centred design as an approach to addressing challenges related to community demand for basic health services such as immunization.

HCD RESOURCES

1. [Human Centered Design for Health tools](#) (UNICEF)
2. [Human Centered Design Guide](#) (Ideo)
3. [HCD pocket guide](#) (Ideo.org)
4. [HCD Research Methods cards](#) (Ideo)
5. [Mercy Corps HCD research cards](#)
6. [Rapid Prototyping Guide](#) (UNICEF West/Central Africa - Adapted from UNICEF DRC doc)

CO-CREATION GUIDE  
NOTHING ABOUT US WITHOUT US

A co-creation guide: For the collaborative design of social and behavior change content and approaches

This is a guide for conducting a co-creation session, for UNICEF colleagues, government and civil society partners. Note: **This is not a training module** and is not meant to be presented. If you are considering holding a "co-creation" session, you can simply read this guide, and then print a copy for reference and use on the day of the session. It is not meant to be distributed to participants. It is for the session facilitator

V: 13-2-22 (Eng)

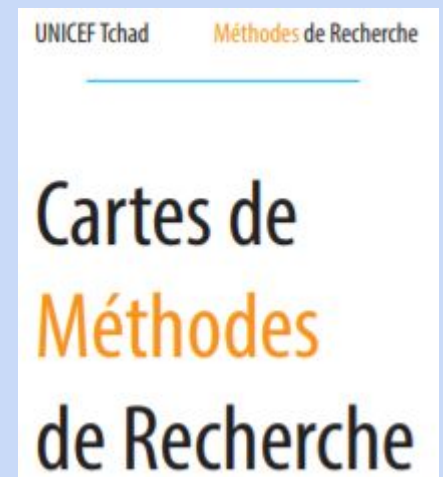
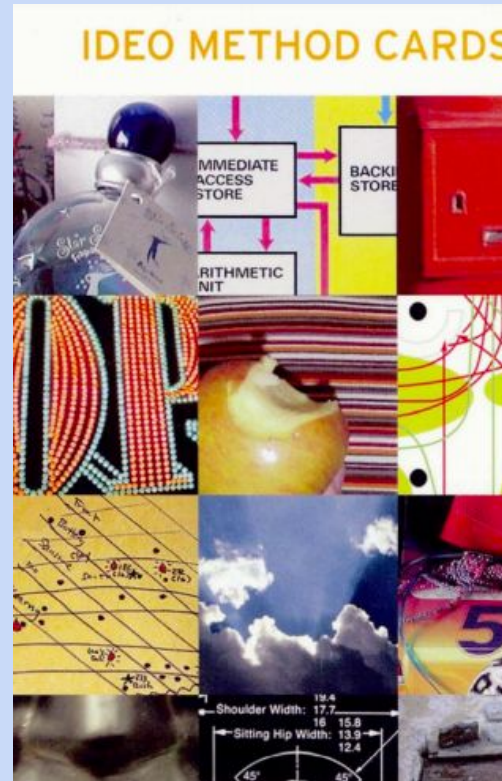
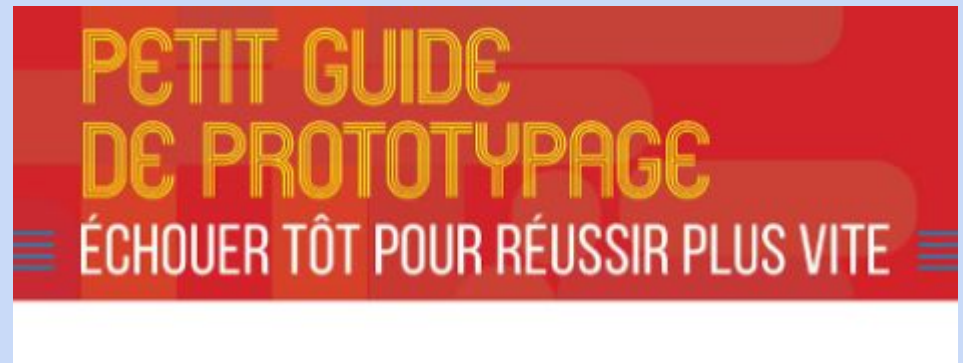
[Co-Creation guide \[ENG\]](#)  
UNICEF Dem Rep Congo/DRC

Human-centered design is a creative approach to problem solving. It's about trying. Failing. Learning. And trying again.

Mercy Corps IDEO-ORG

# Ressources en français

1. [Guides HCD Français](#) (UNICEF and Ideo.org)
2. [Cartes recherche \(UNICEF Tchad\)](#) - Printable version
3. UNICEF Rep Democratique Congo (RDC)
  - a. [Guide co-creation](#)
  - b. [Guide prototypage rapide](#)





## Annex: Resources *(see also next pages)*

1. [Adolescents 360](#) Human Centered Design learning hub



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CENTER, EVERY  
STEP OF THE  
WAY



## Additional resources (Continued) - [Electronic version of cards are here](#)



UNICEF West and Central Africa  
Regional Office  
Brainstorming tips\*

1. Go for quantity
2. Be visual
3. Build on the ideas of others
4. Encourage wild ideas
5. Defer judgement
6. One conversation at a time

\*Adapted from: [IDEO/IDEO U](#)



UNICEF West and Central Africa  
Regional Office  
Behavioral Insights “EAST” Framework

1. Make it **E**asy
2. Make it **A**tttractive
3. Make it **S**ocial (Pulling from positive social norms)
4. Make it **T**imely

\*Adapted from: [Behavioral Insights Team](#)

## Additional resources (Continued)

### [Introduction to Human Centered](#)

[Design](#) - Acumen Academy

[Online, no cost, open to everyone]

### [Prototyping course](#) - Acumen

Academy (Next course: 2023, with new courses announced regularly)



The screenshot shows the top navigation bar of the Acumen Academy website with links for Courses, Accelerators, Fellowship, Blog, Log In, and a red 'Create Account' button. The main banner features a group of people in a workshop setting. The text on the banner reads: 'Innovate' in the top left, 'Introduction to Human-Centered Design' in large white font, 'Master human-centered design with IDEO.org to solve real world challenges' below it, and '7 Weeks Sep 20, 2022 Free' in the bottom left. A red 'Enroll Now' button is in the bottom right, with a 'VIEW COURSE CATALOG' link above it.



The screenshot shows a similar banner for the 'Human-Centered Design 201: Prototyping' course. The text on the banner reads: 'Innovate' in the top left, 'Human-Centered Design 201: Prototyping' in large white font, 'Learn from IDEO.org designers to make your ideas come to life' below it, and '4 Weeks May 16, 2023 Free' in the bottom left. A red 'Enroll Now' button is in the bottom right, with a 'VIEW COURSE CATALOG' link above it.

Additional resources: [UNHCR recommended resources on design thinking](#)]



**UNHCR**  
The UN Refugee Agency

Innovation Service

7 essential resources for a  
design thinker

The Bootcamp Bootleg

Service Design Toolkit

Frog Design's

Collective Action Toolkit



**Do you have feedback or suggestions for us? [UNHCR recommended resources on design thinking](#)**