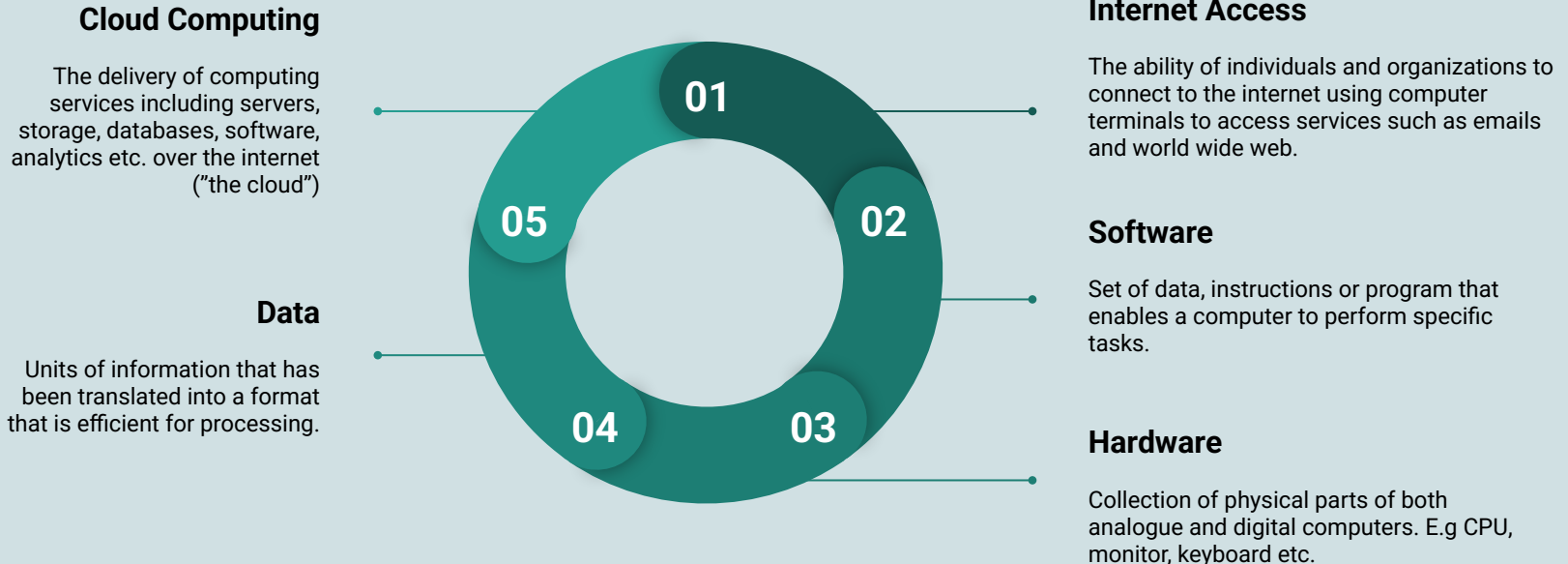


The Future of Development ICT

Farida Kabir, CEO OTRAC

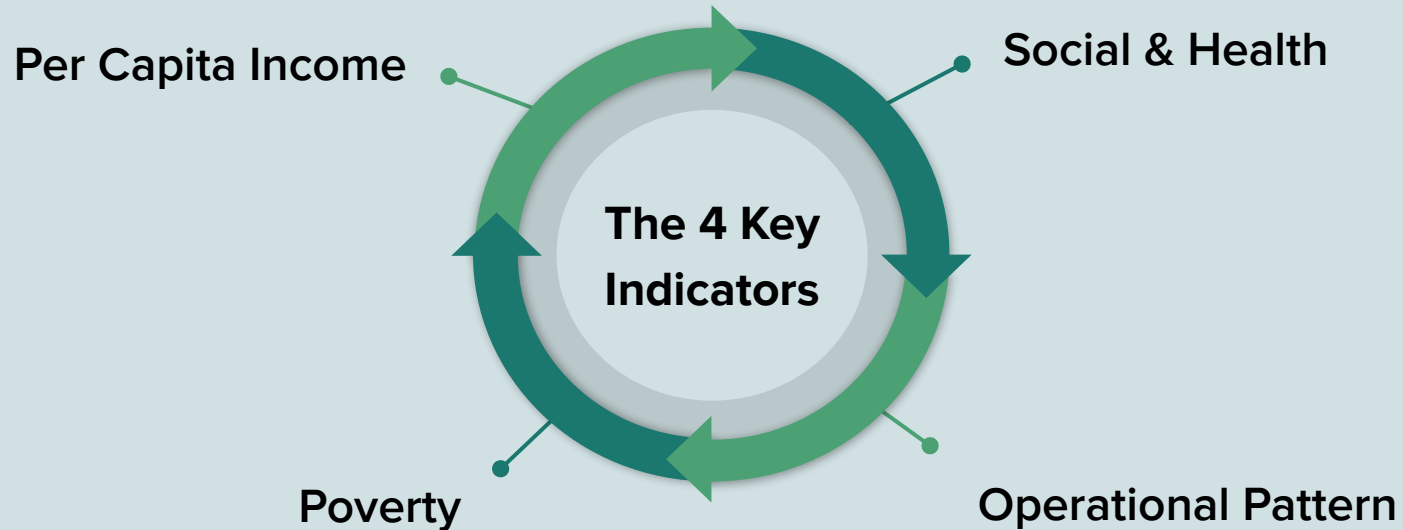
Information and Communication Technology

Technologies that allow people and organizations to interact in the digital world.

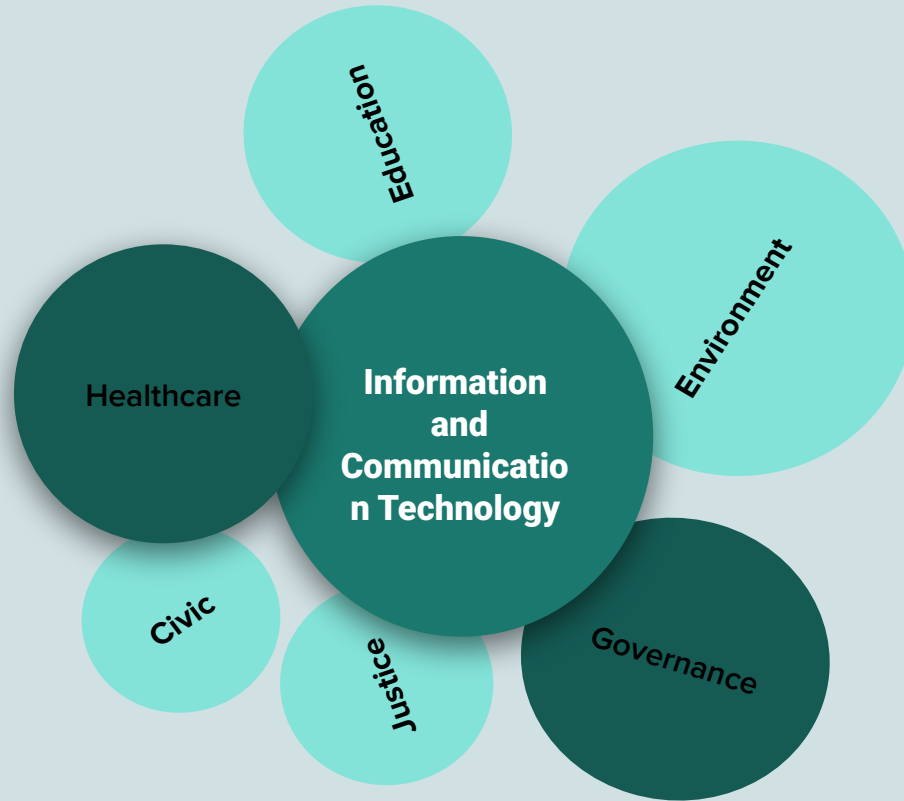


Economic Development

The process of improving the economic well being and quality of life of a nation, region, or local community through targeted goals and objectives.

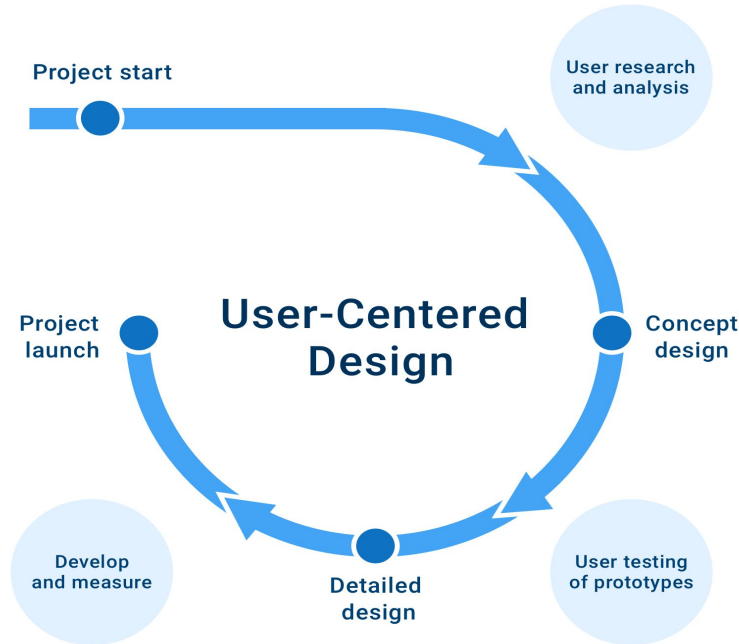


What does ICT for development mean to you?

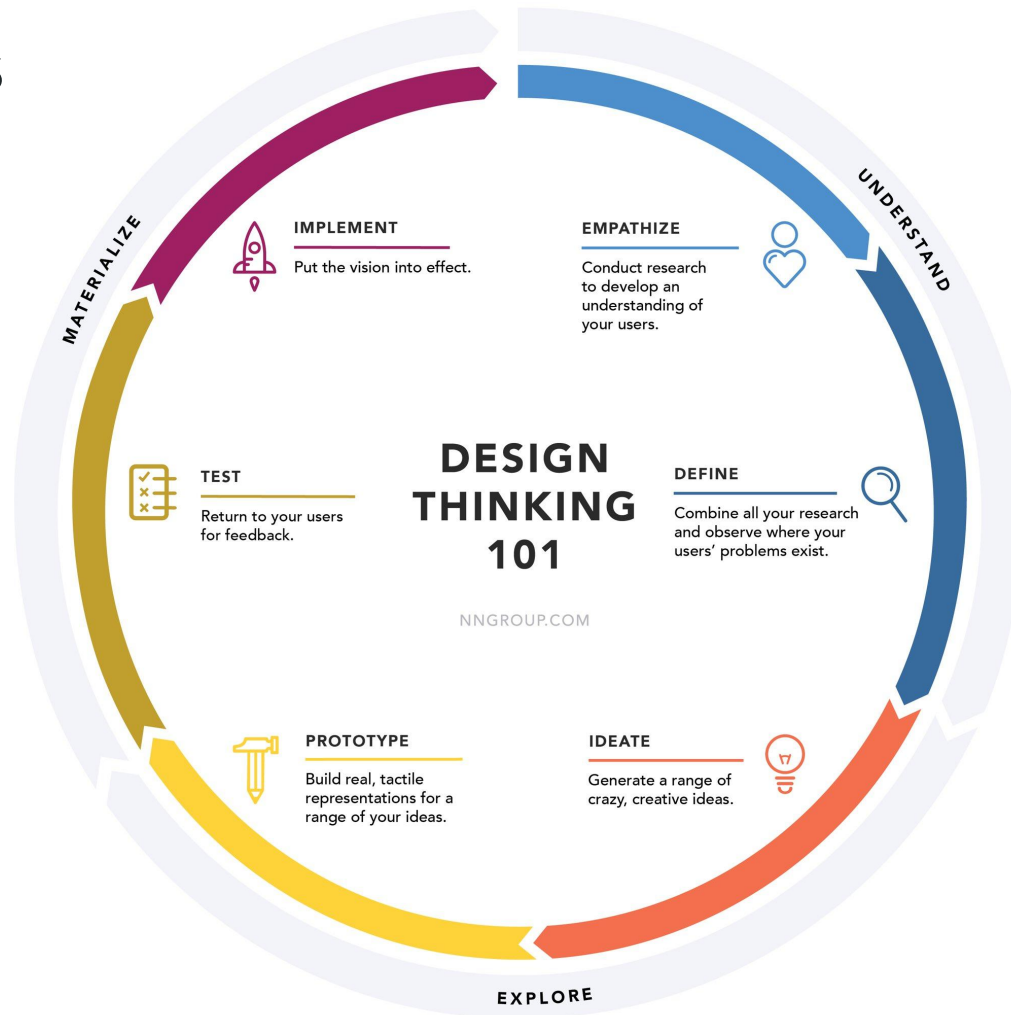


Design Thinking 101: User Centered Design (UCD)

An iterative multi-stage process concerned with solving complex problems in a highly user centric way.

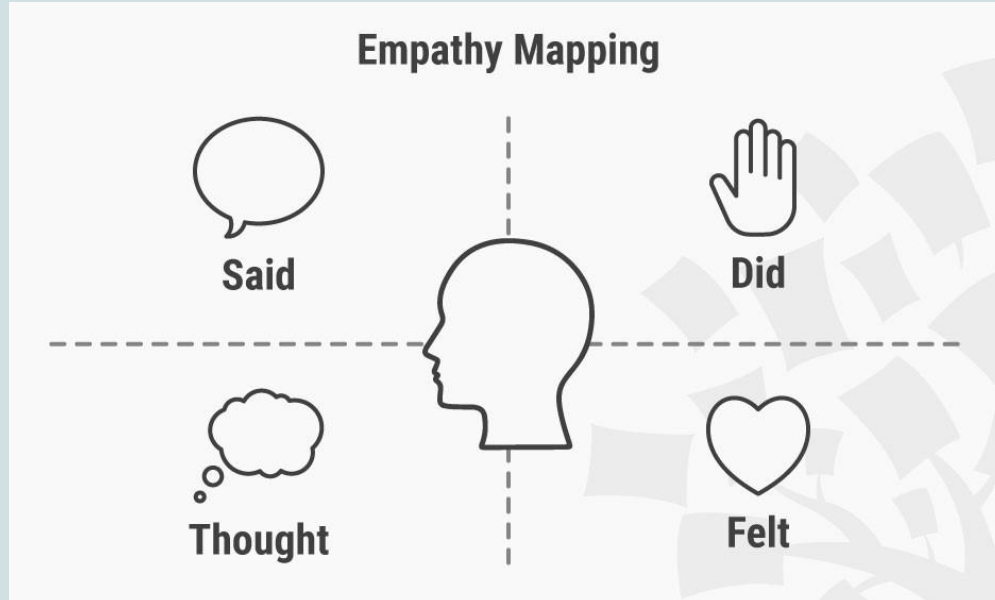


UCD Process



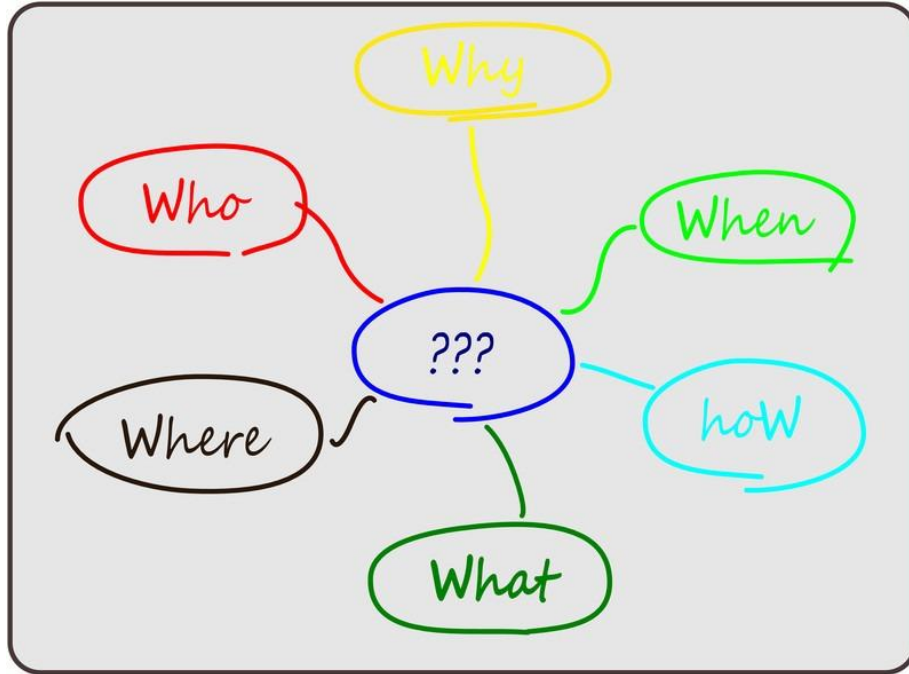
Empathize

Getting to know the user, understanding their wants, needs and objectives.



Define

Establish a clear idea of what problem you're solving for your user and create a problem statement.



Example of Problem Statements

- **From the user's perspective:** "I am a young working professional trying to eat healthily, but I'm struggling because I work long hours and don't always have time to go grocery shopping and prepare my meals. This makes me feel frustrated and bad about myself."
- **From a user research perspective:** "Busy working professionals need an easy, time-efficient way to eat healthily because they often work long hours and don't have time to shop and meal prep."
- **Based on the four Ws:** "Our young working professional struggles to eat healthily during the week because she is working long hours. Our solution should deliver a quick and easy way for her to procure ingredients and prepare healthy meals that she can take to work."

Ideate

This stage is all about exploring ideas. A judgement free zone to explore.



Quantity > Quality

☐ Quality

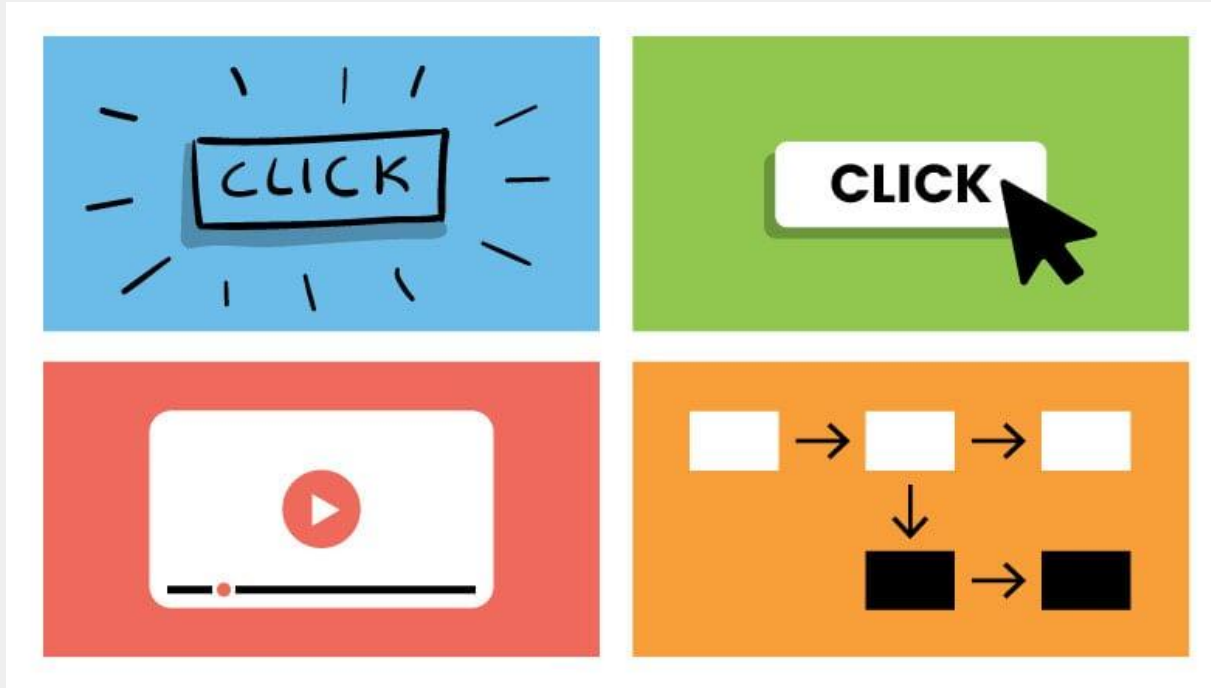
☒ Quantity



The best way to have a great idea is to have **lots of ideas**

Prototype

An early version of idea built to: **out assumptions** and **answer questions**



Test

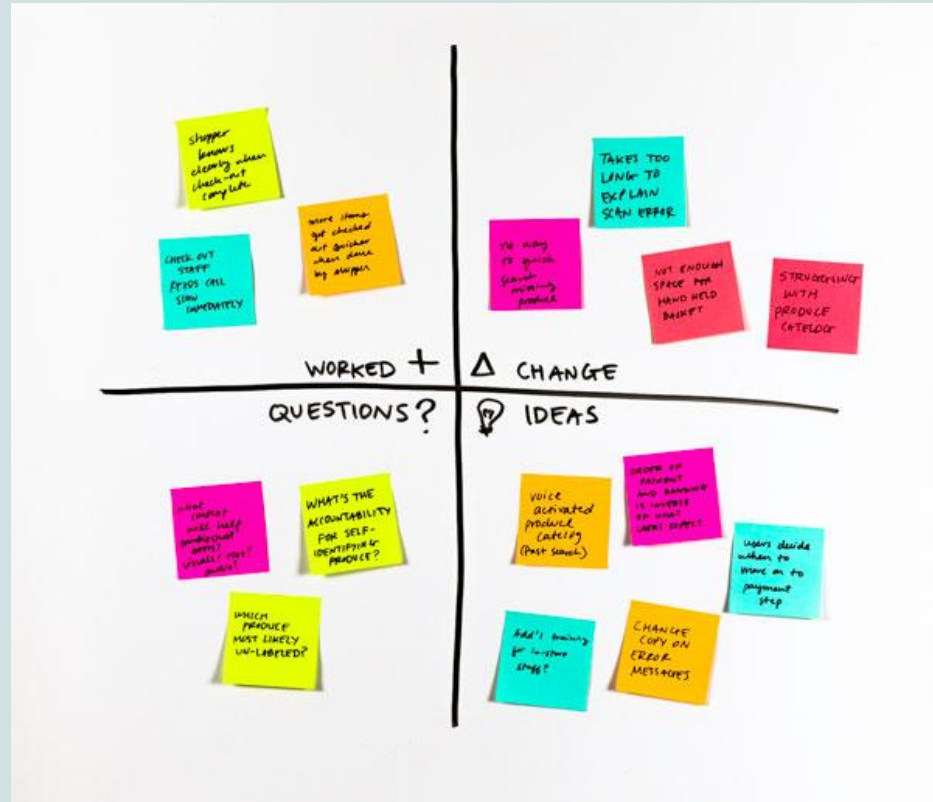
Process of testing your prototype on real users and collecting feedback.



How will you know if your prototype is successful?

Create your metrics before you test

Track your feedback



Applications

- REMITA
- TRACKA
- VerifyMe
- Gifted Mom
- BVN

“Technology should be an important ingredient. It may be and should be a tool for social development”

- Aleksander Kwaśniewski