

seecon



Design Sprint

For WASH Hub

23-25 September 2024,
Willisau, Switzerland

01

Objectives of Workshop



Define & understand core users of WASH Hub

**To understand the
problems we want to
solve!**

**Conceptualise the WASH Hub and its possible
structure & function**

**Base for clickable
prototype**

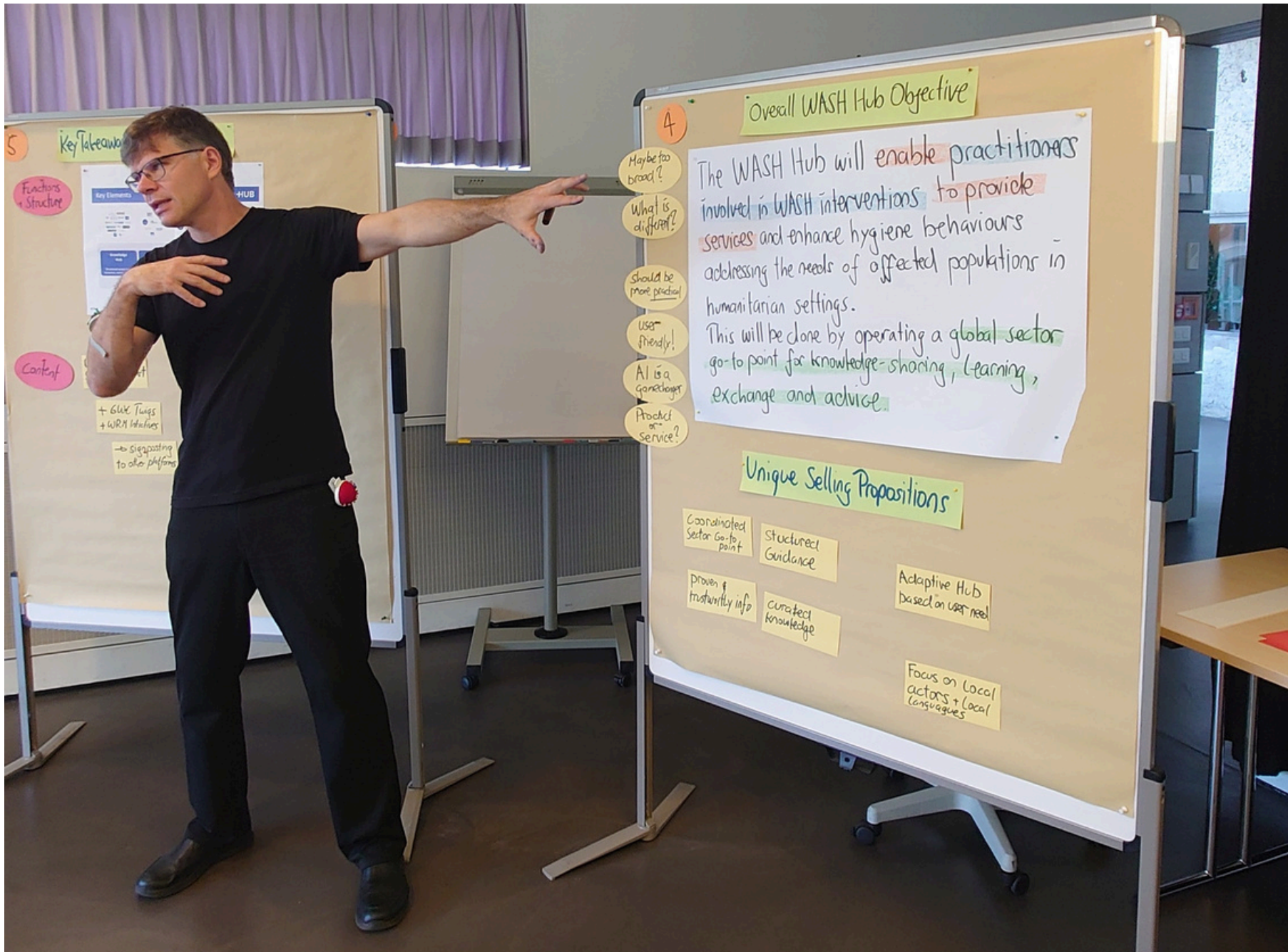
**Outline necessary next steps needed for full
development of WASH Hub**

To get WASH Hub funded

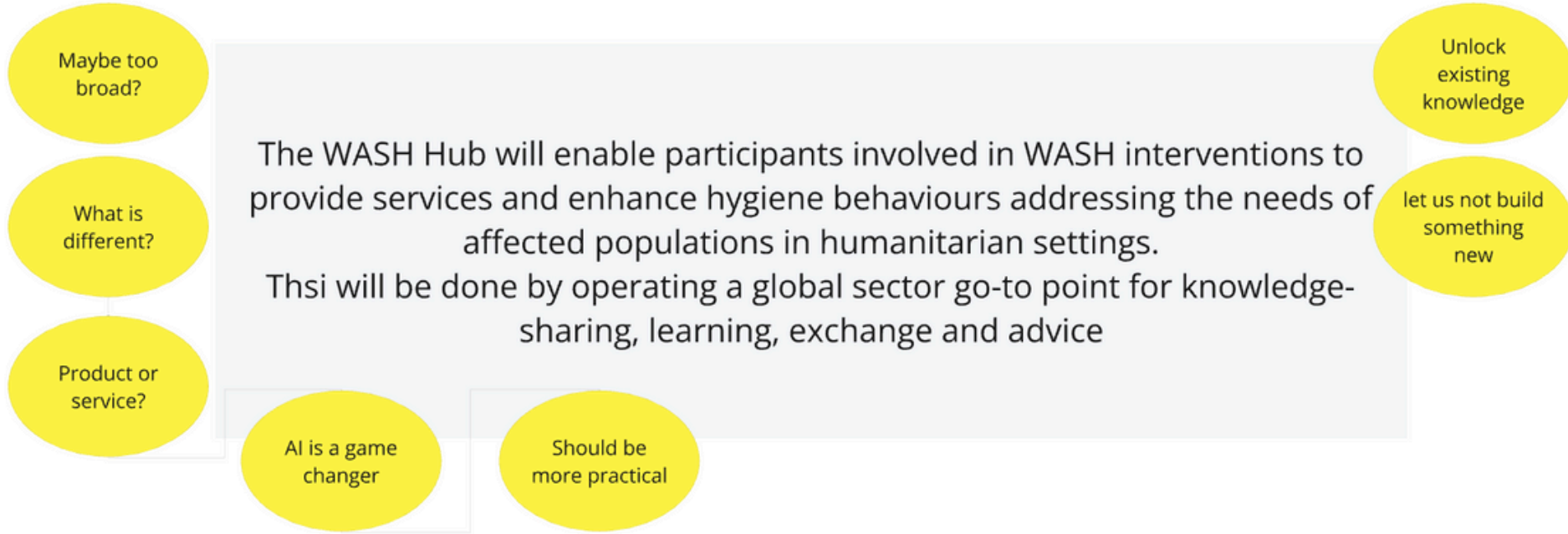
02

Main Goal Definition





The WASH Hub



Generally people do not feel that the current objective doesn't reflect 100% the aim and efficiency and resources will be used would reflect differently on this, its very wide, which is ok but its not really grasping the aim, however it is difficult to clarify, AI is super important element. KI could a point be to focus on. Exchange and building community is something that AI doesn't support so it should not be the main focus.

Unique Selling Propositions

- Coordinated sector go-to point
- Structured Guidance
- Adaptive Hub based on user need
- Proven trustworthy info info
- curated knowledge
- focus on local actors + local languages

03

Takeaways from Kick-off

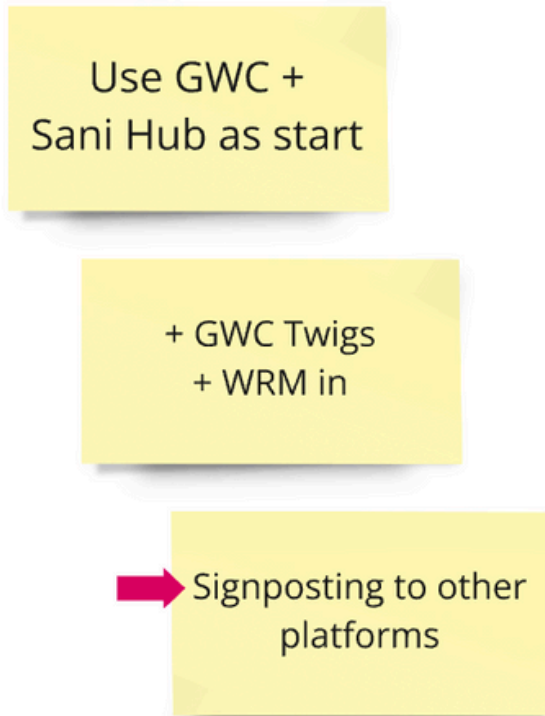


Functions Structure



- add local component
- start with TWiGs, but go beyond
- AI can merge helpdesk + knowledge hub
- emphasis also on community elements!
- also need activation of humans!
- based on human community!
- "Owned" by sector, not specific orgs

Content



Challenges

Curation + content
dev. time
consuming

COPs/ Topical hubs
need active
moderation

Deal with "content
noise"

How to monitor
impact? (success)

04

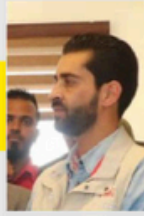
Core

Personas



Persona 1

Local Field Worker Ameen



Personal info.

41, 2 children,
married, Jordan

Problem solving,
decision making
role

Local Jordanian
water utility

Likes TV, gardening,
introvert, plays with
his children

Al Bayt University,
Public Health ED

Project implement

Read, write, speaks:
Arabic

Motivation

Driven to help his
country's refugee
crises

Observing water
challenges first hand
since childhood

Tech use

Likes social media:
- Facebook: active
- LinkedIn: not much

Observing water
challenges first hand
since childhood

Occasional
webinars, online
conferences

Mostly using offline/
mobile phones

Solves problems
through phone

Not tech savvy

Pains

Access to funding

- too many info
- how to get quick
solutions

Lack of operational
knowledge

No in leadership,
lack of visibility

overloaded with tasks
-> how to make use of
what is available

Detached from the
KM system

Gains

Translated
knowledge access

offline + simple

communicate news,
updates, innovations,
jobs through rights
language/change

Solutions for quality
& timeliness

More funding
opportunities &
literacy

widened network to
interact with others

Learning & knowledge sharing habits

Researches other
capms online

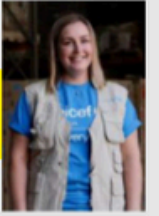
Uses facebook to
document changes
& raise awareness

Attends monthly
meetings with other
organisations

Empower to
MAXIMIZE impact!

Persona 2

Tech-savvy humanitarian staff Jessica



Personal info.

29, single, no children,
6 years professional
experience

- Volunteer with elderly
- Horse riding
Yoga

SI, Cox's Bazar
kutupalong refugee
camp

Emergency setting

TU Delft, IHE Water &
sustainable
development

Motivation

Wants to help
people in vulnerable
situations

Altruistic, likes to
feel she has
purpose

Likes to support
knowledge transfer
fostering sustainability

Tech use

Uses AI for basic
matters & sometimes
professionally

Uses laptop in office
for emails, reads up
report projects

Tries to stream
relevant webinars &
TV shows sometimes

uses social media a
lot, Instagram,
LinkedIn & Youtube

Tech savvy

Pains

Weak internet
access

Comms with local
stakeholders
(language)

Contextualise
Information

too much info to go
through

Gains

In depth knowledge
on matters she
doesn't master

- access to more
experts
- access to other org
documents

Packages:
- trainings
- PPT
- Instructions

Human/AI powered

feeling of
community

Translated in local
settings/languages

Learning & knowledge sharing habits

Joins LinkedIn
groups to exchange
knowledge

Appreciates
webinars & short
videos on the go

Reads fact sheets
for quick overview
of info

Persona 3

Knowledge Manager HQ
Lucy



Personal info.

- 45, 1 child, married, Switzerland, ICRC
- Values work/life balance & time for family and friends
- Experienced WASH professional, 11 years
- Loves nature, enjoys hikes and camping
- University of Bern, Sustainable Development
- Multi Languages

Motivation

- Make WASH info accessible
- Passionate about sharing knowledge. Empowering others!
- Wants to leverage tech to streamline workflows

Tech use

- Proficient: Email, online database, PM softwares
- Uses social media weekly for family & news mostly
- Fascinated by AI but finds it repetitive & cheesy

Pains

- connect to other specialists
- Promote wash innovation
- Deciding on training topics
- Cannot quickly share specific resources
- Reliable sources
- Deciding on training topics
- No time to focus & summarise of exact relevance
- Bring in contextualised local knowledge
- Complicated search system

Gains

- Time saved + life balance
- capturing knowledge of local staff
- effective use of AI
- Curated knowledge system/database
- voice: transcription feature
- sharing knowledge

Learning & knowledge sharing habits

- Attends conferences & webinars - also hosts them
- Likes to read sector's reports & publications

05

Inspiration Examples



Example platforms/functions

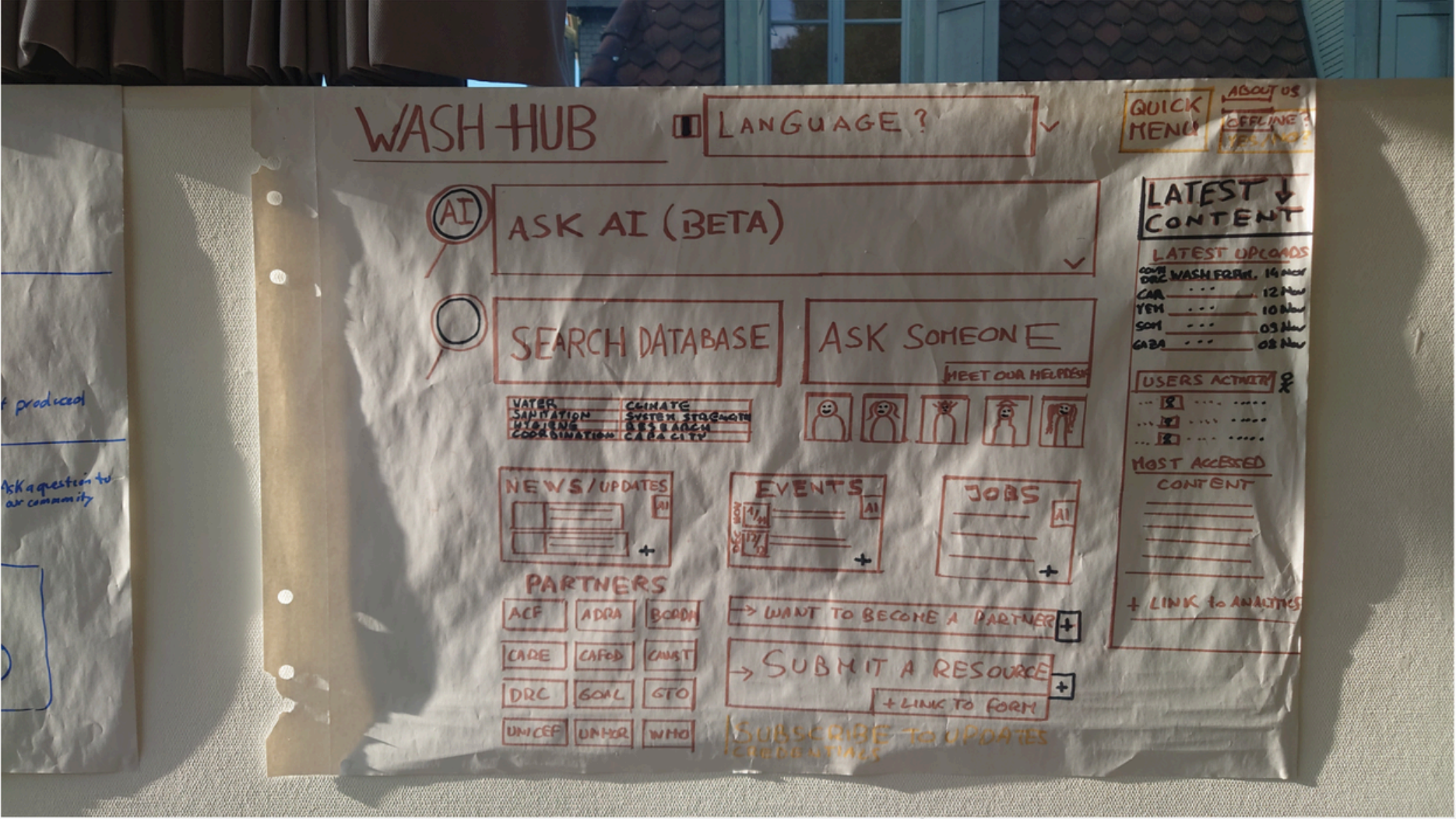
Example	URL	Why as inspiration?			
SANI Hub		a lot of learnings from process	handmade, curated no AI yet		
WASH Ai (Olivier) app.wash.org		leverage/translate existing all WASH knowledge	WASH Hub experts to help curate data base	whatsapp connector	could be integrated into WASH HUB
sanirepo.com		Language access to trainings set up	simple, clean desing		
washcluster.net +relief response		IT represents country collective KM	BRING IN RESOURCES, PARTNERSHIPS, REPLACE RESOURCES OF GWC	main issue: identifying what is good and bad	
washresources.cawst.org		Language support	language support	research by both: - topics - filters Clear presentation	
thedeep.io		Opensource data analysis work human powered analysis	Data validation!		
ada.com		role reversal from questioner to interviewee			
wathab.icrc.org		SME: subject matter expert Quality stamp: gold/s/b Taxonomy	done make too many tags	open resource tagging for WASH HUB	
sanichorce.net		Contextualisation			
sswm.info		90% people end up here by google	dont waste too much time on structure		

06

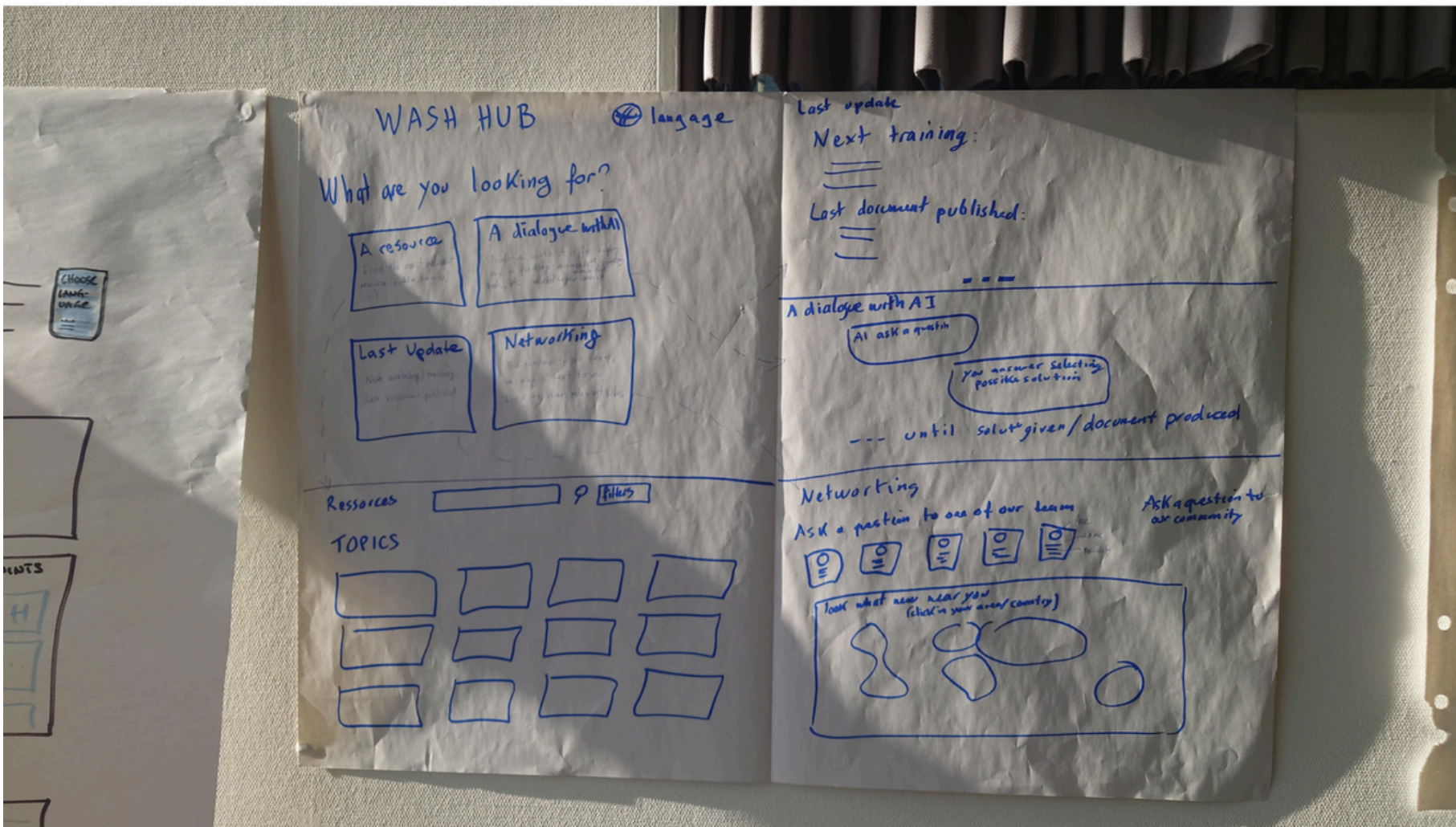
Draft Design Gallery



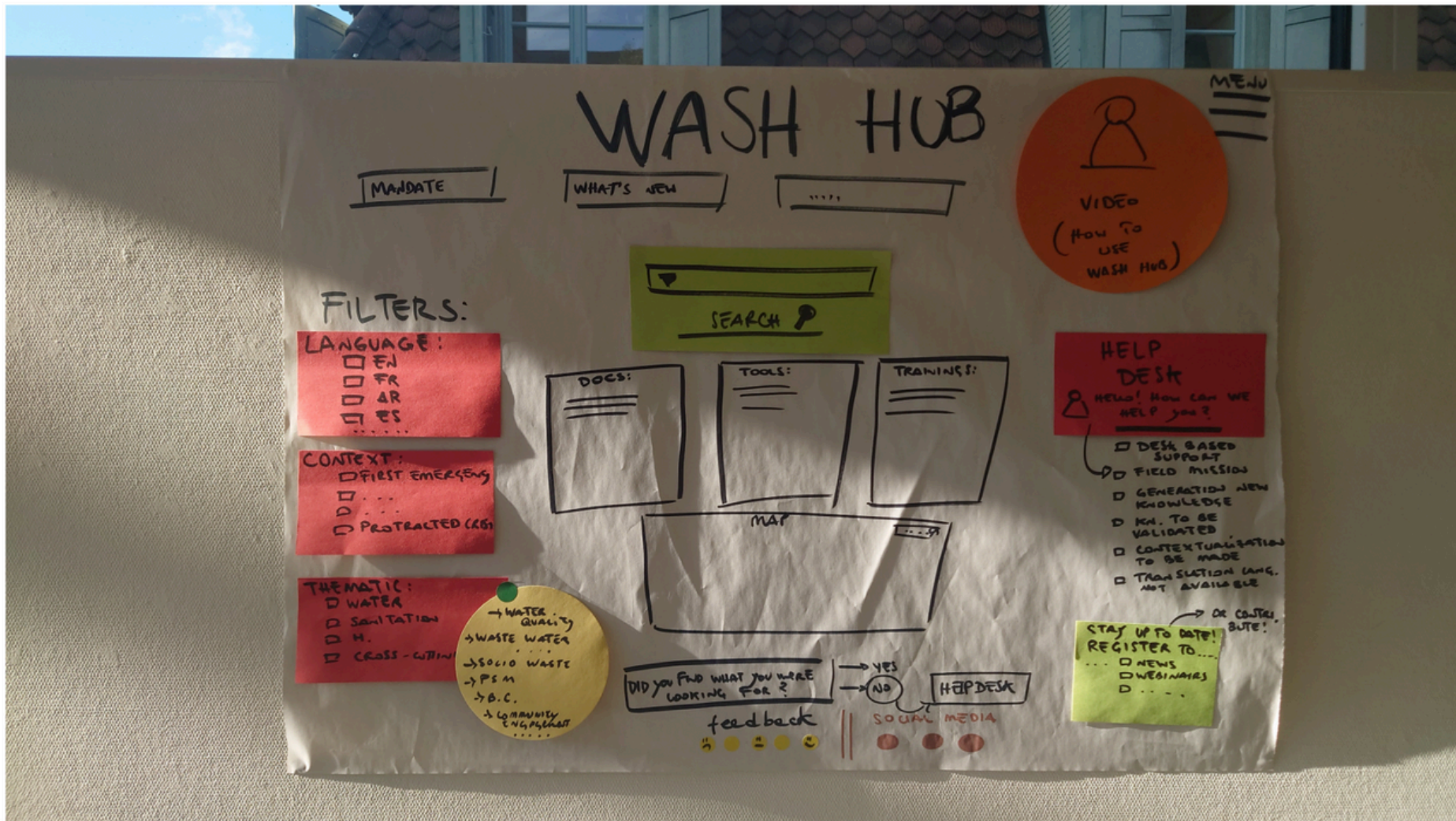
Aliosha



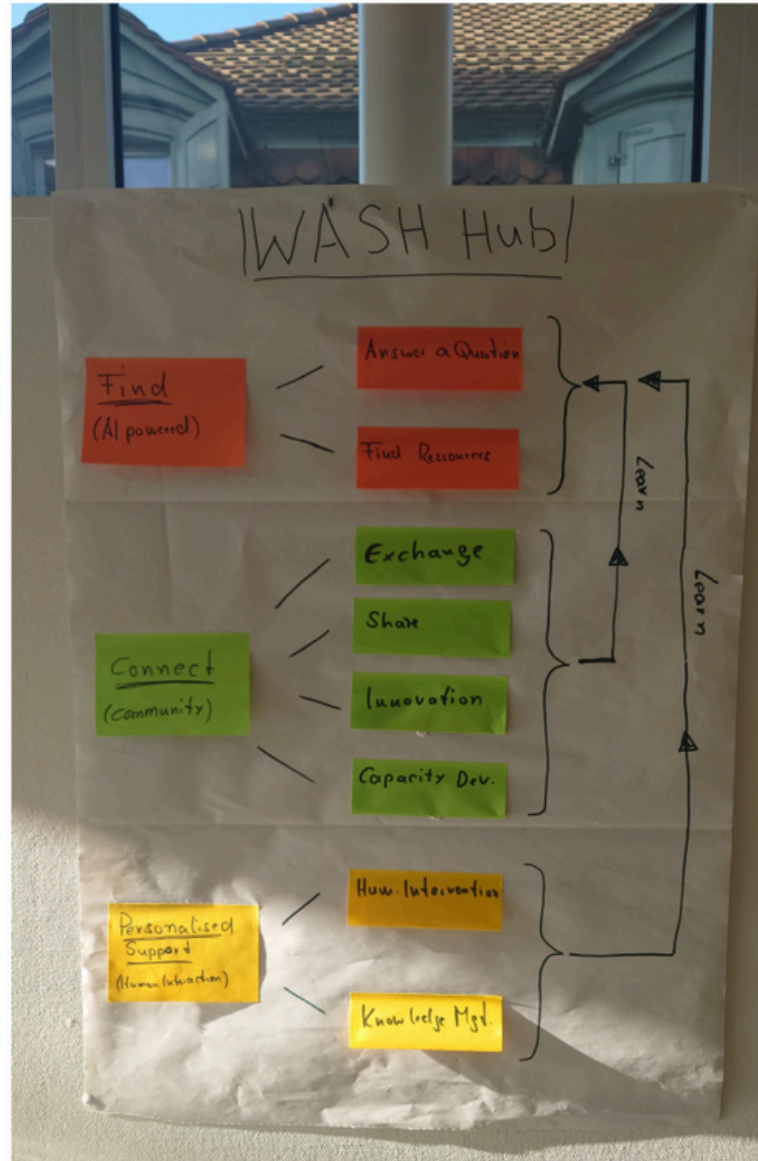
Caterine



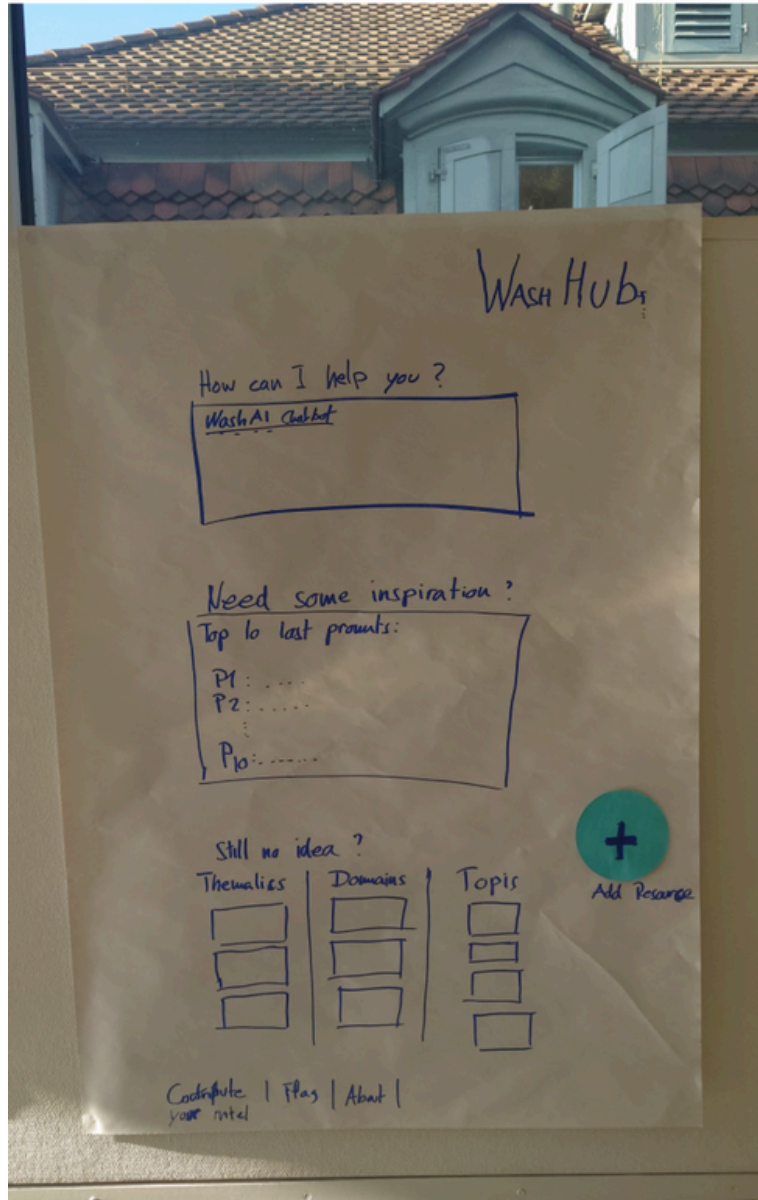
sara



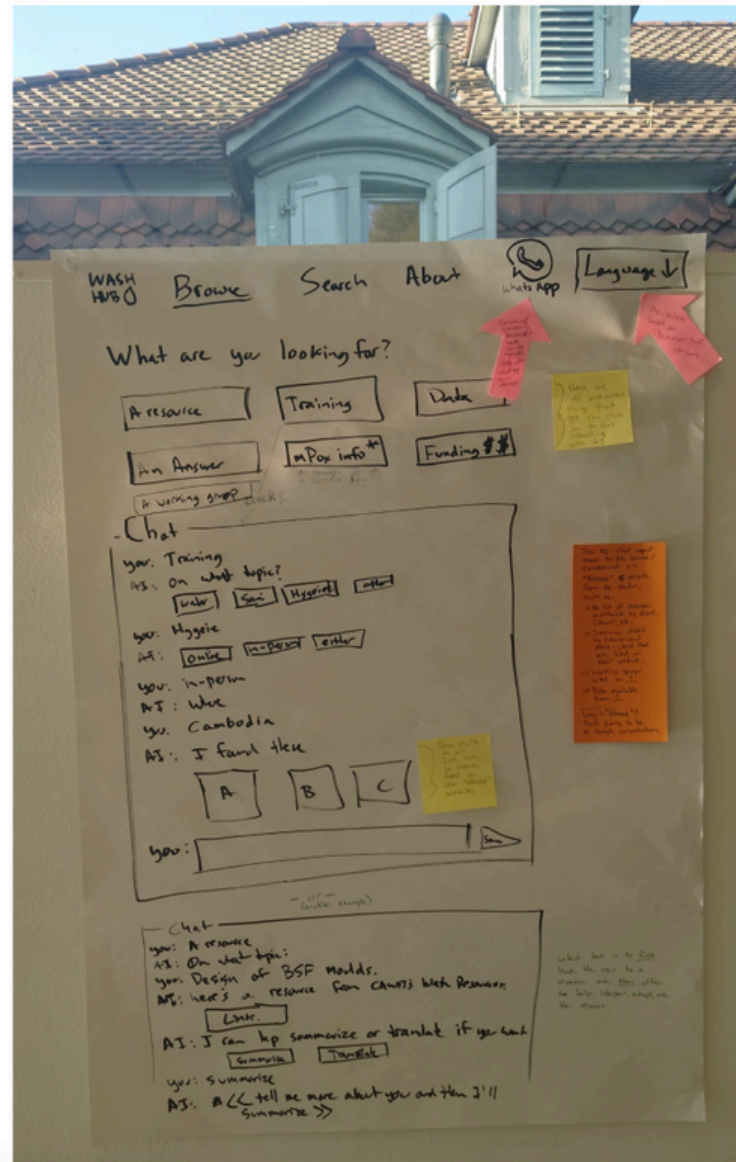
Thorsten



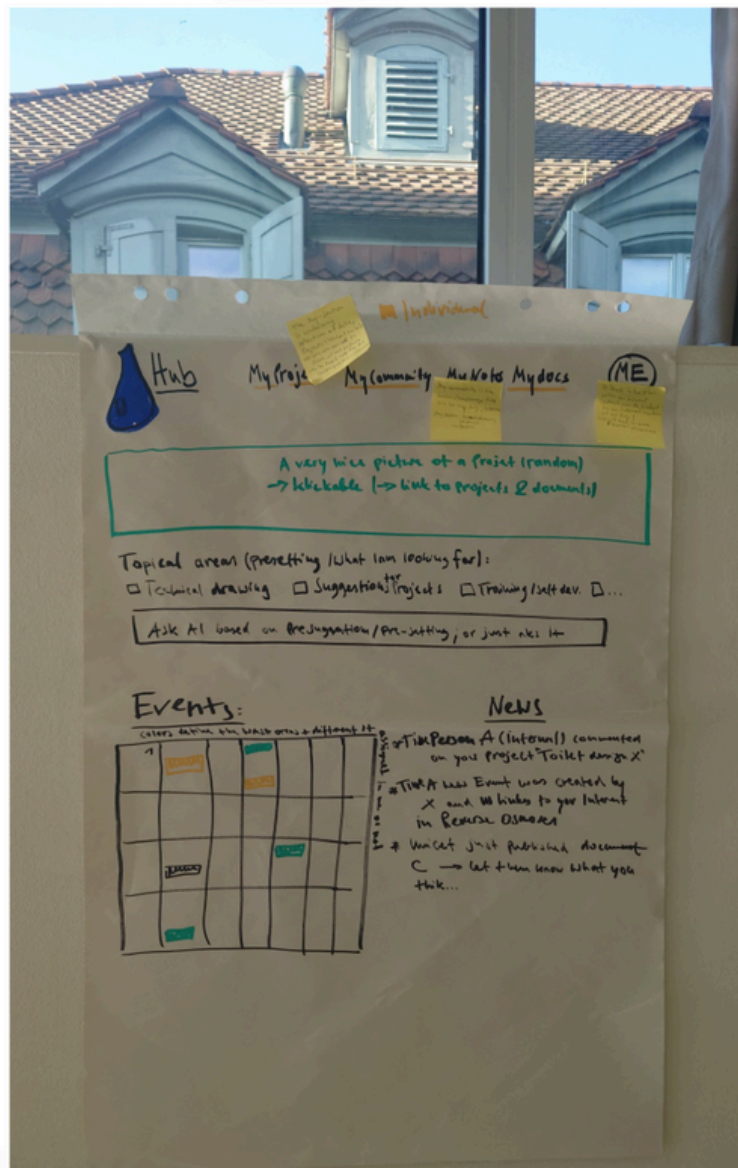
Rene



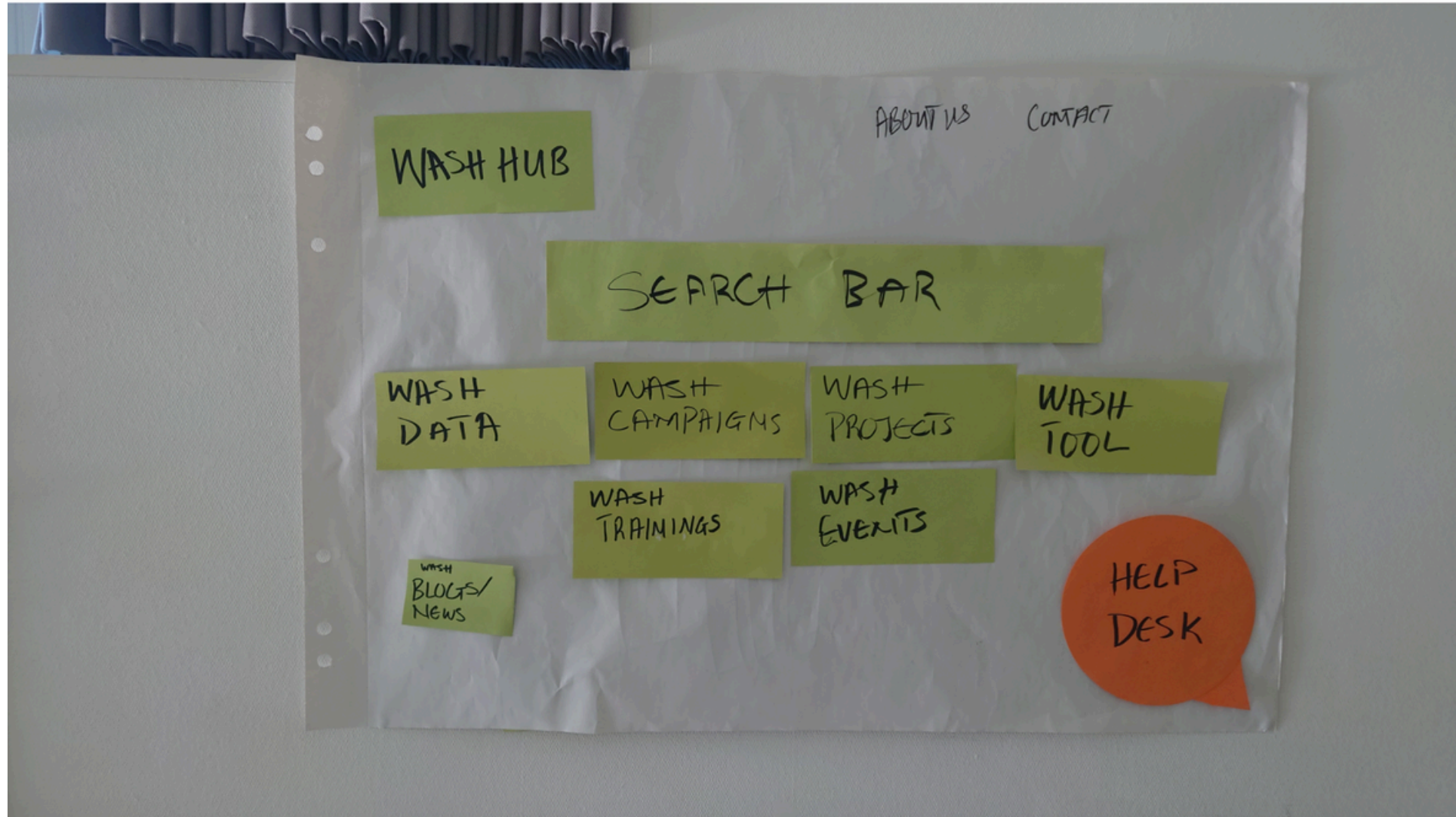
Dan



Lorenz



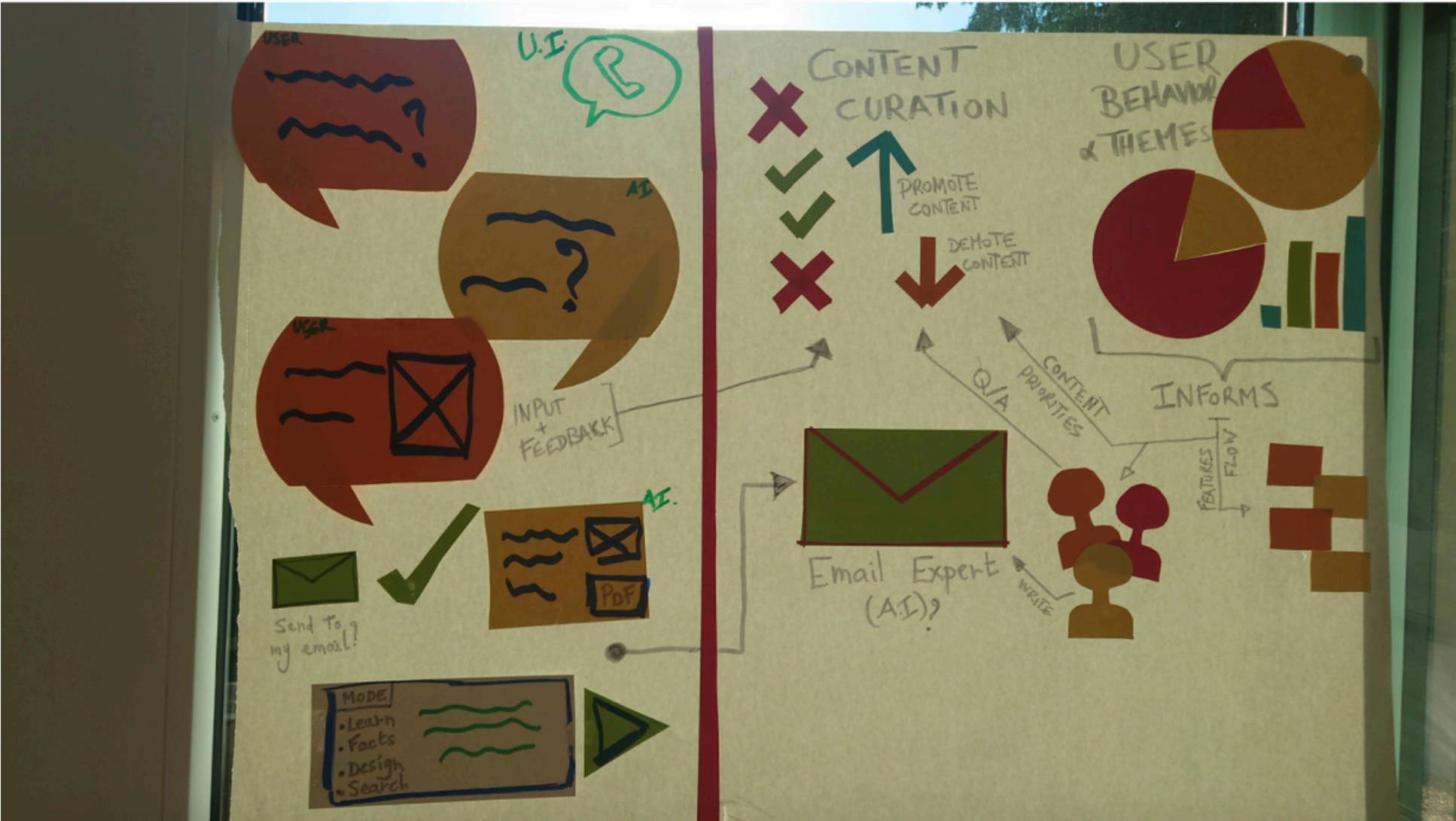
Iyanu



Rob



Olivier



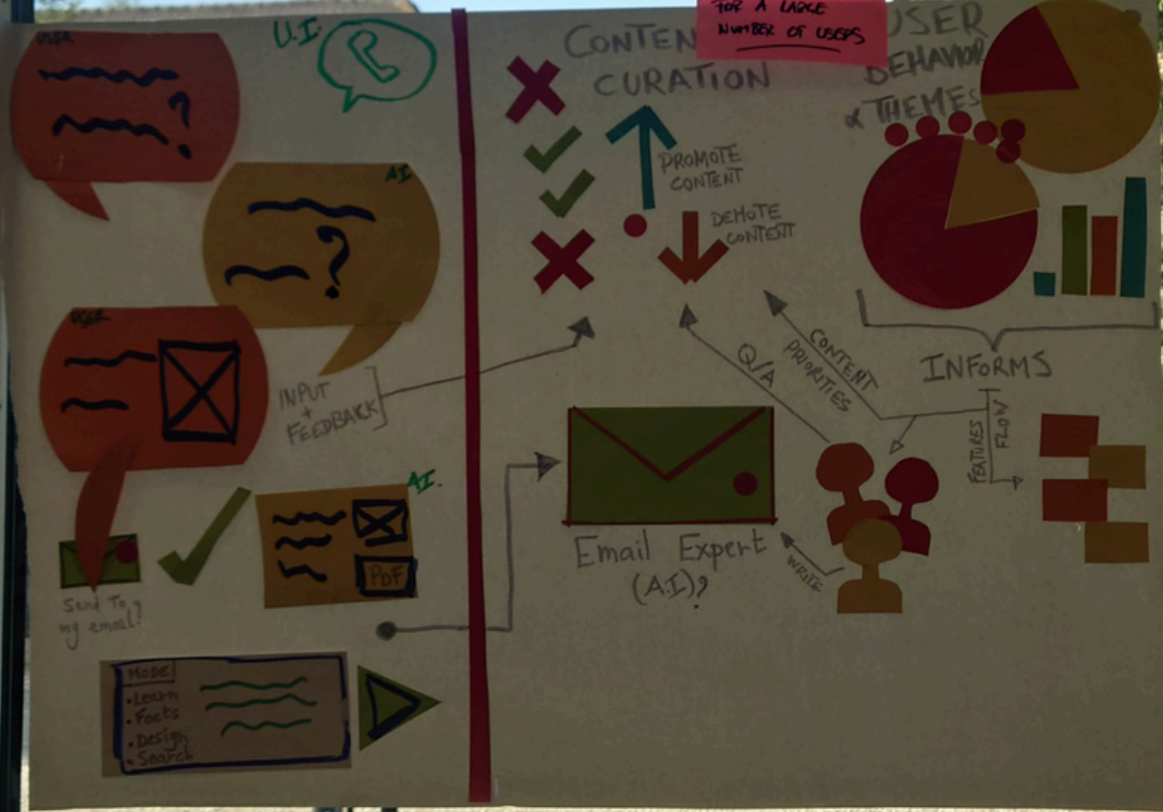
07

Shortlisted Designs



1
Olivier

CURRENT CONTENT
WILL BE STILL PRESENT
FOR A LARGE
NUMBER OF USERS

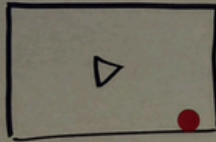


None of the other
ideas seemed useful
but
Facebook users in
2012 - all over

USE AI TO
UNDERSTAND
USERS
YEAH

2
Rob

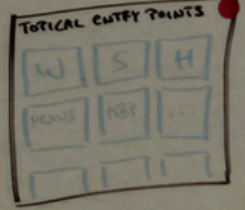
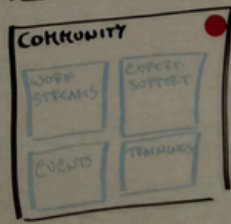
WASH HUB



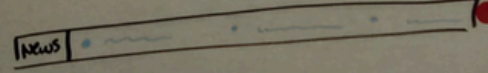
INTRO



AI CHATBOT
NEED SPECIFIC SUPPORT?
ASK A QUESTION?
HOW CAN I HELP?



SIMPLE
with content like 4/5
AI like 12



+ 4k photos...
+ 5 videos
+ 12 Audio

+ WhatsApp
+ Identify
Topic feature
(R Andro)

ADDING FEATURES
TADA OTHERS'
PRESENTATIONS

12
André

AI-BASED AUTHOR FOCUSED SEARCH

← EVERYTHING ELSE BEHIND ME

on a mobile device, navigation via

LOVE SIMPLE UI.

HOW CAN WE HELP YOU...
WHAT IS YOUR CHALLENGE
[input field]
[GO]

SIMPLE SEARCH FIELD

WE - LINK TO ABOUT / BUT TELLS ABOUT COMMUNITY FOCUS AT STARTING POINT
YOU - LINK TO LOGIN / JOIN THE COMMUNITY

DEIGNED BY CUSTOMER FOOD

YOUR SECURITY	NEEDS TOOLS FOR SCENARIO CHANGE	BOX TRICKS EXPANSION + USER VARIABLES
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IDENTIFY THE TOPIC

USERS DECIDE FROM WHICH POINT OF VIEW (PERSPECTIVE) AND HOW DEEP THEY WANT TO GO

FORMED BY CUSTOMER FOOD

[icon]	[icon]	[icon]
[icon]	[icon]	[icon]

LIST OF RESULT S SHOWS QUESTIONS (AI GENERATED) OUT OF THE CONTENT SOURCE (ARTICLE/PDF, VIDEO) OR AUTHOR STATEMENTS
COMPARISON OF 5 BEST EDUCATIONAL METHODS TO PREVENT INSECTICIDE RESISTANCE - DR. LISA MUSTER

QUESTION ?
SUMMARIZED ANSWER WITH SUBSEQUENT QUESTIONS AND RELATED DOWNLOADS.

AI - SUMMARY OF THE AUTHOR'S CONTENT WITH LINKS TO SOURCES AND DOWNLOADS, AS WELL AS FURTHER / FOLLOW-UP QUESTIONS
→ CLICK THROUGH LIES PINTEREST

+ AI Iterative Approach
+ News + Refs

+ COMMUNITY + OPTION TO ACCESS INFORMATION THE "TRADITIONAL WAY"

But as Phase II + WhatsApp

+ Feedback feature
+ Send Email
+ Option to Share

08

User Flow



Name Enter Platform 2 3 4 5 Solved!

Jutta
 Need urgent solution on FSM → Search (AI)
 Get 2-3 options of other platforms - Sanihub →
 In Sanihub get Linked to FSM materials
 Need more specific support → go back to Wash-hub Help-desk
 Get in contact with an Expert and further support

IYANU
 Enters Platform Home Page
 Inputs Search in Search box or AI chat box
 List of resources and alternative Search prompts e.g. google's - 'do you mean'
 User filters result based on Preference
 User Selects Preferred option i.e. website link or downloadable content
 Solved! If not Start Search again :-)

René
 Pick language
 Ask: 'How to setup a cholera Response Plan'
 'Take it in 15 bullet points and add link to annexes'
 Send Results to xyz@mc.org

SARA
 WRITING PROPOSAL
 ↓
 "COMMUNITY WATER TR."
 SEARCH OPTION:
 ↳ _____
 ↳ _____
 ↳ _____
 IN MY CONTEXT a, b, c... ARE NOT AVAILABLE SHOW ME SUITABLE OPTIONS...
 ↳ WATER SAND FILTERS
 ↳ DOCS: TOOLS: TRAINING
 ↳ CASE STORIES:
 ↳ _____
 GREAT!
 ↳ SEND BY EMAIL
 ↳ SHARE ON SOCIAL MEDIA
 ↳ SAVE & READ LATER
 ↳ FEEDBACK

LORENTZ
 Field worker HQ send the AHA → what? Weak connection
 Whatsapp (or other) "What's AHA?" in the chosen lang. → short answer
 follow up question 2 → 'How to implement in my context?' → long answer with links to docs
 Collection of documents 3 → follow up question that only linked to the document
 → recommendation 4 for training
 → better ~~quality~~ understanding 5

ANDRÉ
 PROBLEM/QUESTION
 RAIN IS EXPECTED, NEEDS TO FILTER FLOOD WATER TO COLLECT/STORE
 DO YOU WANT RESEARCH?
 INSTRUCTION FOR ACTION
 LIST OF TECHNIQUES WITH EXPERT OPINIONS
 ↳ INFO SUBMITTED
 ↳ READING MATER.
 DO YOU WANT TO CREATE SUMMARY?
 YES
 TODO CHECKLIST + LINK TO FACTSHEET (PDF/IMAGE)

Name	1	2	3	4	5	6
------	---	---	---	---	---	---

DAN (Anton)	Latrine Collapse in Sandy Soil	Ah, in Arabic! Choose "Santitate" topic	Search/Filter on "Constraint"	AI asks for what I need Answer: "Sandy Soil"	Display Summary of a tech. Brief with option to B/L	He download is in English The summary is good enough.
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Olivier	"BoQ Latrine" in search bar/bar	Top 5 resources + refine + filters clicks on #2	Not the one she wants... Types "...in Arabic"	None found offer talk to human or translate one	Picks to translate (uses CAWST translate system)	gets email w/ translated BoQ + disclaimer
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ALIOCHA	WHAT IS THE WASH HUB?	WHAT CAN IT DO TO HELP MYORG GET \$?	I DON'T TRUST AI. I WANT TO GET GOOD EXAMPLES FIRST	THANK, USEFUL, BUT THERE ARE NOT MANY EXAMPLES FOR WASH NOT PROPOSAL	OUR EXPERTS ON WASH NOT AND FUNDRAISING WILL CONTACT YOU WITHIN 24H	THANK, YOUR LOCAL EXPERTS PROVIDED ADVICE AND TAILORED SUPPORT BY WHATS
---------	-----------------------	--------------------------------------	---	--	---	---

THORSTEN	Enter Topic/ Question	Enter into Dialy to narrow down search result	List of result	Select result/ Option to specify the result	Result provided - Resources - Summary of result
----------	-----------------------	---	----------------	---	---

ROB	ACUTE PROBLEM: WHAT TO DO IN A CHOLERA OUTBREAK IN XX	ENTER QUESTION TO AI CHATBOT (IN LANGUAGE X)	CHATBOT PROVIDES LIST OF KEY DOCS (+SUMMARY) IN LANGUAGE X	HELPFUL? ASK FOR CONTEXT (WHERE? PHASE? ...) WHAT EXACTLY DO YOU NEED?	PROVIDES CHECKLIST OF KEY THINGS TO DO IN ACUTE PHASE	→ CONNECT TO CORRESPONDING COMMUNITY → WAS IT HELPFUL
-----	---	--	--	---	---	--

Catherine	Choose my language	Choose what I want/ what I am looking for (AI, classical search or community)	AI: Please ask your quest. what are you looking for? I put I want a template for...	AI Propose which kind of format - Excel - Word - Word	I choose Word here is your template preview download
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09

Prototype Thinking Process



1

① BOQ latrin

② Top 5
#1 ACF BOQ Template - Sudan
 (Relevant summary)
#2 MAURITANIA - GRET - BOQ
 =

Can you provide more
context? Country? Type?
Urban or rural?

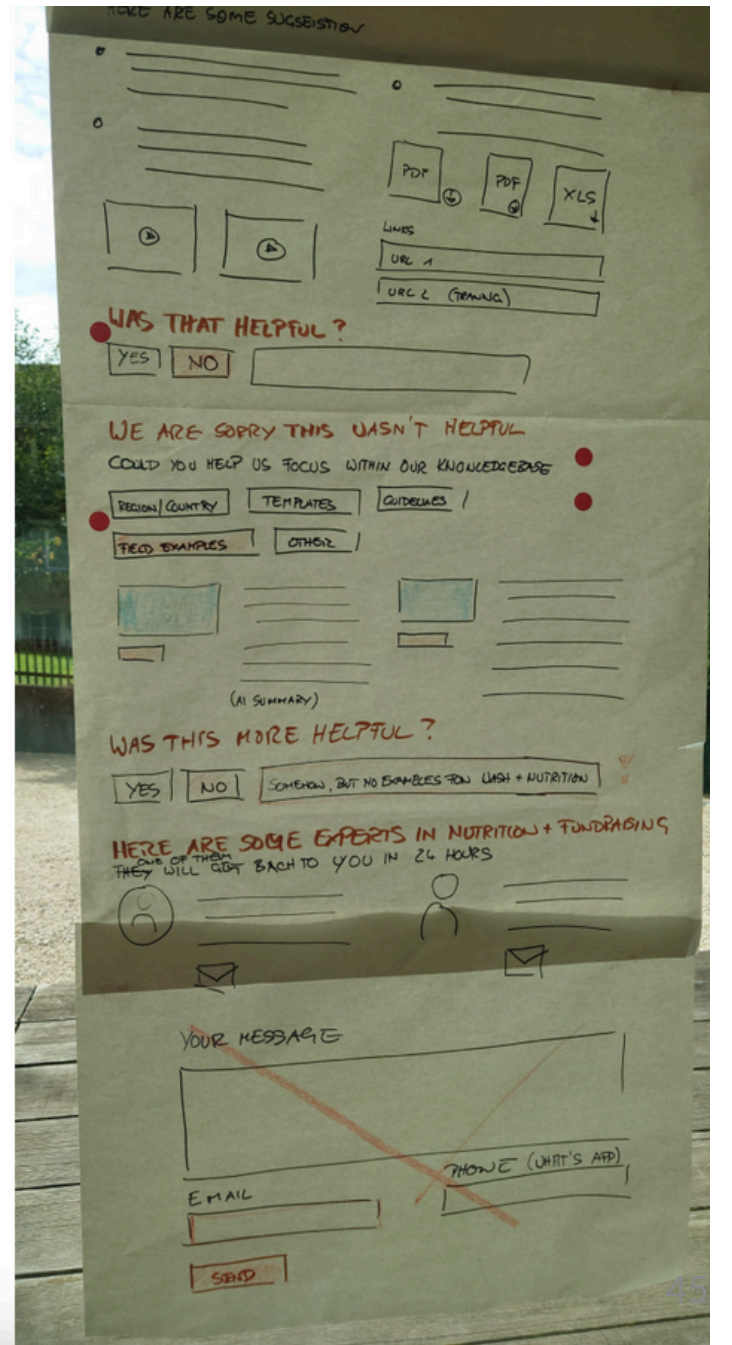
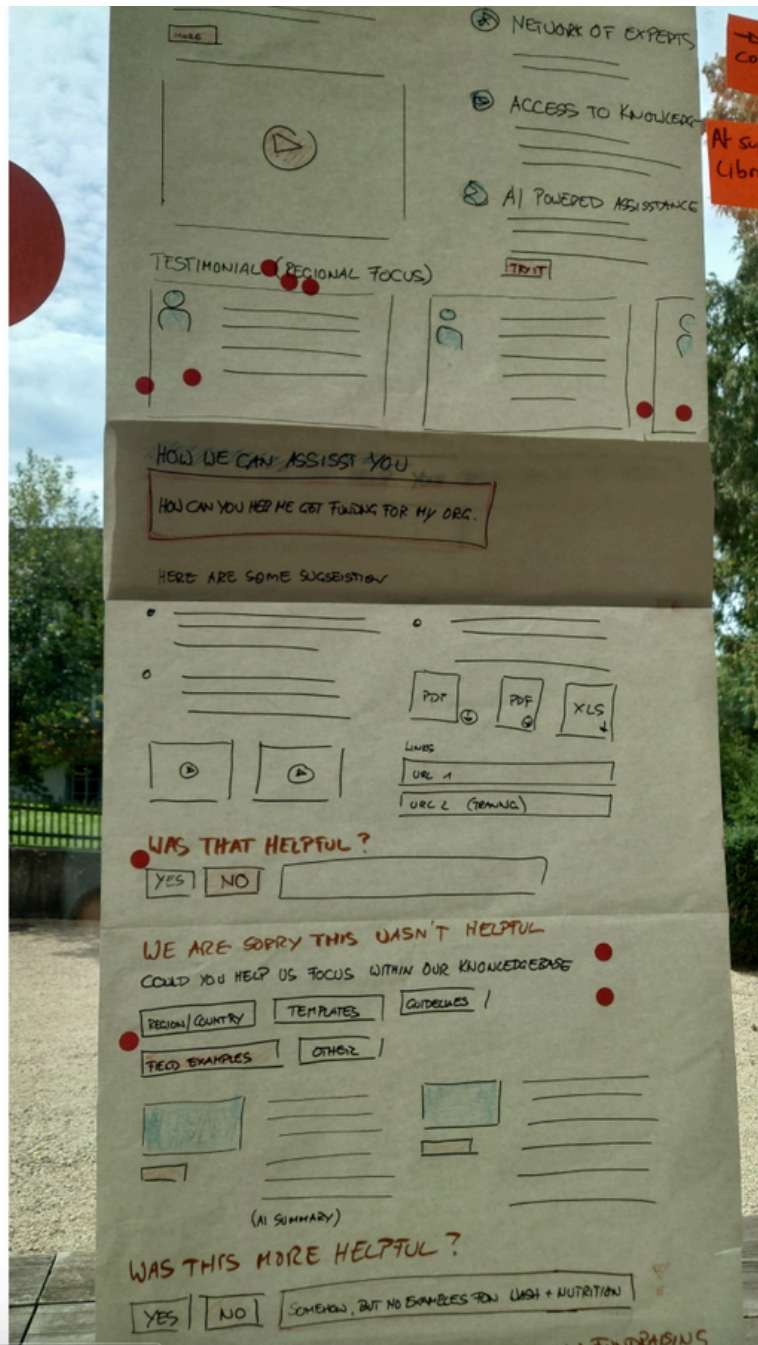
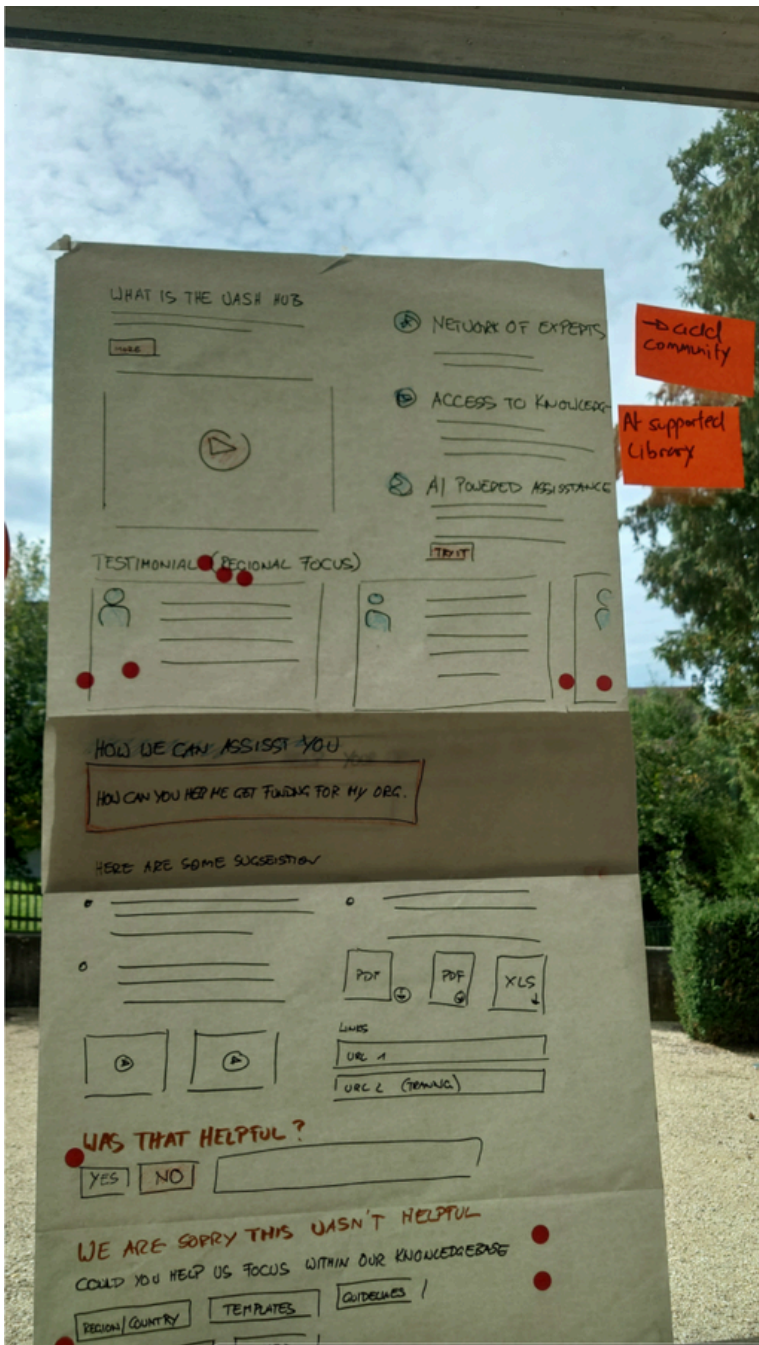
③ Urban, Ethiopia

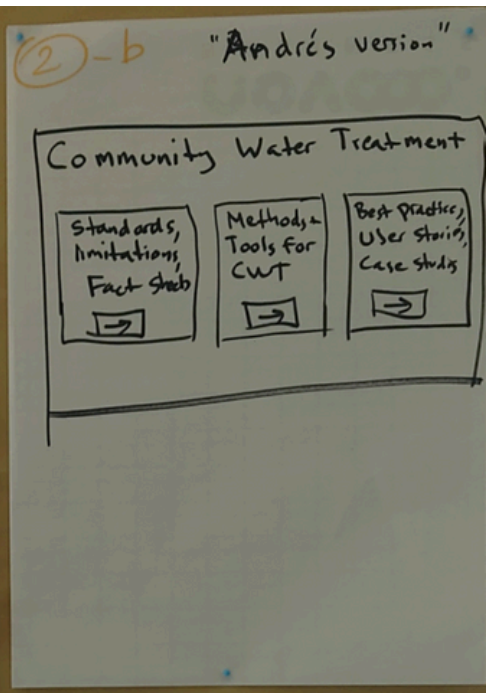
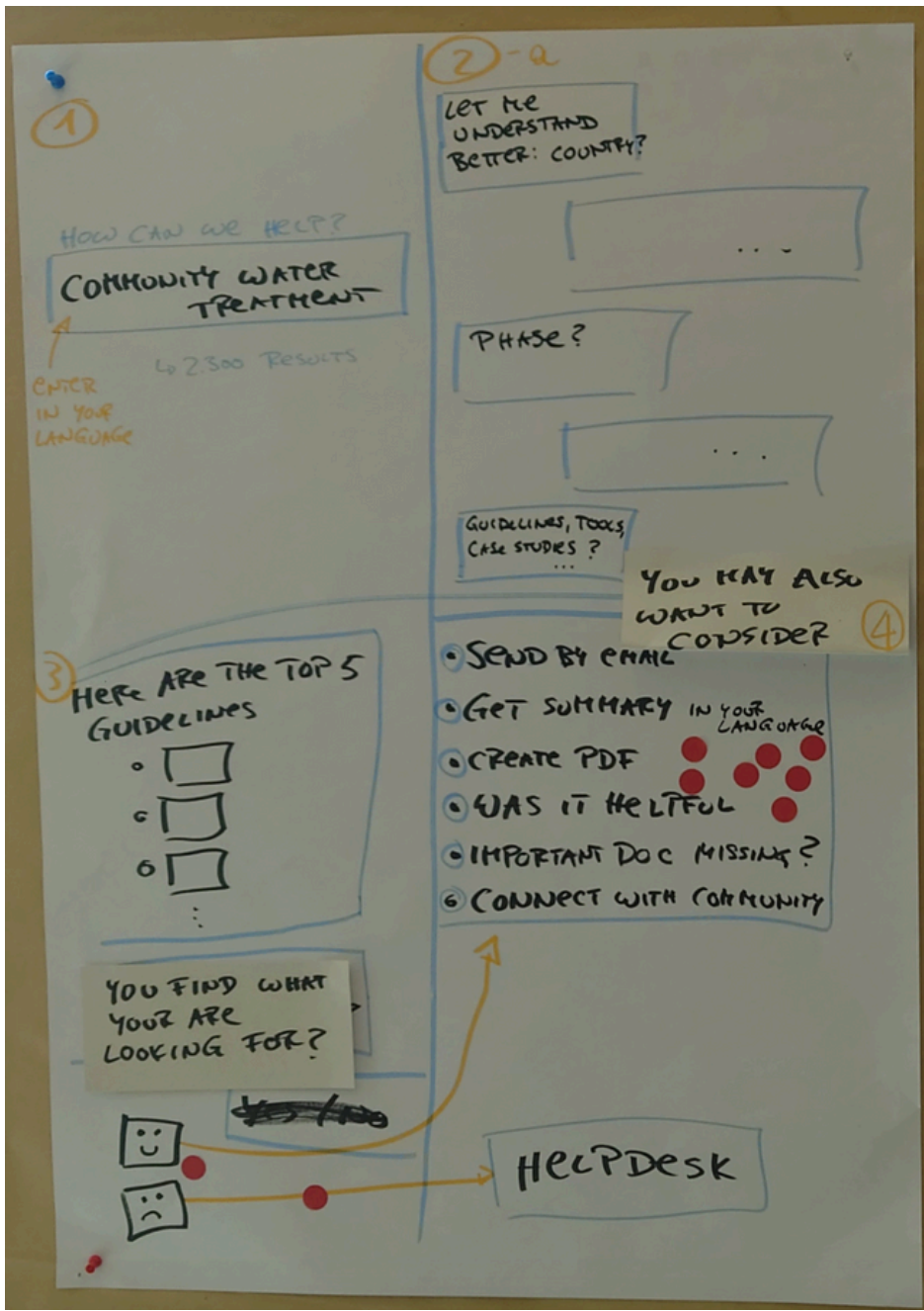
④ Top
#1 Eth. Gov. Brief v. 5
#2 Unicef - Family lat

PREVIEW
(English only)

Want to speak with
specialist in Urban Sanit
Ethiopia? Yes No
Would you
like a translation?
Yes No
↳ Email

⑤ in Amharic pls
Results



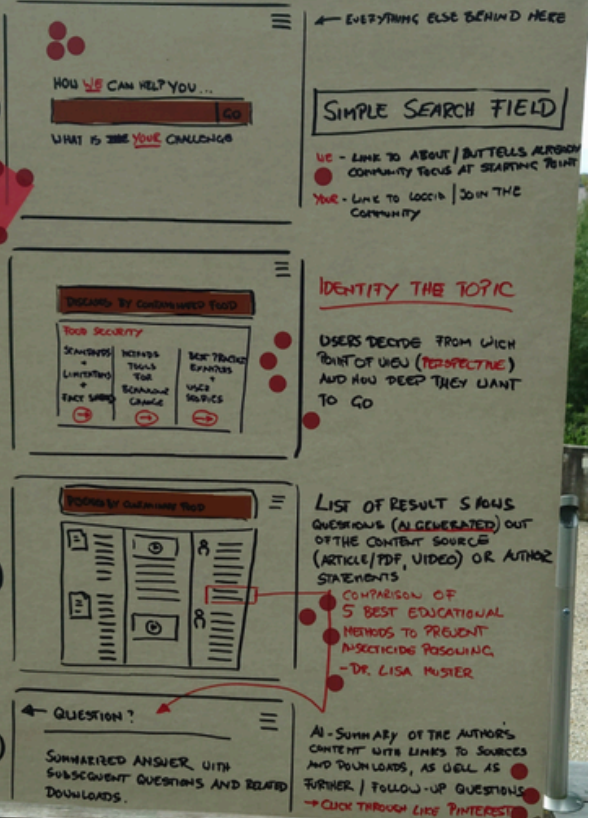


Generative UX approach

12, Andrie

AI-BASED AUTHOR FOCUSED SEARCH

LOVE SIMPLE UI.



+ AI alternative approach
+ News + Photos

+ COMMUNITY + OPTION TO ACCESS KNOWLEDGE THE TRADITIONAL WAY

But as Phase II + WhatsApp

+ feedback feature + Send Email + Option to Share

10

Your Engagement



Organisation	Resources you can bring? Cash or in-kind?
CAWST - in kind - help to fundraising -contribution to ongoing operations, imperative	
EAWAG	HR (Content WRAT., eventual help desk)
Pro-Wash & scale	Share PWS docs HR in kind (support, contributions)
arche nova e.v	5-10k/y Cash + in kind - hub experts (several hours/y)
BORDA	- in kind - time 2024/25 -travel cost 1-2k/year
BAOBAB TECH	WASH A.I existing KB & models A.I powered app/web development
ICRC	HR for testing/sounding board



10

**Concrete
Fundraising
Ideas**



Concrete Fundraising Ideas

Funder	Interest	Cash/In-kind	Door opener (you?)	
CISCO	Scaling innovation in humanitarian area	Cash - potentially lots, hundreds of thousands	CAWST/Dan	
BHA	Humanitarian, esp, localisation	Infinite	could be CAWST?	Pro WASH + Scale
UK HIH			Aliocha/ Olivier	
WASH Partners (Innovation contribution)				
SDC		co-funding	GTH	
ELRHA				
ICRC Innovation fund	Scaling Innovation	Cash/In-kind	Door opener (you?)	
BHA	Interest	Cash/In-kind	Door opener (you?)	
UK HIH	Interest	Cash/In-kind	Door opener (you?)	

BMGF	AI	200-400K	GTO
Action Deutschland Hilfe (ADH)	Quality assurance -> within the network	Cash ~300k initial ~200k running	Arche noVa Maltese (already started)
ECHO	Sector efficiency		ECO partners involved in WASH Hub
WRM	2. Phase	50k	GTO, CAWST, CAST
UNICEF Programme	Weak external knowledge slow AI acceptance in house (UN)	50k/year(\$)	CAST - ESTHERS - OMAR
LIXIL (SATO)			GWC CASR/UNICEF
MR. BEAST	Sector efficiency		
Meta (AI)	Stakeholder analysis +		

Form **Catherine Darriulat:**

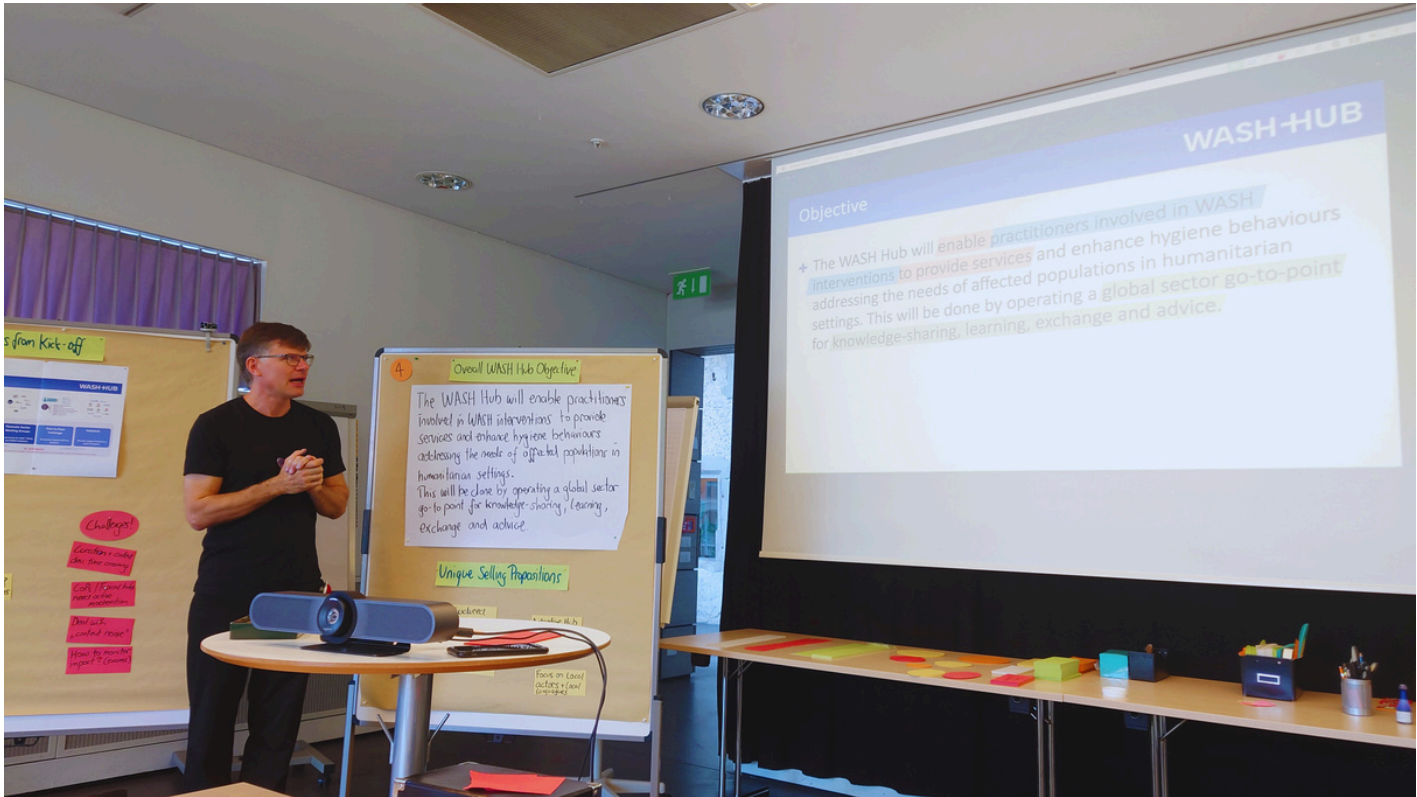
1. Get input from potential end users (e.g. by emailing surveys, prototypes, draft designs) to our newsletter & emergency contacts.
2. Sharing with the Hub the mapping of existing resources on climate and WASH, Hygiene and WASH and Emergency Drinking water quality monitoring that we have already done.
3. Providing our input, e.g. reviewing prototypes, reviewing design decisions etc.
4. Collaborating with the GWC Climate Change TWiG & the Hygiene Promotion TWiG on curating resources for the WASH Hub.
5. Socializing the Hub through our newsletter, website, other webinars - essentially pushing traffic towards the hub.
6. Potentially co-organizing a Hub launch webinar.

12

Group Photos



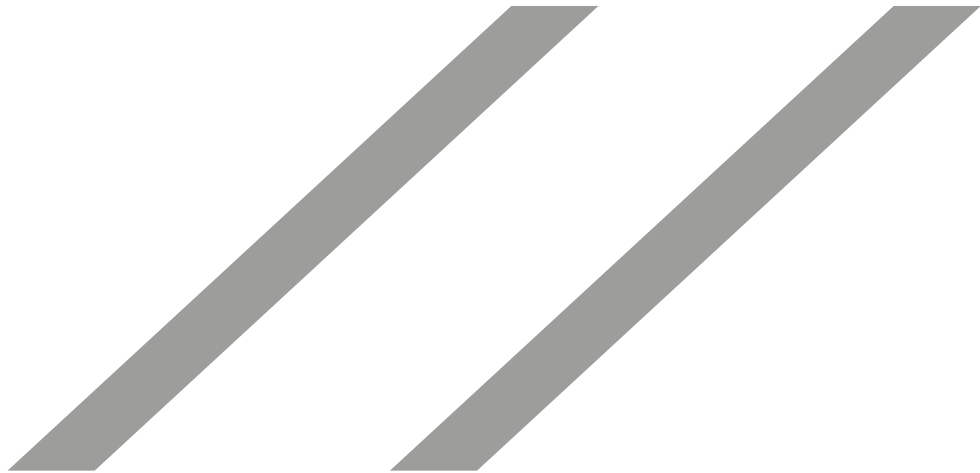












Thank you all