



CHECK OUT OUR GREEN PODCASTS


[START HERE](#)
[Upcoming Webinars](#)
[Entrepreneur Interviews](#)

## Social Entrepreneurs Get Help from IDEO's Human-Centered Design Toolkit

Posted on Wednesday, September 14, 2011 By [Maryruth Belsey Priebe](#)

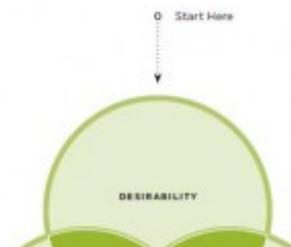
[Tweet](#)


Using ideas honed in the private sector, [social entrepreneurs](#) like those at [IDEO](#) are finding ways to overcome challenges faced by nonprofit organizations working in the developing world. Their human-centered approach to social innovation has been turned into a guide that's available for free to anyone interested in creating transformative change where they work and live.

Funded by the [International Development Enterprise \(IDE\)](#), the [Human-Centered Design \(HCD\) Toolkit](#) was created to help social enterprises and NGOs working in impoverished nations by providing practical guidance for achieving success.

### Defining Human-Centered Design for Social Entrepreneurs

So what is human-centered design? Starting with the people for whom products, services, processes, and strategies are being developed, the human-centered approach always keeps the human factor in mind in order to



### Related Articles

## Don't Raise Capital

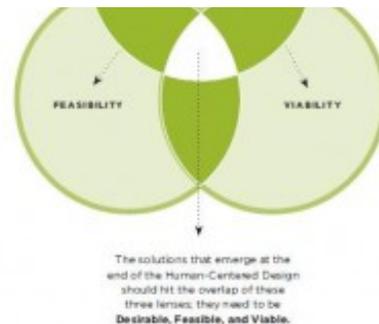
For your next business  
Apply to our startup  
studio today


[Join Our Mailing List](#)

**Discover Sustainable Branding Secrets  
to Attracting a Fanbase of Customers  
Who Love & Promote Your Business**

produce actionable, transformative change. They use three lenses in the human-centered design approach:

- **Desirability:** Examine stakeholder needs to find out what they really require or design.
- **Feasibility:** What solutions can be used to overcome challenges that are technically and organizationally feasible?
- **Viability:** What approaches will be financially viable?



To give you a bit more insight into how their approach works, here's the three phases used in the human-centered design:

1) **Hearing** the needs of the stakeholders. This involves listening to peoples' stories, observing the reality faced by the constituents, and seeking a deeper understanding of the needs, barriers, and constraints they face. There are several steps in this phase, including:

1. Identifying a design challenge
2. Recognizing existing knowledge
3. Identifying people with whom to speak
4. Choosing research methods, such as group interviews, in-context immersion, self-documentation, community-driven discovery, expert interviews
5. Developing an interview approach
6. Developing a mindset (beginner's mind or observe versus interpret)

2) **Creating** innovative solutions to meet their needs. During this phase, there is synthesis of research and interpretation as well, in order to narrow, cull, and translate your insights into a set of opportunities. The goal is to make sense of the data, identify patterns, define opportunities, and create solutions.



1. Develop the approach, such as participatory co-design or empathetic design

Who Love & Tomate Your Business

The Sustainable Branding Kit

Join our email list & get  
7 Days of Powerful Marketing Tips  
PLUS the Sustainable Branding Kit  
as a **FREE GIFT**

Your Best Email

Get it Now

Coaching Programs for Entrepreneurs



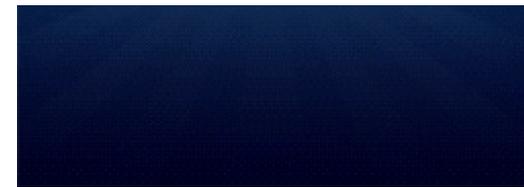
2. Share stories
3. Identify patterns
4. Create opportunity areas
5. Brainstorm new solutions
6. Make ideals real by prototyping
7. Gather feedback

3) **Delivering** solutions with financial stability in mind. This involves identifying required capabilities, creating a model for financial stability and an innovation pipeline, planning pilots, and measuring impact.

1. Develop a sustainable revenue model
2. Identify capabilities required for delivering solutions
3. Plan a pipeline of solutions
4. Create an implementation timeline
5. Plan mini-pilots and iteration
6. Create a learning plan

The toolkit is an extremely useful resource for any aspiring social entrepreneur used by groups like the Acumen Fund, Heifer International, Micro Drip, and VisionSpring. Check it out and tell us what you think.

“”  
**THE KIT OFFERS NEW TOOLS  
 AND TECHNIQUES TO ENSURE  
 THAT FARMERS' NEEDS ARE AT  
 THE HEART OF DESIGN.**  
 —The Bill & Melinda Gates Foundation



#### Green Marketing TV Readers Choices



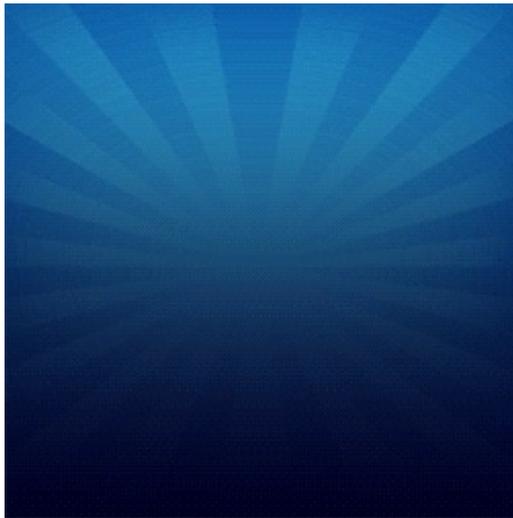
#### Connect With Us!



Subscribe to Green Marketing TV

Recent Posts

About Green Marketing TV



- IDEO Social Innovator Solves Water, Sanitation, and Hearing Challenges
- How Human Centered Design Can Benefit Your Green Business or Social Enterprise
- Social Entrepreneurs Make It Easier for Frogs to be Green, Interview
- Architecture for Humanity: Making the World a Better Place Through Design
- How Social Entrepreneurs Are Changing Our World



Green Marketing TV a business blog for green and social entrepreneurs - entrepreneurs who care about people, profits, and the planet.

Our mission is to provide socially responsible entrepreneurs with marketing strategies, tips and tools that help them grow their small to medium sized businesses. We offer insightful entrepreneur interviews, news coverage of inspiring organizations, actionable marketing advice, and useful guides on how to start and grow a triple bottom line business, without going crazy.

[Follow Us On Twitter](#)

[A Shout Out To Our Friends](#)

You will rock our world!

[Get Featured on Green Marketing TV](#)

This post was written by:



## Maryruth Belsey Priebe

Maryruth has been seeking the keys to environmental justice - both at home and at work - for over a decade. Growing up adjacent to wild spaces, Maryruth developed a healthy respect (and whimsical appreciation) for things non-human, but her practical mind constantly draws her down to earth to ponder tangible solutions to complex eco-problems.

With interests that range from green living to green business, sustainable building designs to organic gardening practices, ecosystem restoration to environmental health, Maryruth has been exploring and writing about earth-matters for most of her life. Of special interest is the subject of ecopsychology and the role the natural world plays in the long-term health and well-being of humanity. You can learn more about Maryruth's work at [www.JadeCreative.ca](http://www.JadeCreative.ca).

*Advertise Here*

### Enjoy this post?

Use the social buttons below to add it on your favorite social sites or send it via email. Also, subscribe to posts via RSS or by email to get the latest on blogging tips, social media, and other information for successful bloggers.

[Tweet](#)



### Tags

[advertising](#) [blogging](#) [business plan](#) [crowdfunding](#) [crowdsourcing](#) [design](#) [ecommerce](#) [Facebook](#) [funding](#) [geolocation](#) [marketing](#) [going green](#) [green business ideas](#) [green certification](#) [green consumers](#) [green entrepreneur](#) [green jobs](#) [greenwashing](#) [interview](#) [marketing plan](#) [organic](#) [SEO](#) [social networking](#) [startup](#) [tools](#) [Twitter](#) [women entrepreneurs](#)



**Are You an Aspiring Green Entrepreneur?**

Get **PROFITABLE** green business ideas emailed directly to you for **FREE**, plus tips on how to launch a successful change making business.

Jumpstart your business with the Green Startup Action Plan – our **FREE** gift to you. To Your Success!



Enter Your Name

Enter Your Email

[SIGN ME UP](#) FREE

## The Green Business Entrepreneurs Success Summit



**Dear Readers,**

You are invited to the Green Business Entrepreneurs Success Summit - a virtual, week long, **alternative Green MBA** designed to take you through the stages of green entrepreneurship, while providing you with practical strategies, tactics, and tools to

succeed.

Whether you are an aspiring green entrepreneur or have a sustainable business you want to take to the next level, you will get valuable information just by attending this event series.

You'll discover how these fascinating people came up with brilliant ideas, and against all odds, succeeded at **creating successful sustainable businesses and social enterprises** that are transforming the world.

**[Click Here to Attend this FREE Event](#)**

## Speak Your Mind

Name \*

Email \*

Website

Notify me of followup comments via e-mail

*Advertise Here*

### CATEGORIES

[Entrepreneurs for A Change Podcast](#)

[Green Building](#)

[Green Careers](#)

[Green Marketing](#)

[Green Videos & Podcasts](#)

[Social Branding](#)

[Go Green](#)

[Green Business](#)

[Green Entrepreneurs](#)

[Green Products](#)

[Nonprofit Innovators](#)

[Social Change](#)

[Green Branding](#)

[Green Business Opportunities](#)

[Green Home Business](#)

[Green Tech](#)

[Recycling](#)

[Social Entrepreneurs](#)

[Social Marketing](#)

[Social Media](#)

[Solar Business](#)

[Tutorials](#)

© 2011 Green Marketing TV All Rights Reserved



Tweet



t