

Chapter 4: The Human-Centred Design (HCD) Process

4.1 Phase 1: Discover — Immersive Research and Stakeholder Mapping

“ *This phase was about building empathy and understanding the landscape.* ”

- **Stakeholder Workshops:** Facilitate sessions with officials from pilot MDAs to map workflows, pain points, and common queries
- **Citizen Immersion:** Engage through focus groups and contextual inquiry, paying attention to rural populations, the elderly, persons with disabilities, and non-native speakers
- **Competitive and Comparative Analysis:** Review government helplines, websites, and private-sector chatbots to identify best and poor practices

4.2 Phase 2: Define — Synthesising Insights into Personas and Journey Maps

Convert raw research into actionable design tools.

- **User Personas:** Create 3-5 profiles representing key user segments

Example: “Amina, a 45-year-old market trader in Mombasa who prefers Kiswahili.”

- **As-Is User Journey Maps:** Chart current experience and highlight pain points
- **To-Be Journey Maps:** Redesign ideal journeys with GovBot to eliminate pain points

4.3 Phase 3: Design & Prototype — Crafting Conversation Flows and Interfaces

- **Conversation Scripting:** Detailed dialogue flows, greetings, follow-ups, error handling, and escalation to human agents

- **Prototype Development:** Low-fidelity interactive prototypes with human simulation
- **UI/UX Design for Channels:** Clean and accessible interfaces aligned with government branding guidelines

4.4 Phase 4: Validate — Usability Testing and Iterative Refinement

- **Usability Testing Sessions:** Participants attempt tasks (e.g., “Find how to register for a film license”)
 - **A/B Testing:** When undecided between design alternatives, test both with real users
 - **Iterate and Refine:** Improve based on feedback in continuous design-test cycles
-

Revision #2

Created 2026-03-04 09:02:59 UTC by Angela

Updated 2026-03-04 13:32:51 UTC by Angela