

The use of co-design principles for micronutrient data visualisation: the MAPS Tool as an example

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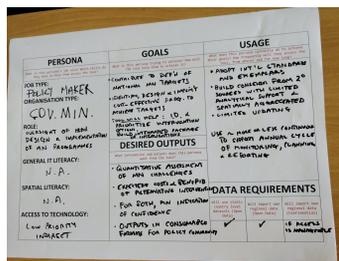
Introduction

Micronutrient Action Policy Support (MAPS) is a multi-disciplinary project focused on the development of a web-hosted tool to estimate micronutrient deficiencies and explore pathways to improve nutrition (www.micronutrient.support).

The development of the design of the project proposal, the scope, functionality and outputs of the web tool have all been conducted through the lens of ‘co-design’, actively involving a range of stakeholders and potential end-users in the design process.

Methods / Approaches

In person workshops were held in Ethiopia in 2018 with an audience of potential users ranging from Ethiopian government ministers, through international and NGOs and potential academic users of the tool. Further meetings were held in Ethiopia and Malawi in 2019.



i Personas

Fictional characters, created to represent the different user types and groups that might use the tool as a method to help understand the needs, experiences, behaviours and goals of the different groups of tool users.

Peter Morville's User Experience Honeycomb
Ensuring the tool is useful, usable, accessible and valuable

Stakeholder mapping exercises

Persona Generation

<https://www.usability.gov/what-and-why/user-experience.html>

Key Findings

- Priority stakeholders for the tool have been identified as those working in in-country public health & nutrition in national institutes and design decisions prioritise these users.
- Necessity for the tool to operate in situations with poor/intermittent internet connectivity.
- Desire for secure bring-your-own data functionality in circumstances where users may hold data which is newer, higher-resolution, or commercially sensitive.
- Conducting these activities with members of the project team working in parallel with the external stakeholders allowed any pre-conceptions and/or biases of the project team as to the user needs to be challenged.

Conclusions

Actively involving stakeholders and end-users in the co-design of the MAPS web tool at the project proposal and specification stage has provided key insights that have directly shaped and influenced the direction of the tool interface and content. The sustained co-design involvement, now the project is underway, is seen as integral to the success of the project.

Get Involved in Co-design!

<https://micronutrient.support/anh-getinvolved>



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