User-Centric Design for Digital Social Protection Service Training course

Professional Development Training Course Outline

Category	Social Protection	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Digital technologies hold immense promise for transforming social protection delivery, yet their true impact hinges on whether they are designed with the users at their very core. Training Course on User-Centric Design for Digital Social Protection Services is meticulously designed to equip with the expert knowledge and practical methodologies to apply User-Centric Design principles throughout the lifecycle of digital social protection services. The program delves into empathetic user research techniques, iterative prototyping and testing, inclusive design principles (including accessibility), co-creation strategies with vulnerable populations, and the critical considerations of digital literacy, data privacy, and ethical design, blending rigorous analytical frameworks with practical, hands-on application, extensive global case studies (with a strong emphasis on successful and challenging African experiences and lessons from Kenya), and intensive user journey mapping, persona development, and low-fidelity prototyping exercises. Participants will gain the strategic foresight and practical skills to confidently champion and implement user-centric approaches, fostering unparalleled inclusion, accessibility, and effectiveness in digital social protection delivery, thereby securing their position as indispensable leaders in building truly responsive and human-centered social welfare systems. This intensive 5-day program delves into nuanced methodologies for conducting contextual inquiries and ethnographic research with hard-to-reach populations, mastering sophisticated techniques for synthesizing diverse user research insights into actionable design requirements, and exploring cutting-edge approaches to designing digital interfaces that accommodate varying levels of digital literacy and device access (e.g., USSD, SMS, feature phone apps vs. smartphone apps), integrating offline and hybrid service delivery models based on user needs, and establishing continuous feedback loops for ongoing service improvement. A significant focus will be placed on understanding the interplay of UCD with broader digital public infrastructure and national digital identity initiatives (like Kenya's Huduma Namba discussions), the specific challenges of managing power dynamics in co-creation processes with vulnerable groups, and the practical application of accessibility standards (e.g., WCAG) to ensure universal design.

Programme Curriculum

User-Centric Design for Digital Social Protection Service Training course

Introduction

Digital technologies hold immense promise for transforming social protection delivery, yet their true impact hinges on whether they are designed with the **users** at their very core. For social protection services, these users are often the most vulnerable and marginalized populations, who may face barriers related to digital literacy, access, language, and physical capabilities. A "one-size-fits-all" digital solution often fails to reach those who need it most, leading to exclusion and exacerbating existing inequalities. **User-Centric Design (UCD)** is a philosophy and methodology that places the needs, behaviors, and contexts of these beneficiaries, as well as frontline workers and other stakeholders, at the heart of every design decision. By deeply understanding their realities, incorporating their feedback, and iteratively refining solutions, digital social protection services can become truly inclusive, accessible, and impactful. In a digitally vibrant nation like Kenya, with its commitment to leveraging technology for public good and its experiences with large-scale digital initiatives, embracing UCD is paramount to ensuring equitable access to vital social assistance. User-Centric Design for Digital Social Protection Service Training course is meticulously designed to equip **social protection program managers, ICT professionals, designers, M&E specialists, communication officers, civil society organizations, and development partners** with the expert knowledge and practical methodologies to **apply User-Centric Design principles throughout the lifecycle of digital social protection services.** The program delves into **empathetic user research techniques, iterative prototyping and testing, inclusive design principles (including accessibility), co-creation strategies with vulnerable populations, and the critical considerations of digital literacy, data privacy, and ethical design,** blending **rigorous analytical frameworks with practical, hands-on application, extensive global case studies (with a strong emphasis on successful and challenging African experiences and lessons from Kenya), and intensive user journey mapping, persona development, and low-fidelity prototyping exercises.** Participants will gain the strategic foresight and practical skills to confidently champion and implement user-centric approaches, fostering unparalleled **inclusion, accessibility, and effectiveness** in digital social protection delivery, thereby securing their position as indispensable leaders in **building truly responsive and human-centered social welfare systems.**

This intensive 5-day program delves into **nuanced methodologies** for **conducting contextual inquiries and ethnographic research with hard-to-reach populations,** mastering **sophisticated techniques for synthesizing diverse user research insights into actionable design requirements,** and exploring **cutting-edge approaches** to **designing digital interfaces that accommodate varying levels of digital literacy and device access (e.g., USSD, SMS, feature phone apps vs. smartphone apps), integrating offline and hybrid service delivery models based on user needs, and establishing continuous feedback loops for ongoing service improvement.** A significant focus will be placed on understanding the interplay of **UCD with broader digital public infrastructure and national digital identity initiatives (like Kenya's Huduma Namba discussions), the specific challenges of managing power dynamics in co-creation processes with vulnerable groups, and the practical application of accessibility standards (e.g., WCAG) to ensure universal design.** By integrating **global industry best practices in digital government and humanitarian innovation (drawing examples from pioneering user-centric digital services in health, education, and aid delivery, including those from Kenya's digital transformation journey),** analyzing **real-world examples of successful and challenging UCD implementations, and engaging in intensive hands-on **user persona creation, empathy mapping, wireframing, usability testing simulations, and expert-led discussions on fostering a user-centric organizational culture,** attendees will develop the **strategic acumen** to confidently lead and participate in the design and delivery of digital social protection services, ensuring that these vital programs are not only **technologically advanced but also deeply empathetic, genuinely accessible, and truly**

empowering for every beneficiary, thereby securing their position as indispensable leaders in **shaping the future of equitable and dignified social welfare.**

Course Objectives:

Upon completion of this course, participants will be able to:

1. **Analyze core concepts and strategic responsibilities** of **User-Centric Design (UCD)** for digital social protection services.
2. **Master sophisticated techniques** for **conducting empathetic user research** with diverse and vulnerable populations.
3. **Develop robust methodologies** for **translating user research insights into actionable design requirements** and user stories.
4. **Implement effective strategies** for **iterative prototyping and usability testing** of digital social protection solutions.
5. **Manage complex considerations** for **ensuring comprehensive accessibility and inclusive design** for all users, including those with disabilities or low digital literacy.
6. **Apply robust strategies** for **co-creating digital services with beneficiaries and frontline workers,** ensuring their active participation.
7. **Understand the deep integration of user-centric principles with data privacy and ethical design** in sensitive social protection contexts.
8. **Leverage knowledge of global best practices and lessons learned** from successful UCD implementations in digital public services, with a strong focus on African experiences and relevant Kenyan initiatives.
9. **Optimize strategies for addressing the digital divide** and designing for environments with limited connectivity or device access.
10. **Formulate specialized recommendations** for **establishing continuous feedback loops** and mechanisms for ongoing service improvement based on user input.
11. **Conduct comprehensive assessments** of the ethical implications and potential unintended consequences of digital social protection design choices.
12. **Navigate challenging situations** related to **overcoming institutional resistance, managing stakeholder expectations, and advocating for a user-centric culture.**
13. **Develop a holistic, empathetic, and iteratively refined approach** to **User-Centric Design for Digital Social Protection Services,** ensuring inclusive, accessible, and impactful digital welfare delivery.

Target Audience:

This course is designed for professionals interested in User-Centric Design for Digital Social Protection Services

1. **Social Protection Program Managers & Directors:** Overseeing digital transformation and service delivery.
2. **ICT Professionals & Digital Solution Architects:** Involved in designing and developing digital social protection platforms.
3. **User Experience (UX) Researchers & Designers:** Seeking to apply their skills in the social protection sector.
4. **Monitoring & Evaluation (M&E) Specialists:** Focused on collecting and acting on user feedback.
5. **Communication & Outreach Officers:** Designing communication strategies for diverse audiences.
6. **Frontline Workers & Supervisors:** Directly interacting with beneficiaries and providing insights into their needs.

7. **Civil Society Organizations (CSOs) & Community Advocates:** Representing beneficiary voices and promoting inclusive design.
8. **Development Partners & International Organizations:** Supporting digital public goods and human-centered design in social protection.

Course Duration: 5 Days

Course Modules:

- **Module 1: Introduction to User-Centric Design (UCD) in Social Protection (Day 1)**
    - Defining User-Centric Design (UCD) and its core principles (empathy, iteration, collaboration, feedback).
    - Why UCD is critical for equitable and effective digital social protection services.
    - Understanding the unique user base in social protection: Vulnerable, diverse, potentially low digital literacy.
    - Benefits of UCD: Increased uptake, reduced errors, improved trust, better outcomes.
    - Overview of the UCD process: Research, Ideation, Prototyping, Testing, Iteration.
- **Module 2: Empathetic User Research in Social Protection (Day 1)**
    - Techniques for conducting qualitative user research: Interviews, focus group discussions, contextual inquiry, observation.
    - Quantitative research methods: Surveys, data analytics (with privacy considerations).
    - Engaging vulnerable populations respectfully and ethically in research.
    - Creating user personas and empathy maps to understand diverse needs and pain points.
    - Identifying key user journeys for social protection services (e.g., registration, benefit receipt, grievance submission).
- **Module 3: Inclusive Design and Accessibility (Day 2)**
    - Principles of inclusive design: Designing for everyone, anticipating diverse needs.
    - Understanding digital accessibility standards (e.g., WCAG) and their application in social protection.
    - Designing for low digital literacy: Simple language, visual cues, intuitive navigation.
    - Addressing physical and cognitive disabilities in digital interface design.
    - The role of multi-channel access (e.g., USSD, SMS, call centers alongside apps) for comprehensive inclusion.
- **Module 4: Ideation and Solution Sketching (Day 2)**
    - Techniques for collaborative brainstorming and idea generation.
    - Translating user insights into potential digital solutions.
    - Concept mapping and feature prioritization based on user needs and feasibility.
    - Low-fidelity prototyping: Sketching, wireframing, and creating user flows.
    - Co-creation workshops with beneficiaries and frontline workers.
- **Module 5: Prototyping and Usability Testing (Day 3)**
    - Types of prototypes: Paper, clickable, interactive.
    - Methods for usability testing: Moderated, unmoderated, A/B testing.
    - Conducting usability tests with representative users from social protection target groups.
    - Analyzing feedback and identifying usability issues and areas for improvement.
    - Iterative refinement based on user testing results.
- **Module 6: Designing for Trust, Privacy, and Security (Day 4)**
    - Building trust through transparent design: Clear communication, understandable terms.
    - Privacy-by-Design principles in user interface (UI) and user experience (UX).
    - Obtaining informed consent in a user-friendly manner for data collection.

    - Communicating data security measures to users effectively.
    - Designing for grievance redress mechanisms and feedback loops as part of trust-building.
- **Module 7: Implementation Challenges and Strategies (Day 4)**
    - Addressing the digital divide: Device ownership, connectivity, digital literacy.
    - Overcoming institutional barriers to UCD adoption in government.
    - Fostering a user-centric culture within social protection agencies.
    - Managing stakeholder expectations and balancing diverse needs.
    - Lessons learned from UCD in digital public services, including examples from Kenya.
- **Module 8: Measuring Impact and Continuous Improvement (Day 5)**
    - Key metrics for evaluating the success of user-centric digital services (e.g., adoption rates, task completion, satisfaction).
    - Establishing continuous feedback loops and monitoring mechanisms.
    - Analyzing user data for ongoing service improvement and personalization.
    - The role of governance and leadership in sustaining a user-centric approach.
    - Developing an action plan for applying UCD principles to a specific digital social protection service.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.

- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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