A decorative graphic on the left side of the page consists of several overlapping circles. The top row has three circles: the first is partially cut off and shows a woman's face; the second shows a woman in a blue headscarf; the third shows a woman with sunglasses. The middle row has three circles: the first shows a woman's face; the second and third overlap and show a group of girls sitting on a bench. The bottom row has three circles: the first is partially cut off and is light-colored; the second shows a woman in a red headscarf; the third is a solid light green circle.

IDEO•ORG

# *Makeathon Summary Report*

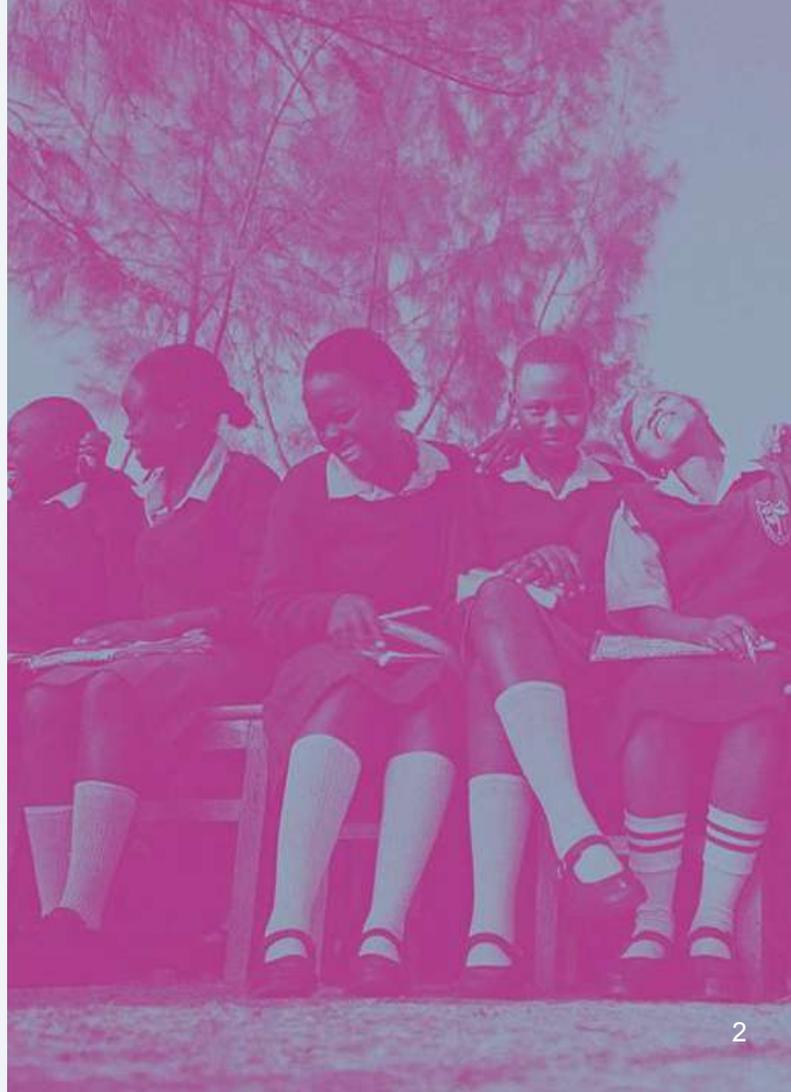
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**Billion Girls CoLab**  
January 16, 2020  
Nairobi

# *Designing the future for the next billion girls.*

IDEO.org's recently launched Billion Girls CoLab explores new opportunities to design for the futures of adolescent girls through human-centered design (HCD) and collaboration. This platform brings diverse stakeholders together to rapidly explore, build, and test new ideas and solutions across health and livelihoods.

In January, the Billion Girls CoLab convened implementing partners, community-based organizations, corporates, donors, designers, and adolescents for a day-long makeathon in Nairobi to rapidly prototype 10 solutions for adolescent girls. We left feeling inspired about the power of collaboration and excited about the provocative futures that each prototype framed.



## Participant Overview

**60** *participants*

**10** *briefs*

**30** *partners*

**12** *designers*

**14** *adolescents*



# Table of Contents

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## Introduction

Origin Story	6
The Billion Girls CoLab	7
Hard Problems Workshop	8
How a Makeathon Works	9

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## Prototypes

Design Brief Overview	11
10 Design Briefs	12
Access Prototypes	13
Activate & Advocate Prototypes	17
Self Actualization Prototypes	21
Sex and Body Positive Prototypes	25
Support Network Prototypes	29
Emerging Opportunities	33

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## Next Steps

Reflection	35
The Future	36
Next Steps	37

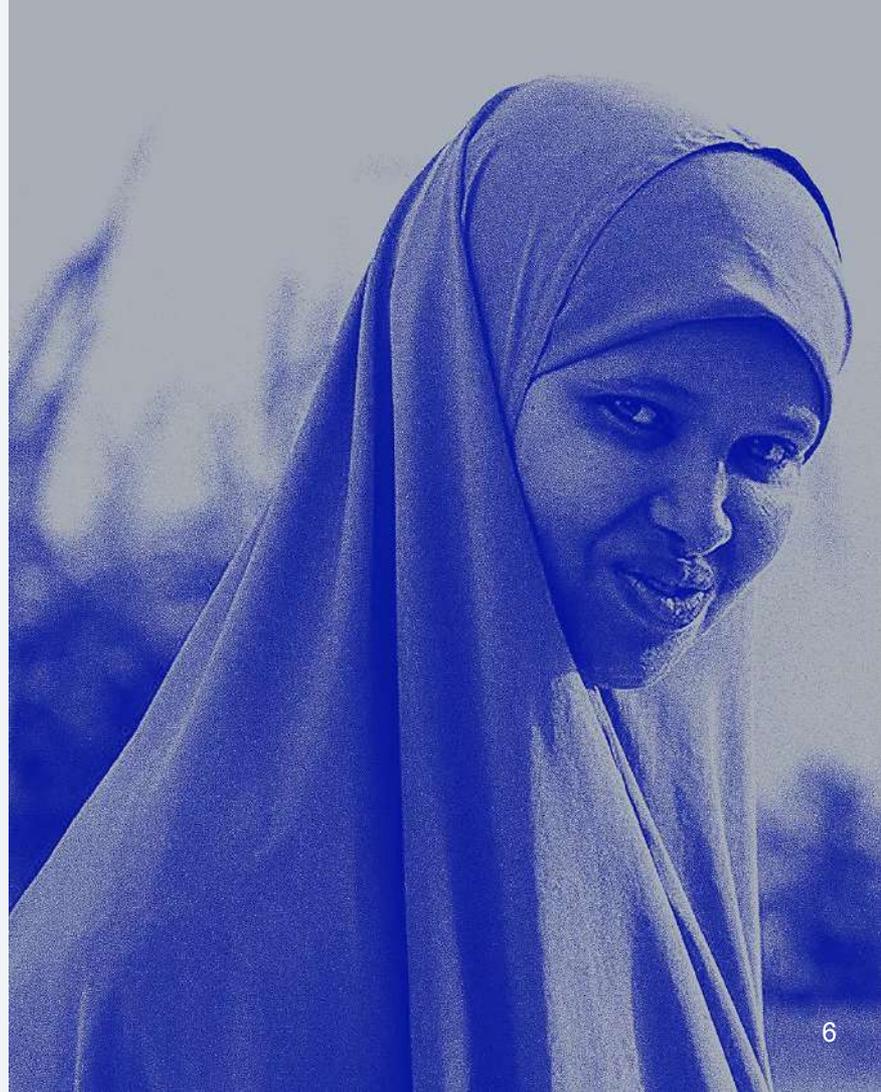
*Introduction*  
*Prototypes*  
*Next Steps*

## Origin Story

IDEO.org is a non-profit design studio with a mission to design products and services alongside organizations committed to creating a more just and inclusive world. We use human-centered design (HCD), a creative problem-solving approach that starts with empathy and ends in a product, service, or experience tailored to meet user needs.

Over the past six years, we've experienced the potential of HCD to transform adolescent sexual and reproductive health, but also the limitations of discrete, bespoke projects.

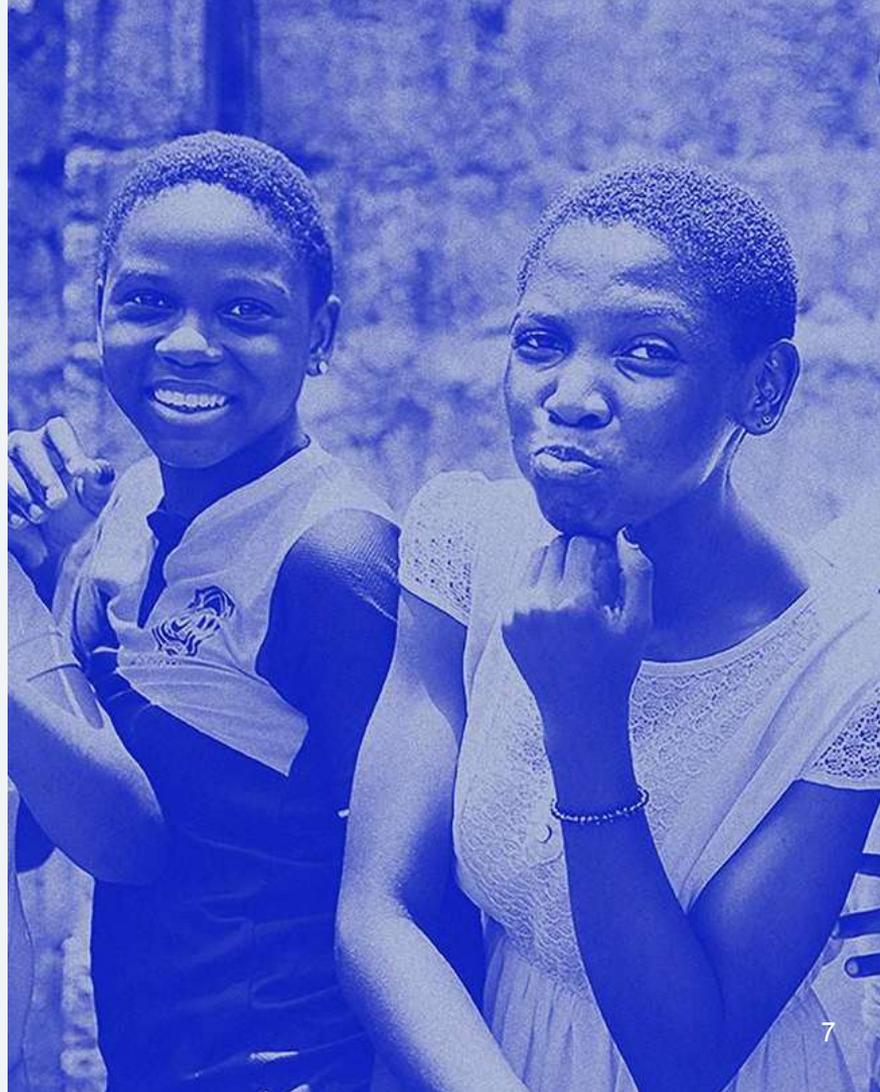
Grounded in these challenges and in a spirit of optimism, we believe the time is right to explore new models of collaboration that respond to girls' needs and reimagine how we design new solutions.



## The Billion Girls CoLab

The Billion Girls CoLab is a collaborative approach to problem solving to address systemic challenges facing adolescent girls. We've kicked off a global innovation portfolio that will take on challenges ranging from access to health services, economic opportunities for girls, advocacy, and more.

We have the opportunity to break the siloed model of approaching these challenges, and to design for holistic and sustainable solutions. We'll bring together community-based organizations, implementing partners, social enterprises, corporates, and adolescents to design the future for the next billion girls.



## Hard Problems Workshop

In December 2019, we convened a “Hard Problems Workshop” in San Francisco with over 60 participants to help us explore, frame, and articulate the challenges that adolescent girls face in East Africa. This group of participants, ranged from large tech companies, philanthropy, international NGOs, and small grassroots organizations, was well positioned to offer a systems-level view, map the systemic challenges, and frame up opportunities for design.

These themes became the starting points for developing more specific design briefs for our January Makeathon.



## How a Makeathon Works

The makeathon was a one-day event focused on prototyping as a way to learn, test assumptions, and surface new questions and opportunities.

To start the day, each team received a discrete design brief that outlined a current challenge and asked the team to build a solution that was digital, physical, or an experience.

The day concluded with a science fair format, where teams had a chance to see and engage with other prototypes created.



IDEO  
COOL  
LAB  
IDEO-ORG

January 16, 2020

**Billion Girls  
Makeathon**

8:30-9:00	Breakfast and Check In
9:00-9:15	Introduction & Icebreaker
9:15-9:30	Meet Your Team
9:30-9:45	Read Your Brief
9:45-10:30	Build Empathy
10:30-10:45	Review “How Might We”
10:45-11:00	Break
11:00-11:45	Brainstorming
11:45-12:00	Start Prototyping
12:00-12:30	Lunch
12:30-15:30	Keep Prototyping
15:30-16:00	Set up Stations
16:00-17:00	Science Fair
17:00-17:30	Wrap Up and Mingle

**agenda**

*Introduction*  
*Prototypes*  
*Next Steps*

## Design Brief Overview

A design brief in the CoLab represents a hypothesis and a tool for exploration, not an opinion. It serves as the starting point for teams to build prototypes and a question to be explored.

To some, the brief might feel too narrow, too wild, or too unvalidated. But as designers we have a bias towards making, and getting this tangible helps us to learn, uncover assumptions, and surface new questions.

Each team during the Makeathon was on the front lines of exploring these issues and taking a first stab at solving for them.



### The Access Moment

- How might we capture data on self-care contraception options in a way that respects her privacy and autonomy?
- How might we extend last mile delivery services to offer a 'point of use' experience for the girl?

### Activate and Advocate

- How might we crowdsource data and demand for period products and places?
- How might we equip girls to hold governments accountable on the delivery of youth-friendly health services?

### Self-Actualization

- How might we crowdsource girl stories to create community and generate new media content?
- How might we help girls realize, capture and articulate the value of work not traditionally recognized by employers?

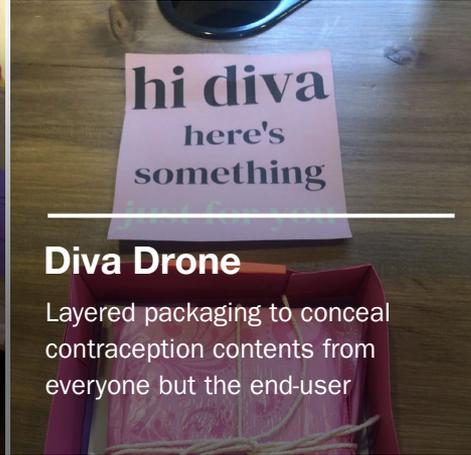
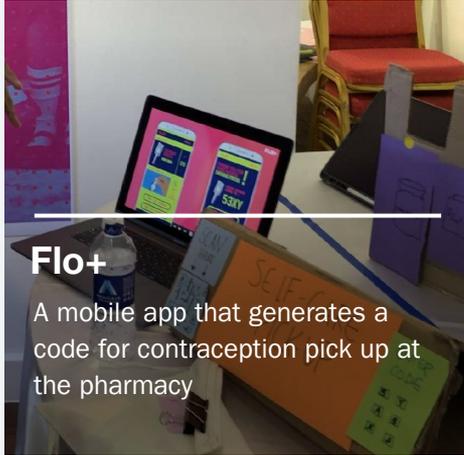
### Sex and Body Positive

- How might we help girls understand and manage contraception side effects once they start a method?
- How might we introduce sex education from a place of pleasure and positivity, rather prevention and control?

### Activating Support Networks

- How might we build empathy among boys and men around the pain points that menstruating girls face when using public toilets?
- How might we make the long-term benefits of keeping girls in school feel more tangible for parents?

Two prototypes to ensure girls can access contraception and menstrual products on their own terms.

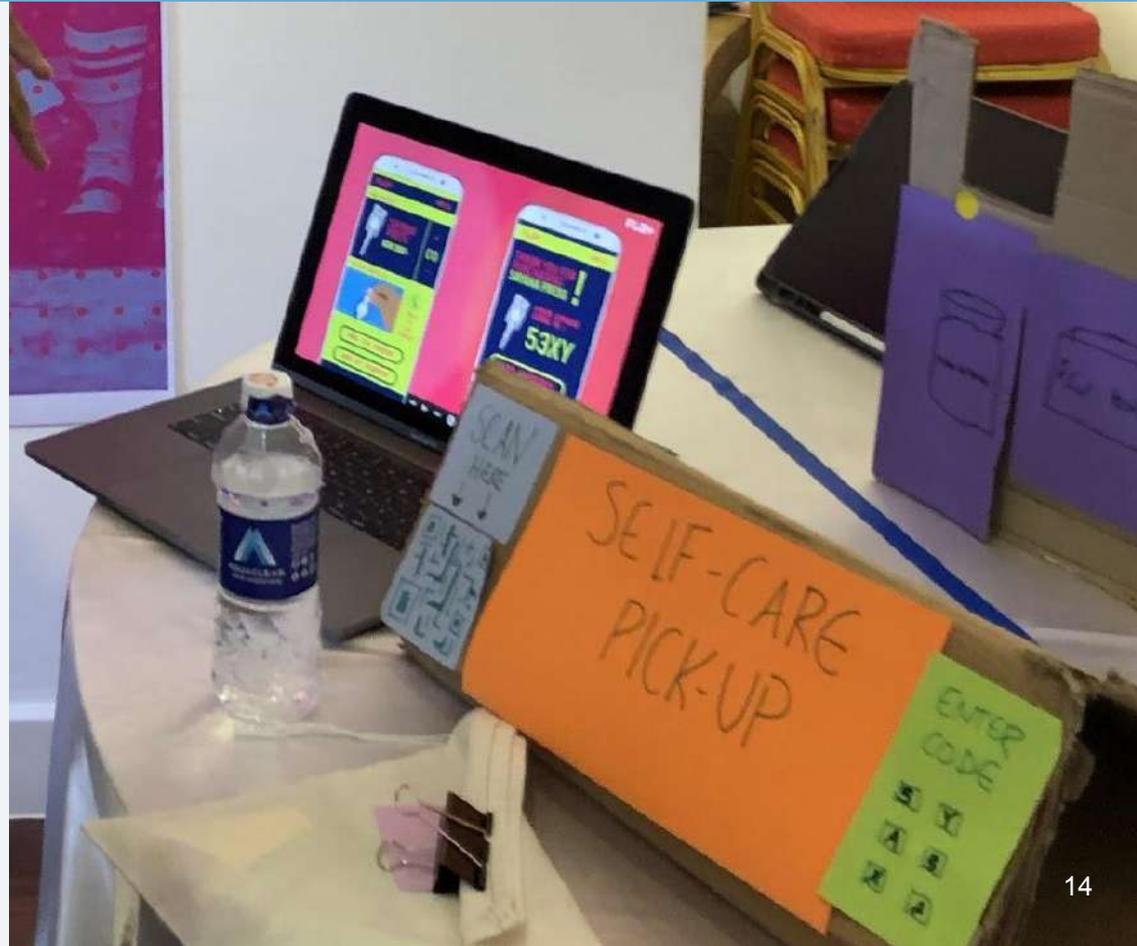


## How might we capture data on self-care contraception options in a way that respects a girl's privacy and autonomy?

Flo+ integrates an existing period tracking app and an online vending machine for ordering HIV self test kits to make purchasing contraception at the pharmacy frictionless and not awkward. Girls can order Sayana Press in advance, pay through mpesa, and receive a code to pick up at a special section of the pharmacy. A girl's age is collected when she signs up for the app.

**Team:** PSI, IDEO.org, In Supply Health, Paradigm Youth Network, Women Fighting AIDS Kenya

Video tutorials are also built in the app for proper self-care applications (Sayana Press, HIV drugs, lubricant, etc.)



**How might we extend last mile delivery services to offer a ‘point of use’ experience for the girl?**

Divo Drone can deliver contraception products to girls in different community locations, such as school, post office, or mpesa agent. To divert attention upon delivery, girls will find a multi-layered package: the top layer includes a distraction (i.e. sanitary pads), the second layer includes educational info, and the final layer holds the contraception method intended for her.

**Team:** Zipline, Roche, Marie Stopes Kenya, Nairobi Design Institute, SHOFCO, Nairobi

Personalized and colorful notes in the package add delight to the girl's unboxing experience



*Flo+*  
*Divya Drone*

## Implications

- The importance of building delight into every touchpoint, whether that be digital, in packaging, or in person.
- The power of technology to bypass traditional brick and mortar access points, especially when infrastructure disadvantages girls.
- The importance of making biometric and/or digital data feel safe.

## Opportunities Surfaced

**How might we use technology to cut out the middleman, give her power, and scale our reach?**

**How might we use every touchpoint (app, packaging, toilet stall) as an educational and information sharing touchpoint?**

# Activate and Advocate

Two prototypes to that equip girls to hold others accountable for the services they deserve.



## Msupa Club

Community scavenger hunt to map girl-friendly spaces and prioritize community projects

## Digi Girl

A mobile game played at a girl's clinic visit that collects feedback on government services

## How might we crowdsource data and demand for period products and places?

Leveraging existing girl clubs, Msupa Clubs do two activities to help girls better manage menses:

1. Send girls on a community-wide scavenger hunt to map toilets and other spaces in the community as safe, clean and girl-friendly, or not; and
2. Design the ideal toilet game, so the most popular ideas get prioritized and built.

Team: Sanergy, SHOFCO, Grow & Know, Nairobi Design Institute, Paradigm Youth Network

As part of the scavenger hunt, there are simple checklists so that girls know what to look for and start to understand their rights.



## How might we equip girls to hold governments accountable on the delivery of youth-friendly health services?

Digi Girl is a mobile game played during a clinic visit that collects feedback for government accountability. It gamifies reporting to make it fun and engaging for girls. At the clinic, girls now have a mechanism to give feedback on their lived experiences at the clinic.

**Team:** CSA Kenya, CWE-TECH, Youth Advisory Council, Nairobi Design Institute

The game prompts girls to know what to look for, what to expect, and ultimately what they deserve in a clinic.



*Msupa Club  
Digi Girl*

## Implications

- Demystifies what “period friend” or “youth friend” means for stakeholders and girls, themselves.
- Once governments have data on demand and on their services, will they have the capacity and resources to take action?
- Girls become an important compass that can point governments in the direction of what to prioritize and what they find most important.

## Opportunities Surfaced

**How might we girls find power in their collective voice?**

**How might we leverage new touchpoints to be channels for information and education?**

**How might governments become more girl-centered?**

Two prototypes to give girls the space to dream about their futures and the tools to make them a reality.



## Mayengz Reloaded

A digital platform that connects girls through social media to share and listen to stories



## Angaza

A digital platform that allows girls to showcase talents and connect with employers

# Mayengz Reloaded

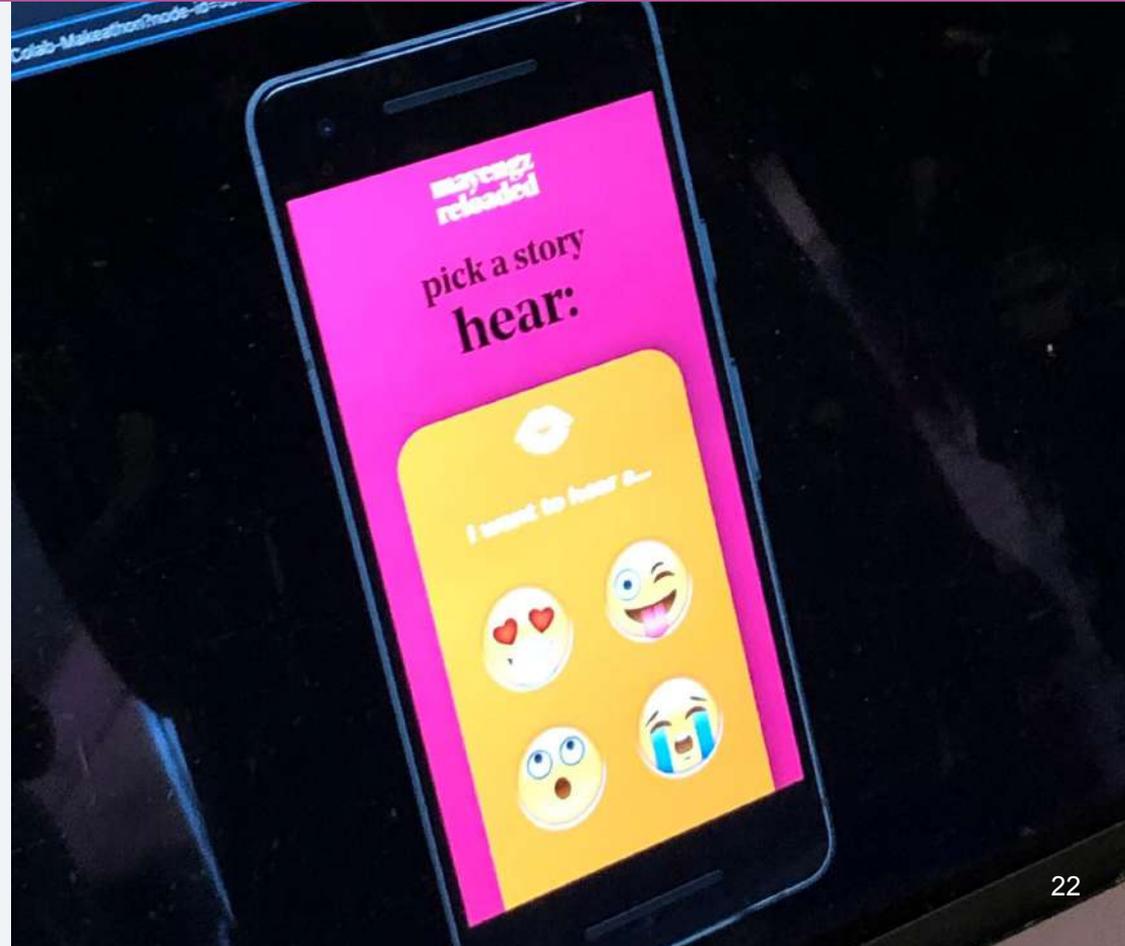
Self-Actualization Prototypes

**How might we crowdsource girl stories to create community and generate new media content?**

Mayengz Reloaded is a social media platform that connects girls to share and listen to real stories. It curates stories by themes and topics (i.e. menstruation, first crush, virginity, etc.), and feeds girls a mix of content that both matches their preferences and exposes them to new experiences. Girls experience storytelling as a talent, finding ways to develop characters and add humor to stories.

**Team:** Well Told Story, Marie Stopes Kenya, Teen Seed Africa, SHOFCO, IDEO

The platform prompts "Tell us about a friend..." in order to encourage sharing of stories and to protect girl privacy.



### How might we help girls realize, capture and articulate the value of work not traditionally recognized by employers?

Angaza is a digital platform that allows girls to showcase talents and connect with employers. On Angaza, girls build profiles to indicate aspirations and display sample work. Angaza connects girls with potential employers for different jobs (one-time or ongoing). Girls are initially paid a small deposit to start work, and once the work has been marked complete by employer and girl will the remaining payment (and commission) be made.

**Team:** Teen Seed, Nairobi, Nairobi Design Institute, IDEO.org

This concept was inspired by an adolescent participant who had aspirations herself of being a fashion designer.



## *Mayengz Reloaded Angaza*

### Implications

- Girls could get together for a training so that they can be attractive to employers as a unit or a skilled cohort, and work together to accomplish larger tasks.
- Creates a value chain and a marketplace that could cut out the middle man.
- Exposes girls to greater markets, media, and opportunities without compromising their privacy and rights.

### Opportunities Surfaced

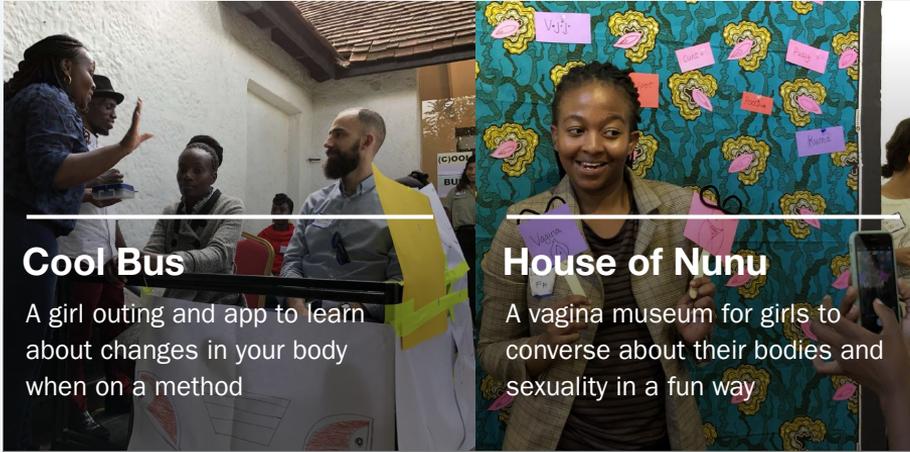
**How might we use technology to cut out the middleman, give her power, and scale our reach?**

**How might girls find solace and power in sharing their stories and elevating their collective voice?**

**How might we create more collective learning experiences for girls?**

# Sex and Body Positive

Two prototypes to help girls understand their bodies through the lense of pleasure and positivity.



## Cool Bus

A girl outing and app to learn about changes in your body when on a method

## House of Nunu

A vagina museum for girls to converse about their bodies and sexuality in a fun way

## How might we help girls understand and manage contraception side effects once they start a method?

The Cool Bus experience invites girls onboard to access wifi, download the app, and go on a girl outing to learn more about their bodies, menstruation, and contraception. When they leave, the app works offline and can continue to be a resource for the girl. Girls also receive a bag of goodies to help offset the pains of just getting on a method.

**Team:** Population Services Kenya, Maisha Meds, SHOFCO, Paradigm Youth Network, Nairobi Design Institute

The bus allows us to bring the infrastructure (wifi) to the girls.



## How might the entry point for sex education be pleasure and positivity, rather prevention and control?

The House of Nunu is a vagina museum for girls to have conversations about their bodies and sexuality in a fun way. There are informational exhibits, interactive photo booths, and spaces for dialogue. Girls can also go at their own pace with an audio-guided headset. Exhibits include “I am a girl, I bleed,” “In my shape, in my feels,” “Red river,” “Cervical power,” and “The little room of big decisions.”

**Team:** Jhpiego, SRHR Alliance, Femme International, Paradigm Youth Network, IDEO.org

Participants flocked to get their photos taken in front of the vagina photobooth.



## *Cool Bus House of Nunu*

### Implications

- Demystifying taboo SRH topics could quickly turn into a bigger movement, where SRH is no longer just brushed off as a “woman’s issue.”
- Finding entry points to educational curriculum may shift social norms faster than policies.
- Can some of these modules be packaged as toolkits for organizations or governments falling short of SRH commitments?

### Opportunities Surfaced

**How might we use every touchpoint (app, packaging, toilet stall) as an educational and information sharing touchpoint?**

**How might we scale provocative experiences so they can reach more people and spark more dialogue?**

Two prototypes to build support amongst community, family, and partners for her dreams and aspirations.



## Machoo Choo

Semi-transparent toilet to build empathy in men and boys for menstruation management



## Chora Lyfe

A lifestyle brand and financial calculator to show families the benefits of education for girls

## How might we build empathy among boys and men around the pain points that menstruating girls face when using public toilets?

Machoo Choo is a semi-transparent latrine that builds empathy amongst boys and men for menstruating girls. Men were invited to sit in this transparent chamber and look outwards as a facilitator flashed a set of prompts: “How do you feel now that we can all see you?” “Do you need to wipe or flush? There’s no paper or water.” “Imagine you are on your period.” “As a man, do you care?” Their expressions of shock and shame were captured, as well as their reflections after.

**Team:** Ruby Cup, Living Goods, Plan International, Nairobi Design Institute, Nairobi

It was powerful to see the genuine expressions of shock on men’s faces as they reacted to the set of prompts shown.



## How might we make long-term benefits of keeping a girl in school feel more immediate and tangible for parents?

Chora Lyfe is a program that facilitates conversations with families about budgeting and keeping girls in school. There are safe spaces for conversations to be had, facilitation toolkits, and a Family Budget Planner that helps families track income and expenses against longer-term goals such as retirement or kids education.

**Team:** Teen Seed Africa, Nairobi, Family Health Options Kenya, Nairobi Design Institute, IDEO.org

The team built a working financial model that highlighted when families were “in the red” on their long term goals.



*Machoo Choo*  
*Chora Lyfe*

## Implications

- The power of a single experience to spark dialogue and change minds.
- Creating tools not only for partners and parents, but for girls to also take ownership in planning their futures.
- Creating touchpoints that can extend beyond a single moment of impact or crisis to also support decision making in more mundane times.

## Opportunities Surfaced

**How might we use every touchpoint (app, packaging, toilet stall) as an educational and information sharing touchpoint?**

**How might tools and experiences we build build awareness not only in her influencers, but in herself as well?**

How might we create provocative experiences that spark dialogue and collective action?

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House of Nunu  
Machoo Choo  
Mayengz Reloaded  
Msupa Club  
Digi Girl

How might we use technology to cut out the middleman, give her power, and scale our reach?

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Flo+  
Diva Drone  
Angaza  
Mayengz Reloaded  
Digi Girl

How might we use every touchpoint as an educational and information-sharing touchpoint?

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House of Nunu  
Cool Bus  
Machoo Choo  
Msupa Club  
Diva Drone

*Introduction*  
*Prototypes*  
*Next Steps*

## Reflection

*We're inspired by the power of collective action.*

After just a short day together, we've been inspired by the power of collaboration and collective action towards a single objective. We saw exciting prototypes emerge when different partners came together to tackle a challenge and we saw sparks of energy when ideas were made tangible and accessible.



# *Imagine the future we could build together.*

- Imagine if we could shape sex education for all boys and girls?
- Imagine if we could ignite a movement around sex positivity and pleasure for girls?
- Imagine if we could inspire the next generation of boys to be advocates for their sisters, girlfriends, and classmates?
- Imagine if we could transform the way governments listen to and respond to women and girls?
- Imagine if we could honor and value girls' contributions to their communities?

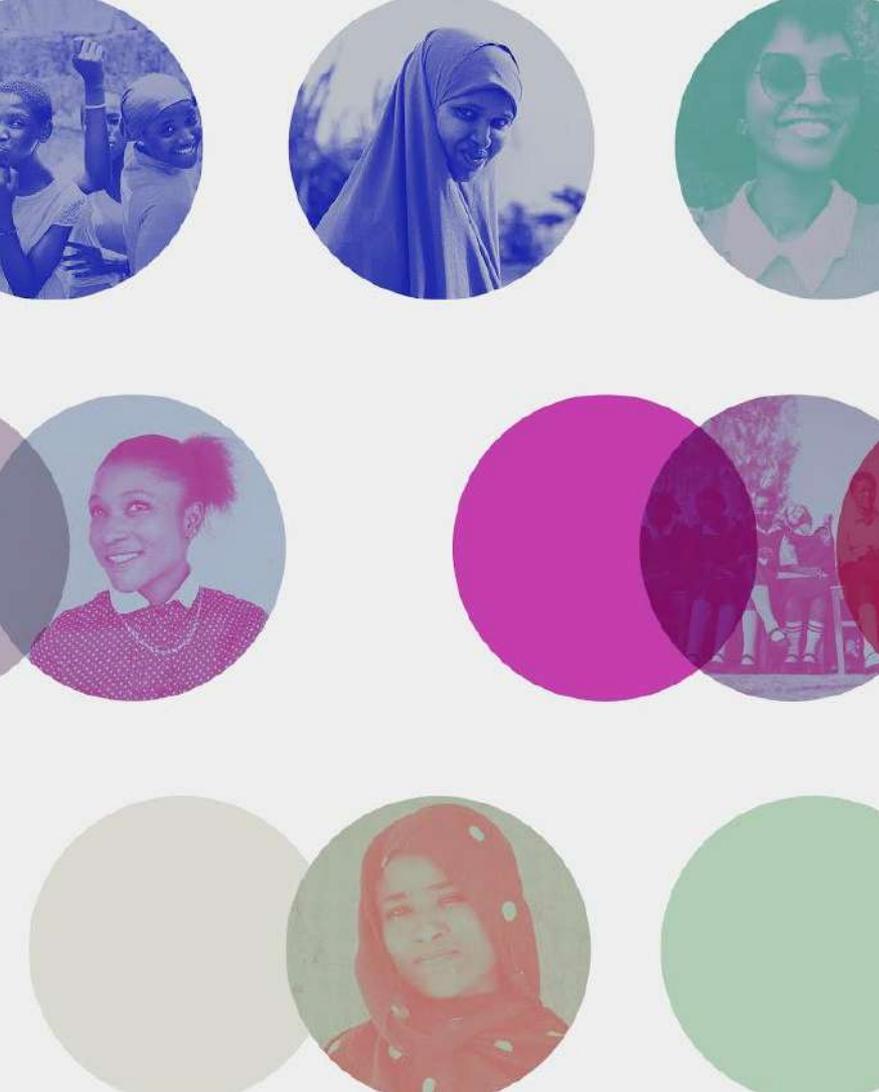


*Join us in this effort to collectively design solutions for the next billion girls.*

1. Share these learnings and socialize them with your organization.
2. Let us know how your organization would like to be involved in the CoLab moving forwards (a week-long sprint? a 3-month project? a cohort of partners?).
3. Join us for a week-long design sprint in Nairobi in March 2020.







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*Thank you*

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Join our mailing list <http://eepurl.com/gH6XmL>