

Relationship Map

Two main insights emerge from mapping the relationships—or system. First, we can identify what emerges from the interconnected relationships. For example, looking at the responsibilities of a volunteer in isolation may seem overwhelming. Considering the social influence they receive from the local leader may change this view. We can never understand these traits without seeing the societal, technological, and economic ecosystem in which they operate.

The second thing we look for is opportunities for incremental change. Remembering our “Small is Big” principle, we can look for small changes that can lead to significant improvement instead of, or in partnership with, designing a new solution.

During this exercise, we will organise the different pieces of the system and show how they connect to and communicate with one another.

i List Everything

Identify all the users and institutions that are in some way connected to the issue you identified. Start with your final personas, and include additional roles that relate to your challenge.

ii Draw Connections

Draw lines between all the users and institutions that are formally or informally connected in some way. Use two different colors: one for social relationships and one for service relationships.

iii Mark Barriers + Positive Influences

Note where barriers that impede our goals and influences that support our goals exist. What technologies or tools exist at these intersections? What makes it harder for users to get what they need? What points of leverage make it easier?

International

International NGOs / Global governing bodies

National

National ministries / NGO headquarters

Regional

Regional governments / Health facilities / NGO offices

Local

Child or Individual / Religious leader / Health centre / Front-line health worker / Community leader / Marginalized group / School / Community volunteer / Service provider