

Routes2Results + Catapult Design PARTNERSHIP

OUR MISSION

We strive to promote well-being and quality of life through collaborative research and accessible and innovative design.

WHAT WE DO

We help our partners explore, prototype, and realize solutions capable of driving social change. We specialize in thoroughly understanding user needs and context to steer the development of solutions that have the greatest impact while providing a rich experience for the end-user. Both organizations share a collective mission, vision, and innovative mindset. We compliment each other in our specialized areas of expertise and so by combining forces we are able to offer our clients a complete package in research, design, and capacity building.

- Catapult Design brings expertise in product development and service design, strategic thinking to advance or accelerate market-based solutions and program, and capacity building for teams and organizations on applying human-centered design in their social impact work. We employ human-centered design research methods to support the development of market-based solutions for sustainable well-being and resilience.
- Routes2Results specializes in qualitative and quantitative public health and healthcare market research. Specifically, R2R has expertise in the following areas: thought leader (research rigor and knowledge), research architects (applied country and research experience, especially FP, HIV, and women), research advisors (best practice implementation), and results generators (analytical story learners and tellers).

HOW WE DO IT

Our work begins and ends with the user. Through **RESEARCH**, **DESIGN** and **CAPACITY BUILDING**, we employ a range of research methods to envision, design, test, and engineer solutions that meet the needs of our partners and users. We help our clients think about existing challenges in new ways, spurring new and innovative ideas. We excel at turning those ideas into reality. Our core team of researchers, designers, educators, and strategists have years of experience working together on user-centered solutions. We are accustomed to the unique challenges of designing for resource-constrained environments, and we understand the cultural, social, and financial lenses that must be considered when introducing new products and services into a society.



HOW WE DO RESEARCH

We create optimal research programs using the most relevant research solutions and techniques, including human-centered design. We leverage our global network of designers and practitioners to root our research work in on-the-ground realities, utilize digital platforms to capture stories from the field, and distribute the outcomes through media that are accessible to a wide audience. Our services include:

- Motivational behavioral research and demand generation
- Ethnographic and contextual human-centered design research
- Journey and system research and mapping
- Concept research and development
- Behavioral design
- Demand forecast and segmentation
- Choice-based research and conjoint analysis
- System Landscaping and KOL Mapping
- Community and stakeholder research
- Tracking research and evaluations
- Technology assessments and reviews
- Impactful dissemination according to research needs (i.e. webinars, one-pagers)



HOW WE DO DESIGN

Our design process is market-based and people-centered. Our work focuses on equipping our clients to scale great products, services, and programs that drive social change. We leverage our expertise and experience working with low-income and underserved customers to ensure that designs are culturally-appropriate and sustainable. Our services include:

- Concept ideation, development, and sketching
- Rapid and full prototyping with analysis, including 3D printing & CAD modeling
- In-field product performance, environmental, and end user testing
- Co-creation and co-design processes and workshops
- Pilot test design, implementation, and analysis
- Product business model strategy (manufacturing, distribution, marketing strategies)
- Technical design specifications and documentation (design for manufacturing)
- Facilitate interaction with manufacturers and distributors
- Development of marketing and promotional materials



HOW WE DO CAPACITY BUILDING

We tailor our capacity-building services to meet the needs of our clients. We refer to our approach as “labs-based” because we emphasize hands-on learning and experimenting to bring to life any workshop or strategic planning session, whether in-person or virtually. Our services include:

- Facilitate workshops and strategic planning with clients and stakeholders
- Strategies for defining, collecting, and analyzing social, environmental, and economic data for the use in evaluating the efficacy of a product
- Strategic thinking to advance or accelerate market-based solutions and program
- Capacity-building on applying human-centered design in team or organization’s work
- Co-develop resources and knowledge sharing platforms