

The Sustainability Insider Journey

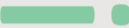
A Framework for Complex Problem-Solution Exploration



This is a five-stage framework, designed for exploring complex problems and their solution.

It is an iterative process — within and across phases — where the project team revisits the different stages as new information and uncertainties emerge. The journey continues until the problem is sufficiently understood and clearly framed by the project team. This shared clarity creates the foundation for designing and implementing a solution that is simpler, more effective, and fit for purpose.

To keep the framework simple and intuitive, each stage outlines its specific goal, key activities, and expected deliverables. Supporting guiding questions help the project team adapt the model and determine the appropriate level of research, ideation, and iteration needed at each phase.

Phase	Goal	Key Activities	Deliverables	Guiding Questions
 Phase 4 – Testing and Validation <i>“From initial ideas to proven solutions”</i>	 Further refine the shortlisted solutions in preparation for testing. Determine the most appropriate approach for testing and evaluating the solutions, ensuring that their feasibility, effectiveness, and alignment with the defined objectives can be assessed.	 1. Identify solutions and that require further development or testing • List Aspects for further development and validation • Further improve the design of the solution: Key features, hypotheses, risks, and assumptions that require further iteration or testing. • Further define the strategy for implementation and launch ◦ Strategies to maximize implementation, penetration, acceptance and scalability, of solution including the conditions to ensure consistent ongoing effectiveness and adaptation. ◦ Identify pre-conditions to meet for higher acceptance of solution, how to ensure these • 2. Conduct testing and validation activities Testing and Validation: • Define the testing approach for each solution and aspects requiring validation: • Gradual and cascade approach: Start by testing the most critical aspects: assumptions, unknowns, features before moving to less ones. Decide whether further testing is necessary. • Leverage om Prototyping Tools: Use digital tools like <i>Figma</i> or <i>Sketch</i> for creating interactive prototypes, enabling users to experience features in a realistic environment. • Engage stakeholders (e.g., donors, strategic partners) for feedback sessions to understand their expectations and requirements. Processing the results: • Compile and analyse results • Identify areas for improvement • Pinpoint specific features or processes that need further improvement or changes based on feedback. • Create a prioritized list of changes to be implemented, focusing on critical adjustments first. • Set up a timeline for implementing these changes and re-testing if necessary. 4. Decision on solutions to implement • Prepare a list of refined solutions, including an overview of <i>pros and cons</i>, <i>potential trade-offs</i>, and <i>investment requirements</i> for each. • Summarize a high-level deployment plan for each option, covering aspects like technical requirements, timelines, resources needed, strategy for implementation. • Define high level strategy for its implementation.	 1. List of aspects requiring further development or testing • A list detailing key features, hypotheses, risks, and assumptions needing further testing, as well as the strategy for implementation and launch. 2. Testing plan and results • A plan prioritizing critical aspects, outlining a gradual testing process from initial assessments (e.g., user journey mapping) to more detailed testing (e.g., prototypes). • A summary of testing results and the refinement of the solution. 4. Decision on solutions to implement • A comparison of shortlisted solutions, covering costs, benefits, strategic alignment, and stakeholder input, with a rationale for the chosen solution(s).	 Activity 1 – Identify solutions and that require further development or testing 1. How can we effectively categorize and analyse feedback from previous phases? 2. What feedback themes are most relevant to prioritize for further testing? 3. How can we gather additional insights from external stakeholders if they haven't been consulted before? 4. Which aspects of each solution require further validation, and why? 5. What hypotheses should we test to address key uncertainties? Activity 2 – Conduct testing and validation activities Testing and Validation: 1. What testing methods are best suited for each aspect identified in Activity 1? 2. How should we structure a phased testing approach? 3. How can we ensure prototypes accurately represent user interactions? 4. How do we gather and organize feedback from testing sessions? 5. How can stakeholders be effectively involved in the testing process? Processing the results: 1. What are the key insights from the test results, and how can they be categorized? 2. How can feedback be synthesized for effective decision-making? 3. What specific features need adjustments based on the feedback? 4. How can we prioritize changes before re-testing? 5. How do we ensure a systematic approach to implementing feedback? Activity 3 – Decision on solutions to implement 1. What criteria should be used to evaluate each solution for full-scale implementation? 2. How can we perform a comprehensive cost-benefit analysis (CBA) for each solution? 3. What trade-offs or strategic considerations should be factored into the decision-making process? 4. How can we ensure transparency in the voting and decision process? 5. How should the final recommendations be presented to sponsors for approval?

-
- Identify other factors to consider, such as scalability, user adoption, and potential risks.
 - Review strategic alignment with stakeholders' objectives and ensure the solution meets key performance indicators (KPIs).
 - Perform a CBA to weigh the costs against the benefits for each solution, aligning with goals set by stakeholders and expected impacts.
 - Use other evaluation frameworks like *SWOT analysis* or *Impact Feasibility Matrix* to assess strategic alignment, long-term sustainability and risks.
 - Team Voting: Organize a voting session within the team to gather perspectives on the most promising solution.
 - Stakeholder Input: Facilitate a separate voting session with stakeholders (e.g., donors, users) to understand their preferences and concerns.
 - Sponsor Decision: Present the final shortlisted solutions to sponsors for a final decision, including a summary of feedback, evaluation results, and the recommended solution.
-