



## Applying design thinking with M&E

Developing design thinking modules for Innovation Fund grantees

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Under the GSMA-DFID Strategic Partnership Grants, innovation funds are offered to startups that drive mobile-enabled, cutting-edge and inspirational projects with social impact. Butterfly Works was asked to develop a design thinking training for the grantees of the innovation fund.

## The Challenge

### Incorporating design thinking into social innovation

Putting the end-user at the heart of social impact projects posed difficulties for the grantees of the innovation fund. Based on in-person consultations and surveys conducted by GSMA, 12 grantees expressed interest in incorporating design thinking into their projects as it increases their likelihood of success. The majority of design thinking courses are offered online and follow a standardized approach. Butterfly Works was invited to co-create a fast-paced design thinking curriculum tailored specifically to the needs of the grantees, mainly from low and middle income countries.

## Our Method

### Insights gathered from staff members and grantees of the innovation fund through design research

We conducted design research activities including desk research and stakeholder interviews in order to better understand the needs and wishes of the grantees and staff members of GSMA, collect information on best practices and draft a curriculum on design thinking in a way that is relevant and valuable for learners. We focused on complementing the grantees' existing knowledge on design thinking by identifying skills and mindsets that were previously unknown and incorporating those into a customised curriculum. Testing sessions were held with the grantees to get feedback on the modules and adapt the curriculum if needed.

## The Result

### An eLearning platform on design thinking offering personalised pathways

Based on insights gathered from the 12 recipients of the GSMA-DFID grants, BW launched an online platform with a fully tested introductory module on design thinking, developed a full-length curriculum with four different tracks and created a Training of Trainers (ToT) for the modules. Each track is presented with a one pager and a slideshow that outlines the objectives of the session. The tracks are tailor-made to address the specific needs of the grantees and cover different levels and areas of knowledge. We worked very closely with GSMA in the writing and development of the curriculum, making use of their experience and expertise.

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| <b>About</b>    | Entrepreneurship  |
| <b>Location</b> | Global  |
| <b>Partners</b> | GSMA  |
| <b>Period</b>   | 2020  |
| <b>Services</b> | Design thinking training  |
| <b>Outcomes</b> | Teaching training model, Online platform, Curriculum design, eLearning, Toolkit, Learning materials |

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