



## Accelerated ARV-based HIV Prevention Product Introduction and Access

**EMOTION** - Enhancing Microbicide Uptake in High-risk End Users

**Goal:** To increase uptake and correct and consistent use of antiretroviral (ARV)-based HIV prevention products by women at high risk of HIV infection using an end-user centered strategy.

### Scope

EMOTION has four aims. Aim 1 (Project Kalahari, human-centered design research, HCD) is focused on women who are at the highest risk of HIV infection, as defined by USAID/PEPFAR, and their circle of influencers including family, friends, male partners, and healthcare providers (HCPs). Kalahari is composed of two major phases: Kalahari I and II.

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In Kalahari I, the Team focused on conducting in-depth interviews in South Africa, obtaining feedback from end-users, prototyping pre-exposure prophylaxis (PrEP) products, synthesizing insights and design principles and preliminarily designing two selected products. In Kalahari II, the Team focused on design iteration to deliver final recommendations for the selected products, comprising product attributes, packaging, brand and experience blueprint. Ultimately, brand, packaging and communication materials designed in Aim 1 for the selected products will be manufactured under Aim 2 for quantitative socio-behavioral testing in Aim 3. Another major activity in Aim 2 is Project Siyavala, where messages developed in Kalahari in a variety of contexts along the user journey were pilot tested in South Africa. Siyavala used controlled market behavior simulation methodology and interacted with over 250 participants, including women, men, dating couples and HCPs. Aim 3 consists of a socio-behavioral study (Project Vogue) comparing the human-centered design branded experience and product to unbranded product and standard of care experience, using objective markers of adherence. Aim 4 will use all information gathered in Aims 1-3 to develop and pilot test an introduction package and marketing and outreach campaign for PrEP/microbicides.

## Progress to Date

Projects Kalahari I and II were completed, delivering final recommendations for refining product attributes, packaging, messaging and branding approaches for oral tablet (TDF/FTC) and vaginal insert based on end-user

input and HCD principles. Mid-fidelity brand guidebooks were produced and disseminated, including brand values, naming, visual direction, graphic elements, color palette, typography. In addition, end-user experience blueprint was mapped out with system elements for a successful minimum desirable product launch. Results of Kalahari were also disseminated through a satellite session at the 2016 HIV R4P, in conjunction with Projects OPTIONS and POWER, and one-on-one meetings with product developers.

Project Siyavala was completed following Kalahari, where brand positioning and messages were refined, and best messages were selected for both end-users and HCPs. Based on the results of both Kalahari and Siyavala, the Team selected elements defining HCD minimum desirable experience to be tested in Project Vogue. While preparation for Vogue is underway, the study protocol was finalized and submitted for ethics review. The clinical testing rights and clinical supplies were also secured. Additionally, new packaging design was iterated and vendors are being evaluated for mass production.

## Remaining Y2 Work Scope

Project Vogue is slated to start in Quarter Four of 2017. Messaging/recruitment materials developed from Kalahari/Siyavala will be produced for Project Vogue. Local ethics committee approvals will be obtained. Site initiation visits and staff training will be performed. Findings will be shared, and stakeholders will be kept informed about progress and research plans.

## PARTNERS

