

# The V Experience

Overview of interventions and  
experience blueprint

LAUNCHING V The V Experience

IDEO + CONRAD

A USAID/PEPFAR  
FUNDED PROJECT

An Implementer's  
Guide

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# WHAT IS V?





THE LIFE OF A SOUTH AFRICAN WOMAN IS FILLED WITH UNCERTAINTY: UNCERTAINTY OF WHERE THEIR NEXT MEAL MAY COME FROM, UNCERTAINTY OF WHETHER THEIR LOVER IS FAITHFUL, AND UNCERTAINTY ABOUT WHAT THE FUTURE MAY HOLD.

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**But, what if we could  
give women what  
they really want?  
Certainty that they  
can stay negative.**





What do women  
really want?

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**A private-sector  
approach:**

APPEAL TO WOMEN'S ASPIRATIONS,  
NOT THEIR LIMITATIONS

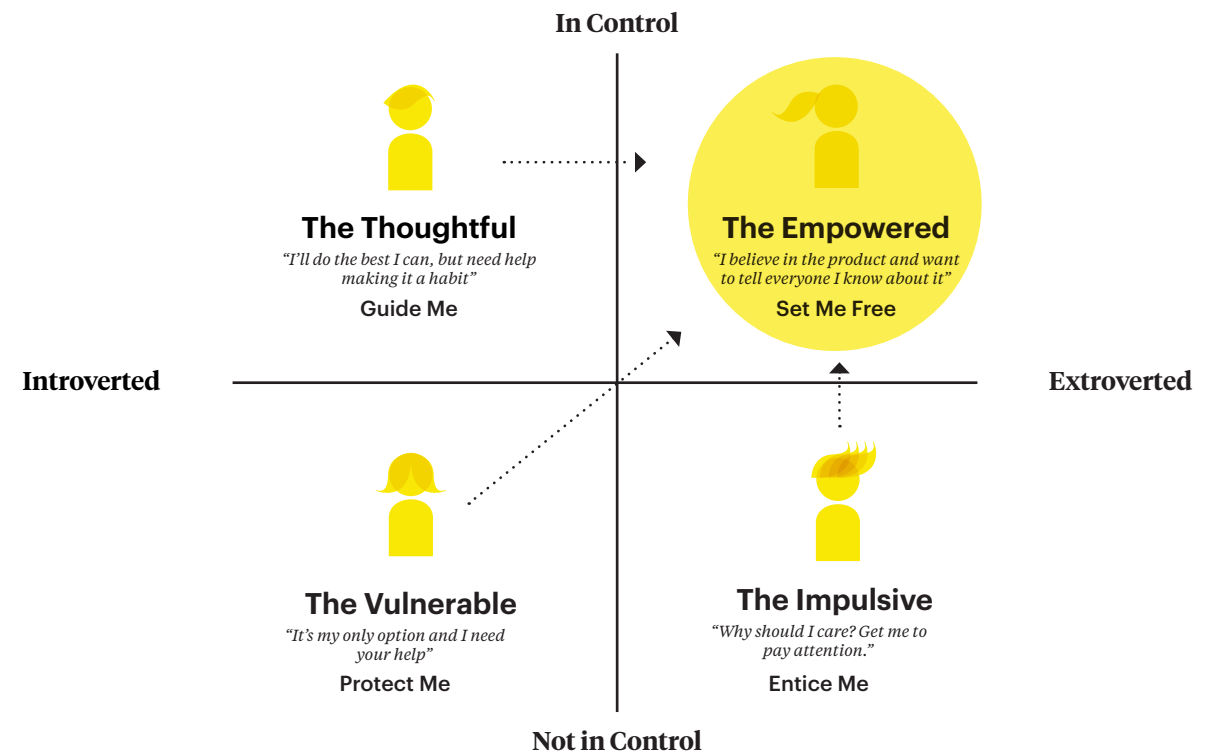
DESIGN SOMETHING TO LOOK  
EXPENSIVE, NOT BE EXPENSIVE  
(USE FIRST IMPRESSIONS WISELY)

HIGHLIGHT EMOTIONAL BENEFITS,  
NOT RATIONAL BENEFITS

FOCUS ON INFLUENCE, NOT AFFLUENCE  
(CLASSIC WORD-OF-MOUTH TECHNIQUES)

We need to

Position this brand for  
who women want to be,  
not who they are today  
(including the most at-risk)



A Design Persona represents a cluster of users who exhibit similar behaviors, lifestyle choices, mindsets, and perceptions regardless of age, gender, education, and other typical demographics. A Design Persona is not a demographic profile, a market segment or a summation of survey data. Rather, a Design Persona is a combination of observations from ethnographic research, as well as a narrative that brings users to life.

# We're shifting the industry:

**FROM**  
Don't get  
HIV



**TO**  
Empower  
Yourself



We believe

That protecting oneself  
from HIV should be  
as everyday and as fun  
as any self-care product





Introducing...





**Let's help her  
feel comfortable  
with being  
brave.**

**Let's give women  
the confidence to  
take care of  
themselves**

WE ARE CREATING A BRAND AND SERVICE  
THAT STRIVES TO MAKE A WOMAN FEEL  
CONFIDENT IN WHOEVER SHE IS; TO BE  
BOLD, EMPOWERED, AND IN CONTROL  
FOR PERHAPS THE FIRST TIME IN HER LIFE.

We are shifting the industry from “Don’t get HIV” to “Empower yourself” by creating a brand and service that strives to make a woman feel confident in whoever she is; to be bold, empowered, and in control. For perhaps the first time in her life. Let’s help her feel comfortable with being brave.

We believe that protecting oneself from HIV should be as everyday and as acceptable as any self-care practice.

**above all else,  
we always**

---

**give women the  
confidence to take  
care of themselves**







## We Are

### VIBRANT

We are full of energy, optimism and life. There's a pace and a restlessness to us. You never know what great thing lies around the corner or how much fun we're going to have next. We're filled with vavavoom!

### INTELLIGENT

We are smart, thoughtful and informed, and convey information in a way that everybody can understand. We help guide women every step of the way.

### BOLD

We are strong, independent and confident, just like the women we serve. We are brave enough to be vulnerable and strong enough to shoulder the burden for the women we serve.

### WARM

At our core, we empower women as our peers. We are their greatest advocates and supporters, and give them confidence every moment we can. We are warm and supportive, no matter who you are and what decisions you make.

### SASSY

We are frank and sometimes even blunt with a little bit of cheekiness. We're not afraid to say it as it is. We're all adults here. However, this is always done with love and a smile.

## We Are Not

### NAÏVE / CHILDISH / WHIMSICAL / GIRLY

We may be bright and optimistic, but there is always an edge to us. We're not the prepubescent teen but the confident 20-something who knows who she is.

### INACCESSIBLE / ELITIST / PATRONIZING

While we are intelligent, we never talk down to people. We are always on their level and speak in a manner they can understand.

### MILITANT / REVOLUTIONARY

We are not protestors or aggressive. We are not about taking on the system or taking power from anyone. We just give women the confidence to do what they need to do.

### DISINGENUOUS

We're not fake, and our smiles are genuine. We honestly care about women and making them feel empowered and confident. However, we don't bend over backwards. We'll call someone on their nonsense if they're lying to themselves.

### VACUOUS / SUPERFICIAL / VAIN / ARROGANT

There's a thin line between sassy and bitchy. Let's stay on the good side and build one another up.



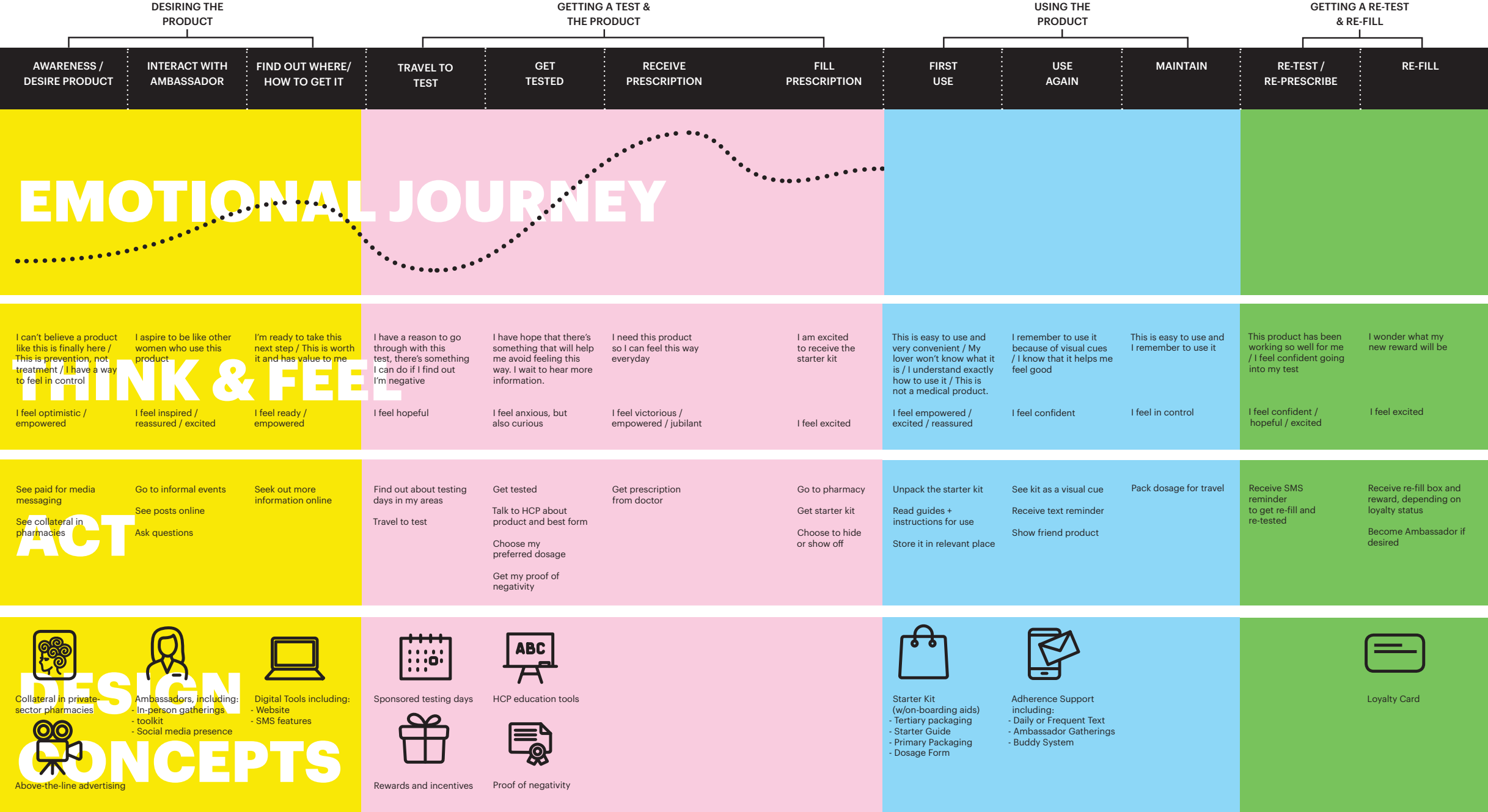


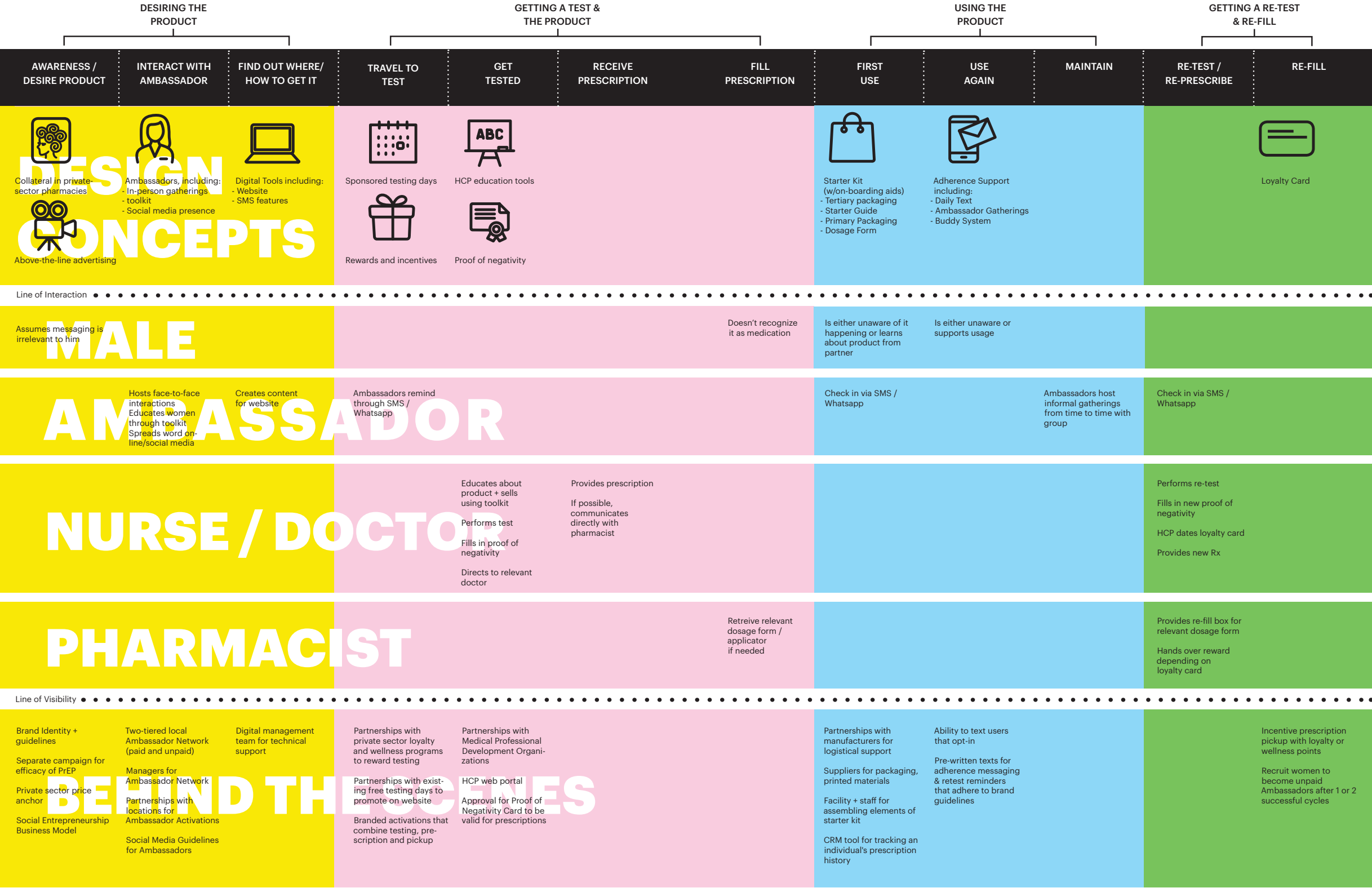
# BRINGING THE EXPERIENCE TO LIFE



# Experience Blueprint

An experience blueprint is a detailed visualization that captures the experience across touch points. Page 1 of the Experience Blueprint includes the emotional journey with design, the end user's actions, thoughts and feelings, as well as the proposed design concepts. Page 2 highlights actions taken with other stakeholders as well as support processes that need to happen in order for the service to be delivered.





**We have broken the experience into four strategic pillars based on the major steps we need to achieve as implementers. There is one PDF per pillar.**

- 1. Create Demand**
- 2. Prep for PrEP**
- 3. Initiation**
- 4. Adherence**



# Thank You

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CONRAD  
USAID  
CAPRISA  
Instant Grass  
Abt Associates  
Matchboxology  
PEPFAR