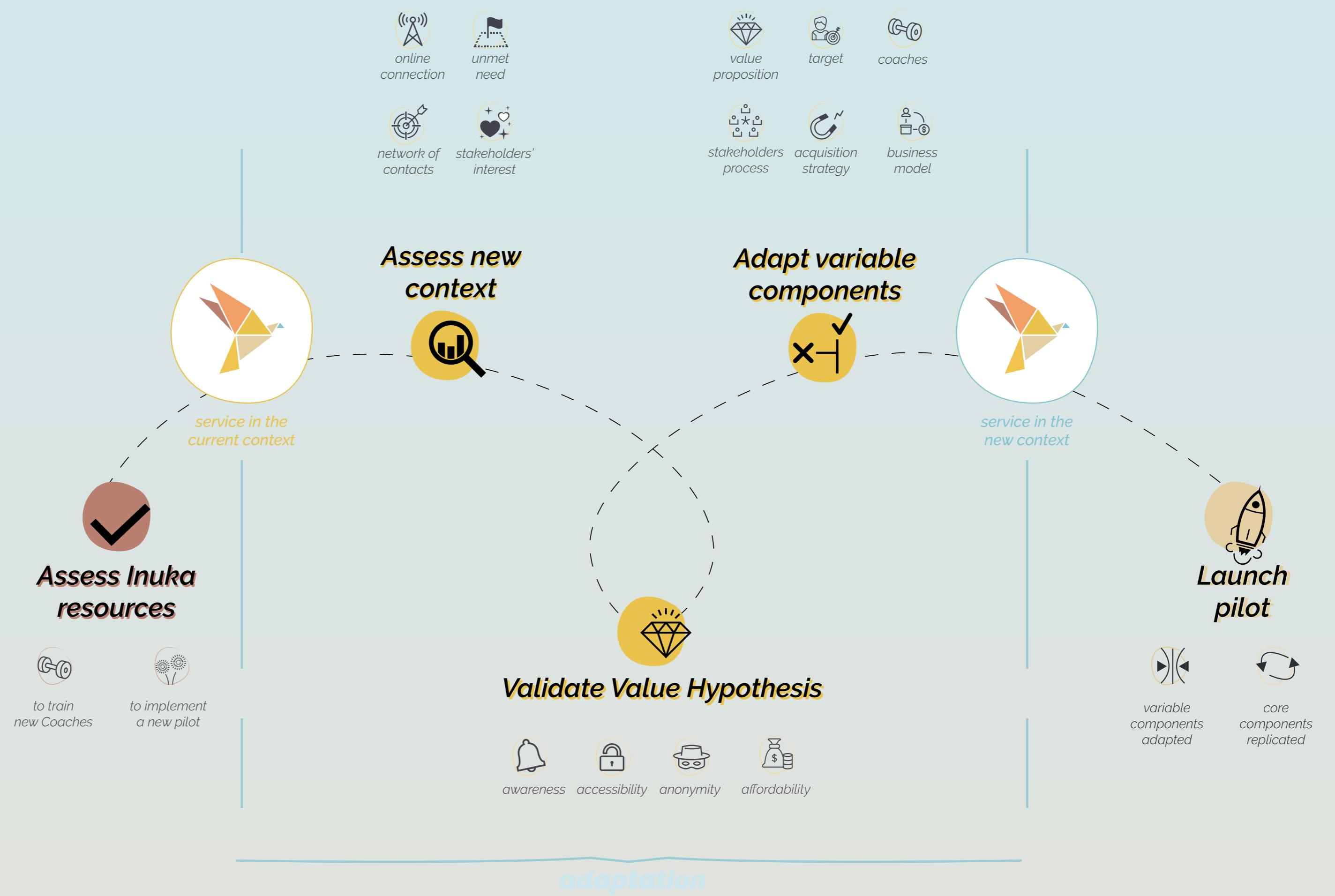


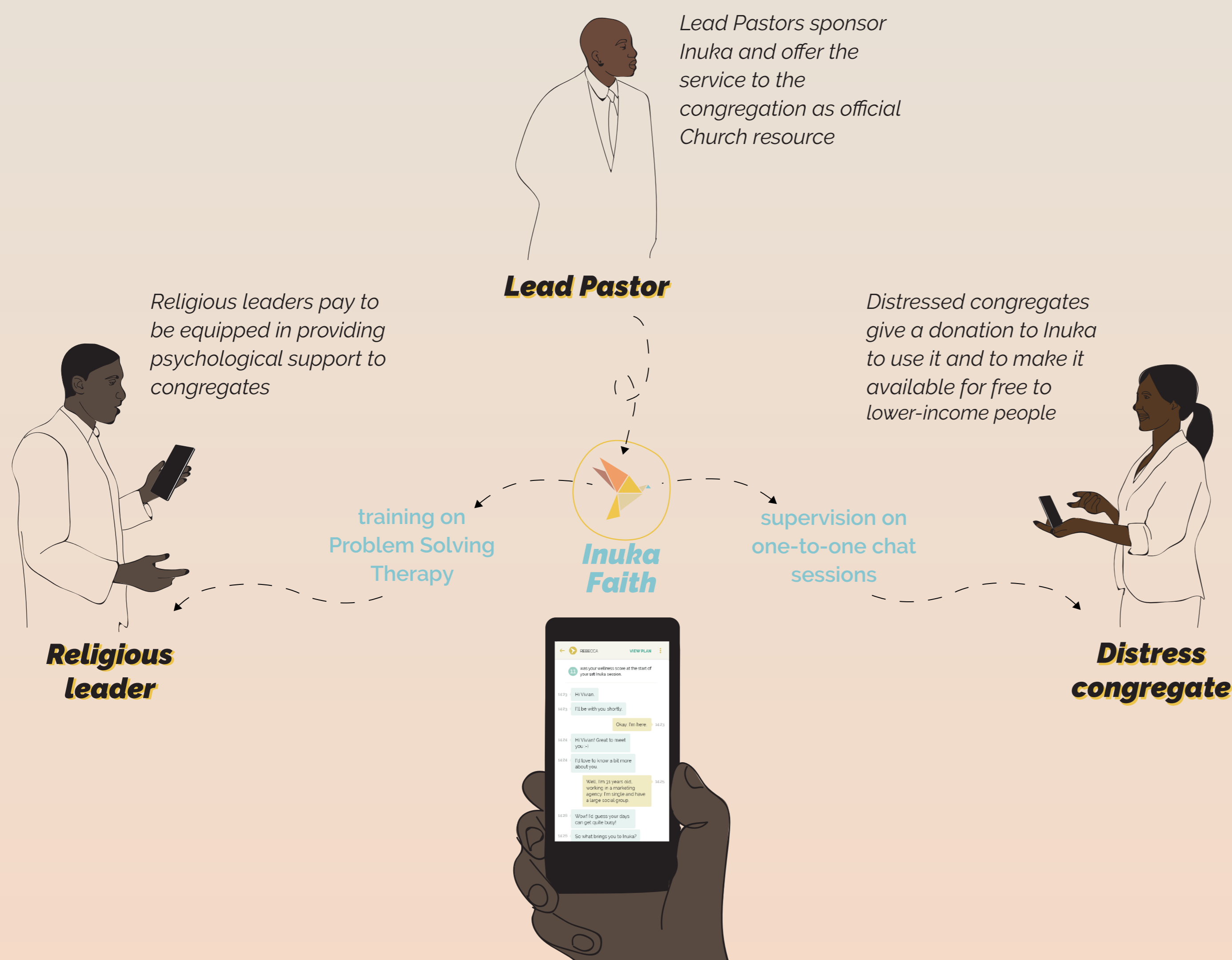
Adaptation framework

The focus of this project is to support a Mental Health program (Inuka) to scale out to new contexts in order to make psychological support accessible to a wider range of distressed people. By focussing on the adaptation of the current service to the new contexts, the aim is to design a new service that fits the characteristics of the new stakeholders and users. This framework provides the company with five phases, critical aspects to investigate and methods to do it. For each phase, the company should assess whether persevere, pivot or stop. The systematic and user-centered nature of the framework allows to discover barriers to the service adoption and new possibilities to implement.



Adapting to new contexts

A framework to scale a Mental Health support service to the Church in Kenya



Inuka Faith service

Inuka is a social enterprise which on one side trains lay workers on a Problem Solving Method, and on the other connects and supervises them in delivering one-to-one chat sessions to distressed users who want to be guided in facing life struggles. Through a highly iterative process, Inuka was adapted to fit the Protestant Churches in Nairobi. The designed framework both informed the new service and integrated the knowledge from the case study. The new service was modified according to the insights gained with customer and field research.

Irene Conversano
Adapt to scale
Jan-Carel Diehl, Ella Jamsin

Inuka
Strategic Product Design
29.03.2019

