

## Human-Centered Design: How it adds up

Human-centered programming is increasingly offered as a solution to public health challenges, but what does it really mean? This simple graphic shows some of the core elements in the equation.



**Demand-side  
analysis**



**User-centered  
service-delivery  
models**



**Engagement of people who will  
use the product, peers and  
counselors for HCD-informed  
interpersonal communication**



**Human-centered  
programs**