

Sketching and brainstorming

Strategy A version 1

User testing

Advisory  
group  
feedback

Analysis of findings & feedback  
Sketching and brainstorming

Strategy A version 2

User testing

Advisory  
group  
feedback

Analysis of findings & feedback  
Sketching and brainstorming

Strategy A version 3,  
for implementation and  
RCT evaluation

*Number of iterations  
may be more or less  
than 3, depending  
on nature of findings  
and feedback*