CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

STRENGTHENING URBAN FOOD PRODUCTION SYSTEMS BY PILOTING INNOVATIVE CATFISH, SOLAR + LARVAL INSECT TECHNOLOGIES IN SLUM AREAS IN MALAWI

DRAWINGS BY RICHARD NINTON

Draw and describe the ideal user

Title: The Users

Name: Chirwa Mwami
   (f)           Siyeni (f)
   (m)           Siyeni (m)
Ages: 36 + 42 respectively
Professions: 1. Mobile Cook
             2. Bricklayer Builder
Any Other Key characteristics:
They have passion 9 month old daughter
Concisely describe what is happening
Chirwa Mwami is preparing her rice, maize, chicken and small fish to cook on charcoal early morning. She will finish by 10am
Do household duties and then by 11 walk out with her prepared food in headpan to sell to local community - her target customers - market traders, office staff, minibus drivers, tailors and local nursery
Concisely describe what is happening

Later that day Rotani is at work and hears from one of his customers that there is a meeting in the district assembly next week where a Zimbabwean ex-fish farmer and a UK project are talking about growing fish for food business in the city.

Concisely describe what is happening

Rotani and Chimemne attend the meeting. Baby Passion is very well behaved. They hear of ideas on how it can be done and also the project will be very strict in the people it wants to work with as it is business not charity. They go home and talk about it. "This could be a good opportunity for us," says Chimemne.
After the 2 of them decide to go ahead - they get visit from nice but very knowledgeable Zimbabwean and Filipino who ask them many questions about themselves and what they do and where they live. They are thrilled but nervous one week later when they hear they are shortlisted.

Over next 2 months they go through various other interviews and informal chats and are taken out to Chingale to meet an existing fish farmer. They like what they see but realise the man is very serious. They then hear that they have been chosen a few days later. Following further training Rotani begins building the 2 tanks in his backyard with the Zimbabwean helping him.
Meanwhile in next weeks Chimwemwe attends series of trainings on how she can sell the fish. She has contact who smokes fish and makes agreement in 3 months time to supply him.

Concisely describe what is happening

The tanks are finished filled with water and the happy day comes when they are stocked with small fingerlings. "Gosh they are small! Will they grow?"

However, when Chimwemwe sees how the water "boils" when she throws feed in she is reassured. The man from Umodzi comes round to finalise - explain their loan for seed.
Title: Sunshine and Mascots

Concisely describe what is happening:

The solar lamps over the tanks are great for security and with the white sheet at night thousands of insects fall into the tanks to be gobbled up by the catfish. Chimwemwe uses her cooking business waste to feed the mascots - they eat anything. And the catfish love it when she drops the mascots into the water.

Title: Harvest and Sales

Concisely describe what is happening:

The day to harvest comes. They know from project not to sell all on same day so for next 3 weeks Chimwemwe sells 10 kg fish per day. Love - people like to buy them live and fresh. She also uses some each day for her cooking - and as a result gets new customers from the offices who want to eat fresh fish. When they sit down at night after 3 weeks they realize they have made enough money to pay off their feed loan. Also one third of the cost for building the tanks. Rotani says "He have to clean the tanks now I get ready for restocking."
Determine What to Prototype
Now, try it with your idea.

Title 1: House/Land Ownership in Target Areas

What is the Most Important Question to Answer?

What is the land/house ownership compared to rental in target selected areas?

How might we test it?

Initial survey to select urban areas we can work in based on range of criteria but including house and land tenureship. Followed by detailed household survey.

Priority Ranking # 1

Title 2: Urban Regulators + Planners

What is the Most Important Question to Answer?

Will city authorities allow these sort of developments in inner city areas?

How might we test it?

We've already approached Blantyre assembly CEO who is keen but has question. Next follows process of consultation towards getting agreement.

Priority Ranking # 1
Determine What to Prototype

**Title: Fingerling Supply**

What Is The Most Important Question To Answer?
Is or will there be fingerling supply for first 5-10 pilot catfish farmers? How might we test it?

We are aware this is an area needs developing survey for existing catfish producers in majority encouragement towards 2-3 existing tilapia fingerling products

Priority Ranking # 2 To Cron catfish fingerlings

**Title: Health Issues**

What Is The Most Important Question To Answer?

What are the main health issues for growing fish + insects in inner city? How might we test it?

Initial Scoping Survey + Interaction with municipal health authority. Bring in Nigerian practitioner to brief them of main issues

Priority Ranking # 2
Determine What to Prototype

3) Title: MARKET - TASTE FOR LIVE CATFISH

Place Post-It Drawing Here

What is the Most Important Question to Answer?
DO URBAN MAORIANS WANT TO BUY LIVE CATFISH FOR FOOD?

How Might We Test It?
INITIAL SOCIO ECONOMIC MARKET CONSUMER SURVEY. ALSO IN CITY SLUMS COOKING AND TASTING DEMONSTRATIONS.

Priority Ranking #  2

OTHER INITIATIVES IN SAME AREAS

Place Post-It Drawing Here

What is the Most Important Question to Answer?
WHAT ARE THE OTHER ORGANISATIONS WORKING IN OUR TARGET SLUMS?

How Might We Test It?
AND WHAT IS POTENTIAL FOR COLLABORATING?
NETWORKING, SURVEY AND THEN CONTACTING TO LOOK FOR MUTUAL BENEFITS.

Priority Ranking #  2
Test Your Prototype & Get Feedback

The questions below have been categorized to help you organize your feedback.
If you need more room please feel free to answer these questions in your own notebook.
Be sure to debrief with your teammates after each prototype testing session.

The Good?
- What did people value the most?
- What got them excited?
- What convinced them about the idea?

The Bad?
- What failed?
- Were there suggestions for improvement?
- What needs further investigation?

Our Malawian colleagues also went to ask actual fish farmers on outskirts of city. These are not really our target users, but they came up with some good points.

What Next?
- Based on what you learned, how will you change your idea?
- What will you test next?

The issue over land ownership or being allowed to put up these structures on rented land needs us to fully investigate. We need more detailed analysis of Dutch project in Ndirande slum Blantyre. The areas in Blantyre - Lilongwe we aim to work in.
Figure 1 Ndirande township, Blantyre below the mountain from which it takes its name

Figure 2 Scenes from entrepreneurial Ndirande........