



**PRODUCT
INSIGHTS
SPECIALIST**

NAIROBI, KENYA



IN A NUTSHELL

Product Insights Specialist

Location: Nairobi, Kenya

Reporting to: Global Brand Director

Travel: Extensively throughout Africa, 75% time

Key Responsibilities:

- Research, rapid-prototype and analyze
- Champion human-centered design culture
- Develop frameworks and innovation calendars

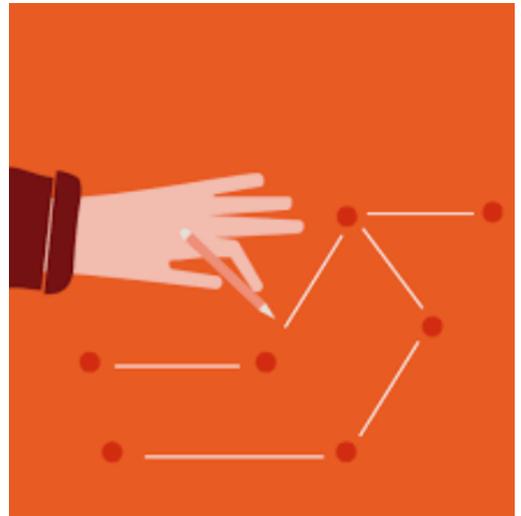
d.light is in search of a Product Insights Specialist who is passionately curious, radically inspired by people, surfaces great insights, and collaborates with a global innovation team to create human-centered products.

The most important qualification is that you've had professional field experience connecting with people deeply, surfacing crisp insights on product opportunities, and creating action plans and strategies based on these learnings.

ONCE HERE YOU WILL...

Plan, research, and rapid-prototype

You'll travel extensively throughout rural Africa to explore diverse human behaviors and lifestyles, using different research methods to generate insights for new d.light products, from ethnographic observation to in-home interviews to large-scale quantitative surveys to the analysis of quantitative datasets (both existing and new). You should be comfortable independently building low-resolution product prototypes needed for research



Synthesize your findings for a broader audience

You'll translate research insights into powerful stories that shift hearts and minds. Storytelling and communication skills will be critical as you build empathy and understanding for users through carefully crafted written, oral, and visual narratives. Collaborate with teammates and lead brainstorming sessions to translate insights into strategic decisions for d.light's innovation product roadmap



Champion a human-centered design culture

Spread the word! You will support d.light values of I.HOPE: innovation, honesty, optimism, passion & empathy and develop a learning and HCD culture through coaching in your local office. Train d.light'ers who join research and test trips on the nuances of human-centered design



WHO YOU ARE

An HCD expert with proven qualitative and quantitative expertise who can lead research across many different types of projects, including generative “blue sky” innovations, rapid and nimble iterative loops of prototyping and user feedback, and both qualitative and quantitative validation studies that bring confidence and move ideas closer to market launch.

Relevant skills and experience:

- Degree in design, marketing, social sciences, engineering and/or equivalent experience
- 5+ years of qualitative field research experience in all stages of the process (scoping a research, leading fieldwork, conducting in-context interviews, performing desk research, synthesizing inputs, articulating clear insights and directions as a result of the research etc.)
- Creative self-starter comfortable delivering results on open-ended questions
- Experience translating research insights into tangible new products (connecting research to product design)
- Comfortable analyzing research results to provide data-driven recommendations on future experiments and when to test adoption at larger scale
- Design skills, e.g. sketching, hands-on prototyping and design software
- Workshop experience incl. moderation techniques, methods of discussion and cooperation
- Team leadership, coaching, passionate and driven for innovation
- High communication skills, negotiation skills, value selling techniques
- High comfort level in working within a self-directed culture and navigating ambiguity.
- Willing to travel extensively across Africa
- English: fluent in reading and writing. Knowing African languages a BIG plus.

To apply submit a cover letter with your resume to
hr.africa@dlight.com



ABOUT US

Founded in 2007 as a for-profit social enterprise, d.light manufactures and distributes award-winning solar lighting and power products designed to serve the more than 2 billion people globally without access to reliable electricity. Through five distribution hubs in East Africa, West Africa, India, Southeast Asia, and the United States, d.light has impacted over 91 million lives with its products. d.light is dedicated to providing the most reliable, affordable, and accessible solar lighting and power systems for the developing world, with the goal of reaching 100 million people by 2020.

For more information, visit www.dlight.com



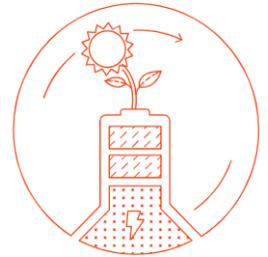
91 million

lives empowered



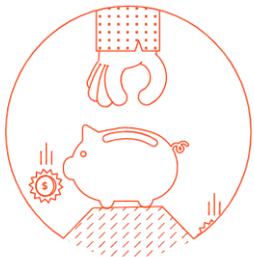
21 million

tons of CO₂



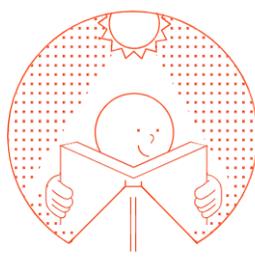
164 GWh

generated from a renewable
energy source



\$4 billion

saved in energy-related
expenses



24 million

school-aged children
reached with solar lighting



20 billion

productive hours created