Human-Centered Design

Getting your audience involved in creating their own solutions
“Embracing human-centered design means believing that all problems, even the seemingly intractable ones like poverty, gender equality, and clean water, are solvable.

Moreover, it means believing that the people who face those problems every day are the ones who hold the key to their answer.”
3 Phases to HCD

- Inspiration
- Ideation
- Implementation

Graphic via IDEO.org
Working Through the Process

Graphic via NitiBhan.com
Working Through the Process

• The 3 phases are tried and true—trust the process
• “… by trusting that the human-centered design process will guide us toward an innovative answer, we actually give ourselves permission to be fantastically creative.”
Mindsets

Creative Confidence

Make It

Learn From Failure

Embrace Ambiguity

Empathy

Optimism

Iterate, Iterate, Iterate
Inspiration

Title

When (user/persona) is (situation),
She/he wants to (motivation),
So they can (outcome).

Graphic via Medium.com
Inspiration: Step 1

• Frame your “design challenge”
  – What is the ultimate impact you want to achieve?
  – Besides the beneficiaries, who is involved in making that impact happen?
  – What are some constraints?
Inspiration: Step 2

• Get connected with the community
  – Develop a project plan and timeline
  – Ensure project team has variety of thinkers to bring different perspectives
  – Ask questions
    • Individual interviews, group interviews, extremes and mainstreams, card sort
Ideation

Source: IDEO

Graphic via IDEO.com
Ideation: Sample Tools

- Top Fives
- How Might We...
- Get Visual
- Co-Create
Ideation: Brainstorm Rules

• Defer judgment
• Encourage wild ideas
• Build on ideas of others
• Stay focused on the topic
• One conversation at a time
• Be visual
• Go for quantity
Implementation: Sample Tools

• Resource Assessment
• Prototype
• Define Success
• Growth Framework
Implementation: Growth Framework

From IDEO Human Centered Design Toolkit
Next Steps

• What do you want to do with these ideas?
• How can you see your org using HCD?
Resources

• IDEO.org’s Field Guide to Human Centered Design
• Design Thinking Blog by IDEO CEO Tim Brown
• FastCo Design news on creative design
• Creativity At Work blog with tips for becoming consciously creative
Questions?