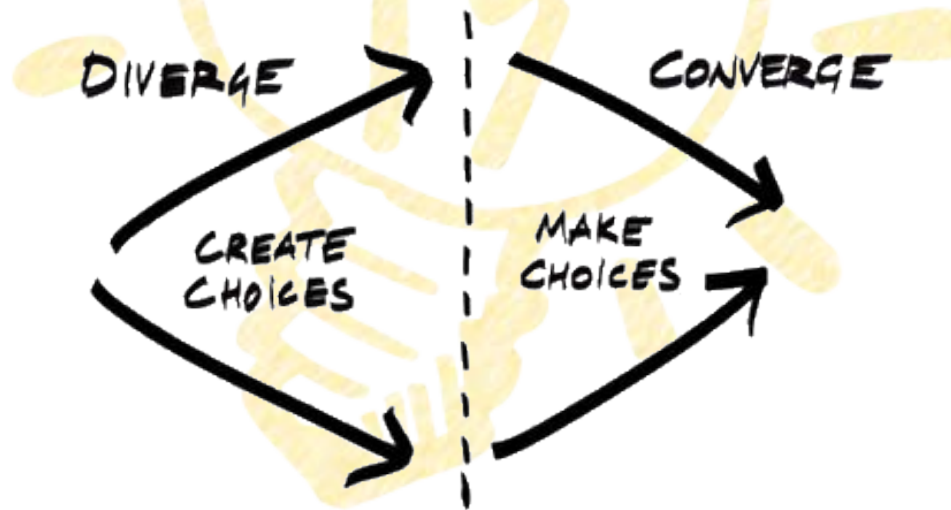# Human-Centered Design

## 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.*
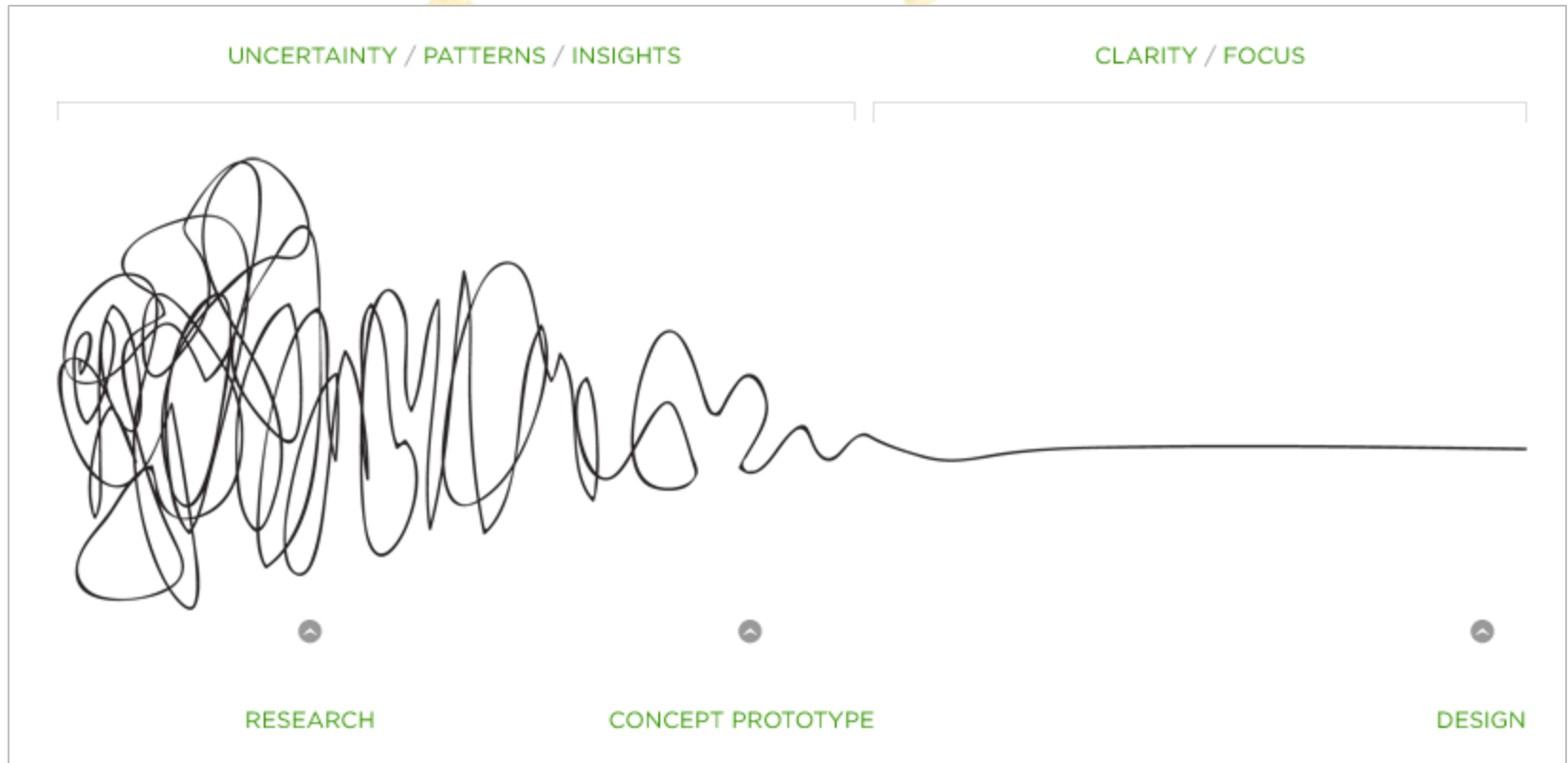
*Moreover, it means believing that the people who face those problems every day are the ones who hold the key to their answer."*

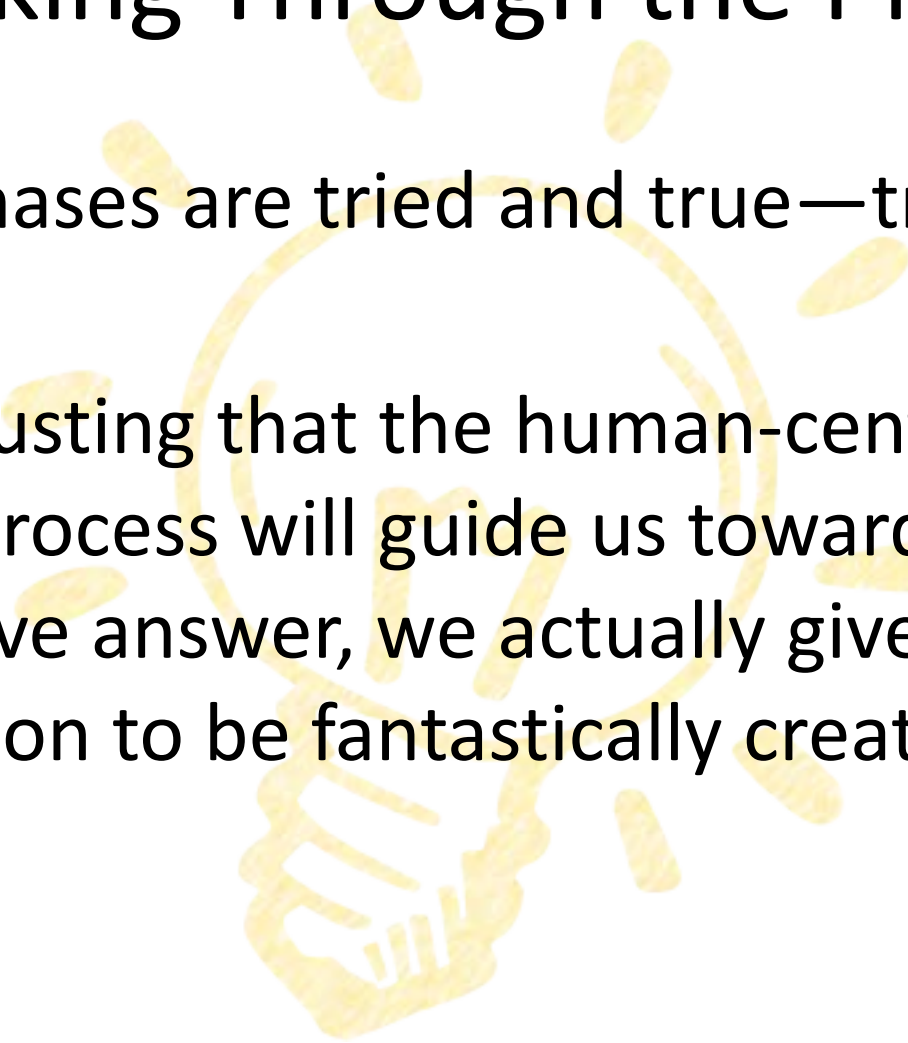# 3 Phases to HCD

- Inspiration
- Ideation
- Implementation

DIVERGE

CONVERGE

CREATE CHOICES

MAKE CHOICES

# Working Through the Process



UNCERTAINTY / PATTERNS / INSIGHTS          CLARITY / FOCUS

RESEARCH          CONCEPT PROTOTYPE          DESIGN

# 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
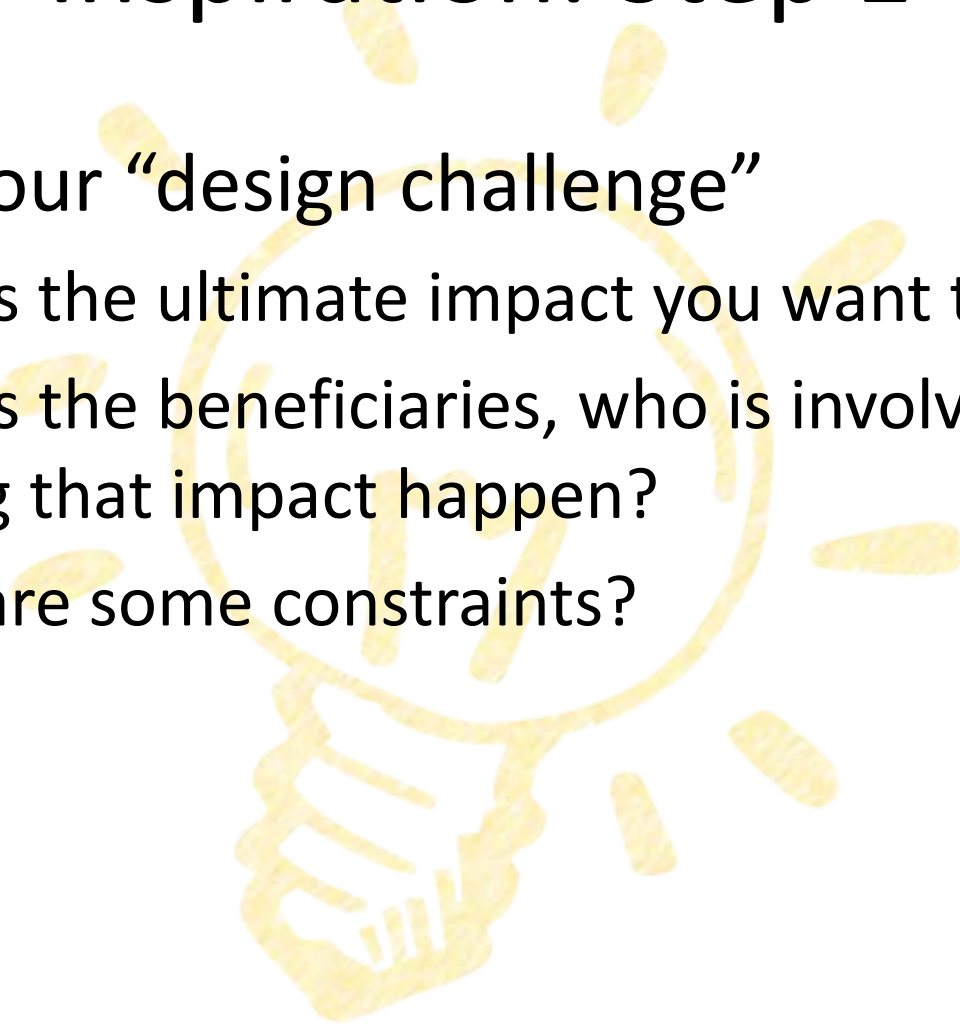
Iterate, Iterate, Iterate

# Inspiration



*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?
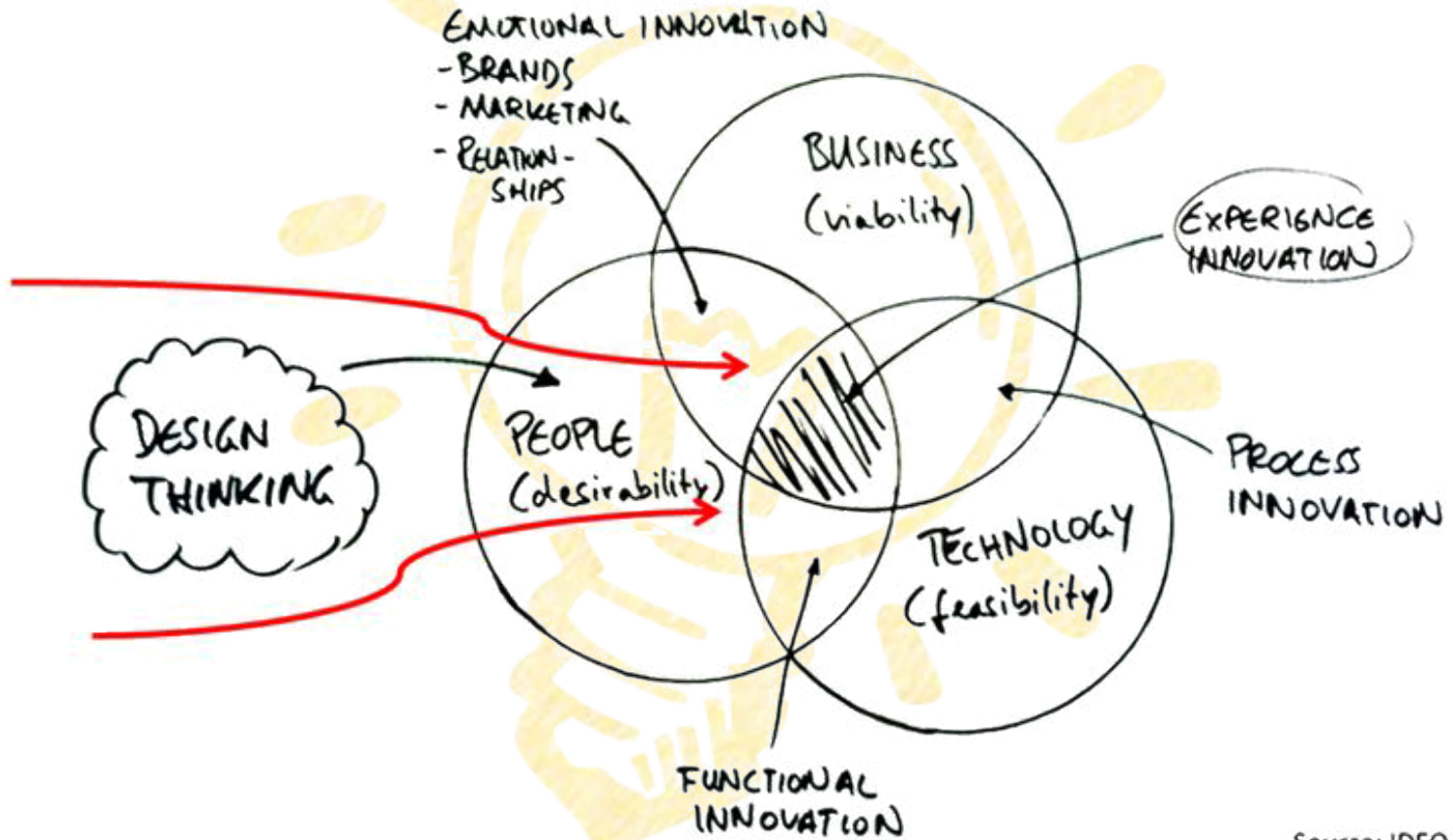  - What are some constraints?

# 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
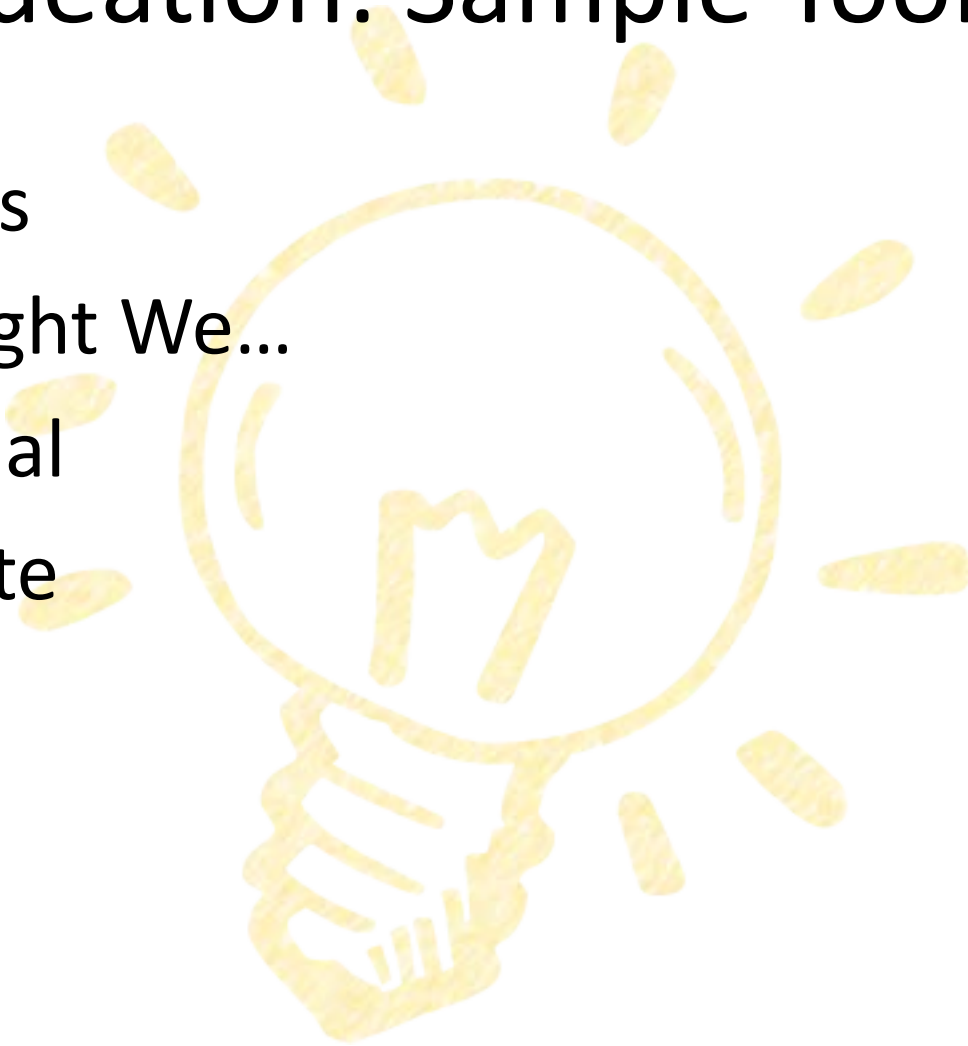    - Individual interviews, group interviews, extremes and mainstreams, card sort

# Ideation
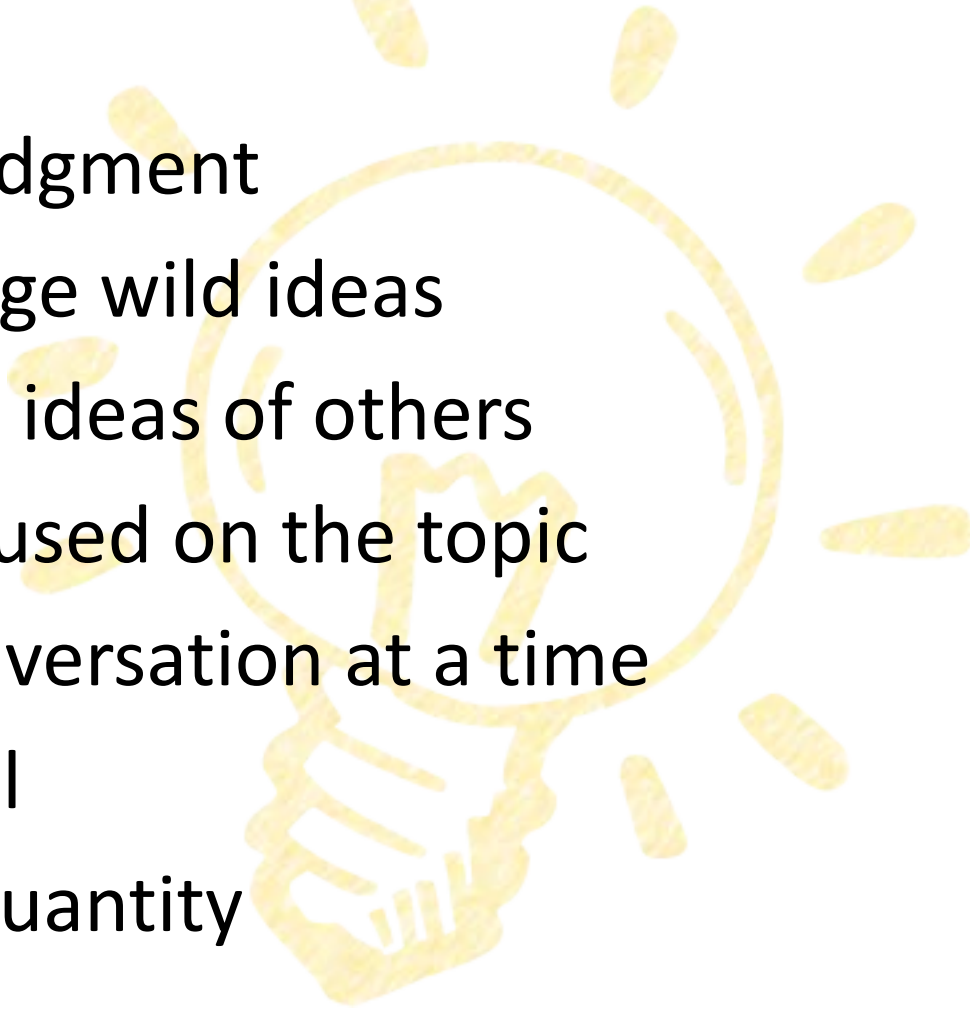


Source: IDEO

*Graphic via [IDEO.com](IDEO.com)*

# Ideation: Sample Tools

- Top Fives
- How Might We…
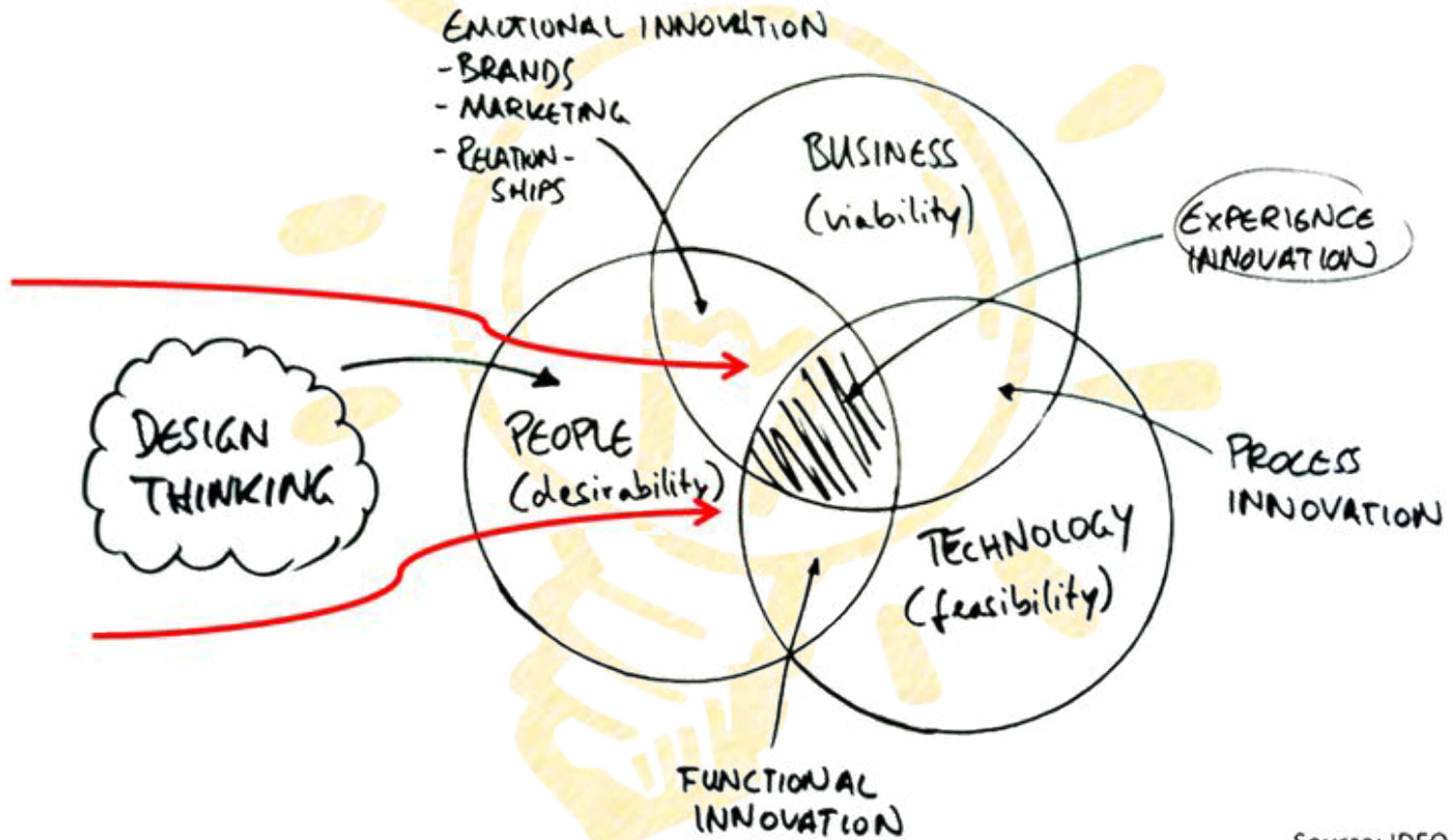- Get Visual
- Co-Create

# Ideation: Brainstorm Rules

- Defer judgment
- Encourage wild ideas
- Build on ideas of others
- Stay focused on the topic
- One conversation at a time
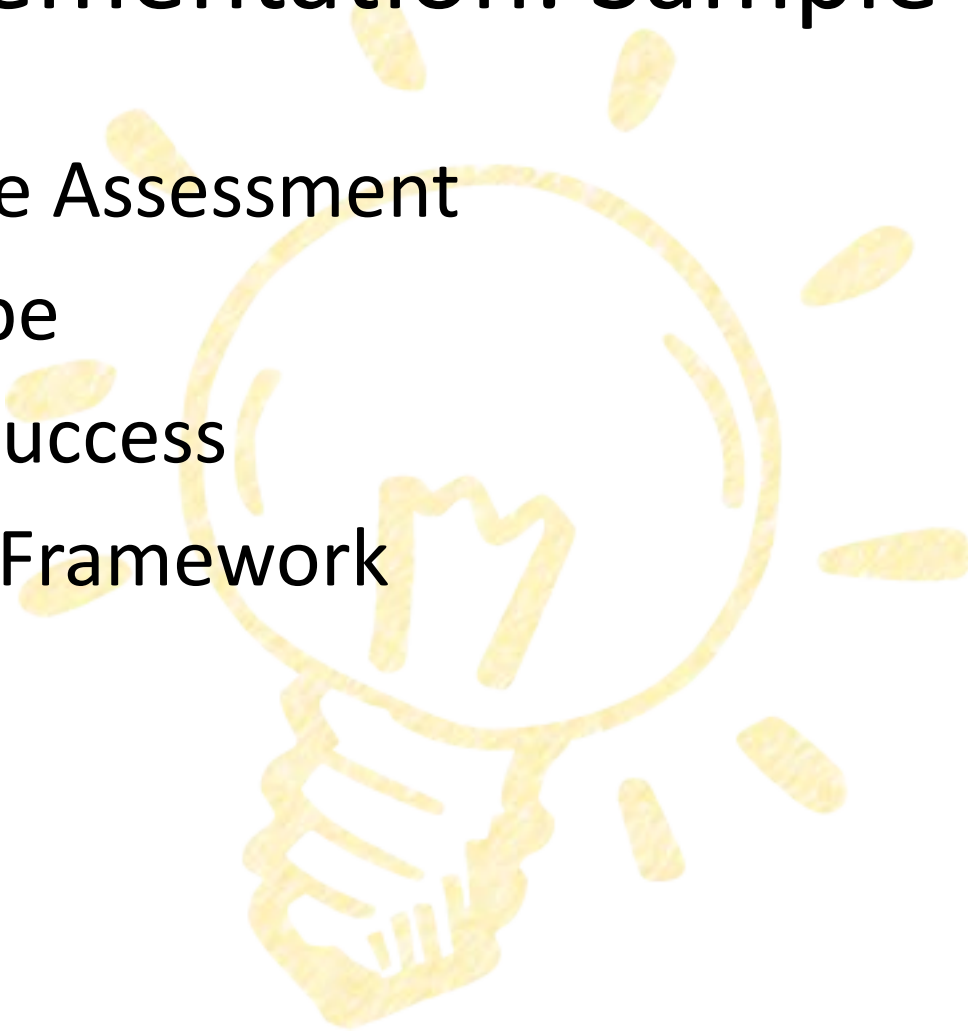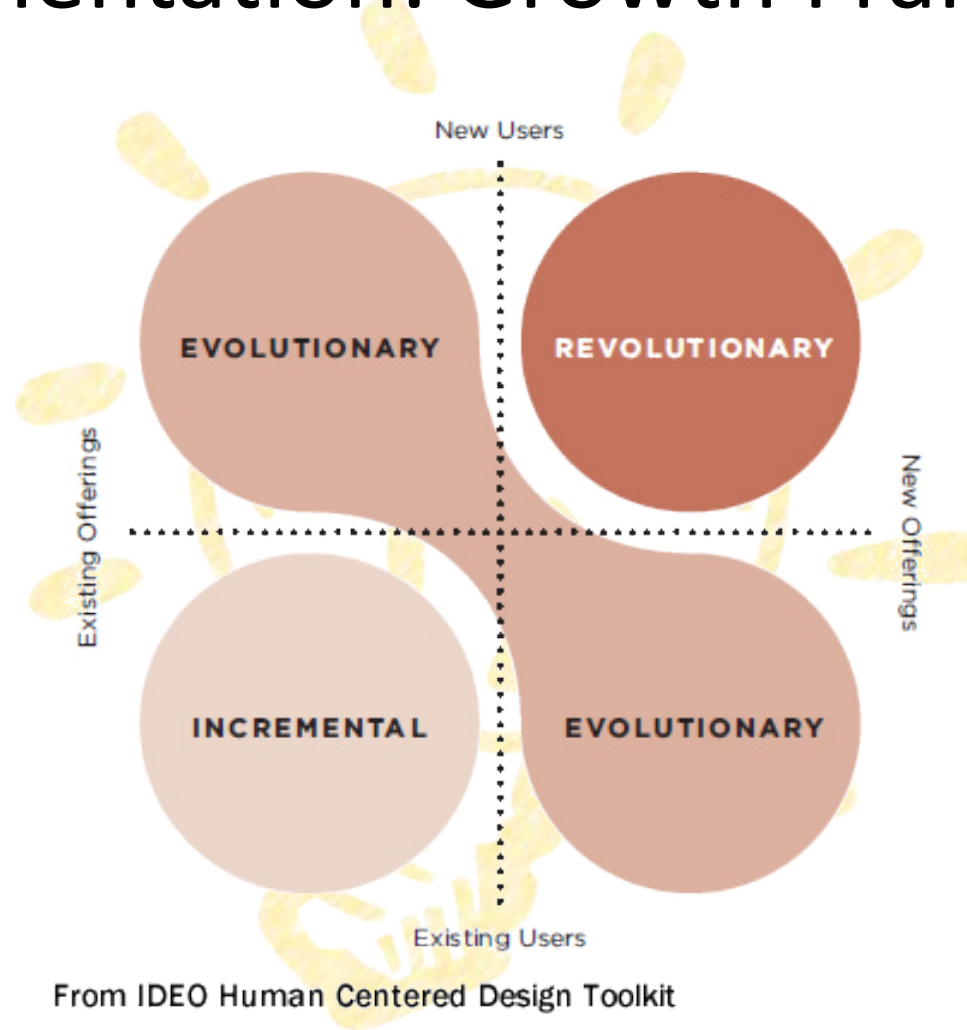- Be visual
- Go for quantity

# Ideation



Source: IDEO

*Graphic via [IDEO.com](IDEO.com)*

# Implementation: Sample Tools

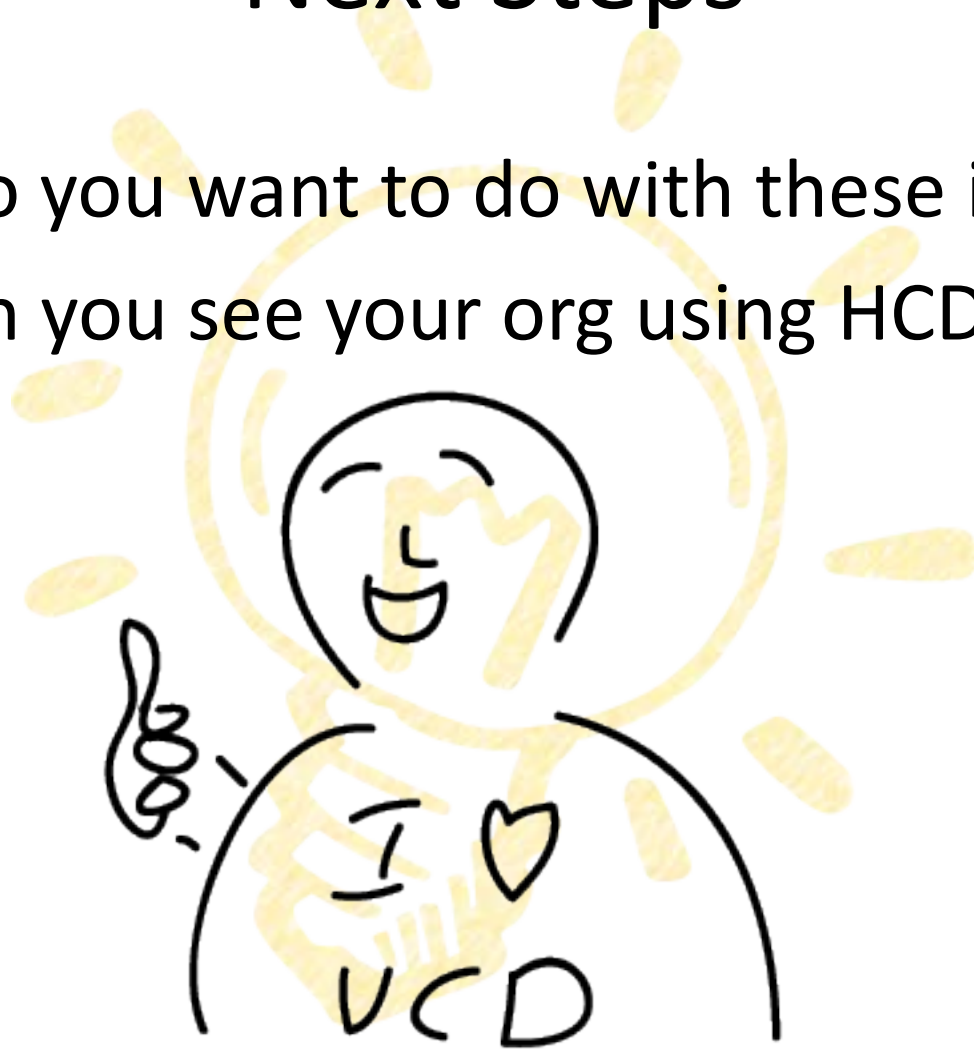- Resource Assessment
- Prototype
- Define Success
- Growth Framework

# 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?

*Graphic via JonBennallick.co.uk*

# 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?