Human Centered Design
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SPUR June 2019
Customers don’t want a product, a workshop or a program. They want to make their lives better. They want great experiences.
HUMAN CENTERED DESIGN
What most work is like:
What HCD is like:
How might we...?

Assume solutions exist

Reduces commitment

Do it together
"Fall in love with the problem not the solution, and the rest will follow."

- Uri Levine, Waze cofounder
BUILD EMPATHY WITH YOUR CUSTOMERS
Understand People

Through observation and interviews, we can build a picture of our users’ motivations based on what they say, do, think, and feel.

https://www.tuzzit.com/en/canvas/empathy_map

d. School Empathy Guide
Emotional States Matter

- **Emotional**: Inspiration
- **Discouraged**: Emotional Support
- **Panic**: Address emergencies
- **Elated**: Channel momentum
- **Exploring**: Structure and guidance

Other emotional states: Clueless, Angry, Severe mental health problems
For example a ‘finding’ might look like this:

*Patients are often non-compliant, this makes their conditions worsen and GPs frustrated.*

This is valuable information to have found, but until we understand what causes the behaviour it will be difficult to design to improve the situation.

An insight looks more like this:

*Patients are so nervous during appointments that they don’t listen to their doctors.*
Design Dash
a super-fast introduction to design thinking methods & mindsets

WAIT! DON’T OPEN THIS YET!

TEAM MEMBERS (3-4)

Name & Sketch  Name & Sketch  Name & Sketch  Name & Sketch

A NUMBER BETWEEN 1 & 30

Number 1-30

OK, NOW YOU’RE READY.
You’re going to REDESIGN...

Circle the topic that matches the number you picked.

1. Breakfast
2. Lunch
3. Dinner
4. Exercising
5. Meeting new people
6. Keeping in touch with old friends
7. Moving to a new house/apartment
8. Celebrating your birthday
9. Sleeping
10. Listening to music
11. Waking up
12. Commuting
13. Gardening
14. Volunteering
15. Watching TV/movies
16. Planning a vacation
17. Being at the airport
18. Taking a road trip
19. Traveling in a country where you don’t know the language
20. Learning a new language
21. Grocery shopping
22. Doing the laundry
23. Reading the news
24. Recycling/composting
25. Cleaning your house
26. Giving gifts
27. Exploring your own city or town
28. Preserving memories
29. Personal style/beauty routine
30. Friday night
Get to know your TEAM

Each team member shares 3 ways they connect to this topic.

Name & Sketch

# _______________
# _______________
# _______________

Name & Sketch

# _______________
# _______________
# _______________

Name & Sketch

# _______________
# _______________
# _______________

Name & Sketch

# _______________
# _______________
# _______________
OBSERVE a new perspective

Invite an interviewee from another group to a conversation.
Get to know your topic through someone else’s eyes.

NOTES

Conversation Tips
• Listen 80% of the time; talk 20% of the time.
• Look for problems, pain points, and challenges.
• If you hear something interesting, ask “why?”
DEFINE your challenge

Use your interview to frame a human-centered design problem.

WE TALKED TO

- Draw a picture

WE’D NICKNAME THEM

- e.g. Mr Clean,
  The Queen of DIY,
  The Calendar Wizard

THEY SAY THEY NEED TO

- What do they think are the main problems and challenges?

HERE’S WHAT WE THINK IS THE UNDERLYING PROBLEM

- What do you see that they don’t see?
  - What’s the need behind their need?
DRAW an idea

Draw an idea that solves the problem you found.

YOUR CHALLENGE

What do you see that they don’t see?

What’s the need behind their need?

YOUR SOLUTION
Build your idea! Make it tangible using the objects around you.

Prototyping Tips
• Don’t over-discuss! Just start building and see what happens.
• Build something people can interact with.
• You can be part of your prototype – as an actor, or as a smart object.
TEST your prototype

Hand your prototype to your interviewee. What do they think?

WHAT WORKS (AND WHY)

WHAT DOESN’T (AND WHY)

QUESTIONS WE HAVE

NEW IDEAS
Finally, improve your prototype based on the feedback you received.

Be open to changing your assumptions about your interviewee and what they need.
DEBRIEF DESIGN DASH

[Diagram showing the stages of design: Empathize, Define, Ideate, Prototype, Test]
d. School Empathy Guide

The Field Guide to Human Centered Design