PASSION LED US HERE
TODAY’S PLAN

• Introduce you to Human Centered Design process and behaviors

• Practice human centered design process with a partner

• Explore how you might apply some of the behaviors to your work
What is human centered design?
HUMAN CENTERED DESIGN

An approach to finding and solving worthwhile problems creatively, paying special attention to the human needs at the heart of the opportunity.

A flexible set of methods, mindsets, and behaviors that help practitioners be resourceful, inventive, and collaborative.

A way to navigate ambiguous, undefined, or complex challenges that don’t have ‘right’ answers.
<table>
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<th>Applied creativity</th>
<th>with no one simple formula</th>
<th>good for “wicked” problems</th>
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An approach to finding and solving worthwhile problems creatively, paying special attention to the human needs at the heart of the opportunity.
HUMAN CENTERED DESIGN
A PRACTICE TO
NAVIGATE AMBIGUITY

BIAS
TOWARD
ACTION

PAY
ATTENTION
AND
MAKE
SENSE
Problem finding & framing + Problem solving & testing
INNOVATION IS NOT AN EVENT
INNOVATION IS A (DESIGN) PROCESS
What does Human-Centered Design look like in the “real world”?
Case Study
SURPRISED TO LEARN

• They have to sedate 80% of the children between 5-8 years old, in order for them to be scanned
Human-Centered Design Sprint

- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST
We heard:

“My brother gets to go to camp, but I can’t go”

We observed:

No trophies in the rooms of the unwell children, unlike their siblings
Human-Centered Design Sprint

1. EMPATHIZE
2. DEFINE
3. IDEATE
4. PROTOTYPE
5. TEST
Reframed Problem:

How might we capitalize on children’s **amazing imagination** to transform the radiology experience into a positive and memorable adventure?
Let’s go for a run... or maybe just a SPRINT.
Partner up!
ZOOM BREAKOUTS
From thomas both to everyone: Move on to the third team member
Breakout Rooms will close in 57 seconds
You will be returned to the main session automatically.
Let’s... reimagine the hybrid work (from home) experience (for your Zoom partner)
Human-Centered Design Sprint

- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST
Reimagine the hybrid work-from-home experience

• Pair up and learn more about their shelter-in-place experiences
  • “Tell me a story of a hybrid work-from-home horror story you have.”
  • “I say ‘work-from-home’, you say…”
  • “I say ‘work from the office,’ you say…”
  • “What was your best day,” “What was your worst day”
  • “What did it feel like when that happened?”

• Keep asking “why” for deeper understanding

• Interviewer should only be asking questions. Interviewee should be doing all
  the talking.

• Take notes – document “quotes”

7 minutes per partner
Human-Centered Design Sprint

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST
What is the problem that needs solving?

• Reference your notes.
• What is an area that, if solved, would greatly delight your user (the person you interviewed)?
• What does he/she need? (Needs to… (verb))
What is the problem that needs solving?

• Needs to… (verb)
• Needs to… (verb)
• Needs to… (verb)
• Needs to… (verb)
• Needs to… (verb)
Take a Break

Come back in 10 min
Human-Centered Design Sprint

- Empathize
- Define
- Ideate
- Prototype
- Test
Create a space with 8 boxes on your paper

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What are some possible solutions?

• Generate as many ideas/solutions as possible (quantity over quality).
• There are no bad ideas.
• Capture all ideas (one idea per square)
• Yes, And! - Welcome “shoot (for) the moon” ideas!
Draw out ideas that address your partner’s needs

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Human-Centered Design Sprint

1. EMPATHIZE
2. DEFINE
3. IDEATE
4. PROTOTYPE
5. TEST
How does a person experience your solution?

• Select an idea that would most delight your user.
• Bring your idea to life.
• Think about how your user would actually experience it.
• Sketch it out (on a new piece of paper).
How does a person experience your solution?
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Human-Centered Design Sprint

1. EMPATHIZE
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5. TEST
What about your idea is/isn’t working for your user?

- Showcase your prototype to the user.
- Let the user contribute feedback/ideas that build on your prototype.
- Note: You are not “selling” your idea. You are learning what the user thinks and feels because testing is another opportunity to learn more about the user.

4 minutes per partner
You tested your solution!

You are done!
Testing helps you decide what to do next.
What is the key behavior(s) in each step?
What are some key behavior(s)?

- Understand people deeply
- Gain Insights to Discover New Possibilities
- Be Generative Before Deciding
- Make Ideas Tangible
What are some key behavior(s)?

- Understand people deeply
- Gain Insights to Discover New Possibilities
- Be Generative Before Deciding
- Make Ideas Tangible
Applying key behaviors to your project
Applying key behaviors to your project

Understand people deeply
Applying key behaviors to your project

• WHO are you designing for?
Applying key behaviors to your project

- **WHO are you designing for?**
  - General terms are too broad (the general public, youth, artists etc)
  - Which youth?
    - Middle schoolers in Beirut?
    - Middle schoolers in refugee camps?
    - Middle schoolers who love art?
    - Middle schoolers who are not interested in art?
    - Third graders without access to the internet?
Applying key behaviors to your project

When you design for everyone, you design for no one.

By narrowing your targeted user, you will have more impact & your intervention is more likely to scale.
Applying key behaviors to your project

• What do you want to learn from them?
  • If you sat down with one of the people you are designing for, what do you want to know?
    ■ List 5 questions
Applying key behaviors to your project

• What do you want to learn from them?
• If you sat down with one of the people you are designing for, what do you want to know?
  ■ List 5 questions
• Where/how might you interview 3 of your targeted users?
Remember some key lessons

- Ask open ended questions
- Learn what THEY WANT, not WHAT YOU WANT THEM TO WANT
- Listen attentively
- Always remember you are designing for them
ETHNOGRAPHY FIELDGUIDE