

# Human Centered Design Workshop

AFAC

June 7, 2022

**Workshop 1**



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

# 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

*Applied creativity*

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

*with no one simple formula*

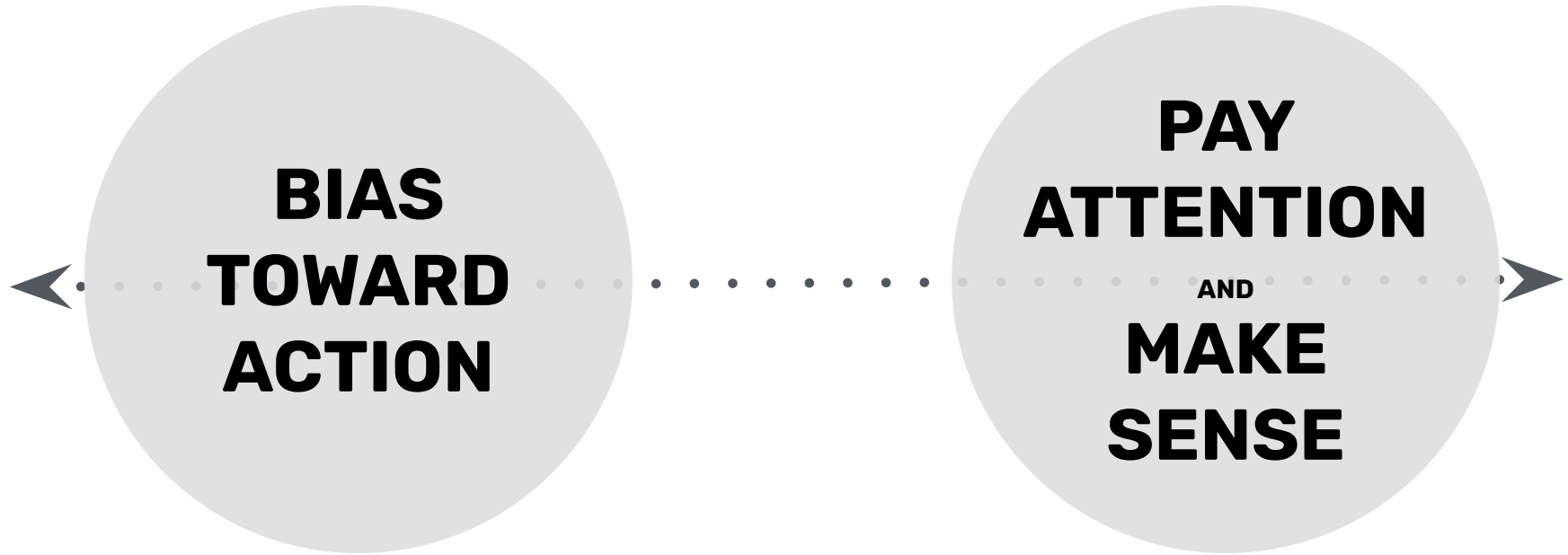
A way to navigate ambiguous, undefined, or complex challenges that don't have 'right' answers

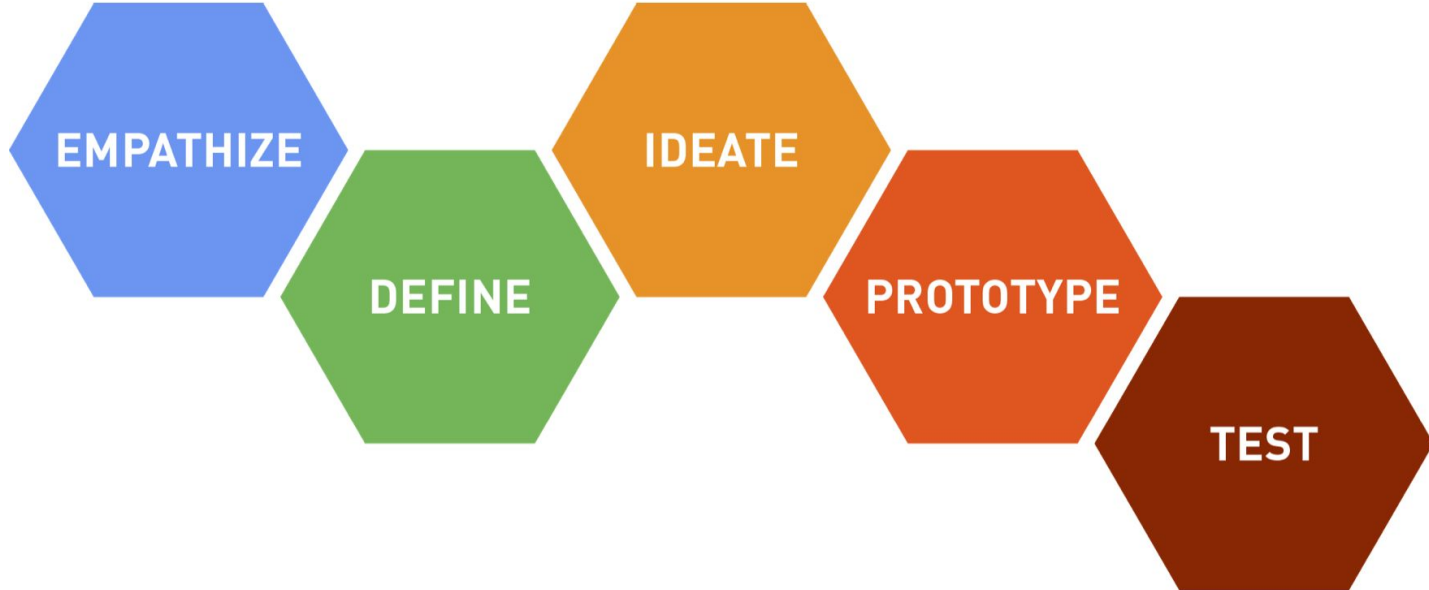
*good for “wicked” problems*



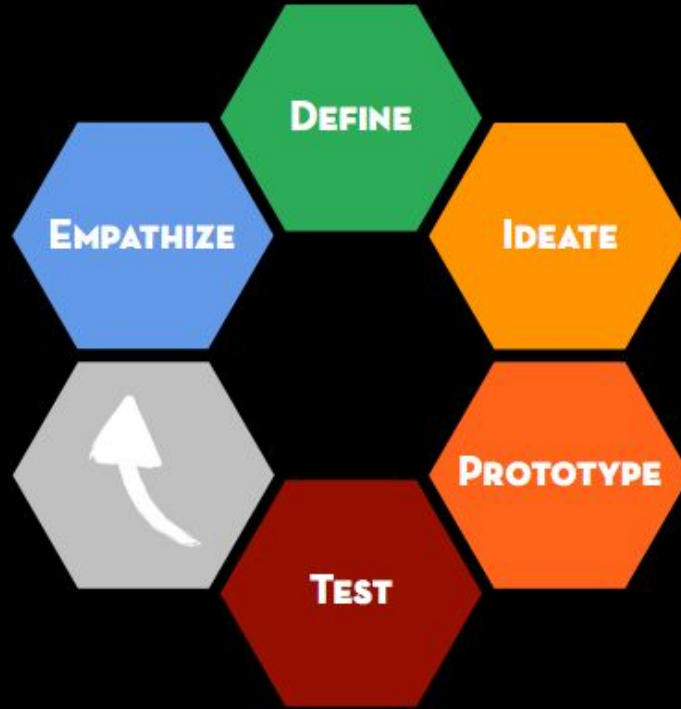
# HUMAN CENTERED DESIGN

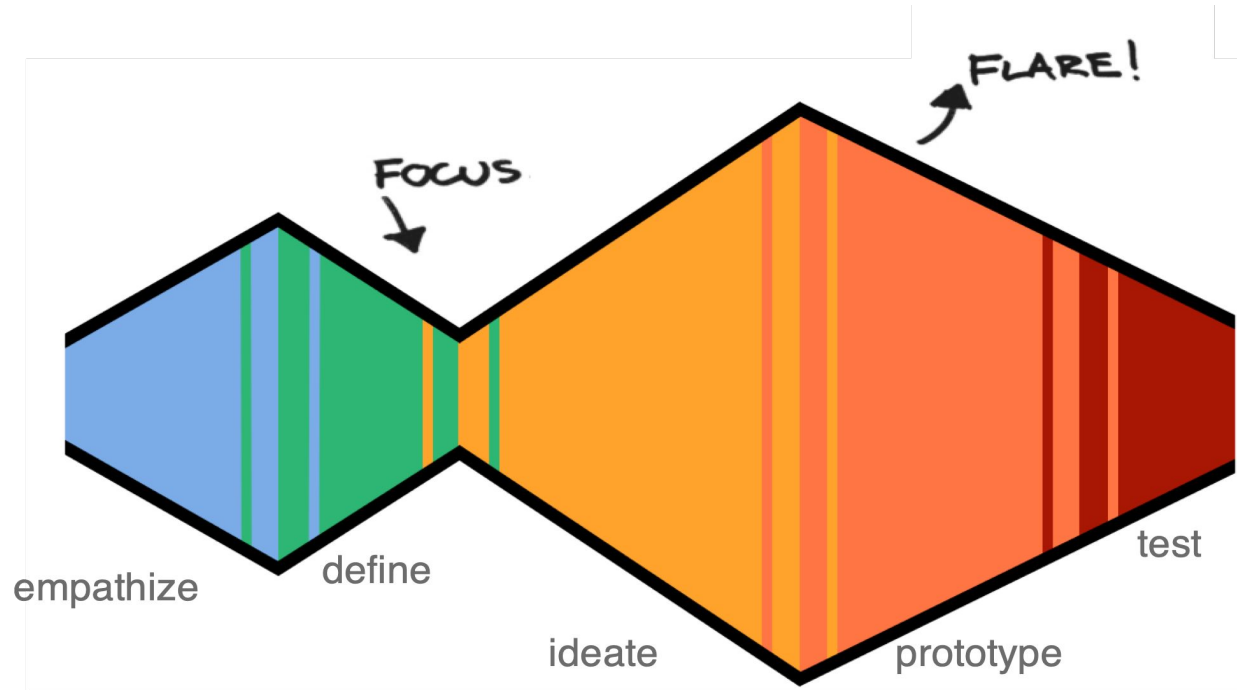
A PRACTICE TO  
NAVIGATE AMBIGUITY



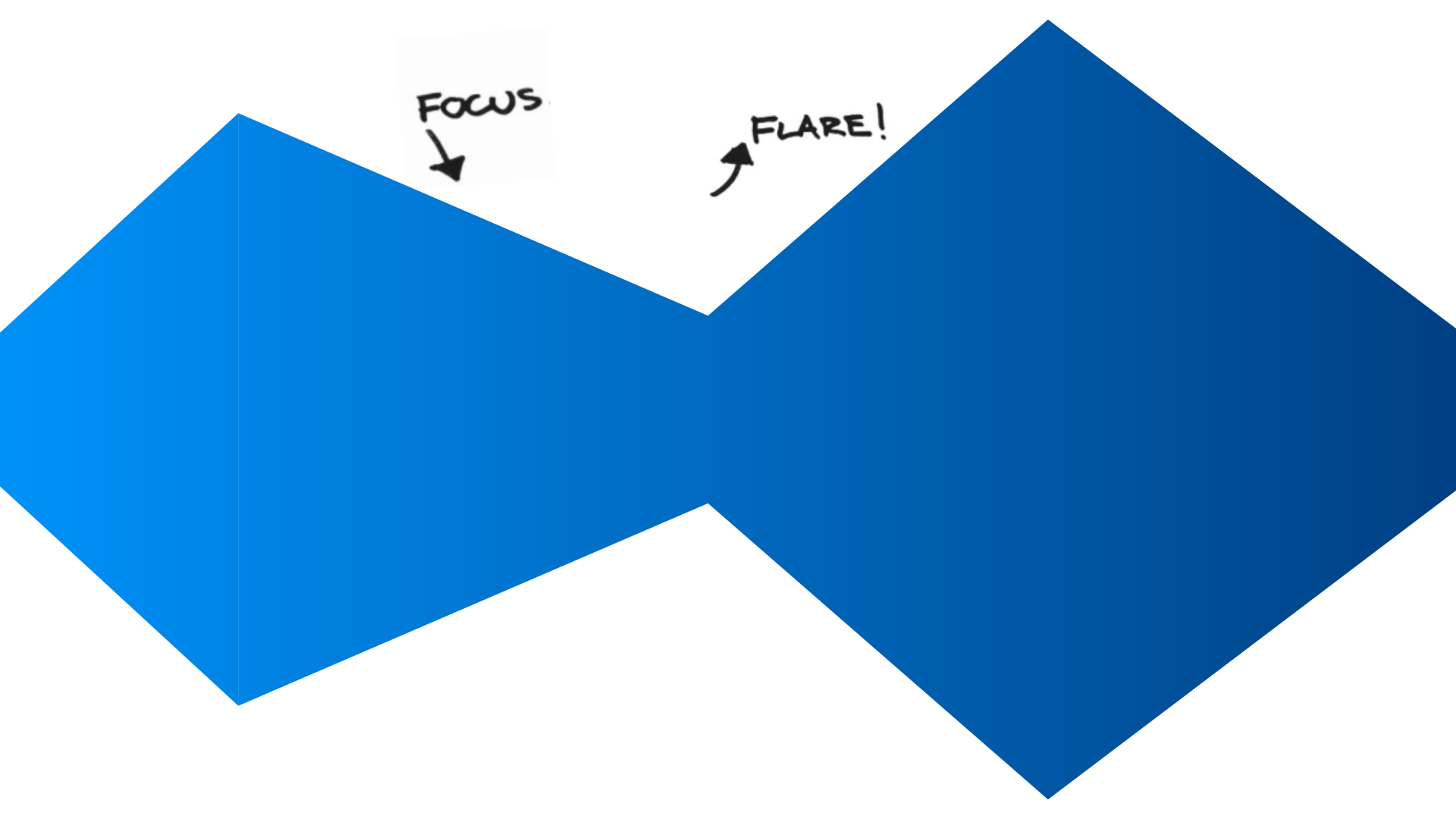








Problem finding & framing + Problem solving & testing



FOCUS  
↓

↑  
FLARE!

**INNOVATION IS NOT AN EVENT**





**INNOVATION IS A (DESIGN) PROCESS**







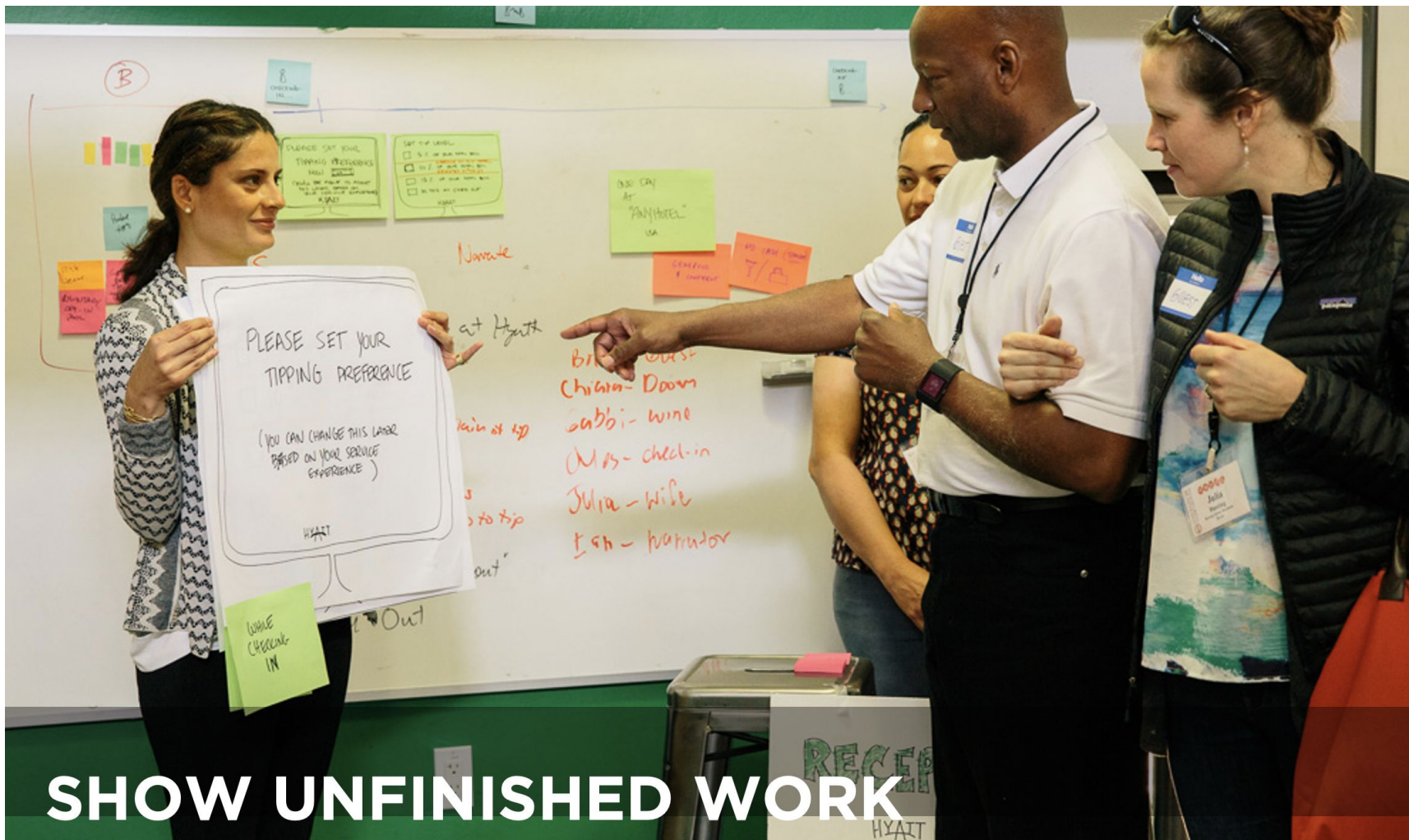
**ENGAGE WITH OTHERS**





**BIAS TOWARDS ACTION (TAKE RISKS)**





**SHOW UNFINISHED WORK**

# **What does Human-Centered Design look like in the “real world”?**

Case Study

**Doug Dietz**  
GE Healthcare



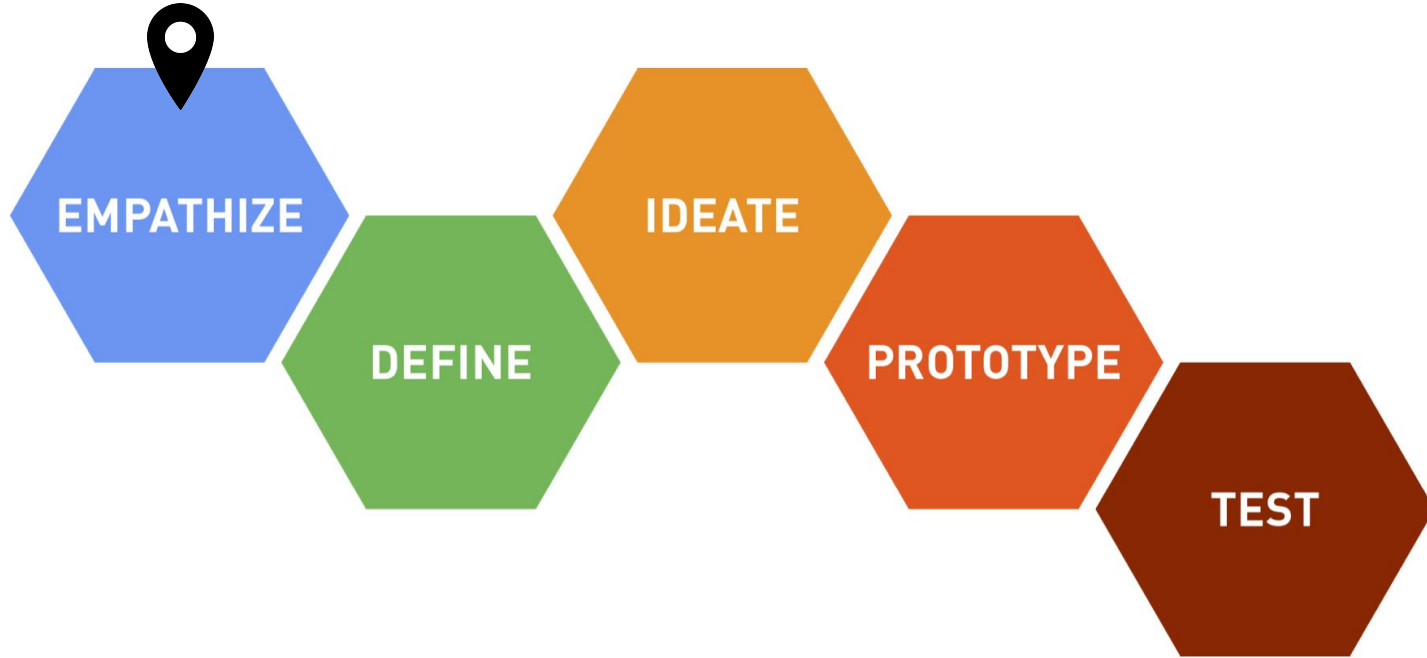




# **SURPRISED TO LEARN**

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

# Human-Centered Design Sprint







*We heard:*

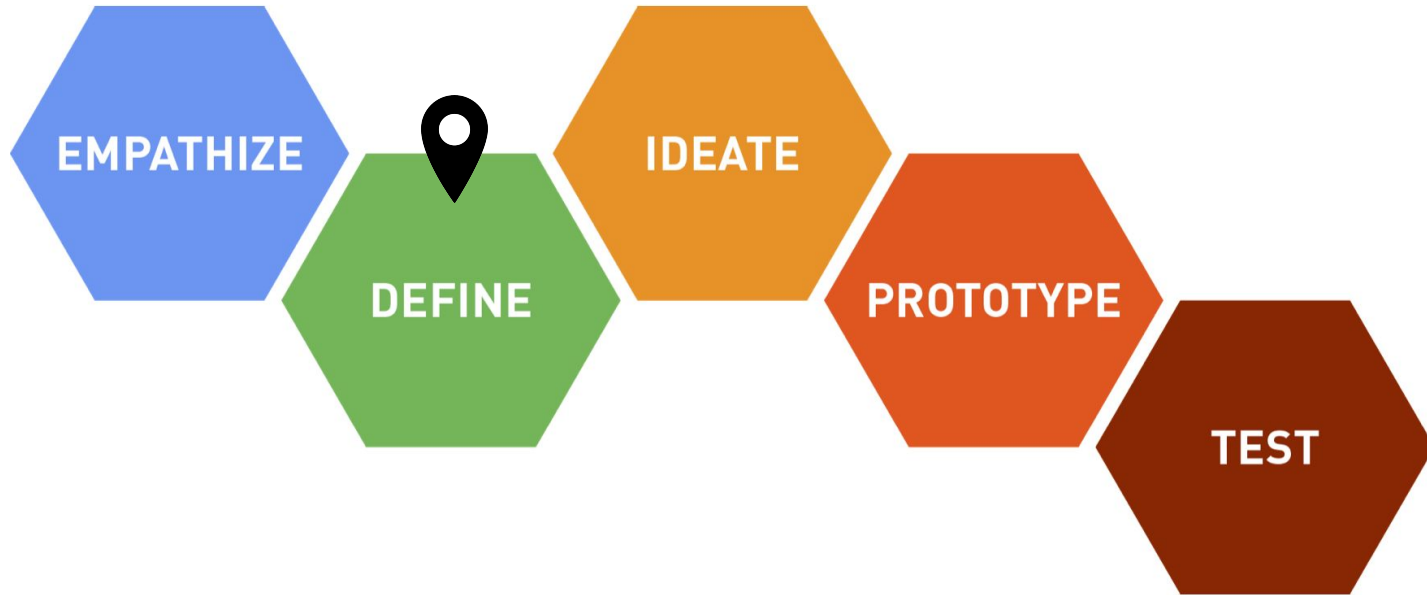
**“My brother gets to go to camp, but I can’t go”**

*We observed:*

**No trophies in the rooms of the unwell children, unlike their siblings**



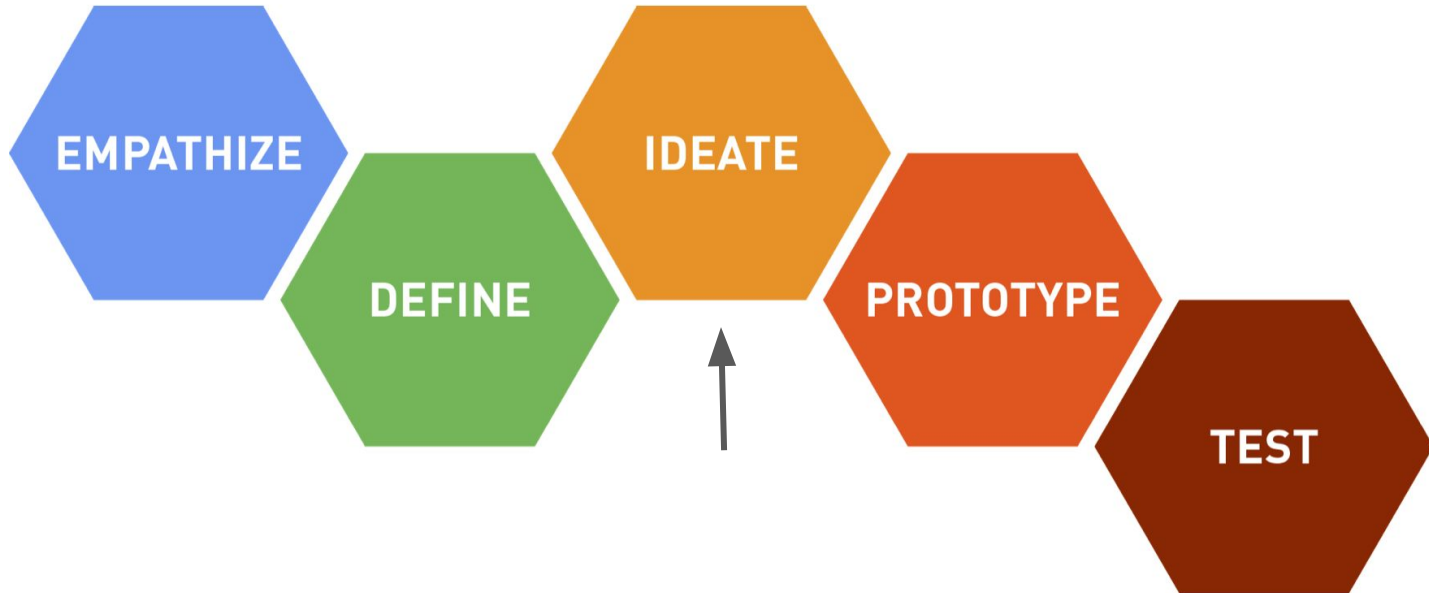
# Human-Centered Design Sprint



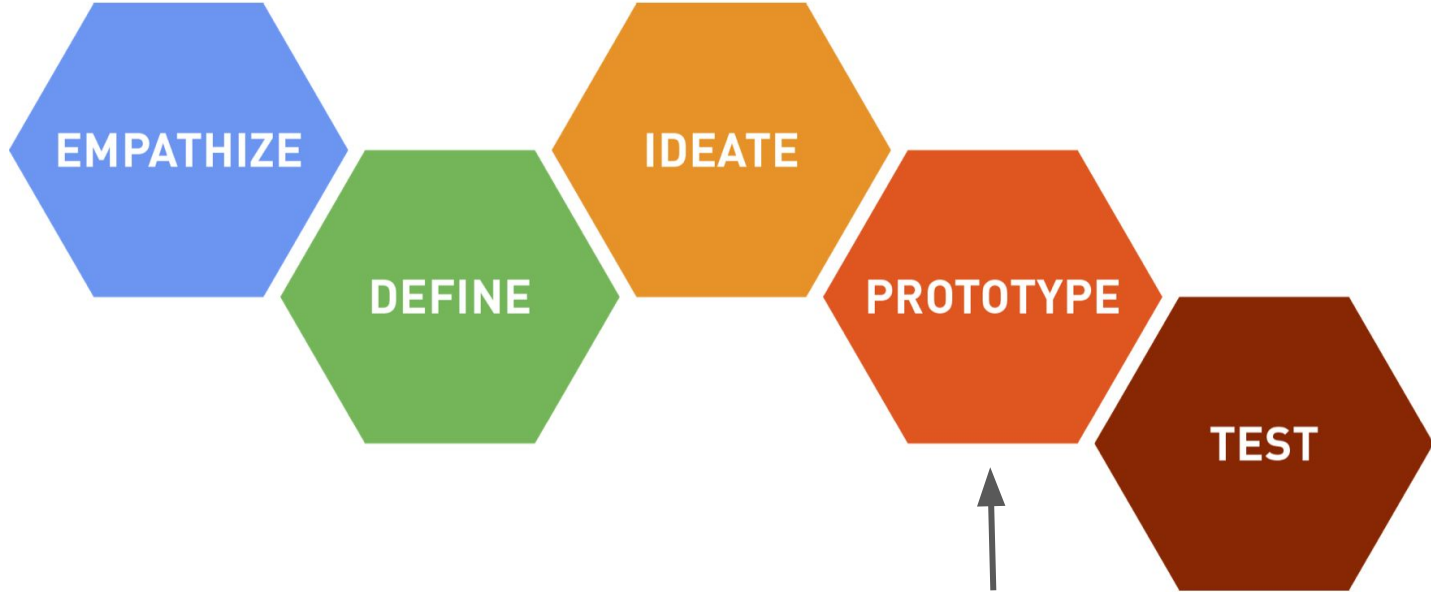


Reframed Problem:

*How might we capitalize on children's **amazing imagination** to transform the radiology experience into a positive and memorable adventure?*

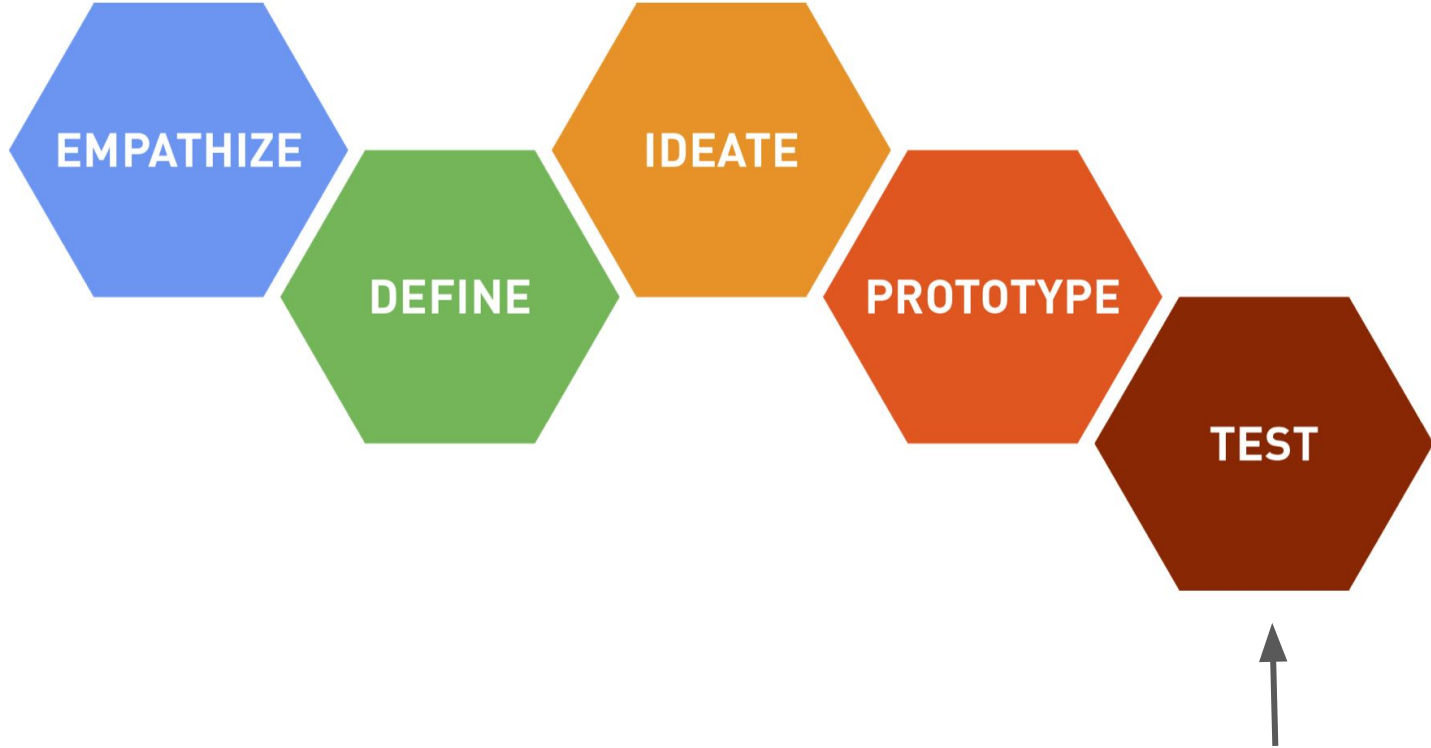














Pirate Island



(Before)



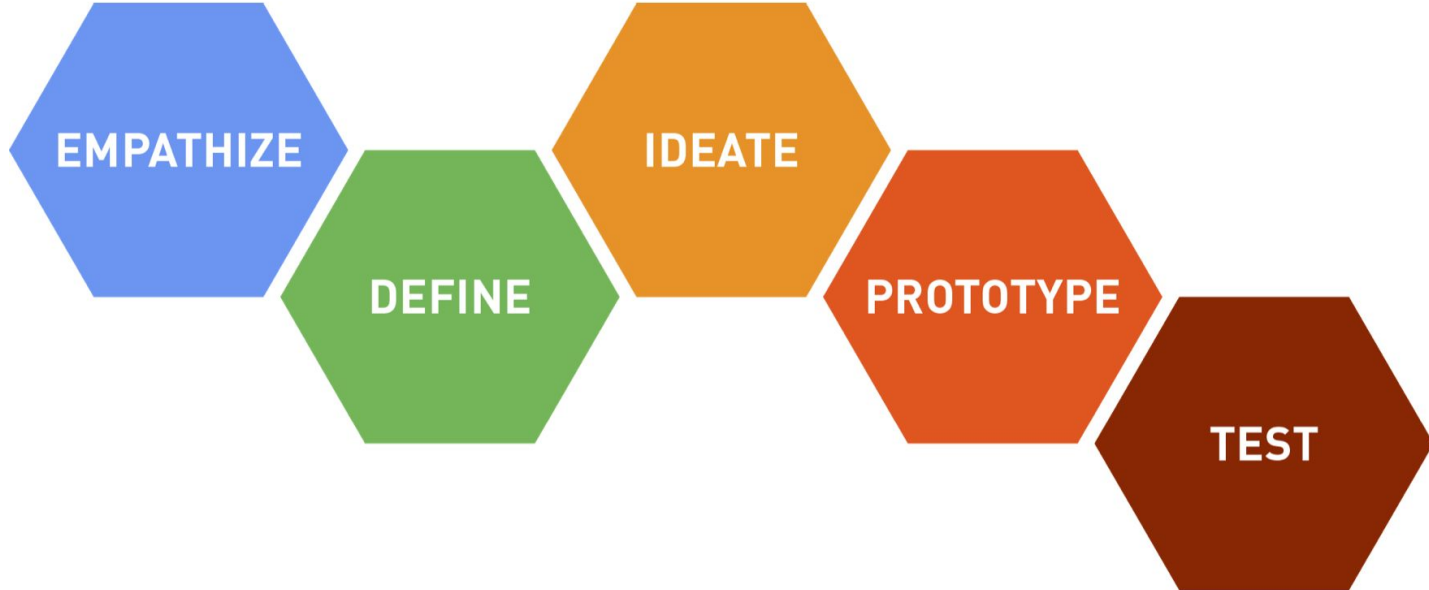




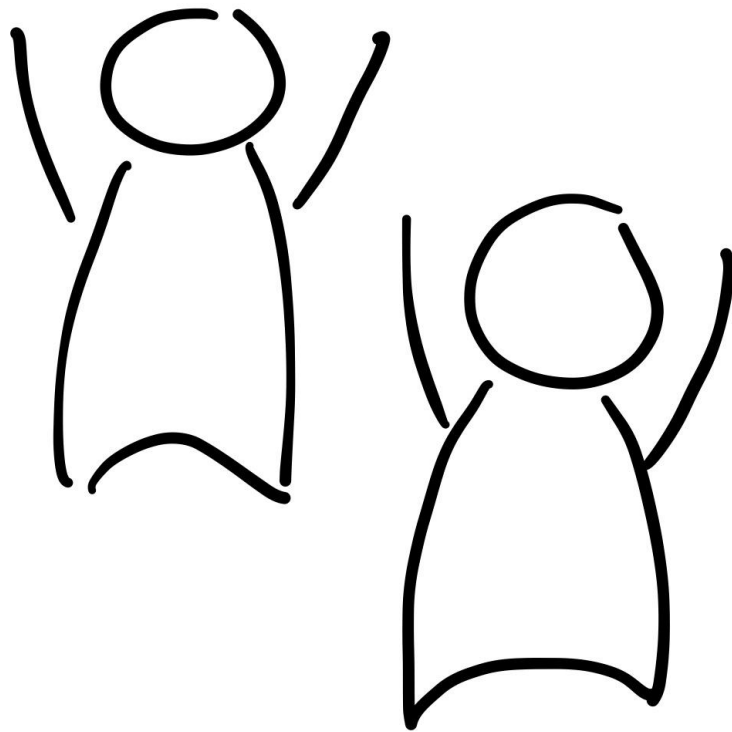




**Let's go for a run... or  
maybe just a SPRINT.**



**Partner up!**



# **ZOOM BREAKOUTS**



From thomas both to everyone: Move on to the third team member

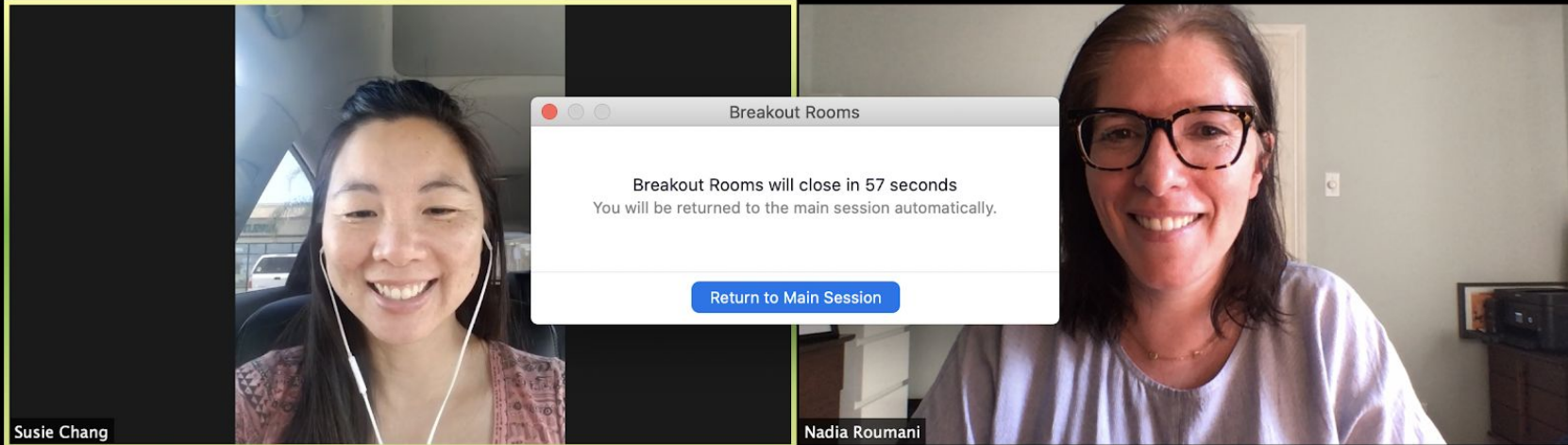


Susie Chang



Nadia Roumani





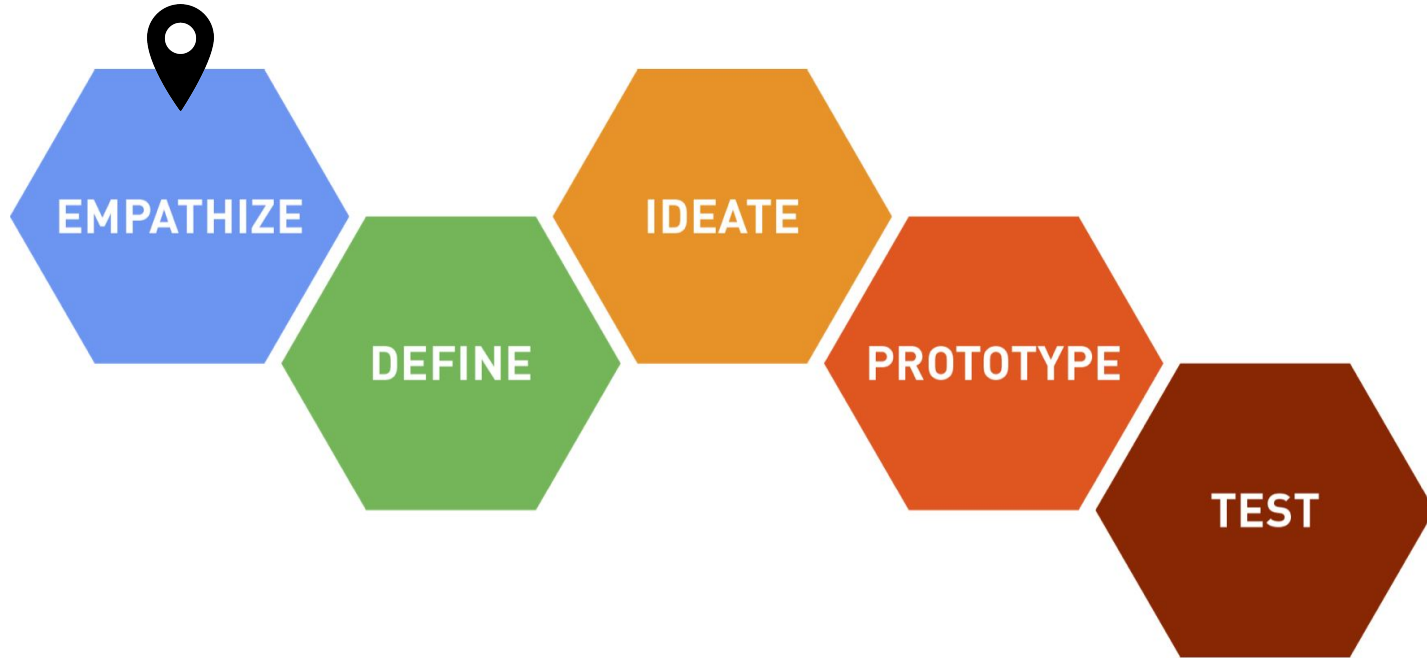
Susie Chang

Nadia Roumani



**Let's... reimagine the  
hybrid work (from home) experience  
(for your Zoom partner)**

# Human-Centered Design Sprint





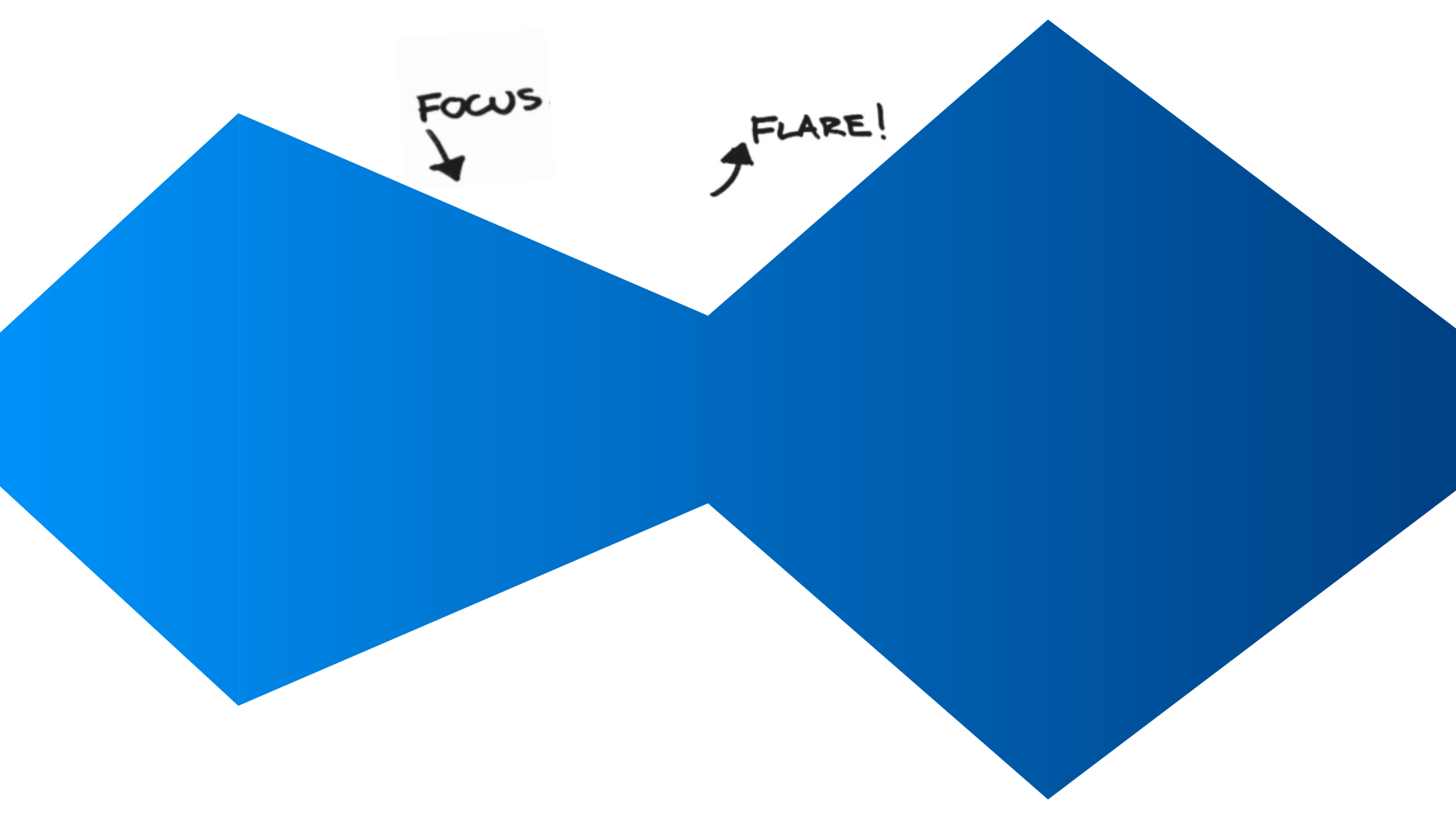
# Reimagine the hybrid work-from-home experience

- 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”

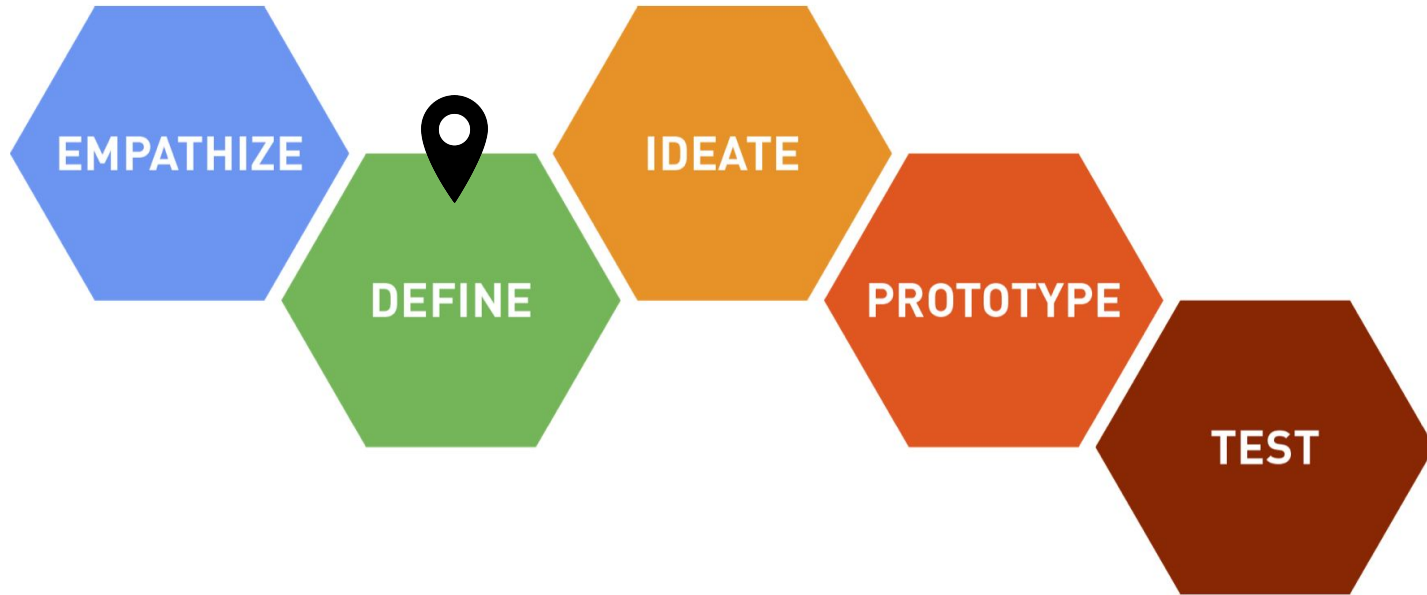
*7 minutes per partner*

FOCUS  
↓

↑  
FLARE!



# Human-Centered Design Sprint



# 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)**)

*6 minutes*





# What is the problem that needs solving?

- Needs to... (verb)
- Needs to... (verb)
- Needs to... (verb)
- Needs to... (verb)
- 

*6 minutes*

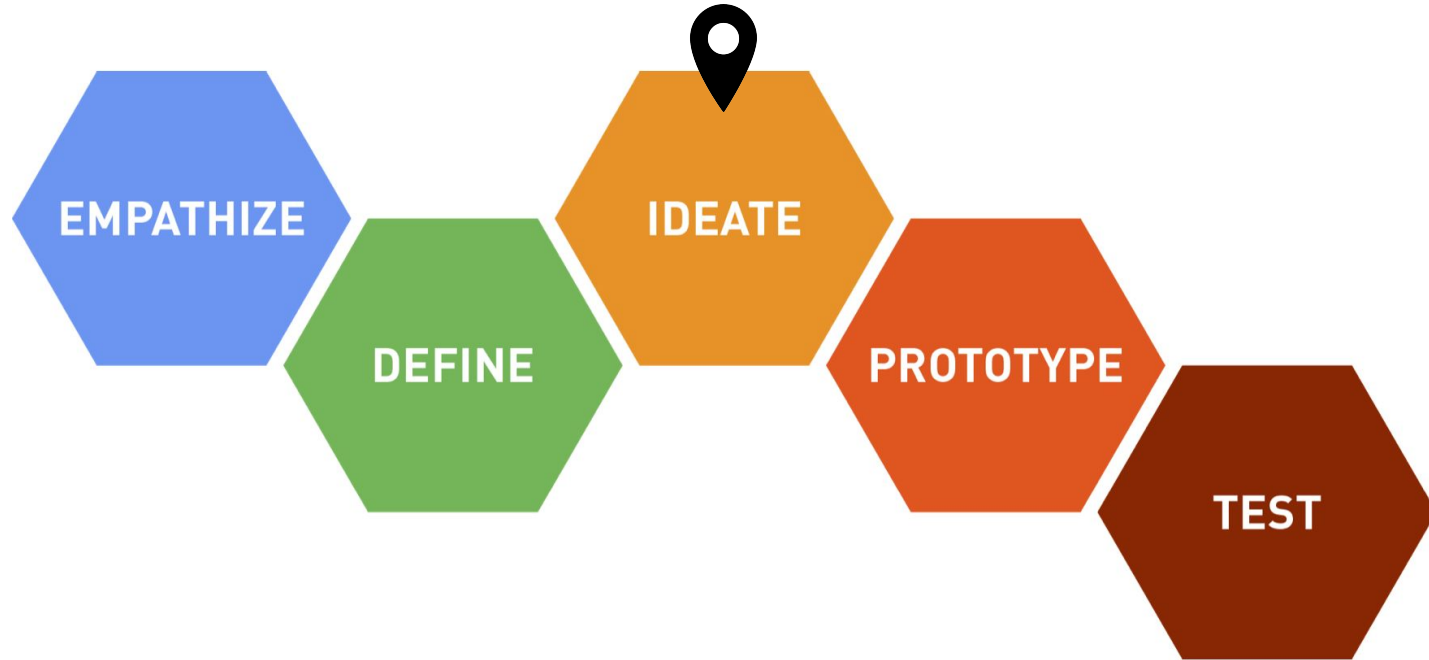




# **Take a Break**

*Come back in 10 min*

# Human-Centered Design Sprint



**Create a space with 8 boxes on your paper**



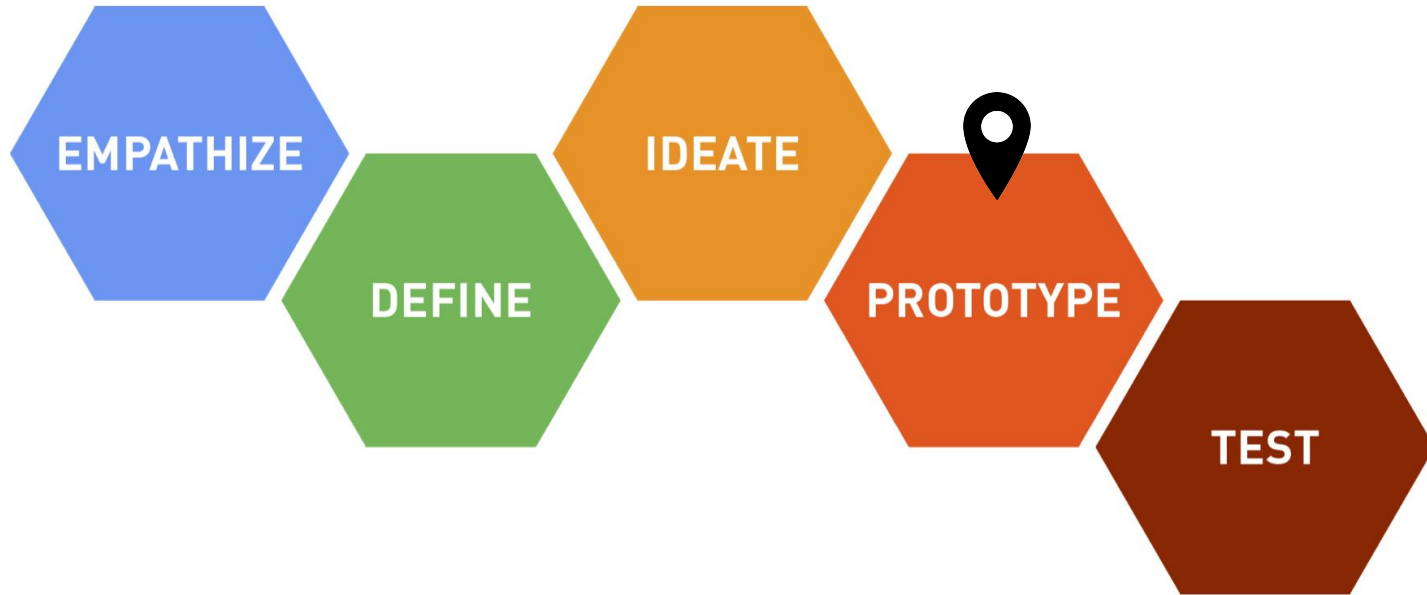

# What are some possible solutions?

- 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**


***7 minutes***

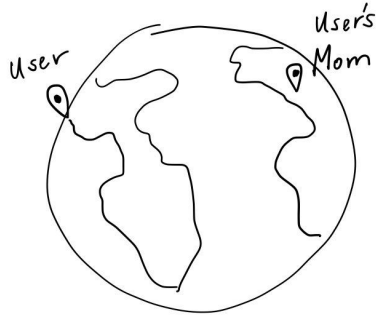
# Human-Centered Design Sprint



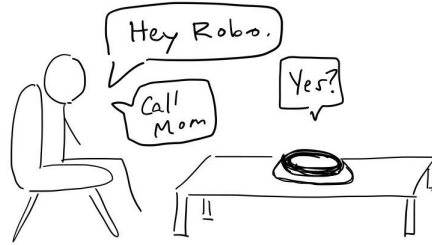
# How does a person experience your solution?

- 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)

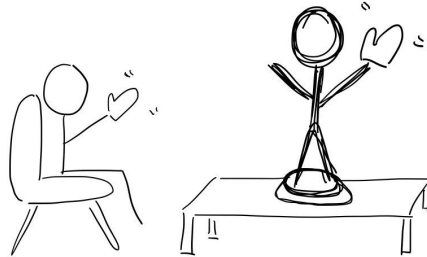
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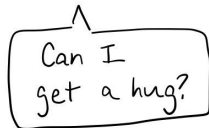
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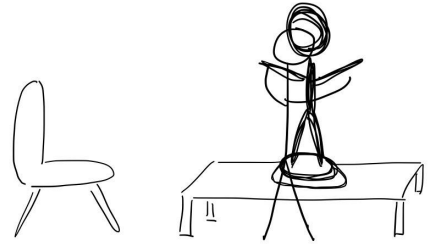
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③



④



⑤

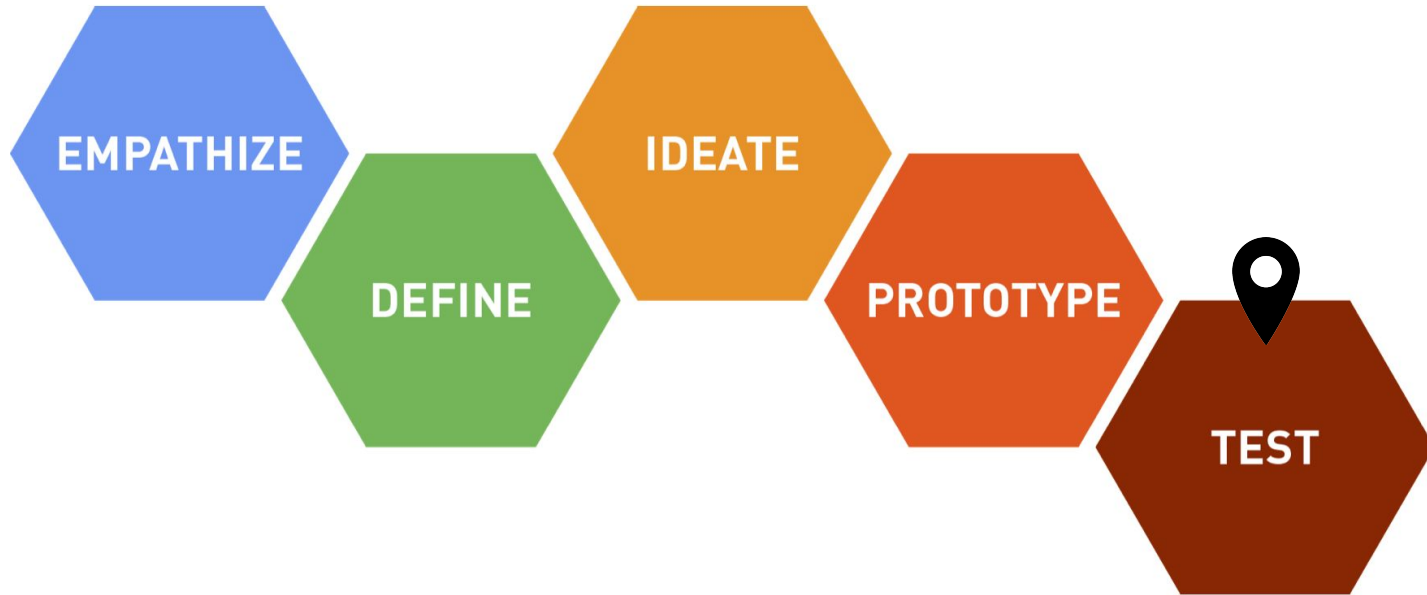




# How does a person experience your solution?

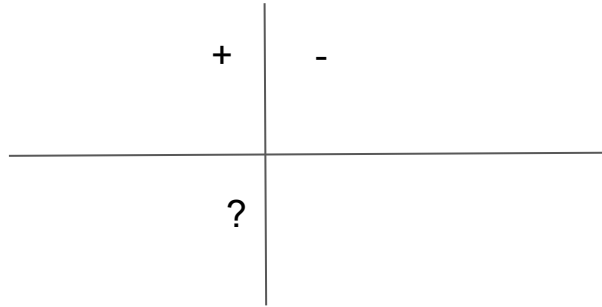
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# Human-Centered Design Sprint



# 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.



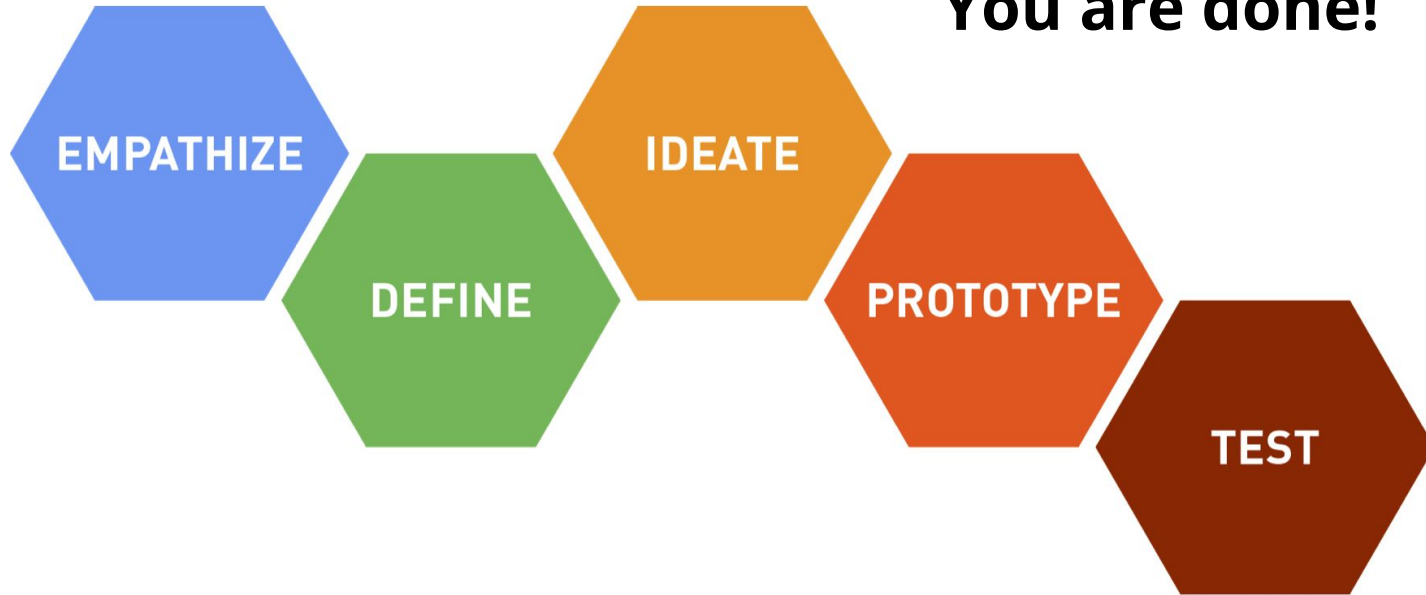
*4 minutes per partner*

**You tested your solution!**

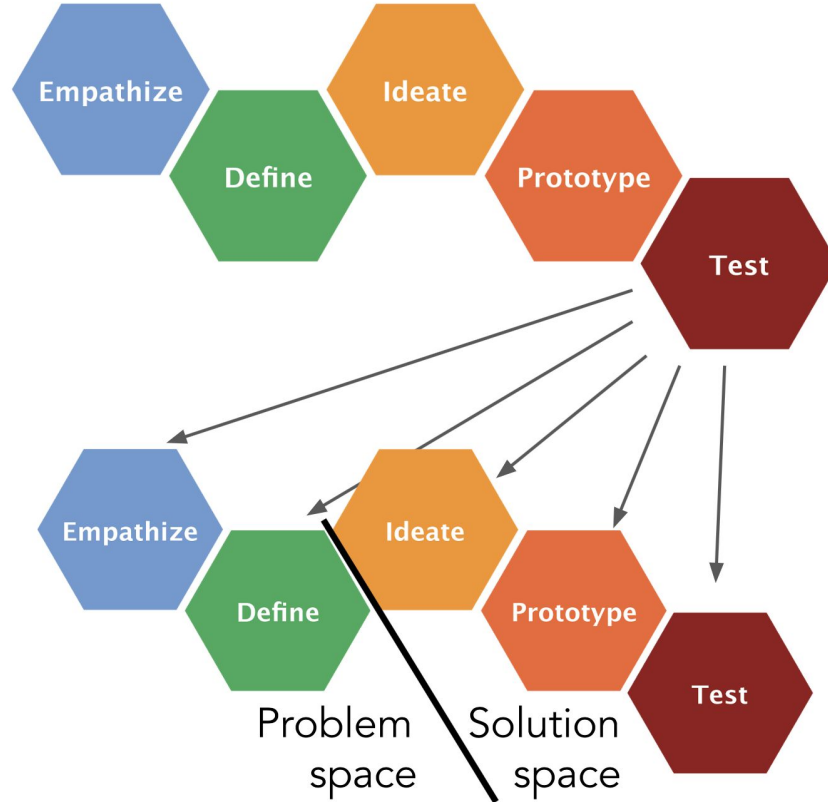
**NOT**

^

**You are done!**

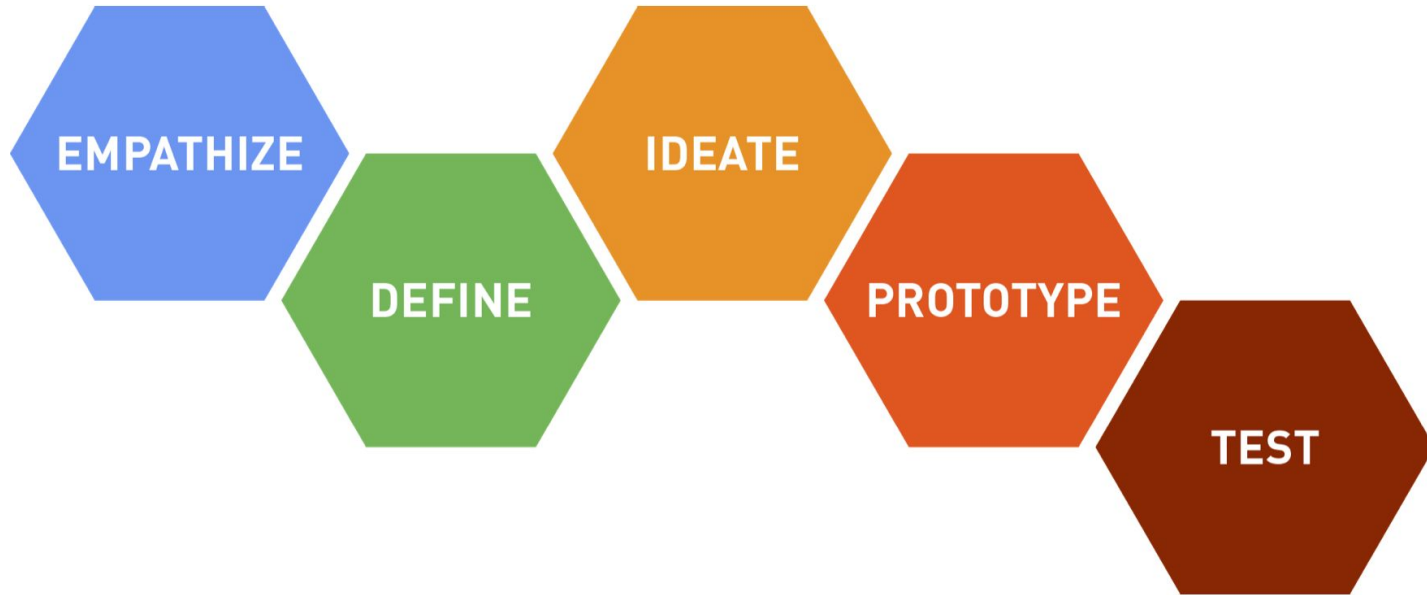


**Testing helps you decide  
what to do next.**





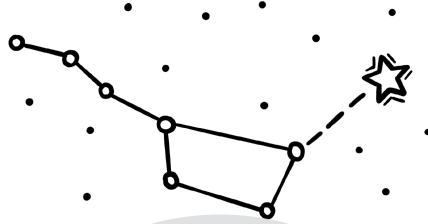
# What is the key behavior(s) in each step?



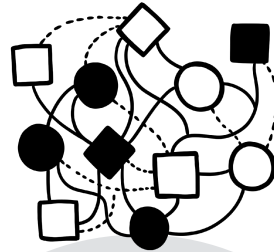
# What are some key behavior(s)?



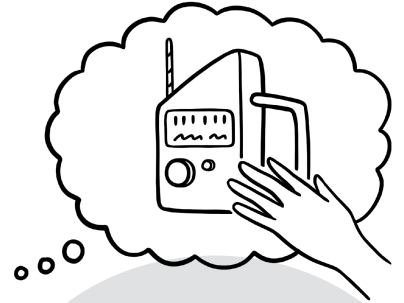
**Understand  
people deeply**



**Gain Insights to  
Discover New  
Possibilities**



**Be Generative  
Before Deciding**

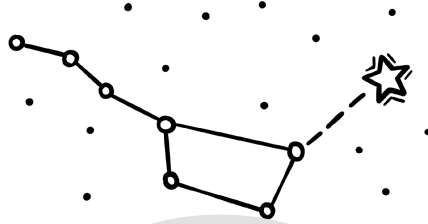


**Make Ideas  
Tangible**

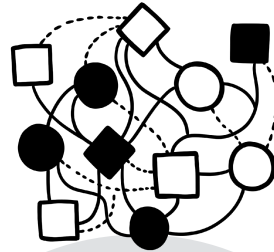
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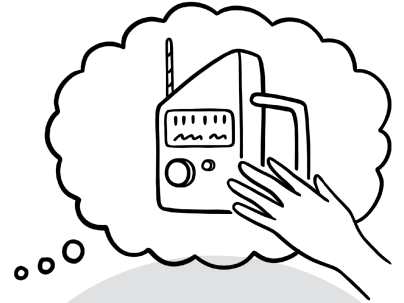
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# Applying key behaviors to your project

# Applying key behaviors to your project



**Understand  
people deeply**



# Applying key behaviors to your project

- WHO are you designing for?



**Understand  
people deeply**

# Applying key behaviors to your project



**Understand  
people deeply**

- 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



**Understand  
people deeply**

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



**Understand  
people deeply**

- 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



**Understand  
people deeply**

- 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



**Understand  
people deeply**

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



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Institute of Design at Stanford

# ETHNOGRAPHY FIELD GUIDE

