TODAY’S PLAN

• Recap what we covered last time

• Intro to ideation, and apply the method to an internal process

• Intro to prototyping, and apply the method to one of your programs
Human Centered Design Workshop

AFAC

June 7, 2022

Workshop 2
Problem finding & framing + Problem solving & testing
What does Human-Centered Design look like in the “real world”?

Case Study
Doug Dietz
GE Healthcare
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.”
  • “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
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

• 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
Did any teams conduct the interviews?

If so, what did you learn?
What are some key behavior(s)?

- Understand people deeply
- Gain Insights to Discover New Possibilities
- Be Generative Before Deciding
- Make Ideas Tangible
Today’s agenda

- How to brainstorm new ideas and solutions
- How to use low resolution prototypes to test assumptions or answer questions
What are some key behavior(s)?

- Understand people deeply
- Gain Insights to Discover New Possibilities
- Be Generative Before Deciding
- Make Ideas Tangible
Warm up
Brainstorming rules

• Generate as many ideas as possible (quantity over quality).
• There are no bad ideas.
• Capture all ideas (headline the idea)
What are all the ways you can use a plate? (1min)
What are all the ways you can use a ladder?
(1min)
How might you go higher?
(1min)
Generate  Evaluate
Apply to your organization
One of your internal processes

What?

With whom?

How might we _______?
Example:

What? Reimagining Elections project team meeting

With whom? Project leads, project manager, project team members (~8 people)

Example HMW questions:
How might we make our meetings more inspiring?
How might we make our meetings more participatory?
How might we make our meetings more interactive?
Example:

What? Reimagining Elections project team meeting

With whom? Project leads, project manager, project team members (~8 people)
Select one idea you are excited about implementing
Sketch the idea
How does a person experience your solution?
Take a Break

Come back in 30 min
Warm up
Blind Contour Drawing

Pull out a piece of paper and pen
Blind Contour Drawing

Pull out a piece of paper and pen

Try to draw me in 90 seconds

   WITHOUT picking up your pen and

   WITHOUT looking at your paper
The diagram illustrates the concept that the cost of correcting an error increases significantly as the project timeline progresses. It emphasizes the importance of identifying and fixing errors early, before reaching the launch phase, to avoid the steep cost increase associated with correcting mistakes too late.
Prototype to ideate

(Build to think)
Prototype before you are ready
Tourism on the moon
How would you prototype that?
What assumptions or questions about human behavior and experience do you want to test?
What assumptions or questions about human behavior and experience do you want to test?

Design experiments to deploy somewhere in your neighborhood.
Prototype to answer questions

(The prototype might not resemble the solution)
Prototype at the resolution of your thinking.
<table>
<thead>
<tr>
<th>Test the CONCEPT</th>
<th>Test the EXPERIENCE</th>
<th>Test for BEHAVIOR</th>
<th>Test for OUTCOMES</th>
</tr>
</thead>
</table>
| How do people react?  
Is it desirable? | Do people use it?  
How does it work? | Does behavior change? | Does it produce the hypothesized outcomes? |
Case study
Increase accessible public green spaces in urban areas
to ultimately…
increase pedestrian activity
increase neighborhood activity
increased development of social capital
increase economy activity
What might you do in one day as an experiment to create a publicly accessible space?
1) Select one question or assumption

<table>
<thead>
<tr>
<th>Questions you have, esp about behavior</th>
<th>Assumptions you want to test</th>
</tr>
</thead>
<tbody>
<tr>
<td>• How much information is too much information?</td>
<td>• They are open to doing additional work between sessions</td>
</tr>
<tr>
<td>• How much time can we expect them to dedicate between sessions?</td>
<td>• They have approval from their work to focus on the workshop objectives and not have to do other work during the workshop time</td>
</tr>
<tr>
<td>• Are they comfortable using Mural? Or Google docs?</td>
<td>• They are eager to learn and are not just taking the workshop for credit/affiliation</td>
</tr>
<tr>
<td>• Can we send pre-work and do they have enough context to complete it?</td>
<td></td>
</tr>
</tbody>
</table>
Apply it to your organization
Select a program you are designing or redesigning
Program design/redesign

Program:

Description:

Audience:

What are some questions you want to explore or assumptions you want to test?
1) Select one question or assumption

2) How could you build something to test that in the coming week?
Select one idea to test in the coming month
Group discussion
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
Another Case Study (if time available)
How might we increase percentage of wealth advisors (at large financial institutions with internal philanthropy units) who launch philanthropy planning processes with high net worth clients?
Ethnography conversation with individual advisors & financial institution’s philanthropy units
Help clients with **what problem** to solve
- Define values
- Develop guidelines on giving amount
- Determine appropriate giving vehicle

Help clients explore **how to solve** the problem
- Narrow areas of focus
- Craft philanthropic mission statement
- Find organizations to explore, networks to join, and places to get more education

Help clients **measure impact**
- Plan a philanthropy budget according to desired impact
- Determine how to evaluate philanthropic impact
Prototype Iterations

Prototype 1&2

Select the level you want to explore:

- Level I: Help clients with what problem to solve
  - Define values
  - Develop guidelines on giving amount
  - Determine appropriate giving vehicles

- Level II: Help clients explore how to solve the problem
  - Narrow areas of focus
craft philanthropic mission statement
find organizations to explore, network to join, and plans to get more education

- Level III: Help clients measure impact
  - Plan a philanthropy budget according to desired impact
  - Determine how to evaluate philanthropic impact

Prototype 3&4

Welcome to the Wealth Advisor’s Philanthropy Toolkit
Helping your clients give with impact
Prepared by Stanford University’s Effective Philanthropy Lab (EPC)

Prototype 5

I’m interested in being philanthropic, where do I start?

Prototype 6

The Wealth Advisor’s Philanthropy Tool Kit
helping your clients give with impact
Prepared by the EPC at Stanford University
Testing with many

Testing with many...

Co-creating with...

Testing and Co-creating with a partner
The Wealth Advisor’s Philanthropy Tool Kit

Helping your clients give with impact.

Prepared by the Effective Philanthropy Lab (EPL) at Stanford University

Stanford PACS
Center on Philanthropy and Civil Society
Effective Philanthropy Lab

TABLE OF CONTENTS

1. INTRODUCTION TO SOCIAL PHILANTHROPY
   WHERE DO YOU START?
   3. Clarify values & motivators
   7. Narrow focus
   11. Involve others

   WHAT DOES your GIVING GOAL LOOK LIKE?
   17. Determine giving amount
   19. Determine giving timeline
   23. Select giving vehicles

   WHICH ORGANIZATIONS SHOULD SUPPORT YOUR LEAD?
   29. Research organizations
   33. Perform due diligence
   35. Learn how to say “No”

   HOW DO YOU EXPLOIT YOUR TIME AND TALENT?
   41. Find volunteering opportunities
   43. vet non-profit board opportunities

   HOW DO YOU DEVELOP A PHILANTHROPIC STRATEGY?
   49. Charting impact
   53. Develop philanthropic strategy
Testing with the sector

Feedback from 10 banks and 3 donor advised funds
How do you find your focus areas?
I. Clarify your motivations and values
II. Narrow your focus areas
III. Contribute your time and talent.

How do you involve your family?
I. Involve your family in your philanthropy
II. Involve the next generation

How do you structure your giving?
I. Determine your philanthropy budget
II. Select your giving vehicles

How do you find and vet organizations?
I. Find focus-aligned organizations
II. Understand how organizations can achieve their intended outcomes