AN INTRODUCTION TO HUMAN-CENTERED DESIGN
PURPOSE

The goal of this workshop is to introduce you to the Mindsets and Methods of human-centered design through hands-on experience.
WHAT YOU WILL LEARN

• An overview of the Mindsets and Methods of human-centered design
• Hands-on practice getting inspiration from real people
• Making sense of real-world interviews and observations
• Brainstorming lots of potential solutions
• Building and testing tangible ideas through rapid prototyping, and getting feedback from people out in the world
• How you can continue to build your human-centered design skills
WHAT YOU WILL NOT LEARN

• This is an accelerated process, and not a full end-to-end design project. This workshop is only intended to give learners an introduction to human-centered design.

• This is not an IDEO.org—or IDEO—endorsed workshop. The materials from this workshop are provided for public use through the Design Kit platform which encourages everyone to learn human-centered design and apply it to some of the world’s biggest problems.

• This one workshop will not make you an expert human-centered designer. That takes practice, time, impact, and ongoing learning. But this is a great start!
INTRODUCTIONS

Who’s in the room?
WORKSHOP AGENDA

01
WHAT IS HUMAN-CENTERED DESIGN?

02
INSPIRATION
Frame Your Design Challenge
Research
Create a Plan
Field Research

03
IDEATION
Synthesis
Brainstorming
Prototyping
Field-Testing
Prototype Share Out

04
IMPLEMENTATION AND DEBRIEF
Implementation
Debrief and Reflections
QUESTIONS AND RISK-TAKING ARE HIGHLY ENCOURAGED!
WHAT IS HUMAN-CENTERED DESIGN?
designkit.org/human-centered-design
Start here

DESIRABLE
Human

FEASIBLE
Technology

VIABLE
Business
THE MINDSETS

1. Creative Confidence
2. Empathy
3. Embrace Ambiguity
4. Make It
5. Learn From Failure
6. Iterate, Iterate, Iterate
7. Optimism

designkit.org/mindsets
THE METHODS

INSPIRATION
In this phase, you’ll learn how to better understand people. You’ll observe their lives, hear their hopes and desires, and get smart on your challenge.

IDEATION
Here you’ll make sense of everything that you’ve heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.

IMPLEMENTATION
Now is your chance to bring your solution to life. You’ll figure out how to get your idea to market and how to maximize its impact in the world.
INSPIRATION
Frame Your Design Challenge
Research
- People, Experts, Immersions, Analogous Inspiration
- Extremes and Mainstreams
- Interview Techniques

Create a Plan
Field Research
**INSPIRATION**

In the Inspiration phase, you’ll explore different ways to **UNDERSTAND PEOPLE**. You’ll observe and ask about their hopes, needs, feelings, and desires, all of which will **INSPIRE IDEAS THAT IMPROVE LIVES**.
FRAME YOUR DESIGN CHALLENGE
OUR DESIGN CHALLENGE

How might we improve health in everyday life?
RESEARCH
WHERE TO LOOK FOR INSPIRATION

People

Experts

Immersion

Analogous Inspiration
WHO TO LEARN FROM

Extremes and Mainstreams
Designing a solution that will work for everyone means talking to both extreme users and those squarely in the middle of your target audience.
WHAT TO CONSIDER AS YOU LEARN

Understanding the Whole Person
Listen for clues that point to a person’s values, needs, desires, and aspirations. How do they spend their time and/or money? Remember that they are the experts on their own lives. Just listen and learn.

Understanding Context
Engaging people in their homes or natural surroundings gives us a better understanding of who they are, where they come from, and what challenges, work-arounds, and opportunities they face every day.
LET’S TAKE A LOOK AT A TRADITIONAL INTERVIEWING APPROACH

ASK YOUR NEIGHBOR:

“WHAT GETS IN THE WAY OF YOU BEING HEALTHY?”
NOW, DIG DEEPER WITH THESE TECHNIQUES

**5 Whys**

Q: What gets in the way of you being healthy?
A: I don’t have enough time.
Q1: Why?
A: With work and family, it’s not a priority.
Q2: Why is it not a priority?
A: Because it doesn’t feel urgent like other things.
Q3: Why do those other things seem more urgent?
A: They’re the things that are in my face each day and easy to see.

**Draw It**

“Draw a picture of what makes you feel healthy on the top of the paper, and draw what makes you feel unhealthy on the bottom. Tell me about what you drew.”

**Show Me**

“Can you show me something that makes you feel healthy or unhealthy? Tell me about it.”

**Tell a Story**

“Tell me about a time when you felt really supported or unsupported in being healthy.”
CREATE A PLAN
OUR DESIGN CHALLENGE

How might we improve health in everyday life?
INTRODUCTION TO HUMAN-CENTERED DESIGN WORKSHOP

ACTIVITY

PLAN YOUR RESEARCH

How might we improve health in everyday life?

1. Break up into teams.
2. Use the Plan Your Research worksheet to identify:
   - Who you might talk with.
   - Where you might go.
   - What questions you might ask.
3. Practice introducing yourselves and asking questions, if helpful.
TIPS FOR THE FIELD

- Be proactive.
- Introduce yourself and ease into conversation.
- Respect their expertise.
- Capture what you learn.
- Ask before taking photos.
ASSIGN ROLES ON YOUR TEAM

Rotate these roles with each new interview so you can try them all!

Person Leading the Interview

Person Focused on Documenting

Person Focused on Taking Notes
FIELD RESEARCH
NOW GO GET INSPIRED!
WELCOME BACK!
IDEATION
INTRODUCTION TO HUMAN-CENTERED DESIGN WORKSHOP

Synthesis
- Download Your Learnings
- Find Themes and Insights
- Craft “How Might We” Questions

Brainstorming
- Brainstorming Rules
- Top Ideas

Prototyping
- Storyboard
- Rapid Prototyping
- Test and Get Feedback
- Integrate Feedback and Iterate
SYNTHESIS
SYNTHESIS

Synthesis means **MAKING SENSE** out of what we see and hear to uncover opportunities for design.
STEPS OF SYNTHESIS

1. Download Your Learnings
2. Find Themes and Insights
3. Craft “How Might We” Questions
DOWNLOAD YOUR LEARNINGS

1. Grab some Post-its and a marker.
2. Write the name of the person you talked with at the top of a board, flip chart paper, or wall space.
3. Jot down memorable quotes and observations on your own.
4. Share these Post-it learnings with your team for each interview.
5. If you talked to more than one person, divvy up your time and prioritize who you discuss first and for how long.
1. Group your Post-its into related themes.
2. Name each cluster, write the name on a Post-it, and place above the cluster.
3. As you start to see what’s important or interesting about these clusters, capture these insights on Post-its and place them near the themes.
1. Start by selecting one of your most interesting insights or needs.
2. Turn this into a design question using “How Might We...?” Stay affirmative and aspirational. Focus on where you want to be, not what you want to avoid.

HMW... Make it easy to get healthy food in low income neighborhoods?
3. Generate more questions based on key insights. Explore additional related questions by asking “Why?” (to broaden) and “What’s stopping you?” (to narrow).

4. Then pick 1–3 HMWs that are at just the right level that you can brainstorm with, neither too broad nor too narrow!
BRAINSTORMING
BRAINSTORMING RULES
1. DEFER JUDGEMENT
2. **ENCOURAGE WILD IDEAS**
3. BUILD ON THE IDEAS OF OTHERS
4. STAY FOCUSED ON THE TOPIC
5. ONE CONVERSATION AT A TIME
6. BE VISUAL
7. GO FOR QUANTITY
BRAINSTORM!

1. Gather with your team around your flip chart paper or brainstorming space. Each member of the team should have a stack of Post-its and marker in hand.
2. Place your HMW Question at the top of your brainstorming space, so everyone can see it.
3. Use Post-it notes and markers to capture your ideas. One idea per Post-it.
4. Always state your idea aloud to the whole group so that others can build on it.
5. Remember to defer judgement, go for quantity, and have fun!

7 BRAINSTORMING RULES

DEFER JUDGEMENT
ENCOURAGE WILD IDEAS
BUILD ON THE IDEAS OF OTHERS
STAY FOCUSED ON THE TOPIC
ONE CONVERSATION AT A TIME
BE VISUAL
GO FOR QUANTITY
1. Each teammate votes independently on what they believe are the three most promising ideas.
2. Once everyone has voted, review the outcomes, and pick the main idea or related set of ideas that you want to take forward.
PROTOTYPING
Prototyping is about bringing ideas to life quickly. By making ideas tangible, getting feedback often, and continuing to improve your concept, you’ll be on your way to getting impactful solutions out in the world.
STEPS OF PROTOTYPING

1. Storyboard
2. Rapid Prototyping
3. Get Feedback
4. Integrate Feedback and Iterate
Think through the details of your concept by breaking your idea into smaller moments in the experience. A great way to do this is by creating a Storyboard that shows how a potential customer might interact with your idea over time.
WAYS TO BUILD RAPID PROTOTYPES

Physical  Digital  Environments  Services
TEST AND GET FEEDBACK

- Introduce your prototype as a work in progress.
- Invite participants to treat your rough prototype as if it were real.
- Invite honesty, stay neutral, and be curious.
- Be prepared to integrate feedback and iterate on-the-fly.
Prioritize key insights from the feedback you received and integrate them into your prototype to make it better. Then, test it again.

Iterating On-the-Fly
Make changes in real-time when you’re in the field, and then test them right away.

Co-Creation
It can be helpful to bring the very people you’re designing for into the design process and empower them to make alongside you.
GO BUILD IT
NOW GO TEST IT IN THE WORLD!
WELCOME BACK!
PROTOTYPE SHARE OUT
TEAMS: PREPARE TO SHARE

Each team will share:

- The people and opportunity you were designing for (Your “How Might We..?“)
- A quick overview and demonstration of your solution and prototype
- 1–2 highlights from your field tests
- A potential next iteration
AUDIENCE: PROVIDE FEEDBACK

Capture feedback for teams on Post-its!

- What were you excited about?
- What changes would you like to see?
- What questions did it make you ask?
- What new ideas did it inspire?
TEAM SHARES AND FEEDBACK
IMPLEMENTATION
Implementation

- Keep Iterating
- Live Prototyping
- Pilot
GET YOUR IDEA INTO THE WORLD

Keep Iterating
Testing, getting feedback, and iterating will help you get a great solution to market and how to push it forward.

Live Prototyping
A Live Prototype is a chance to run your solution for a couple weeks out in the real world.

Pilot
A Pilot is a longer-term test of your solution and a critical step before going to market.
DEBRIEF AND REFLECTIONS
Frame Your Design Challenge

Research
- People, Experts, Immersions, Analogous Inspiration
- Extremes and Mainstreams
- Interview Techniques

Create a Plan
Field Research

Synthesis
- Download Your Learnings
- Find Themes and Insights
- Craft “How Might We” Questions

Brainstorming
- Brainstorming Rules
- Top Ideas

Prototyping
- Storyboard
- Rapid Prototyping
- Test and Get Feedback
- Integrate Feedback and Iterate

Implementation
- Keep Iterating
- Live Prototyping
- Pilot
DEBRIEF

1. Individually
   ...take a moment to capture your biggest takeaways and feedback on your survey: bit.ly/hcdworkshopsurvey2

2. As a Group
   ...share your thoughts!
WHAT YOU CAN DO NEXT

- Talk with someone you’re designing for and ask them to share their experience with you.
- Lead a brainstorm with your team.
- Take a prototype to your next meeting to prompt discussion.
- Check out DesignKit.org for more ways to learn, practice, and share!
- Contribute ideas to ideo.org/amplify, a global community working together to design solutions for the world’s biggest challenges through open innovation.
This work is licensed under the creative commons attribution, noncommercial, no derivatives 3.0 unported license.

Attribution — You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).

Noncommercial — You may not use this work for commercial purposes.

NoDerivatives — If you remix, transform, or build upon the material, you may not distribute the modified material.