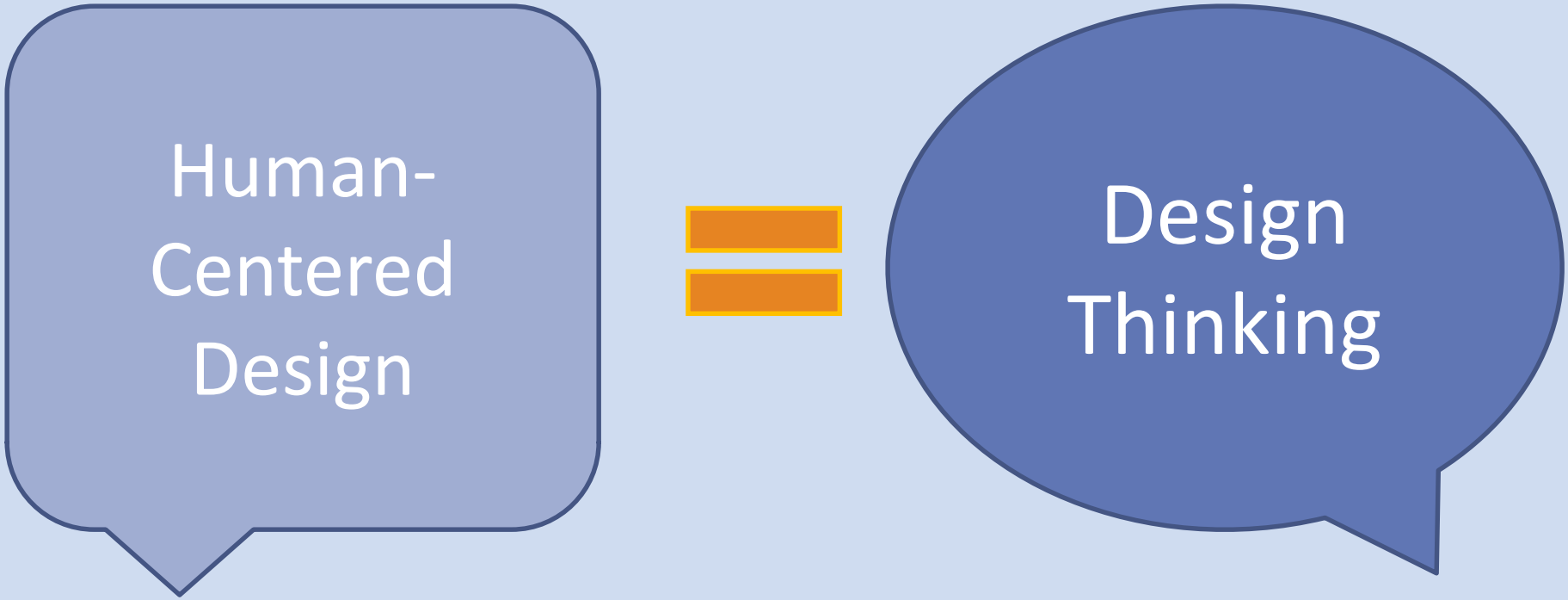
How Might We…?
An Introduction to Human-Centered Design


Human-
Centered
Design
=
Design
Thinking

At its heart, design thinking is a human-centered approach to problem-solving. It consists of a set of tools that focus on empathy for the end-user.

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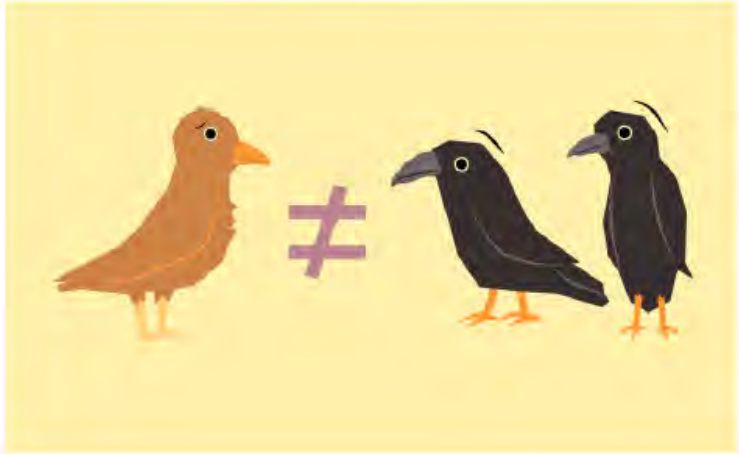
Traditional Forms of Problem-Solving

INDUCTIVE REASONING

"Every bird that I see has a beak, so all birds have beaks."

DEDUCTIVE REASONING

"If the general rule is that all crows are black, and I see a brown bird, I can declare deductively that this bird is not a crow."



ABDUCTIVE REASONING

"Imagine you are an archeologist and during an excavation, you find bones like you have never seen before. In order to determine to what type of species these bones belong, you guess that they are from a new type of species that civilization has not discovered before. This educated guess is your starting point. You begin testing your hypothesis by comparing the bones to all different types of species to determine whether you are correct or not."

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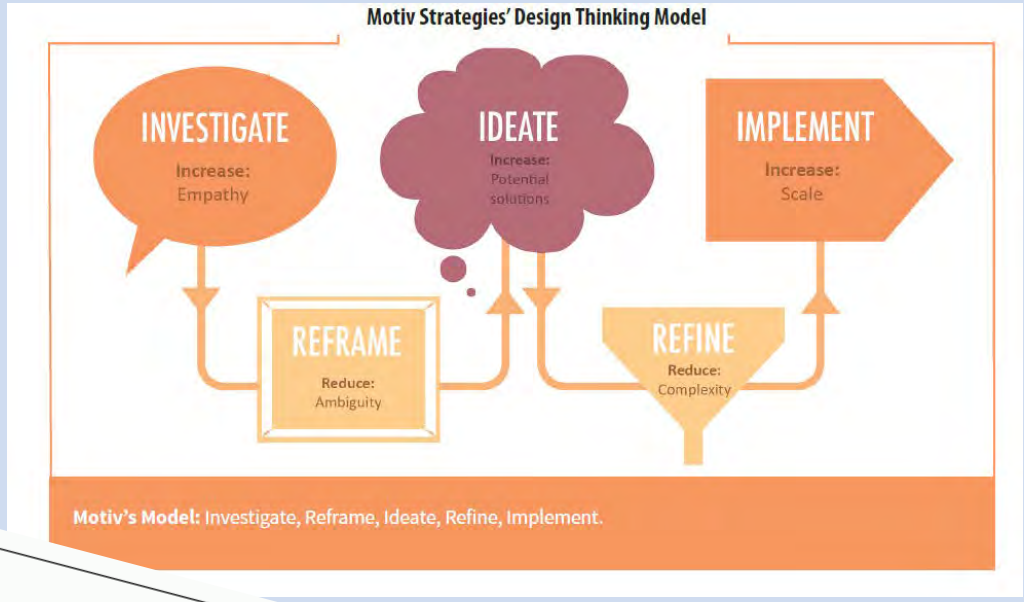
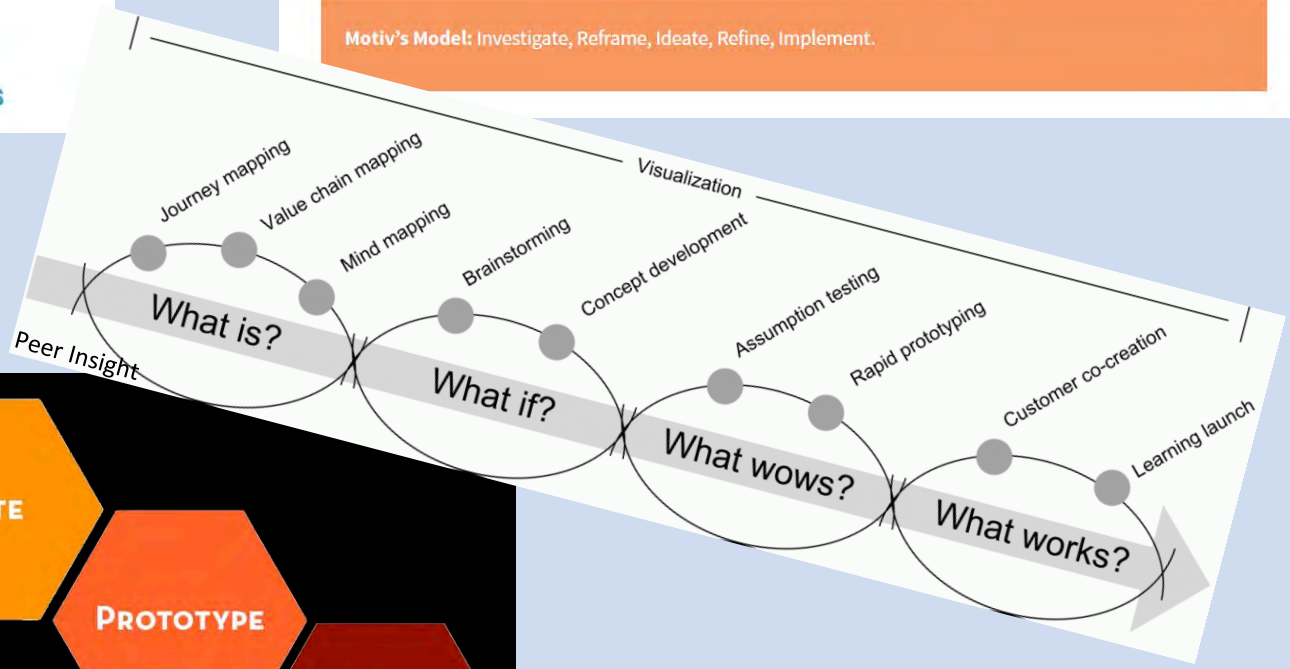
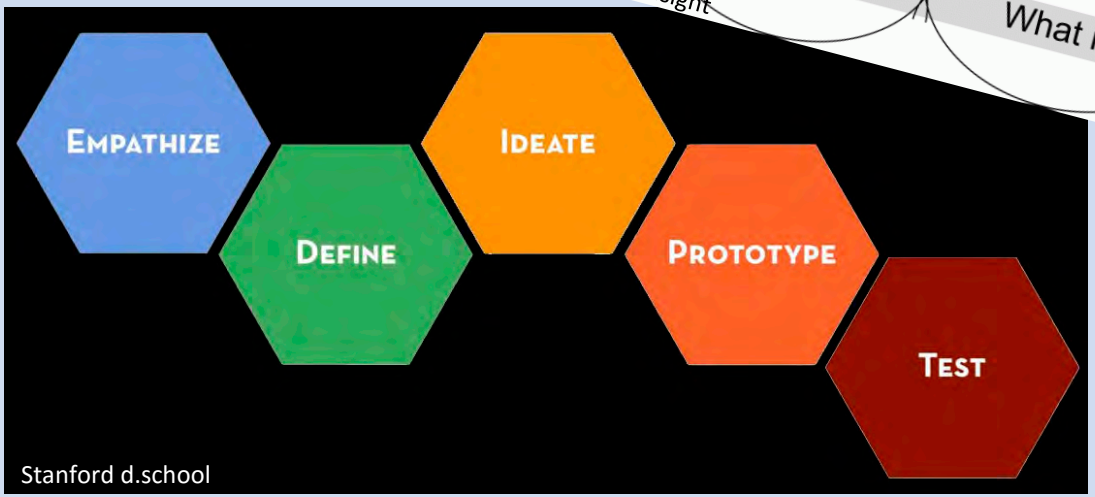
Luma Institute

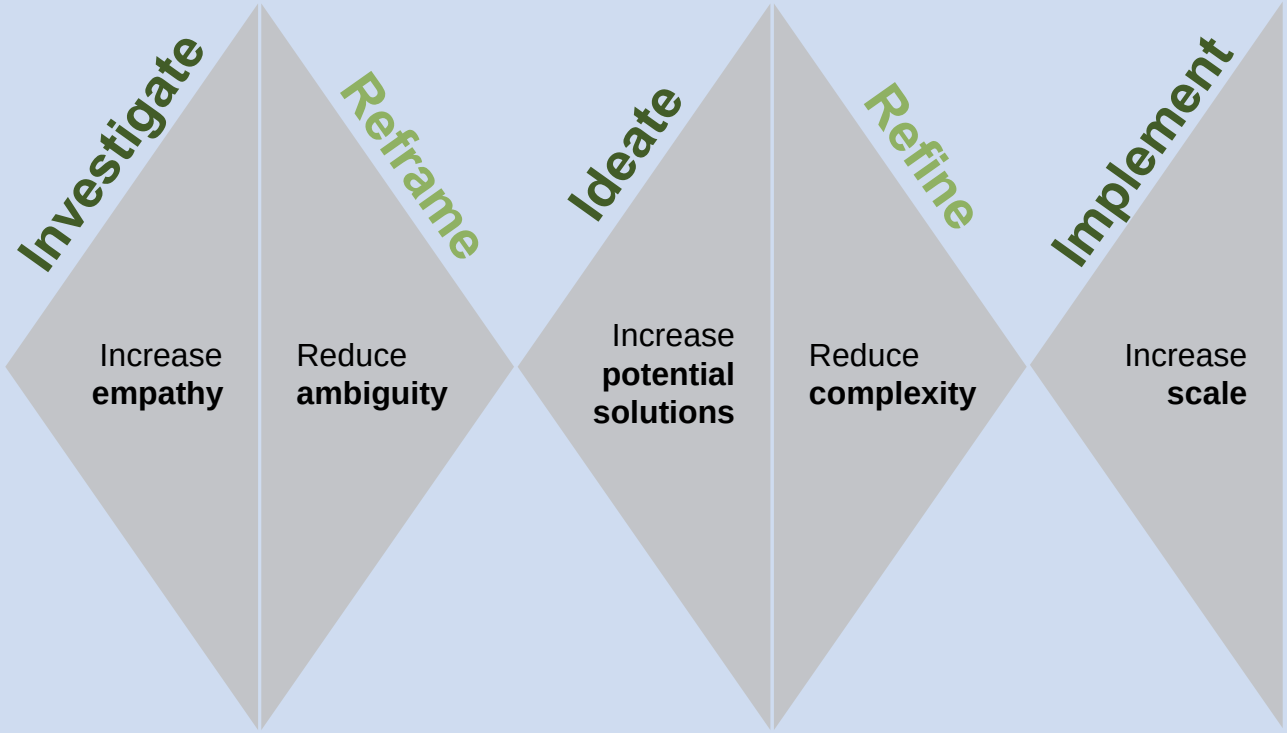






Stanford d.school

Motiv Strategies' Design Thinking Approach



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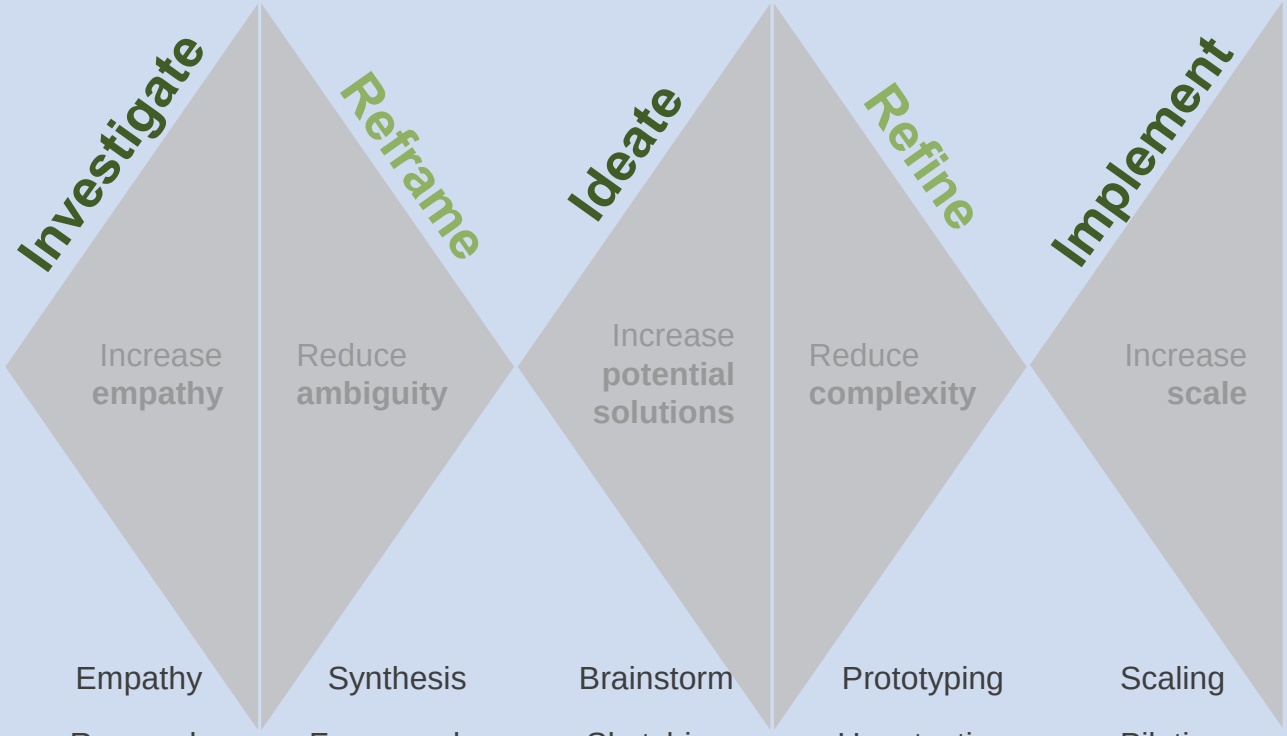

Investigate	Reframe	Ideate	Refine	Implement
Empathy	Synthesis	Brainstorm	Prototyping	Scaling
Research	Frameworks	Sketching	User testing	Piloting
Analysis	Personas	Association	Sketching	Culture
Interviews	Journey maps	Inspiration	Wireframes	Leadership
Focus groups	Segmentation	Context	Storyboarding	
Shadowing	Insights		Roleplaying	
Storytelling			Usability	
			Co-creation	

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Design Thinking

Empathy

Open Minded

Collaborative

Adaptive

MINDSETS

TOOLS

MINDSET: EMPATHY

https://www.youtube.com/watch?v=G9jC1ThqTNo
Begin at 6:24 and end at 10:17.

OTHER MINDSETS

Human-Centered Design is built on thinking and acting differently in order to gain a deep understanding of our customers and the challenges facing them. First and foremost, it requires a high degree of curiosity and empathy. A few other behaviors that support this are:

BE OPEN-MINDED

BE COLLABORATIVE

BE ADAPTIVE

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MINDSET

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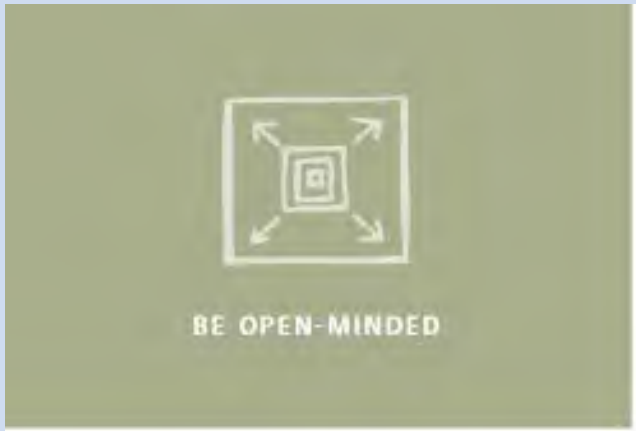
What are these people doing?

How are they doing it?

Why are they doing it?



We all see and make sense of the world based on our past experiences, but it's important when tackling complex problems to be open-minded. Confront your assumptions. As Einstein put it: we cannot solve our problems with the same thinking we used when we created them.

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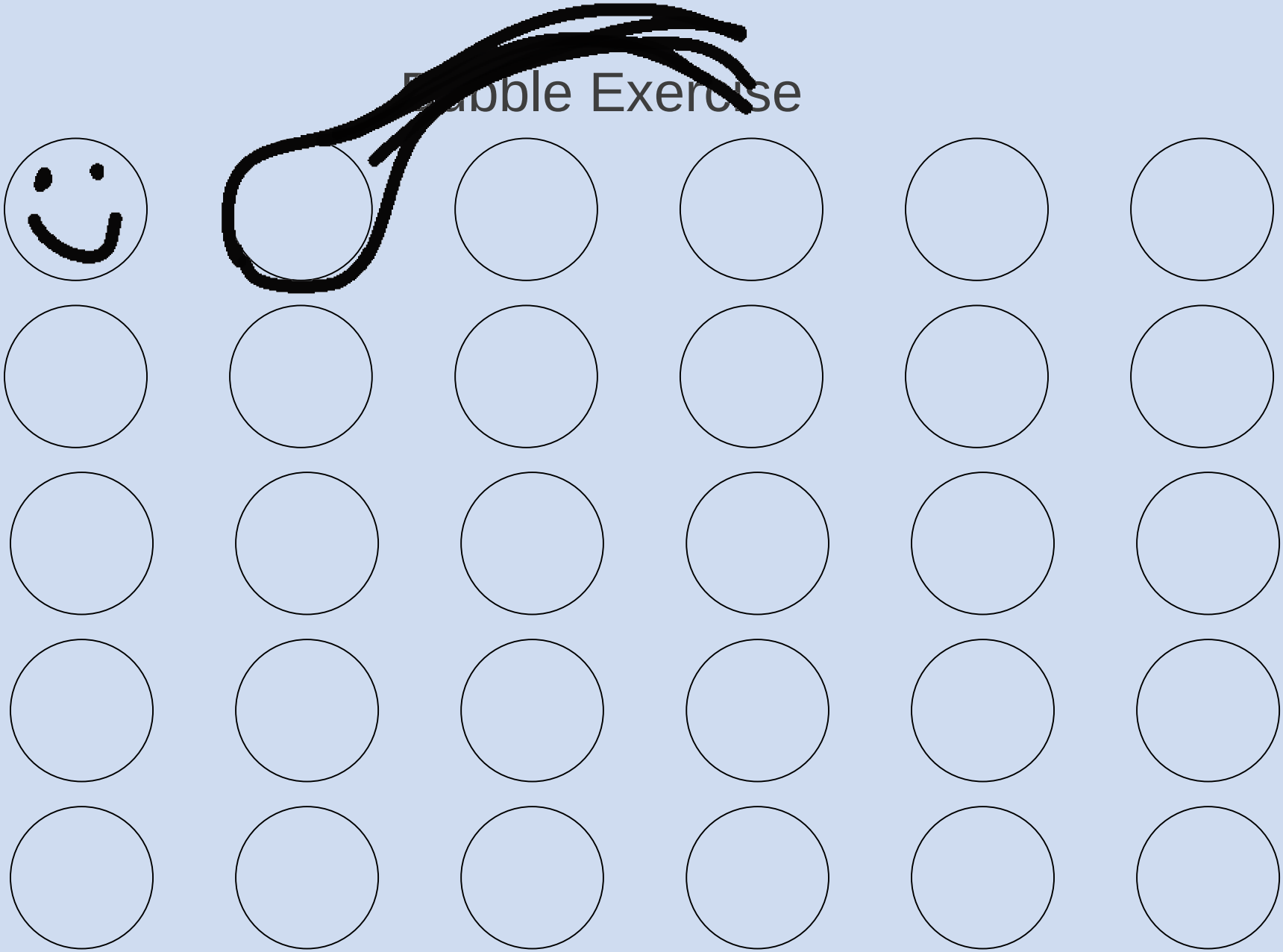
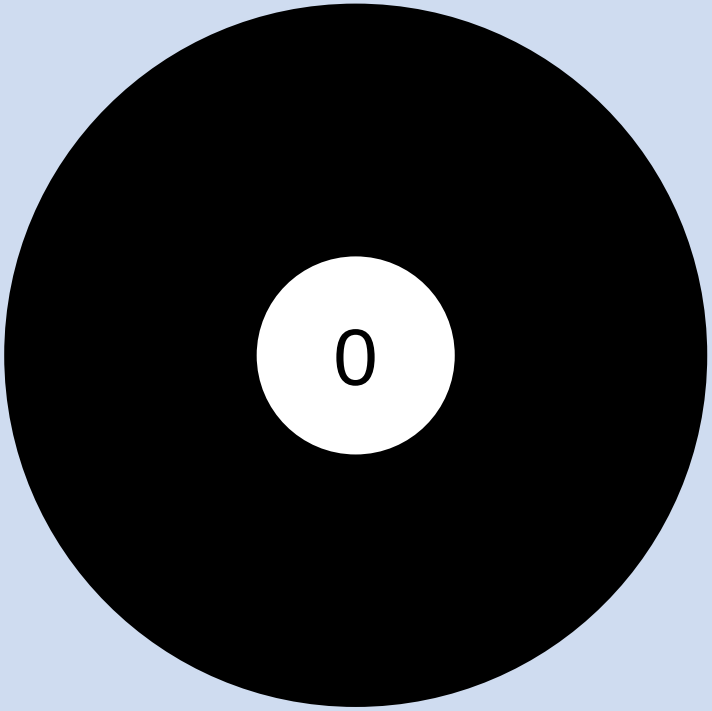
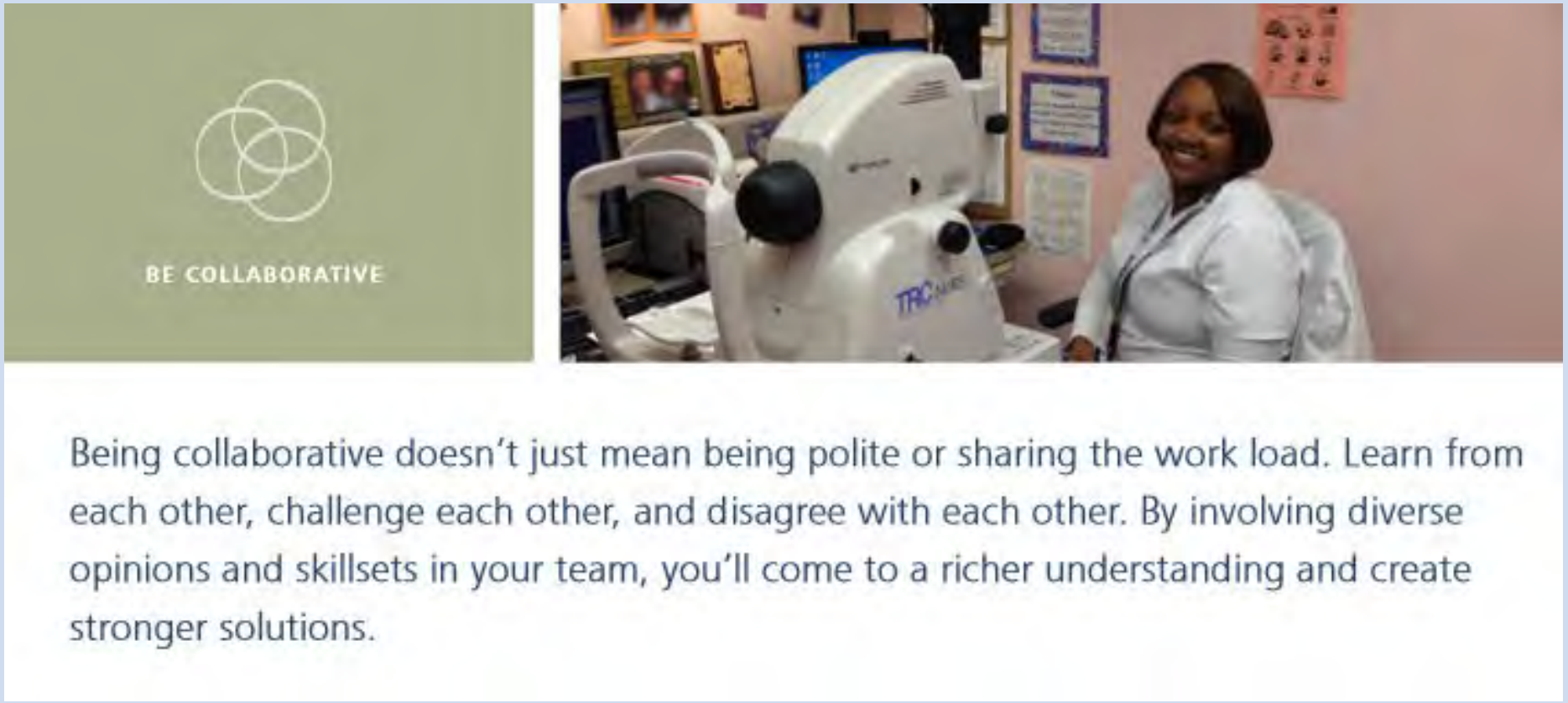
MINDSET

Bubble Exercise



Bubble Exercise





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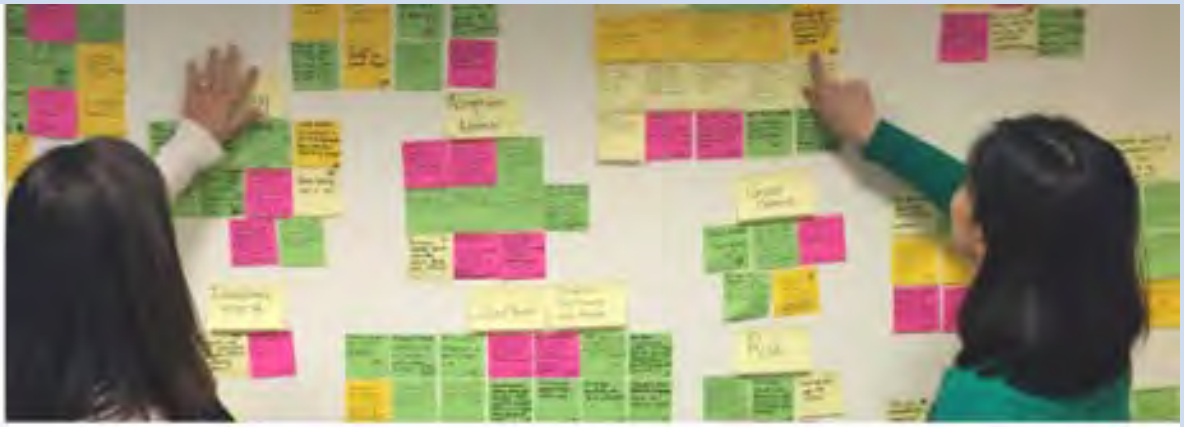
MINDSET

YOUR TASK:
BUILD A COMMUNITY SPACE



The HCD process moves through uncertainty and ambiguity to greater clarity. Adapting to these hurdles with your team will help provide clearer direction. By working through challenges, you'll move closer to meaningful solutions and become better and more resilient designers.

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Doug Dietz &
GE's MRI Machine

GE Healthcare

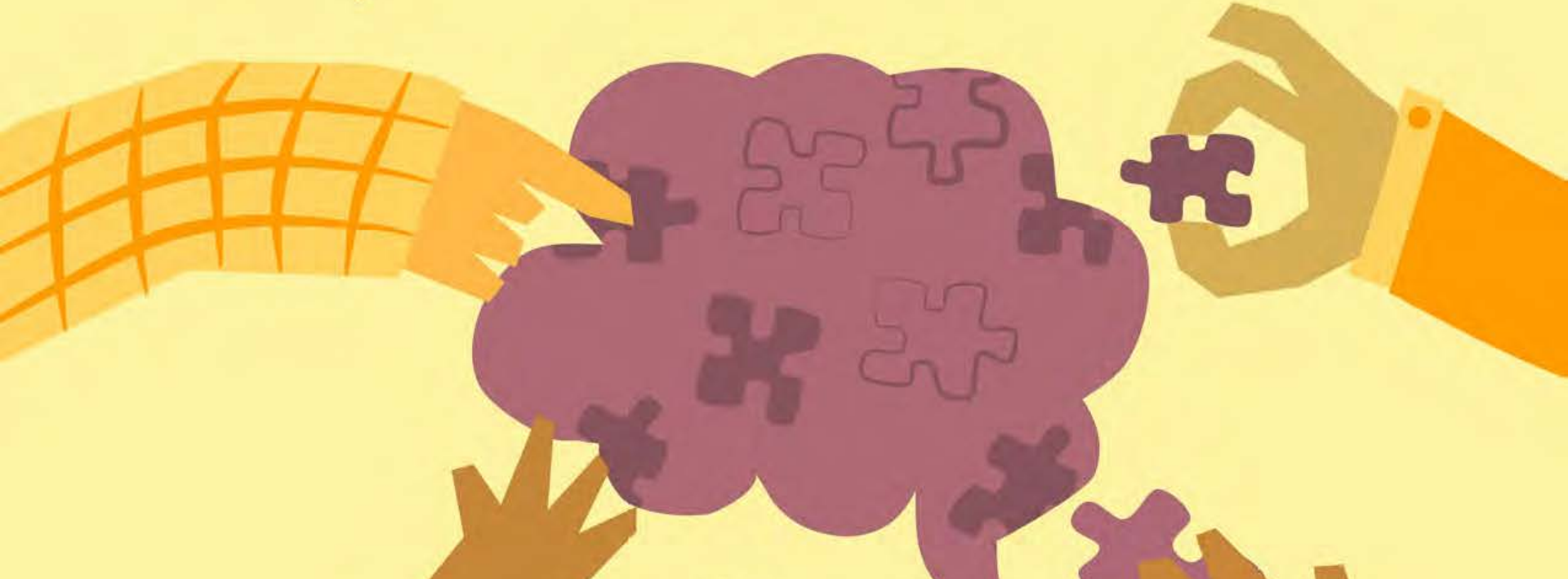
openideo.com

Doug Dietz &
GE's MRI Machine

https://www.youtube.com/watch?v=jajduxPD6H4
Play video from 13:06 to 16:01.

Creating Solutions Together:

DESIGN THINKING,
THE OFFICE OF FAMILY ASSISTANCE,
AND 3 GRANTEES.



Tribal TANF Child Welfare Coordination Grants (TTCW) seek to improve coordination of Tribal TANF and child welfare services provided to tribal families at risk for child abuse or neglect. OFA administers $2 million in funding to support grants to 14 tribes and tribal organizations. The Tribal TANF programs affiliated with the TTCW grants range from an annual caseload of 5 families up to the highest caseload of 578 families served.

The Healthy Marriage Responsible Fatherhood (HMRF) initiative is part of OFA's strategy to improve the lives of parents and children by making healthy marriage and relationship education, parenting classes, and economic security activities more accessible to low-income individuals and families. OFA administers $150 million in funding to support a network of 121 organizations in 47 states, which served approximately 90,000 participants in its first year.

Health Profession Opportunity Grants (HPOG) provide education and training to Temporary Assistance for Needy Families (TANF) recipients and other low-income individuals for health occupations pay well and are expected to either experience labor shortages or be in high demand. OFA administers $85 million in funding to support 32 grants in 23 states. As of March 2015, HPOG had reached over 35,000 individuals.

Name:	Confederated Tribes of Siletz Indians
Location:	Siletz, Oregon
Design thinking Pilot Project:	Improve collaboration among social service providers
Pilot Leads:	Megan Hawley and Angela Ramirez
Program Website:	**www.ctsi.nsn.us**

= 40+

Interviews

= 50+

Ideas

= 3

Prototypes

TTCW
Tribal TANF–Child Welfare

PROTOTYPES:

Moving the MDT meetings from the Indian Child Welfare Office to a more neutral location (Community Center) and sitting in a cirtcle.

Bringing Tribal culture into the meetings, like prayer and smudging (native cultural practice of cleansing. It rids the room of negative energy.)

Reviewing confidentiality policies for MDT meetings and each social service program.

CSIU'S
WATCH Project

- PROBLEM
- INSIGHTS
- PROTOTYPES
- THOUGHTS ON THE PROCESS

Using the World Café to Improve Instructor Engagement: A Guide for Health Profession Opportunity Grants Programs

Resources

Creating Solutions Together: Design Thinking, The Office of Family Assistance, and 3 Grantees
http://www.acf.hhs.gov/programs/ofa/resource/creating-solutions-together-design-thinking-ofa-and-3-grantees

Designing for Veterans: A Toolkit for Human-Centered Design
https://www.vets.gov/playbook/downloads/vaci-project-toolkit.pdf

Doug Dietz's TEDx Talk on Transforming Healthcare for Children and Their Families
https://www.youtube.com/watch?v=jajduxPD6H4

HPOG Program's Website
http://www.acf.hhs.gov/programs/ofa/programs/hpog

Using the World Café to Improve Instructor Engagement: A Guide for Health Profession Opportunity Grants Programs
http://www.acf.hhs.gov/programs/ofa/resource/using-the-world-cafe-to-improve-instructor-engagement-a-guide-for-health-profession-opportunity-grants-programs

HPOG

Health Profession Opportunity Grants

OFFICE OF FAMILY ASSISTANCE

Q & A