Human-Centered Design 101: An Introduction

Agenda

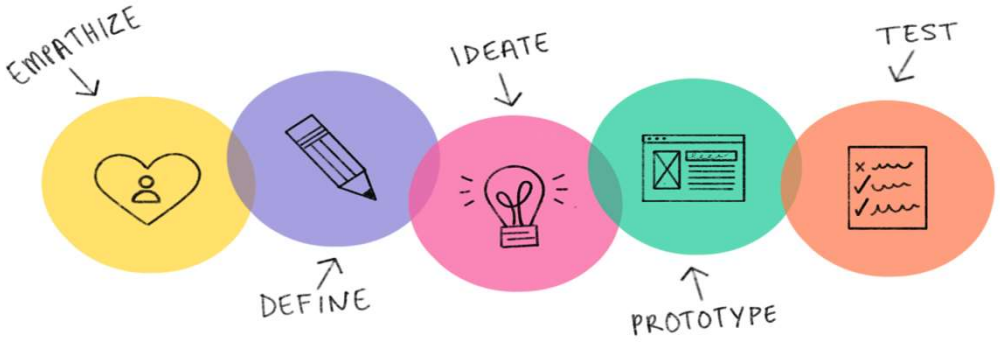
- Introductions
- Icebreaker - ‘Guess what is my first job?’
- Presentation - ‘What is Human Centered Design?’
- Activity - ‘How can we ...?’
- Q&A

Ice breaker-Draw a picture of your first job

- **Draw a picture of your first job**
  - Post it , or scratch paper
  - Marker or dark pen
- **Volunteer**
  - **Share your name**
  - **Current job title/organization**
  - **The picture you drew**

What is Human-Centered Design?

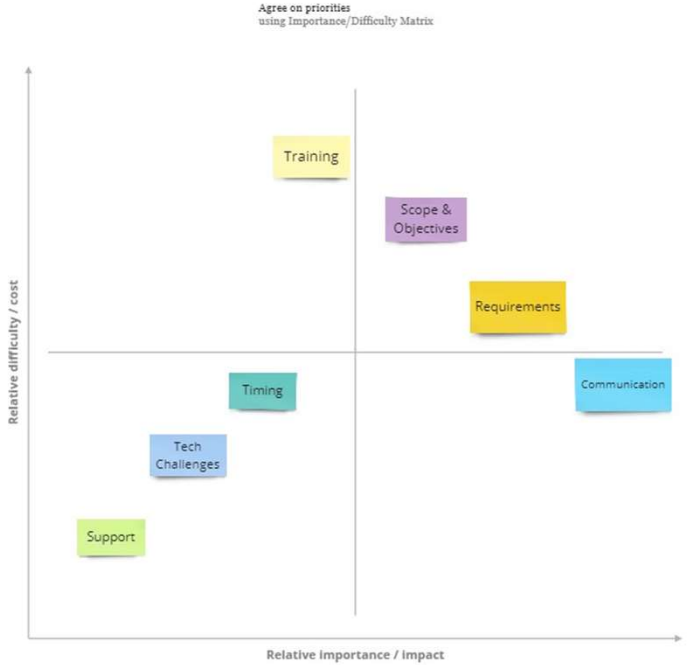
- Human-centered design (HCD) is an approach to problem-solving that concentrates on the needs, preferences, and experiences of the end-users or customers. It is a design framework that focuses on understanding the perspectives of the people who will ultimately use or be affected by a product, service, or system.



WHAT IS
HUMAN
CENTERED
DESIGN?

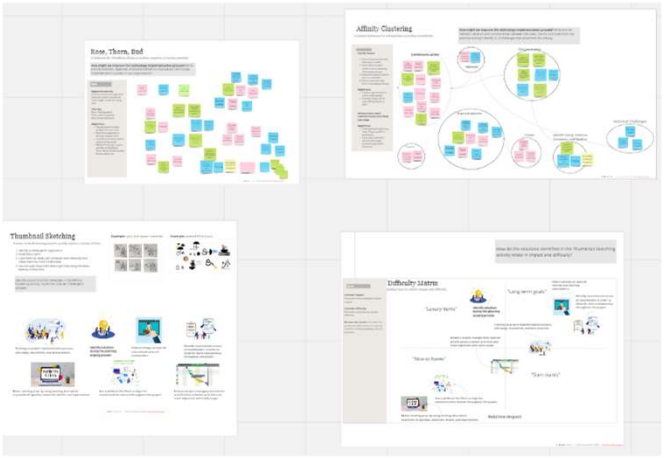
How has the Food Bank used HCD?

- **Data and processes**
  - Building a home delivery solution during the pandemic
  - Process Improvements -Tech Cycles & Projects



How has the Food Bank used HCD?

- Banana Box
- Systems Governance Committee
- Employee Journey Map



What we've learned from our experience

- **Tip #1 - Use it for what it is, a tool**
  - HCD and the various methods involved are tools in your toolbelt.
  - Don't expect it to magically solve all of your problems
- **Tip #2 - Don't get stuck in the "ideation" phase**
  - Although coming up with the ideas can be the most fun part of the process, remember that there are other steps in the process that are just as important to ensure an impactful result.
- **Tip #3 - Be ready for the ideas that come out of your session(s)**
  - Some of the ideas that come out of this might not be what you expected. That's okay!
  - Remember, you're making solutions for others so listen to what is important to THEM.

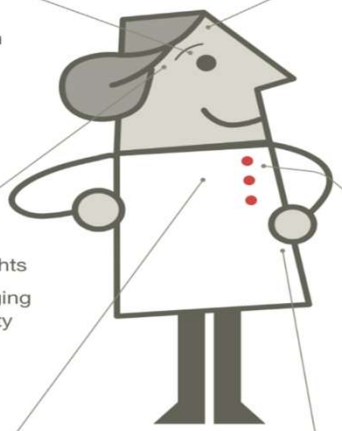
What we've learned from our experience

- **Tip #4 - Emphasize your end-goal**
  - Have a clear understanding of what you want to get out of a HCD session. More importantly, clearly communicate that vision to everyone involved often.
- **Tip #5 - Have a solid plan for next steps**
  - Part of the HCD process includes prototyping and piloting your ideas. Make sure you know who the key players will be in this step and what everyone's role is. This step is key to bringing your ideas to life so spend time planning and executing it well.
- **Tip #6 - It will take time**
  - If you'd like to implement HCD practices organization-wide, changing the way you work is also part of the process.
  - Just like implementing any new process or practice, it will take time. Identify your "change champions" and make sure you have the proper buy-in from leaders.

What are the key attributes of a design practitioner?

Key Attributes of an Innovative Practitioner

There are a few universal behaviors that support innovation. It's helpful to keep these in mind as essential elements of daily practice—the foundation on which to develop key design skills. *(See Appendix C.)*



Visual

- Uses drawing to aid thinking and discussion
- Informs, educates, and persuades with visual messages
- Shows instead of tells

Imaginative

- Ensures ideas are generated around insights
- Encourages late averaging and quantity over quality
- Promotes valuable concepts

Empathetic

- Is driven by curiosity
- Walks frequently in stakeholders' shoes
- Places user needs above all other considerations

Questioning

- Questions the question before attempting to solve
- Seeks different ways to characterize a problem
- Gains alignment from the team on the challenge

Collaborative

- Routinely involves others in activities
- Includes people from other disciplines and outside the project team
- Promotes shared ownership of ideas

Iterative

- Builds in order to learn
- Is not afraid to fail early and often
- Seeks external input throughout the development process

Today's Activity

1. How might the Los Angeles Regional Food Bank better support your organization?

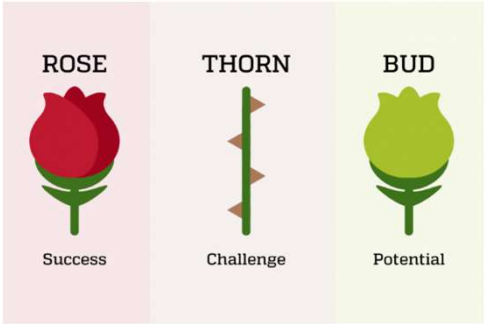
1. Rose, Thorn, Bud

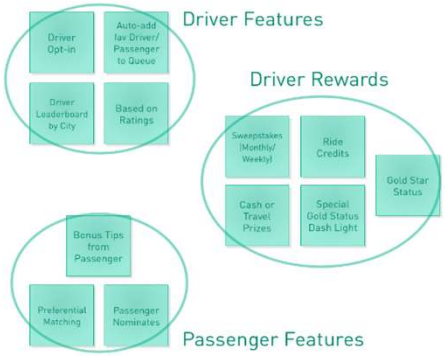
   Activity

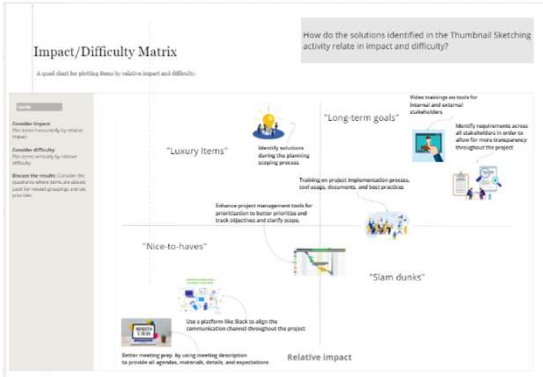
1. Affinity Clustering

   Activity

1. Next Steps and Miro examples
   a. Rose Thorn Bud
   b. Affinity Clustering
   c. Thumbnail Sketching
   d. Impact/Difficulty Matrix







Remote and Hybrid Collaboration

- **Virtual Collaboration Tools**
  - Collaborative Document Creation
    - Google Workspace
      - Docs
      - Slides
      - Sheets
  - Digital Whiteboards
    - Miro Online Whiteboard
    - Mural Collaborative Whiteboard
    - Google Jamboard

Resources

- **IDEO**
  - IDEO-U
  - IDEO.org
- **Stanford d.school**
- **LUMA Institute**
- **Design Thinking for the Greater Good by Jeanne Liedtka**
- **Final Thoughts Q&A**

Q & A

THANK YOU!