AN INTRODUCTION TO HUMAN CENTERED DESIGN

CRASH COURSE
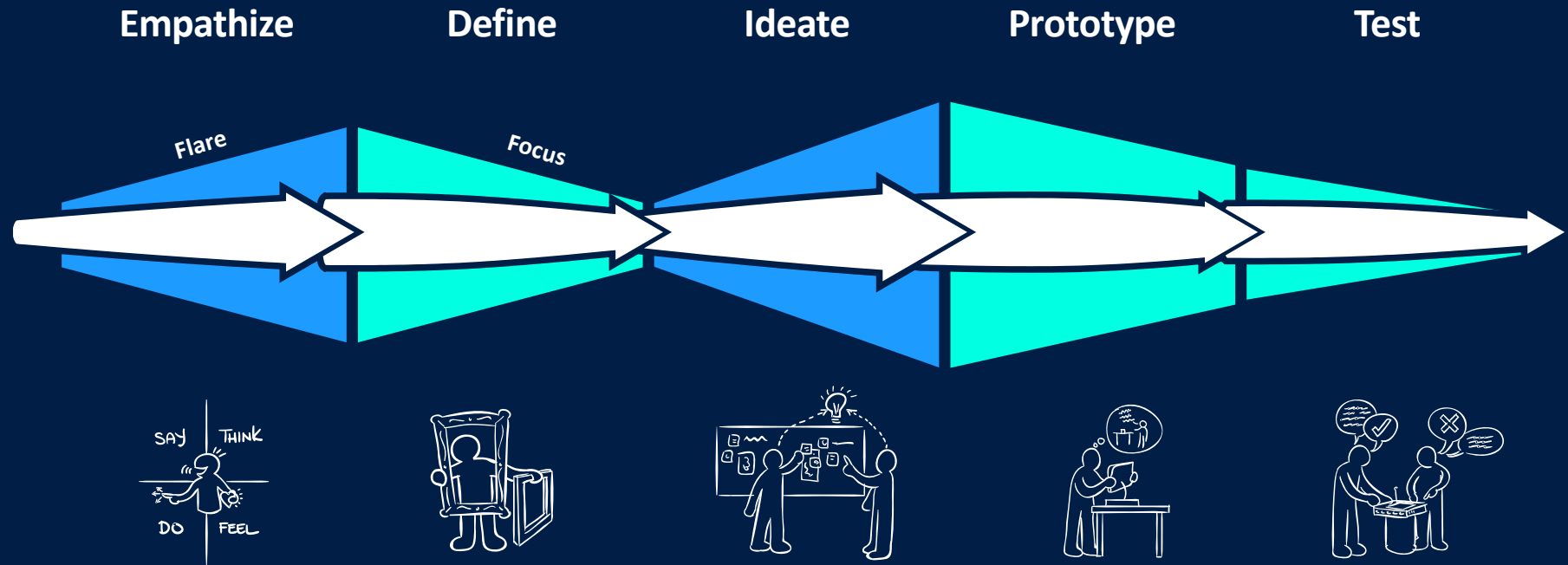
TCBAF TWIN CITIES BUSINESS ARCHITECTURE FORUM

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Further, Together

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HCD PROCESS OVERVIEW

Empathize	Define	Ideate	Prototype	Test
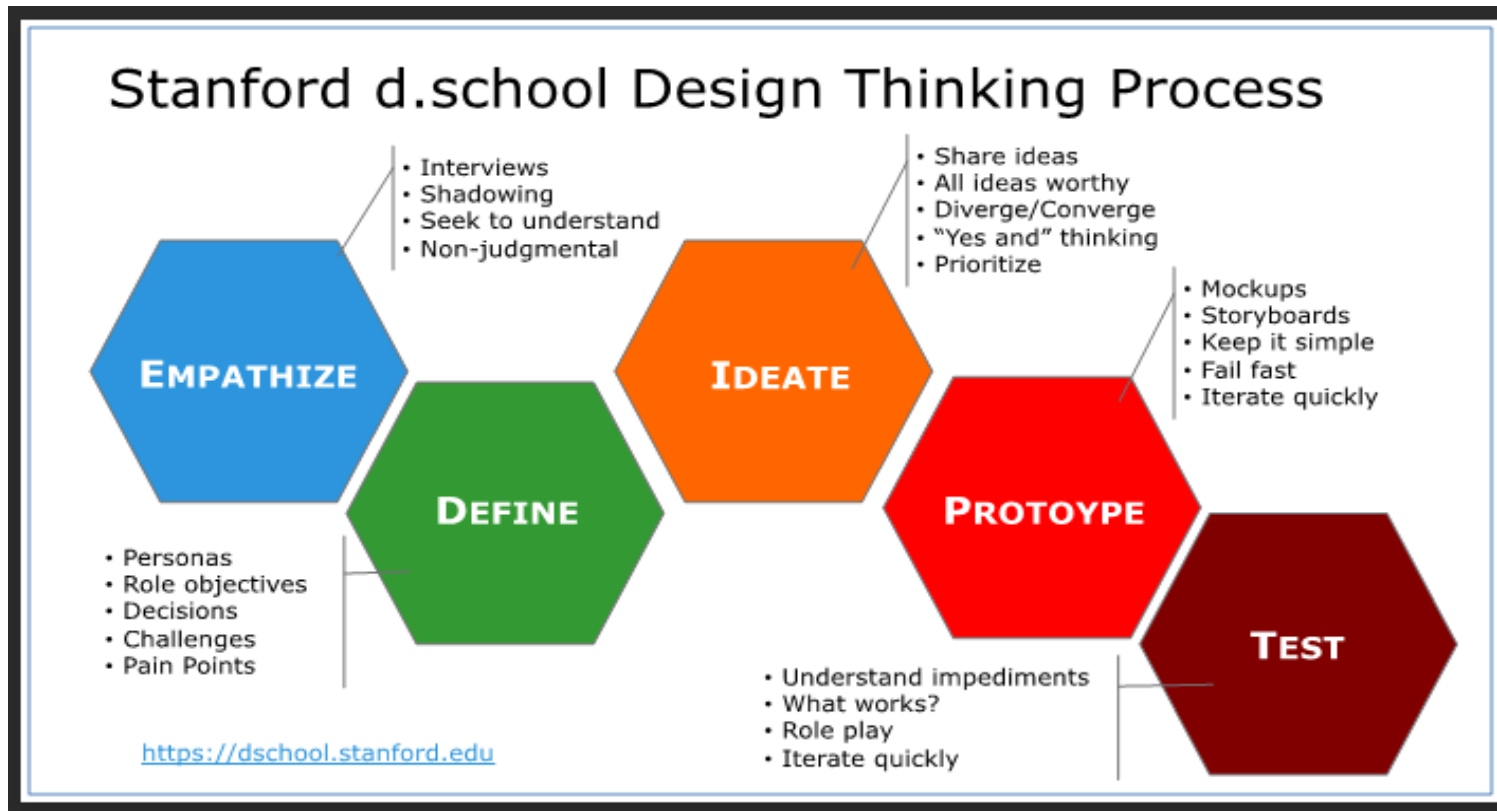
Flare

Focus

Explore Options (FLARE) **&** **Make Decisions** (FOCUS)

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HCD PROCESS OVERVIEW

ITERATIVE

Empathize   Define   Ideate   Prototype   Test

Focus

SAY   THINK
DO   FEEL
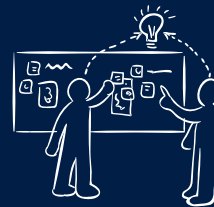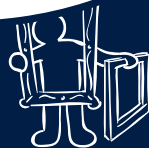
Explore Options (FLARE)   **&**   **Make Decisions** (FOCUS)

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"Could a greater miracle take place
than for us to look through each
other's eyes for an instant?"

~ Henry David Thoreau

https://www.bing.com/videos/search?q=cleveland+clinic+empahty&view=detail&mid=7A84020775566398F6CA7A84020775566398F6CA&FORM=VIRE

The new city experience

An Introduction to Design Thinking

d.

Hear a good story

Interview your partner about about his/her
<u>experiences in a new city.</u>

Your goal is to hear (at least) <u>*one good story*</u> from your partner

1 Create a quick interview guide
(with open-ended questions!)

Start individually

A. Be human: build rapport.

Introduce yourself. "How are you today?"

"Nice to meet you. Tell me about where you're from."

B. Seek stories.

"Could you tell me story about a time you . . .

(. . . travelled by yourself to a new place?)
(. . . had an unexpected adventure in a new city?)
_____ **?"**

"What would I find surprising about how you . . .

(. . . pack for a long trip?")
(. . . navigate a new city?")
_____ **?"**

" _____ **"**
        [write more of your own]

C. Talk about feelings. Dig deeper by following up.

"Why do you say that? . . . "Tell me more."

"How did you feel at that moment, when . . . happened?"

" _____ **"**
        [write more of your own]

2 min

2 Interview your partner
(just have a conversation!)

Now pair up

Interview notes:

4 min each

Go deeper into one story: remember to ask "Why?"

3 min each

d.

𝒲hat does it mean?

Gain insights by thinking of what might be the deeper
meaning behind what you heard. Have fun with it.

Your goal is to take an extreme, inspired stance.

3
Imagine the meaning
(notice something, then infer what the meaning might be)

Individual again

Imagine possibilities for the following statements:

It's interesting/surprising/telling that s/he . . .

_____

One thing that seems to be important to him/her is . . .

_____

I wonder if this means . . .
[WRITE A COUPLE POSSIBILITIES]

_____

_____

4 min

4
Create a brainstorming topic
(flip your insight into a question)

First choose a context in a city. Pick <u>one</u> of these that you think
might be able to take advantage of what you inferred (in step 3):

A MUSEUM	A SHOPPING DISTRICT OR STORE
A LOCAL RESTAURANT	A HOTEL
A TRAVEL OR TOUR AGENCY	A PUB OR BAR
THE TOURISM BOARD	A SPORTS TEAM
A NEIGHBORHOOD PARK	THE TRANSIT SYSTEM
A LOCAL UNIVERSITY	A HOST, FRIEND, OR GUIDE
A CHARITY	A FESTIVAL ORGANIZER

Then create your brainstorm topic, using this format:

How might _____
                                    CONTEXT

take advantage of

_____**?**
                CHOOSE ONE INSIGHT

*(In other words, what products/services/experiences could
they create/offer that capatalizes on your unique inference?)*

3 min

d.

New ideas!

Generate a diverse set of concepts in
response to your brainstorming questions.

Your goal is to build on the ideas of others.

5

Share your work, then brainstorm as a team
(recap one story, share one inference and your brainstorm question — then lead a brainstorm)

2 min share,
3 min brainstorm, each
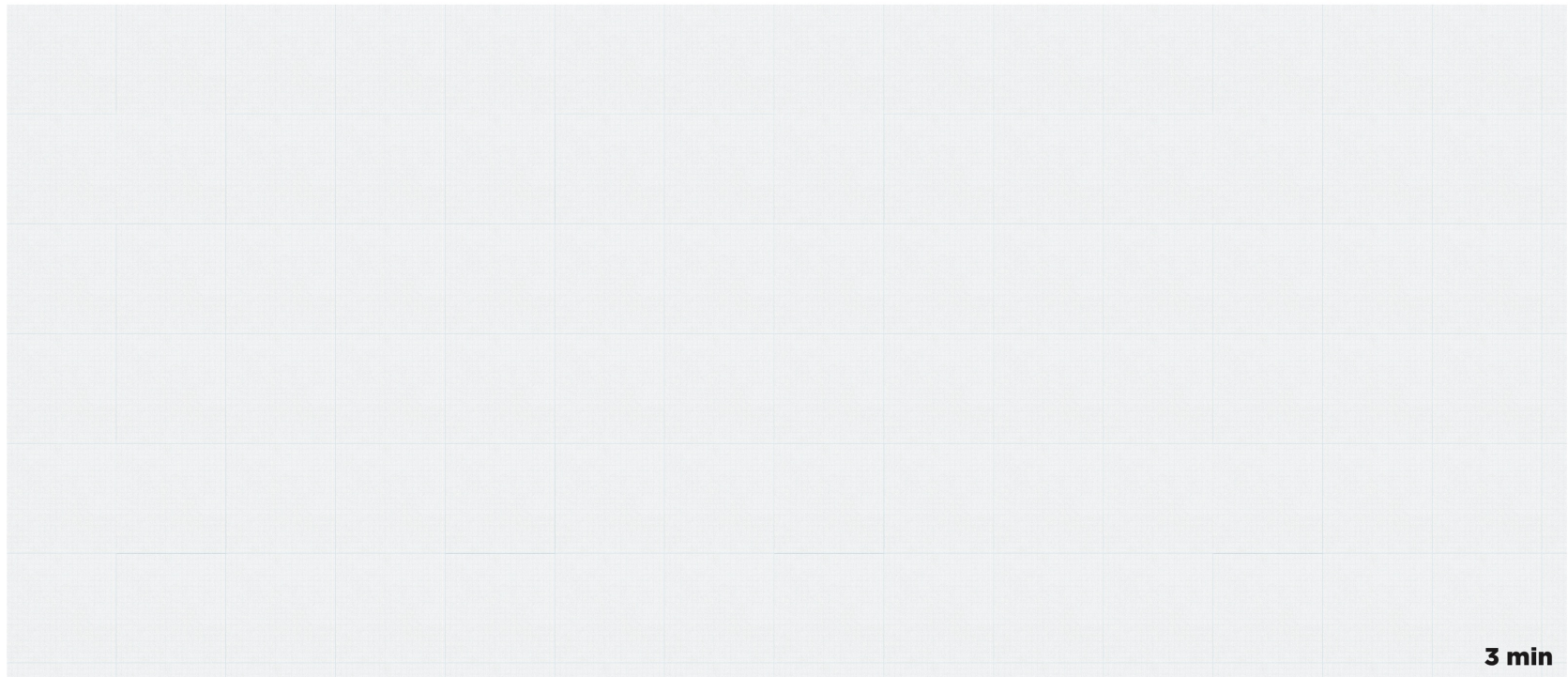
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Sketch it out

Pick an idea and stay in a generative mode
as you work out the details.

Your goal is develop the idea and make it visual.

6 **Choose one idea and flesh it out into a product or service**
(what is it? how does one use it?)

3 min

Let's get physical, physical

Let me hear your body talk.

Your goal is to test your solution by making it tangible.

7 Build your solution
(to test desirability)

➔ **7 min**

8 Test with your partner
(get feedback)

What's working?

+

What could be improved?

−

?

!

New questions

New ideas

4 min each

d.

HCD Resources

http://dschool.stanford.edu/use-our-methods/

www.ideo.com/work/human-centered-design-toolkit/

Books:
Innovation Process
- The Art of Innovation, Tom Kelley
- Change by Design, Tim Brown
- Design Thinking, Nigel Cross

Design In Your Company
- The Designful Company, Marty Neumeier
- The Design of Business, Roger Martin

Managing Innovation
- Weird Ideas That Work, Robert Sutton

Empathy
- Wired to Care, by Dev Patnaik

Sketching
- Rapid Viz, by Kurt Hanks and Larry Belliston

Space
- Make Space by Scott Witthoft and Scott Doorley

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