

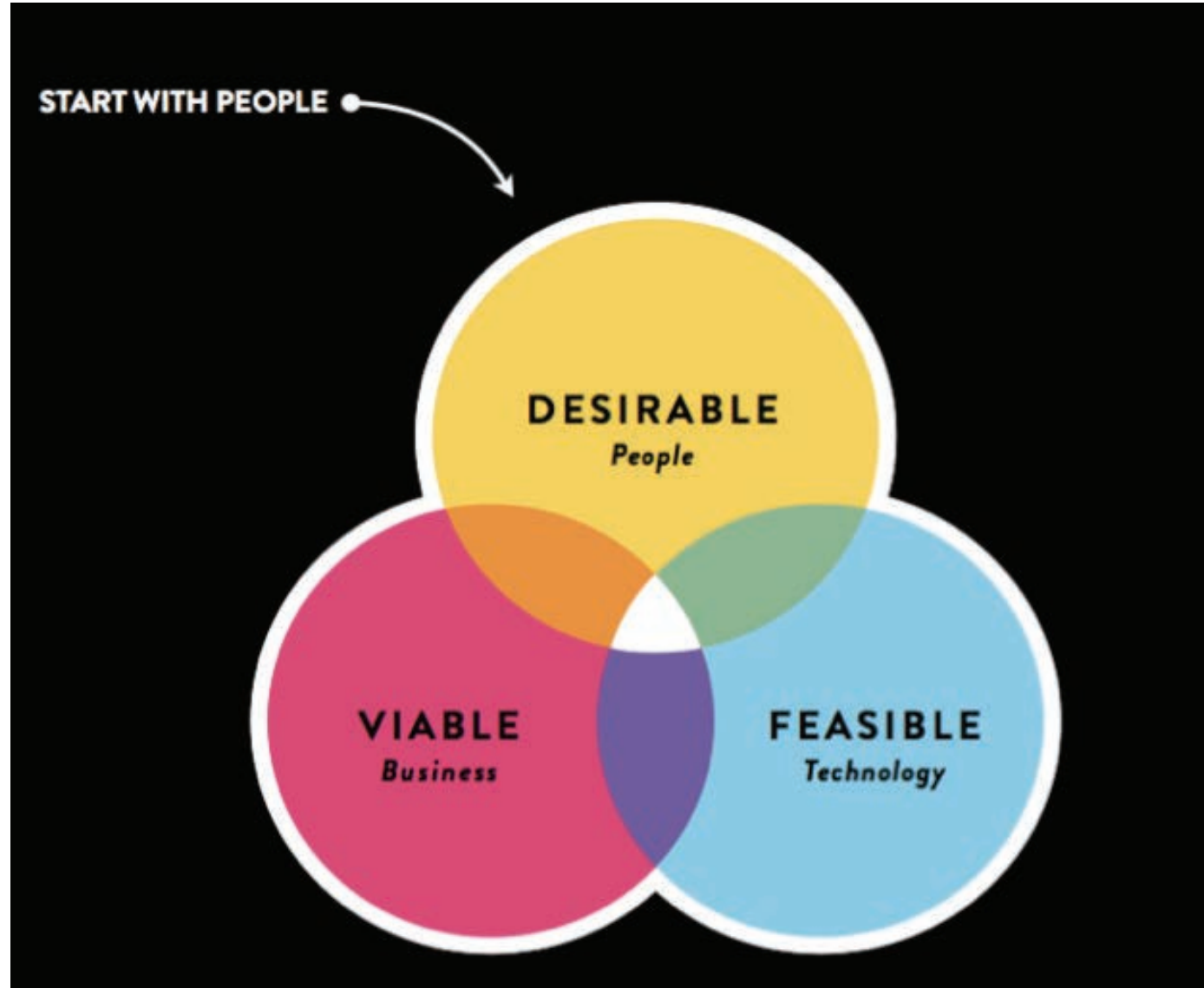
A photograph of a vibrant green rice paddy field. The foreground shows rows of young rice plants in shallow water, with their reflections visible. The middle ground is filled with more rice plants, and a small, simple hut is visible on a slight rise in the background. The sky is overcast with grey clouds, and distant mountains are visible on the horizon. The overall scene is a rural, agricultural landscape.

**Human Centered Design**  
**Virginia Hamilton**  
**SPUR June 2019**

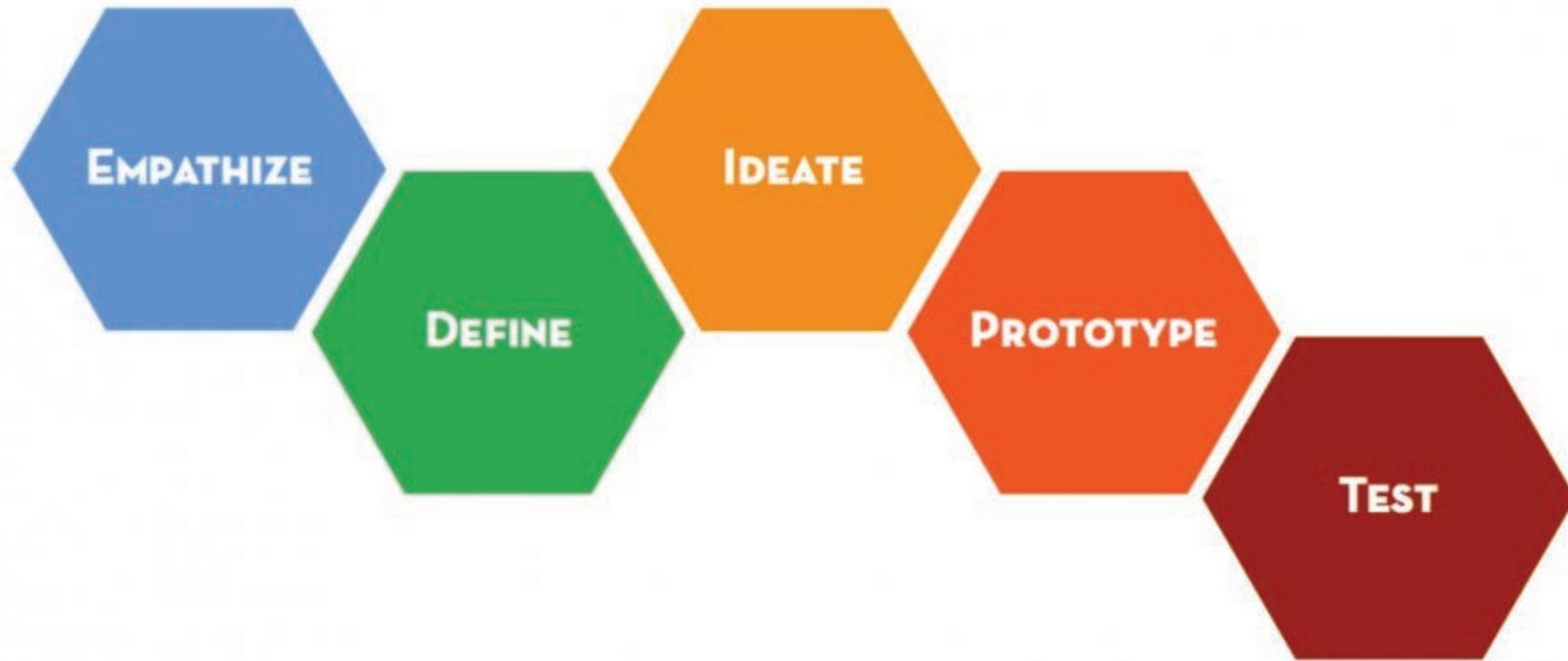


Customers don't want a product,  
a workshop or a program. They  
want to make their lives better.  
They want great experiences.

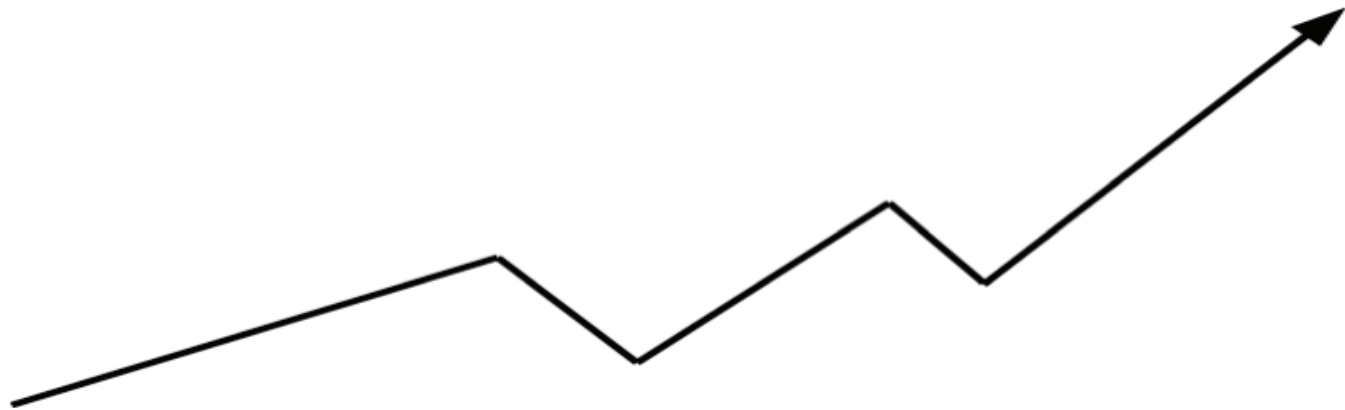
# HUMAN CENTERED DESIGN



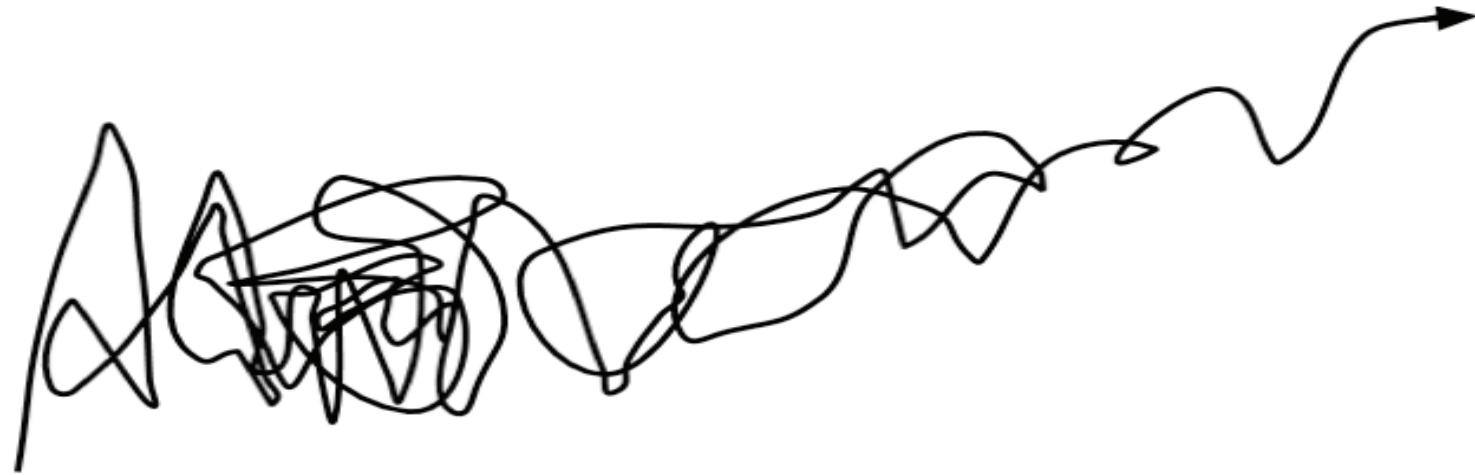




What most work is like:



What HCD is like:







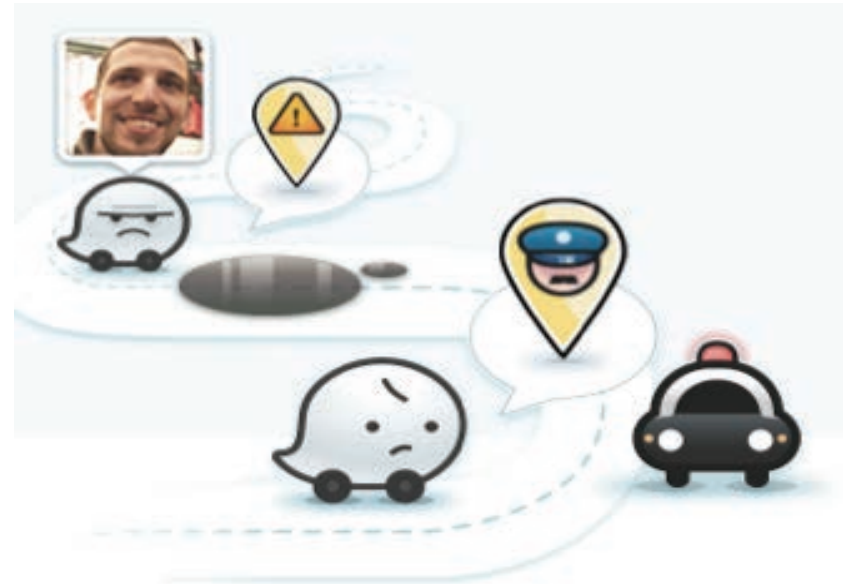
How might we...?

Assume solutions exist

Reduces commitment

Do it together

"Fall in love with the problem not the solution, and the rest will follow."



- Uri Levine, Waze cofounder

# BUILD EMPATHY WITH YOUR CUSTOMERS



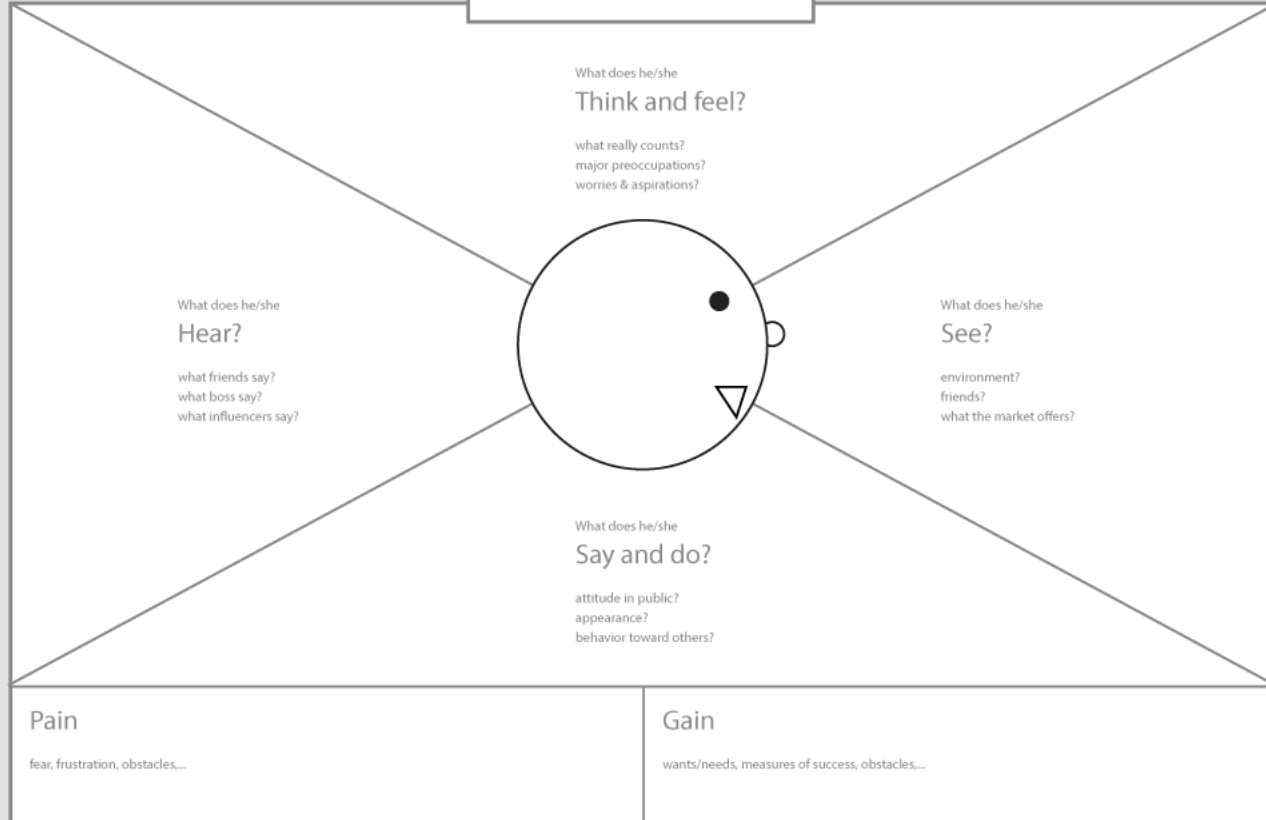




# The Empathy Map

Customer Perspective:

Designed for:	On:	How often:	How long:
Designed by:	Iteration:		



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Originally designed by: [www.xplane.com](http://www.xplane.com)

# Understand People

Through observation and interviews, we can build a picture of our users' motivations based on what they say, do, think, and feel.



<<< **OBSERVE**

**INFER** >>>

[https://www.tuzzit.com/en/canvas/empathy\\_map](https://www.tuzzit.com/en/canvas/empathy_map)

[d. School Empathy Guide](#)

# INSIGHTS

## Emotional States Matter

{EMOTIONAL STATE}

{CORE NEED}



### STALLED

Behaviors: take a break, deny, procrastinate, feel overconfident

*Inspiration*



### DISCOURAGED

Behaviors: withdraw, turn to vices, lie to friends & family

*Emotional Support*



### PANICKED

Behaviors: file for bankruptcy, accept lower jobs, sell things

*Address emergencies*



### ELATED

Behaviors: relax, rest on false hopes

*Channel momentum*



### EXPLORING

Behaviors: aimlessly apply, explore many directions, do busy work, get pregnant

*Structure and guidance*

Other emotional states: Clueless, Angry, Severe mental health problems

For example a 'finding' might look like this:

*Patients are often non-compliant, this makes their conditions worsen and GPs frustrated.*

This is valuable information to have found, but until we understand what causes the behaviour it will be difficult to design to improve the situation.

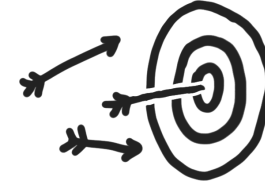
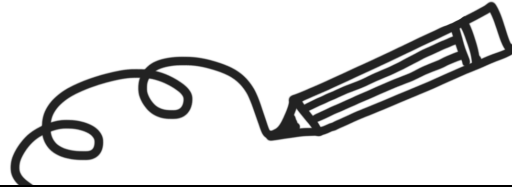
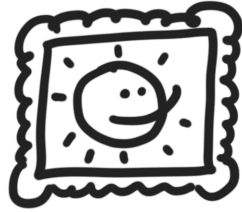
An insight looks more like this:

*Patients are so nervous during appointments that they don't listen to their doctors.*



# Design Dash

a super-fast introduction to design thinking methods & mindsets



**WAIT! DON'T OPEN THIS YET!**

**TEAM MEMBERS (3-4)**

**A NUMBER  
BETWEEN 1 & 30**

Name & Sketch	Name & Sketch	Name & Sketch	Name & Sketch	Number 1-30
---------------	---------------	---------------	---------------	-------------

**OK, NOW YOU'RE READY.**



# You're going to REDESIGN...



Circle the topic that matches the number you picked.

1. Breakfast
2. Lunch
3. Dinner
4. Exercising
5. Meeting new people
6. Keeping in touch with old friends
7. Moving to a new house/apartment
8. Celebrating your birthday
9. Sleeping
10. Listening to music
11. Waking up
12. Commuting
13. Gardening
14. Volunteering
15. Watching TV/movies
16. Planning a vacation
17. Being at the airport
18. Taking a road trip
19. Traveling in a country where you don't know the language
20. Learning a new language
21. Grocery shopping
22. Doing the laundry
23. Reading the news
24. Recycling/composting
25. Cleaning your house
26. Giving gifts
27. Exploring your own city or town
28. Preserving memories
29. Personal style/beauty routine
30. Friday night

# Get to know your TEAM



Each team member shares 3 ways they connect to this topic.

Name & Sketch

# \_\_\_\_\_  
# \_\_\_\_\_  
# \_\_\_\_\_

Name & Sketch

# \_\_\_\_\_  
# \_\_\_\_\_  
# \_\_\_\_\_

Name & Sketch

# \_\_\_\_\_  
# \_\_\_\_\_  
# \_\_\_\_\_

Name & Sketch

# \_\_\_\_\_  
# \_\_\_\_\_  
# \_\_\_\_\_



# OBSERVE a new perspective



Invite an interviewee from another group to a conversation.

Get to know your topic through someone else's eyes.

## NOTES

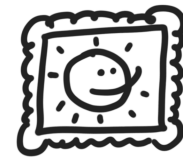
A series of ten dashed-line rectangular boxes connected by horizontal lines, arranged in a zig-zag pattern across the page. The boxes are intended for taking notes during the observation process.

### Conversation Tips

- Listen 80% of the time; talk 20% of the time.
- Look for problems, pain points, and challenges.
- If you hear something interesting, ask "why?"



# DEFINE your challenge



Use your interview to frame a human-centered design problem.

## WE TALKED TO

Draw a picture

## WE'D NICKNAME THEM

e.g. Mr Clean,  
The Queen of DIY,  
The Calendar Wizard

## THEY SAY THEY NEED TO

What do they think are  
the main problems and  
challenges?

## HERE'S WHAT WE THINK IS THE UNDERLYING PROBLEM

What do you see that  
they don't see?  
  
What's the need behind  
their need?





# DRAW an idea



Draw an idea that solves the problem you found.

## YOUR CHALLENGE

What do you see that they don't see?

What's the need behind their need?

## YOUR SOLUTION



# PROTOTYPE your idea



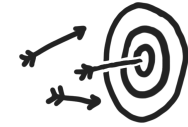
Build your idea! Make it tangible using the objects around you.

## Prototyping Tips

- Don't over-discuss! Just start building and see what happens.
- Build something people can interact with.
- You can be part of your prototype – as an actor, or as a smart object.



# TEST your prototype



Hand your prototype to your interviewee. What do they think?

Two overlapping dashed rectangular boxes for writing positive feedback. To the right is a circle containing a plus sign (+).

**WHAT WORKS (AND WHY)**

Two overlapping dashed rectangular boxes for writing negative feedback. To the left is a circle containing a minus sign (-).

**WHAT DOESN'T (AND WHY)**

**QUESTIONS WE HAVE**

Two overlapping dashed rectangular boxes for writing questions. To the right is a circle containing a question mark (?).

**NEW IDEAS**

Two overlapping dashed rectangular boxes for writing new ideas. To the left is a circle containing an exclamation mark (!). At the bottom right is a row of six circles: five white and one black.

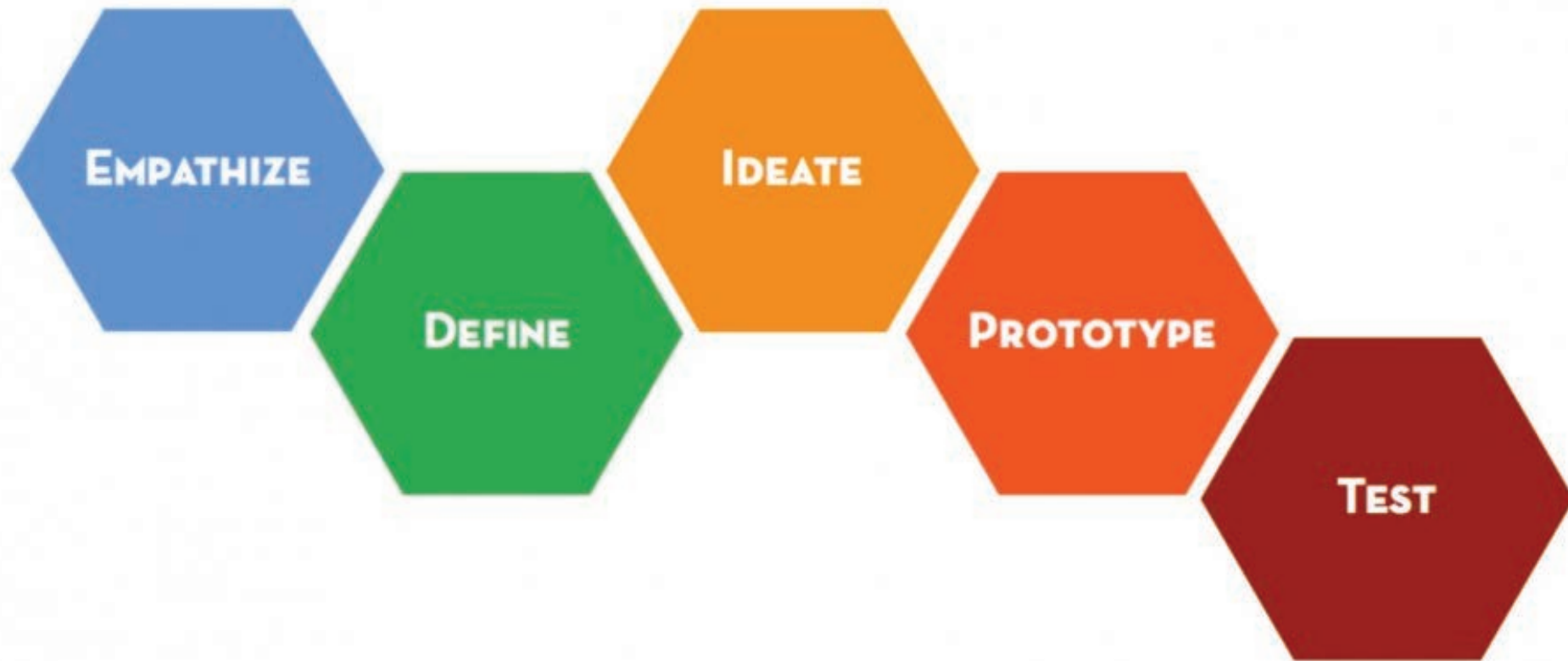
# ITERATE your prototype



Finally, improve your prototype based on the feedback you received.

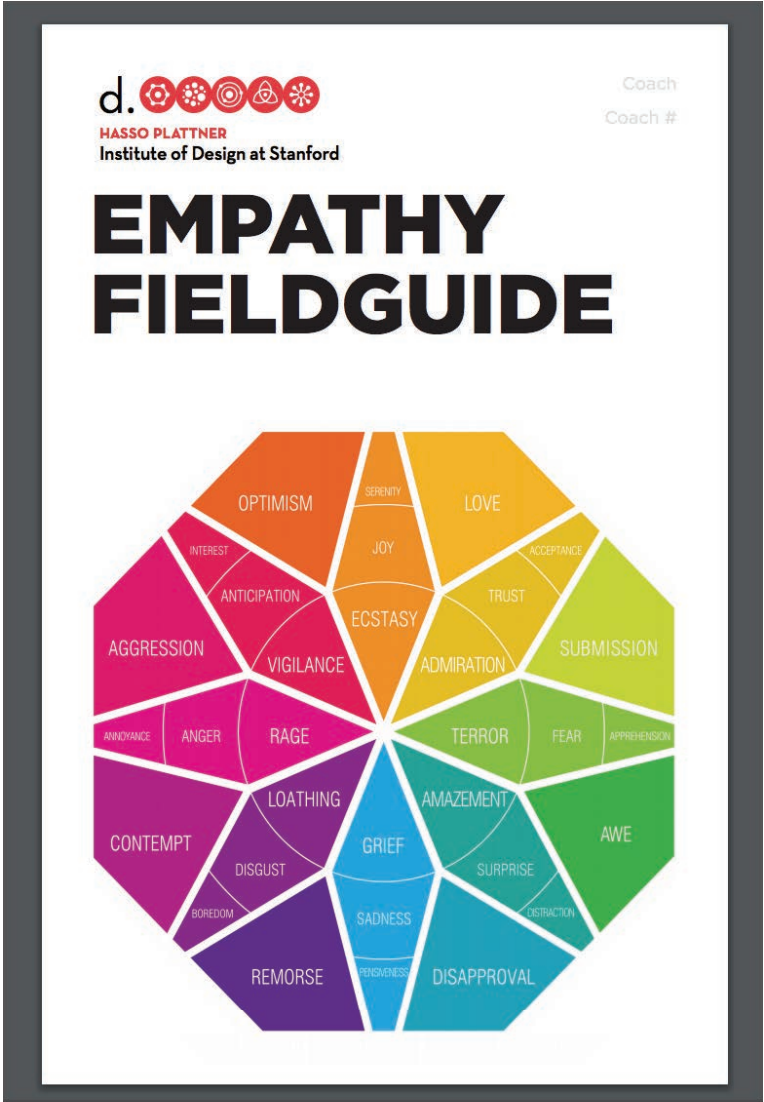
Be open to changing your assumptions about your interviewee and what they need.

# DEBRIEF DESIGN DASH





# d. School Empathy Guide



# The Field Guide to Human Centered Design

