# Human Centered Design (HCD)

an approach that focuses on fully understanding the perspectives of the people the design is for in each step of the process. Human-centered design requires a large amount of ideation, testing, learning and adjusting based on the feedback from a sample of the intended audience.[1]

Test: Show the prototype to others to see their input. Not looking for right / wrong – just feedback. Show to someone who cares, listen deeply to feedback taking good notes. Test early and often. You WANT to get more things wrong than right. Have testers interact with the prototype. **Tool: Feedback Grid** What do you like? What don't you like? What new ideas did this test bring to mind?

Define: Where do we focus? What problem are we trying to solve? Use questions and empathy to define the problem and what success might look
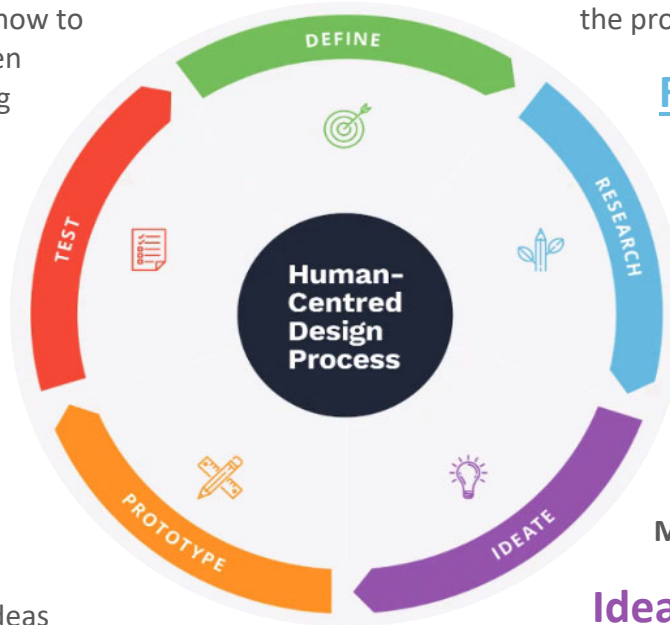
Research: Are the problems a symptom or the root cause? Ground the solutions in the real needs of the end users. Minimize misleading assumptions. Aim for open-ended answers with no leading questions, finished with "Anything else to add?" Observing people gives more accurate info Than survey answers. **Tools: Empathy Map & Stakeholder Analysis**

Human-Centred Design Process

DEFINE · RESEARCH · IDEATE · PROTOTYPE · TEST

Prototype: Select ideas that have the best shot of answering the question. Build on them, embodying the decision so you can talk about it and make a rough design (the rougher, the more feedback) Share the rough sketch - something to be improved upon, not to impress people. Get the idea out of your head and onto paper so others can SEE it and understand it.

Ideate: *"How might we..."* What are the many ways that we could solve this issue? **Start Solo** before sharing ideas. Use blue sky thinking with no wrong answers. Aim for more than 12 solutions. Think "Big Fish": Catch a lot of fish first, then throw back the little ones. It's a numbers game. Concentrate on **quantity** and the quality will take care of itself.
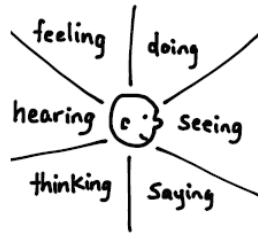
When Researching

- Be present
- Listen deeply
- Be genuinely curious
- Embrace ALL responses
- Defer judgement

Remember, the Answers Lie Within our Stakeholders!

"Group Ideation"

blue sky

go big

start solo

defer judgement

question assumptions

combine ideas

extend ideas

debate

quantity

not quality

empathy map

Who does your project serve or affect? Create empathy maps about hypothetical users or customers to focus on their experience of the project.

This sport can be played solo or with a team. You need a big sheet of paper and a marker. Allow yourselves 30 minutes for each empathy map.

1. Draw a cartoon face in the middle of the page and draw lines radiating out from the face to divide the page into six areas. Label the areas: Seeing, Saying, Doing, Thinking, Hearing, Feeling

2. Choose a name, sex and age for this person. Do they have a job, a family or something else distinctive about their daily life? Jot these down on the edge of the map.

3. Put yourself in that person's shoes and think about their experience of your project. When they approach it, what are they seeing? Saying? Answer all six questions on the map in as much detail as you can imagine.

4. After you've drawn your empathy map, list three things that person wants, and three obstacles to those desires.

You may have developed personas before. An empathy map is similar to personas, but you spend less time describing traits of the hypothetical users, and more time digging into how the project looks and feels from their viewpoint... and what you can extrapolate about their wants and needs.

Developing empathy maps for varied and contrasting hypothetical users can really round out your understanding of user experience. When you can, invite real live stakeholders to complete first-person empathy maps!

Developing and consulting an empathy map helps your team to consider the many forces around your users and customers that affect their experiences. Post the empathy maps where the team can see them daily. Check in from time to time: How would this feature of the project look to "Karen"? What would "Kareem" say about this change? What else will "Karl" be doing when he uses this?
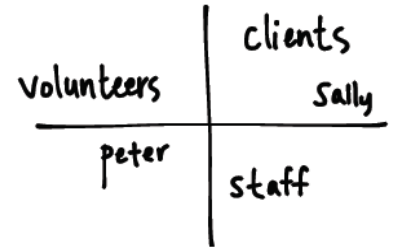
The God Father of Empathy Maps is Scott Matthews

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stakeholder analysis

Every project decision you make should take your stakeholders into account. Your team will make better decisions if they're based on consensus about which stakeholders are your highest priorities, and why.

This is a team sport. Give yourselves 60 minutes.

1. Using the Brainstorm card, generate a list of stakeholders. When you think about your project, ask the question, "Who cares?" Those are your stakeholders, whether they're inside your organization, on your client list, in the local community or beyond. You don't need names. Jot down their roles or titles, perhaps with the organizations they represent.

2. Using a Power/Interest Matrix, prioritize your stakeholders according to who has decision-making power and who is directly affected by the problem. Plot each person on the matrix, removing duplicates as you move through the list.

Learn from your High-Interest stakeholders and keep them informed. They are your first and best resource. As Carvell Wallace says, "A problem is best solved by the people who have it." Manage the High-Power stakeholders: What do they need to know in order to make well-informed decisions?

Tell us what you think.

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