Workshop on Human-Centered Design Methodology and Tools

January 15: Launch Session
Copy of presentation for students

2020 Global Social Innovation Lab

Promoting Equity, Diversity, and Inclusion in Global Development for Greater Impact

Presented by:

Chevron

GEORGETOWN UNIVERSITY
School of Foreign Service
Global Human Development Program

beeckcenter
social impact + innovation

NET IMPACT
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WILD NETWORK
Women Innovators & Leaders Network

Agenda

- Introduction to Human-Centered Design
  - What it is and the steps
  - HCD in Action - Guest Speaker
- Step 1: Empathize
  - Conducting User Interviews
  - Team Activity: Interview Preparation
- Deliverables for Saturday, January 25

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Hypothesis Structure

We want _____(persona name, descriptor)_____

to _____(most important action/behavior)_____,

so that... _____(the impact/ resulted change)_____.

Human-Centered Design

Our GSIL Design Process

Sun AM, Jan 26
Prepare your pitch

Sun PM, Jan 26

Pitch your solution and prototype to a panel of judges at the GSIL Pitch Competition

Sat PM - Sun AM, Jan 25- 26

Test prototype with users and review results

Sat. AM & PM, Jan 25

Learn about prototyping

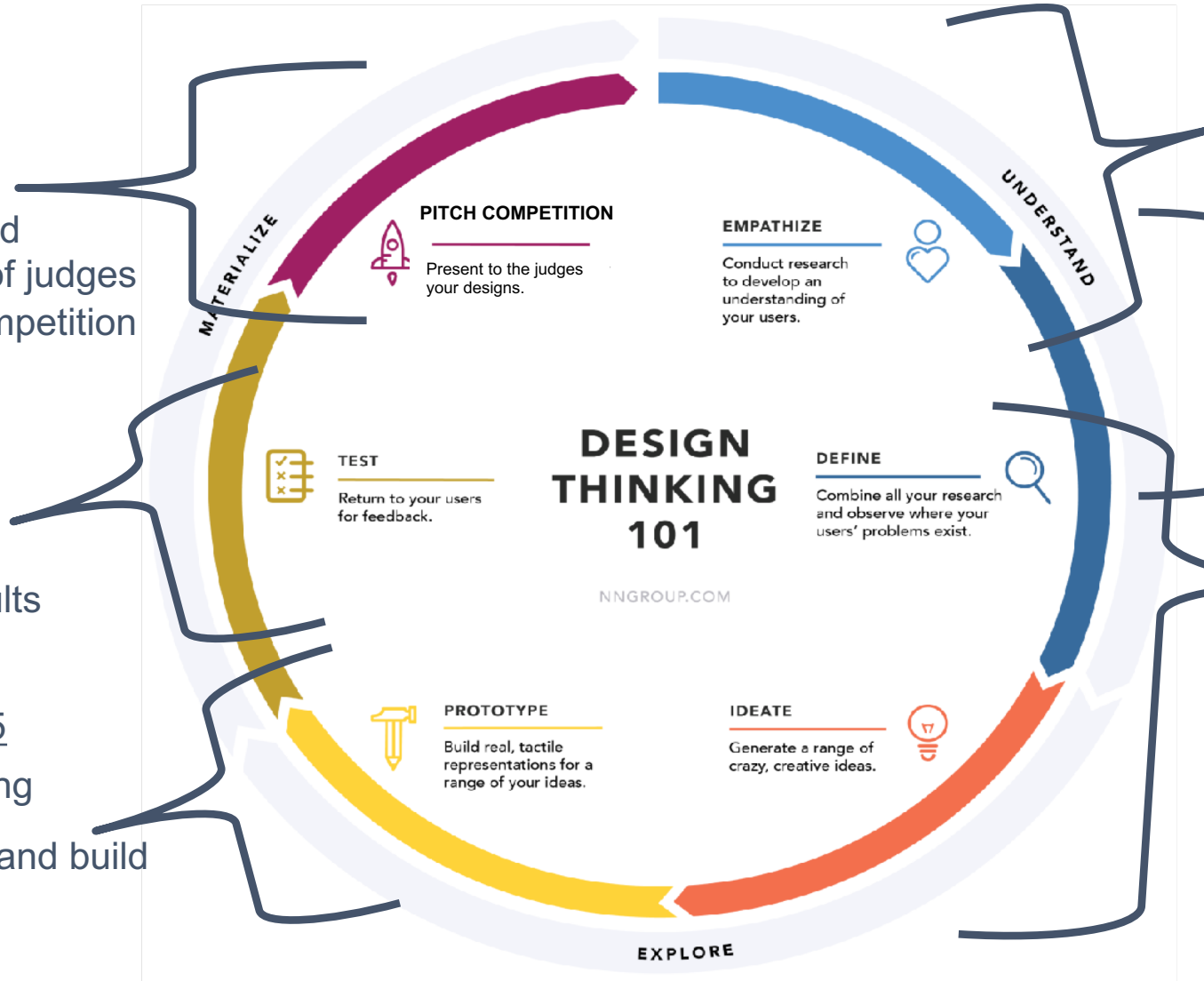Visit the Maker's Lab and build prototype

Wed PM, Jan 15
Learn about conducting interviews and other methods to understand the user.

Between now - Sat. Jan 25.
Conduct minimum 10 User interviews & prepare a 2 min. presentation on your findings.

Sat AM, Jan 25
Synthesize your findings about user needs and ideate solutions

PITCH COMPETITION
Present to the judges your designs.

EMPATHIZE
Conduct research to develop an understanding of your users.

UNDERSTAND

MATERIALIZE

TEST
Return to your users for feedback.

DESIGN THINKING 101

NNGROUP.COM

DEFINE
Combine all your research and observe where your users' problems exist.

PROTOTYPE
Build real, tactile representations for a range of your ideas.

IDEATE
Generate a range of crazy, creative ideas.

EXPLORE

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Example from a longer GU HCD class

GSIL: Pitch Competition (Process & Solution) on Afternoon of Sunday, Jan 26th
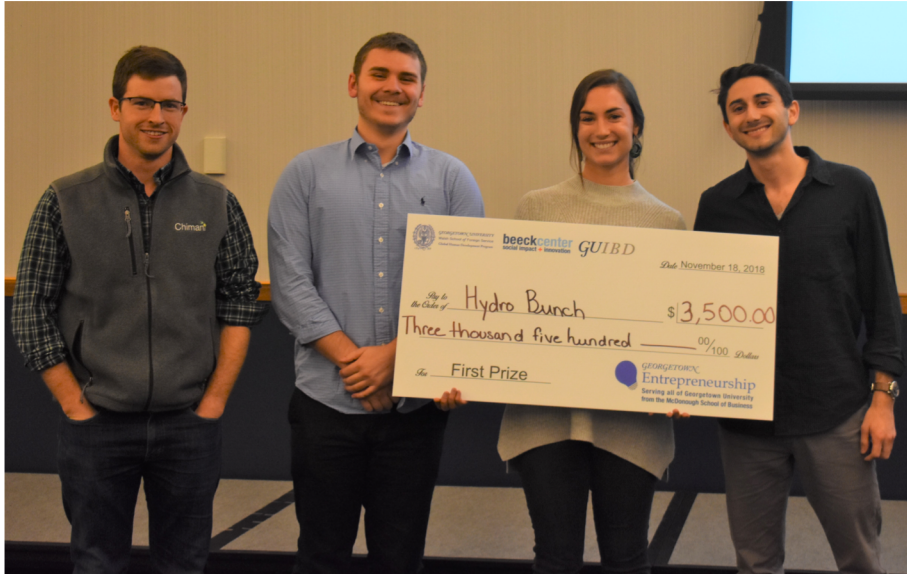
- 5-minute pitch + 3 minutes of Q&A with judges
- Leverage the slide you use for your Saturday presentation about user findings
- Show your prototype, either physical or other version of it

Step 1: Empathize: Understand the User
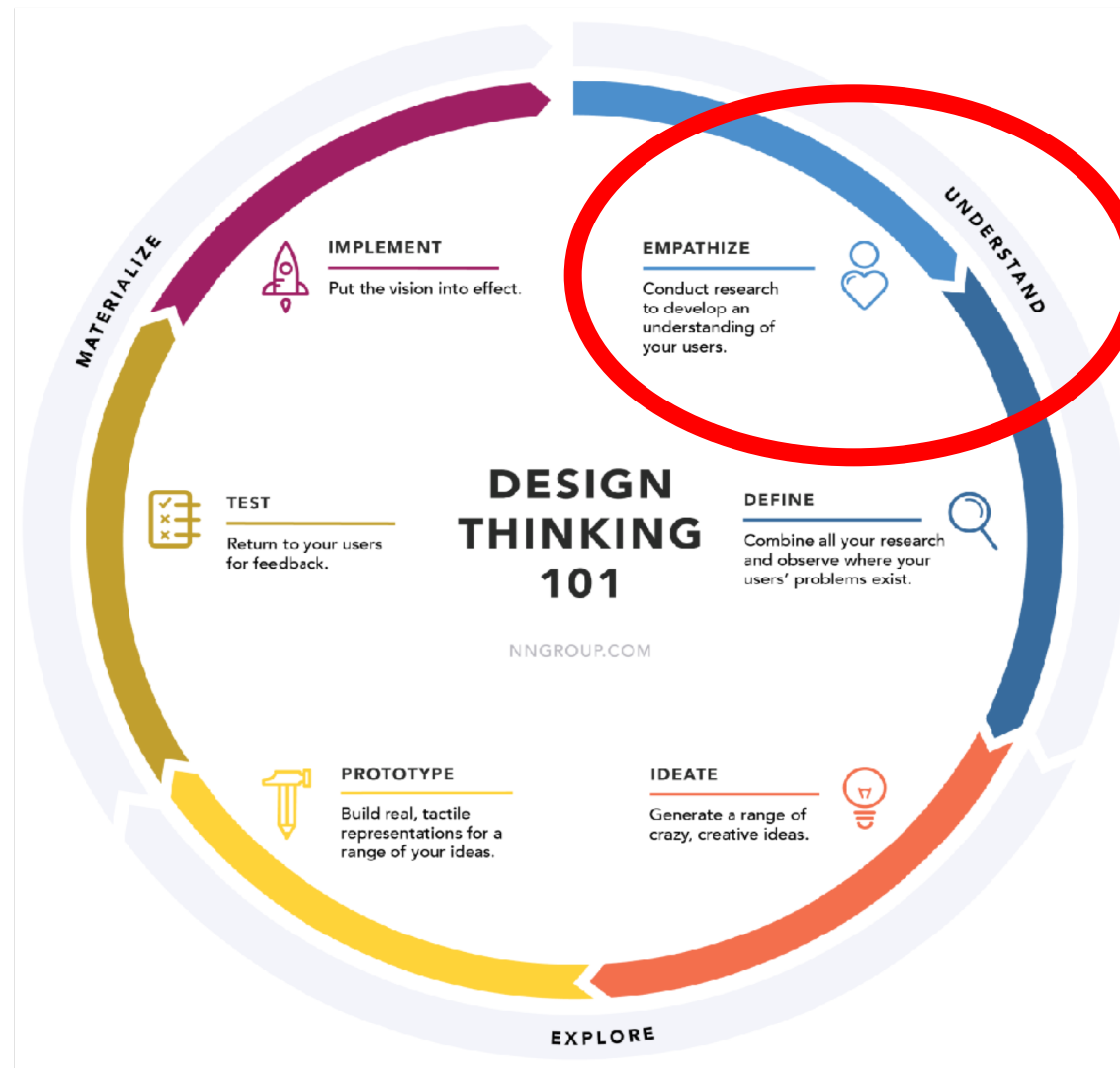
RESEARCH

WHERE TO LOOK FOR INSPIRATION

People

Experts

Immersion

Analogous Inspiration

WHO TO LEARN FROM

Extremes and Mainstreams

Designing a solution that will work for everyone means talking to both extreme users and those squarely in the middle of your target audience.

WHAT TO CONSIDER AS YOU LEARN

Understanding the Whole Person Listen for clues that point to a person's values, needs, desires, and aspirations. How do they spend their time and/or money? Remember that they are the experts on their own lives. Just listen and learn.

Understanding Context

Engaging people in their homes or natural surroundings gives us a better understanding of who they are, where they come

from, and what challenges, work-arounds,

and opportunities they face every day.

LET'S TAKE A LOOK AT A
TRADITIONAL INTERVIEWING APPROACH

—

ASK YOUR NEIGHBOR:

"WHAT GETS IN THE WAY OF YOU BEING HEALTHY?"

NOW, DIG DEEPER WITH THESE TECHNIQUES

5 Whys

Q: What gets in the way of you being healthy?

A: I don't have enough time.

Q1: Why?

A: With work and family, it's not a priority.

Q2: Why is it not a priority?

A: Because it doesn't feel urgent like other things.

Q3: Why do those other things seems more urgent?

A: They're the things that are in my face each day and easy to see.

Draw It

"Draw a picture of what makes you feel healthy on the top of the paper, and draw what makes you feel unhealthy on the bottom. Tell me about what you drew."
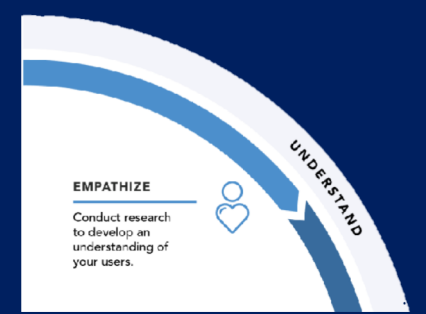
Show Me

"Can you show me something that makes you feel healthy or unhealthy? Tell me about it."

Tell a Story

"Tell me about a time when you felt really supported or unsupported in being healthy."
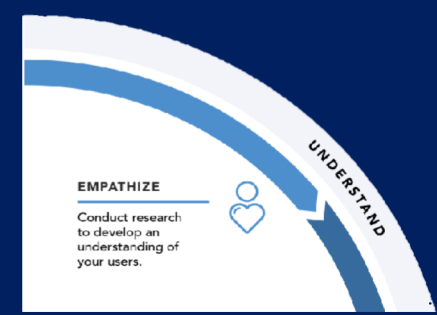
Prepare Your Script

Welcome Explain backstory	
Empathy Let them know that this interview is about them and their stories and problems	
Questions for understanding the problem Start with generic inquiries, then make in-depth inquiries go deep. Ask lots of questions and follow leads – use the "5 Whys." Aim to understand the user experience, including everyday life. Utilize *Draw It*; *Show Me*; and *Tell a Story*.	
Existing Alternatives How is the user solving it now? Use the "5 Whys;" *Draw It*; *Show Me*; and *Tell a Story*.	
Who Else? Ask for referrals of others who may have similar problems	
Ask for Permission to Circle Back If strategic, ask for permission to circle back to share ideas for solutions.	

Tips for Success

- Use open-ended questions

- Prompt them to tell a story

- Dive deeper!

- Be flexible

- Listen for patterns of behavior

- Look for common themes

EMPATHIZE
Conduct research to develop an understanding of your users.

UNDERSTAND

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Worksheet: Capture Findings

Goals and Wishes

- What is this person trying to achieve?
- Tip: think about emotional and physical needs

Insights

- New learnings about your user's feelings and motivations.
- We'll want to leverage these when we ideate!

Team Activity: Preparation Before We Start Our Interviews

Produce a draft of these four elements:

1. Hypothesis

2. Context
   - Key take-aways and useful examples of solutions others have implemented
   - From your own experience & secondary research

3. Interview List
   - 10 people for members of your team to interview over the next 1.5 weeks

4. Interview Script and Questions

We want _____(user, descriptor)_____

to ___(most important action/ behavior) _____,

so that... ___(the impact/ resulted change)__.

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Next Week's Deliverable

We'll meet next on Sat. Jan 25

Each Team should have completed:

- 10 user interviews
- Outlined users goals and wishes and interesting insights you discovered for <u>each interview</u>
- Slide deck that captures this information (Template provided)
- Send slide deck to Briana Butler (Bb11055) and Ina Ajazi (Ia352) by Friday, Jan 24 at 5pm

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