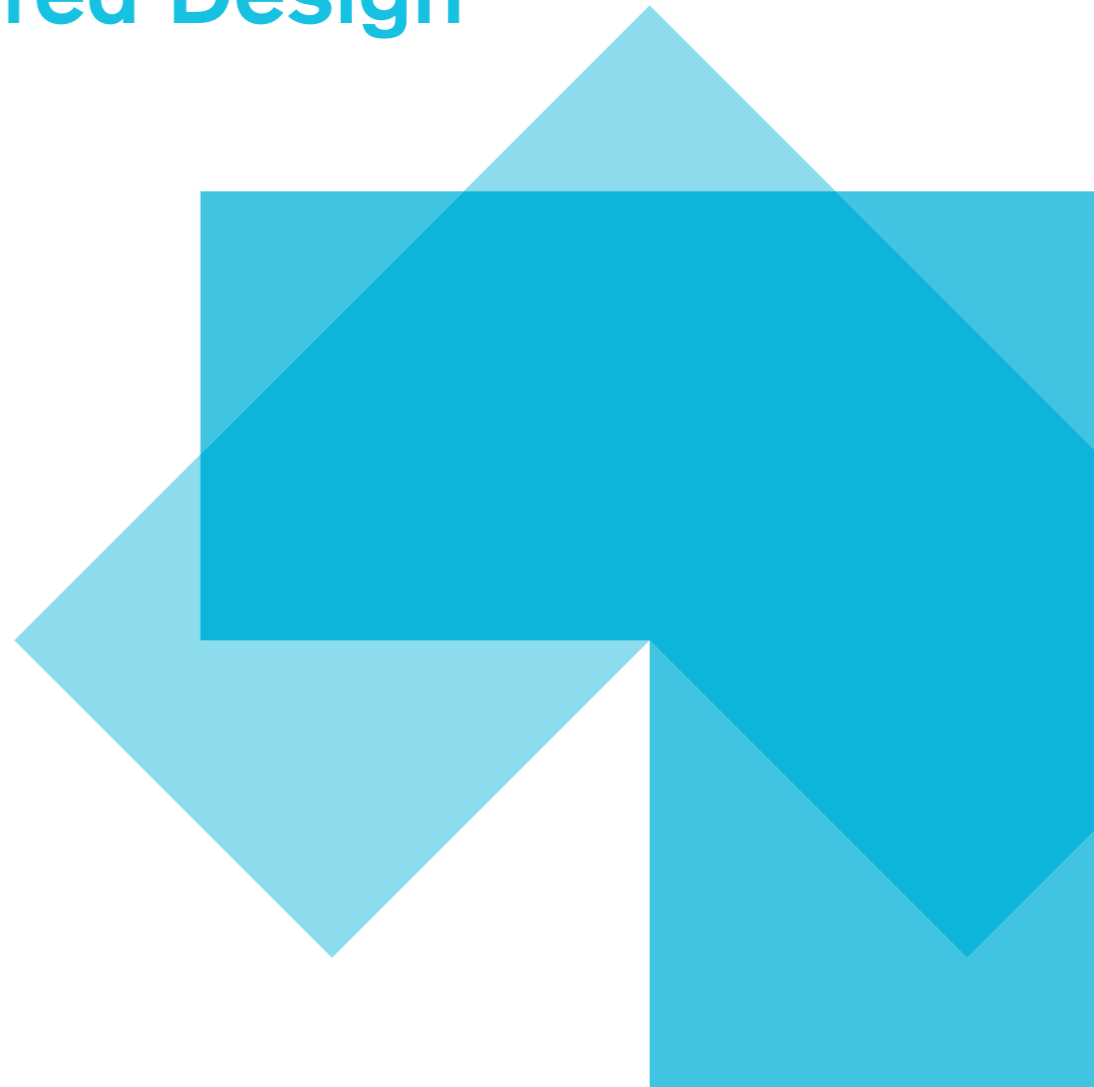# Improving Impact
A Crash Course in Human-Centered Design

Government IT Symposium

December 12, 2019

azul seven | Certified B Corporation

Hello!

We're Abby and Kristina from Azul Seven, a Human-Centered Design consultancy.

Why Human-Centered Design?

It's simple, really.

We design better outcomes, products, and services when we **put humans first**.

But what is Human-Centered Design?

A collection of design frameworks that have evolved using a human-centered approach.

Frameworks like:

Lean Startup
Behavior Design
Design Thinking

Today, we're focused on Design Thinking.

What is Design Thinking?

A process framework that has evolved over the last 20+ years to help teach and implement Human-Centered Design.

Design Thinking has been called:

"A methodology for innovation that combines creative and analytical approaches and **requires collaboration across disciplines**."

"A **problem-finding** process."

"A methodology to **unlock teams' creative confidence**."

Foundations of Design Thinking

The Design Thinking framework is based on:

Observing people's real needs
Reframing problems
Prototyping solutions in the simplest way possible

Design Thinking allows teams to quickly test ideas and pivot based on what they learn from users—a huge advantage before investing significant time or money.

How big is the advantage for those using Design Thinking?

Pretty big, as it turns out:

Over the last 10 years, design-led companies (those using human-centered processes) have outperformed the general S&P by over **200%**.

Source: DMI Design Value Index

Who can use Design Thinking?

Anyone. Really!

Design Thinking isn't just for those in traditional "creative" roles or large, well-funded corporations.

If you solve problems, create solutions, or innovate in any way—Design Thinking is for you.

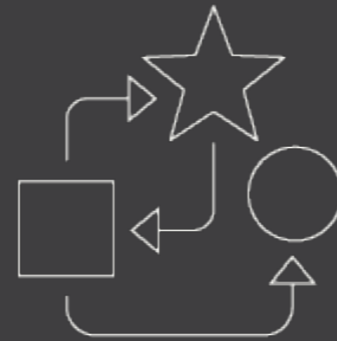# How does Design Thinking work?

d.mindsets

focus on
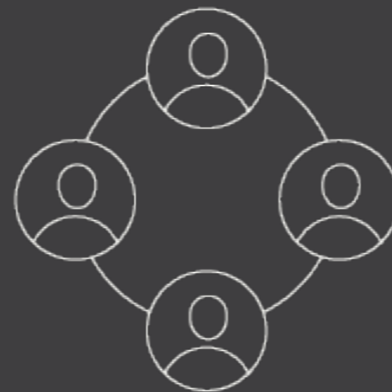human values

show,
don't tell

embrace
experimentation

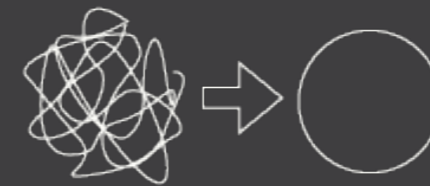be mindful
of process

bias
toward action

radical
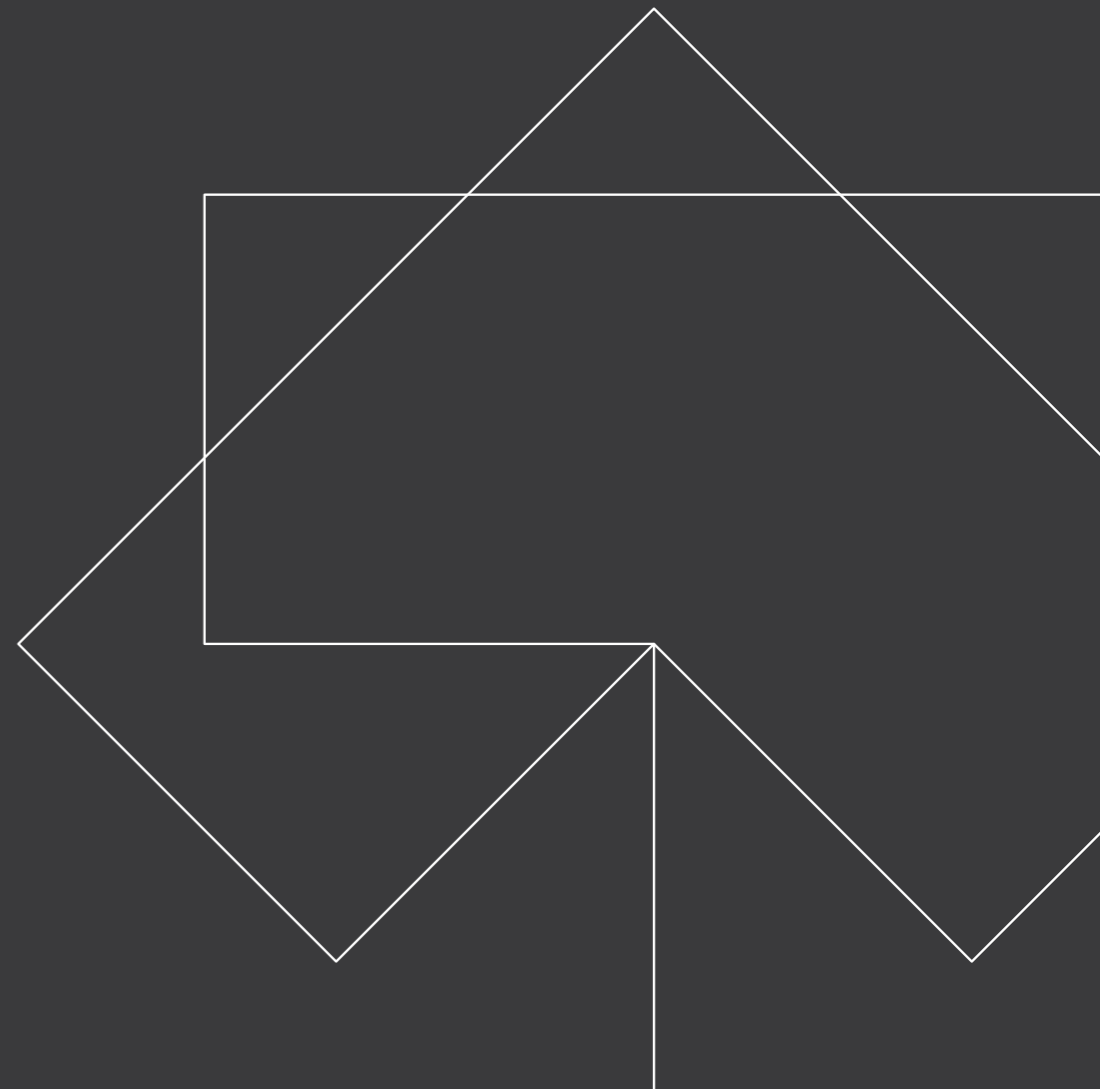collaboration

craft
clarity

1   **Empathize**

2   **Define**

3   **Ideate**

4   **Prototype**

5   **Test**

Flare

Focus

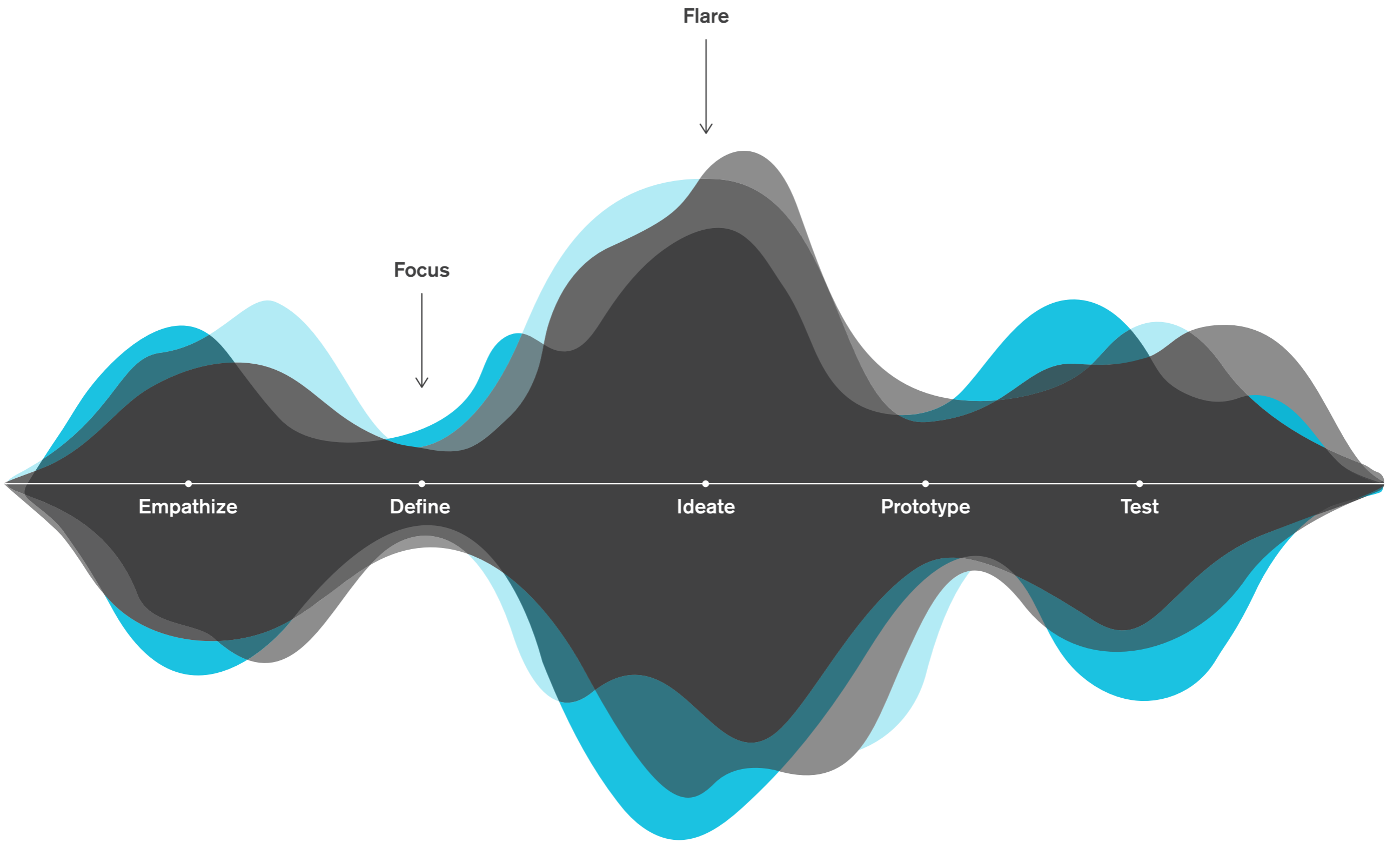Empathize   Define   Ideate   Prototype   Test

Quick Tips for Design Thinkers

Empathize With Customers

Uncover unmet needs, understand user motivations.

- Ask open-ended questions—seek stories, details, emotion

- Observe: interactions, body language, workarounds

- Ask WHY!

Define the Problem

Identify the right problem to solve.

- Unpack your interviews—what did you learn?

- Look for themes or surprising problems

- Create a problem statement to help you focus your effort:

  - Who is your customer or user? Describe them.

  - What do they need? (No solutions yet!)

  - Why do they need it? Insights that support their need

Ideate a Solution

Brainstorm creative solutions as a team.

- Be imaginative! No self-editing or critique of others' ideas.

- Build on your ideas and the ideas of others

- Go for quantity—the more ideas, the better!

Prototype Your Concept

Bring an idea to life quickly.

- Keep it simple and low-cost

- Focus on key aspects of the product or experience first

- Don't get ready, get started!

Test Your Prototype

Gather more empathy; this time with a prop!

- Don't sell your idea. Listen more than you speak.

- Capture feedback and answer questions with questions:

  "what do you think it should do?"

- Ideas aren't precious. Be open to change based on feedback!

Let's give it a try!

Design Thinking in One Hour

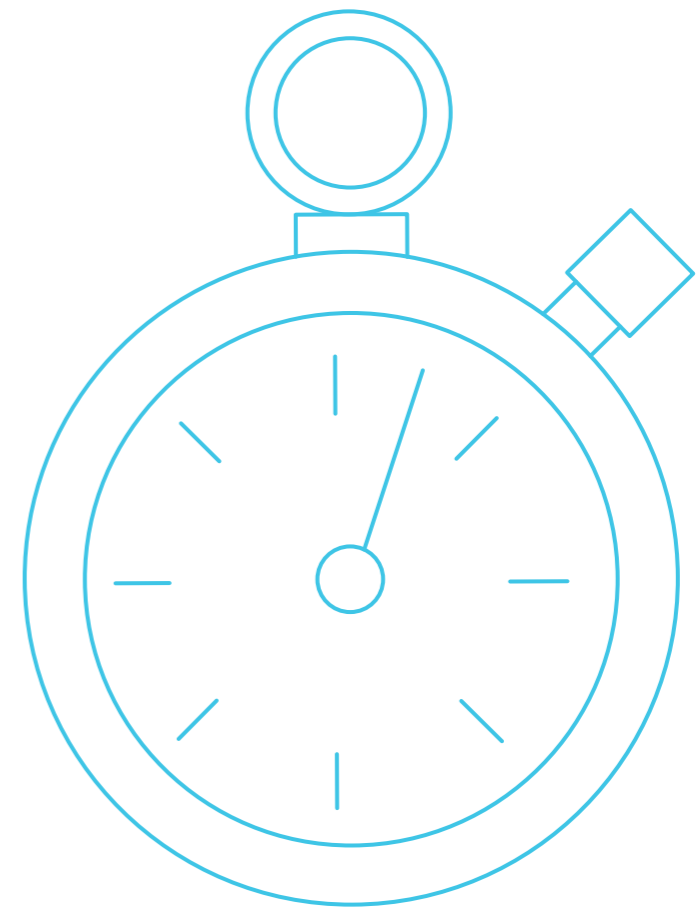**Get Ready**

It's go time! Find a partner.

Listen Carefully

This is a timed activity, and we'll go through it page-by-page with you.

Speak Up

Raise your hand if you need help at any point.

Don't Stress

We're all learning here. Don't worry if you get it wrong (or don't get it at all)!

So, now what?

Take it Home

Create a plan for using Design Thinking at work!

- Start small—pick one project or a piece of the framework to try

- Look for quick wins that will help you provide value to your team

- Get started right away, so you can utilize what you learned and did today (it's all about practice!)

- Go online for additional resources (check out the Stanford d.school Design Thinking Bootleg)

If you only take one thing away today, make it a commitment to **gaining empathy** for those you serve.

Your solutions will be better for it, we promise!

Thank you!

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