Recentering Community

Human-Centered Design as an Innovative Approach to Community Development

Workshop Workbook

VANDERBILT
UNIVERSITY®

Catholic Charities
of Tennessee, Inc.

ACTS OF LOVE,
GOODWILL
AND KINDNESS

Human-Centered Design

Process

Empathize

Define

Ideate

Prototype

Test

a repeatable, human-centered method for creative problem solving and innovation

PLANNING THE INTERVIEW

Write three questions that you may use in an initial interview with a client to better understand the client's experience of the problem or topic.

1.

2.

3.

Share your questions with your group.

Select one question from your group's collection to ask to your end user group.

NOTES ON THE INTERVIEW

DEFINE
FRAME YOUR DESIGN CHALLENGE

What is the challenge you are trying to address?

Who is your target population?

What insight will your team focus on from the interview?

State the ultimate impact you're trying to have:

What are some key contextual factors or constraints that you're facing?

Design Question formula:

How might we + _challenge you are trying to address_ + _insight from the interview_ + for + _target population_ + _ultimate impact?_

ex. How might we redesign the shopping cart to more maneuverable for busy shoppers who need to save time at the grocery store?

Your Group's Design Question:

IDEATE
BRAINSTORM RULES

1 **Defer judgement.** You never know where a good idea is going to come from. The key is to make everyone feel like they can say the idea on their mind and allow others to build on it.

2 **Encourage wild ideas.** Wild ideas can often give rise to creative leaps. When devising ideas that are wacky or out there, we tend to imagine what we want without the constraints of technology or materials.

3 **Build on the ideas of others.** Being positive and building on the ideas of others take some skill. In conversation, we try to use "yes, and..." instead of "but."

4 **Stay focused on the topic.** Try to keep the discussion on target, otherwise you may diverge beyond the scope of your design question.

5 **One conversation at a time.** Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention.

6 **Be visual.** Jot down ideas on Post-It notes, sketch a concept on scratch paper, design a flow chart, act out your idea - whatever sparks your creativity and helps you to communicate your thoughts!

7 **Go for quantity.** Aim for as many new ideas as possible. In a good session, up to 100 ideas are generated in 60 minutes. Crank out the ideas quickly and build upon the best ones.

CATEGORIZE YOUR IDEAS!

Categorize your ideas as a group!

Select which category you think is most appropriate to focus on moving into the prototype phase!

THEME 1

THEME 2

THEME 3
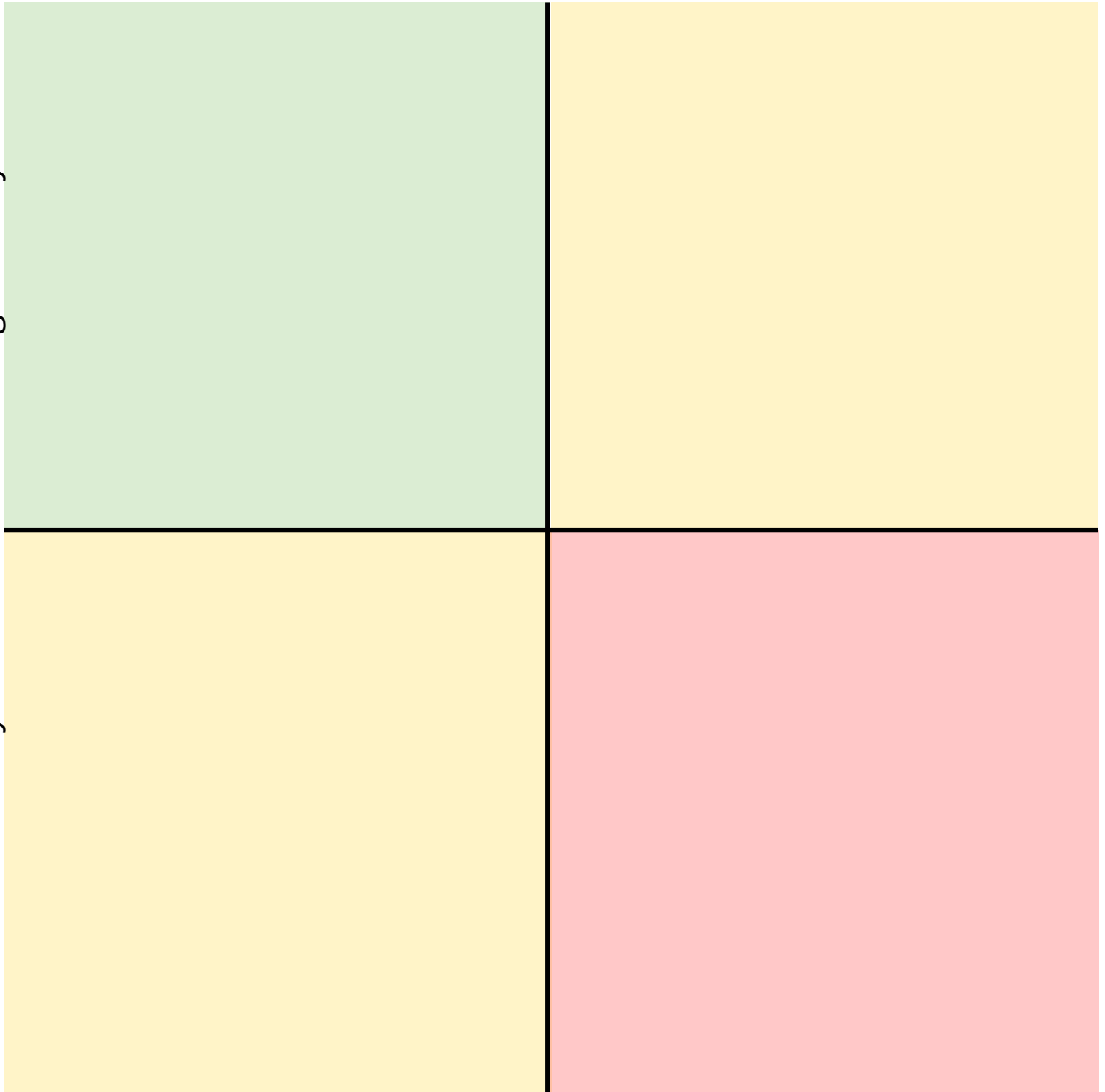
PRIORITIZE AN IDEA TO PROTOTYPE

Easy to Implement   Hard to Implement

High Priority

Low Priority

PROTOTYPE
CREATE A PROJECT PLAN

Project Plan Considerations:

- Compare calendars
- Mark key project dates - deadlines, site visits, service days, etc.
- Assign roles and tasks
- Outline a communication and feedback plan for your team members
- Request feedback
- Decide where you will meet for your planning meetings
- Determine what resources you will need
- Identify constraints and how to address them
- Educate yourself on the issues
- Familiarize yourself with what has been done or attempted in the past
- Create an interview list
- Develop interview questions
- Prepare for your interviews (e.g., practice, complete background reading, review related websites in advance)
- Continue to request feedback
- Organize all information and resources
- Research policies, law, procedures, etc. that would affect the development or implementation of your prototype
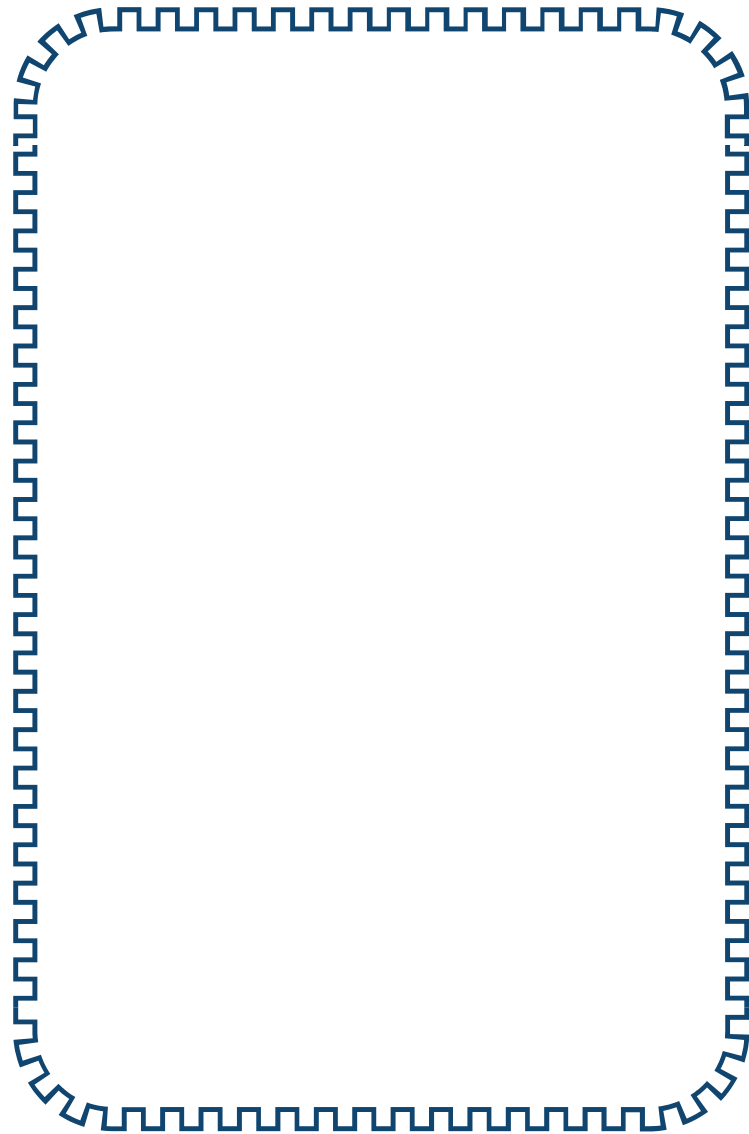
TEST
SHARE YOUR PROTOTYPE

DESIGN QUESTION

SKETCH OF PROTOTYPE

YOUR SOLUTION

YOUR PROTOTYPE

HIGHLIGHTS OF FIELD LEARNING

POTENTIAL NEXT ITERATION

TEST
GETTING FEEDBACK

Use this page to capture feedback from the members of your sample test group.

HYPOTHESIS TESTING

Every prototype will be based on a certain set of assumptions about the intended user - but are those assumptions accurate?

Invite the members of another group to test your prototype. What assumptions inherent to your prototype do they identity?

_____

_____

_____

Ask your constituent for feedback about the assumptions listed above - which assumptions do or do not align with their needs?

_____

_____

_____

What edits or refinements need to be made to the underlying assumptions of your prototype for it to be even more effective for your constituent?

_____

_____

_____

REFLECTION

Did this presentation give you a new perspective, challenge your point of view or introduce you to new techniques, skills or processes?

How might elements of human-centered design be useful in your workplace? Community?

What might you want to learn more about?

What other questions do you have?

CONTACT INFORMATION AND RESOURCES

- Stanford Social Innovation Review Design Thinking Podcasts
  - https://ssir.org/podcasts/category/design_thinking
- Design Thinking Blog – Podcasts on Design Thinking
  - http://www.designthinkingblog.com/
  - http:/www.designthinkingblog.com/podcasts-on-design-thinking/
- Design Thinking and Community Engagement: A conversation with Albuquerque and New Orleans city accelerator teams (article/blog post)
  - https://medium.com/engagement-lab-emerson-college/design-thinking-and-community-engagement-a-conversation-with-albuquerque-and-new-orleans-city-4ae99f6b8abf#.bgrv1a3oz
- Using Design Thinking to Rethink our Nonprofit of Community Foundation Work (blog post with video and examples)
  - http://www.grantcraft.org/blog/using-design-thinking-to-rethink-our-nonprofit-or-community-foundation-work
- Design Thinking and Project-based Learning (blog post)
  - https://www.edutopia.org/blog/design-thinking-and-pbl-beth-holland
- IDEO Design Kit Resources
  - https://www.designkit.org/resources
- Nesta Prototyping Framework
  - https://www.nesta.org.uk/toolkit/prototyping-framework/
- The Young Foundation's Open Book of Social Innovation
  - https://youngfoundation.org/wp-content/uploads/2012/10/The-Open-Book-of-Social-Innovationg.pdf
- Creative Reaction Lab's Equity-Centered Design Field Guide
  - http://www.creativereactionlab.com/eccd-field-guide

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