

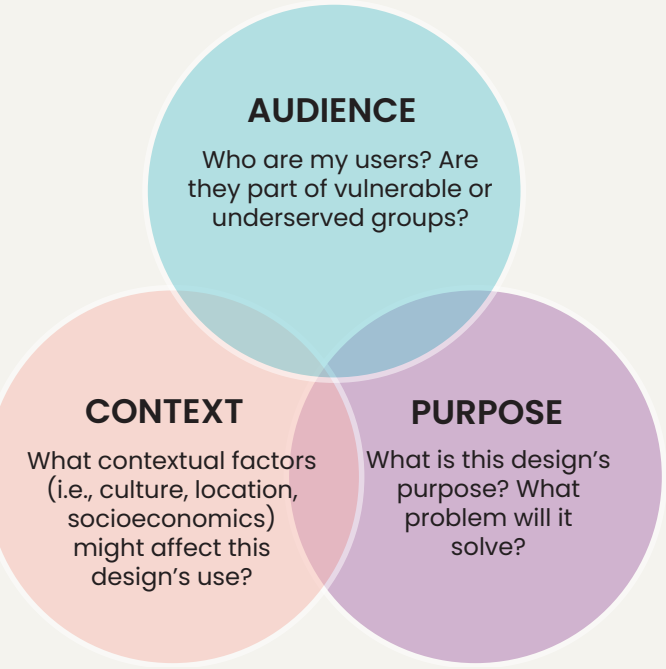


# 01. CLIENT & STAKEHOLDER INTERVIEWS

Schedule an initial client meeting to discuss the design situation. What are the expectations, deliverables, & agenda? **Speak with all stakeholders** & conduct preliminary user interviews (Kimball & Hawkins, 2008).

# 02. AUDIENCE ANALYSIS

Identify the audience, context, & purpose of the design situation. Create personas. **Empathize & project into users' shoes** to understand their needs (Tham & Grace, 2024).



# 10. HUMAN-CENTERED DESIGN (HCD)

Consider how technology “solve[s] or exacerbate[s]” human problems (Rose, 2016, p. 432). Practice “**design doing**,” as Don Norman states (Gibbons, 2016). Implement designs that solve real problems & empower users!



01

02

Empathy & Advocacy

# 03. DEFINE PROBLEMS

Look beyond the problem presented by the client. Collaborate with designers & users to **define the “real” or “root” problem** (Norman, 2013, p. 217).



03

Feedback & Collaboration

# 04. DEFINE SOLUTIONS

Generate solution ideas & collaborate with other designers. Consult users for solutions too—they often have innovative ideas!



04

Feedback & Collaboration

# 05. DESIGN CONTENT

Generate written text or images. **Iterate & refine** the content based on feedback from other designers & users. Don't worry about designing yet!



05

Feedback & Collaboration

# 06. DESIGN PROTOTYPES

Always start with low-fidelity paper sketches! Get **feedback from designers & users**. Then, create high-fidelity prototypes in InDesign or XD. Failure & multiple iterations are welcome. The goal is continual improvement!



06

User-Testing & HCD

07

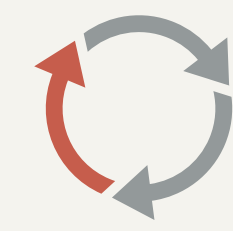
# 07. FORMATIVE TESTING

Test your designs *during* development by being in dialogue with real users. Use various methods: usability testing, user interviews, participatory design, Microsoft Product Reaction Cards, etc. to generate **feedback** that continually improves the design (Barnum, 2021, 2022).



# 08. SUMMATIVE TESTING

Validate designs by testing at the end of the design process. Summative & formative testing ensures products are **human-centered** via client & user feedback (Mirel, 2012; Rose, 2016).



08

Advocacy & HCD

# 09. DESIGN AS ADVOCACY

Include vulnerable or underserved groups in the design process. View them as “**experts**” & “**co-creators**” (Rose, 2016, p. 442; Tham, 2022, p. 129).



09

Advocacy & HCD

Empathy & Advocacy

## A Model for Human-Centered Design & Advocacy

My Personal Design Process  
by Kaitlin Coyle

Implement

UX Research

Brainstorm

Design

Test

Empathy



Scan me for an abstract & sources.