

Human-centred Design Step 4: Implementation

What to Learn

- How do I plan for what's next?
 - How do I make my concept real?
 - How do I assess if my solution is working?
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Here are some of the things you should consider in your implementation plan:

1. **Your goal** - What was the purpose of your HCD process? Was it to launch your business or solve a problem? Write a simple clear statement that demonstrates this.

For example, you could write, 'Increase my sales by 20% in the first quarter of 2019'.

Your goal should be **SMART** - Specific, Measurable (has a way of measuring it), Action-Oriented, Realistic, and Timebound.

- **Specific** - The goal should be clearly defined and easy to understand and communicate
- **Measurable** - The goal should have the means to measure its success. You can do this by adding a specific number or target. In our example, the 20% aspect makes it measurable, as the person can clearly know whether they have achieved it or not.
- **Action-oriented** - The goal can be broken down into clear action steps that help you realise it.
- **Realistic** - It should be possible for the goal to be achieved with your available resources, knowledge and time.
- **Time-bound** - Have a clear deadline by which you should have achieved your goal. Make sure you allocate enough time for yourself.

2. **Action steps** - Action steps are the things that you will do to help you achieve your goal.

Write down clear action steps of what you want to do, along with the dates. Be as specific as possible.

For example, instead of writing 'launch my business' which is a very wide step, break it down into smaller steps. These steps could include applying for a business permit, looking for shop locations or saving a particular amount of money each month that you will use to start your business.

Simple Implementation plan

What is my goal?	
How will I know I have achieved it?	
What resources do I need to achieve my goal? (eg. money, skills, etc) Be specific	
How can I get the resources that I don't have?	

Key action steps	Start date
1.	
2.	
3.	
4.	

5.	
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