



## WORKSHOP

Build Engaging Solutions Across **Power Platform**  
Using Human-Centered Design Principles

# Human Centered Design



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# Human Centered Design

Designers of many systems often overlooked the human limitations of the people who had to interact with them.





Analyzing the  
causes and  
potential solutions

Understand and tailor  
experiences for the  
people at the controls

Account for their various  
states of mind

Reaction to changes in  
the system







“**Human-centered design** is vital because it ensures that we create solutions tailored to human needs, cultures, and societies.”

- Don Norman

## **Key principles:**

1. People-centered
2. Understand and solve the right problems
3. Everything is a system
4. Small and simple interventions

# 1. People-centered

Focus on people and their context in order to create things that are appropriate for them.

- Care for the people you design for
- See the world from their perspective
- Validate assumptions and improve your products based on real user data
- Understand users needs, goals, preferences, behaviors and contexts

## 2. Understand and solve the right problems

Understand and solve the right problem, the root causes, the underlying fundamental issues. Otherwise, the symptoms will just keep returning.

- Define the problem you want to solve, and who you are solving it for.
- Generate as many ideas as possible
- Align goals and values of the organization
- Viable, feasible and sustainable in the market



## 3. Everything is a system

Think of everything as a system of interconnected parts..

- Design products that are useful and usable for your users across all touchpoints and interactions.

## 4. Small and simple interventions

Do iterative work and don't rush to a solution

- Follow a cyclical process of designing, testing, and refining your products
- User involvement helps you to validate your assumptions
- Evaluate your prototypes with your users and collect feedback
- Iteration helps you to learn from your mistakes, optimize your solutions, and deliver high-quality products.



“People are so adaptable that they are capable of shouldering the entire burden of accommodation to an artifact, but skillful designers make large parts of this burden vanish by adapting the artifact to the users.”

- Don Norman



If you don't  
**experience it.**  
You can't  
**design for it.**







DESIGNING THE **PRODUCT**

VS

DESIGNING THE **EXPERIENCE**

# What is the Human-Centered Design Process?

Human-Centered Design (HCD) is a creative approach to problem solving where the process is used to **understand the people** for which we are writing policies, creating programs and services. It is a **process** that starts with the people you are designing for and ends with new solutions that are tailor made to suit their needs.

