

# AN INTRODUCTION TO HUMAN-CENTERED DESIGN

**DESIGN KIT**

Presented by



# PURPOSE

The goal of this workshop is to introduce you to the Mindsets and Methods of human-centered design through hands-on experience.

# WHAT YOU WILL LEARN

- An overview of the Mindsets and Methods of human-centered design
- Hands-on practice getting inspiration from real people
- Making sense of real-world interviews and observations
- Brainstorming lots of potential solutions
- Building and testing tangible ideas through rapid prototyping, and getting feedback from people out in the world
- How you can continue to build your human-centered design skills

# WHAT YOU WILL NOT LEARN

- This is an accelerated process, and not a full end-to-end design project. This workshop is only intended to give learners an introduction to human-centered design.
- This is not an IDEO.org—or IDEO—endorsed workshop. The materials from this workshop are provided for public use through the Design Kit platform which encourages everyone to learn human-centered design and apply it to some of the world's biggest problems.
- This one workshop will not make you an expert human-centered designer. That takes practice, time, impact, and ongoing learning.  
But this is a great start!

## INTRODUCTIONS

*Who's in the room?*

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# WORKSHOP AGENDA

01

WHAT IS HUMAN-CENTERED  
DESIGN?

02

INSPIRATION

Frame Your Design Challenge

Research

Create a Plan

Field Research

03

IDEATION

Synthesis

Brainstorming

Prototyping

Field-Testing

Prototype Share Out

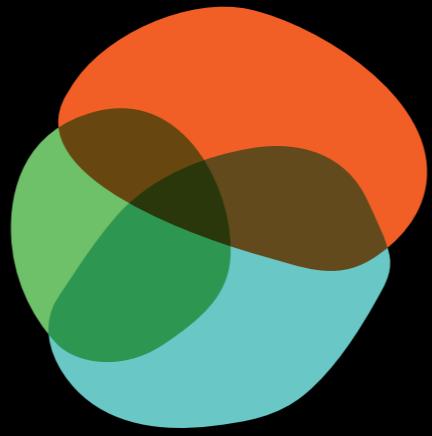
04

IMPLEMENTATION AND DEBRIEF

Implementation

Debrief and Reflections

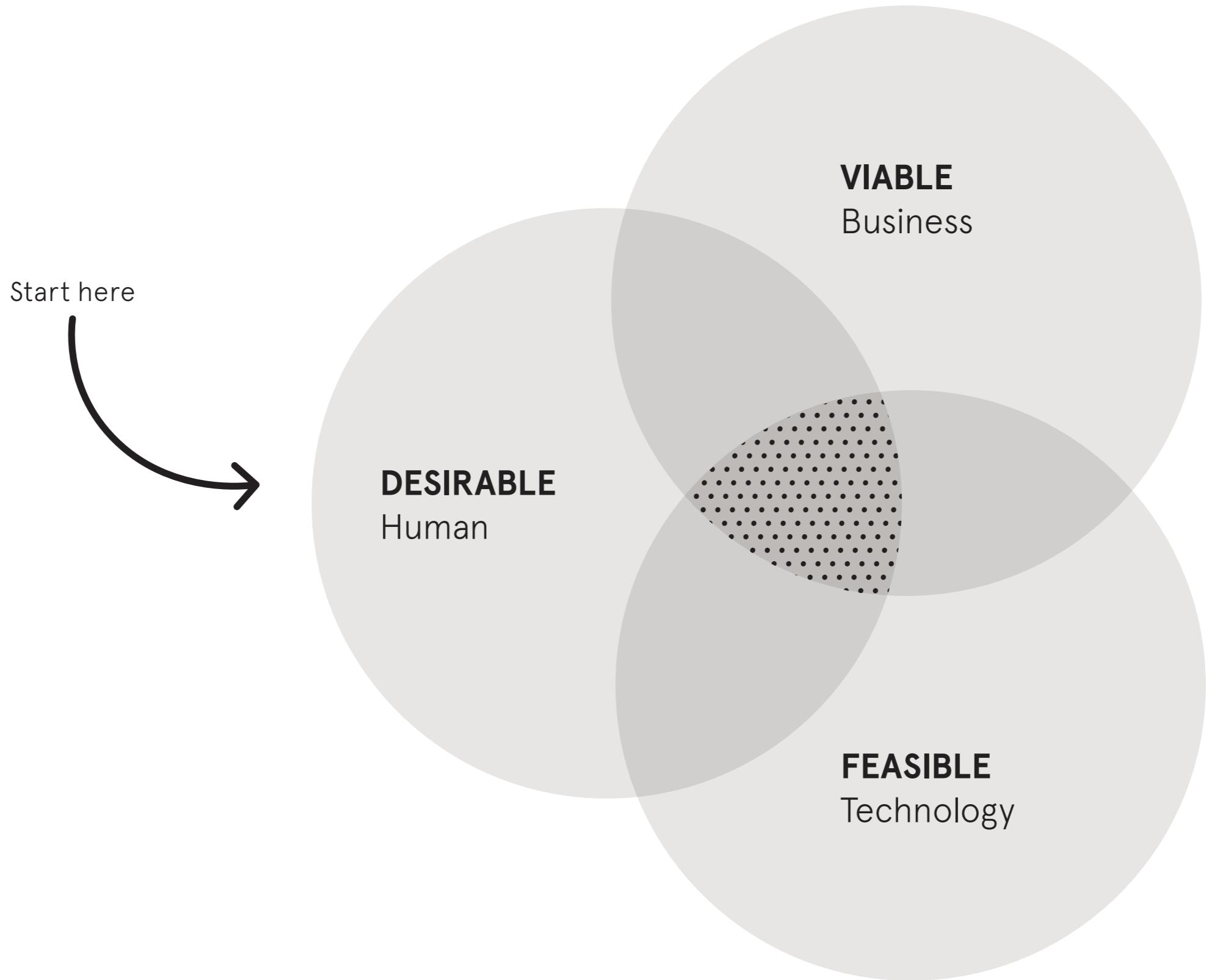
**QUESTIONS AND RISK-TAKING  
ARE HIGHLY ENCOURAGED!**



# WHAT IS HUMAN-CENTERED DESIGN?



[designkit.org/human-centered-design](http://designkit.org/human-centered-design)



# THE MINDSETS



1. Creative Confidence
2. Empathy
3. Embrace Ambiguity
4. Make It
5. Learn From Failure
6. Iterate, Iterate, Iterate
7. Optimism

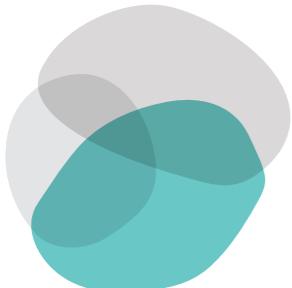
[designkit.org/mindsets](https://designkit.org/mindsets)

# THE METHODS



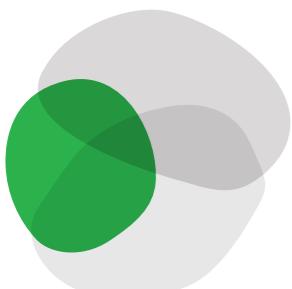
## INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



## IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.

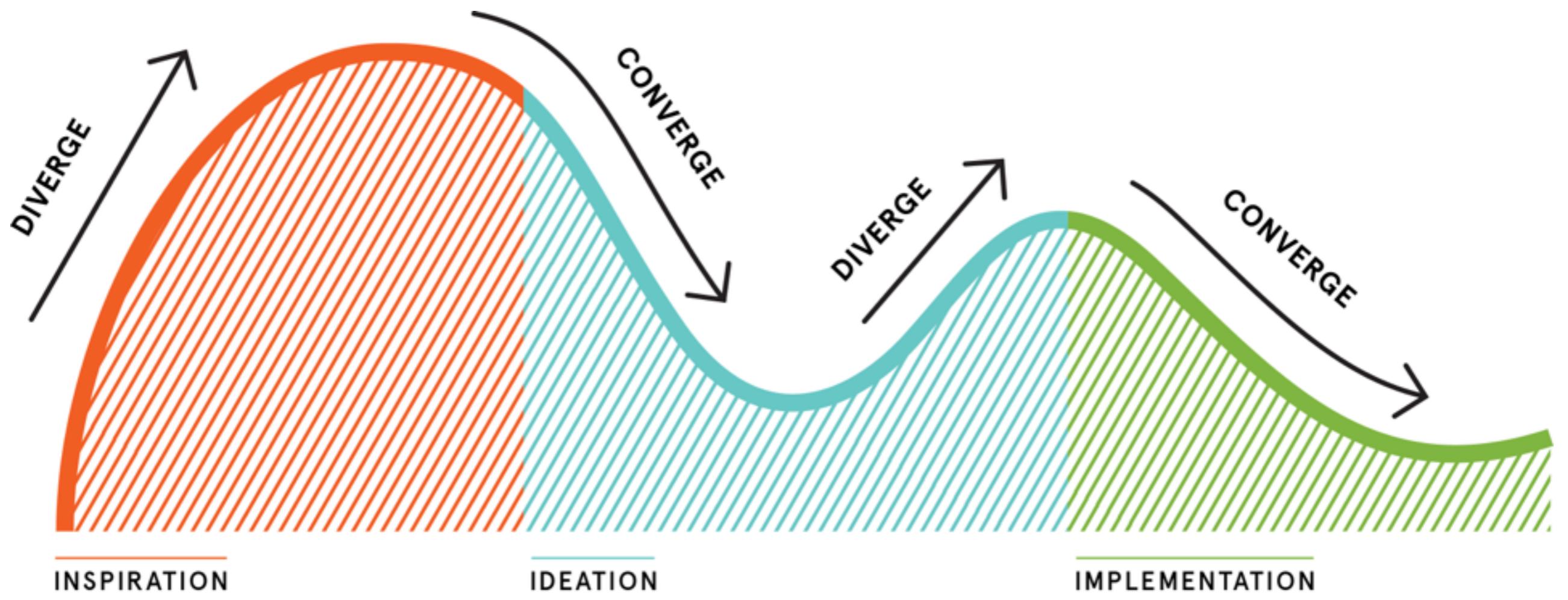


## IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.



[designkit.org/methods](http://designkit.org/methods)



FRAME YOUR DESIGN CHALLENGE



RECRUITING TOOLS



HOW DO I CONDUCT AN INTERVIEW?

INTERVIEW



GROUP INTERVIEW



EXPERT INTERVIEW



CONVERSATION STARTERS



ANALOGOUS INSPIRATION



CARD SORT



COLLAGE



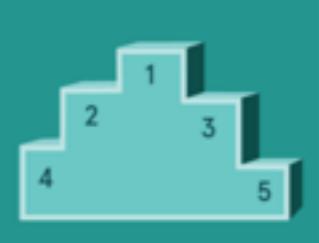
CREATE A PROJECT PLAN



BUSINESS MODEL CANVAS



TOP FIVE



FIND THEMES



EXPLORE YOUR HUNCH



HOW DO I MAKE SENSE OF WHAT I'VE HEARD?

WHAT TOOLS CAN I USE TO UNDERSTAND PEOPLE?

GUIDED TOUR



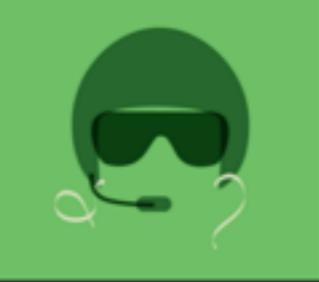
DRAW IT



BUILD PARTNERSHIPS



PILOT



LIVE PROTOTYPING



PEERS OBSERVING PEERS



HOW DO I GET STARTED?

BUILD A TEAM



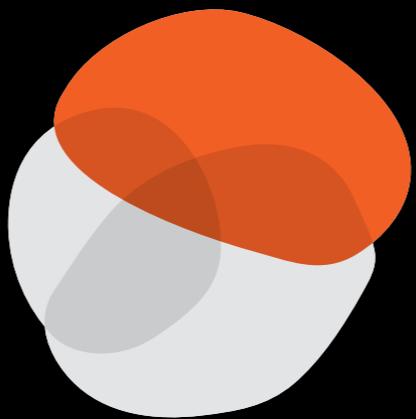
ROADMAP



SUSTAINABLE REVENUE

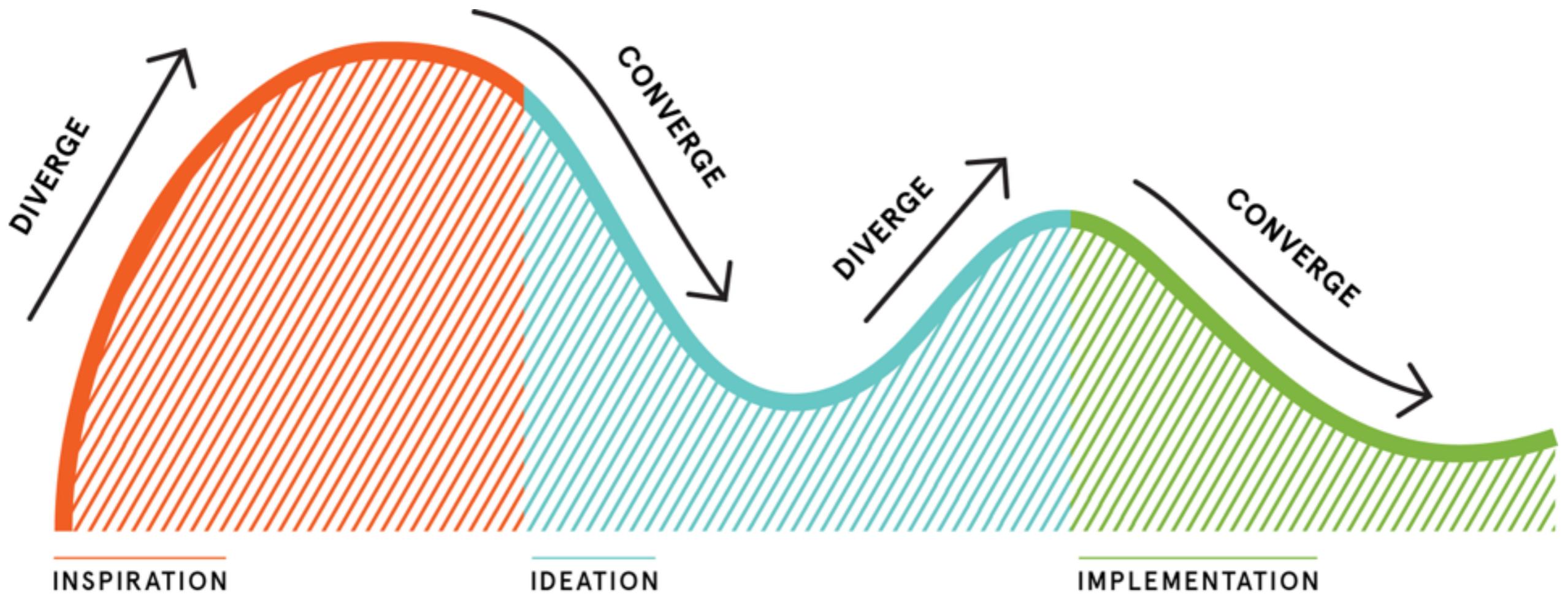


HOW DO I ASSESS IF MY SOLUTION IS WORKING?



# INSPIRATION

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### Frame Your Design Challenge

#### Research

- People, Experts, Immersions, Analogous Inspiration
- Extremes and Mainstreams
- Interview Techniques

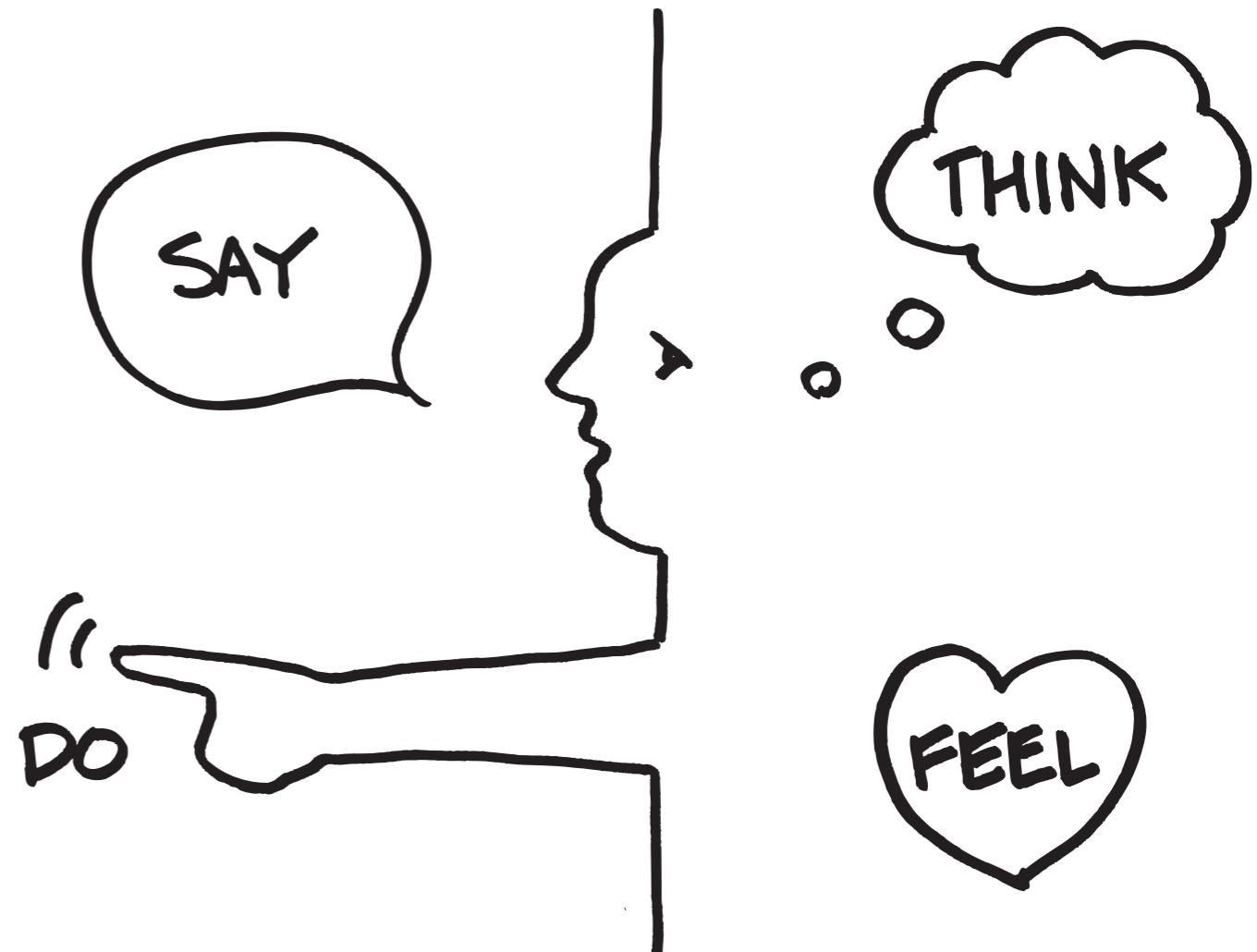
#### Create a Plan

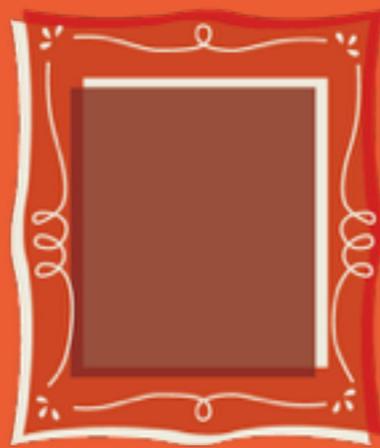
#### Field Research

# INSPIRATION

In the Inspiration phase, you'll explore different ways to **UNDERSTAND PEOPLE**.

You'll observe and ask about their hopes, needs, feelings, and desires, all of which will **INSPIRE IDEAS THAT IMPROVE LIVES**.





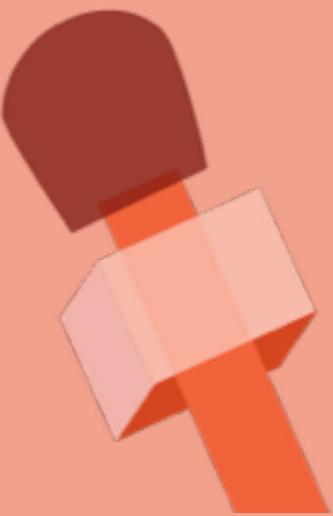
# FRAME YOUR DESIGN CHALLENGE

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# OUR DESIGN CHALLENGE

How might we improve health in everyday life?



# RESEARCH

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# WHERE TO LOOK FOR INSPIRATION



# WHO TO LEARN FROM

## Extremes and Mainstreams

Designing a solution that will work for everyone means talking to both extreme users and those squarely in the middle of your target audience.



# WHAT TO CONSIDER AS YOU LEARN

## Understanding the Whole Person

Listen for clues that point to a person's values, needs, desires, and aspirations. How do they spend their time and/or money? Remember that they are the experts on their own lives. Just listen and learn.

## Understanding Context

Engaging people in their homes or natural surroundings gives us a better understanding of who they are, where they come from, and what challenges, work-arounds, and opportunities they face every day.



# LET'S TAKE A LOOK AT A TRADITIONAL INTERVIEWING APPROACH

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ASK YOUR NEIGHBOR:

**“WHAT GETS IN THE WAY OF  
YOU BEING HEALTHY?”**

## ACTIVITY

# NOW, DIG DEEPER WITH THESE TECHNIQUES



### 5 Whys

**Q: What gets in the way of you being healthy?**

A: I don't have enough time.

Q1: **Why?**

A: With work and family, it's not a priority.

Q2: **Why** is it not a priority?

A: Because it doesn't feel urgent like other things.

Q3: **Why** do those other things seem more urgent?

A: They're the things that are in my face each day and easy to see.



### Draw It

**"Draw a picture of what makes you feel healthy on the top of the paper, and draw what makes you feel unhealthy on the bottom. Tell me about what you drew."**



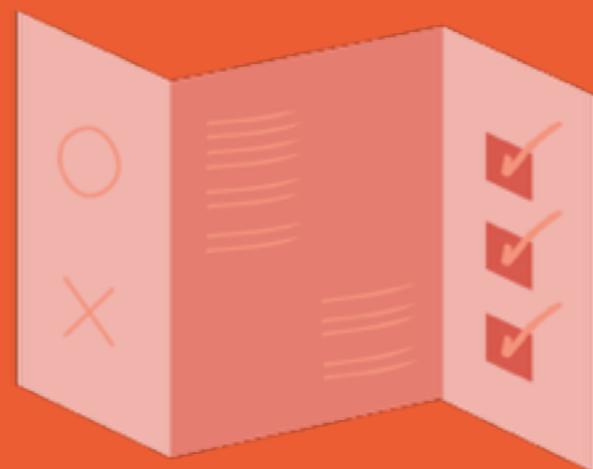
### Show Me

**"Can you show me something that makes you feel healthy or unhealthy? Tell me about it."**



### Tell a Story

**"Tell me about a time when you felt really supported or unsupported in being healthy."**



# CREATE A PLAN

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# OUR DESIGN CHALLENGE

How might we improve health in everyday life?

# PLAN YOUR RESEARCH



The Plan Your Research worksheet is a template for planning field research. It includes sections for identifying who to talk to, where to go, and what questions to ask.

**Plan Your Research**

**Who?**  
When considering who to talk to, remember to seek out the voice of both extremes and mainstreams and others you might learn from.

**Where?**  
Think of where and what you might observe to offer a fresh perspective. Consider analogous experiences you can learn from too!

**What are you Curious to Learn?**  
Capture some questions you might have or ask about as you talk to people and make observations. Start off with some easy, non-intrusive warm-up questions to make people feel comfortable before jumping into some of the larger, aspirational questions relevant to your design challenge. Try asking "Draw me", "Show me", "Tell me story", and "5 Whys?" questions too.

DESIGN KIT Human-Centred Design Resources

**How might we improve health in everyday life?**

- 1. Break up into teams.**
- 2. Use the Plan Your Research worksheet to identify:**
  - Who you might talk with.
  - Where you might go.
  - What questions you might ask.
- 3. Practice introducing yourselves and asking questions, if helpful.**

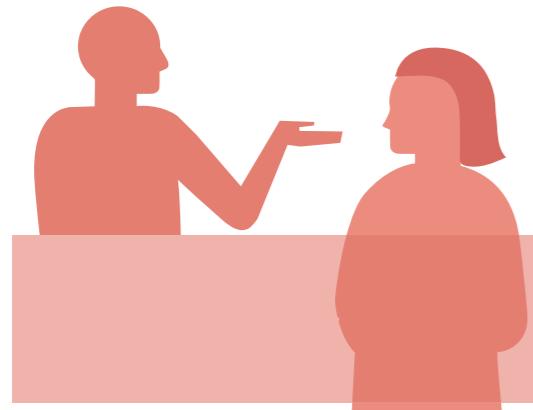
# TIPS FOR THE FIELD



- **Be proactive.**
- **Introduce yourself and ease into conversation.**
- **Respect their expertise.**
- **Capture what you learn.**
- **Ask before taking photos.**

# ASSIGN ROLES ON YOUR TEAM

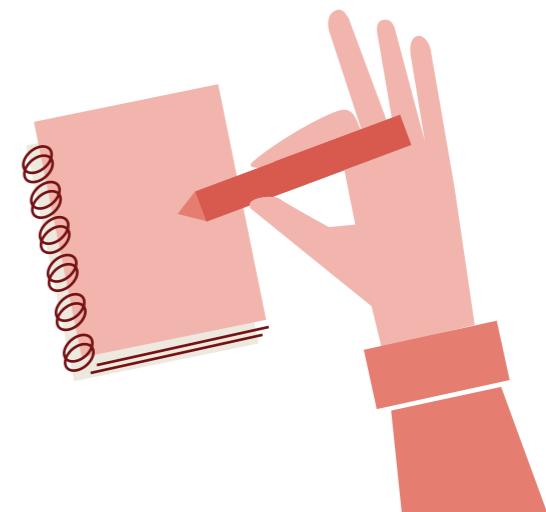
Rotate these roles with each new interview  
so you can try them all!



Person Leading the Interview



Person Focused on  
Documenting



Person Focused on  
Taking Notes



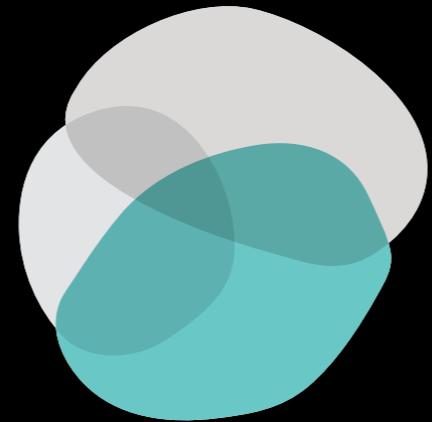
# FIELD RESEARCH

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## ACTIVITY

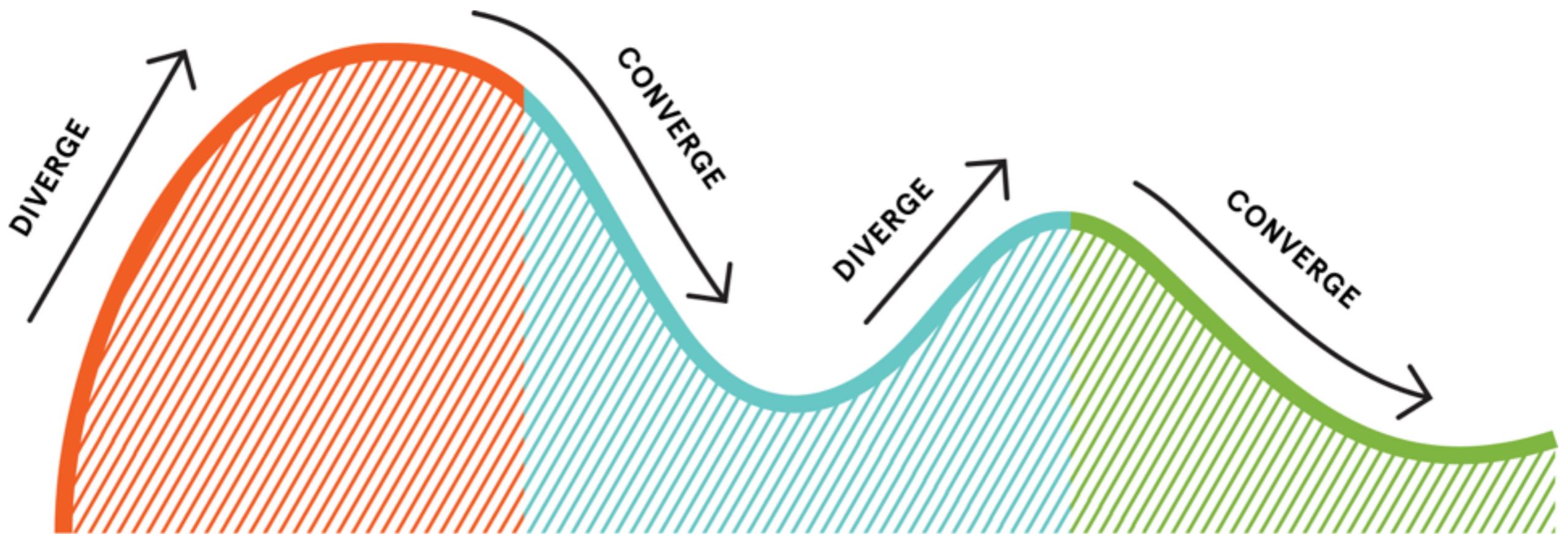
**NOW GO GET INSPIRED!**

# WELCOME BACK!



# IDEATION

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## INSPIRATION

### IDEATION

### IMPLEMENTATION

#### Synthesis

- Download Your Learnings
- Find Themes and Insights
- Craft "How Might We" Questions

#### Brainstorming

- Brainstorming Rules
- Top Ideas

#### Prototyping

- Storyboard
- Rapid Prototyping
- Test and Get Feedback
- Integrate Feedback and Iterate



# SYNTHESIS

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# SYNTHESIS

Synthesis means **MAKING SENSE** out of what we see and hear to uncover opportunities for design.



# STEPS OF SYNTHESIS

1



Download Your Learnings

2



Find Themes and Insights

3



Craft "How Might We" Questions



# DOWNLOAD YOUR LEARNINGS

1. Grab some Post-its and a marker.
2. Write the name of the person you talked with at the top of a board, flip chart paper, or wall space.
3. Jot down memorable quotes and observations on your own.
4. Share these Post-it learnings with your team for each interview.
5. If you talked to more than one person, divvy up your time and prioritize who you discuss first and for how long.



The corner  
store only  
sells junk  
food, but it's  
quick + easy.

"The fruit  
at Max's  
store seems  
old."



# FIND THEMES AND INSIGHTS

1. Group your Post-its into related themes.
2. Name each cluster, write the name on a Post-it, and place above the cluster.
3. As you start to see what's important or interesting about these clusters, capture these insights on Post-its and place them near the themes.





# CRAFT “HOW MIGHT WE” QUESTIONS

1. Start by selecting one of your most interesting insights or needs.
2. Turn this into a design question using “How Might We...?” Stay affirmative and aspirational. Focus on where you want to be, not what you want to avoid.

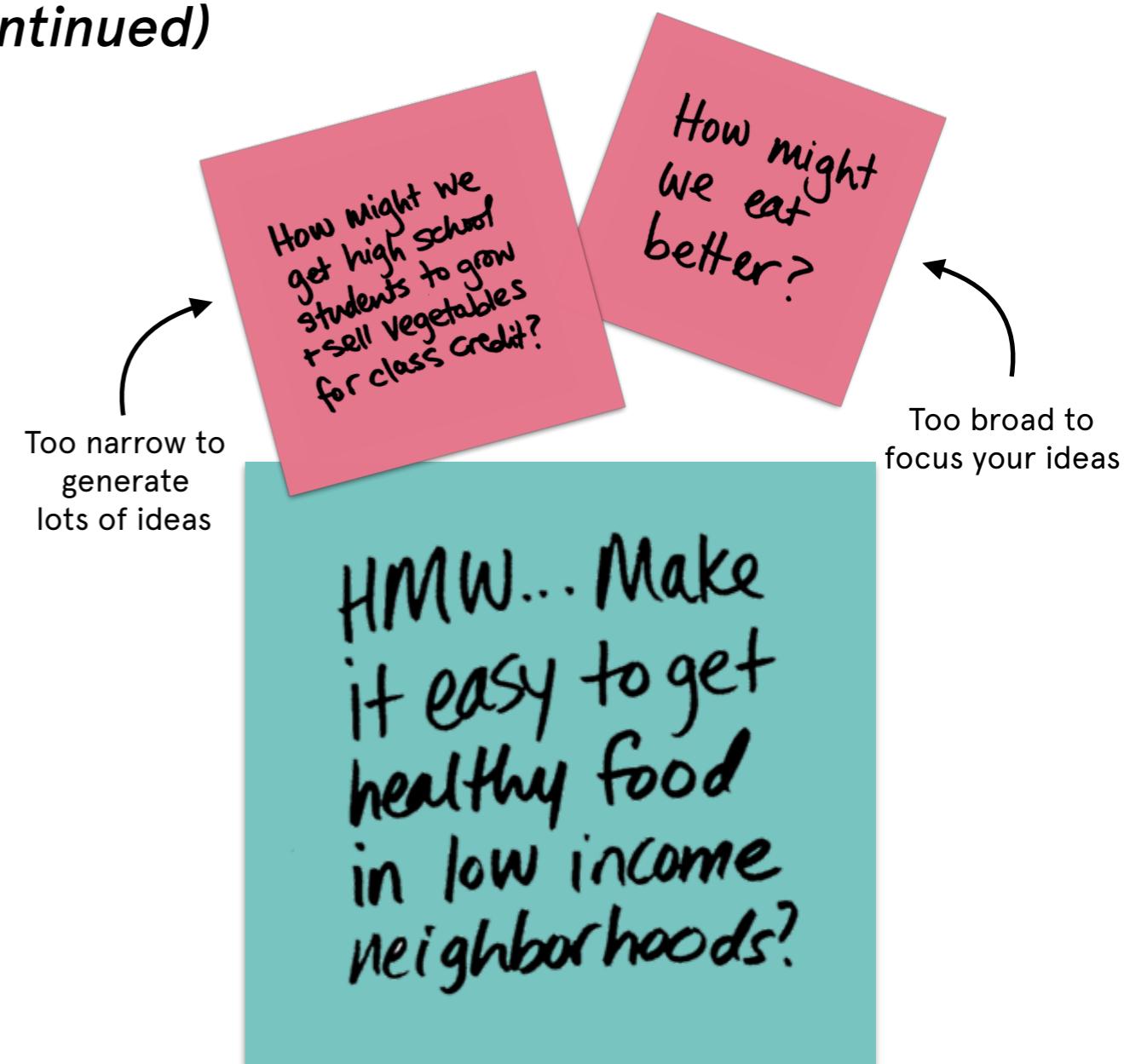
HMW... Make  
it easy to get  
healthy food  
in low income  
neighborhoods?



# CRAFT “HOW MIGHT WE” QUESTIONS *(continued)*

**3. Generate more questions based on key insights. Explore additional related questions by asking “Why?” (to broaden) and “What’s stopping you?” (to narrow).**

**4. Then pick 1-3 HMWs that are at just the right level that you can brainstorm with, neither too broad nor too narrow!**



# BREAK



# BRAINSTORMING

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# BRAINSTORMING RULES



# 1. DEFER JUDGEMENT



## 2. ENCOURAGE WILD IDEAS



### 3. BUILD ON THE IDEAS OF OTHERS



## 4. STAY FOCUSED ON THE TOPIC



# 5. ONE CONVERSATION AT A TIME



# 6. BE VISUAL



# 7. GO FOR QUANTITY





# BRAINSTORM!

1. **Gather with your team around your flip chart paper or brainstorming space. Each member of the team should have a stack of Post-its and marker in hand.**
2. **Place your HMW Question at the top of your brainstorming space, so everyone can see it.**
3. **Use Post-it notes and markers to capture your ideas. One idea per Post-it.**
4. **Always state your idea aloud to the whole group so that others can build on it.**
5. **Remember to defer judgement, go for quantity, and have fun!**

7 BRAINSTORMING RULES

DEFER JUDGEMENT

ENCOURAGE WILD IDEAS

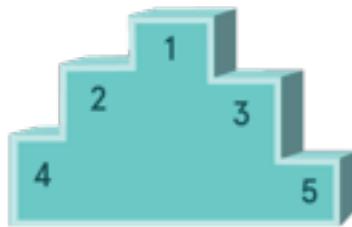
BUILD ON THE IDEAS OF OTHERS

STAY FOCUSED ON THE TOPIC

ONE CONVERSATION AT A TIME

BE VISUAL

GO FOR QUANTITY



# TOP IDEAS

- 1. Each teammate votes independently on what they believe are the three most promising ideas.**
- 2. Once everyone has voted, review the outcomes, and pick the main idea or related set of ideas that you want to take forward.**



# PROTOTYPING

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# — PROTOTYPING

Prototyping is about **BRINGING IDEAS TO LIFE** quickly. By making ideas tangible, getting feedback often, and continuing to improve your concept, you'll be on your way to getting impactful solutions out in the world.



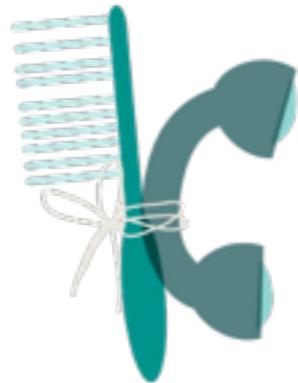
# STEPS OF PROTOTYPING

1



Storyboard

2



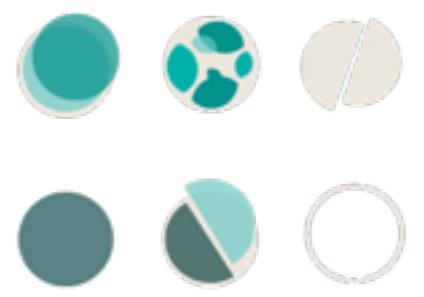
Rapid Prototyping

3



Get Feedback

4



Integrate Feedback  
and Iterate



# START WITH A STORYBOARD

Think through the details of your concept by breaking your idea into smaller moments in the experience. A great way to do this is by creating a Storyboard that shows how a potential customer might interact with your idea over time.

**Title: Meet Paulita**

**What's Happening:** Paulita has two children, Roberta and Felipe. Her house was destroyed in the typhoon. She is a beneficiary of Mercy Corps and she needs a loan to rebuild her cleaning business. She's heard that PabilinkO is easy to get and that it will help her get back on her feet.

**Title: Paulita Signs Up**

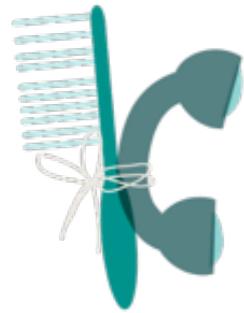
**What's Happening:** Paulita travels to the local market and stops by the PabilinkO stall. She gives her Barangay papers and ID to the agent, and just like that he can sign her up for her first loan. Paulita receives a text confirming that she's officially a PabilinkO customer!

**Title: She Cashes Out**

**What's Happening:** Paulita goes to the nearest BankO Partner Outlet (BPO), which is conveniently located in the same market. With her phone number and ID, she "cashes out" and takes her money with her.

**Title: She Makes a Payment**

**What's Happening:** Back in the village, Paulita goes to an agent to pay her weekly installment. This is great for her because the nearest BPO is 10 kilometers away, and she cannot visit often. Paulita pays, and the agent sends that money to BankO. Paulita receives a text confirming that this installment was paid.



# WAYS TO BUILD RAPID PROTOTYPES



Physical



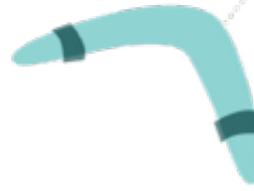
Digital



Environments



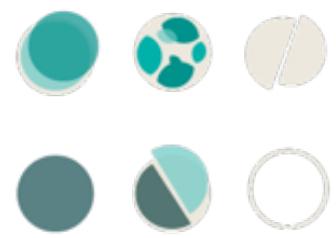
Services



# TEST AND GET FEEDBACK



- Introduce your prototype as a work in progress.
- Invite participants to treat your rough prototype as if it were real.
- Invite honesty, stay neutral, and be curious.
- Be prepared to integrate feedback and iterate on-the-fly.



# INTEGRATE FEEDBACK AND ITERATE



Prioritize key insights from the feedback you received and integrate them into your prototype to make it better. Then, test it again.

## Iterating On-the-Fly

Make changes in real-time when you're in the field, and then test them right away.

## Co-Creation

It can be helpful to bring the very people you're designing for into the design process and empower them to make alongside you.

**GO BUILD IT**

# ACTIVITY

# NOW GO TEST IT IN THE WORLD!



## Test Your Prototype & Get Feedback

The questions below have been categorized to help you organize your feedback. If you need more room please feel free to answer these questions in your own notebook. Be sure to debrief with your teammates after each prototype testing session.

### What worked?

- What was exciting?
- What did people value the most?
- What resonated with them about the idea?

### What didn't work?

- What would you change?
- Were there suggestions for improvement?
- What did you learn that will make it better?

### What questions came up?

- What needs further investigation?
- What surprised you?
- What might you test next to answer those questions?

### What new inspiration arose?

- Did anything happen that you didn't expect?
- What might you try next?

# WELCOME BACK!

# PROTOTYPE SHARE OUT

# TEAMS: PREPARE TO SHARE

Team Name + Members  
.....  
.....

 Share Your Prototype

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Name of Your Idea: \_\_\_\_\_

A. Opportunity for Design  
What How Might We question did your team craft in synthesis?

B. Your Solution  
Briefly describe your solution in 1-2 sentences.

C. Your Prototype  
What element of your solution did you prototype?

D. Highlights of Field Learning  
What are 1-2 helpful things you learned while testing your idea in the field?

E. Potential Next Iteration  
If you were building out another iteration of your prototype, what would you try next?

Sketch of your idea here

**Each team will share:**

- **The people and opportunity you were designing for (Your “How Might We..?”)**
- **A quick overview and demonstration of your solution and prototype**
- **1-2 highlights from your field tests**
- **A potential next iteration**

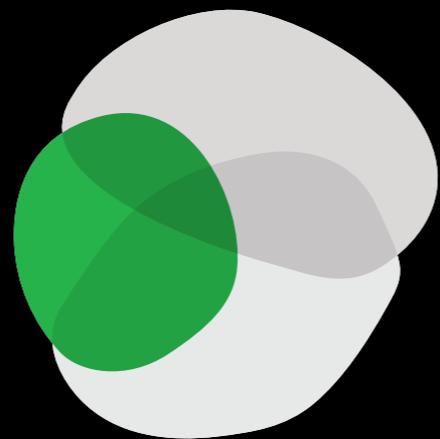
# AUDIENCE: PROVIDE FEEDBACK



**Capture feedback for teams on Post-its!**

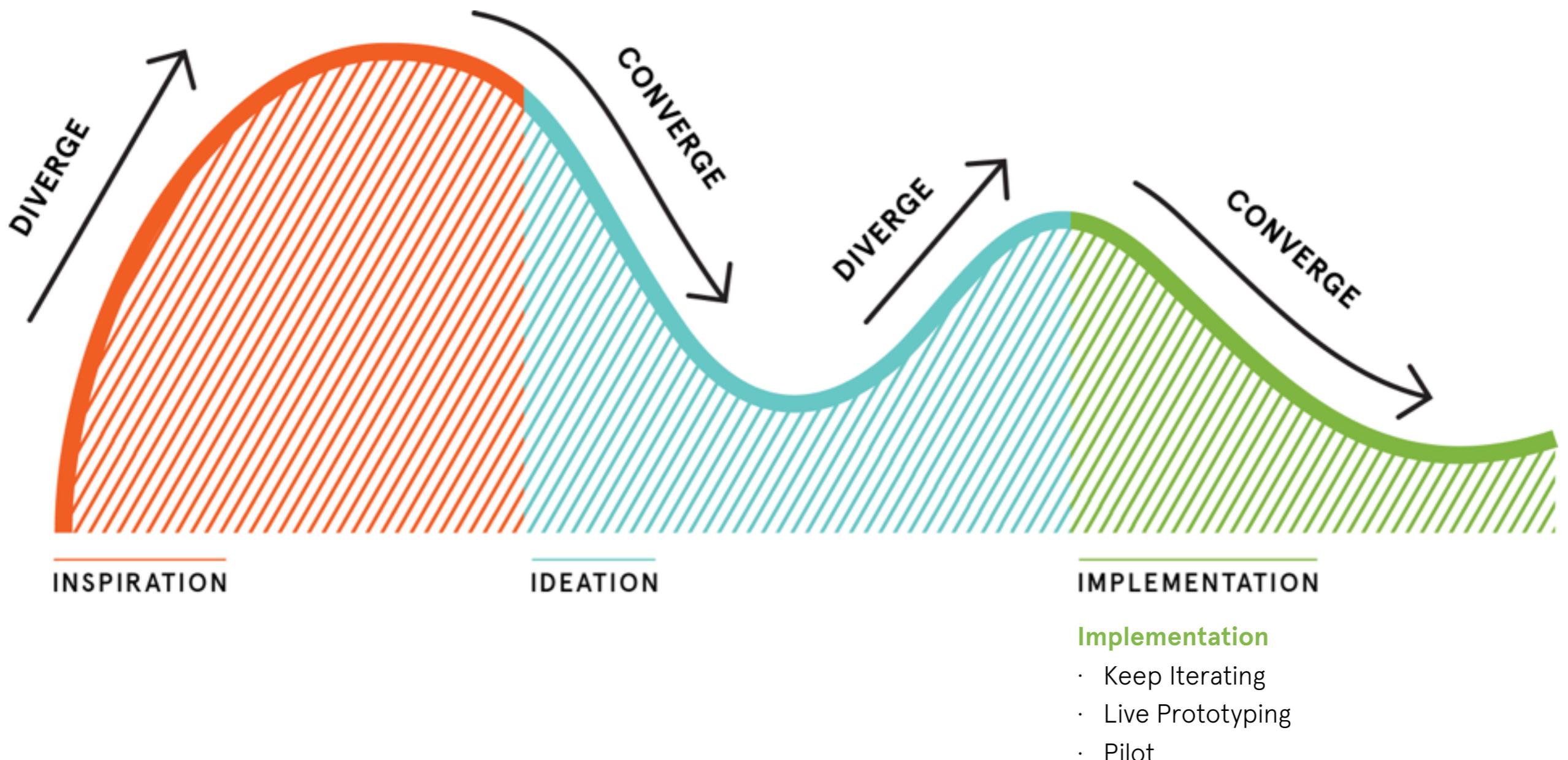
- **What were you excited about?**
- **What changes would you like to see?**
- **What questions did it make you ask?**
- **What new ideas did it inspire?**

# TEAM SHARES AND FEEDBACK

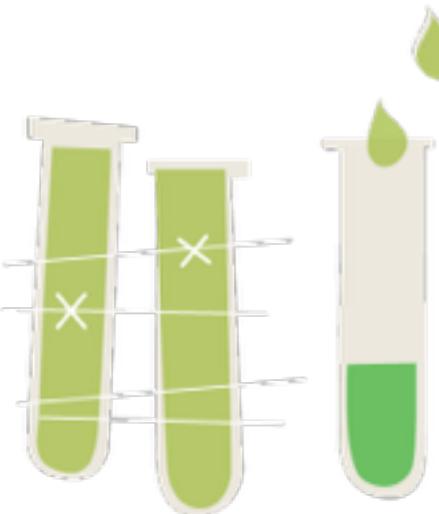


# IMPLEMENTATION

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# GET YOUR IDEA INTO THE WORLD



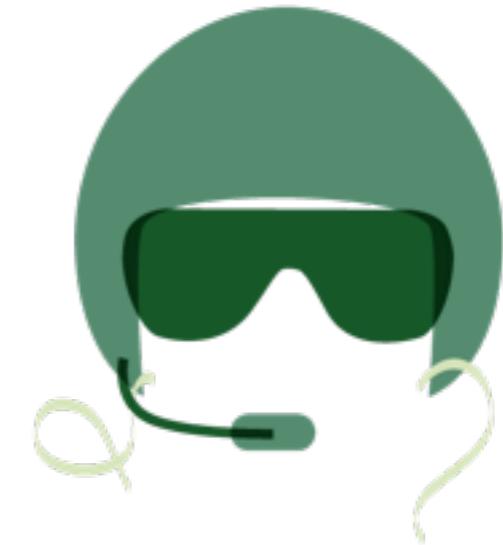
## Keep Iterating

Testing, getting feedback, and iterating will help you get a great solution to market and how to push it forward.



## Live Prototyping

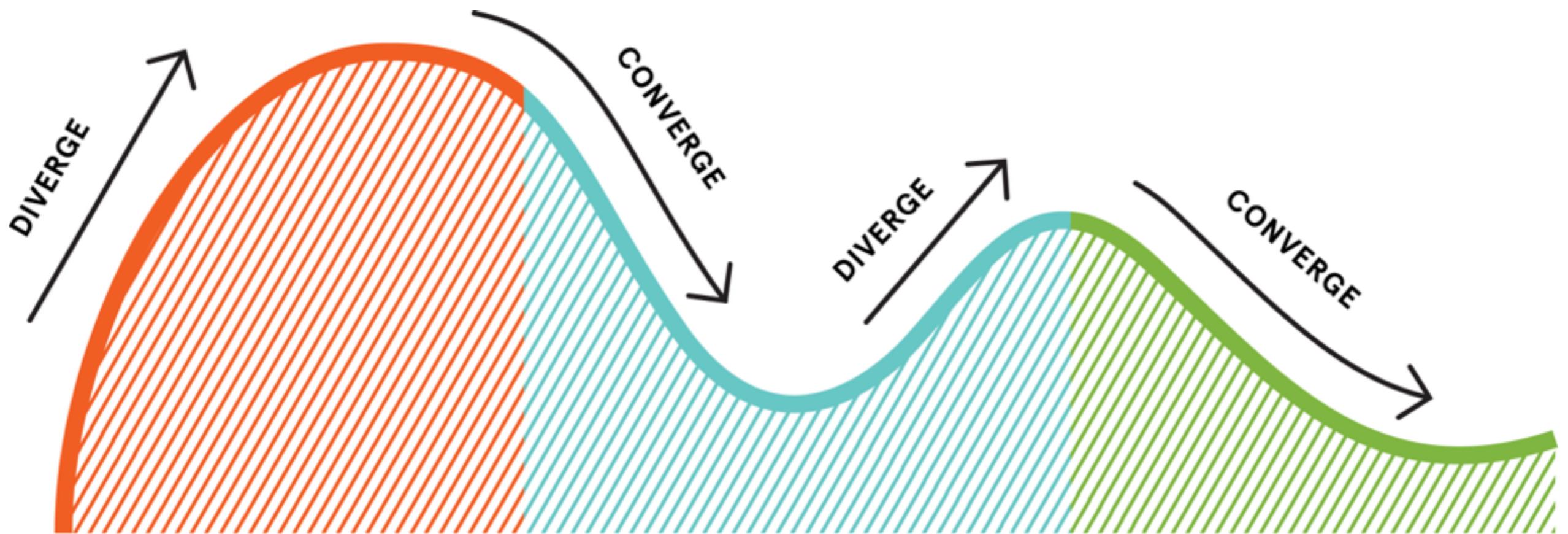
A Live Prototype is a chance to run your solution for a couple weeks out in the real world.



## Pilot

A Pilot is a longer-term test of your solution and a critical step before going to market.

# **DEBRIEF AND REFLECTIONS**



## INSPIRATION

### Frame Your Design Challenge

#### Research

- People, Experts, Immersions, Analogous Inspiration
- Extremes and Mainstreams
- Interview Techniques

#### Create a Plan

#### Field Research

## IDEATION

### Synthesis

- Download Your Learnings
- Find Themes and Insights
- Craft "How Might We" Questions

### Brainstorming

- Brainstorming Rules
- Top Ideas

## IMPLEMENTATION

### Prototyping

- Storyboard
- Rapid Prototyping
- Test and Get Feedback
- Integrate Feedback and Iterate

### Implementation

- Keep Iterating
- Live Prototyping
- Pilot

# DEBRIEF

### 1. Individually

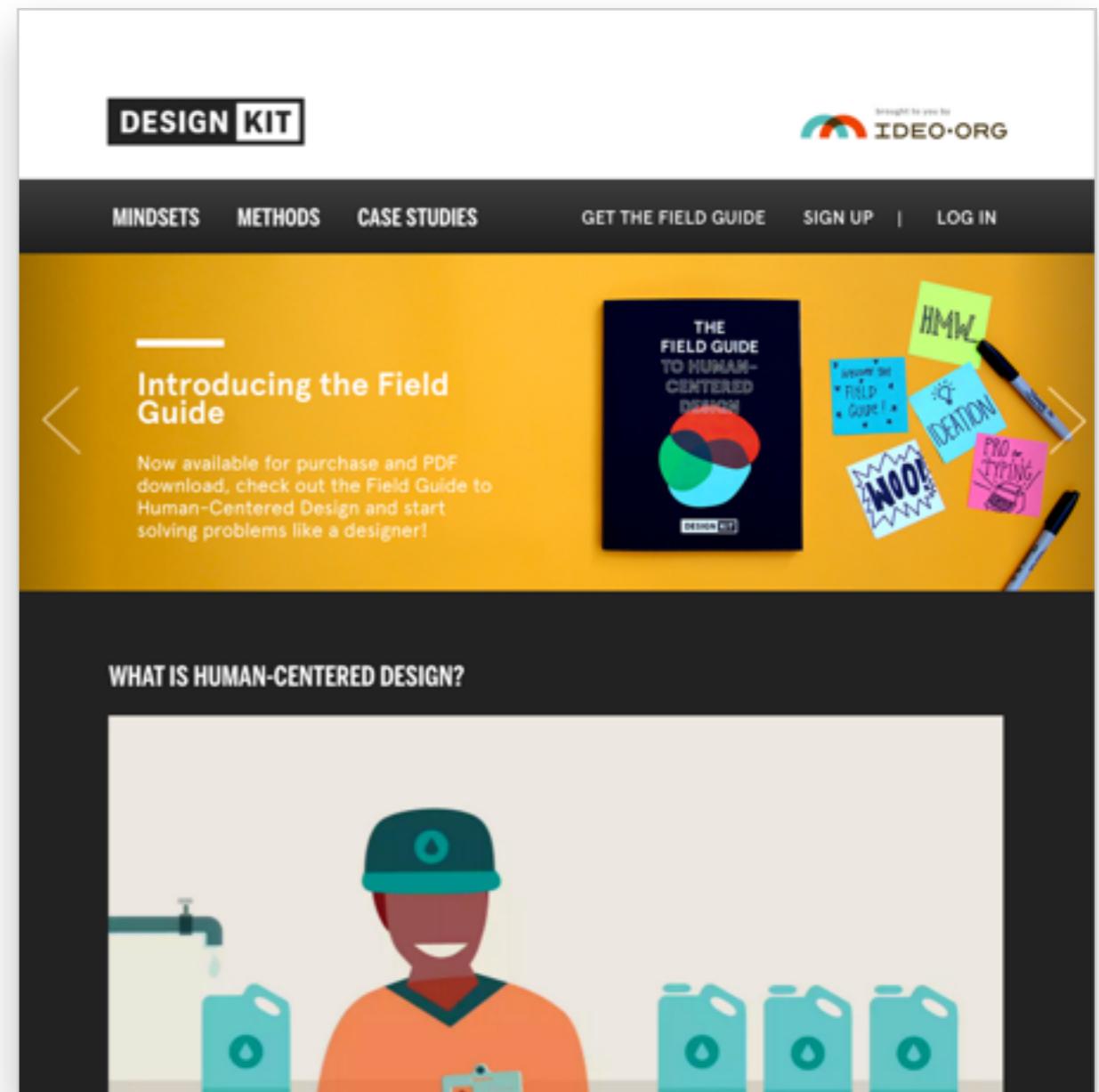
...take a moment to capture your biggest takeaways and feedback on your survey: [bit.ly/hcdworkshopsurvey2](https://bit.ly/hcdworkshopsurvey2)

### 2. As a Group

...share your thoughts!

# WHAT YOU CAN DO NEXT

- **Talk with someone you're designing for and ask them to share their experience with you.**
- **Lead a brainstorm with your team.**
- **Take a prototype to your next meeting to prompt discussion.**
- **Check out [DesignKit.org](#) for more ways to learn, practice, and share!**
- **Contribute ideas to [ideo.org/amplify](#), a global community working together to design solutions for the world's biggest challenges through open innovation.**



# THANK YOU!





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