

Introduction to

Human-centred Design

Creating solutions with lasting impact.

Our Sponsors



Hello.

I'm Chris.

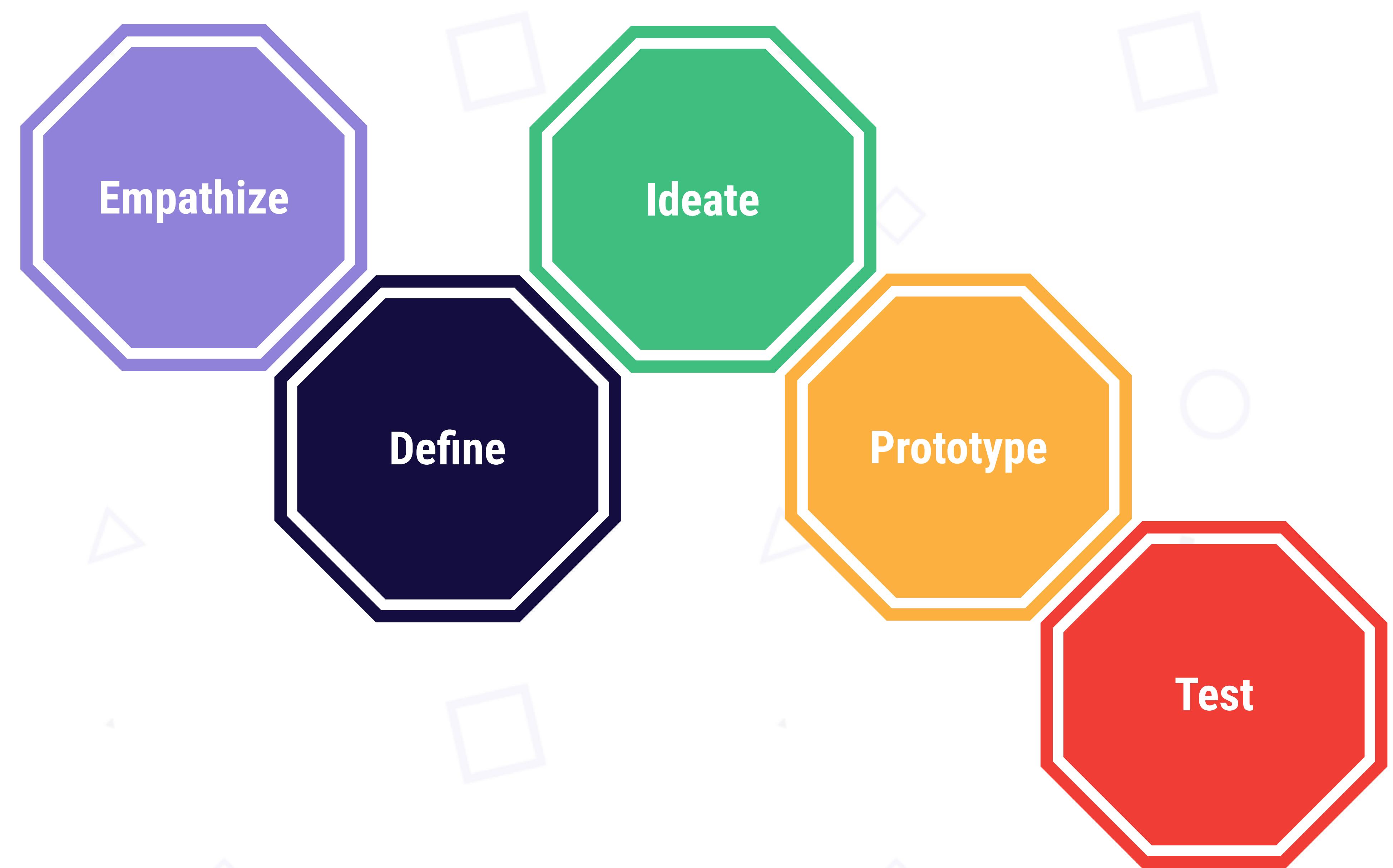
I design things.

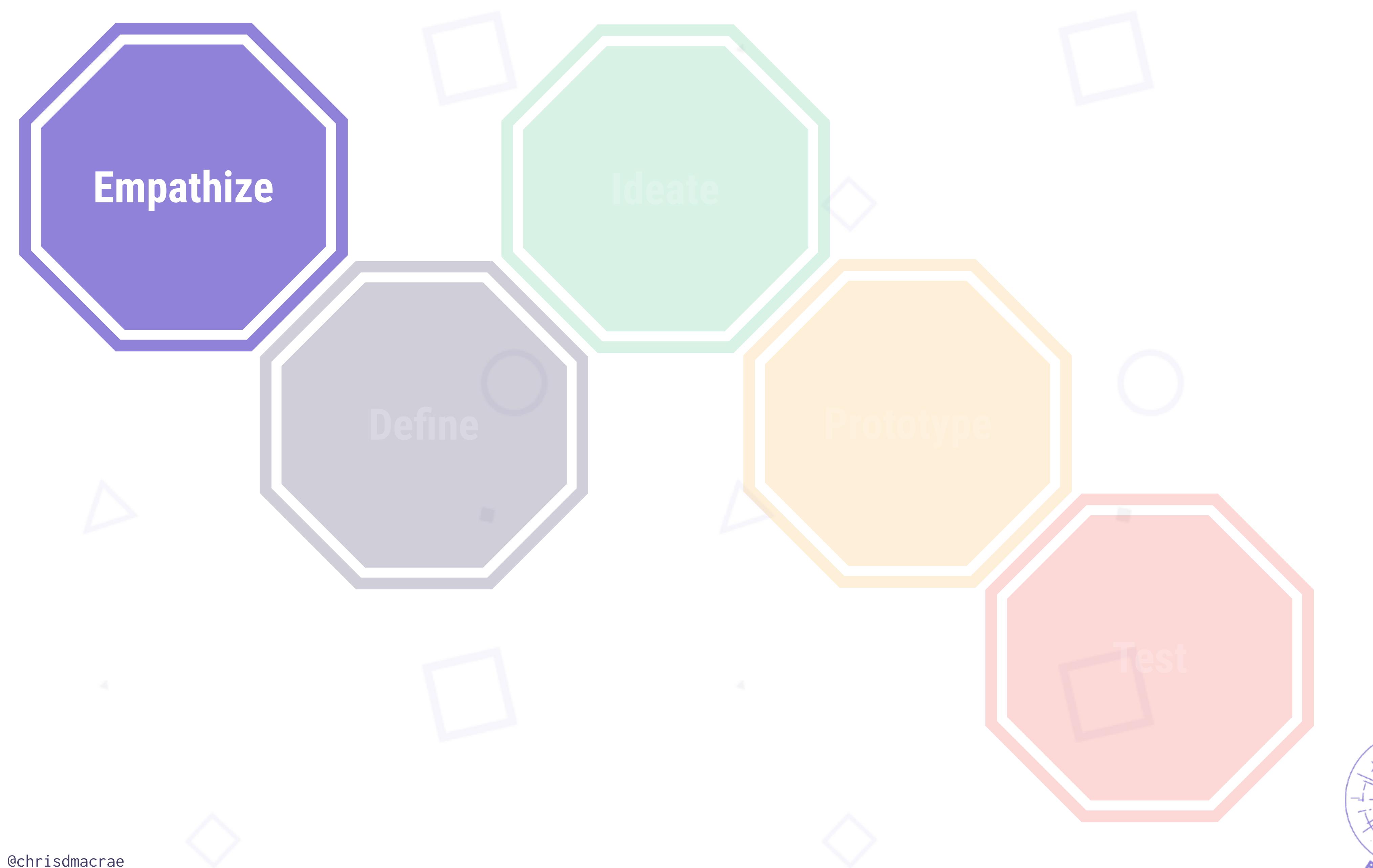
I develop things.

I like to think I'm a pretty ~~cool guy~~ *probably not*.



@chrismacrae
hello@chrismacrae.com



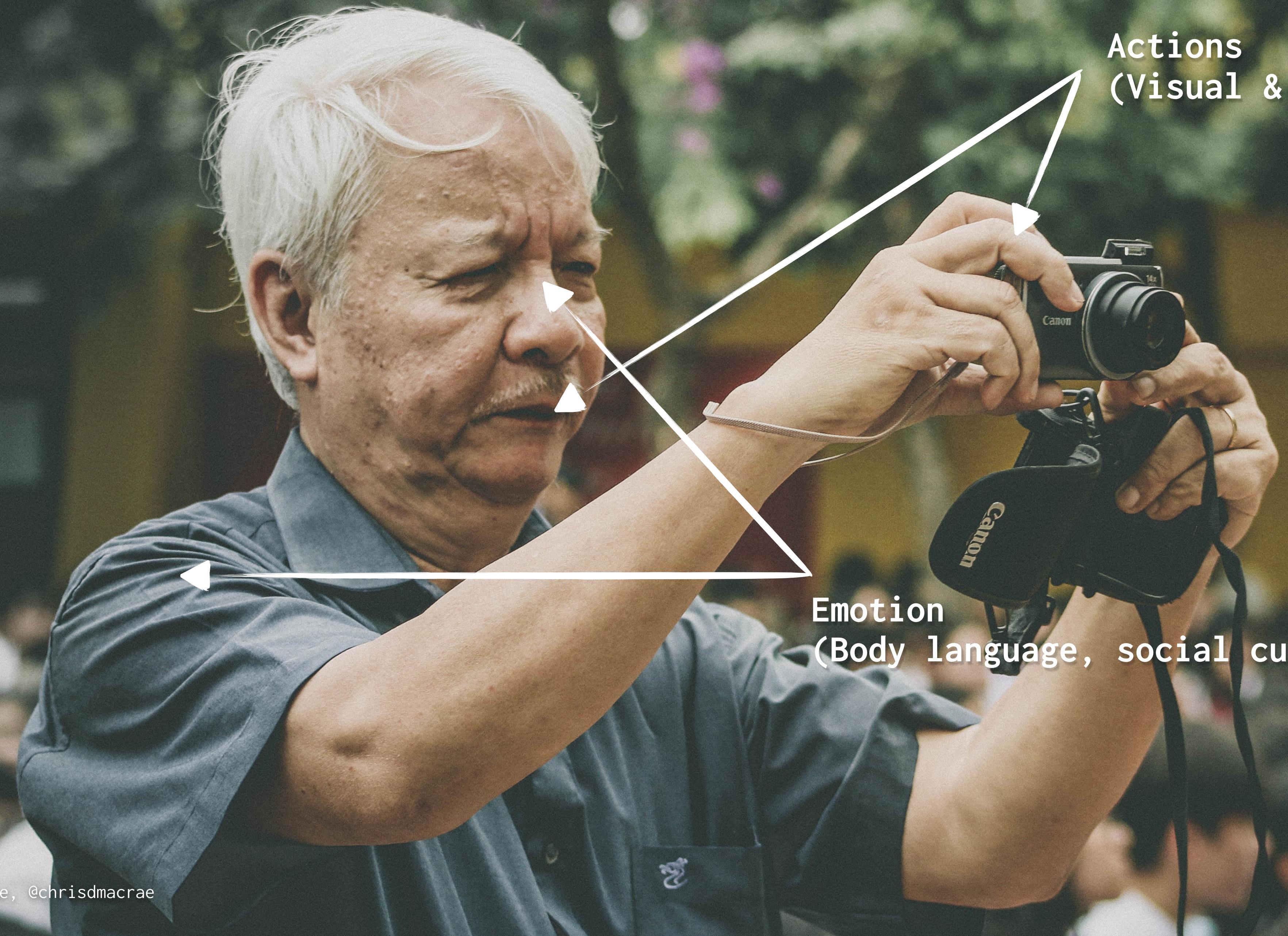




Learn about the audience you're designing for.

Who is my user?

What matters to that person?



Actions
(Visual & audio cues)

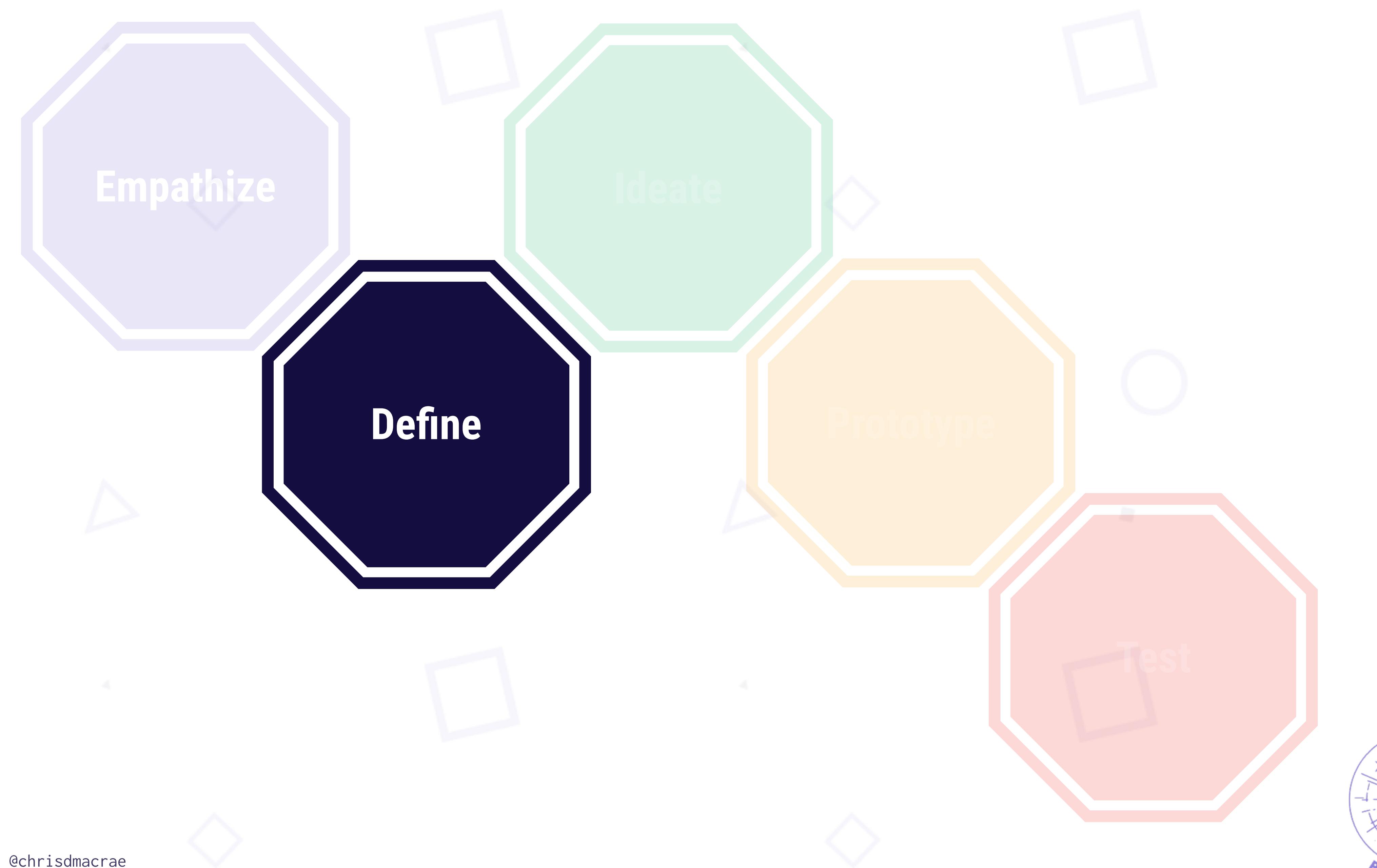
Emotion
(Body language, social cues)



Learn about the audience you're designing for.

Who is my user?

What matters to that person?



Create a point of view based on insights.

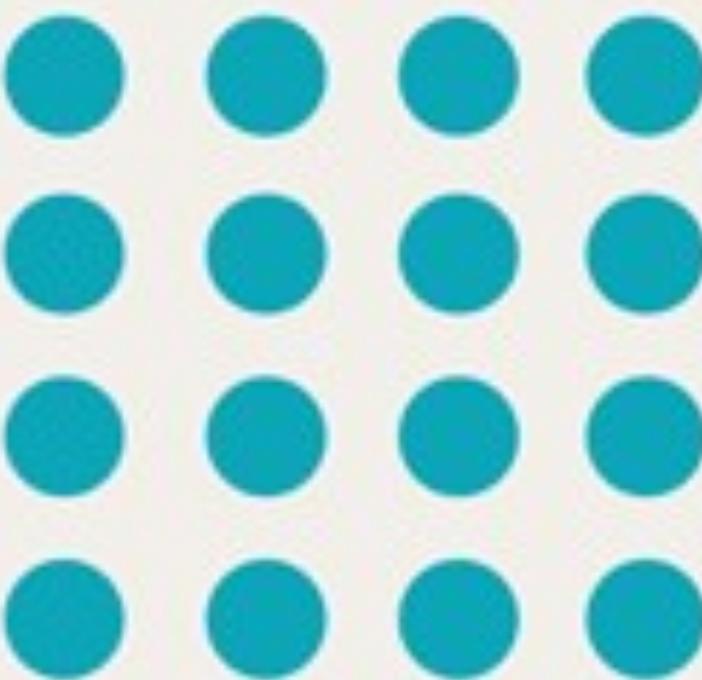
What does my user need?

What does my user want?

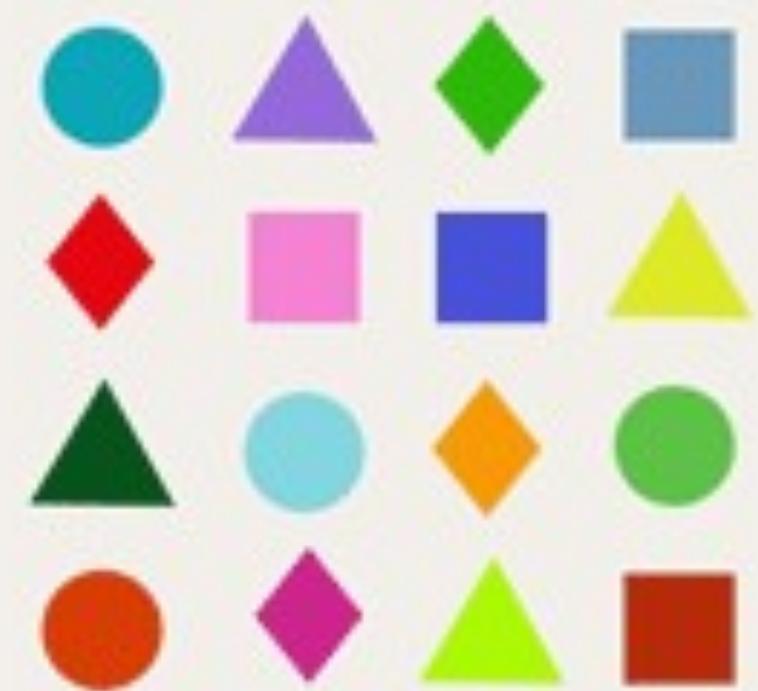
Want vs Need

I want more of the same
vs.
I need variety

WANT



NEED



Want vs Need

I want a smartphone

vs.

I need a telephone

WANT



NEED



Want vs Need

I want 0-maintenance plants
vs.
I need a green thumb

WANT



NEED



Create a point of view based on insights.

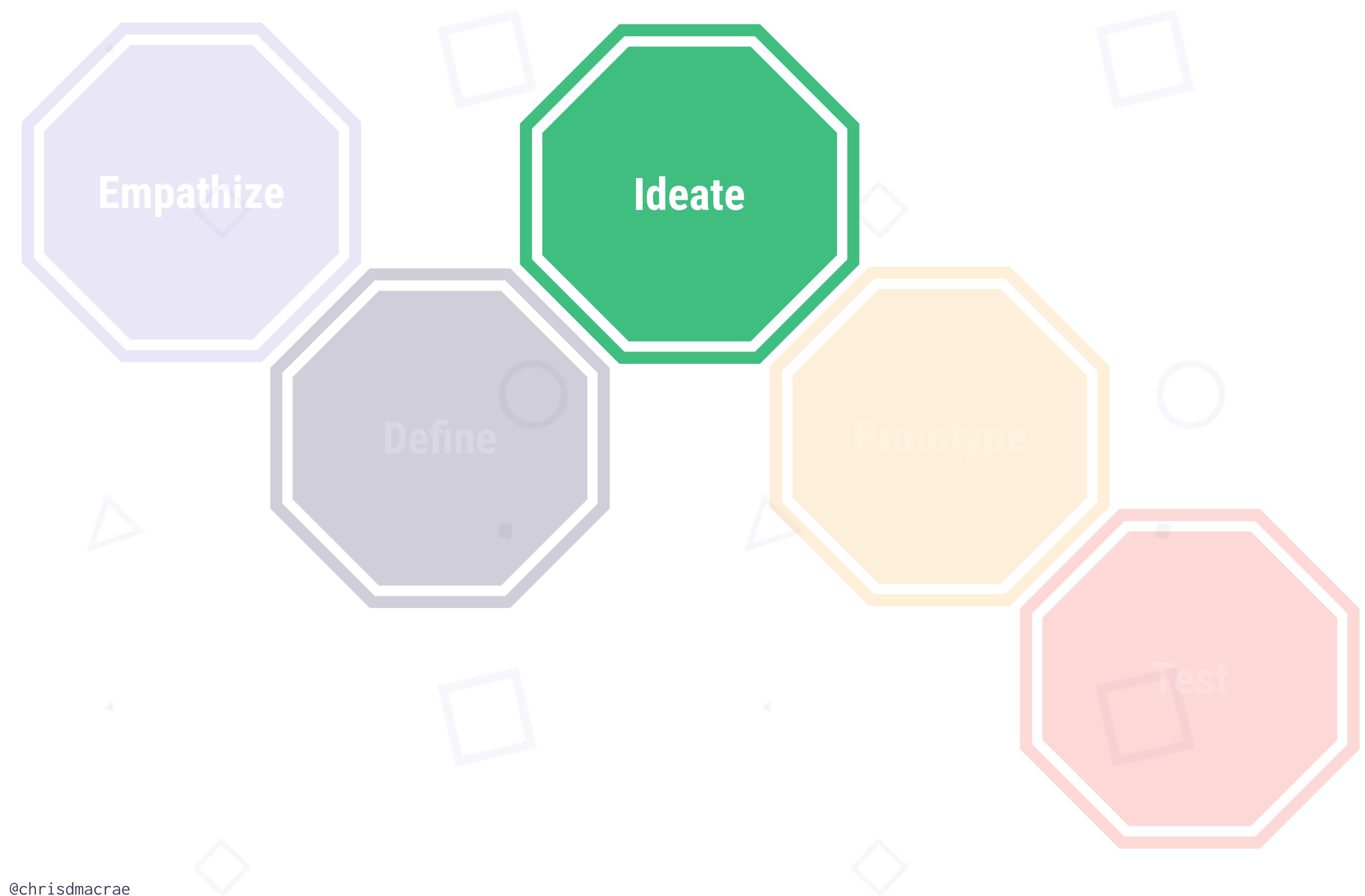
What does my user need?

What does my user want?

Create a point of view based on insights.

What does my user need?

What does my user want?





Brainstorm to come up with as many creative solutions as possible.

Think forward to the future.
Wild ideas are encouraged!

1

Defer judgement.

2

Encourage wild ideas.

3

Build on the ideas of others.

4

Stay focused on the topic.

5

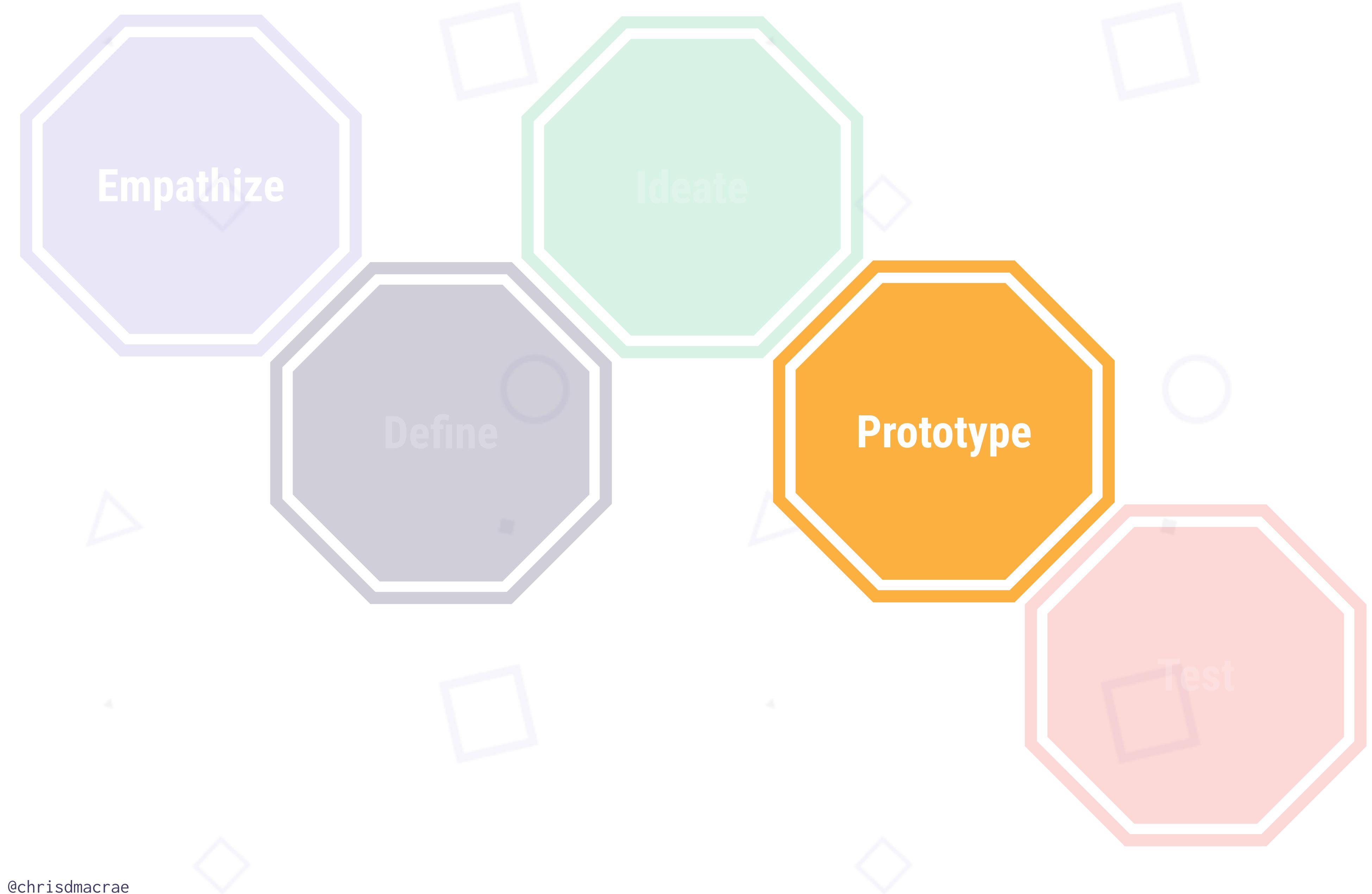
One conversation at a time.

6

Be visual.

7

Go for quantity.



Build a visual representation of one of your ideas.

How can I show my idea?

How can I share my idea?

Prototypes can be quick & dirty



The format doesn't matter

Storyboards, role plays,
models, mock-ups, you name it!





Chris Macrae, @chrismacrae

Create an experience

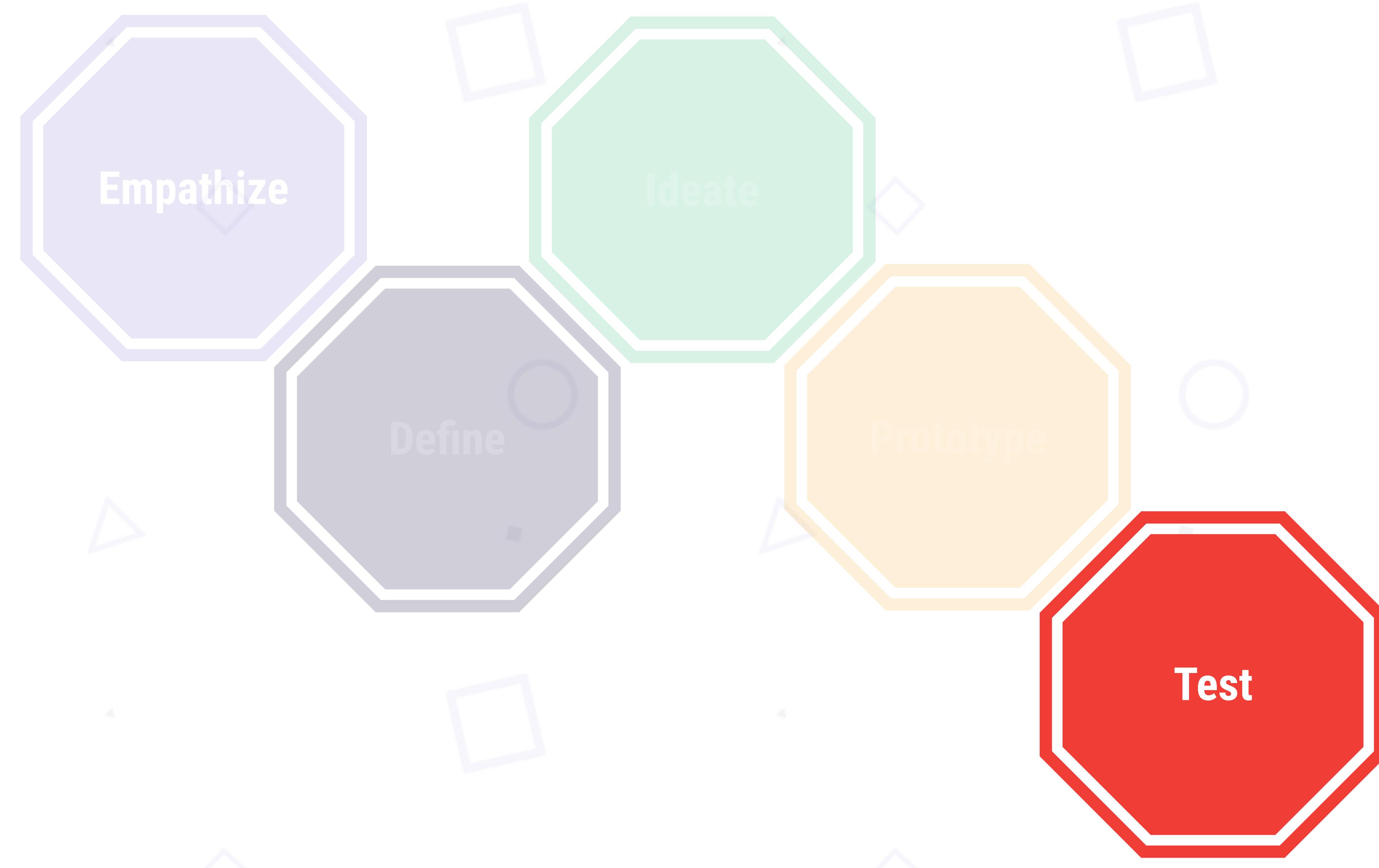
Role playing is an effective way to prototype services, environmental design, and much more.



Build a visual representation of one of your ideas.

How can I show my idea?

How can I share my idea?





Share your prototype for feedback.

What worked?

What didn't work?



Chris Macrae, @chrisdmacrae

Next Steps

- Keep getting feedback!
- Define success!
- Measure and evaluate!
- Create a roadmap & pilot.
- <http://www.designkit.org/methods>



Resources

- <http://www.designkit.org/>
- <https://dschool.stanford.edu/resources/>
- <https://www.ideou.com/>
- <https://www.plusacumen.org/courses/introduction-human-centered-design>
- <https://www.plusacumen.org/courses/prototyping>

