LAB OPM

Fundamentals of Human-Centered Design

Day 2

LAB OPM

Regroup:
Reconnect + Review

Reconnect
+ Review

Welcome to Day 2!

How’s everyone doing?

Any thoughts since yesterday?

Reconnect
+ Review

Day 2 Agenda

- Regroup: Reconnect + Review
- UNDERSTAND: Insight Synthesis

Break

- ENVISION: Idea Generation

***Lunch** 12:00-1:00*

- ENVISION: Prioritizing Ideas
- ENVISION: Visualizing Concepts

Break

- PROTOTYPE: Learning by Making
- Reflect: Debrief + Preview

***Wrap up** 4:00*

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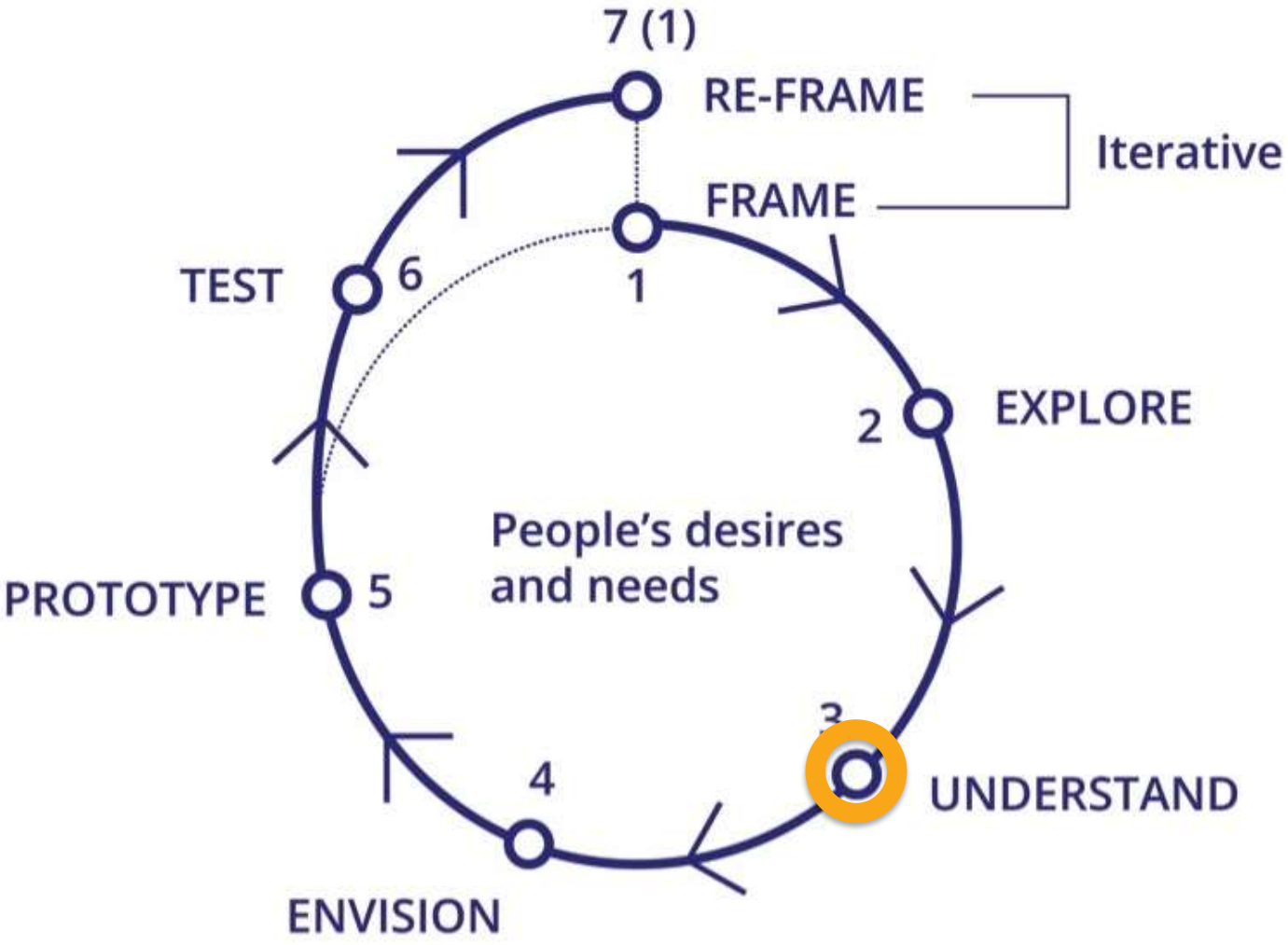
UNDERSTAND:
Insight Synthesis

Insight
Synthesis

HCD Process Revisited



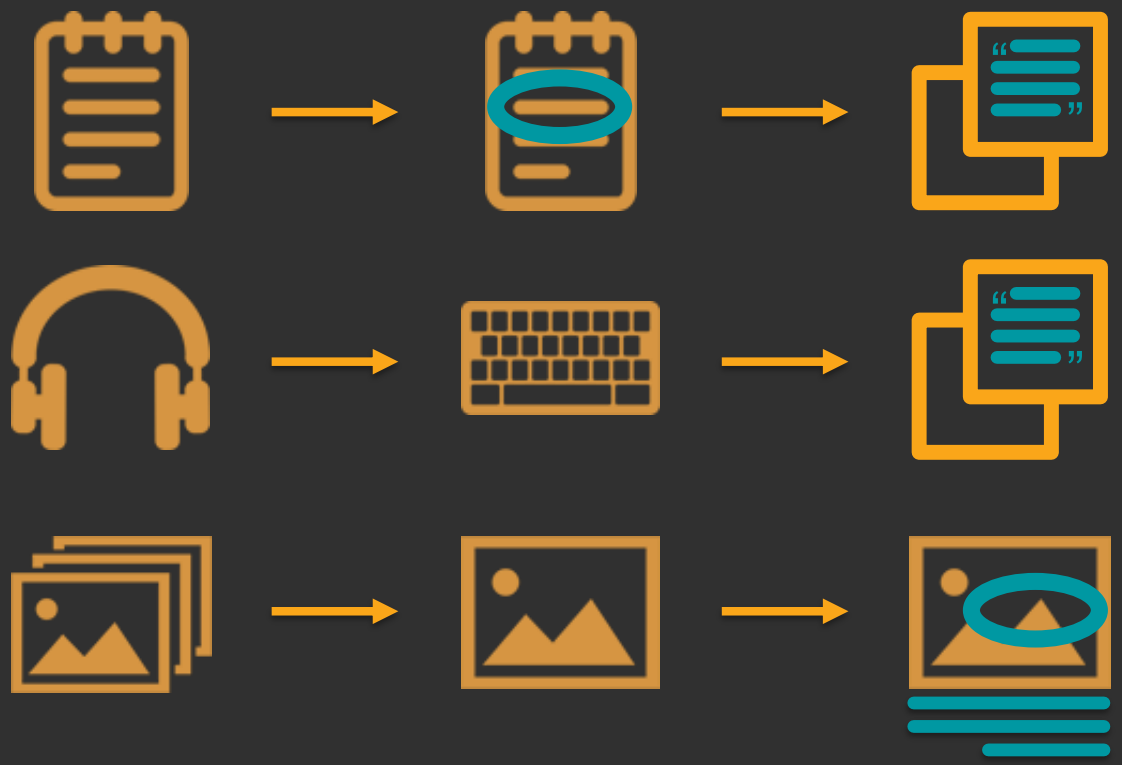
Insight Synthesis: A Definition

The process of uncovering the meaning behind data collected about people's needs.

In order to bring clarity to complex data sets and identify useful insights and patters, we must be organized and adaptable.

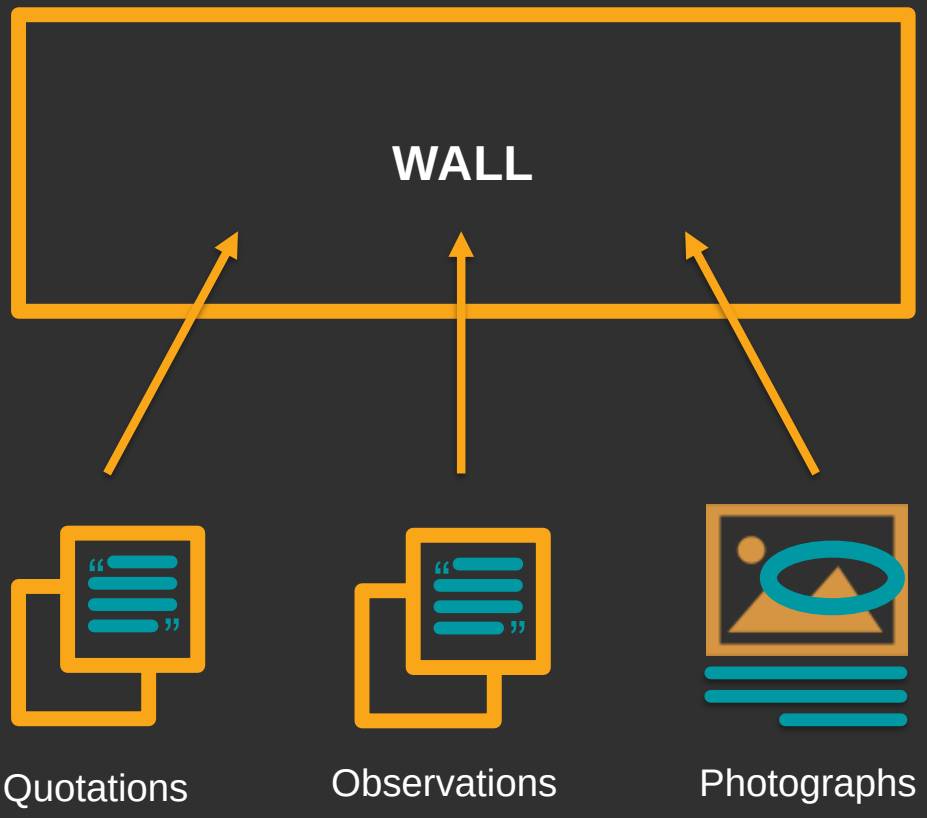
Insight
Synthesis

Data Processing



Insight
Synthesis

Data Sharing



Insight
Synthesis

USAJobs Synthesis

Insight Synthesis

Synthesis Process

1. Extract Takeaways

Review your notes and photos, and pull out any comments, quotations, or observations that could be important, and put them on sticky notes—one per sticky.

2. Categorize & Label

Share your data with your group by placing your sticky notes together on the wall. Sort similar takeaways into clusters. Iterate, refine, and give each cluster a label.

3. Articulate Insights

Discuss the deeper meaning and design opportunities suggested by the themes emerging from your data and distill each into a descriptive statement or “insight.”

Insight Synthesis

Synthesis Overview

1. One person places and describes a **single data point.**

Insight Synthesis

Synthesis Overview

2. Invite others to place items together to create **meaningful groups** from inferences.

Insight Synthesis

Synthesis Overview

Meaning is generated by asking questions like:

- What is this saying about a particular context?
- What caused or prompted the person to think/say this?
- If I read between the lines, does it speak to something larger?
- What about this situation would lead a person to say this or do this? (Go back and remember the context for this moment)

2. Invite others to place items together to create **meaningful groups** from inferences.

Insight Synthesis

Synthesis Overview

2. Invite others to place items together to create **meaningful groups** from inferences.

Insight Synthesis

Synthesis Overview

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Insight Synthesis

Synthesis Overview

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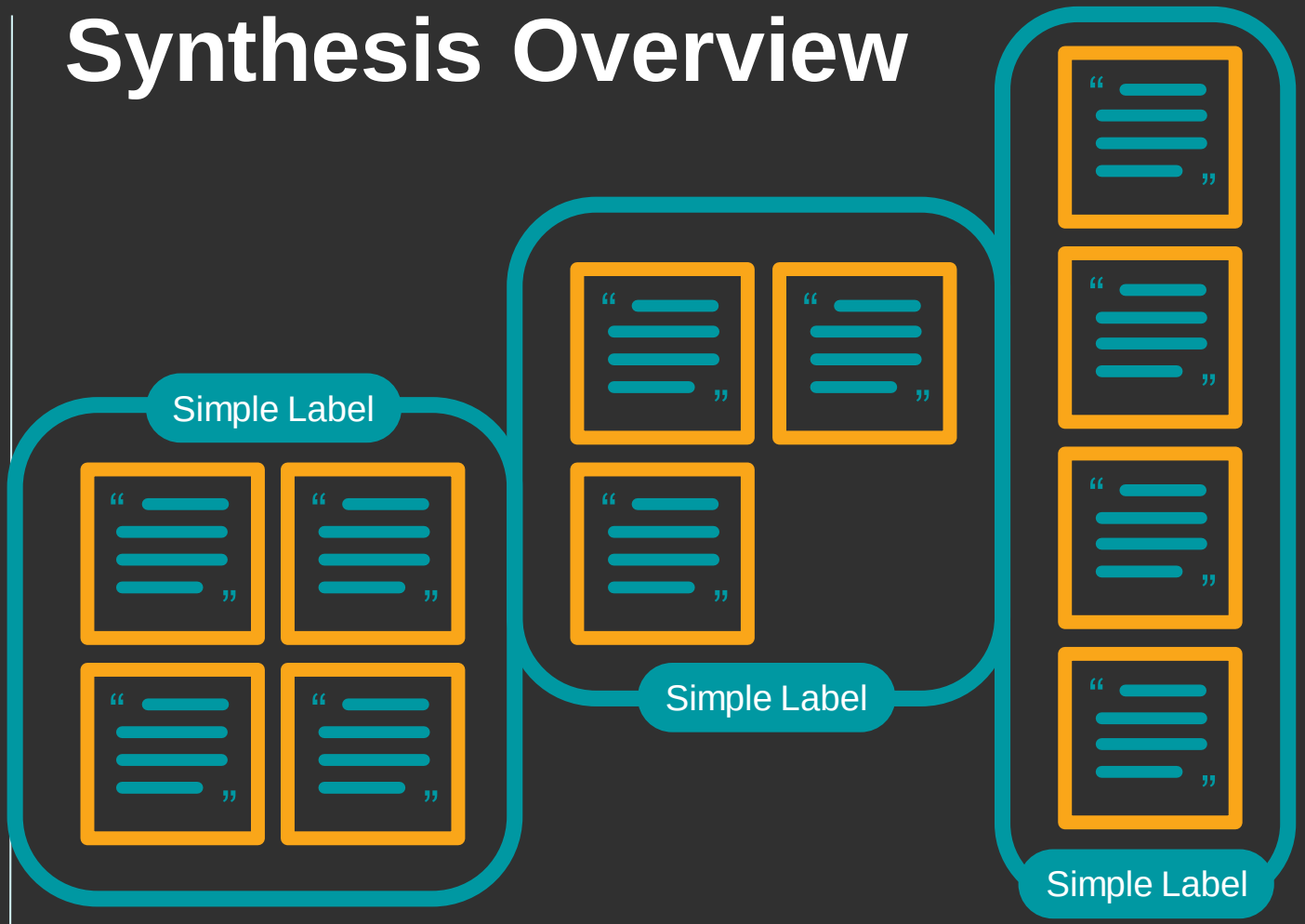
Insight
Synthesis

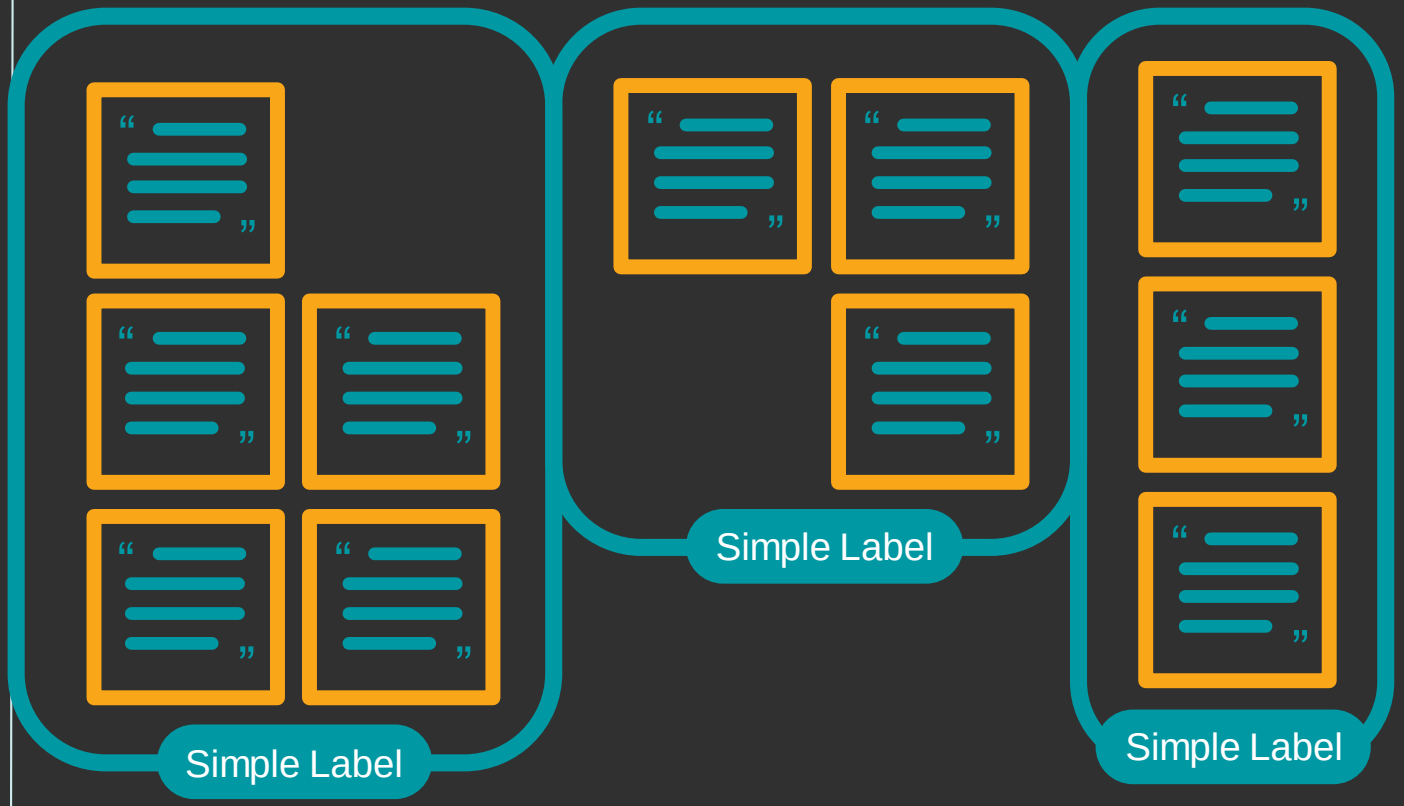
Synthesis Overview



3. As they take shape, **label each cluster** with a brief phrase. Think: “This relationship has something to do with _____.”

Insight
Synthesis

Synthesis Overview



4. **Discuss, rearrange, and re-label** as groupings emerge.

Insight Synthesis

USAJobs Synthesis: Step 2

"Is this website made so complicated so people won't apply for jobs? USAJOBS is the most complicated system I have ever used. It is very daunting to spend that much time applying without ever getting a response."

"Applying for Federal jobs is going to be a long drawn out process and you will have your heart broken at the end of it."

Single transcribed data point.

"In USAJOBS a lot of language is extremely confusing, the structure of job announcements is not user friendly, interaction with our agency is clunky and we lose applicants along the way."

"If you have questions about USAJOBS you have to figure it out on your own. I check with social media to get an understanding of the website."

"I don't know what keywords to use since there are so many"

"No I am not receiving help. I search on my own...Where is there help? That is one of the major complaint-there is no help to find"

"I do search on my own in USAJOBS but what I have experienced - I may be looking for a physical science technician but it may not always be listed as physical science- if I type that in it will limit me and i could not get the right results"

"Usually when I hear i didn't make the list for consideration I don't care anymore. I tried that, you can't get in touch with anyone for an explanation. When you get through to someone they don't have answers for you."

Insight Synthesis

USAJobs Synthesis: Step 2

Arduous Process

"Usually when I hear i didn't make the list for consideration I don't care anymore. I tried that, you can't get in touch with anyone for an explanation. When you get through to someone they don't have answers for you."

“Applying for Federal jobs is going to be a long drawn out process and you will have your heart broken at the end of it.”

Finding Help

"No I am not receiving help. I search on my own…Where is there help? That is one of the major complaint-there is no help to find"

“If you have questions about USAJOBS you have to figure it out on your own. I check with social media to get an understanding of the website.”

Feeling Lost

"I do search on my own in USAJOBS but what I have experienced - I may be looking for a physical science technician but it may not always be listed as physical science- if I type that in it will limit me and i could not get the right results"

"I don't know what keywords to use since there are so many"

Lack of Guidance

“Is this website made so complicated so people won’t apply for jobs? USAJOBS is the most complicated system I have ever used. It is very daunting to spend that much time applying without ever getting a response.”

“In USAJOBS a lot of language is extremely confusing,
the structure of job announcements is not user friendly, interaction with our agency is clunky and we lose applicants along the way.”

Insight Synthesis

USAJobs Synthesis: Step 3

Applying for a government job is a long and arduous process which is made even worse because the government doesn't set user expectations up front about what they need to apply and how long it will take them.

Arduous Process

"Usually when I hear i didn't make the list for consideration I don't care anymore. I tried that, you can't get in touch with anyone for an explanation. When you get through to someone they don't have answers for you."

"Applying for Federal jobs is going to be a long drawn out process and you will have your heart broken at the end of it."

USAJOBS falls short of applicant expectations because it presents itself as a one-stop shop for federal hiring, but in reality it is laid on top of a disjointed process spread among 129 agencies, which disorients, frustrates, and misleads users

Finding Help

"No I am not receiving help. I search on my own...Where is there help? That is one of the major complaint-there is no help to find"

"If you have questions about USAJOBS you have to figure it out on your own. I check with social media to get an understanding of the website."

Feeling Lost

"I do search on my own in USAJOBS but what I have experienced - I may be looking for a physical science technician but it may not always be listed as physical science- if I type that in it will limit me and i could not get the right results"

"I don't know what keywords to use since there are so many"

USAJOBS does not communicate eligibility and qualifications in a way that is meaningful to individual applicants, nor explain that these are prerequisites to being considered; applicants apply to jobs they can't get resulting in increased applications, workload for the government and frustration for multiple users in the system

Lack of Guidance

"Is this website made so complicated so people won't apply for jobs? USAJOBS is the most complicated system I have ever used. It is very daunting to spend that much time applying without ever getting a response."

"In USAJOBS a lot of language is extremely confusing, the structure of job announcements is not user friendly, interaction with our agency is clunky and we lose applicants along the way."

Insight Synthesis

What's a Design Insight?

A single phrase that exhibits a deeper understanding of a person, a thing, or situation and embodies opportunities for design.

What *Isn't* a Design Insight?

- **Data**
  (Insights call for action.)
- **Observations**
  (Without the motivation or need suggested by the observation)
- **Wishes**
  (Ask people what they want, and they'll tell you "a faster horse.")

Insight
Synthesis

What *is* a Design Insight?

- **Context**
  Explain background
- **The challenge**
  Explain the barrier/s
- **The cause**
  What is causing the problem
- **Motivation**
  What drives people's action?

Insight
Synthesis

Synthesis Worksheet

Break

15 min.

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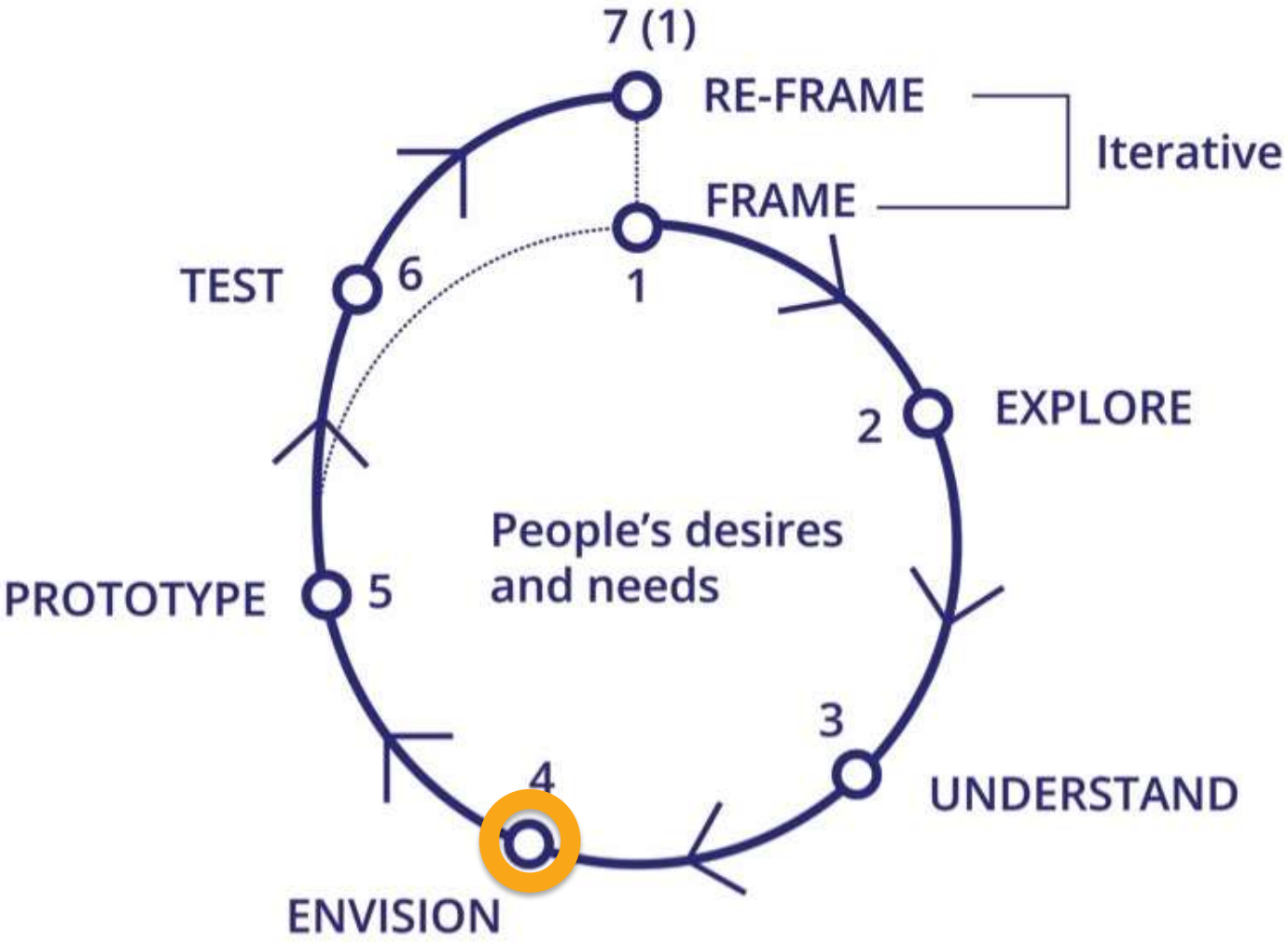
ENVISION:
Idea Generation

Idea Generation

HCD Process Check-In



Ideation:
A Definition

Ideation is the creative process of generating, developing, and communicating new ideas within a design framework.

Envisioning new futures requires building on other people's ideas and "green housing" ideas that may feel unfinished or incomplete at the time.

Idea Generation

Ideation:
The Process

- *Choose 3 insights with your group*
- *Create 3 HMW for the 3 insights use the template*
- *Individually generate ideas for the HMWs*
- *As group use the matrix to place the HMW and your individual ideas*
- *Explain your ideas to your team*
- *Second round of Brainstorming*

The Spirit and Mindset of Ideation

- *Yes, and…*
- Defer judgment
- There is no right answer
- Diversity is good
- Work visually when possible
- Everything is temporary
- Take risks! Have fun!
- The goal is quantity not quality!

Ideation Process: Select Insights

- *3 insights*
- *Combine if needed*

Idea Generation

Ideation Process: Create HMW

Insight Synthesis

Articulating Insights as Questions for Ideation

How might we…?

Insight Synthesis

Articulating Insights as Questions for Ideation

How might we…?

Action/goal oriented

Insight Synthesis

Articulating Insights as Questions for Ideation

How might we…?

Action/goal oriented

Open-ended potential

Insight Synthesis

Articulating Insights as Questions for Ideation

How might we…?

Action/goal oriented

Open-ended potential

Collaborative + inviting

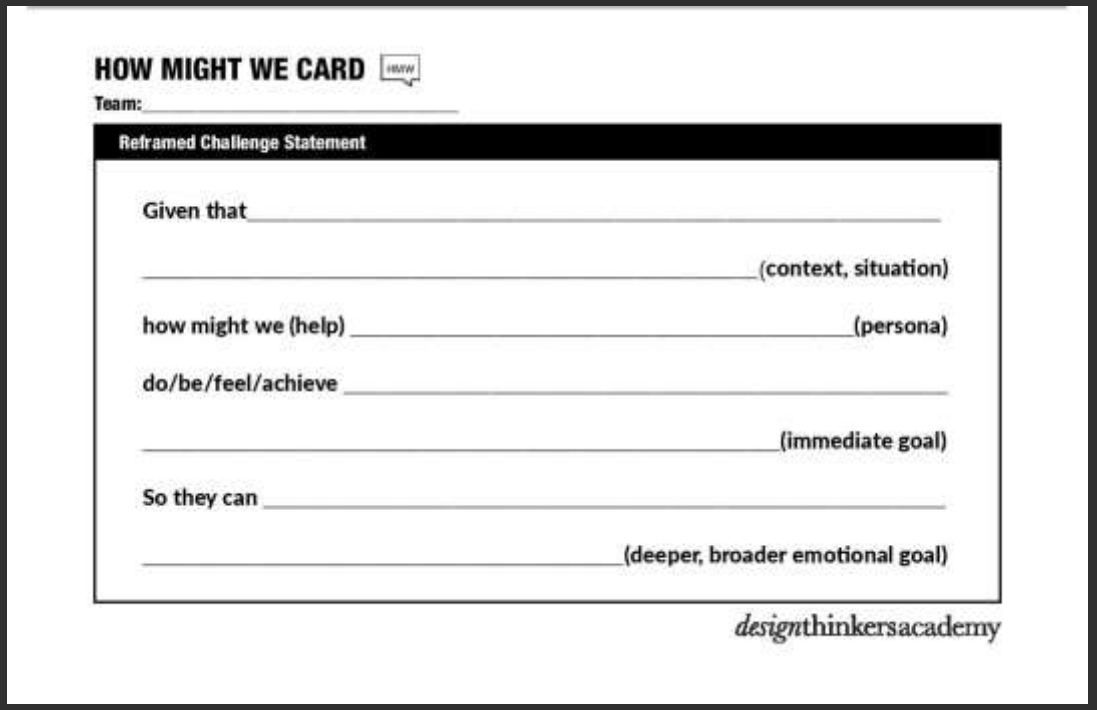
Insight Synthesis

Articulating Insights as Questions for Ideation

How might we…?

[Good question—let's brainstorm!]

Insight Synthesis



HOW MIGHT WE CARD HMW

Team: _____

Reframed Challenge Statement

Given that _____

_____ (context, situation)

how might we (help) _____ (persona)

do/be/feel/achieve _____

_____ (immediate goal)

So they can _____

_____ (deeper, broader emotional goal)

*design*thinkersacademy

Insight
Synthesis

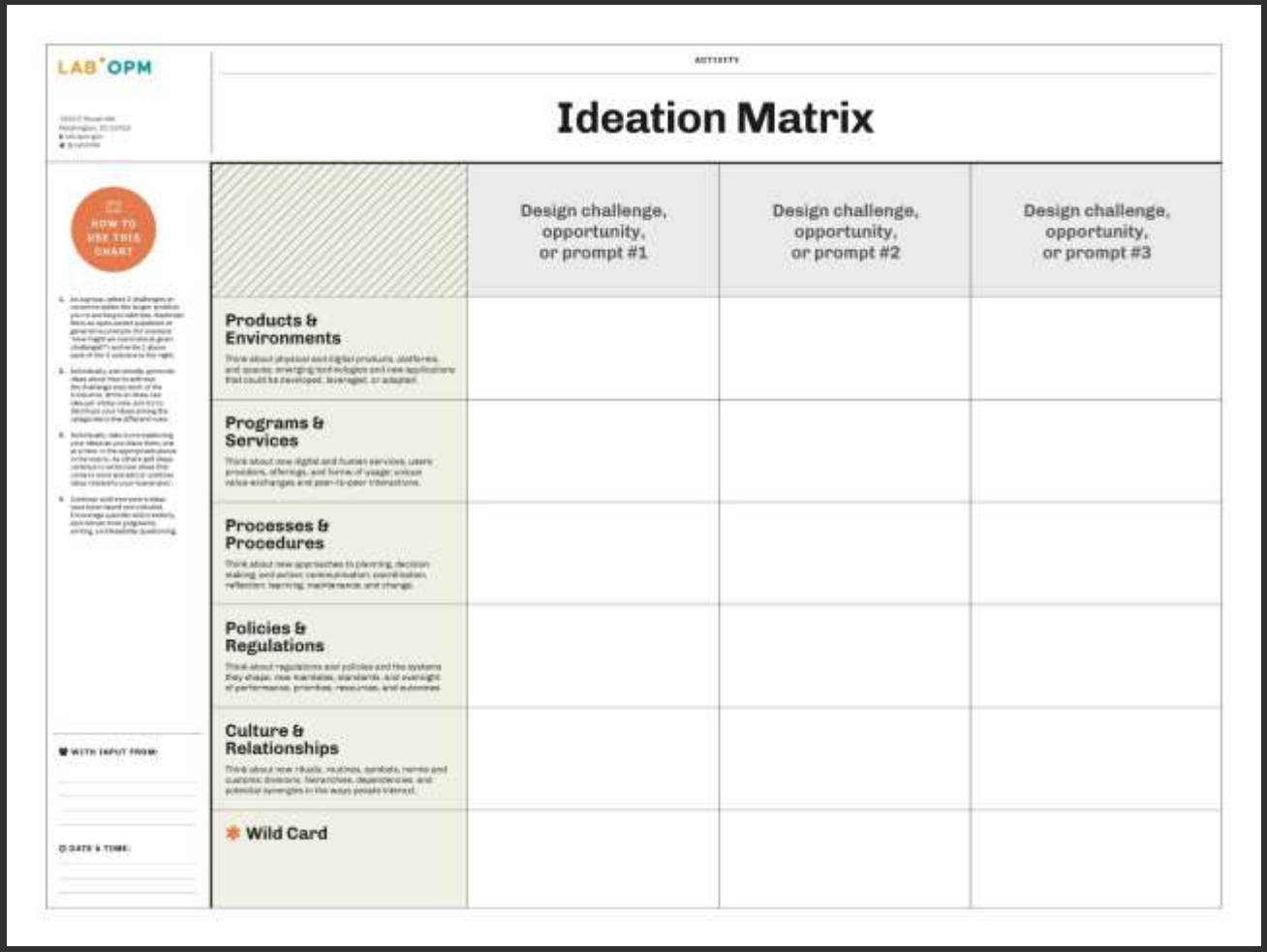
Free form Brainstorming

Individually Create ideas for each of the HMW

As many as possible

Idea Generation

Ideation Process



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ACTIVITY

Ideation Matrix

HOW TO USE THIS CHART

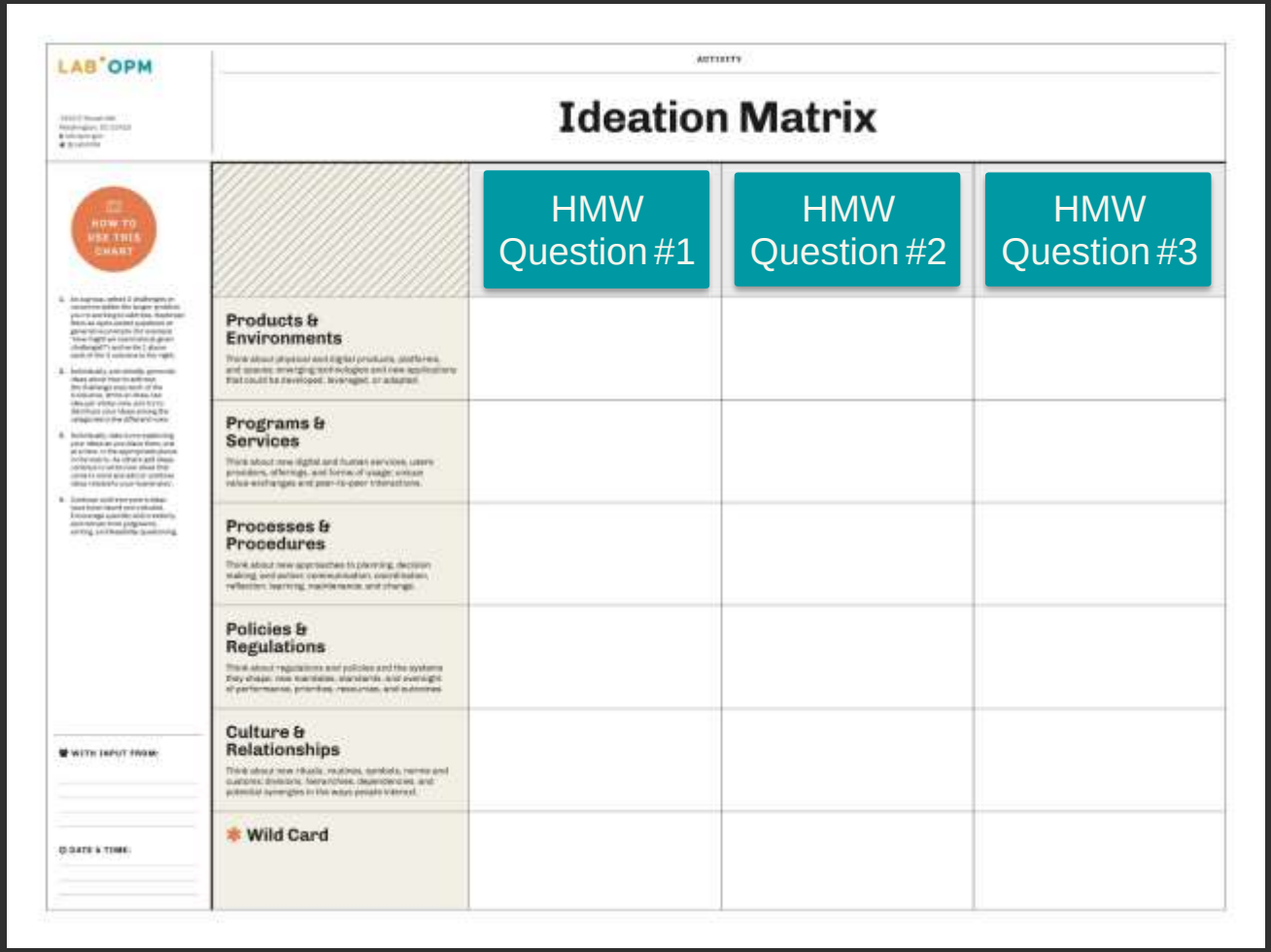
WITH INPUT FROM:

DATE & TIME:

	Design challenge, opportunity, or prompt #1	Design challenge, opportunity, or prompt #2	Design challenge, opportunity, or prompt #3
Products & Environments Think about physical and digital products, platforms, and spaces; emerging technologies and new applications that could be developed, leveraged, or adapted.			
Programs & Services Think about new digital and human services, users' providers, offerings, and forms of usage; unique value exchanges and peer-to-peer interactions.			
Processes & Procedures Think about new approaches to planning, decision making, and action; communication, coordination, reflection, learning, maintenance, and change.			
Policies & Regulations Think about regulations and policies and the systems they shape; new mandates, standards, and oversight; performance, priorities, resources, and outcomes.			
Culture & Relationships Think about new rituals, routines, symbols, norms and customs; divisions, hierarchies, dependencies, and potential synergies in the ways people interact.			
Wild Card			

Idea Generation

Ideation Process



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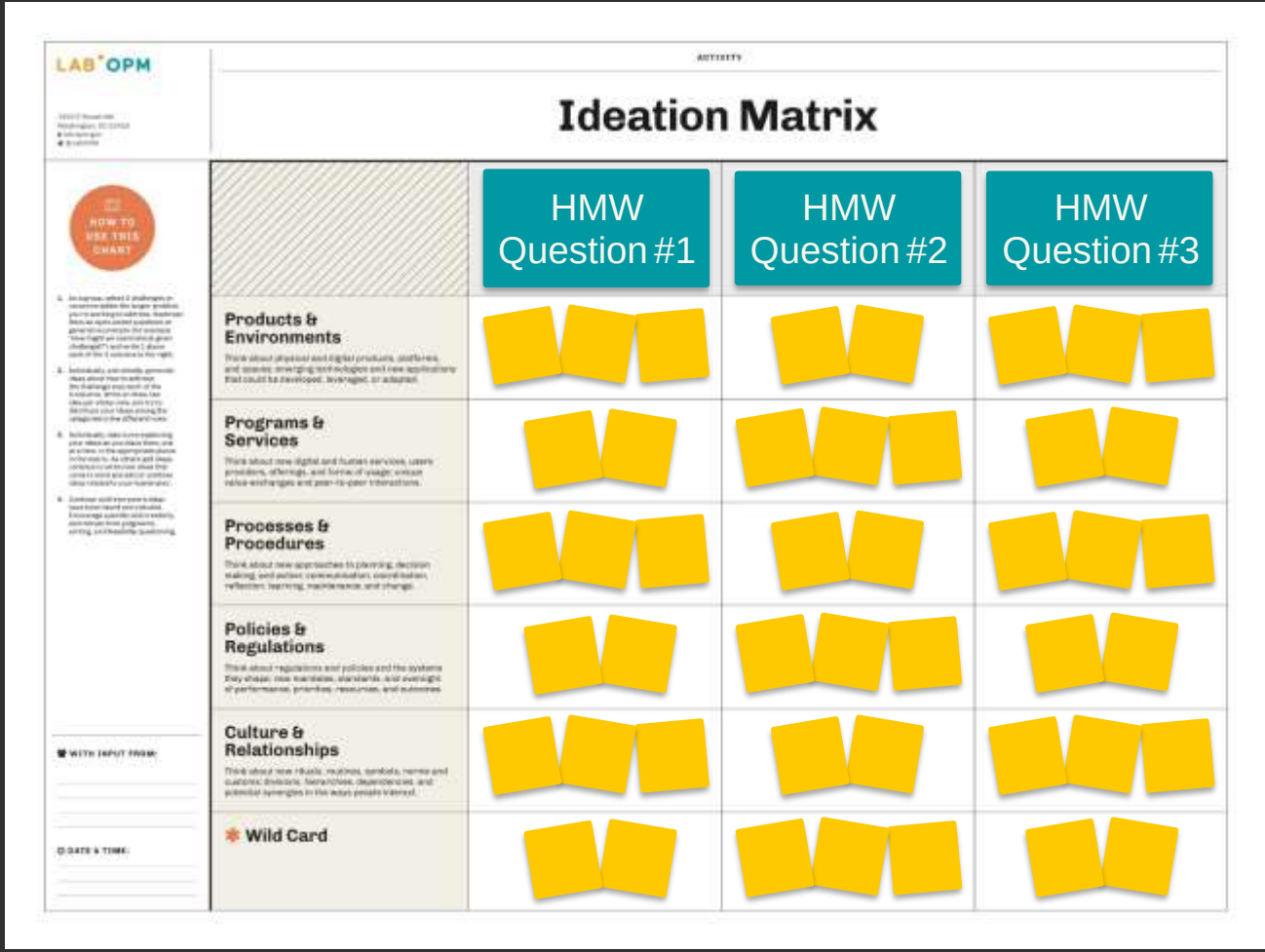
Ideation Matrix

HOW TO USE THIS CHART

	HMW Question #1	HMW Question #2	HMW Question #3
Products & Environments			
Programs & Services			
Processes & Procedures			
Policies & Regulations			
Culture & Relationships			
Wild Card			

Idea Generation

Ideation Process



Insight
Synthesis

Free form Brainstorming

- Do a second round of brainstorming as a group
- Fill the gaps in the matrix

Lunch

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ENVISION:
Prioritizing Ideas

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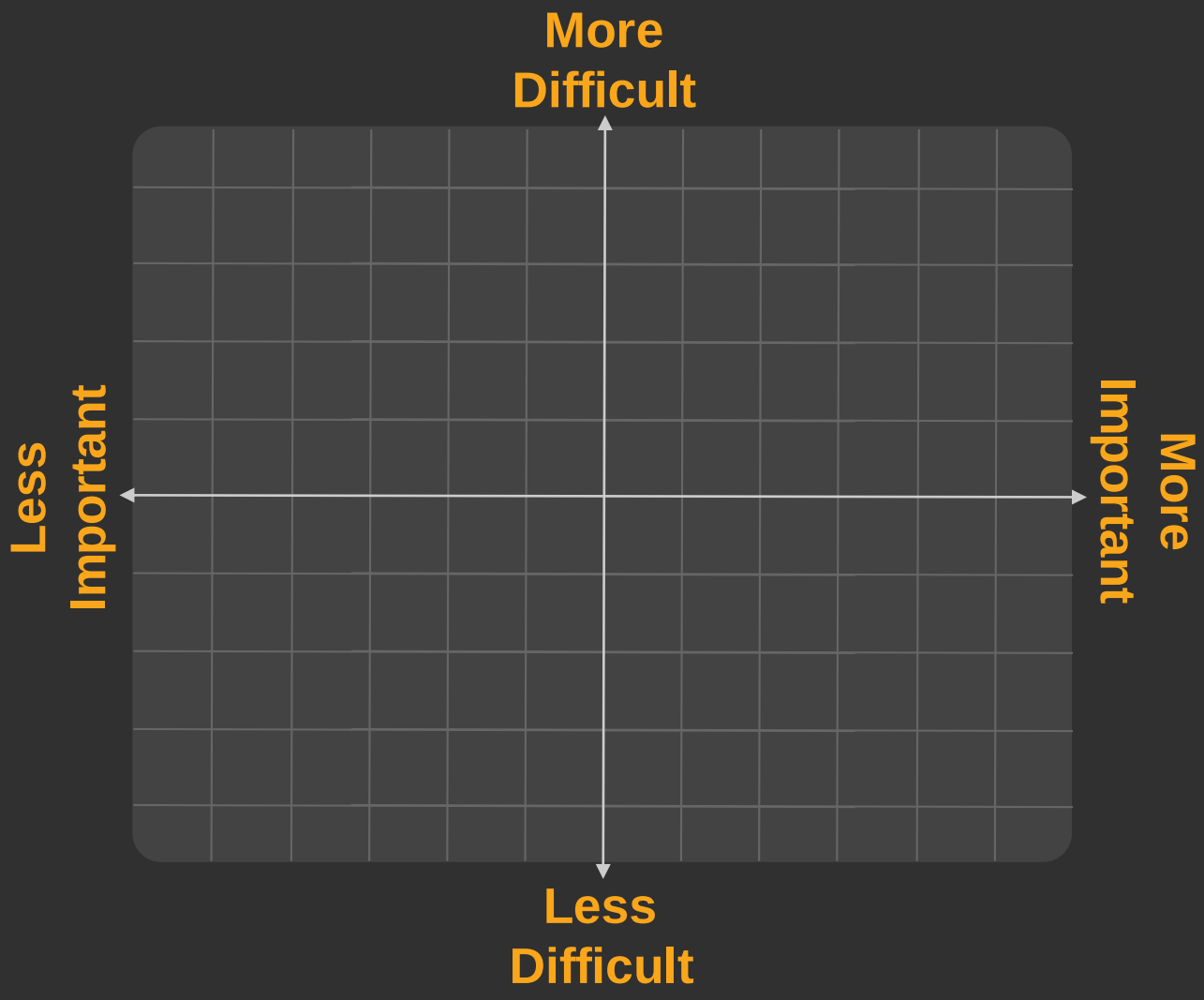
ENVISION:
Design Criteria

Prioritizing Ideas

Prioritization Matrix



Prioritization Process

1. **Define "Important + Difficult"**
   As a team, discuss what your specific **definitions** of importance and difficulty are.

2. **Rank Ideas by Importance**
   Then take your ideas and force rank them across the matrix from least to most **important**. This will require discussion and collaboration.

3. **Rank Ideas by Difficulty**
   Once in place on the horizontal axis, do not move your sticky notes horizontally. While keeping them in order, move them up or down depending on their **difficulty** in relation to one another.

Do it!

1. **Define "Important + Difficult"**
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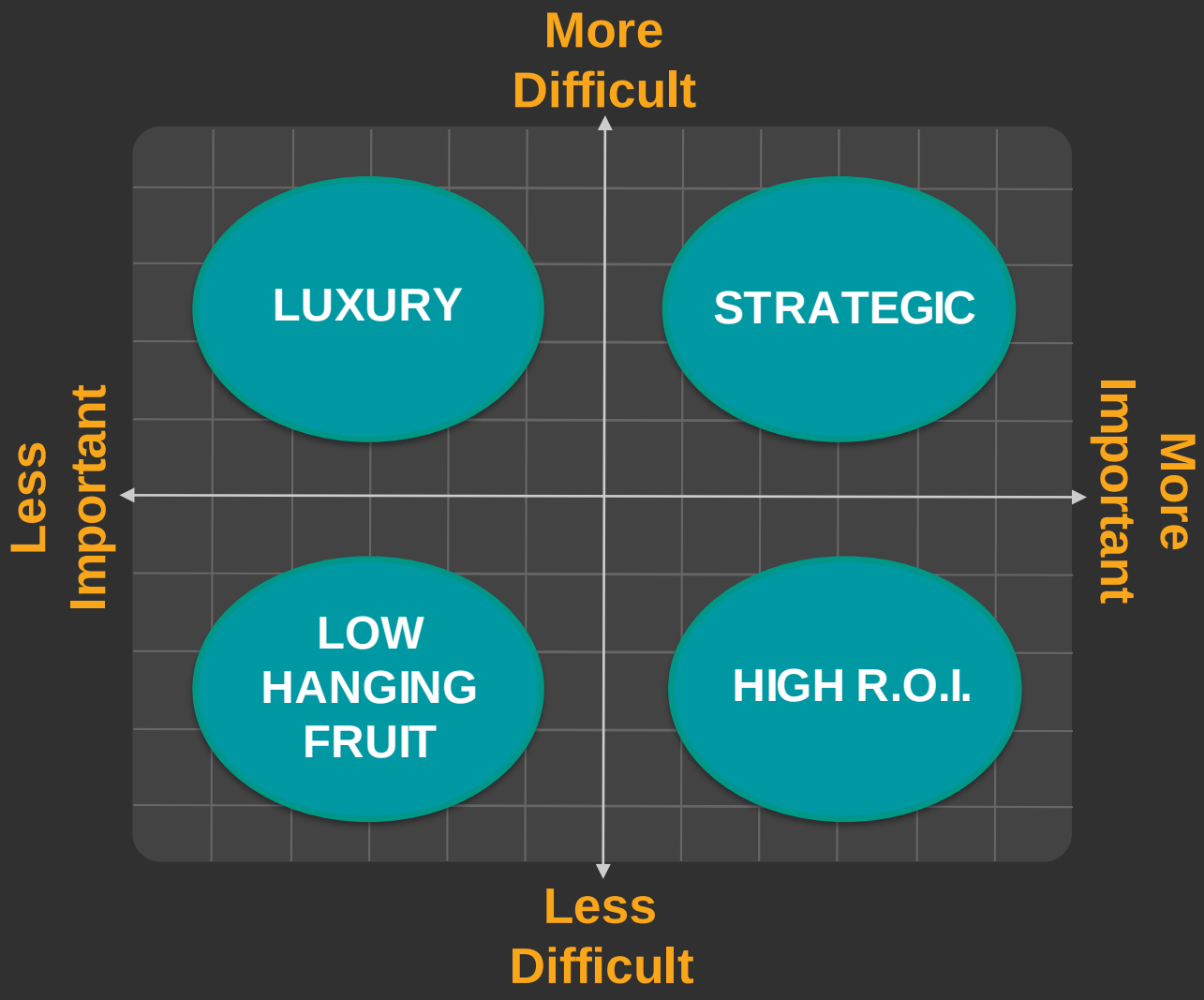
Prioritizing Ideas

Prioritization Matrix



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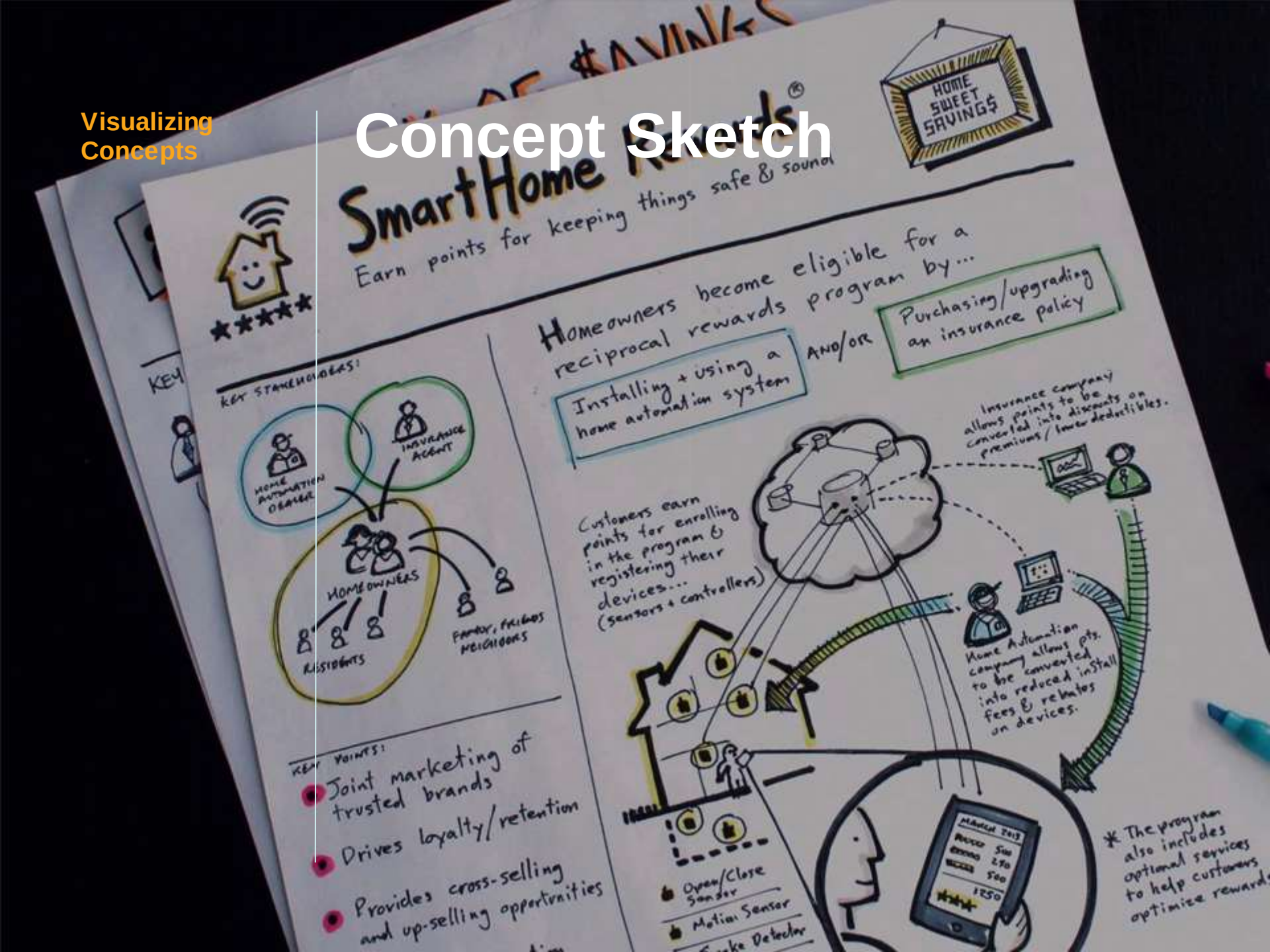
ENVISION: Developing Concepts

Visualizing Concepts

Concept Sketch



Visualizing Concepts

Concept Poster

Break

15 min.

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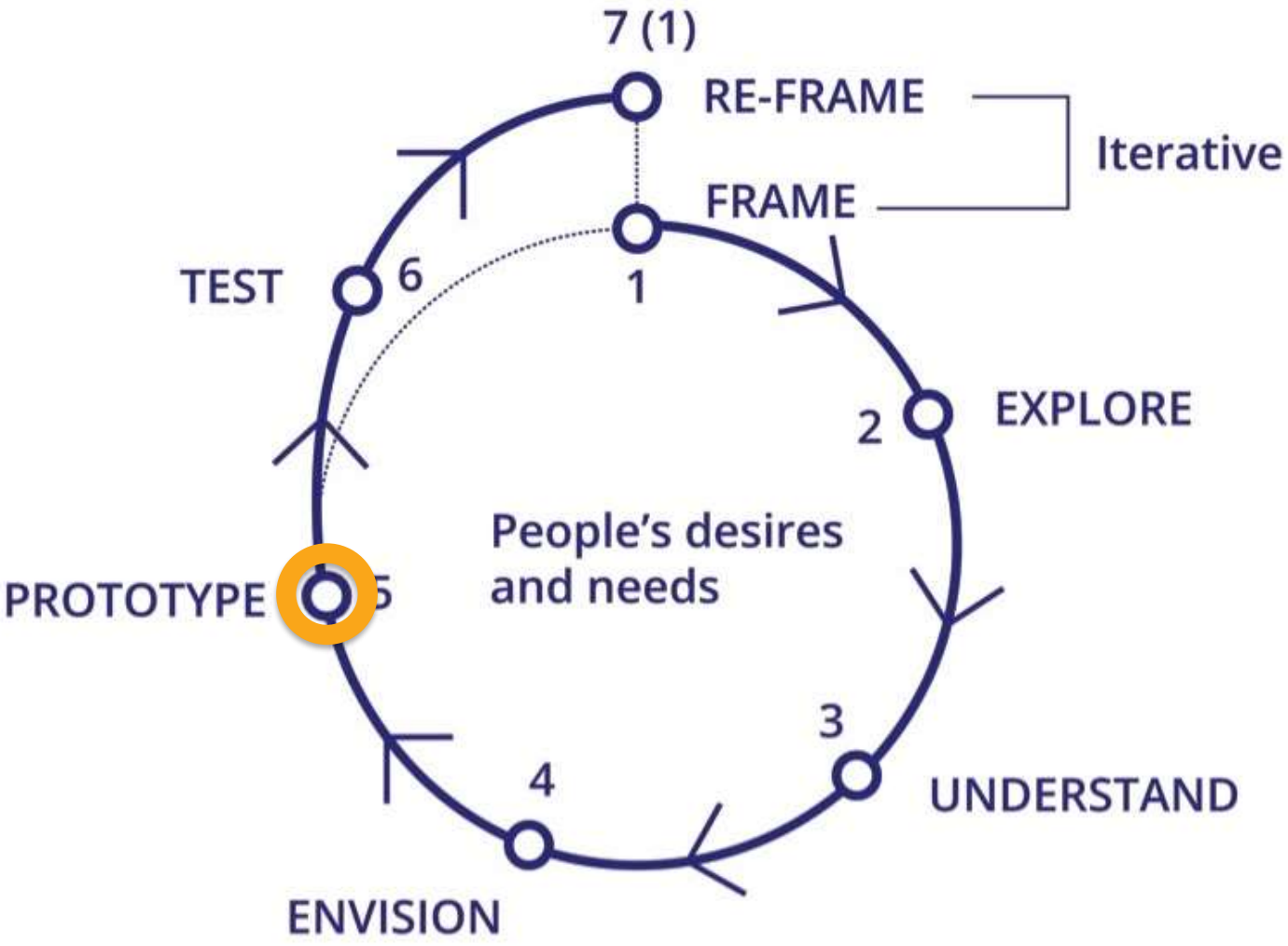
PROTOTYPE:
Learning by Making

Learning by Making

HCD Process Check-In



Learning by Making

Prototype: A Definition

A first simple model, draft, or version of a design or an idea that tests a concept or process in the real world.

Learning by Making

Why to Prototype?

- Tests designs in the real world.
- Manages the risk of misplaced investment in the wrong solution.
- Makes the abstract and intangible specific and concrete.
- Makes ideas accessible for interaction and critique by others.
- Enables collaboration & co-design

Learning by Making

How to Prototype?

- Don’t waste time on little details. Don’t waste $ on fancy materials.
- Work with what you have on hand to create props, personas, and Frankenstein monsters, whatever you need to do to see and feel what’s working and what’s not.
- Seek to reveal, not conceal, flaws.

How to Prototype?

- Simple models or mock-ups will work for physical or digital designs, but less tangible services or experiences will need to be tested through performance, storyboarding, or other narratives.
- Test pieces and parts of your design when the whole is not testable. Mix levels of fidelity, focusing on critical components.

Learning by Making

What to prototype?

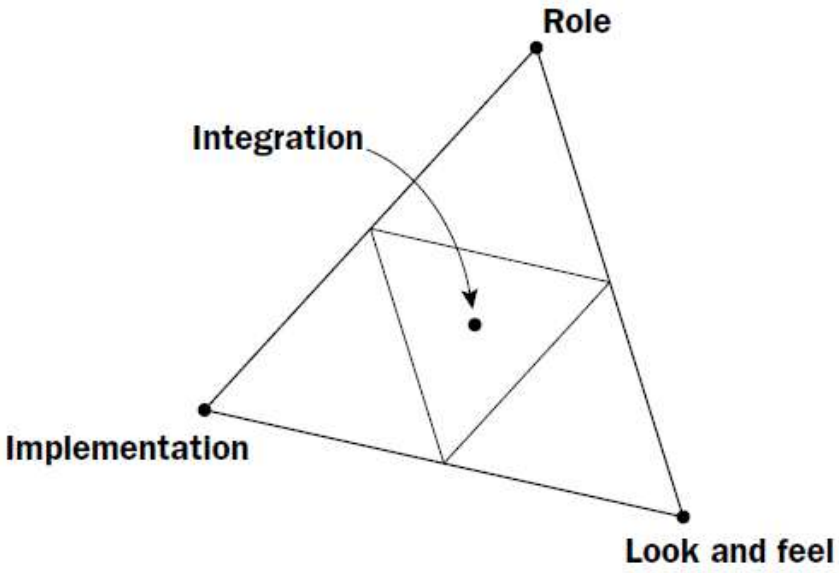


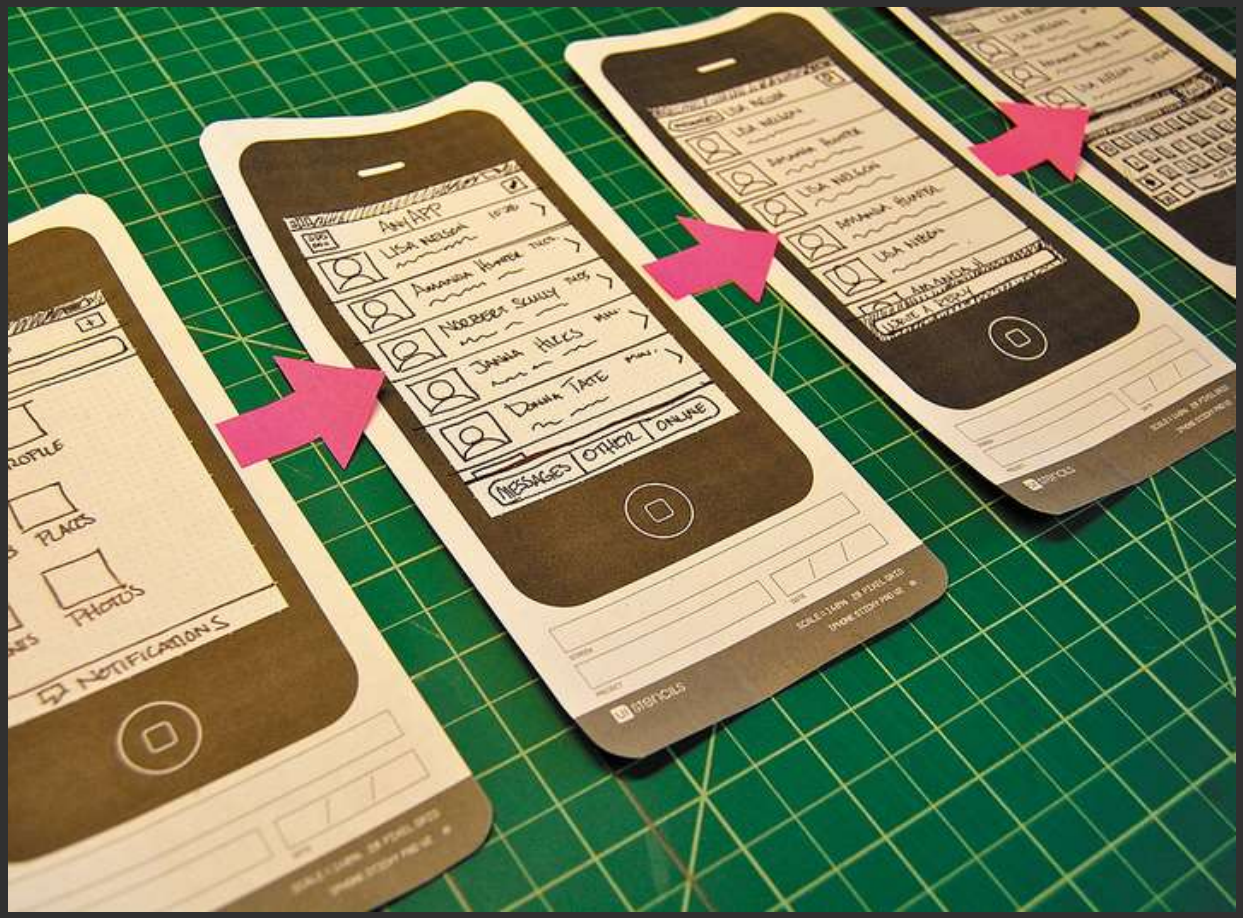
Figure 3. Four principal categories of prototypes on the model.

Learning by Making

Prototyping Examples: Physical Models + Mockups

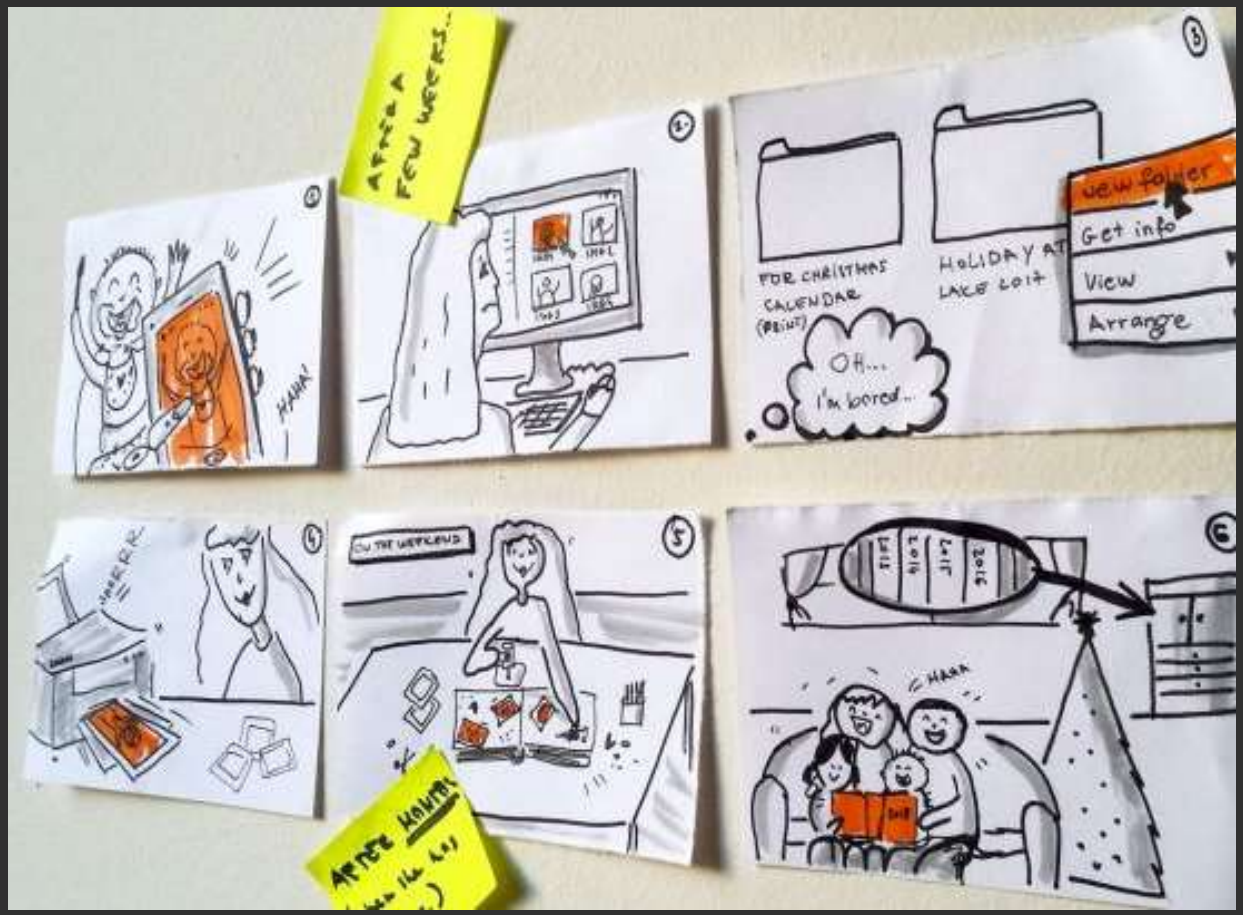
Learning by Making

Prototyping Examples: Paper Prototypes



Learning by Making

Prototyping Examples: Storyboards + Journeys



Learning by Making

Prototyping Examples: Experience Models + Maps

Learning by Making

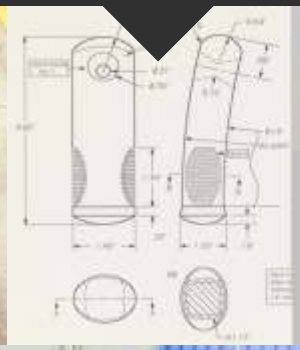
Prototyping Examples: Performance + Roleplay

Learning by Making

Prototyping Examples: Video

Learning by Making

Time to build your own!



Learning by Making

Prototyping Process

1. **Decide What to Prototype**
   Discuss which components of your design concept are particularly critical to its success and value. Determine which of these elements you need to learn more about through real-world prototyping and testing.

2. **Develop Your Prototype**
   Create a prototype that models one or multiple aspects of your design concept. Use the materials provided or seek out your own. Get creative and be resourceful.

3. **Test Out Your Prototype**
   Guide someone else (not in your group) through an interaction with your prototype. Observe what's working and what's not. Consider how to iterate and refine.

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Reflect:
Debrief + Preview

Fieldwork
Debrief

Daily Debrief

What you'd think?

- I learned…
- I wonder…
- I was surprised…
- I hope to…
- I plan to…

What's up next?

- More work on your designs tomorrow.
- Think about what + how to prototype.
- Consider bringing prototyping materials.
- We'll aim to wrap up at 3pm tomorrow.

Rest up, and we'll see you tomorrow!

Thank You

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