

9/11/20 MZ: PI: Pt. 1 Choose a Client

## Field Guide to Human-Centered Design, IDEO

- What does it mean to be a **human-centered designer?**

- all problems are solvable
- those who face problems also have answers
- solutions rooted in needs

- Adopt the mindsets

- ① Empathy
- ② Optimism
- ③ Iteration
- ④ Creative Confidence
- ⑤ Making
- ⑥ Embracing Ambiguity
- ⑦ Learning from failure

- Understand the Process

- \* - 3 phases

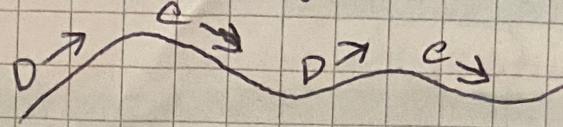
- ① Inspiration
- ② Isolation
- ③ Implementation

- \*  ① - understand people, observe
- ② - generate ideas, identify opportunities, test/refine
- ③ - solution, market, impact

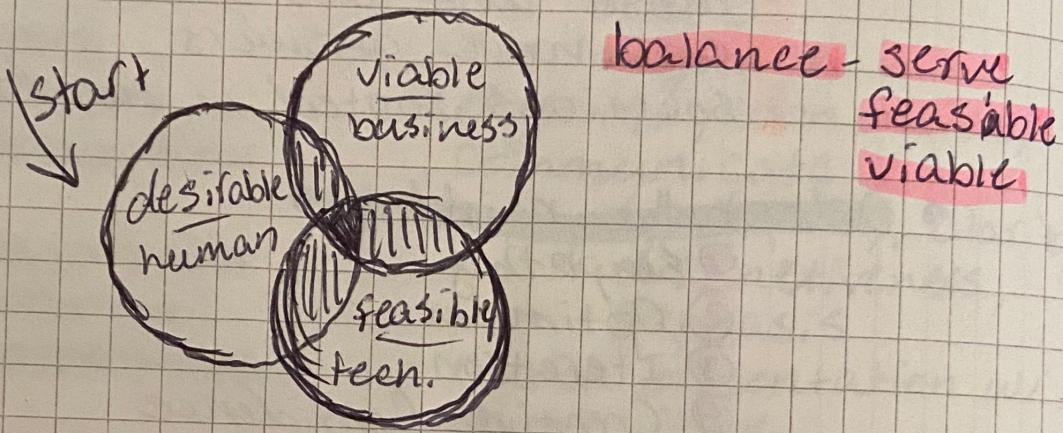
- Use the tools

- interviews
- work in teams
- tangible prototypes
- Share / feedback

- Trust the process - Even if it feels uncomfortable
  - diverging / converging



- Create real impact



- Empathy

- capacity to step into other people's shoes
- premise of Human-Centred Design
- bring people with you in process
- center of the work

- Embrace Ambiguity

- Start with no answer
- more freedom to fail / be creative
- Always more ideas
- innovate and learn
- lasting impact

The non-profit I chose is the Relief Fund for Romania that helps the less fortunate in Romania, specifically children and the disabled, after the devastating reign of communist dictator Nicolae Ceausescu. This nonprofit is based in the UK and directs funds to various projects in Romania as the needs arise. They were founded by a previous victim of the horrible orphanage conditions and treatment of children during this time. I want to redesign this website because I had never heard of these issues or part of history before finding this charity by chance. I think more awareness needs to be raised for the current situation in Romania, and a better website will help traffic, and take the burden off the volunteers currently running the site with little experience. <https://www.relieffundforromania.co.uk/index.html>