Human Centered Design:
Introduction & Process Implementation

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Our Agenda

Part 1:

- Why & What is Human Centered Design?
- How does this work? Let's practice!

Part 2:

- Innovation Implementation: Lessons from JFS San Diego
- People and Systems

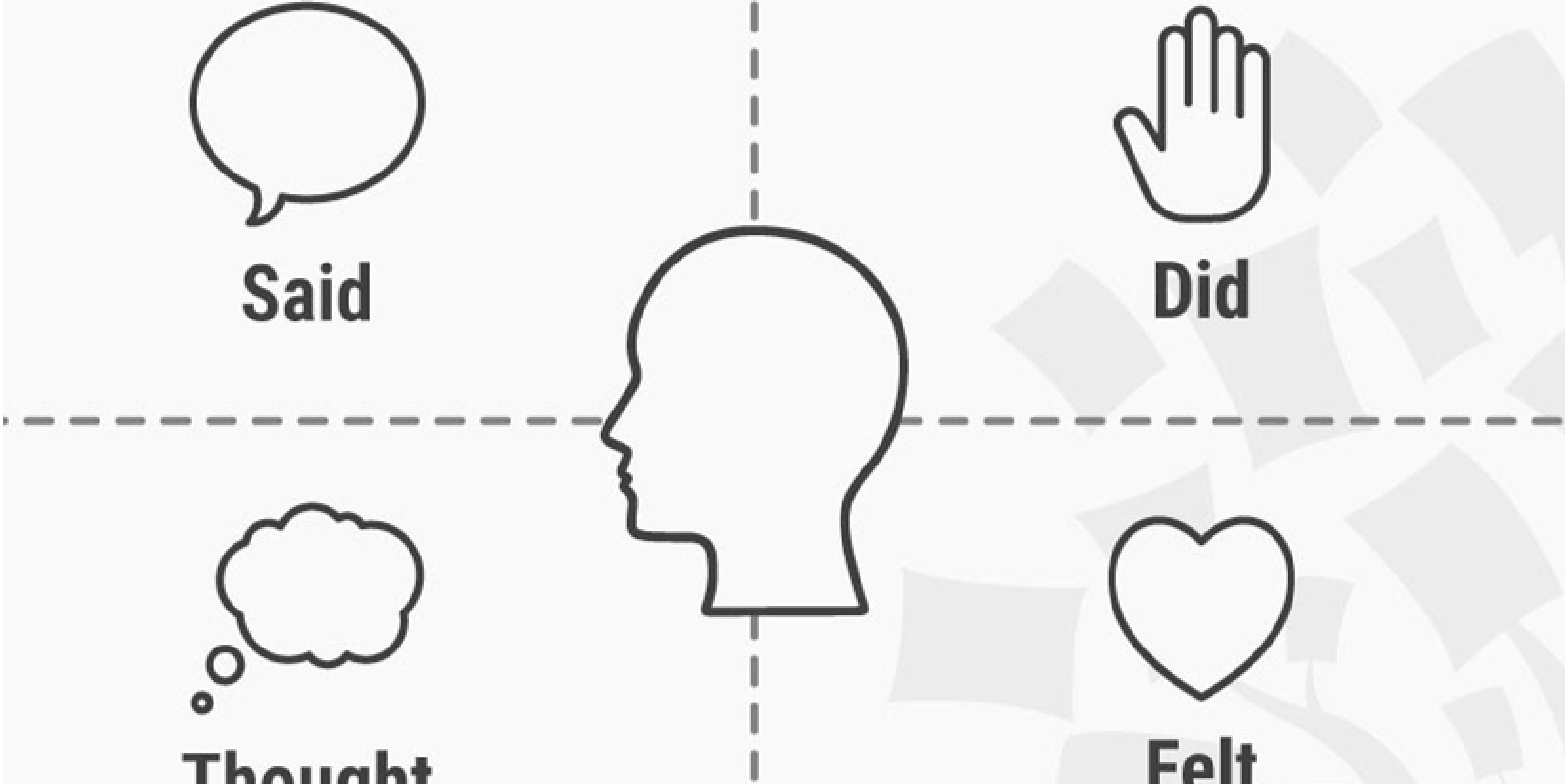
Why Human Centered Design?

What is Human Centered Design?

WHAT IS
HUMAN
CENTERED
DESIGN?

Empathy + Understanding Interviews

Empathy Mapping



Said

Did

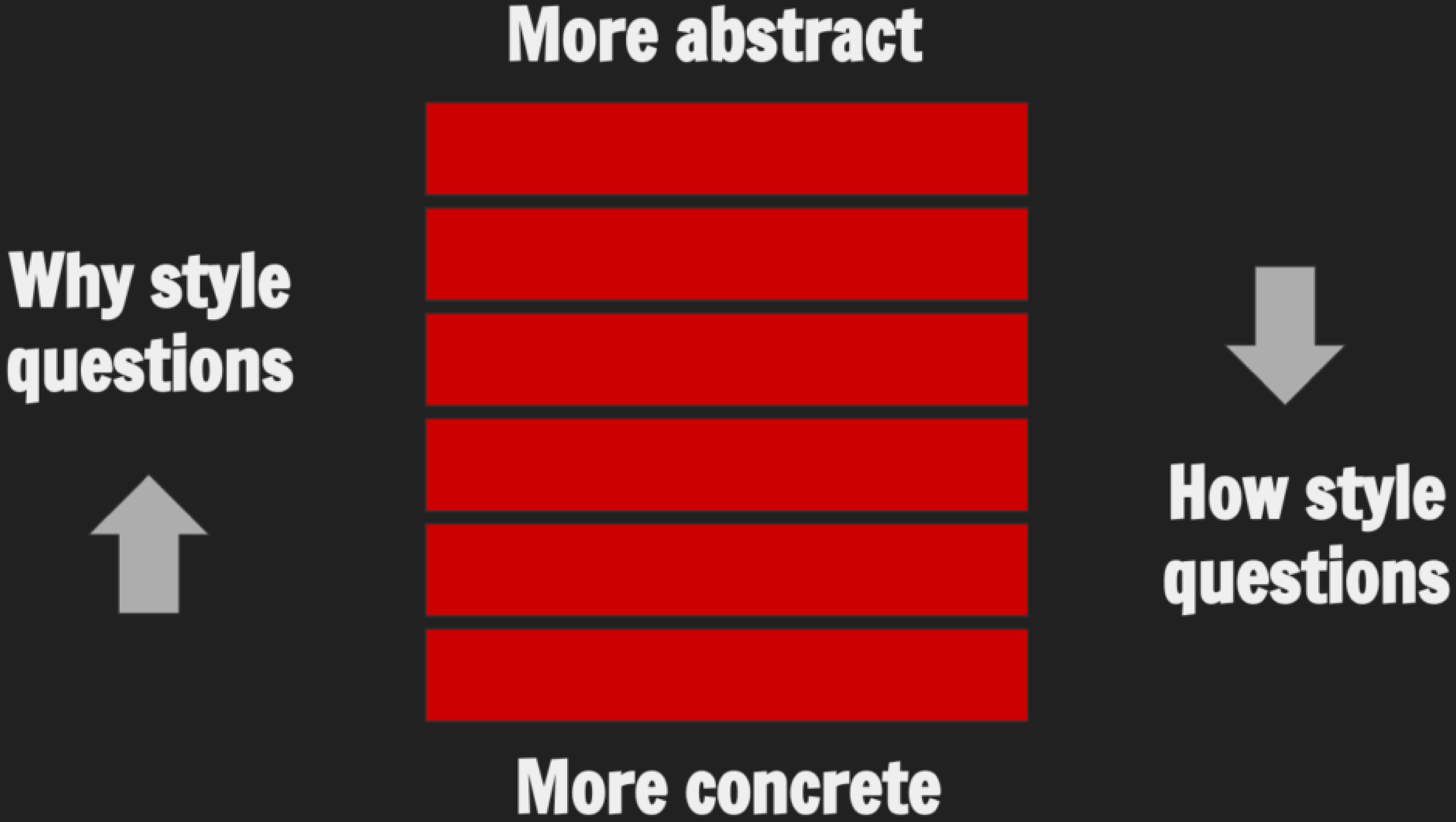
Thought

Felt

San Francisco
Water
Power
Sewer
Services of the San Francisco Public Utilities Commission

Framing the Problem

"If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it."
–Albert Einstein



More abstract

Why style questions

How style questions

More concrete

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Defining Innovation & HCD for your Organization

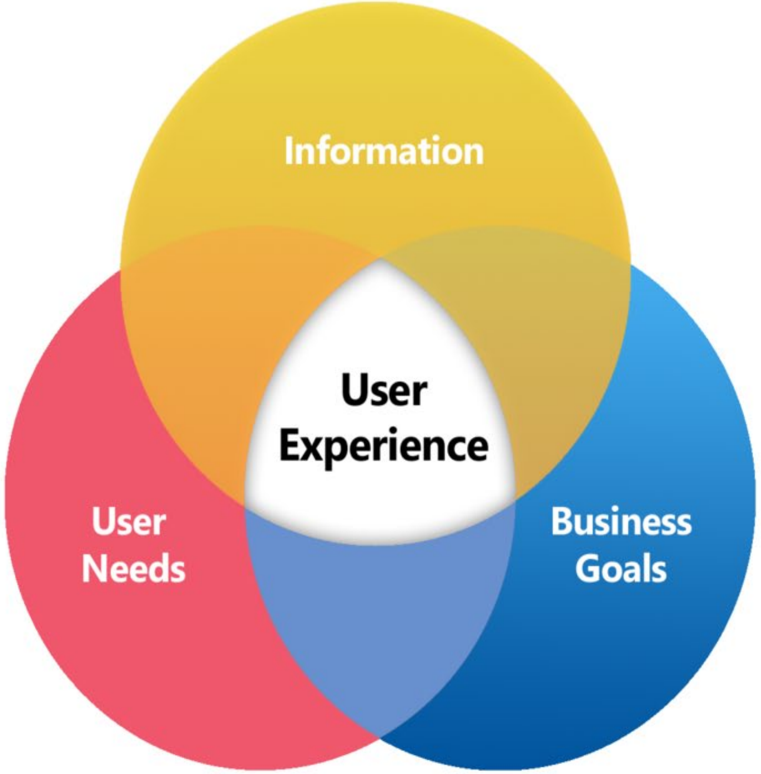
Jewish Family Service
Moving Forward Together

Be very clear on what you are trying to accomplish

Innovation and HCD are different but work hand in hand

- Why are you Innovating?
- Single or multiple areas at the same time?
- Social Enterprise to generate new revenue Streams

Each category has its own set of issues?


Information
User Experience
User Needs
Business Goals

Setting up System of Innovation

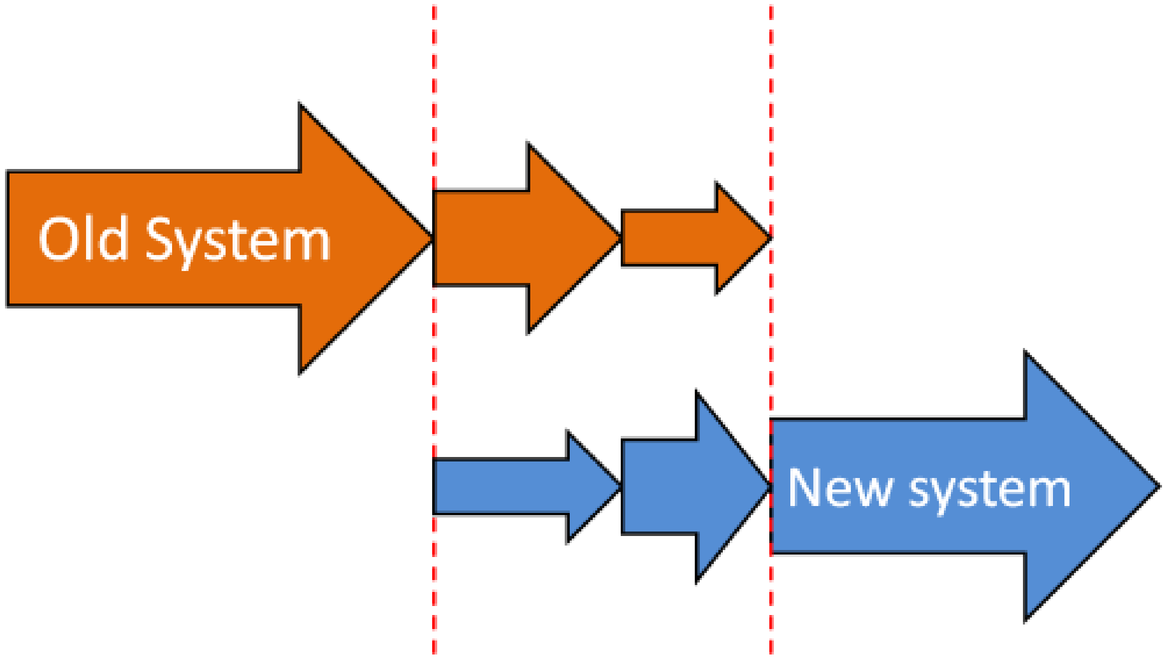
Top Down or Bottom up?

Training; Do you go wide and shallow or narrower and deep

How much structure in the beginning?

HCD and Idea Management

Implementing a system of Innovation


Old System
New system

Structure without road blocks that stop your innovation process before it starts

Processing ideas

- Staff focused innovation
- Client focused innovation

Implementing a system of Innovation

CREATIVITY
INGENUITY
DEVELOPMENT
VISION
INNOVATION
IDEAS
ACTION
CHANGE
INSPIRATION
20%
20%
60%

Start with current issue that are small but meaningful to staff

Reward Staff

- Badging
- Reward Points
- Time off (for ideas that are implemented)

Examples

Issue “Why new customers can not get a ride set up for the next day”

- Thought; something is wrong with the On the Go department

- Started to Journey map the process of how clients use our On the Go services.
  - Client to Access
  - Access to Department
  - Department to Client
  - Client to Department
  - Department to client to verify information on paper form
  - Take client billing information every time the service is use

- Realization; Addressing symptoms and not real problem

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QUESTIONS?