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
“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
SCREENSHOT OF ABSTRACT LADDERING EXAMPLE/EXERCISE.
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Part 2:
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Defining Innovation & HCD for your Organization

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?
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

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

Start with current issues 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
QUESTIONS?