Welcome to a day of Human Centered Design
Impart mindsets and methodologies to foster innovative problem solving through Human Centered Design.
From data driven and community informed, to community driven and data informed.
An introduction to Human Centered Design.
THE COMMUNITY THINKS ABOUT SOLVING PROBLEMS

TRANSACTION BASED, REINFORCING INSTITUTIONS

SERVICE

PROCESS

POLICY

HOW GOVERNMENT THINKS ABOUT SOLVING PROBLEMS

BUILDING RELATIONSHIP, CATALYZING EQUITY

Source: Adapted from Nesta and IDEO Designing for Public Services model.
Designing the Right Thing

**Engage / Empathize**
- Research
  - Primary Research
  - Secondary Research
- Diverge
  - Listen to people
- Cluster
- Insights

**Frame**
- Synthesis
  - Insights
  - Themes
  - Opportunities
  - HMW

**Ideate**
- Ideation
  - Co-Create
  - Share
- Ideas

**Prototype / Test**
- Implementation
  - Build, test, iterate
  - Develop

Do Know

- Answer, product, or solution.

Don’t Know

- Question, challenge, or client brief.
- Unstructured research findings.
- Final brief, How Might We question.
- Ideas

It could be...

- It should be...

**A**

**B**
Today’s “Problem Space”
Identify actionable strategies for prioritized communities to heat or cool their home in the most affordable, safest, environmentally friendly way.
How might ____________________ comfortably heat or cool their home in the most affordable, safest, environmentally friendly way?

Personas
**Parent:**

I am low-income single, working parent of two elementary school children and worry that my daughter’s asthma may be due to the pollution from the nearby highway, as so many of my neighbors’ children also have asthma. I rent my house, and wonder if mold or other things inside my house might also be making my daughter’s asthma worse.
PAIN POINTS

If you asked _______ about the barriers they face in seeking to heat or cool their home in an affordable, safe, and environmentally friendly way, what would they say?

EMPATHY MAP

Feeling?
- Overwhelmed
- Anxiety
- Sadness
- Defeat
- Hopeless
- I can't do this
- Isolation
- Unhappy
- Content
- Resilience

Thinking?
- Ugh. Too much going on.
- I need more time.
- What can help me?
- What do I do next?
- I need my kids to
- be supportive

Doing?
- Nothing
- Telling myself
- I can do this
- Moving on
- Belligerent
- Resignation
- Educate self

Relationships
- Environments
- Resources
HOW MIGHT WE?

IDEAS

Information / Data

Product & Infrastructure

Process & Services

Policy

Free Mobility Kits

@ comics.com, LLA

Families

Children

Disability

Elderly

Housing

Employment

Education

Healthcare

Transportation

How might we

Incorporate

people into

the process?

How might we

Increase access

to services?

How might we

Strengthen

community?

How might we

Reduce

exclusion?

How might we

Enable

participation?

How might we

Encourage

innovation?

How might we

Develop

strategies?

How might we

Compete

with

competition?

How might we

Improve

performance?

How might we

Achieve

goals?

How might we

Reduce

costs?

How might we

Increase

value?

How might we

Increase

quality?

How might we

Increase

effectiveness?

How might we

Reduce

risk?

How might we

Increase

sustainability?

How might we

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innovation?

How might we

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**Adult:**

I am a low-income person who saved for many years and was able to take advantage of a program to help me buy a house, but the house I could afford needs a lot of work. It is drafty and always cold. When fall arrives, and I need to fill the oil tank, I struggle to have enough money for my other bills. The oil furnace is really old, but I can’t afford to replace it.
**PAIN POINTS**

If you asked people about the barriers they face in seeking to heat or cool their home in an affordable, safe, and environmentally friendly way, what would they say?

**EMPATHY MAP**

- Feeling?
  - Scared
  - Tired
  - Frustrated
  - Upset
- Thinking?
  - Questions:
    - What do I need to do?
    - What's the best plan?
  - Why can't I do it?
- Doing?
  - Activities:
    - Call the local food bank
    - Sell the house
    - Look for community help
  - Support:
    - Friends
    - Family

Community-based Organization:
My organization serves communities that have experienced environmental injustice and work with community members to better their lives through green job training and placement, environmental education, access and ownership of healthy foods, and youth leadership development.
Thank you!