Outline

What is Human-Centered Design?

The Mindsets

The Methods
- Inspiration
- Ideation
- Implementation

Activity
Human-Centered Design

is all about:

• Starting with people
• Building deep empathy
• Generating lots of possible ideas
• Building and testing prototypes with the people you’re designing for
• Putting new solutions out into the world to improve lives.
The Mindsets

1. Creative Confidence
2. Empathy
3. Embrace Ambiguity
4. Make It
5. Learn From Failure
6. Iterate, Iterate, Iterate
7. Optimism
The Methods

1. INSPIRATION
   - Learn how to better understand people.
   - You’ll observe their lives, hear their hopes and desires, and get smart on your design challenge.

2. IDEATION
   - Make sense of everything that you’ve heard
   - Generate tons of ideas, identify opportunities for design, and test and refine your solutions.

3. IMPLEMENTATION
   - Bring your solution to life.
   - You’ll figure out how to get your idea to market and how to maximize its impact in the world.
Research
- People, Experts, Immersions, Analogous Inspiration
- Extremes and Mainstreams
- Interview Techniques

Create a Plan
IDEATION

- Synthesis
- Brainstorming
- Prototyping
Steps to Synthesis

Download Your Learnings

Find Themes and Insights

Craft “How Might We” Questions
Brainstorming

1. Defer judgement
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual
7. Go for quantity
Prototyping is about:

- Bringing ideas to life quickly
- Getting feedback often
- Continuing to improve your concept
Steps to Prototyping

Storyboard
Rapid Prototyping
Get Feedback
Integrate Feedback and Iterate
Designing Successful and Sustainable Solutions

Start here

DESIRABLE
Human

Viable
Business

Feasible
Technology
Implementation

- Keep Iterating
- Live Prototyping
- Pilot
The Methods
### HCD Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Duration</th>
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<tbody>
<tr>
<td><strong>Large group:</strong> Break into groups (count off)</td>
<td></td>
<td>n/a</td>
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<tr>
<td><strong>Individual:</strong> Review contraceptive barriers shared by Malawian adolescents and ideate on potential contraceptive methods to address the barriers</td>
<td></td>
<td>7 minutes total</td>
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<tr>
<td><strong>Small Group:</strong> Share ideas and decide on a way forward. Create one prototype as a group</td>
<td></td>
<td>25 minutes</td>
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<tr>
<td><strong>Large Group:</strong> Small groups have 1 minute to briefly share their design and what barriers it addresses</td>
<td></td>
<td>1 minute per group</td>
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<tr>
<td><strong>Small Group:</strong> Debrief discussion on the HCD activity and relevance of the Project Izizi methods to your work</td>
<td></td>
<td>20 minutes</td>
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<tr>
<td><strong>Large Group:</strong> Individuals share key takeaways, etc. from the smaller discussions</td>
<td></td>
<td>12 minutes</td>
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Group Discussion

Questions, Comments, Ideas?
Questions?
Thank You!