HCD in a Nutshell

**WHAT IS HUMAN CENTERED DESIGN (HCD)?**

Human-centered design is the process of integrating human perspectives in all steps of the problem-solving process in order to better understand an issue by focusing on how it looks and feels to users within their environment and context.

**HCD PRINCIPLES**

- **Dig Deeper**
  - Identify the ‘real/underlying’ problem

- **Focus on People**
  - Be people-centered

- **Do to Discover**
  - Employ activity-based discovery

- **Test & Repeat**
  - Iterate, test, and refine proposed solutions rapidly

**HCD MINDSETS**

- **Empathy**
  - Put yourself in the shoes of the humans you are designing for and look from their perspective to build solutions that speak to their actual needs and desires.

- **Embrace Ambiguity**
  - This is all about creative confidence. Trust your ideas and the process. Have confidence in what you have learnt from the humans you are designing for.

- **Be Open & Curious**
  - Leave your judgments and assumptions aside to really listen to the humans you are designing for and you will get inspired both by humans and the environment. Don’t be afraid to explore and go outside your comfort zone.

- **Learn From Failure**
  - Failure is a stepping stone to a better solution. Try things out, fail and iterate to create something that is more in sync with your humans.

- **Make It**
  - Make it and show your humans your ideas and ask if they work for them. Create, test and reiterate to slowly but surely build a solution that fits for your humans.

**HCD PROCESS**

- **Inspiration**
  - Going out and finding out what a users’ world looks like.

- **Ideation**
  - Cook concepts with the insights that emerged from Inspiration.

- **Prototype**
  - Create quick and scrappy tangible versions of your solutions.

- **Implement**
  - Get the solution functional in the adolescents’ environment.

**SOME HCD TOOLS**

- **5Y**
  - Five Whys
  - Hangouts
  - Role play
  - Focus Group Discussions
  - In-depth Interviews (1:1, 1:2, 1:3)

- **Co-creation & Workshops**
  - Photo/video Journals
  - Conversations Starters
  - Scenarios
  - Card Sorting

**LEARN MORE**

- What is HCD? - HCDExchange Community Learning Forum
- DesignKit.org on Human-Centered Design
- What is HCD? - IDEO.org
- Introduction to Human-Centered Design - Acumen Academy