HCD Exchange

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 focussing on how it looks and feels to users within their environment and context.

HCD PRINCIPLES

Dig Deeper
Identify the 'real/underlying' problem
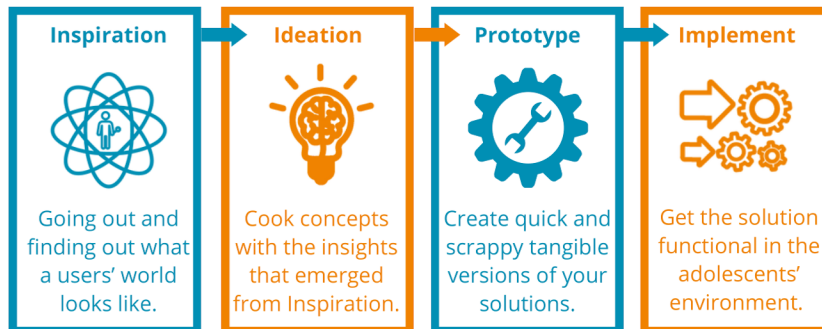
Focus on People
Be people-centered

Do to Discover
Employ activity based discovery

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

HCD 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

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.

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*