

# HUMAN CENTERED DESIGN

Jaclyn Hansberry

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# AGENDA

## TOPICS COVERED

- sketch/wireframe
- human centered design
- news site prototypes



# constraints

technical

existing architecture /  
legacy Team capacity  
and skill scope

political

cross dept support change  
mgmt (operational) time to  
market global vs local

system

web - responsive /  
adaptive native  
application physical  
device - IOT technical  
architecture

user

pre-learned  
conventions  
accessibility  
error mitigation user  
base (QTY, Access)  
geo-graphic location



# human centered design

## **empathize**

interviews, shadowing, seek to understand, non-judgemental

## **define**

personas, role objectives, decisions, challenges, pain points

## **ideate**

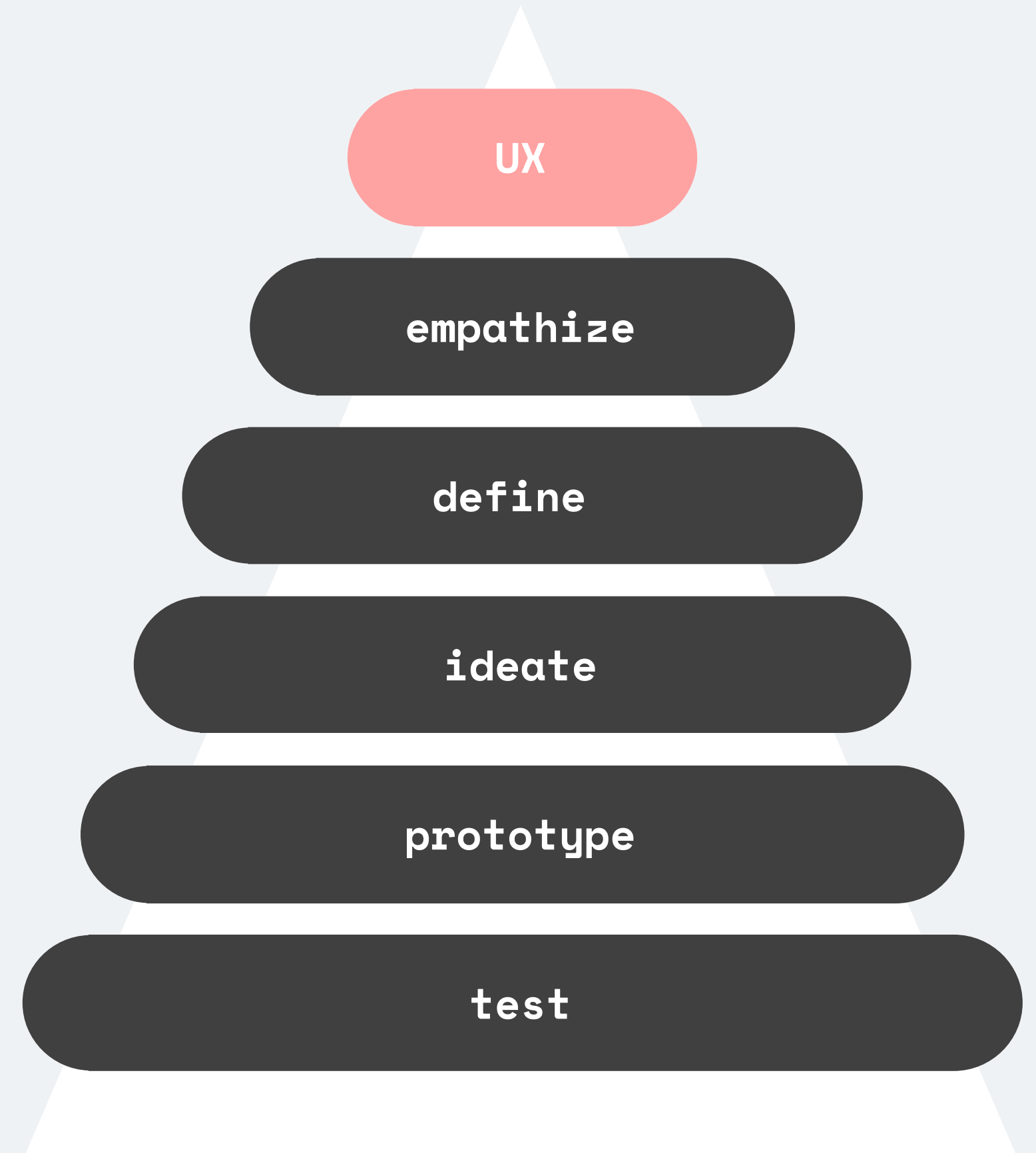
share ideas, "yes and" thinking, prioritize

## **prototype**

mockups, story boards, keep it simple, iterate quickly, emotional safety

## **test**

what works? understand impediments, role play



# human centered methods

RECIPE

## Pinpoint impactful opportunities within a customer journey

Suggested time  
4 Hours

Difficulty ⓘ  
Intermediate

Group size  
2-4 people

Use remotely in **MURAL**

**Experience Diagramming**  
A way of mapping a person's journey through a set of circumstances or tasks

**Rose, Thorn, Bud**  
A technique for identifying things as positive, negative, or having potential

**Statement Starters**  
An approach to phrasing problem statements that invites broad exploration

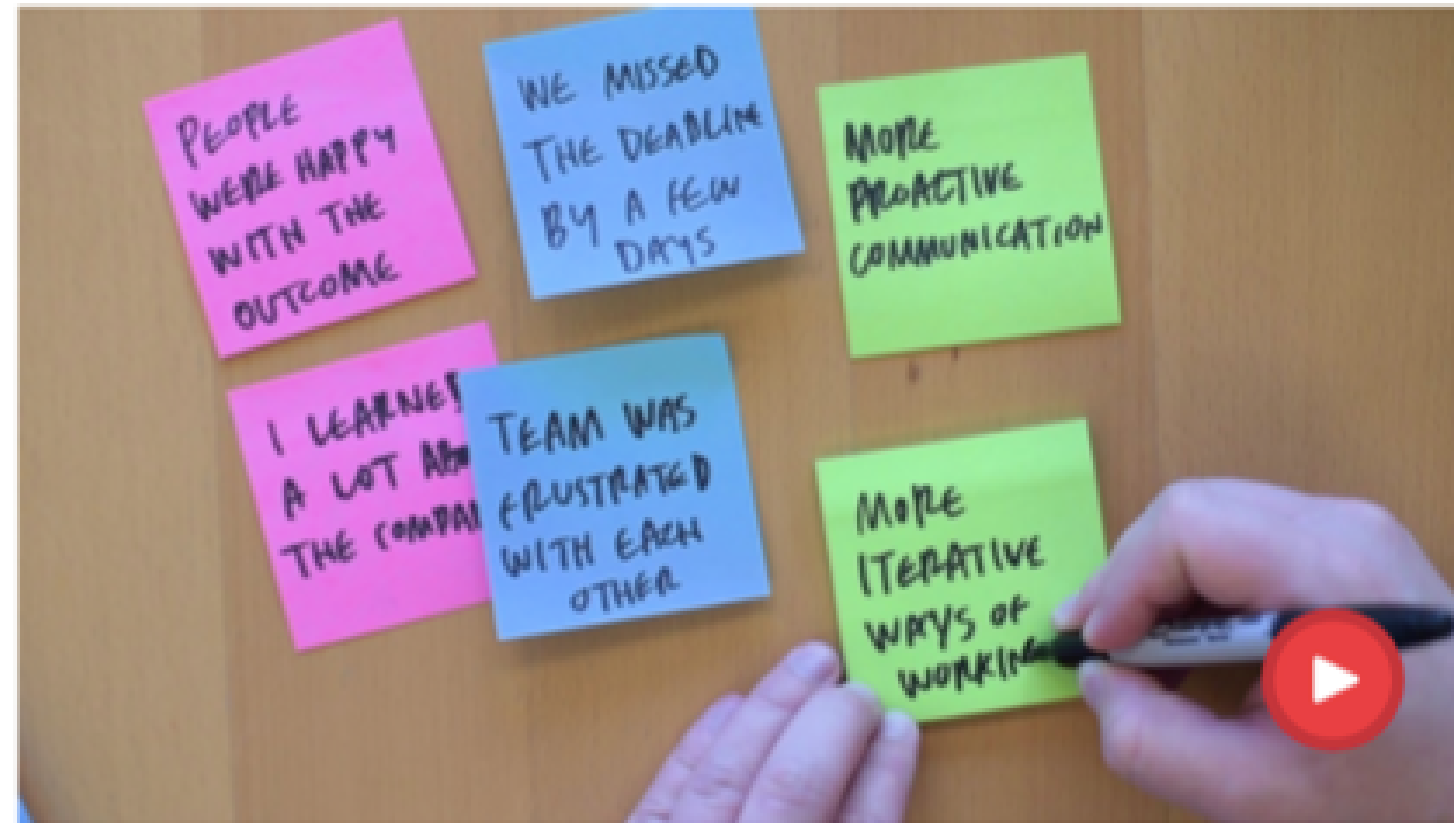
**Visualize the Vote**  
A quick poll of collaborators to reveal preferences and opinions



# user experience design

## DO A DRY RUN

We hear from facilitators that getting in some reps before running a session helps them build confidence.



Practice: Rose, Thorn, Bud



1:06

Here's how to get some practice:

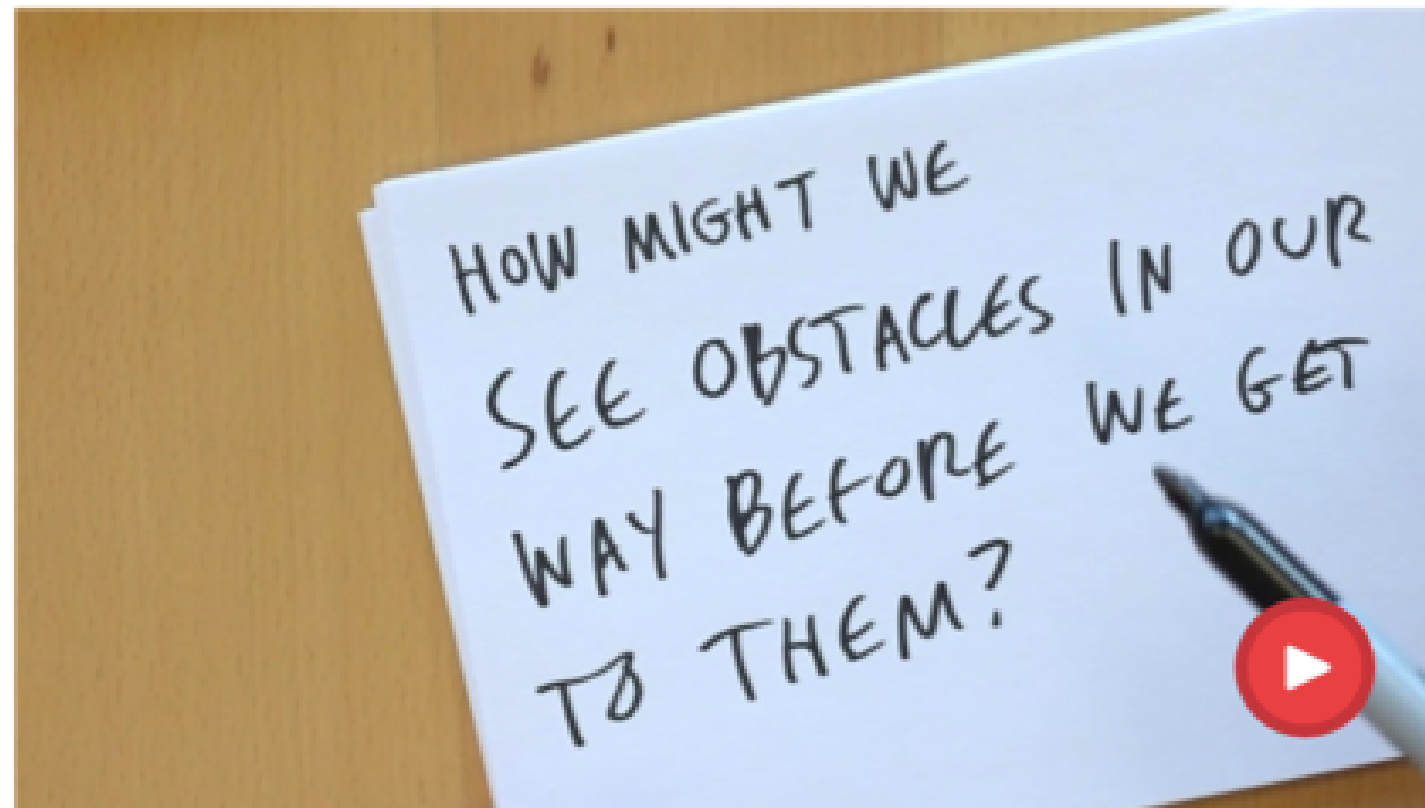
- Start to ask for feedback in the form of positives (Roses), negatives (Thorns), and things that have potential (Buds)
- Mentally reflect on your day at work using Rose, Thorn, Bud
- Gather sticky notes to have on hand to do the activity with a group in the future



# user experience design

## DO A DRY RUN

We hear from facilitators that getting in some reps before running a session helps them build confidence.



### Practice: Statement Starters



1:58

Here's how to get some practice:

- Simply begin to say "How might we..." in place of "We need to..." or "We have to..."
- Try using a Statement Starter to kick off a meeting or discussion
- Work on writing a few Statement Starters on your own or with a colleague to help frame an upcoming effort



# design process - cyclical

