

RE-CENTERING COMMUNITY

Human-Centered Design as an Innovative Approach to Community
Development

TODAY'S AGENDA

Facilitator Introductions

Learning Objectives

Brief overview of the Local OACS DIVE Program

Interactive Bootcamp

Reflection



ANNIE IRANKUNDA

Coping and Resiliency Support Specialist, Refugee & Immigration Services, Catholic Charities of Tennessee.

- Joined Catholic Charities of Tennessee in 2018 after working in the Georgia School System for 5 years
- 10 + years of experience working with Refugees and Immigrants in the United States
- Co- Founder and President of Reunion 257 since 2015
- Passionate about empowering refugee and immigrant youth to achieve personal success and give back to their communities.
- airankunda@cctenn.org



MELISSA LOOBY, M.ED

SENIOR PROGRAM COORDINATOR, OFFICE OF ACTIVE CITIZENSHIP AND SERVICE, VANDERBILT UNIVERSITY

- Joined the OACS team in 2017 after serving as the Graduate Assistant since 2015
- Found my passion for working with diverse populations and sustainable community development
- Experience in both domestic and international community development and non-profit consulting
- Began working with refugee population and nonprofits in 2016
- Currently serve as chair of the Nashville Task Force on Immigrants and Refugees
- melissa.v.looby@vanderbilt.edu

LEARNING OBJECTIVES

Attendees will...

- Gain a basic understanding of the human-centered design process and be able to iterate the five steps
- Critically reflect on how the human-centered design tool can be utilized in your space

HUMAN-CENTERED DESIGN BOOTCAMP

FIND A GROUP!

HUMAN-CENTERED DESIGN

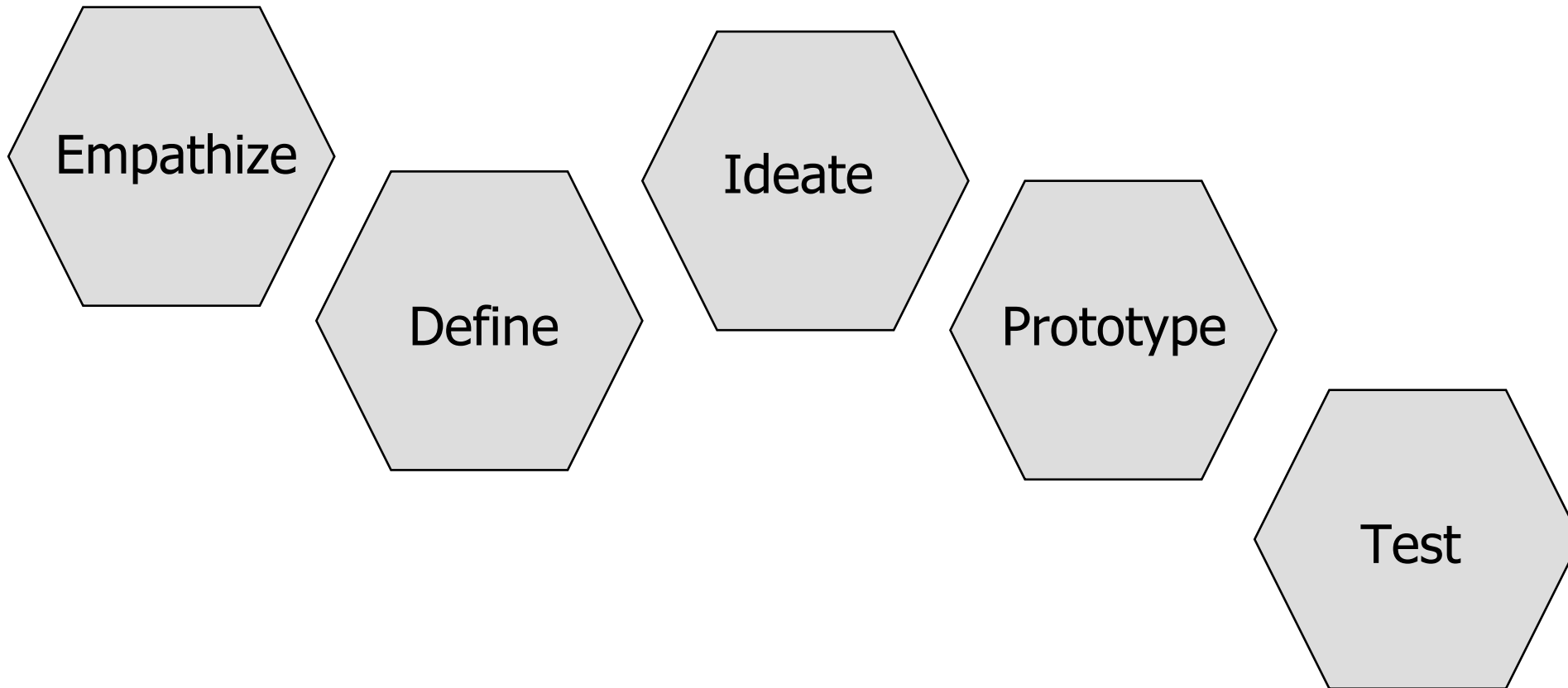


DESIGN CHALLENGE

Redesign the shopping cart!



HUMAN-CENTERED DESIGN

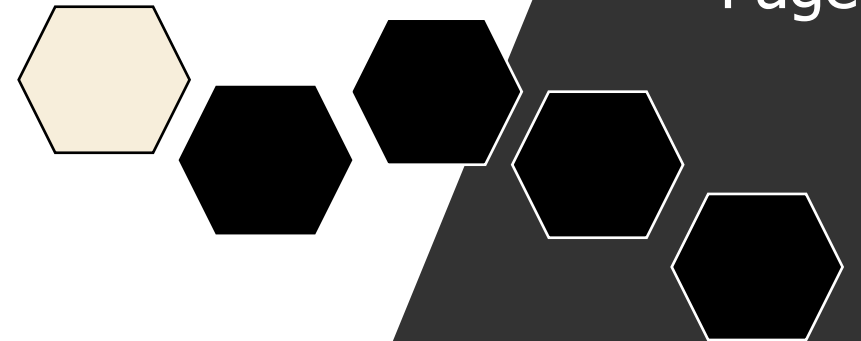


EMPATHY

- Foundation of human-centered design
- By deeply understanding people, you can more easily design with them

To empathize, we:

1. Immerse (go to where the shoppers are)
2. Observe (watch movements, tendencies, and behavior)
3. Engage (ask questions, seek out experiences, ask for reasonings)



Workbook
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Mainstream and Extreme Users



Human-Centered Design in Practice



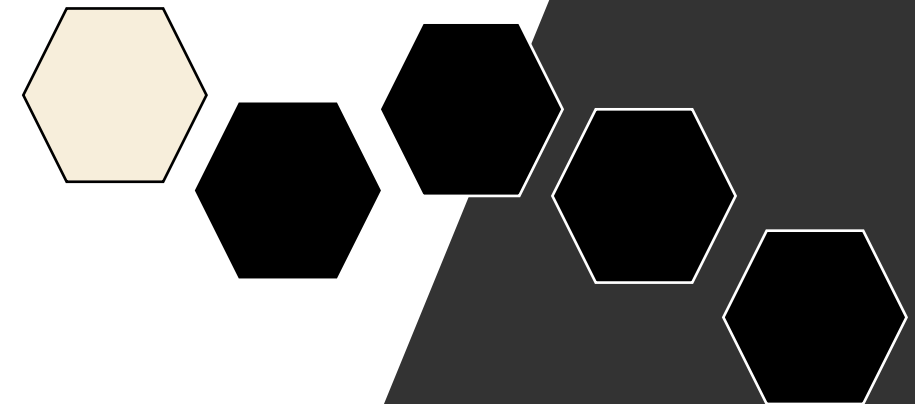
CONVERSATION TIPS

- Ask “why”
- Encourage stories
 - can you tell me about a time....?
- Don’t ask binary questions (yes/no, and/or, etc.)
- Center people’s experiences
- Ask for context and comparison
 - What made you choose ____ over _____?
- Superlative questions
 - What has been the best/worst experience using _____?
- Ask about how processes *actually* work instead of *ideally*
 - How did that experience differ from what you expected?



CONVERSATION TIPS

- Tell me what brought you to...
- Tell me about the last time...
- Can you talk me through...
- Can you share your perspective on...
- Why is that?
- How did things become that way?
- What would make this worthwhile for you? Why?
- Have you done this differently in the past? How so/why not?
- How often do you... (fact finding, not emotional)
- Do you like/hate... (not neutral)
- What do you pick... (fact finding)
- When do you usually... (simple question, generalizing)
- How would you like this to be? (puts onus on interviewee)



OUR TURN!

Can you tell me about the last time you used a shopping cart?



YOUR TURN!

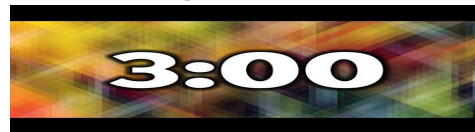
Use your workbook to write at least 3 questions that gain empathy around your design question! (5 minutes)



Share your questions with your group members (3 minutes)



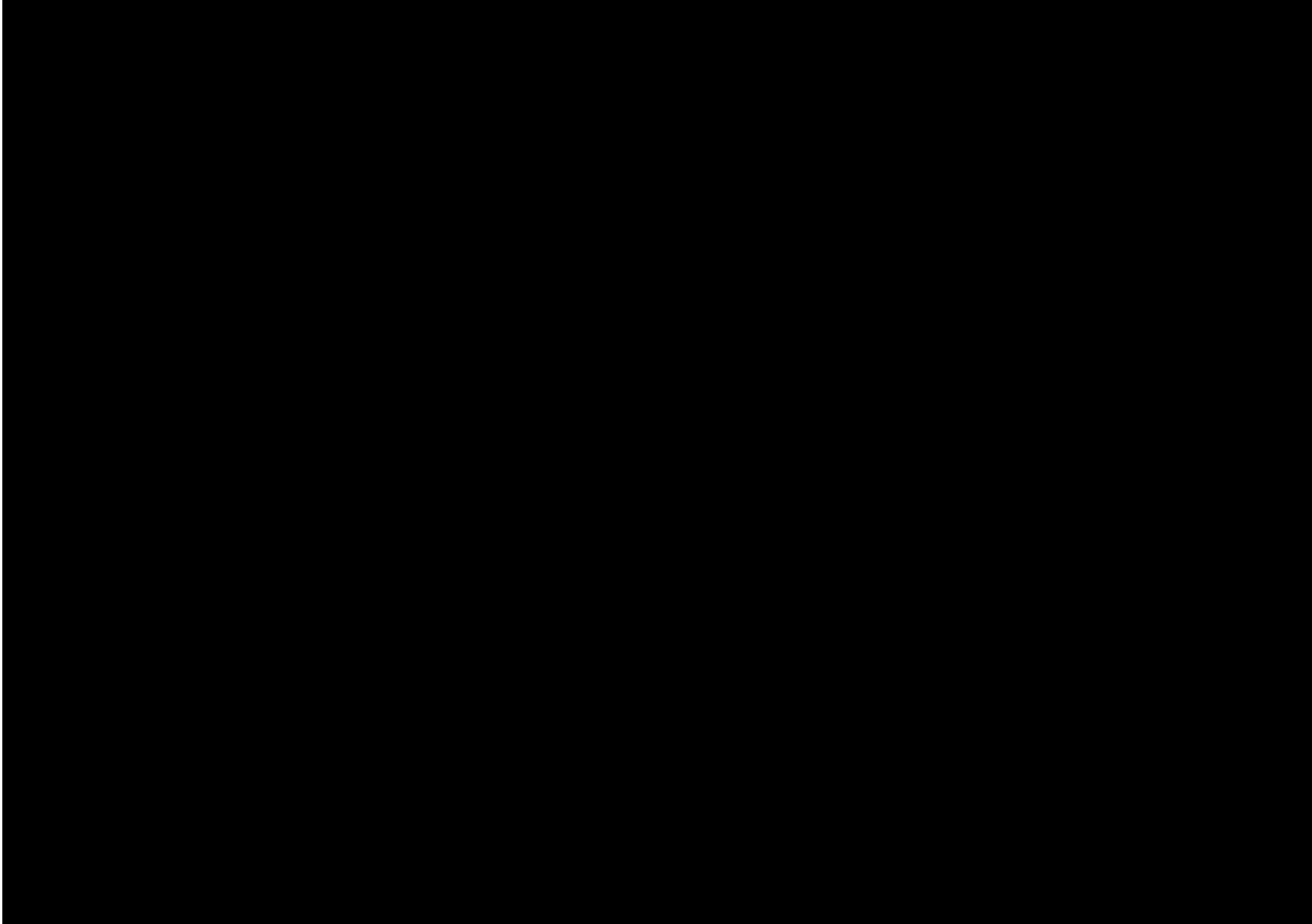
Select one question as a group to ask your "end user" group (3 minutes)



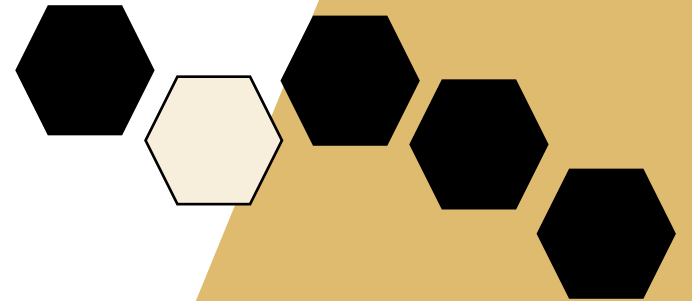
Ask your "end user" group your question. Take notes on their answer. (5 minutes)



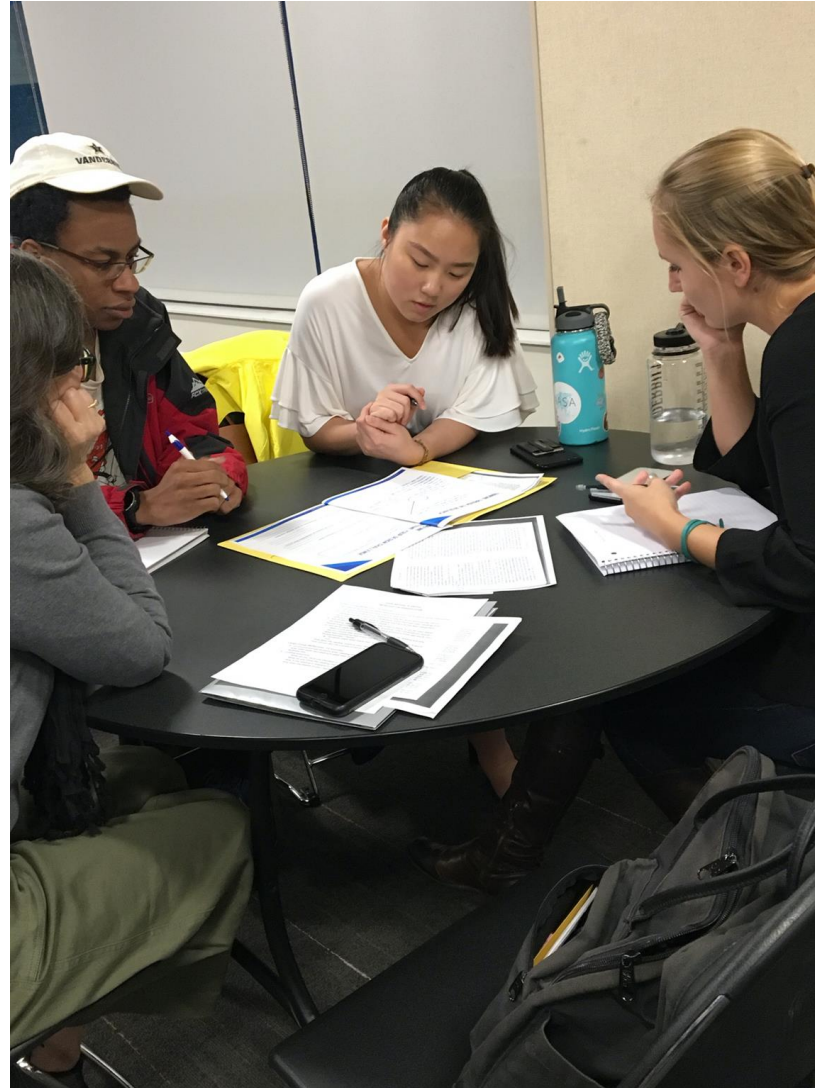
DEFINE



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Human-Centered Design in Practice

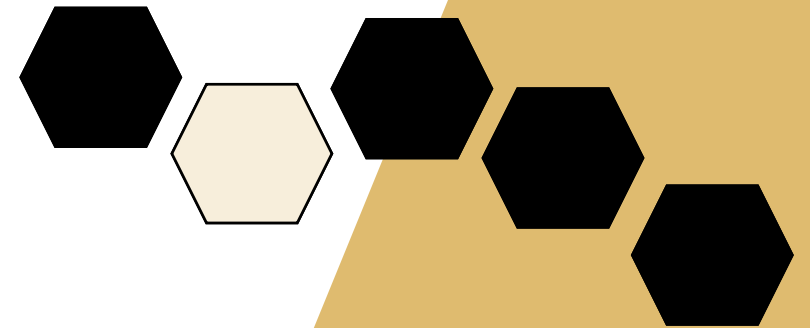


YOUR TURN!

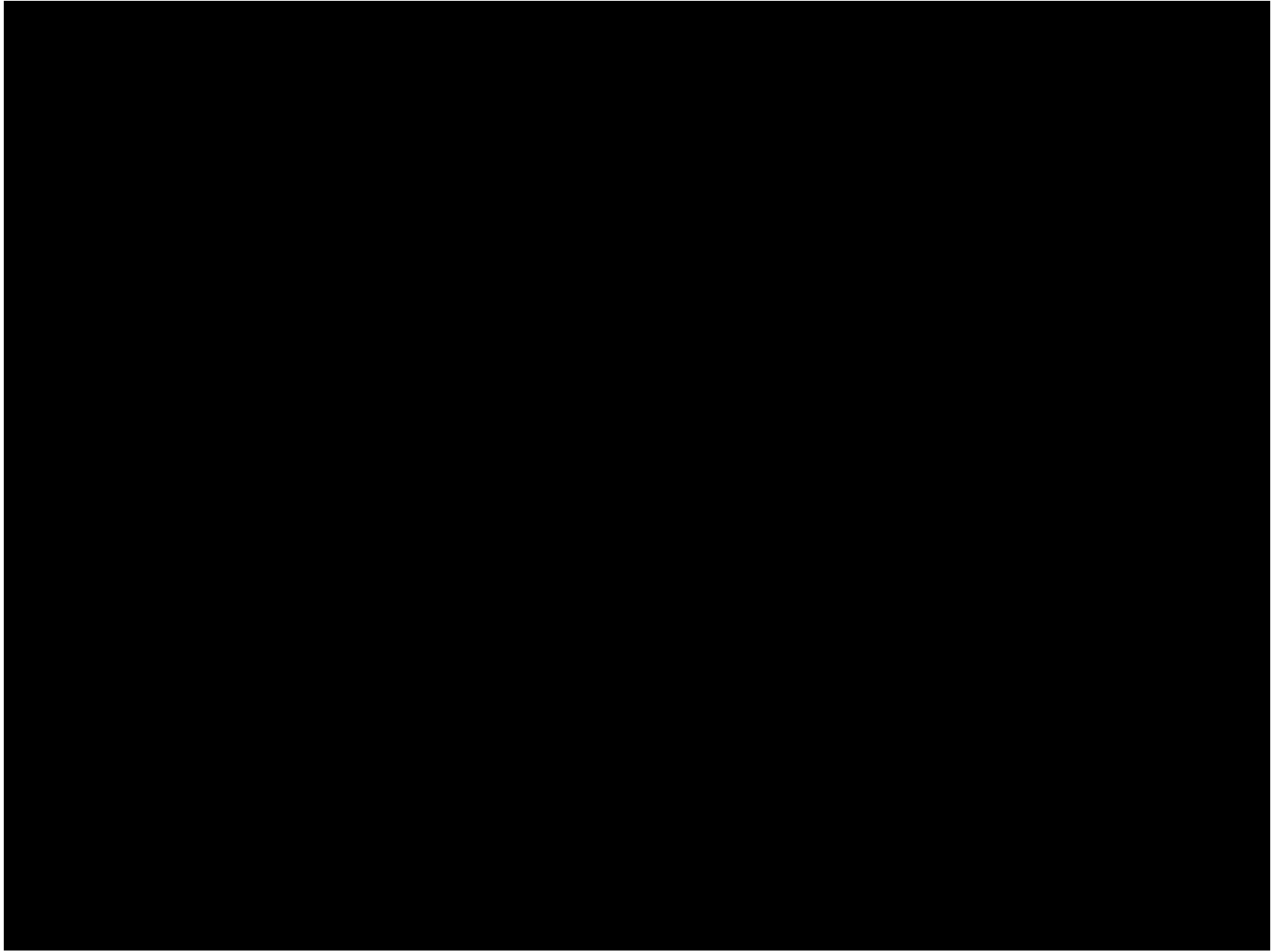
Use your workbook to frame your design question! (10 minutes)



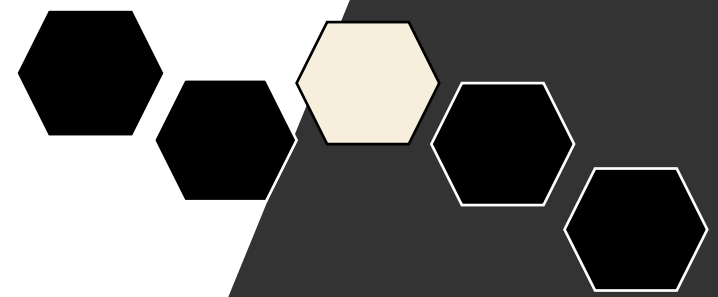
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IDEATE



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Human-Centered Design in Practice



YOUR TURN!

Use your post-it notes to come up with 10 ideas! (3 minutes)

What if you had a million dollars to make this prototype?

What if you had no money to make this prototype?

What if your design was used only once?

What if your design was so simple, a child could use it?

What if it gave your customers something unexpected?

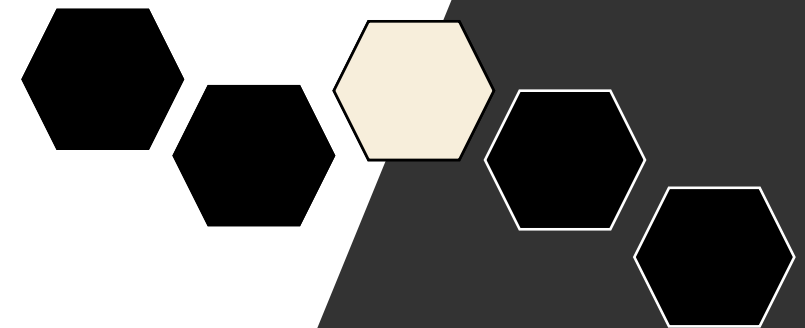
What if you turned the most annoying aspect of this product into an experience?

What if customers shared these prototypes?

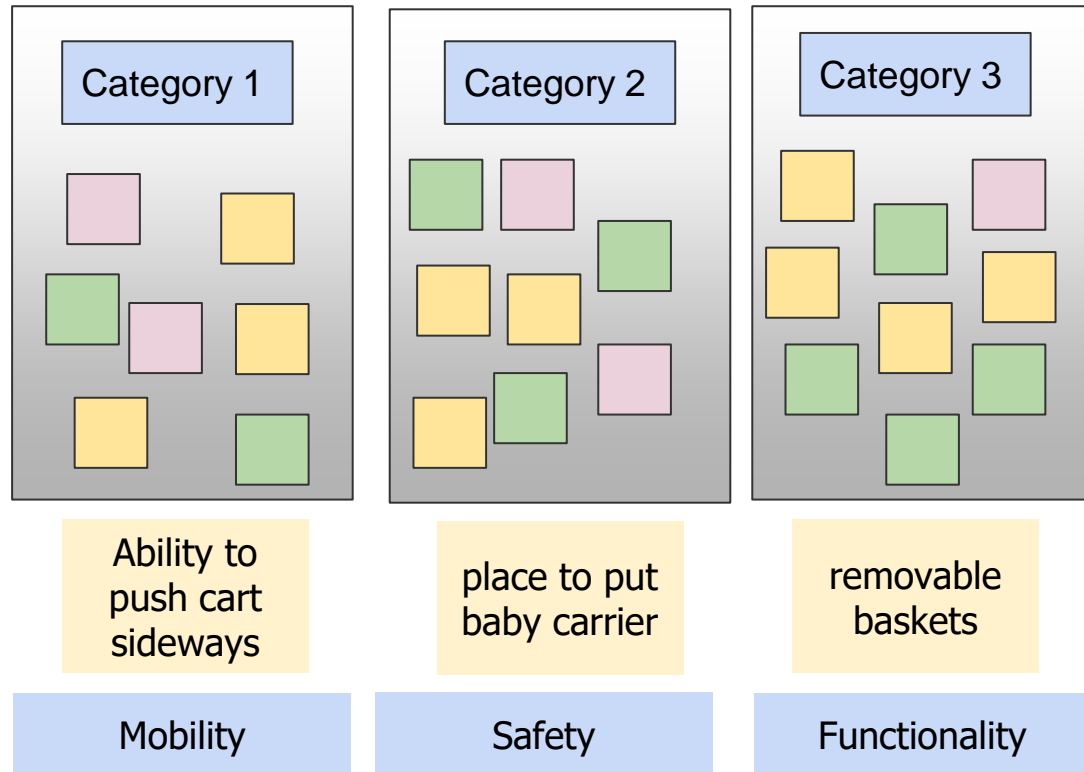
What if you offered a service rather than a product?



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FROM IDEATION TO PROTOTYPE



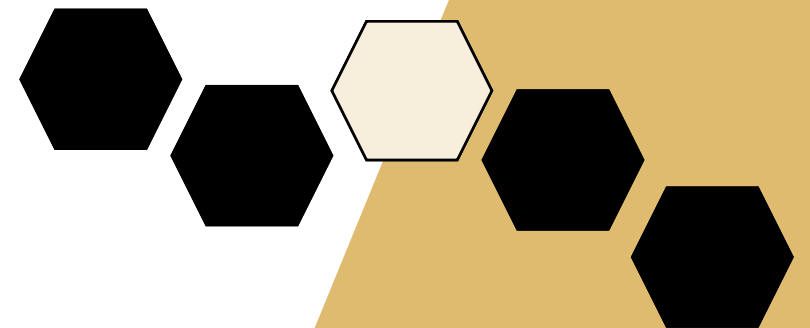
YOUR TURN!

Share your ideas with your group!

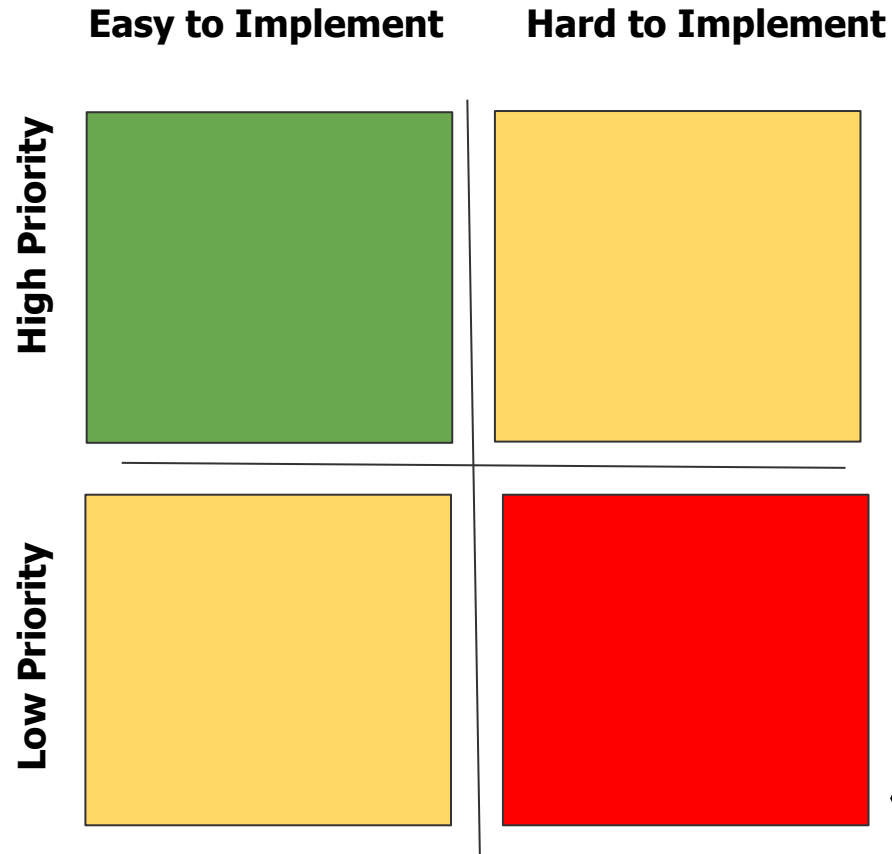
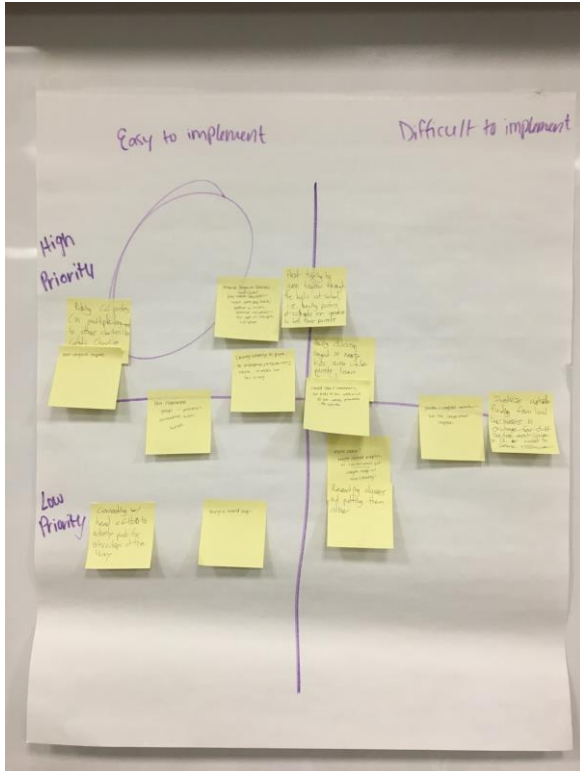
Categorize your ideas as a group!

Select which category you think is most appropriate to focus on moving into the prototype phase!

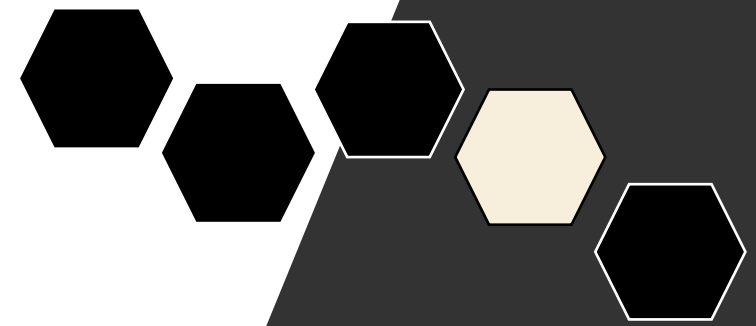
(15 minutes)



FROM IDEATION TO PROTOTYPE



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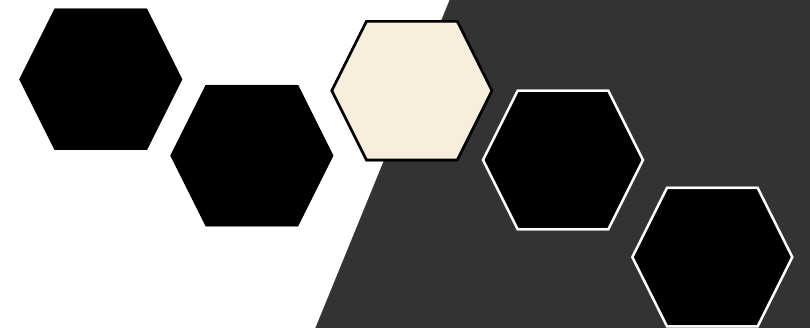


YOUR TURN!

Plot your ideas on the prioritization chart!

Select which idea your group would like to prototype.

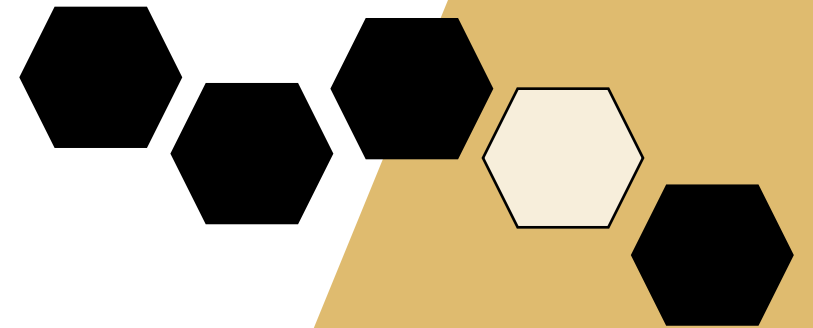
(5 minutes)



Prototype



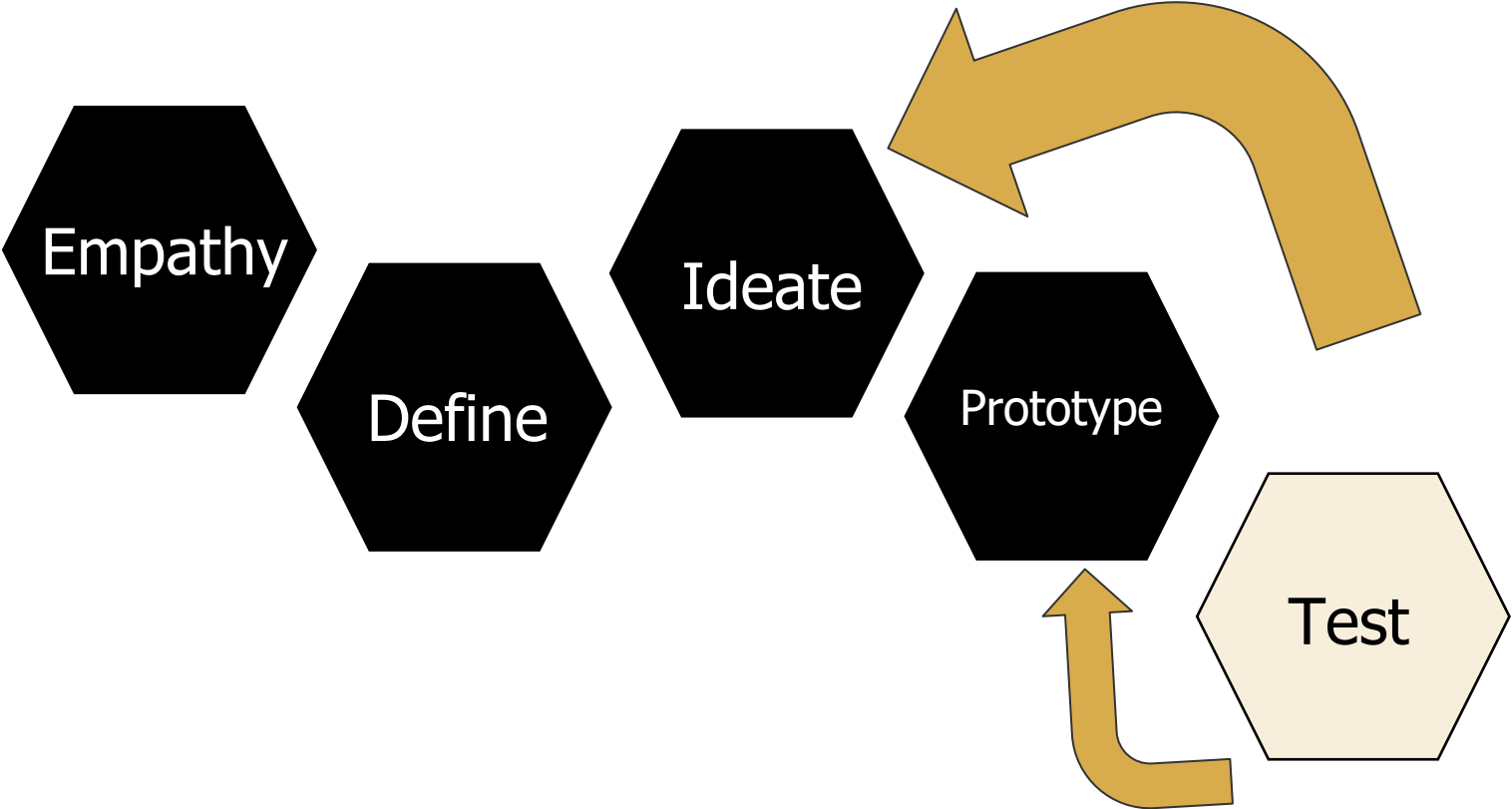
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Human-Centered Design in Practice



TEST



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REFLECT

- Did this presentation give you a new perspective, challenge your point of view or introduce you to new techniques, skills or processes?
- How might elements of human-centered design be useful in your workplace? Community?
- What might you want to learn more about?
- What other questions do you have?

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Additional Resources

- Stanford Social Innovation Review Design Thinking Podcasts
 - https://ssir.org/podcasts/category/design_thinking
- Design Thinking Blog – Podcasts on Design Thinking
 - <http://www.designthinkingblog.com/>
 - <http://www.designthinkingblog.com/podcasts-on-design-thinking/>
- Design Thinking and Community Engagement: A conversation with Albuquerque and New Orleans city accelerator teams (article/blog post)
 - <https://medium.com/engagement-lab-emerson-college/design-thinking-and-community-engagement-a-conversation-with-albuquerque-and-new-orleans-city-4ae99f6b8abf#.bgrv1a3oz>
- Using Design Thinking to Rethink our Nonprofit of Community Foundation Work (blog post with video and examples)
 - <http://www.grantcraft.org/blog/using-design-thinking-to-rethink-our-nonprofit-or-community-foundation-work>
- Design Thinking and Project-based Learning (blog post)
 - <https://www.edutopia.org/blog/design-thinking-and-pbl-beth-holland>
- IDEO Design Kit Resources
 - <https://www.designkit.org/resources>
- Nesta Prototyping Framework
 - <https://www.nesta.org.uk/toolkit/prototyping-framework/>
- The Young Foundation's Open Book of Social Innovation
 - <https://youngfoundation.org/wp-content/uploads/2012/10/The-Open-Book-of-Social-Innovation.pdf>
- Creative Reaction Lab's Equity-Centered Design Field Guide
 - <http://www.creativereactionlab.com/eccd-field-guide>