

Human Centered Design

for regular people

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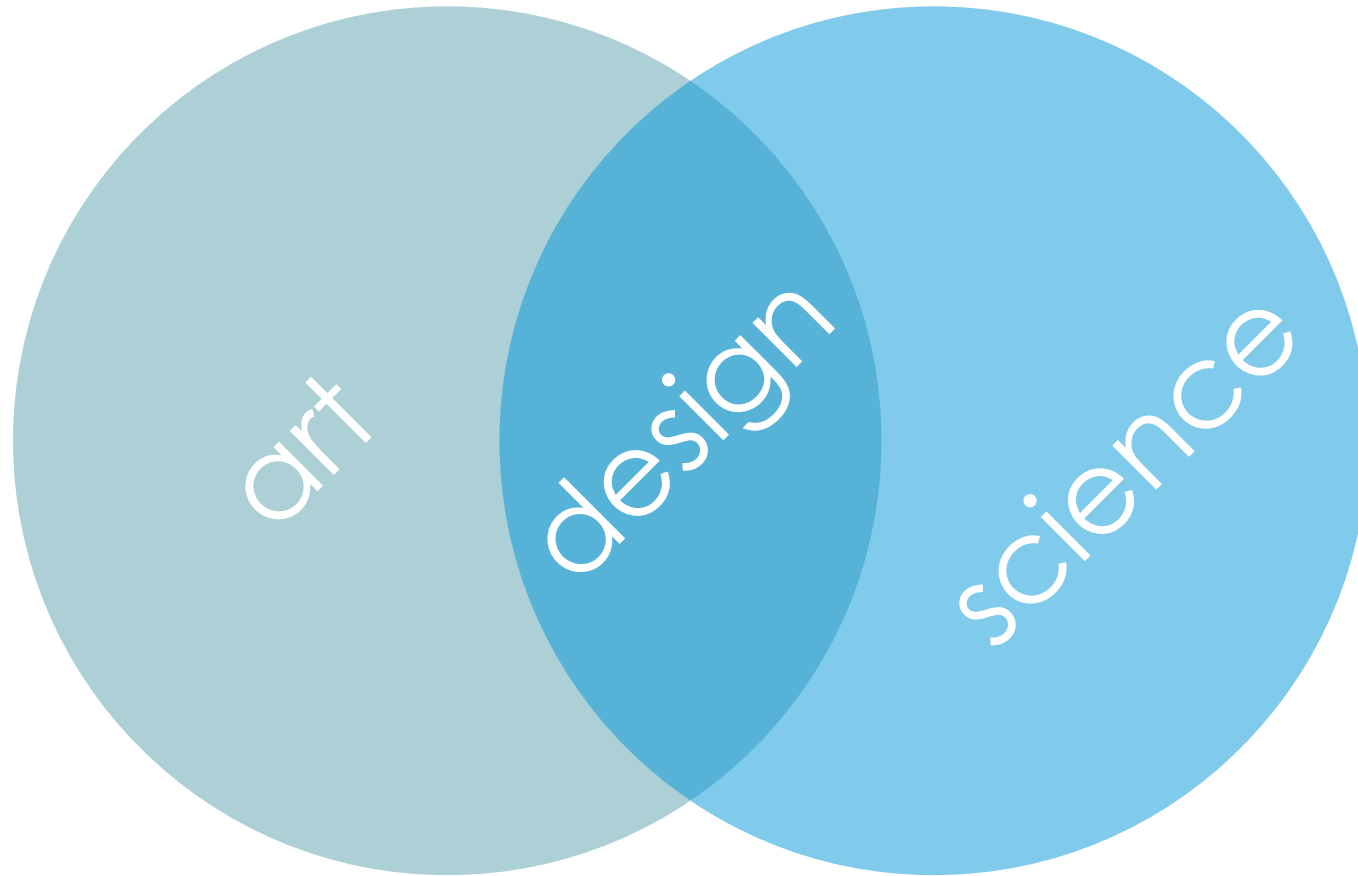
WOOLPERT

Today's Objectives

Increase awareness about design as a broad discipline

Describe basic principles of human-centered design

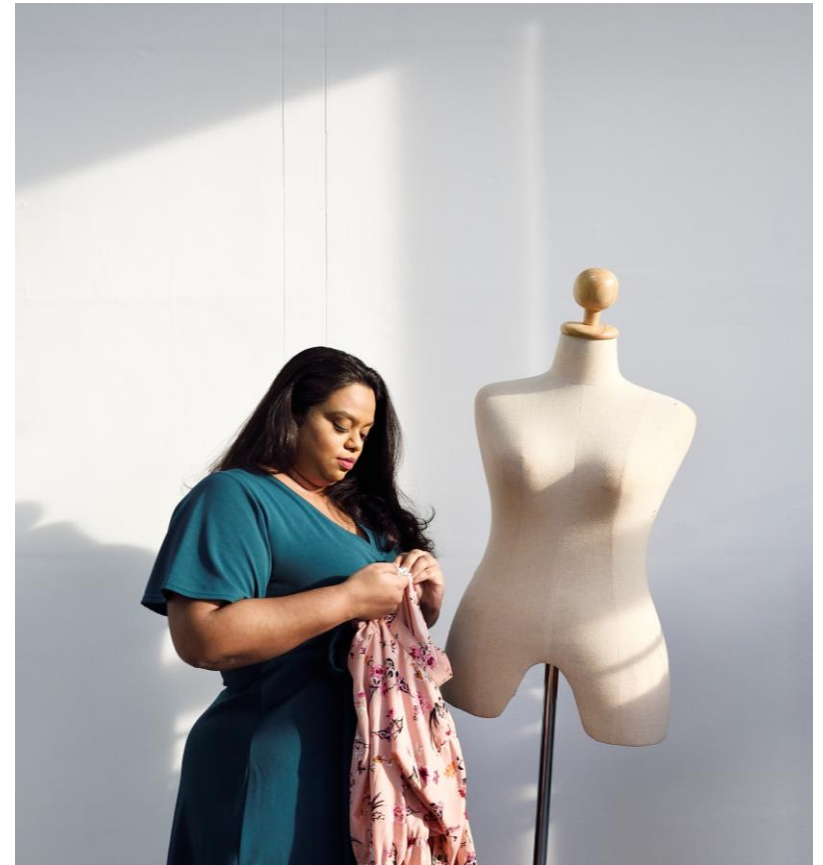
Discover a solution to a current problem, based on principles of human-centered design



designing
is

CREATIVE PROBLEM SOLVING





COMMON CONCEPTS OF DESIGN

We design...



Career paths

Business plans

New-hire training

Design reports

Scopes and fees

Relationships

Presentations

Plan sets

CIPs

PROJECTS.

CSPPs

Environmental plans

PMPs

Emails

Daily schedules

Workflows

Conflict resolutions

Technical memos

Public Involvement

Meetings



The heart of
human-centered design
is

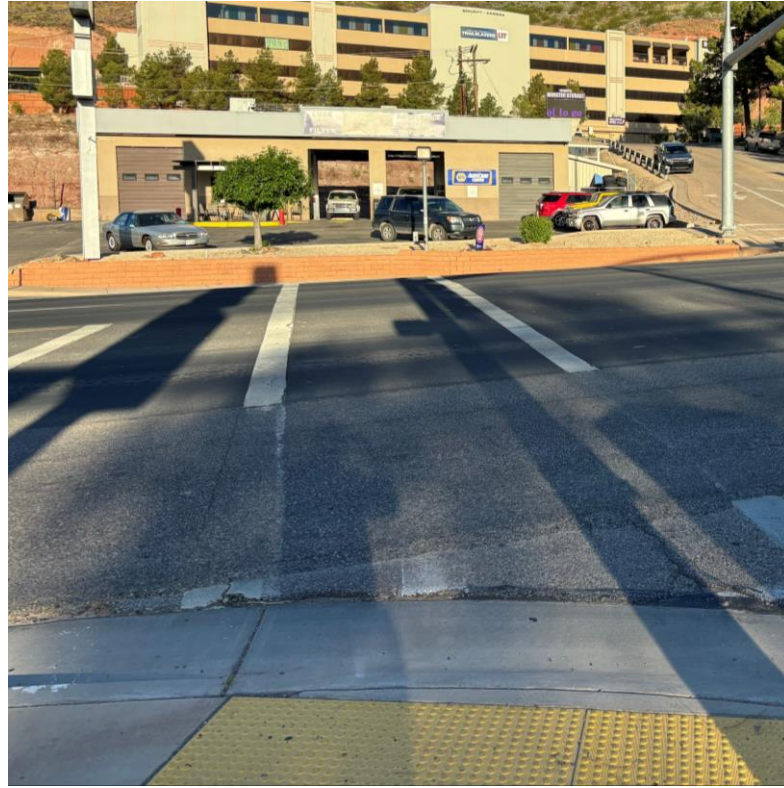
Empathy



An aerial view from an airplane window. The left side shows the white wing of the aircraft. Below the wing, a brown, hilly landscape is visible, with a line of wind turbines along a valley. To the right, a dark coastline curves along a body of water. The sun is low on the horizon, creating a bright, shimmering reflection on the water's surface. The sky is filled with large, white, fluffy clouds. The overall scene is bright and expansive.

Empathy in design is
all about seeing the

BIGGER PICTURE



One project, three perspectives

Don Norman's Principles of Human-Centered Design

Focus on all the people affected by your project

Find the right problem
(not just symptoms)

Think of everything as an interconnected system

“What is the final result we really care about?”



Design Thinking Frameworks

The LUMA System of Innovation



Looking



Understanding

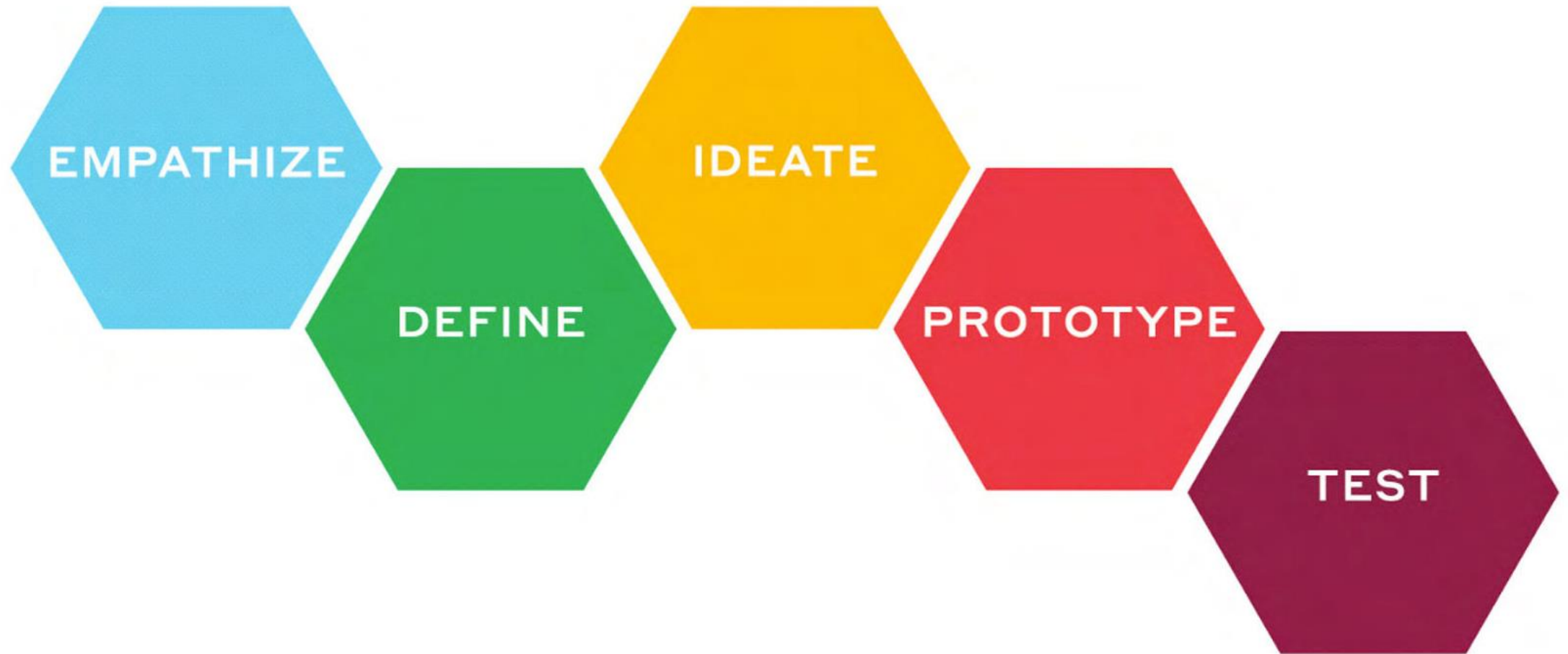


Making

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The 5-Stage Design Thinking Process — d.school



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The Human-Centered Design Toolkit — IDEO



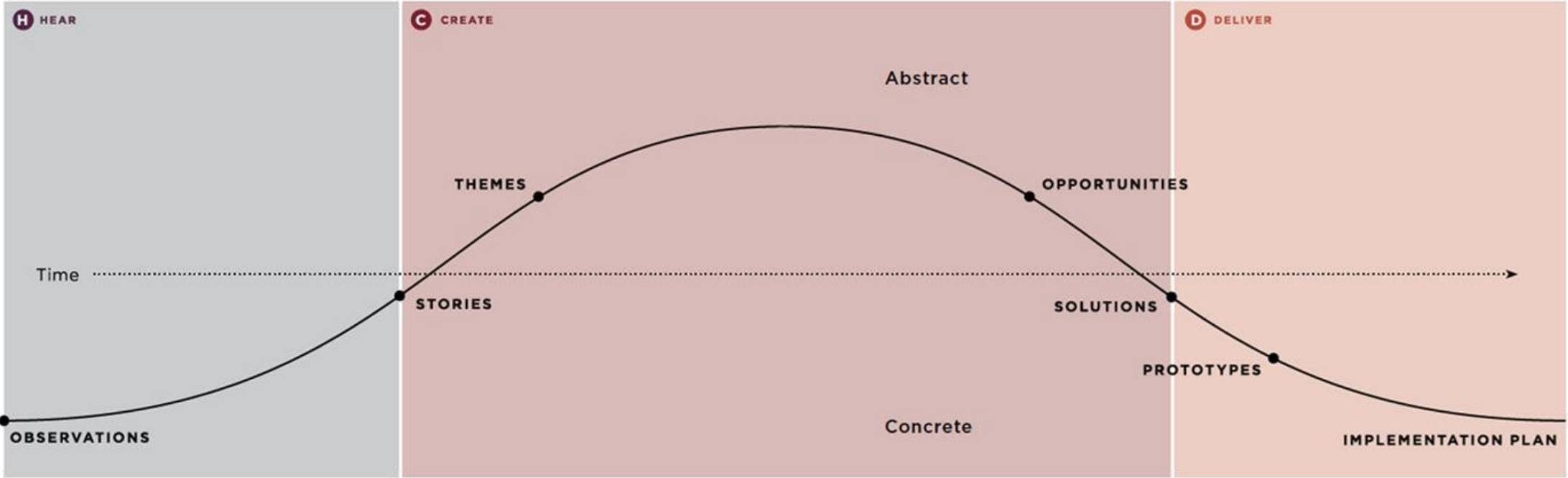
HEAR



CREATE



DELIVER



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Questions and Open Discussion



Thank you for your time and participation!

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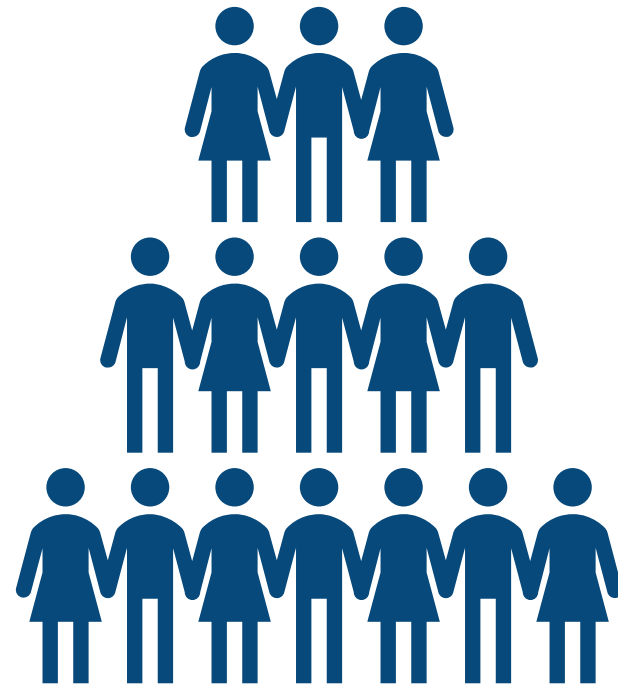
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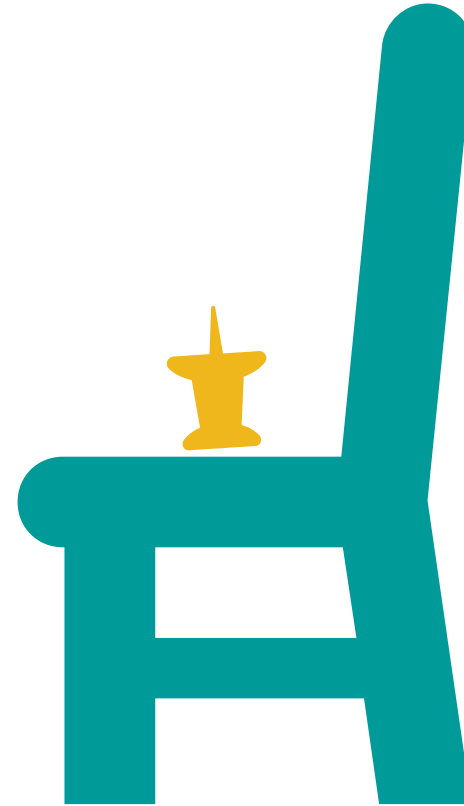
WOOLPERT

Principle 1

Focus on all the
people
affected by
your project



Find the right
problem
(not just
symptoms)



Principle 2

Principle 3

Think of everything
as an
interconnected
system





“What is the final result we really care about?”

Principle 4