HUMAN CENTERED DESIGN

DESIGN THINKING
A Very Brief Primer
WE ALL DO THINGS OR MAKE THINGS FOR SOMEONE.
WE ALL DO THINGS OR MAKE THINGS FOR SOMEONE. HOW WE THINK ABOUT THEM...
MATTERS.
DEFINING

DESIGN THINKING
Design Thinking is...

- a series of divergent /convergent cycles to explore, experiment, and reduce risk
- designing a solution based on a deep understanding of the problem
but **DESIGN THINKING** involves more than process
DESIGN THINKING really only works if you have:

**Diverse Teams**
WHY: We’re smarter and make more connections when we have multiple perspectives
HOW: Hire for it, develop new skills, keep teams virtual and changing

**A Human Centered Design Process**
WHY: It enables abductive reasoning, produces maximum learning, gets things done
HOW: Use an Inspiration/Ideation/Implementation framework and tools as a guide

**Open (Creative) Environment**
WHY: It fosters collaborations and chance interactions
HOW: Be deliberate about creating and keeping the space and culture open
THE REALLY BIG DEAL THOUGH, IS EMPATHY.

BUT MORE ON THAT IN A BIT.
FIRST, ABOUT THAT PROCESS
Human Centered Design Thinking

Simply put...

Start with people and build deep empathy.

Generate lots of possible ideas.

Build and test prototypes with the people you’re designing for.
Design Thinking Flow

**INSPIRATION**
Learn as much as possible from:
- People you hope to serve
- Experts
- Environment
- Market / competition

**IDEATION**
- Download and organize lots of learning
- Identify the most interesting opportunities
- Generate lots of ideas to solve problems

**IMPLEMENTATION**
- Prototype to test riskiest assumptions
- Refine, iterate on champions
- Pilot
Design Thinking Integrates the Human Factor
Design thinking builds intuition that lets you connect ideas.
And it requires that you care.
Empathy helps you care
Empathy

When you care, you think of more possibilities.
Understand the problem in context
Feel the pain
Experience the friction

These are stepping stones for finding a solution
When designing you'll get stuck and the pain you felt will inform your choices.
You will become intuitive.
Intuitive thinking lets you take leaps

Human motivations—frustrations, desires, pain, joy—give you an expanded set of inputs to help you imagine new ways to solve a problem.
Organizational embrace...

**Procter & Gamble** — “Design thinking is a way of coming up with solutions you would have never predicted you could have reached”

**Mayo Clinic** — “We’re bringing human-centered innovation and design thinking to healthcare delivery”

**Pfizer** — Currently Pfizer has more than 400 design thinking champions found around the world, all utilized to help support the right mindset.
How does empathy contribute to innovation?
By understanding our users, we can fill in a piece that’s been missing, particularly (maybe even ironically) in healthcare.

Focusing on human values can help us create products that connect with our customers on a much deeper level and change the world.