IB 407 · SLIDE NOTES

What Is Human-Centered Design?

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/ib-407/what-is-hcd/



Slide 1

My notes



Slide 2

My notes



Slide 3

My notes

04

WHERE HCD SHOWS UP

Every experience is designed, on purpose or by accident.

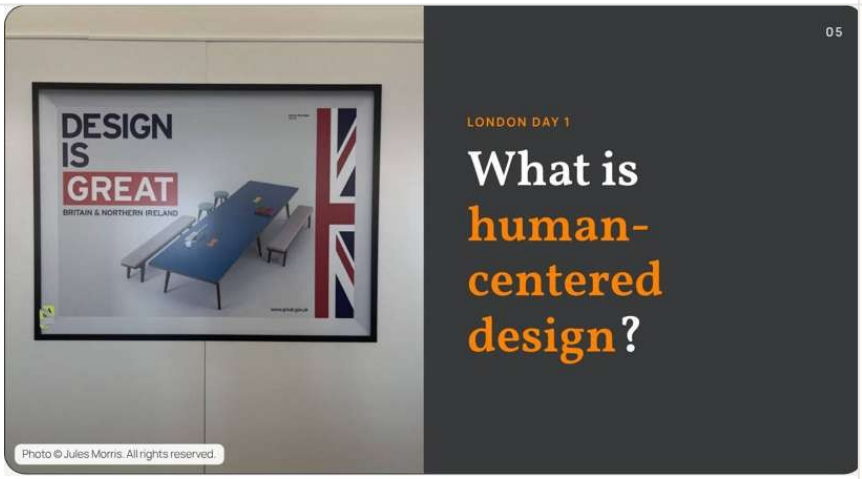
Customer experience
Caregiver, Experimenter, Set Designer, Experience Architect.

Employee experience
Cross-Pollinator, Anthropologist, Collaborator.

Organizational experience
Hurdler, Director, Storyteller.

My notes

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05

LONDON DAY 1

What is human-centered design?

My notes

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06

VIDEO

See it in action.

IDEO.org's short film shows a team designing with the people who would use their product, not just for them. Notice who they talked to first.

Watch: What is Human-Centered Design? (IDEO.org)

My notes

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07

TIM BROWN, IDEO

“

Human-centered design starts with the people you are designing for and ends with solutions tailor-made for them.

A paraphrase of Tim Brown's description of HCD

⊕ What else he says

My notes

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08

A REAL EXAMPLE: NURSES REDESIGN THE SHIFT CHANGE

A mixed team rebuilt a process in about a week.

1 **What they changed**
Nurses passed information to the next shift in front of the patient, not at the nurses' station.

2 **How fast they built it**
A working prototype in about a week, with new procedures and simple software for shift notes.

3 **What happened**
Brown reports that the average time between a nurse arriving and first seeing a patient was more than cut in half.

⊕ A real example: how HCD worked inside a large hospital system

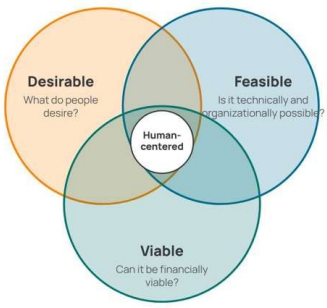
My notes

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09

BASIS OF HUMAN-CENTERED DESIGN

Start with what people desire.

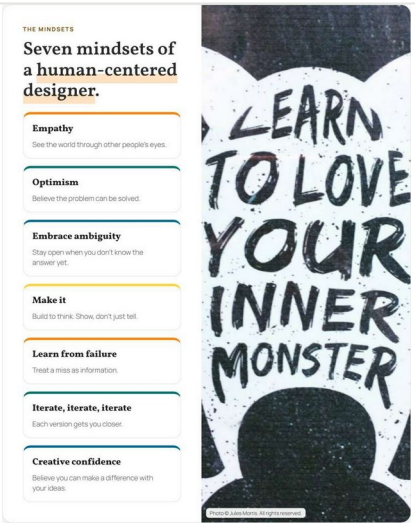


Our own drawing.

⊕ Text version of this diagram

My notes

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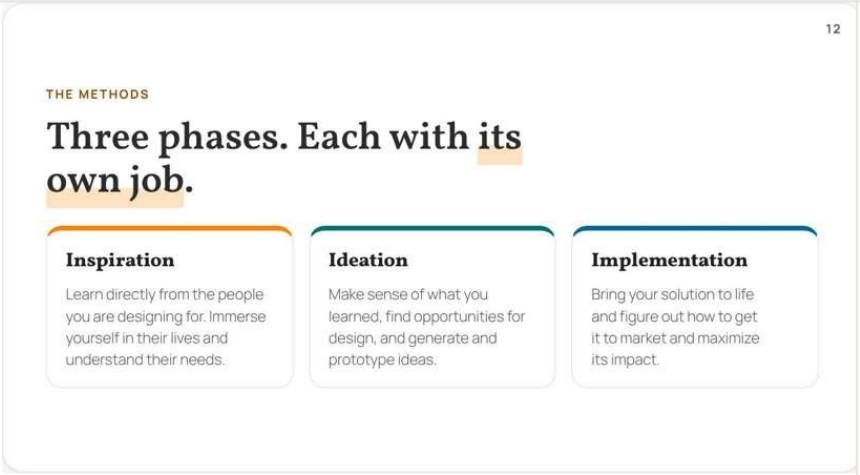
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My notes



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My notes



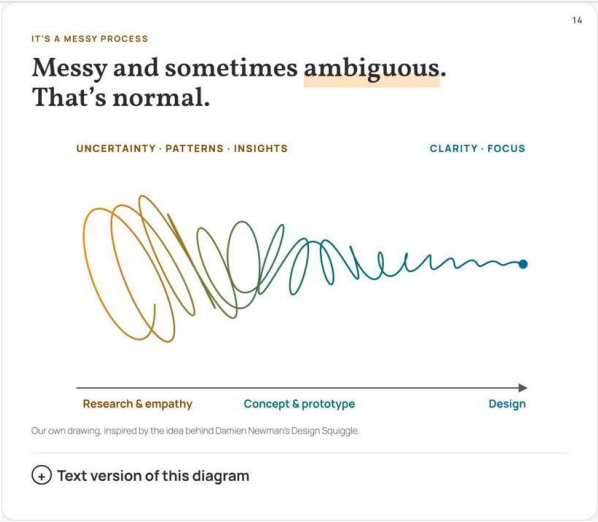
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My notes



Slide 13

My notes



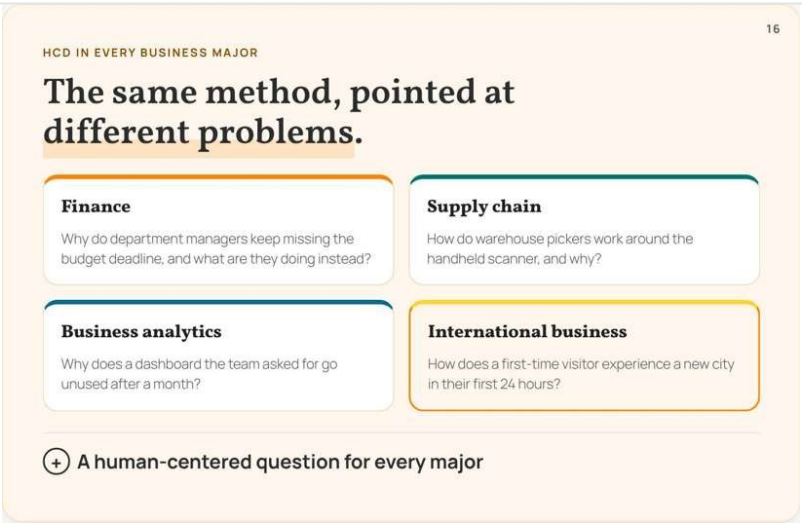
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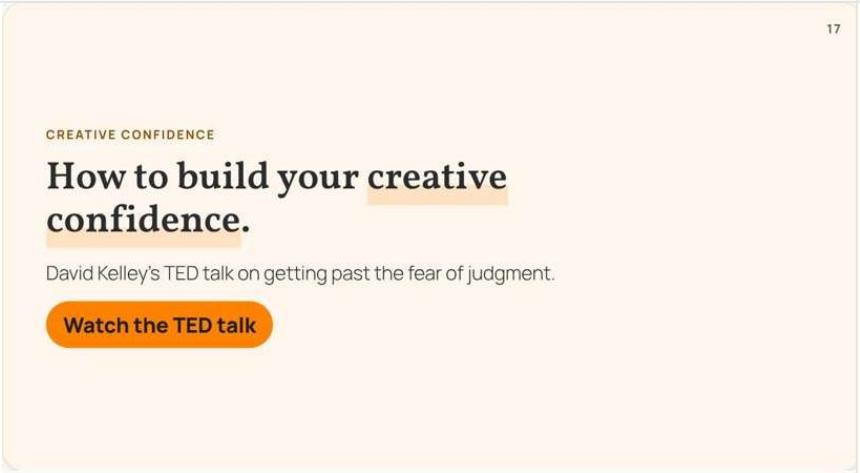
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My notes



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My notes



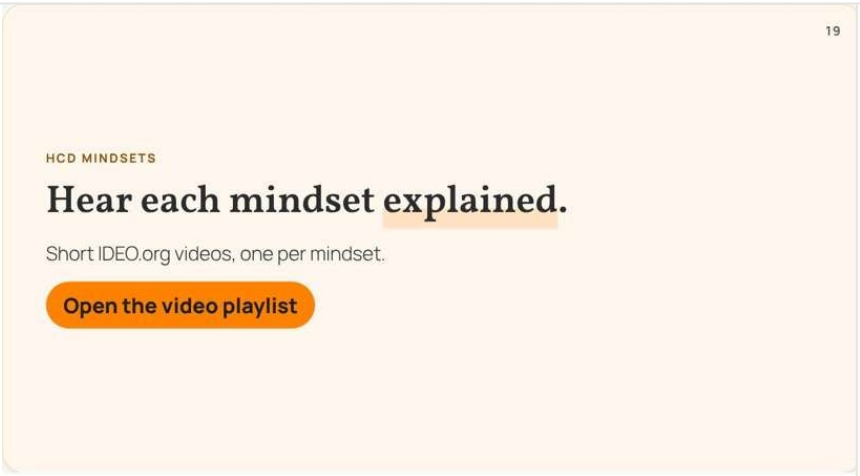
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My notes



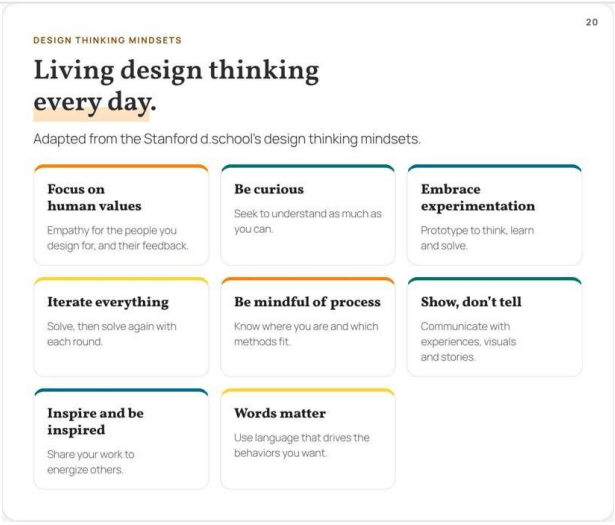
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My notes



My notes

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My notes

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