**Setting the Context: Human-Centered Design**

**Your challenge:** **To figure out how to incorporate the TANF client's experience into the decision-making process of your partner's organization.**

# For the next 4 minutes…

**1 Interview**

8min (2 sessions x 4 minutes each)

Notes from your first interview

d. ⚙⚙⚙⚙⚙

Switch roles & repeat Interview 1.

**Ask your partner to tell you about the ways that they incorporate the TANF client's experience into their decision-making process.**

- **How did they do it?**
- **Why was it meaningful?**
- **How did they come up with their current process?**

# For the next 4 minutes…

**2 Dig deeper**

8min (2 sessions x 4 minutes each)

Notes from your second interview

Switch roles & repeat Interview 2.

## Dig deeper.

- **Look for stories, feelings and emotions.**

- **Ask 'Why?' often.**

# For the next 3 minutes…

**3 Capture findings** 3min

**needs:** things they are trying to do*
*use verbs

**insights:** new learnings about your partner's feelings/
worldview to leverage in your design*
*make inferences from what you heard

d. ⊗⊗⊗⊗⊗

## Individually…

**Synthesize your learning into two groups: your <u>goals and wishes</u>, and <u>insights</u> you discovered.**

# For the next 3 minutes…

**4 Define problem statement** 3min

8 _____
partner name/description

needs a way to _____
user's need

Surprisingly // because // but . . .
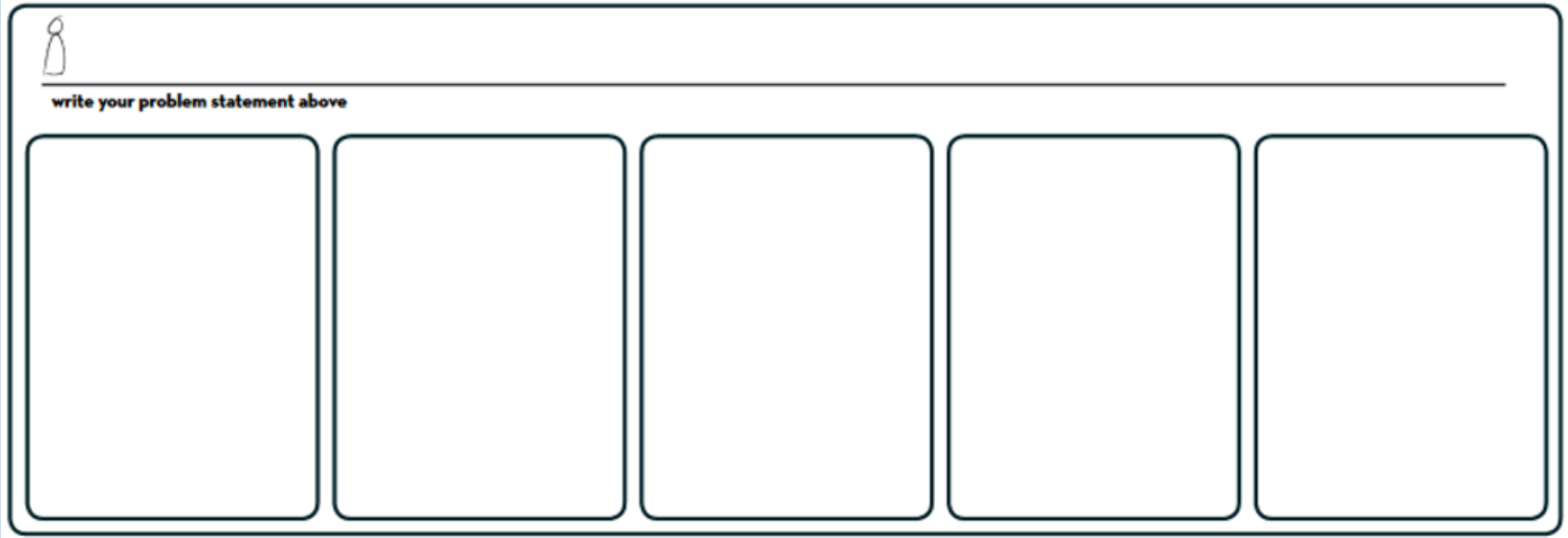[circle one]

_____

_____
insight

## Individually…

**Select the most compelling goal and most interesting insight to articulate a problem statement.**

# For the next 5 minutes…

**Ideate:** generate alternatives to test.

**5** Sketch at least 5 *radical* ways to meet your user's needs.   4min

write your problem statement above

- **Rewrite the problem statement at the top of the page.**

- **Sketch as many ideas as possible for your partner's problem statement.**

# For the next 4 minutes…

**6** **Share your solutions & capture feedback.** 8min (2 sessions x 4 minutes each)

Notes

d.⊛⊛⊛⊛⊛                                          Switch roles & repeat sharing.

- **Share your sketches with your partner.**

- **Note likes/dislikes and ideas that build on the ideas, but also listen for new insights.**

# For the next 3 minutes…

**7** **Reflect & generate a new solution.** 3min

Sketch your big idea, note details if necessary!

d. ⊗⊗⊗⊗⊗

- **Consider what you have learned about your partner and about the solutions you generated.**

- **Sketch new ideas based on your partner's feedback.**

# For the next 10 minutes…

**8 Build your solution.**

Make something your partner can interact with!

[not here]

10min

d.

## Individually…

- **BUILD!**

- **Use the materials at your table to create a physical prototype of your solution.**

# For the next 4 minutes...

**9** **Share your solution and get feedback.**

**+ What worked...**

**- What could be improved...**

**? Questions...**

**! Ideas...**

8min (2 sessions x 4 minutes each)

- **Share your prototype with your partner.**

- **Jot down your partner's**
  - **Likes**
  - **Dislikes**
  - **Questions**
  - **Ideas**

# For the next 10 minutes…

- **Place all prototypes in the middle of the table.**

- **Share your innovations with your table!**