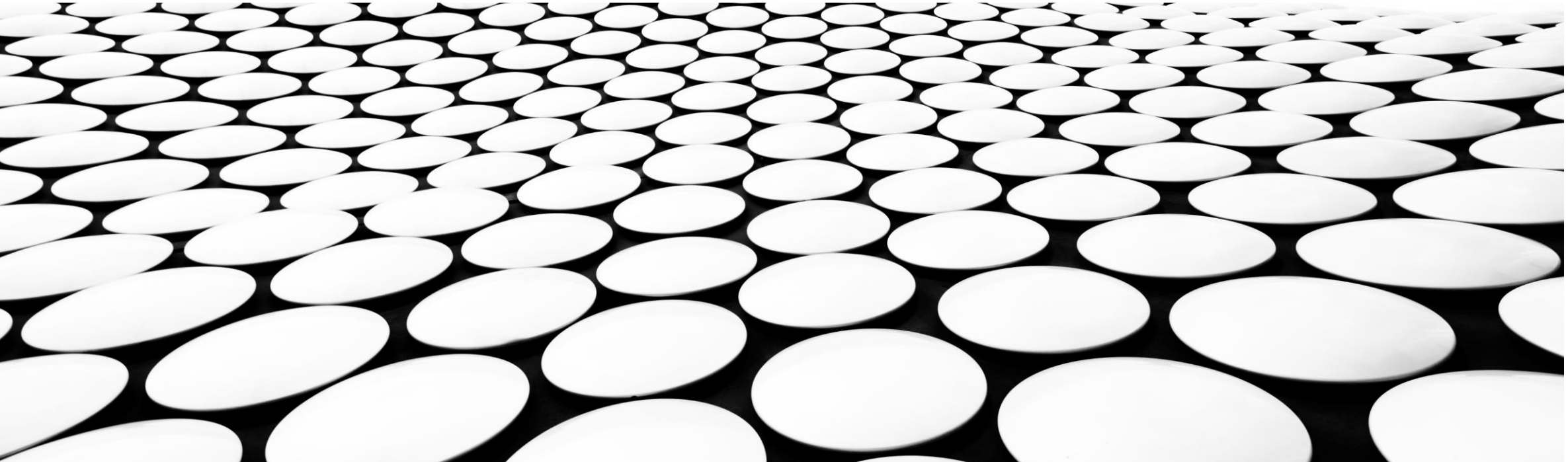

HUMAN CENTERED DESIGN

NICK VIATOR



CONTENTS



Introduction



What is Human Centered Design?



Who uses Human Centered Design?



Human Centered Design Components



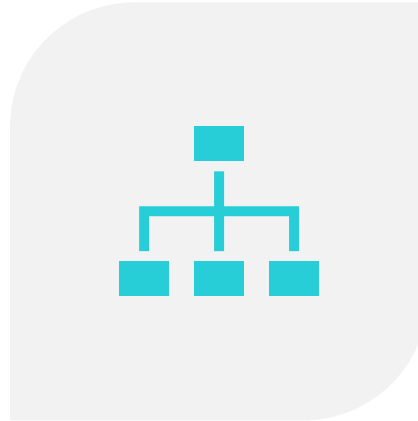
Human Centered Design in Action

WHAT IS HUMAN CENTERED DESIGN?

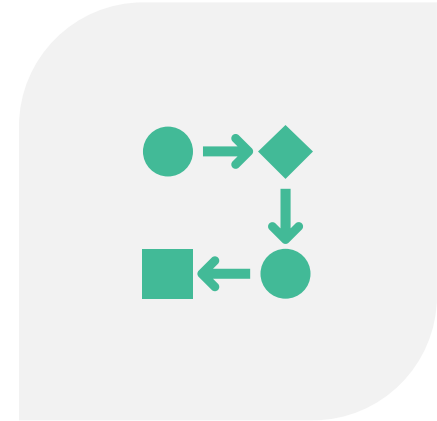




HUMAN-CENTERED DESIGN LOOKS AT THE DETAILS: IT IS A WAY OF IMPROVING THE USABILITY AND THE USER EXPERIENCE OF A PARTICULAR PRODUCT OR SERVICE.



A PHILOSOPHY THAT EMPOWERS AN INDIVIDUAL OR TEAM TO DESIGN PRODUCTS, SERVICES, SYSTEMS, AND EXPERIENCES THAT ADDRESS THE CORE NEEDS OF THOSE WHO EXPERIENCE A PROBLEM.



IT ENCOURAGES ORGANIZATIONS TO FOCUS ON THE PEOPLE THEY'RE CREATING FOR, WHICH LEADS TO BETTER PRODUCTS, SERVICES, AND INTERNAL PROCESSES.

**WHO USES
HUMAN
CENTERED
DESIGN?**





**COMPONENTS
OF HUMAN
CENTERED
DESIGN**



LOOKING



Ethnographic Research



Participatory Research



Evaluative Research

UNDERSTANDING



People & Systems

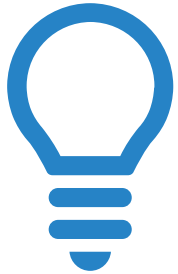


Patterns & Priorities

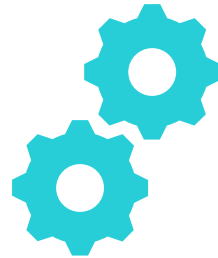


Problem Framing

MAKING



Concept Ideation



Modeling & Prototyping



Design Rationale

**HUMAN
CENTERED
DESIGN IN
ACTION**



RECIPE

TEAM ALIGNMENT

- Rose, Thorn, Bud
 - Data Capturing Method
- Affinity Clustering + Visualize the Vote (Combo)
 - Theme Identification
 - Voting exercise
- Importance/ Difficulty Matrix
 - List priorities in terms of difficulty and importance using notecards



RECIPE

ESTABLISH LONG TERM STRATEGIC OBJECTIVES

- Rose, Thorn, Bud
 - Data Capturing Method
- Affinity Clustering + Visualize the Vote (Combo)
 - Theme Identification
 - Voting exercise
- Statement Starters
 - Frame up ?'s for each cluster
 - “How might we...”
- Importance/ Difficulty Matrix
 - List priorities in terms of difficulty and importance using notecards



PAST, CURRENT AND FUTURE PROJECTS

PROJECTS

- UTMB School of Nursing Strategic Plan
- UTMB Health Education Center Strategic Plan/
Business Plan
- UTMB School of Health Professions Strategic Plan
- UTMB GME Process Improvement Project
- UTMB Clinical Enterprise Service Line Initiatives
- UTMB Community Center for Health & Wellbeing
Strategic Plan
- UTMB Management Training Program
- UTMB Behavioral Health Initiative
- Galveston Island Nature Tourism Council Strategic
Plan
- CASA of Galveston County

QUESTIONS?

