



Workshop

Using Human-Centered Design to Co-Create Community-Driven Solutions

Speakers

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Using Human-Centered Design to Co-Create Community-Driven Solutions

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THE OHIO STATE UNIVERSITY

CENTER FOR HEALTH OUTCOMES AND
POLICY EVALUATION STUDIES

Meet the Team



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Learning Objectives

- 1. HCD 101:** A general understanding of the process of Human-Centered Design and its four phases (Discover, Design, Deliver, & Measure).
- 2. Application:** Practical knowledge and skills learned of how to convene community members to elicit feedback to co-create services and/or policy solutions.
- 3. Future Ideas:** An understanding of next steps/action items for implementing co-creation (using HCD) in your own organization.



Citations

Hur, J. (2024, September 7). *The history of human-centered design*. BeBusinessed.
<https://bebusinessed.com/history/the-history-of-human-centered-design/>

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https://www.ideo.com/blogs/inspiration/what-is-human-centereddesign?srsltid=AfmBOoqAkmWfxidAUNWr4kT77jxKsSmPBkjCpU73FRVU_tfLU2JCHb3w

U.S. General Services Administration (GSA), & LAB OPM. (n.d.) Human Centered Design (HCD) Discovery Stage Field Guide V.1. Retrieved April 25, 2024, from
<https://www.gsa.gov/system/files/HCD-Discovery-Guide-Interagency-v12-1.pdf>.

Vinney, C. (2024, June 26). *What is human-centered design? A complete guide*. UX Design Institute. <https://www.uxdesigninstitute.com/blog/what-is-human-centered-design/>



Agenda

1. Introduction

2. Background

3. HCD 101:

- ❖ Discover
- ❖ Design
- ❖ Deliver
- ❖ Measure

4. Application:

- ❖ Interactive small-group activity

5. Future Ideas:

- ❖ Summarize takeaways and next steps



Introduction



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“HCD approaches are design-thinking strategies public health and social services professionals can use to identify and address complex social and community health needs.”



“HCD is able to be adapted for quantitative *and* qualitative data collection and analysis (mixed-methods) and focuses on centering human experiences and the realities and challenges of everyday life.”



“HCD is built on a foundation of achieving deep understanding of *root causes and context* surrounding a particular issue, prioritizing human needs over a system’s needs.”



Background: What is HCD?



What is Human-Centered Design (HCD)?

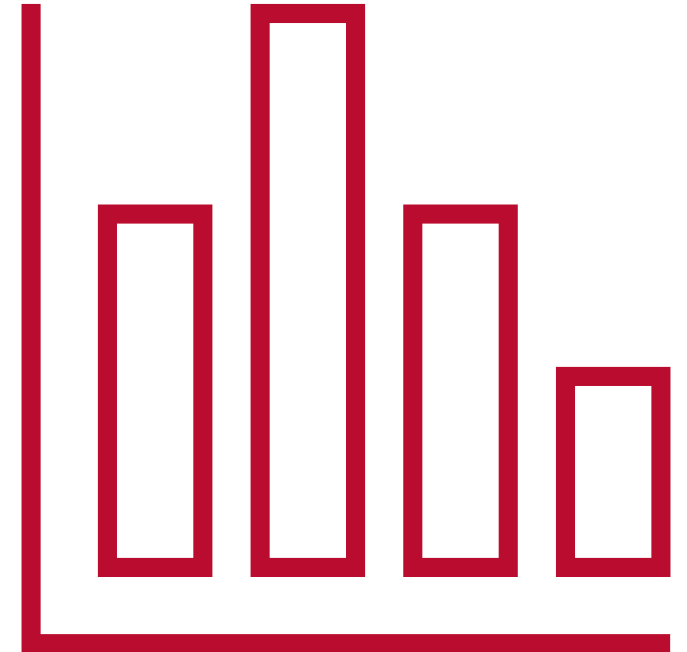
HCD is an approach that designs services to **meet human needs** by using human voice and co-creation with those individuals who are intended to use or be impacted by the newly designed services.

(GSA & LAB OPM, n.d.)



HCD: History

- Ideas or concepts of HCD can be traced back to 1958 – mid-1960s.
(Vinney, 2024)
- User-Centered Design (1980s). (Hur, 2024)
- HCD standards introduced (1990s).
(Hur, 2024)
- HCD toolkit (2009). (Hur, 2024)



HCD: Principles



(IDEO U, 2025)



HCD: Principles

1. Listen deeply for what people say they want and need and how they may be creating workarounds to meet their needs.
2. Listen for the root causes that inform the attitudes, behaviors, and beliefs of the people you're interviewing.
3. Be aware of your own internal biases or judgements.
4. Fail early; fail fast; fail small. Know that iteration is learning.
(GSA & LAB OPM, n.d.)



HCD: Principles

5. Learn first, don't jump to solutions.
6. Be inclusive and make sure you're always hearing multiple perspectives. This goes for researchers and research subjects.
7. Be flexible in your thinking and plans. Adapt to changing conditions. Sometimes unexpected events or even kinks in the process can open the door to key insights or findings.

(GSA & LAB OPM, n.d.)



HCD: Phases

HCD is an iterative process that is repeated over time, and it involves cycling through 4 phases: (GSA & LAB OPM, n.d.)

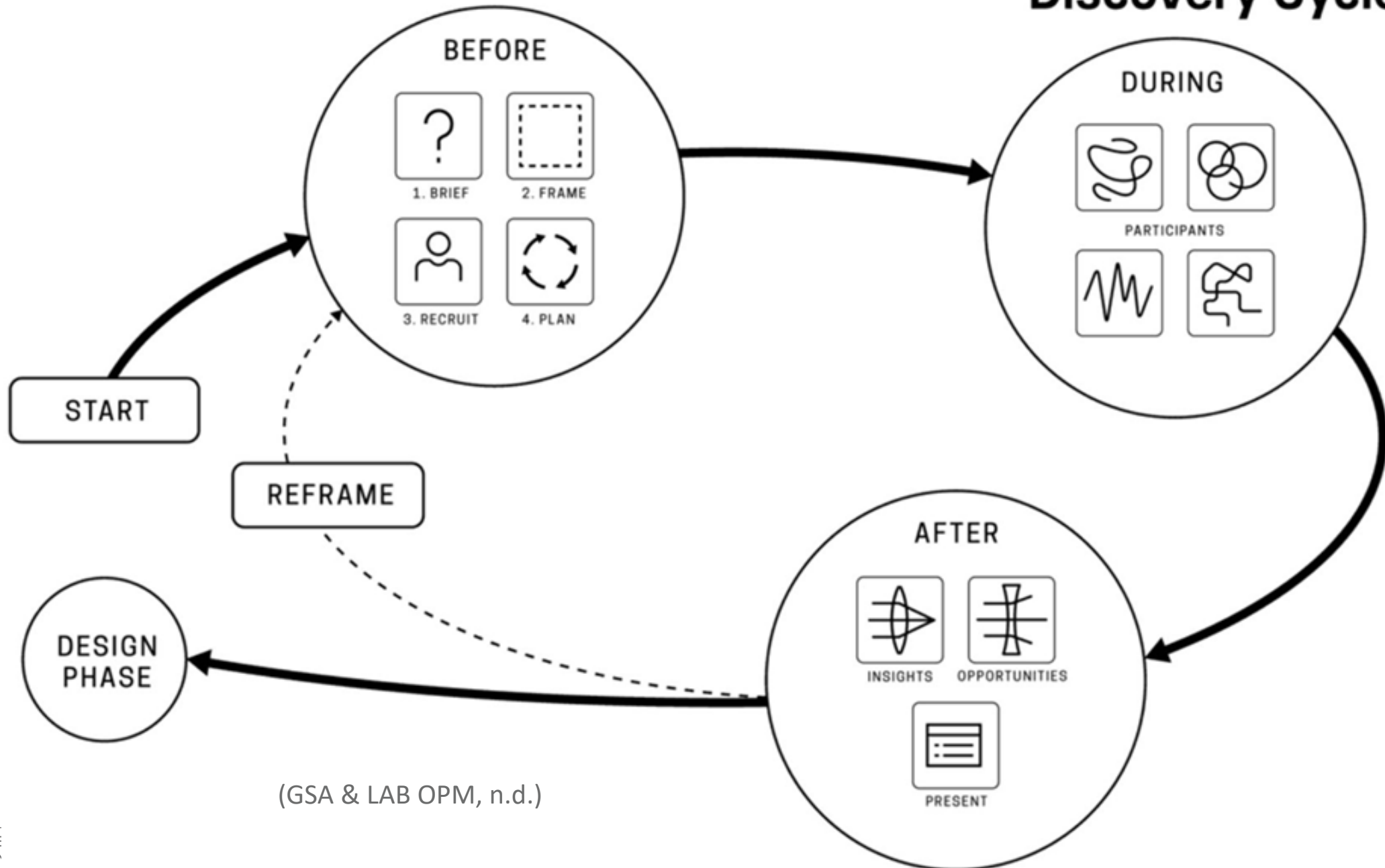
1. Discover
2. Design
3. Deliver
4. Measure



HCD 101: Discover (Phase 1)



Discovery Cycle



(GSA & LAB OPM, n.d.)

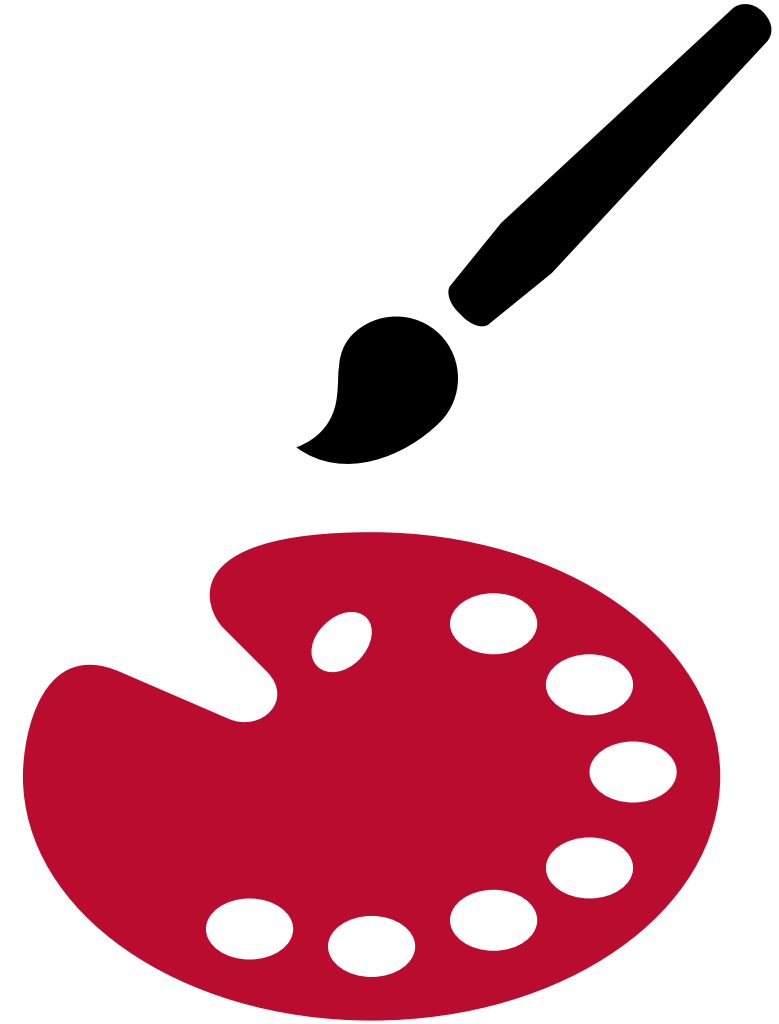
HCD 101: Design (Phase 2)



Design (Phase 2)

- Design solutions.
- Build “prototypes” or models of your solution(s).
- Test iterations of solutions.
- Finalize your “product” (i.e., service, policy, or intervention).

(GSA & LAB OPM, n.d.)



HCD 101: Deliver (Phase 3)



Deliver (Phase 3)

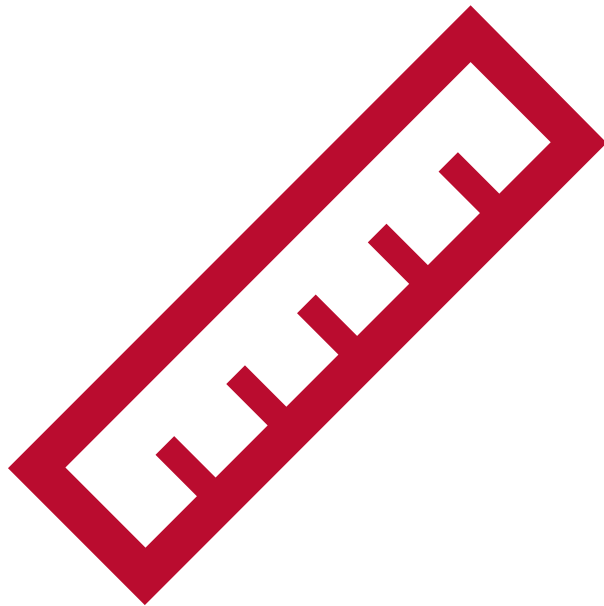


- Plan the launch:
 - Define success. *What does it look like?*
 - Set goals & expectations.
 - Have a plan to evolve.
- Deliver your service, intervention, or policy to your intended “users.”
(GSA & LAB OPM, n.d.)

HCD 101: Measure (Phase 4)

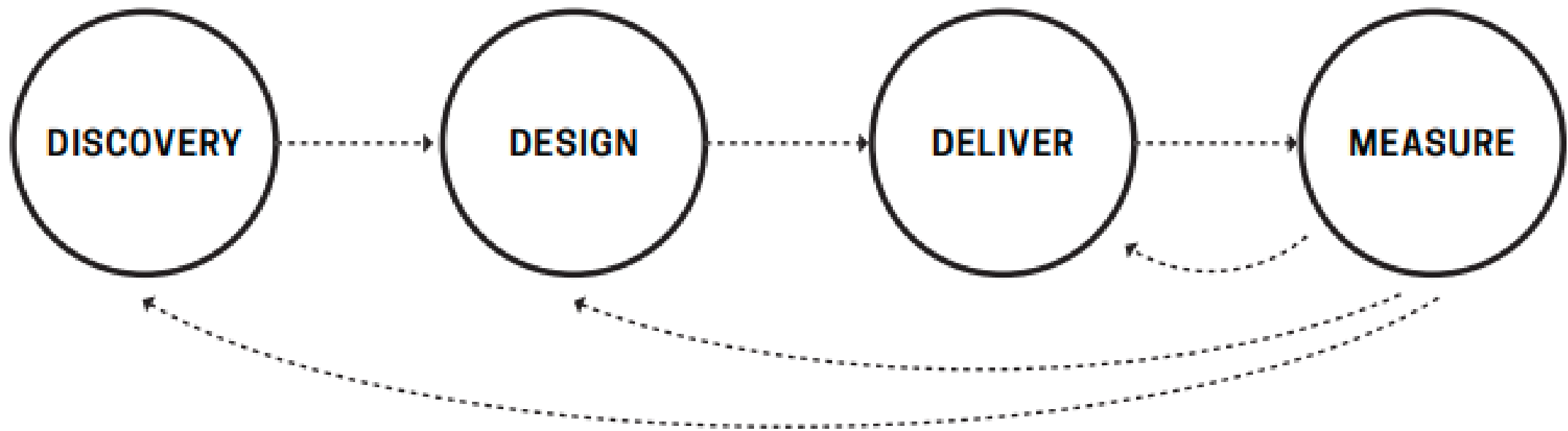


Measure (Phase 4)



- HCD Measurement Principles:
 - Defensible
 - Replicable
 - Verifiable
- Mixed methods approach.
- Continue to prioritize flexibility!
(GSA & LAB OPM, n.d.)

HCD Phases



(GSA & LAB OPM, n.d.)

Questions so far?



Application: Activity



Future Ideas: Summarizing Takeaways



Future Ideas: Next Steps



Further Resources

- [Digital.gov/guides/HCD](https://digital.gov/guides/HCD)
- [Anamonroe.com/hcd-guide-series](https://anamonroe.com/hcd-guide-series)
- [IDEOU.com](https://ideo.com)



Thank you!

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