

Human Centered Design Workshop

AFAC

August 16, 2022

Workshop 2



TODAY'S PLAN

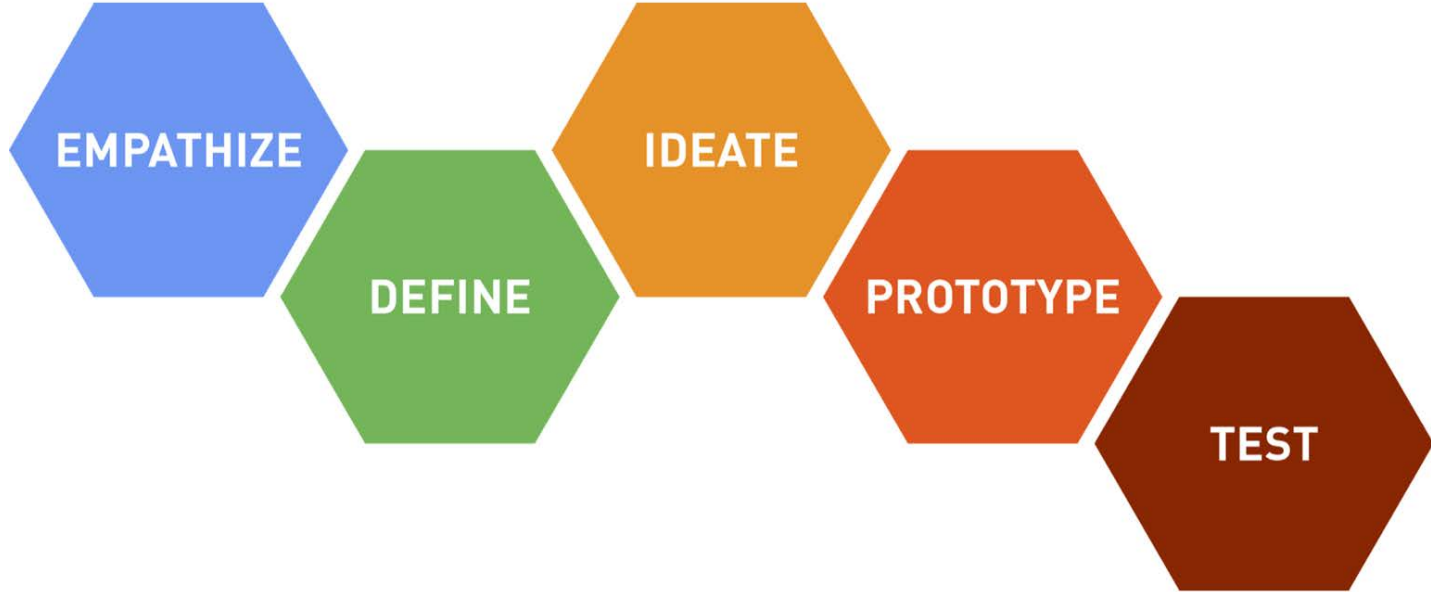
- Recap what we covered last time
- Intro to ideation, and apply the method to an internal process
- Intro to prototyping, and apply the method to one of your programs

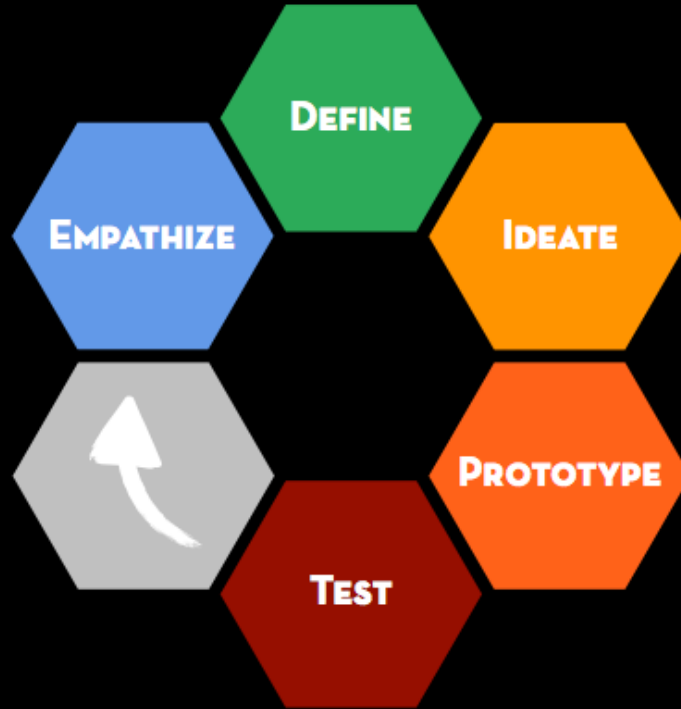
Human Centered Design Workshop

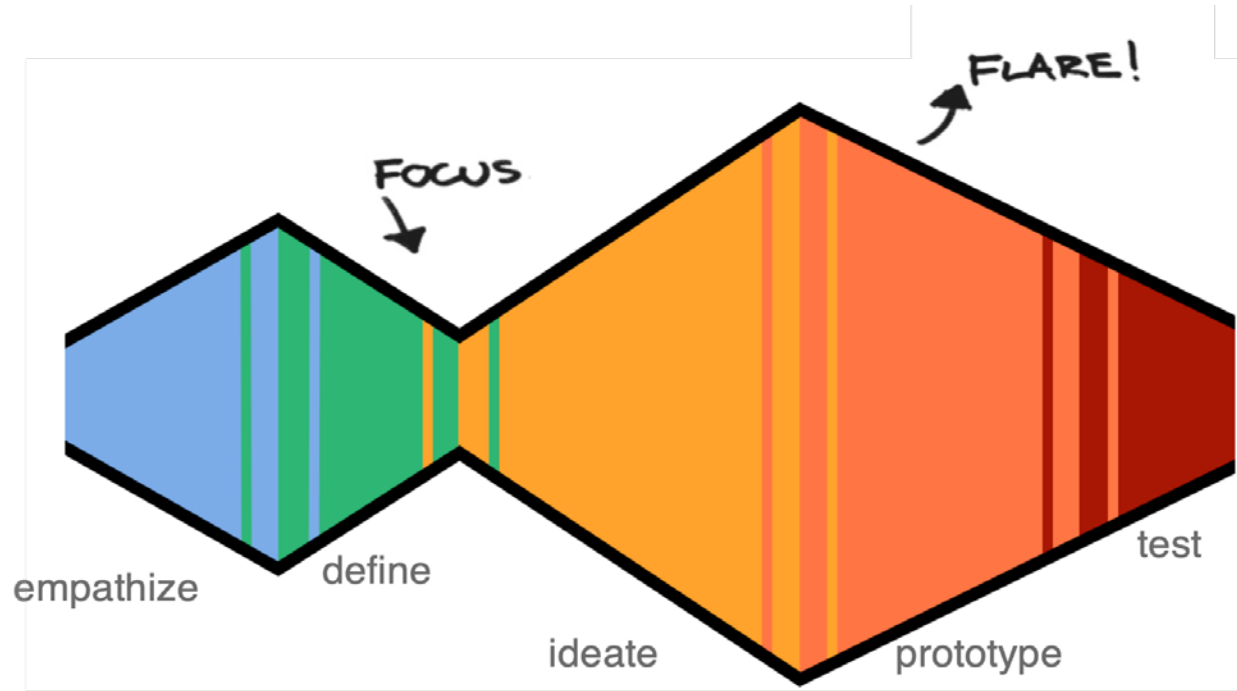
AFAC

June 7, 2022

Workshop 2







Problem finding & framing + Problem solving & testing



FOCUS
↓

↗ FLARE!



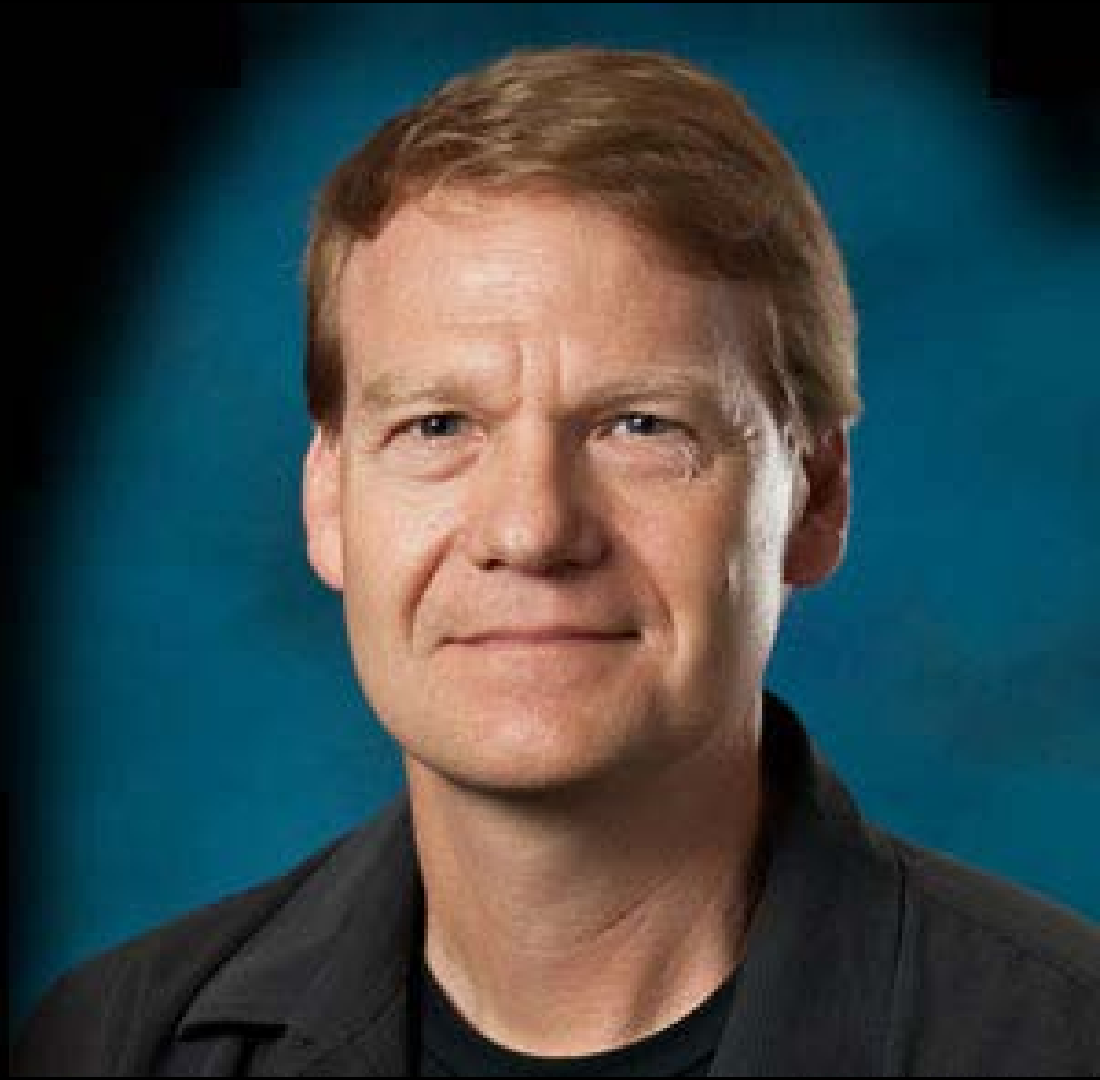


What does Human-Centered Design look like in the “real world”?

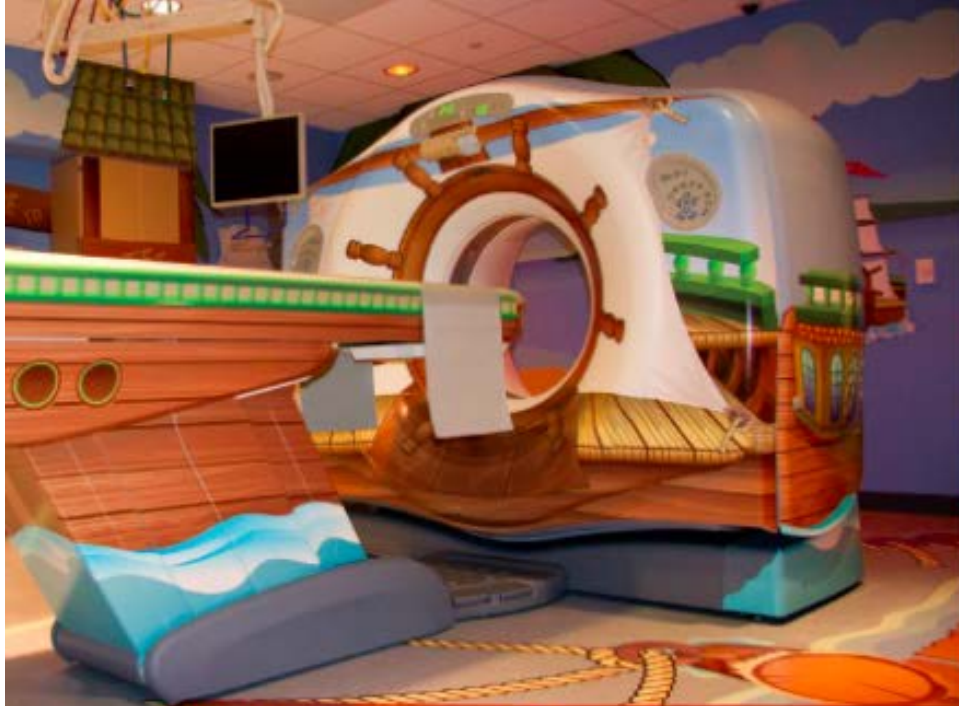
Case Study



Doug Dietz
GE Healthcare







Pirate Island



(Before)



“Can we come back tomorrow?”
Actual patient, age 6

Reimagine the hybrid work-from-home experience

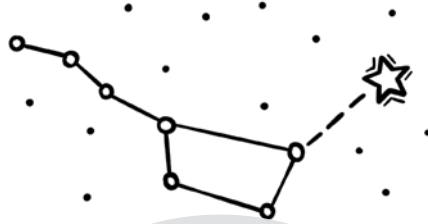
- Pair up and learn more about their shelter-in-place experiences
 - *“Tell me a story of a hybrid work-from-home horror story you have.”*
 - *“What was your best day,” “What was your worst day”*
 - *“What did it feel like when that happened?”*
- Keep asking “why” for deeper understanding
 - Interviewer should only be asking questions. Interviewee should be doing all the talking.
- Take notes – document “quotes”

7 minutes per partner

What are some key behavior(s)?



**Understand
people deeply**



**Gain Insights to
Discover New
Possibilities**



**Be Generative
Before Deciding**



**Make Ideas
Tangible**

Applying key behaviors to your project



Understand
people deeply

- WHO are you designing for?
 - General terms are too broad (the general public, youth, artists etc)
 - Which youth?
 - Middle schoolers in Beirut?
 - Middle schoolers in refugee camps?
 - Middle schoolers who love art?
 - Middle schoolers who are not interested in art?
 - Third graders without access to the internet?

Applying key behaviors to your project



Understand
people deeply

When you design for everyone, you design for no one.

By narrowing your targeted user, you will have more impact & your intervention is more likely to scale.

Applying key behaviors to your project



Understand
people deeply

- What do you want to learn from them?
 - If you sat down with one of the people you are designing for, what do you want to know?
 - List 5 questions

Applying key behaviors to your project



Understand
people deeply

- What do you want to learn from them?
 - If you sat down with one of the people you are designing for, what do you want to know?
 - List 5 questions
- Where/how might you interview 3 of your targeted users?

Remember some key lessons



Understand
people deeply

- Ask open ended questions
- Learn what THEY WANT, not WHAT YOU WANT THEM TO WANT
- Listen attentively
- Always remember you are designing for them



Did any teams conduct the interviews?

If so, what did you learn?

Human Centered Design Workshop

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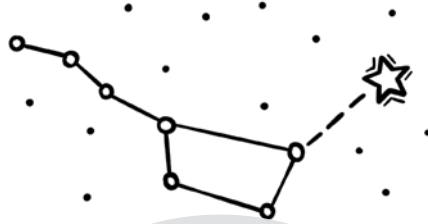
August 16, 2022

Workshop 2

What are some key behavior(s)?



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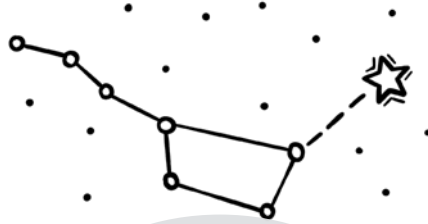
Today's agenda

- How to brainstorm new ideas and solutions
- How to use low resolution prototypes to test assumptions or answer questions

What are some key behavior(s)?



**Understand
people deeply**



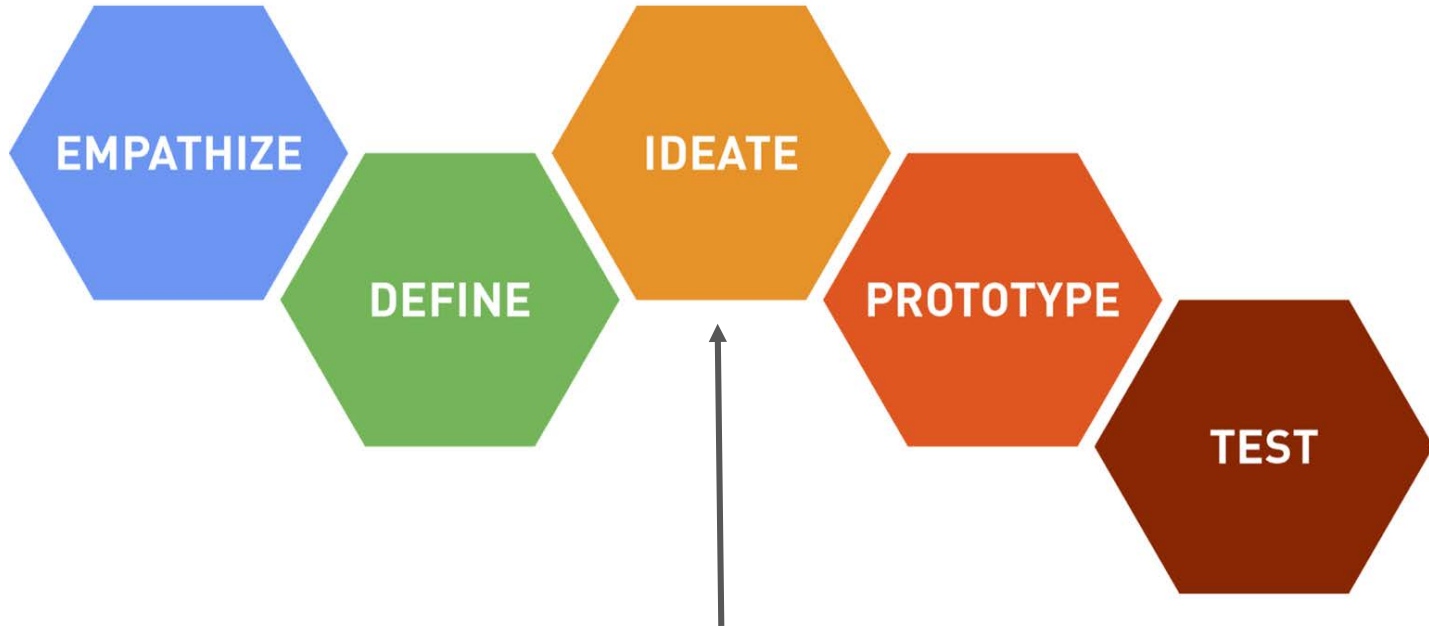
**Gain Insights to
Discover New
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**Make Ideas
Tangible**





Warm up

Brainstorming rules

- Generate as many ideas as possible (quantity over quality).
- There are no bad ideas.
- Capture all ideas (headline the idea)

What are all the ways you can use a plate?
(1min)

**What are all the ways you can use a ladder?
(1min)**

**How might you go higher?
(1min)**



Generate



Generate

Evaluate



Apply to your organization



One of your internal processes

What?

With whom?

How might we _____?



Example:

What?
project team meeting

Reimagining Elections

With whom? Project leads, project manager, project
team
members (~8 people)

Example HMW questions:

How might we make our meetings more inspiring?

How might we make our meetings more participatory?

How might we make our meetings more interactive?

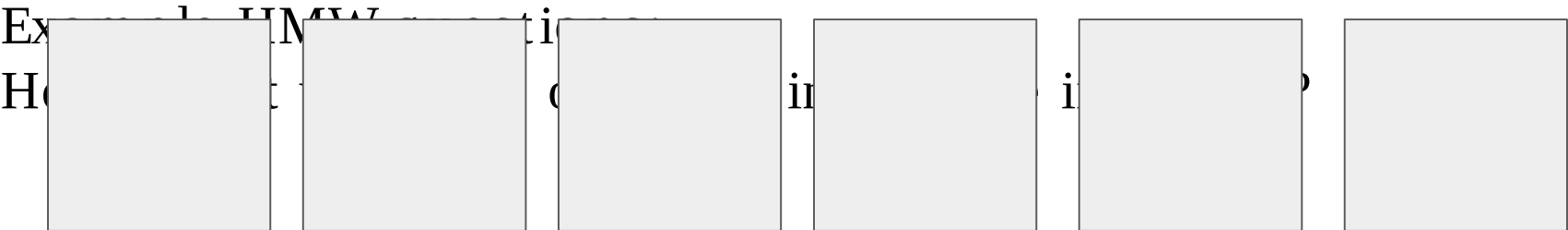


Example:

What?
project team meeting

Reimagining Elections

With whom? Project leads, project manager, project
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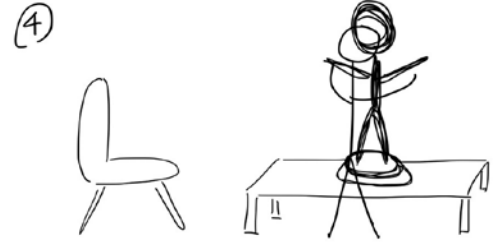
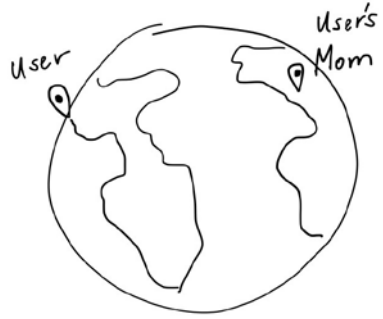


**Select one idea you are excited about
implementing**



Sketch the idea

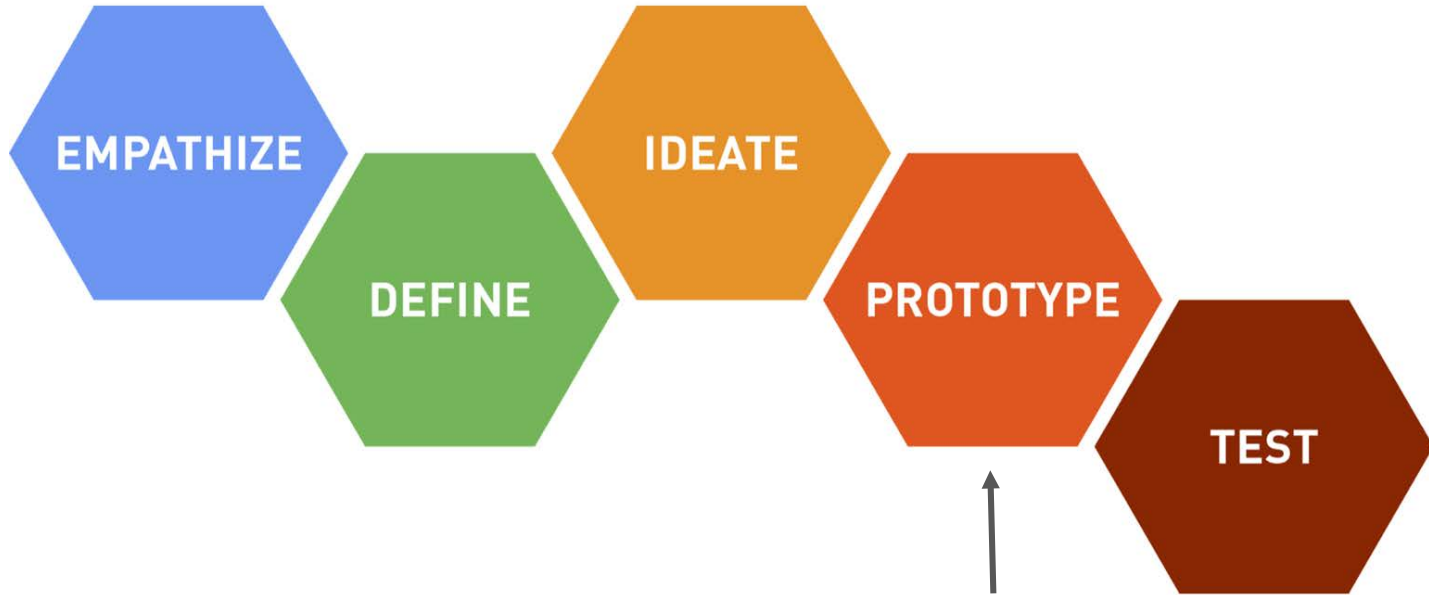
How does a person experience your solution?





Take a Break

Come back in 30 min





Warm up

Blind Contour Drawing

Pull out a piece of paper and pen



Blind Contour Drawing

Pull out a piece of paper and pen

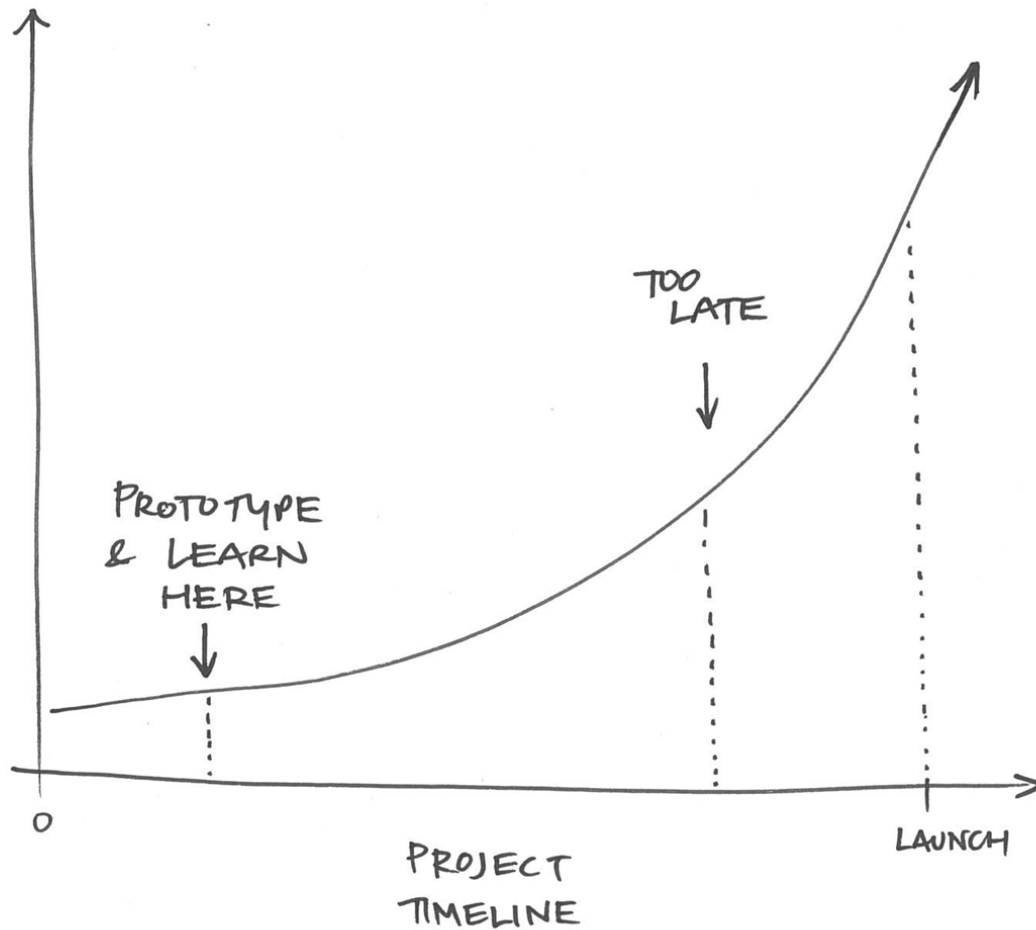
Try to draw me in 90 seconds

WITHOUT picking up your pen and

WITHOUT looking at your paper



COST OF
AN ERROR





Prototype to ideate

(Build to think)





Prototype before
you are ready







Tourism on the moon

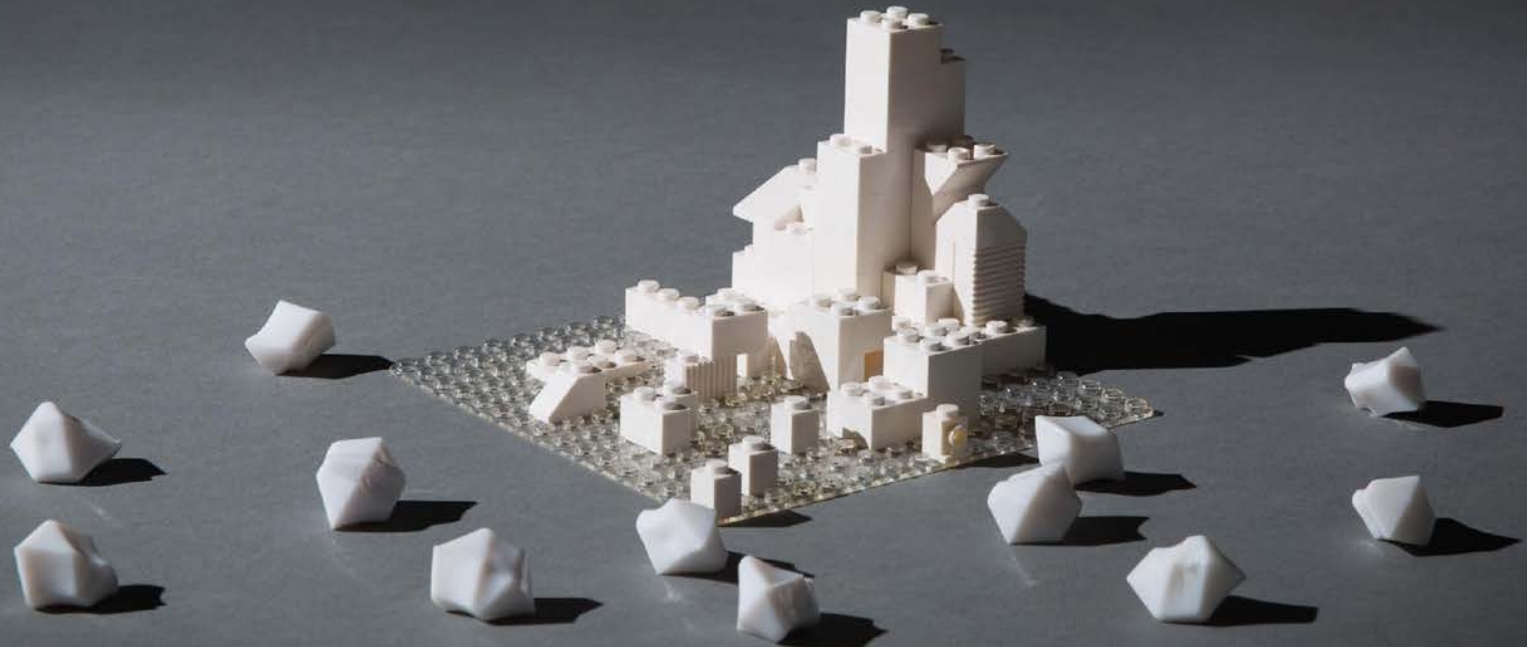


How would you prototype that?





What assumptions or questions
about human behavior and experience
do you want to test?



What assumptions or questions
about human behavior and experience
do you want to test?

Design experiments to deploy
somewhere in your neighborhood.





Prototype to answer questions

(The prototype might not resemble the solution)





Prototype at the
resolution of your
thinking.



Test the
CONCEPT

How do people react?
Is it desirable?

Test the
EXPERIENCE

Do people use it?
How does it work?

Test for
BEHAVIOR

Does behavior change?

Test for
OUTCOMES

Does it produce the
hypothesized outcomes?

● ▶

Test the
CONCEPT

How do people react?
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hypothesized outcomes?

CONCEPT

EFFECT



Case study



Increase accessible public green spaces in urban areas

to ultimately...

increase pedestrian activity

increase neighborhood activity

increased development of social capital

increase economy activity

What might you do in one day
as an experiment to create a
publicly accessible space?



PARK(ing) Day © Rebar





1) Select one question or assumption

Questions you have, esp about behavior

- How much information is too much information?
- How much time can we expect them to dedicate between sessions?
- Are they comfortable using Mural? Or Google docs?
- Can we send pre-work and do they have enough context to complete it?

Assumptions you want to test

- They are open to doing additional work between sessions
- They have approval from their work to focus on the workshop objectives and not have to do other work during the workshop time
- They are eager to learn and are not just taking the workshop for credit/affiliation



**Apply it to your
organization**



**Select a program you are designing or
redesigning**



Program design/redesign

Program:

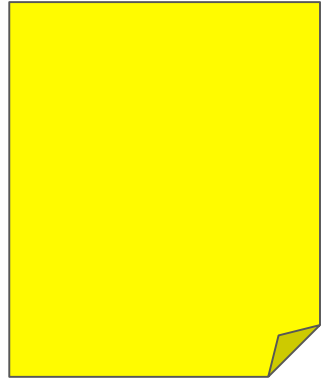
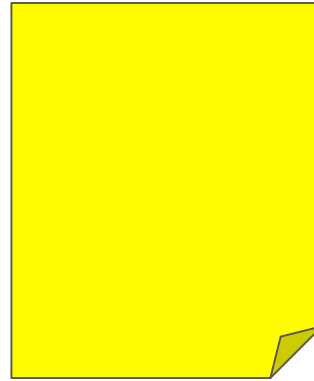
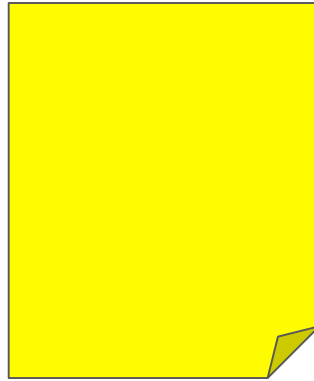
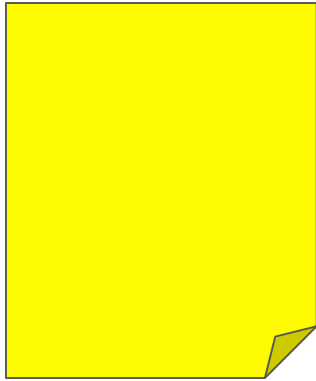
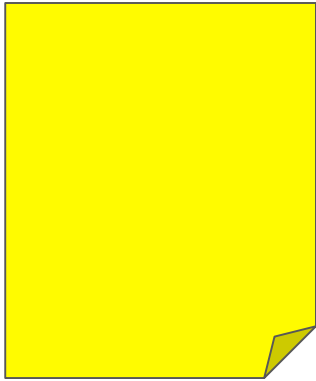
Description:

Audience:

What are some questions you want to explore or assumptions you want to test?

1) Select one question or assumption

2) How could you build something to test that in the coming week?



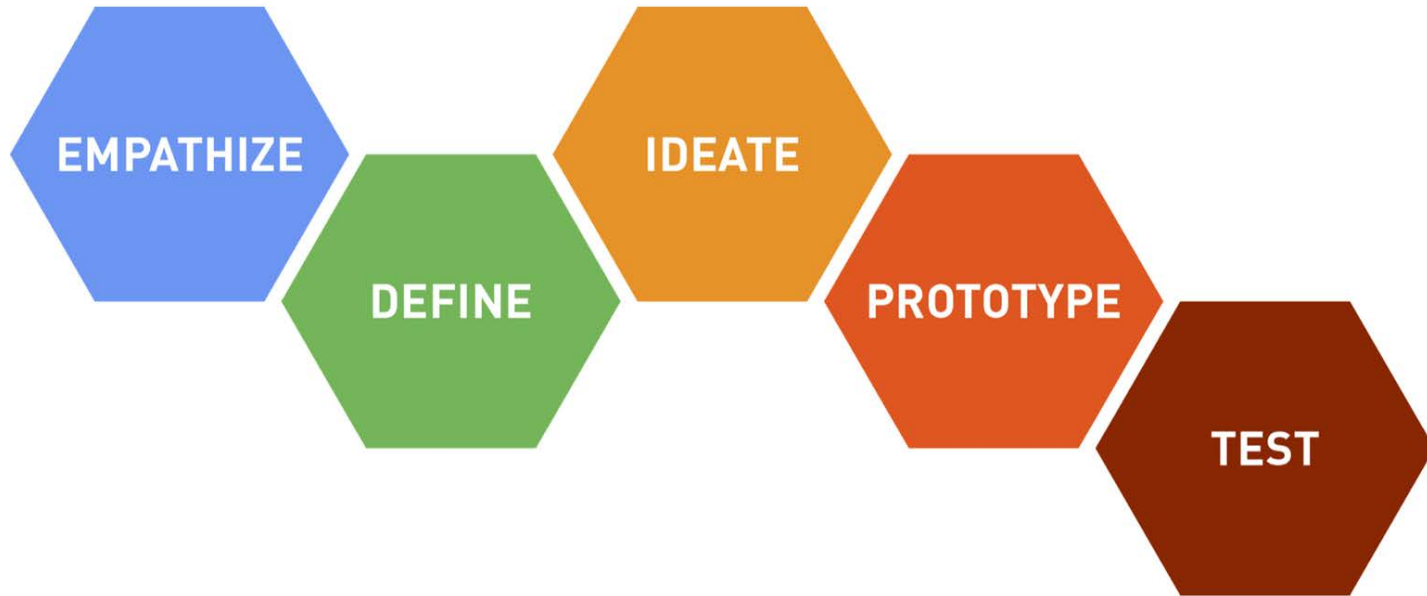


Select one idea to test in the coming month



Group discussion

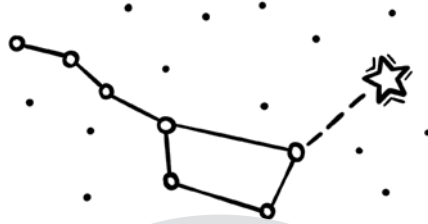
What is the key behavior(s) in each step?



What are some key behavior(s)?



**Understand
people deeply**



**Gain Insights to
Discover New
Possibilities**



**Be Generative
Before Deciding**



**Make Ideas
Tangible**



**Another Case Study (if time
available)**



QUESTIONS?

ASSUMPTIONS ?

**How might we increase
percentage of wealth
advisors**

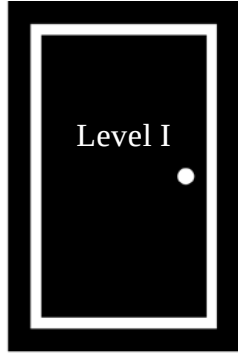
(at large financial institutions with
internal philanthropy units)

**who launch philanthropy
planning processes with
high net worth clients?**

Ethnography conversation with individual advisors & financial institution's philanthropy units

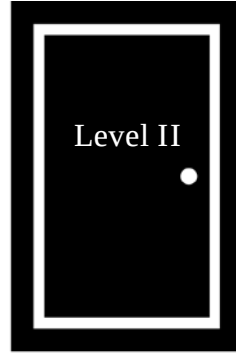


Experiment Expeditions



Help clients with
what problem to solve

- Define values
- Develop guidelines on giving amount
- Determine appropriate giving vehicle



Help clients explore
how to solve the problem

- Narrow areas of focus
- Craft philanthropic mission statement
- Find organizations to explore, networks to join, and places to get more education



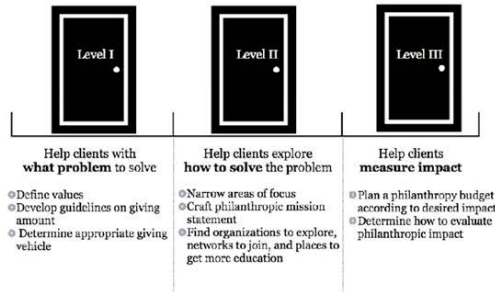
Help clients
measure impact

- Plan a philanthropy budget according to desired impact
- Determine how to evaluate philanthropic impact

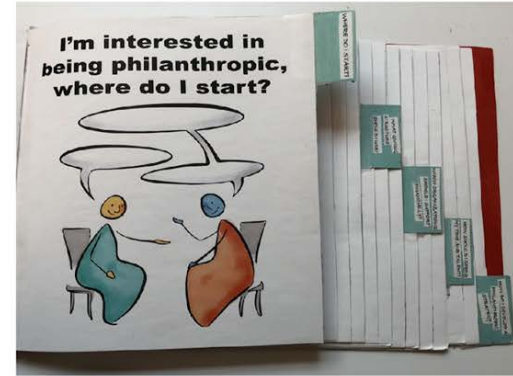
Prototype Iterations

Prototype 1&2

Select the level you want to explore:



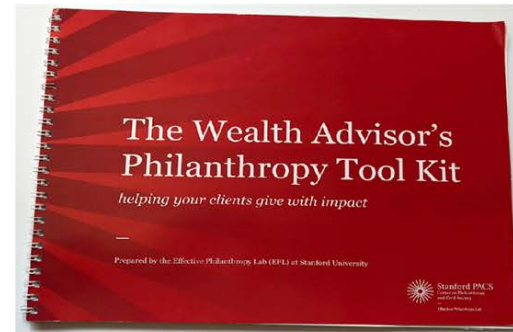
Prototype 5



Prototype 3&4



Prototype 6



Testing with many



Testing with many...



Co-creating with...



Testing and Co-creating
with a partner

The Wealth Advisor's Philanthropy Tool Kit

Helping your clients give with impact.

Prepared by the Effective Philanthropy Lab
(EPL) at Stanford University



Stanford PACS
Center on Philanthropy
and Civil Society
—
Effective Philanthropy Lab

INTRODUCTION

WHERE TO START?

COMMON MYTHS

COMMON MISTAKES

COMMON MISPERCEPTIONS

COMMON MISTAKES

TABLE OF CONTENTS

I'M INTERESTED IN BEING PHILANTHROPE. WHERE DO I START?

- 3 Clarify values & motivators
- 7 Narrow focus
- 11 Involve others

WHAT GIVING STRUCTURE SHOULD I USE?

- 17 Determine giving amount
- 19 Determine giving timeline
- 23 Select giving vehicles

WHICH ORGANIZATIONS SHOULD I SUPPORT FINANCIALLY?

- 29 Research organizations
- 33 Perform due diligence
- 35 Learn how to say "No"

HOW SHOULD I INVEST MY TIME AND TALENT?

- 41 Find volunteering opportunities
- 43 Vet non-profit board opportunities

HOW DO I DEVELOP A PHILANTHROPIC STRATEGY?

- 49 Charting impact
- 53 Develop philanthropic strategy

INTRODUCTION

WHERE TO START?

COMMON MYTHS

COMMON MISTAKES

COMMON MISPERCEPTIONS

COMMON MISTAKES

Testing with the sector

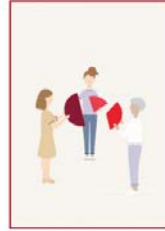


Feedback from 10 banks
and
3 donor advised funds



How do you find your focus areas?

- I. Clarify your motivations and values
- II. Narrow your focus areas
- III. Contribute your time and talent.



How do you involve your family?

- I. Involve your family in your philanthropy
- II. Involve the next generation



How do you structure your giving?

- I. Determine your philanthropy budget
- II. Select your giving vehicles



How do you find and vet organizations?

- I. Find focus-aligned organizations
- II. Understand how organizations can achieve their intended outcomes