+ACUMEN   IDEO·ORG

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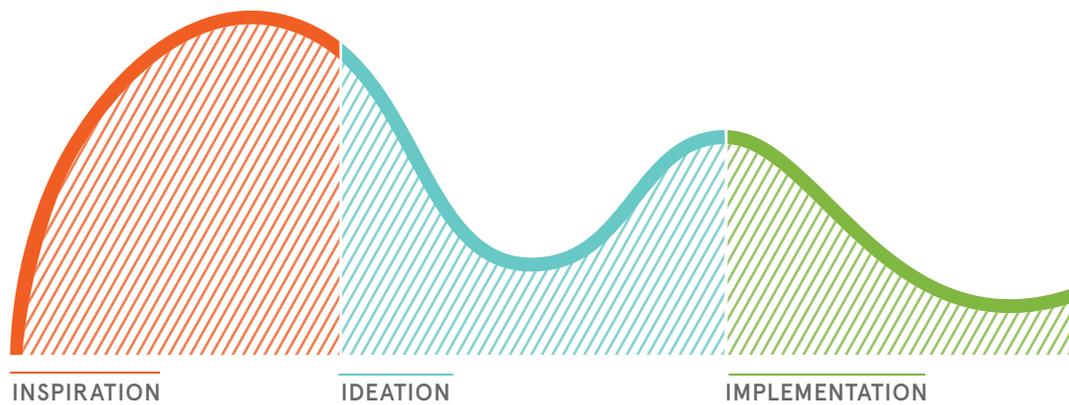## Workshop Guide

INSPIRATION   IDEATION   IMPLEMENTATION

The Design Process

Let's Get Started!

We know from experience that the only way to learn human-centered design is by applying it. So throughout this course you will be learning through doing: learning about research by researching, figuring out how to prototype by prototyping. To do this, however, you first need a design challenge.

So with that in mind, there are two ways you can approach this course: through an already crafted IDEO.org challenge, or through your own personal design challenge. **While you have the choice, we strongly recommend you begin by learning through one of our precrafted IDEO.org challenges**—especially if this is your first time learning human-centered design. These challenges have been vetted as great for group collaboration and as challenges that can be completed in the time allotted for the course.

Like any new skill, learning human-centered design requires practice, practice, and more practice. These prevetted challenges give you the space to explore the process in a more prescriptive way alongside an online community of others who are learning the process at the same time and who are in the same stage as you. So by following one of these precrafted challenges, the support is extensive and the outcome is simply to learn—without the pressure of a real deliverable.

The benefit of choosing your own design challenge, however, is that you can push your own work to new places and see it from new perspectives. Please take into account that if you do choose to apply human-centered design to a personal project, you will need to spend substantially more time with the course. Because we don't know the variables within a personal project, it's not possible to give the same guidance around a prescribed time for each activity. To work around this, we will suggest activity durations based on a standardized project timeline of three months. Then it's up to you to decide if you will need more or less time for a particular part, based on the scope of your project.

Another option to consider, which will allow you to deepen your engagement with this course, is to select the Amplify challenge for your precrafted design challenge. IDEO.org's Amplify program is a five year effort to make international aid more collaborative and human-centered. Funded by DFID and facilitated on OpenIDEO, this program asks human-centered designers from around the world to collaborate on a single design challenge. Keep a look out in Class 2 Workshop materials to see what selecting the Amplify challenge could mean for your course experience.

Good luck and have fun!

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Class Leader's Guide

Before the Class 1 Workshop

Confirm That You Have a Meeting Space
This should be a dedicated room, table, or even just a wall where the group can post ideas and inspiration. The design process involves a lot of talking and group collaboration, so you will want to choose a location where your group can talk and not disturb others around you too much.

Confirm That Everyone Can Make the Workshop
If some members of the team will be missing, consider rescheduling or have a plan in place to go forward with a smaller number of team members for the class.

Print Out Class 1 Workshop Guide
Though it is not required to print the Class 1 Readings, please check with your team members and encourage them to print the Class 1 Workshop Guide.

Coordinate with Your Team to Bring Supplies
A notebook for blank paper, pens, felt markers or Sharpies, Post-it notes (or their equivalent), and printed Class 1 Workshop Guide should be sufficient.

Lead the Workshop
This guide will walk you through facilitating the activities, discussions, and assignments for Class 1. Make sure to review the readings *thoroughly* so that you can can effectively lead your team.

01

Introductions & Beginner's Mind
15 minutes

As human-centered designers, it's important to embrace your "beginner's mind," to approach problems as a novice even if you already know a lot about them. Your beginner's mind is eager to learn and willing to experiment. Take a few minutes to answer the questions below and then discuss your answers with your team. Be sure to tap into your beginner's mind for the last question in particular.

1) What's your name?

2) Where do you work?

3) Why are you taking this course?

4) What would you like to learn during the course?

5) What would you like to be doing in five years?

6) Tell a story about the last activity that you tried for the first time. Was it exciting or scary? How did being a novice help you?

02

Icebreaker: Visual Telephone

15 minutes

It's important to be visual as a human-centered designer. Thinking visually can also help you get "unstuck" at key points in the creative process. In addition to getting more familiar with your teammates, this icebreaker will help you get visual quickly.

Complete the Exercise

NOTE
You will need at least three team members for this activity. Each team member will need a blank piece of paper and a pen.

1
· Everyone in the group should write one sentence (silly or serious) on the top of your piece of paper
· Fold over the top of the paper to hide the sentence
· Pass your paper to the person on your right

4
· Unfold the paper you just received to reveal only the last sentence
· Draw a picture based on what you see.
· Fold the paper four times
· Pass it to the right

Repeat until your original paper returns to you. Unfold it and see how much the story has changed.

2
· Unfold the paper you just received to reveal the sentence
· Draw a picture of what you see
· Fold your paper to hide the sentence at the top, then fold it again to hide the picture below it
· Pass the piece of paper to the right

3
· Unfold the paper you just received to reveal only the picture (not the sentence)
· Write a new sentence below the picture, describing what you see
· Fold the paper three times to hide the first sentence, then the picture, then the last sentence
· Pass it to the right

03
Logisitics
10 minutes

The Class Leader should guide this discussion. This course has a group-guided learning structure and will be most successful if you follow the guidelines below as closely as possible. Discuss each guideline, determine if there will be any problems, and map out potential solutions.

Discuss

Time
Each workshop should be scheduled to last around two to three hours. You'll have about one to two hours of readings in advance of each meeting. For certain classes, you'll also have homework assignments to submit to the online platform. As noted previously, those teams embarking on their own personal design challenge should anticipate longer workshops.

Calendar
Plot the workshop sessions on a calendar. Mark dates that members might miss and plan accordingly or reschedule. You will be conducting research out in the community for the second week of both Class 2 and Class 4 so weekend meetings might be best for these sessions.

Space
Try to secure a meeting space for the full duration of the workshop. Can you hold workshops at someone's house, your school, office, church?

Leadership
Each class, a member of your team will serve as the "Class Leader." This person will lead the discussion and facilitate the various activities. They are also responsible for coordinating with team members to bring required supplies.

Set ground rules
We recommend that your group take a moment to set a few rules or norms for how you would like workshops to function. Here are some questions to get you going:

· How can you structure the workshop to ensure that an environment of mutual trust and respect is created?

· How should feedback (both positive and negative) be communicated so that each individual and the group gets the most out of it?

· Are there other rules that you can think of that will make the workshops run more smoothly?

Supplies
Each team member should print out the Workshop Guide and bring it to each meeting. (It isn't required to print out the Class Readings.)

The Class Leader will be responsible for organizing with the team to provide:
· Pens, pencils, markers, blank paper.
· Post-it notes if they're available; if not, cut scrap paper into squares and bring tape to stick them on the wall.

During Class 4, your team will need to gather and bring prototyping supplies to the meeting. You'll get more details on this later.

Sharing
We encourage you to use the online NovoEd community as much as possible. Here, your team will post updates, ask questions, submit assignments, and learn from other groups around the world.

Write Your Team Name
Your team should select a name. Have fun with the name and choose something that is distinctive and represents your team. You'll use this team name to post updates to the online NovoEd community.

TEAM NAME: ....

04
Human-Centered Design Discussion
15 minutes

The Class 1 Readings provided an overview of human-centered design. The Design Thinking for Social Innovation article discussed the human-centered design process and its application to social challenges, and the Clean Team case study provided you with a concrete example of how the human-centered design process has been used to create an innovative solution to a real world challenge. The questions below are based upon these Class 1 Readings. Discussion should be facilitated by the Class Leader, but feel free to refer back to the readings or prompt the group to reference them, if necessary.

Discuss

1. Your learnings from the Class 1 Readings will likely be slightly different from the other members of your group. Each person is coming to this course with a slightly different background, previous experience, and prior level of knowledge of human-centered design and the social sector. Take a few minutes each to briefly share your three most interesting takeaways from the Class 1 Readings and pose any questions that you're grappling with to the rest of the group.

2. As a group, think about and discuss what makes the "human-centered design" approach unique from other problem-solving approaches. What other approaches have you heard about or used in the past? What aspects are similar to those other problem-solving approaches? What aspects are different? Consider your first impressions of human-centered design and its strengths or weaknesses. This may be something interesting to readdress and reflect on at the end of your seven weeks.

3. Share ideas on various social challenges that you think could benefit from the application of human-centered design. Are there certain types of challenges you think would benefit particularly from the human-centered design process? Why so? Or are there some that you're having trouble seeing how human-centered design could play a role? How come?

05

Mini Design Challenge:
Design a Better Commute

50 minutes

Human-centered design begins with in-depth interviews and qualitative research. This helps us get a better sense for the people we're designing for. For this activity, divide into groups of two (or three, if your workshop team has an odd number of people). Interview your partner and then switch. Keep track of the time alloted for each portion of the activity.

STEP 1

INSPIRATION

Interview: 15 minutes

Interview your partner. Begin by understanding their morning commute. Ask not just about logistics, though: find out how things makes them feel, what they wish could be different, what they enjoy, what gets in their way. Your job is to listen and learn, so don't be afraid to ask "Why?" At the seven minute mark, start transitioning—if you were interviewed first, now take a hand at being the interviewer, and vice versa.

A few techniques you might try

· Try asking "Why?" in response to five consecutive answers from your partner.
· Ask your partner to visualize their morning commute with a drawing or a diagram

05

Mini Design Challenge:
Design a Better Commute

50 minutes

STEP 2

IDEATION

Interpreting needs: 5 minutes

Take five minutes to read over your notes from the interview with your partner. Write down answers to the questions below.

What are three unique aspects of your partner's commute?

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What are three needs that your partner faces each morning?

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....

STEP 3
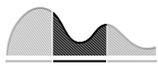
IDEATION

Brainstorm: 10 minutes

Now's your chance to imagine some new solutions that might address your partner's needs. Work with your partner and sketch four to six radical new ways to improve the commute. You should focus on ideas for your partner and your partner should focus on ideas for you. However, work collaboratively and try to come up with a few ideas that might improve the commute for both of you. Don't worry about being perfect, draw your ideas quickly to capture them. Use more paper if you need it!

05

# Mini Design Challenge:
Design a Better Commute

50 minutes

Prototype: 15 minutes

Okay, time to get tangible. Making something visual or physical will help you better imagine the possibilities and the pitfalls of your solution, as well as explain it more easily to others. Your prototype can be a model, a diagram, or a more detailed drawing. It's great to grab some scissors, construction paper, tape, and markers (or anything else around you) and make that idea visual.
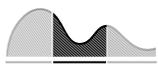
Feedback : 5 minutes

Share your favorite ideas with another team. Get feedback from them. Don't sell your ideas; explain them simply, and find out what they really think. What excites them about your ideas? How would they change or improve them?

06

Reflect & Share
15 minutes

Congratulations on completing your first foray into human-centered design! Usually, you would repeat the prototyping and feedback steps of the Ideation phase as you continue to integrate feedback and iterate on your idea . But because time is growing short for this Class 1 Workshop, let's just take a few minutes to reflect on what you've learned about the human-centered design process.

Reflect

Take five minutes to individually reflect on the following questions. Write your responses down quickly in your notebook or on some Post-its:

· What did you learn through the experience of prototyping during this mini design challenge?

· Were there certain parts of the process that were particularly surprising or helpful, or struck you as an "aha moment"? "Ahas" can be key takeaways, new perspectives on an issue, memorable comments or questions, surprises, challenges, or parting thoughts from this workshop.

· What are parts of the human-centered design process that you think are particularly useful or insightful for tackling larger social sector challenges?

Share

Now come together with your full workshop group:

· Share your prototype with the group. Do you have ideas for further refining your idea based upon the feedback you received?

· Share and discuss your "Ahas" with the group. Were there similar or different takeaways?

OPTIONAL
Take pictures of your prototypes from this design activity to share online later. Feel free to also share your "Aha" moments or other key takeaways from your reflections.