Putting People at the Center of Program Design

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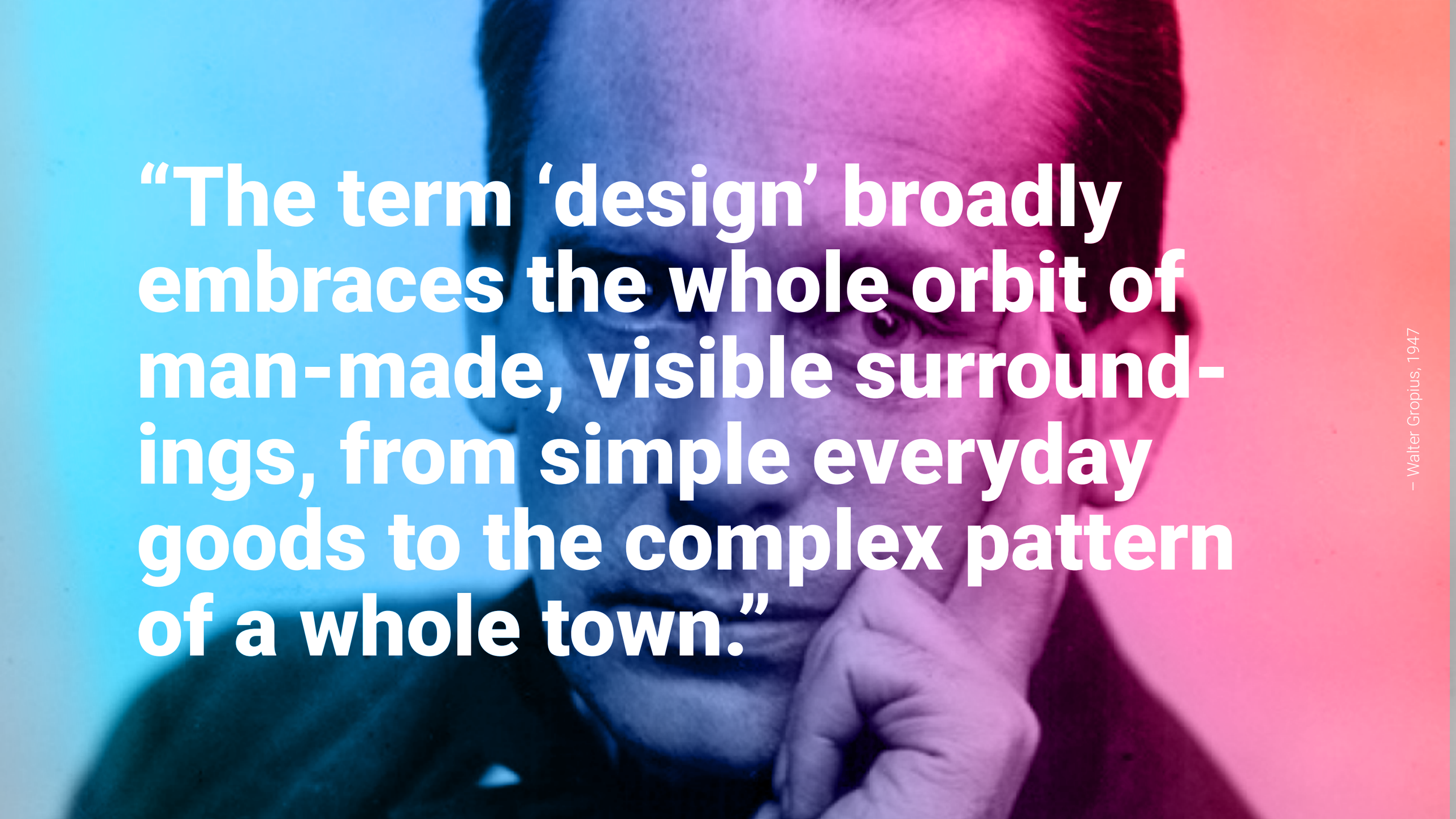
Applied Research & Design Strategy
Mayor’s Office of Policy & Innovation

Let’s define design.

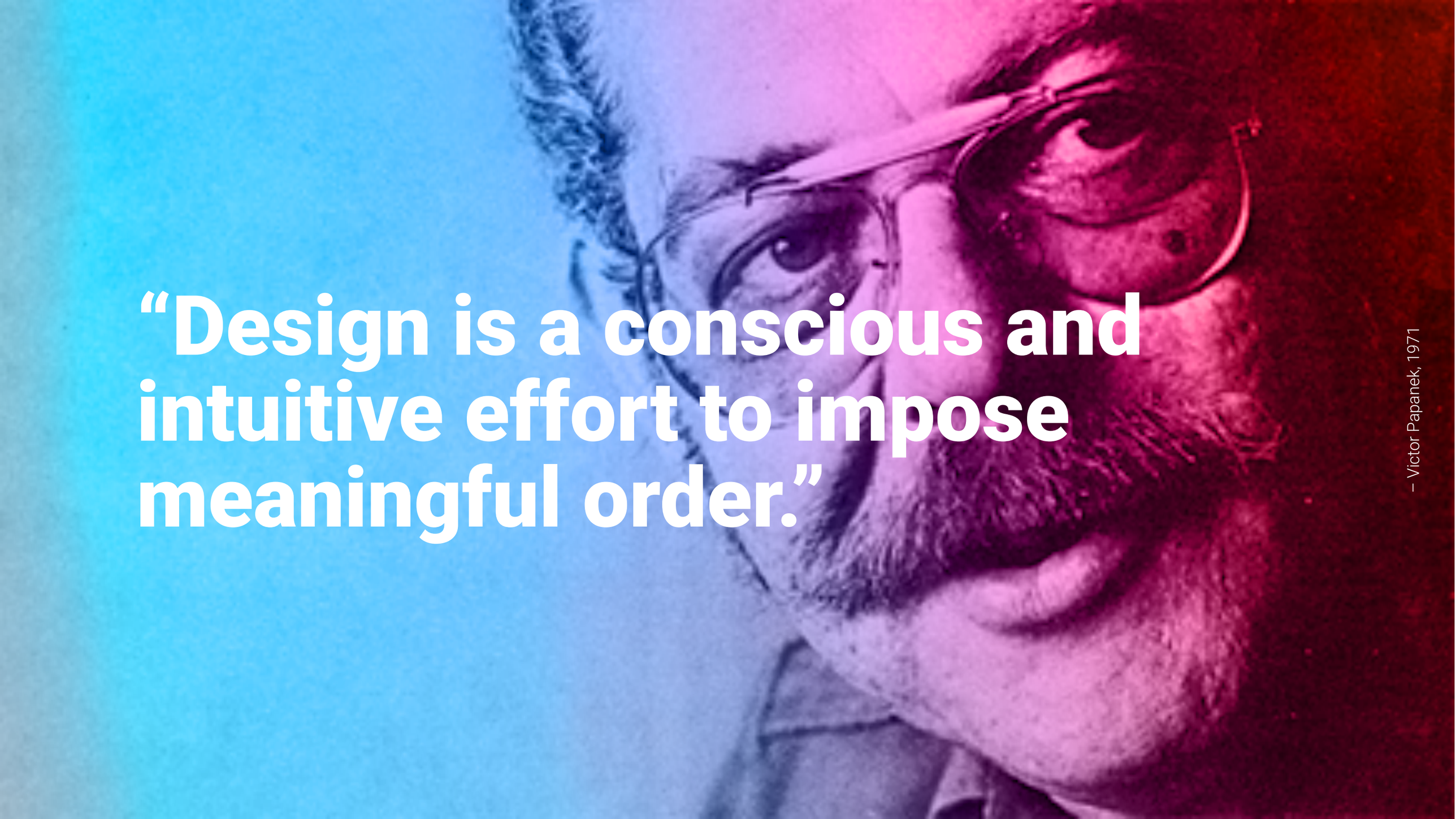


“The term ‘design’ broadly embraces the whole orbit of man-made, visible surroundings, from simple everyday goods to the complex pattern of a whole town.”

– Walter Gropius, 1947

“Design is devising courses of action aimed at changing existing situations into preferred ones.”

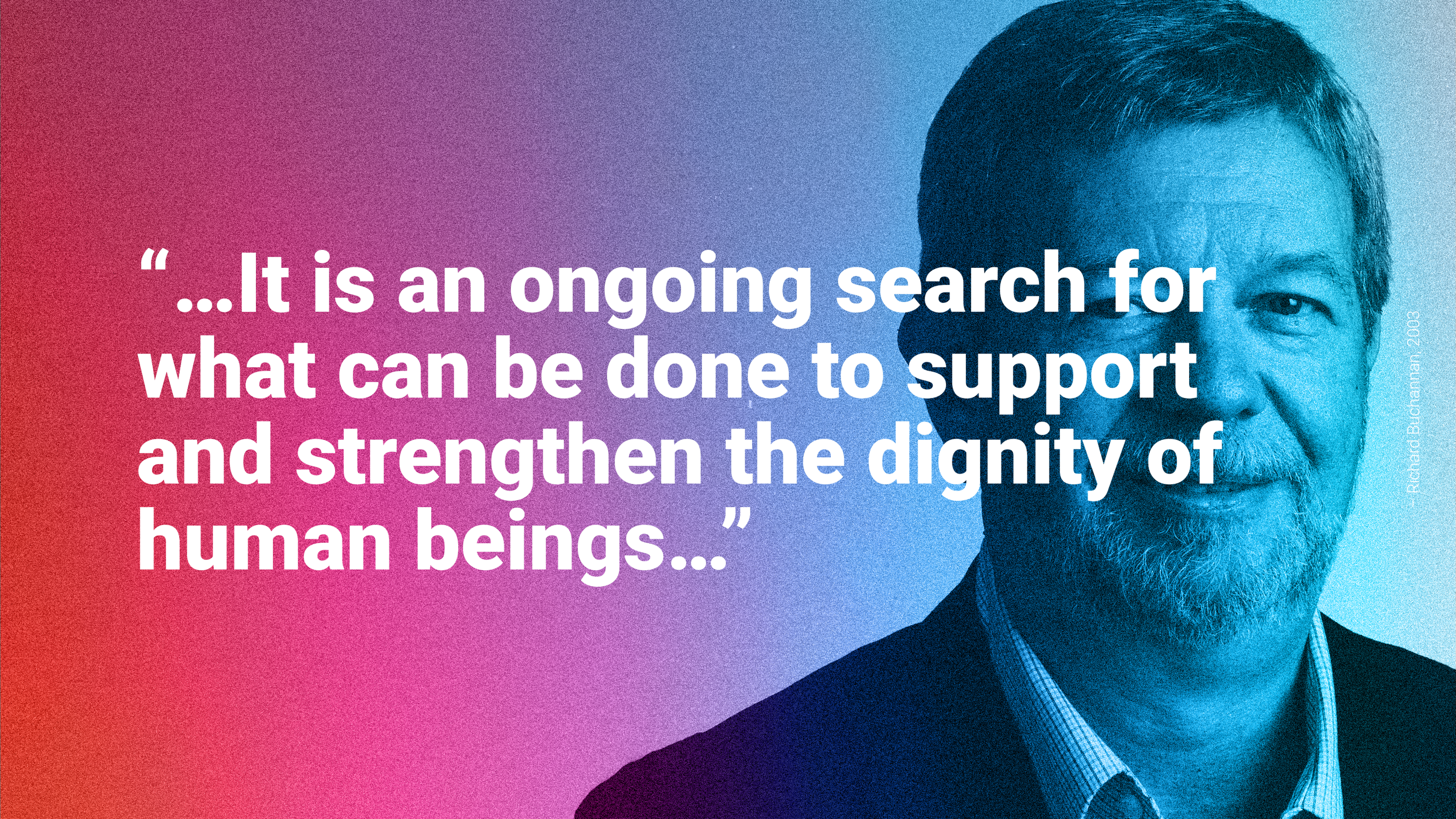
– Herbert Simon, 1969


“Design is a conscious and intuitive effort to impose meaningful order.”
– Victor Papanek, 1971

“Design is to make things knowable.”
– Jessica Helfand, 2015

“Human centered design is fundamentally an affirmation of human dignity…”

– Richard Buchanan, 2003


“ ...It is an ongoing search for what can be done to support and strengthen the dignity of human beings...”
– Richard Buchannan, 2003

“ ...as they act out their lives in varied social, economic, political, and cultural circumstances.”
– Richard Buchannan, 2003

Changing existing situations into ones that affirm human dignity.

Imposing a meaningful order that affirms human dignity.

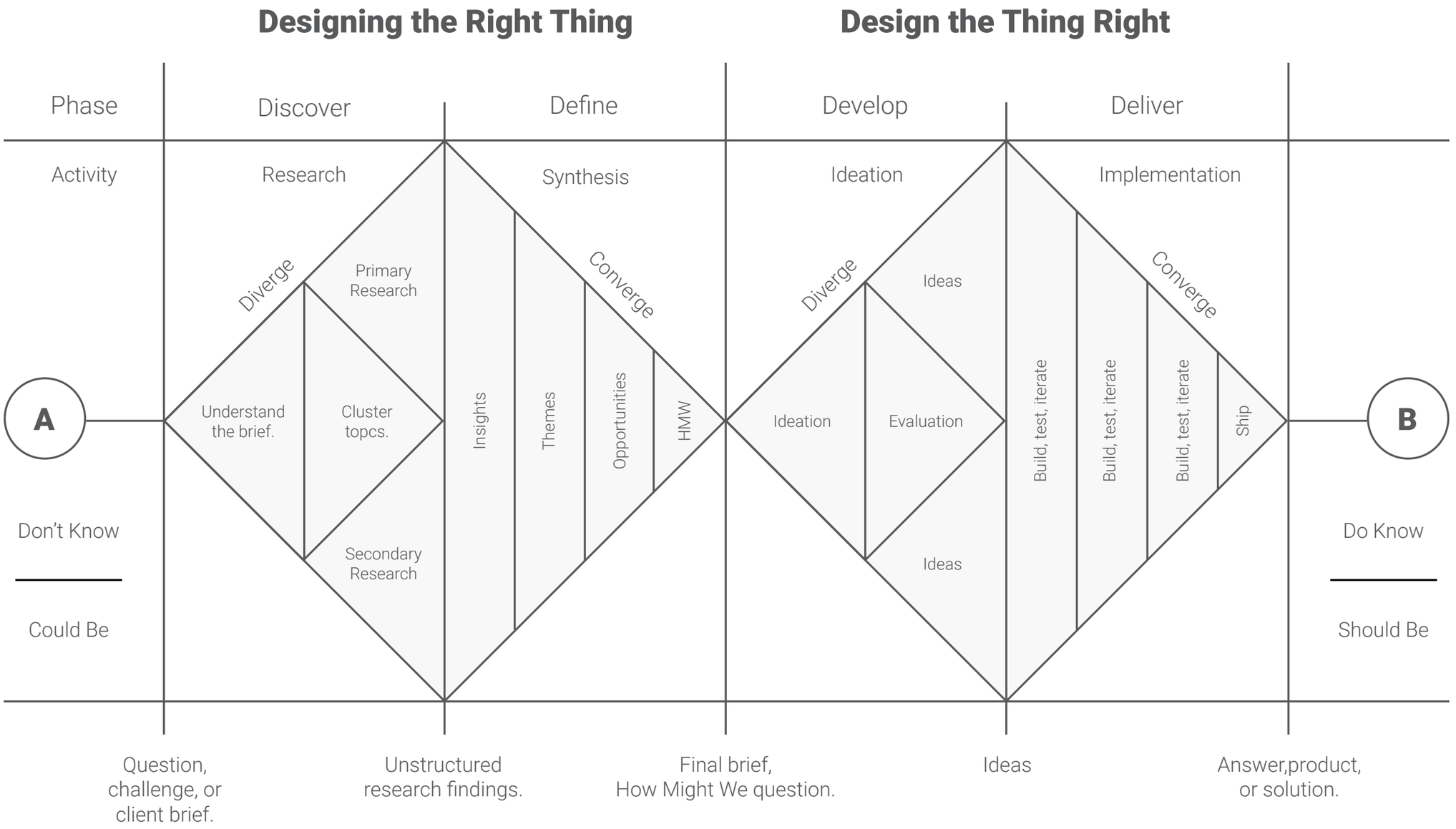
Make the things that affirm human dignity knowable.

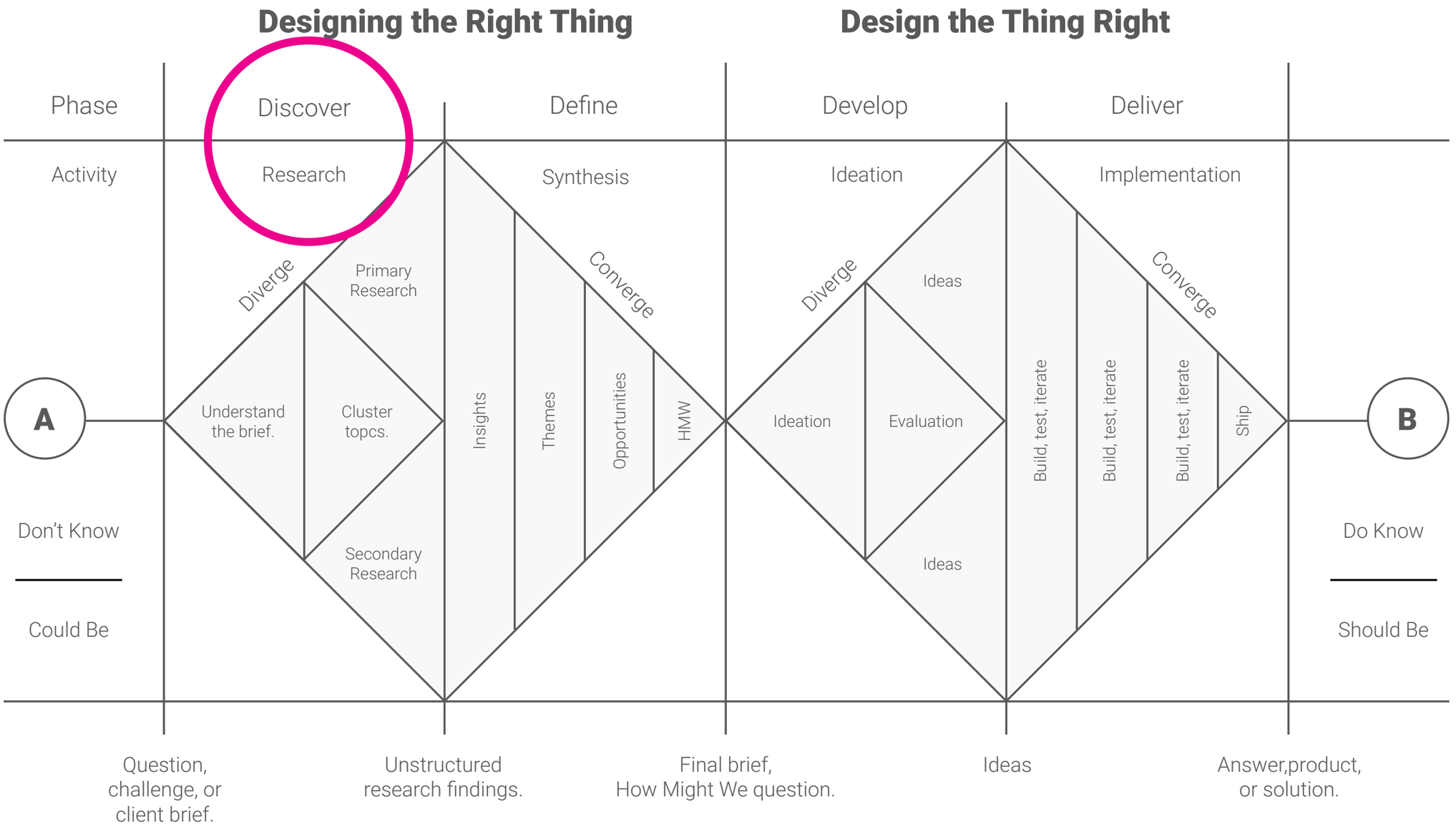
Make intentional decisions that affirm human dignity.

How?

Design Thinking (process)

Empathy Mapping (tool)
Five Whys (tool)
Impact Matrix (tool)


Designing the Right Thing
Design the Thing Right
Phase
Discover
Define
Develop
Deliver
Activity
Research
Synthesis
Ideation
Implementation
Diverge
Primary Research
Converge
Diverge
Ideas
Converge
A
Understand the brief.
Cluster topcs.
Insights
Themes
Opportunities
HMW
Ideation
Evaluation
Build, test, iterate
Build, test, iterate
Build, test, iterate
Ship
B
Secondary Research
Ideas
Don't Know
Do Know
Could Be
Should Be
Question, challenge, or client brief.
Unstructured research findings.
Final brief, How Might We question.
Ideas
Answer,product, or solution.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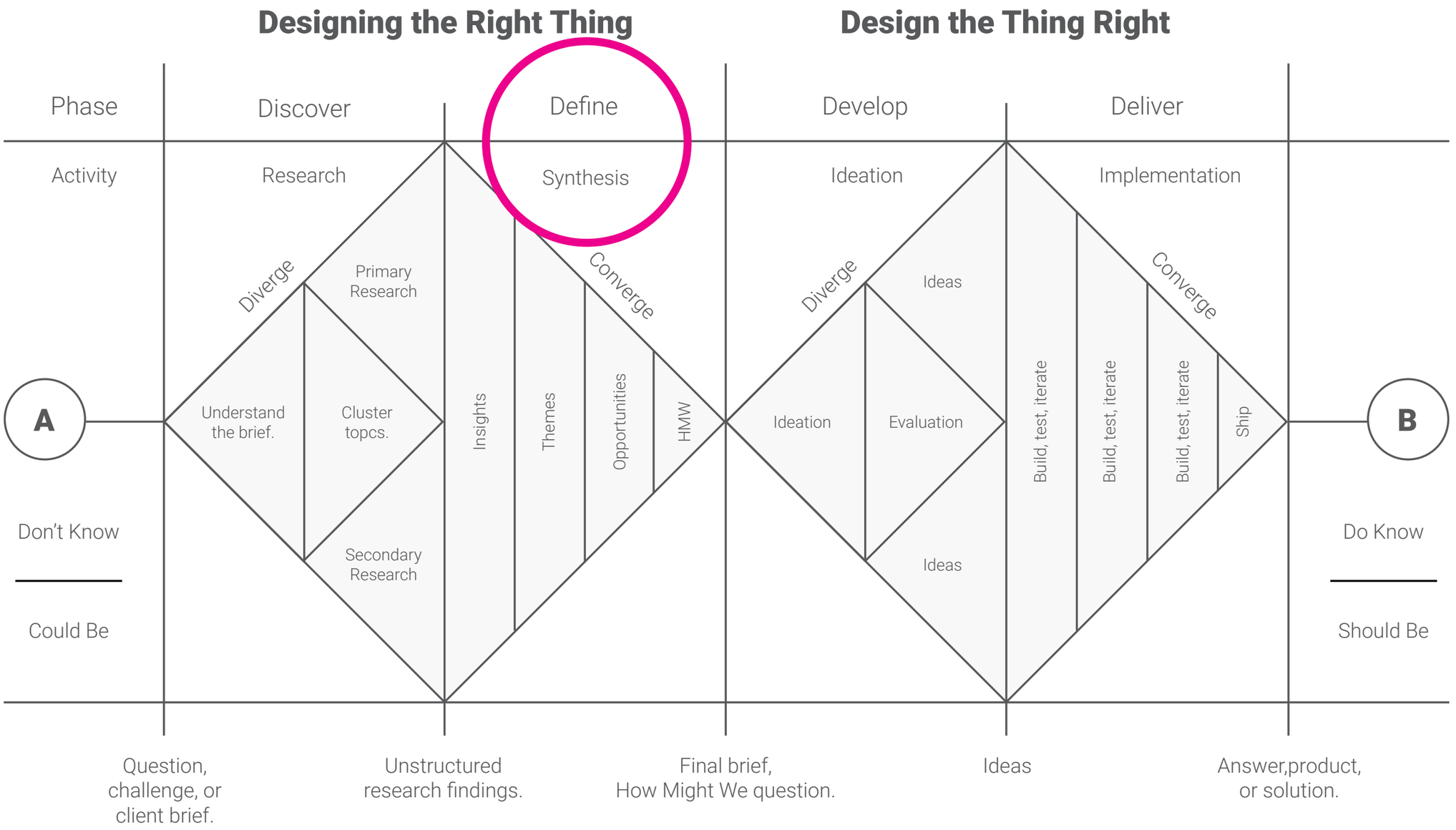
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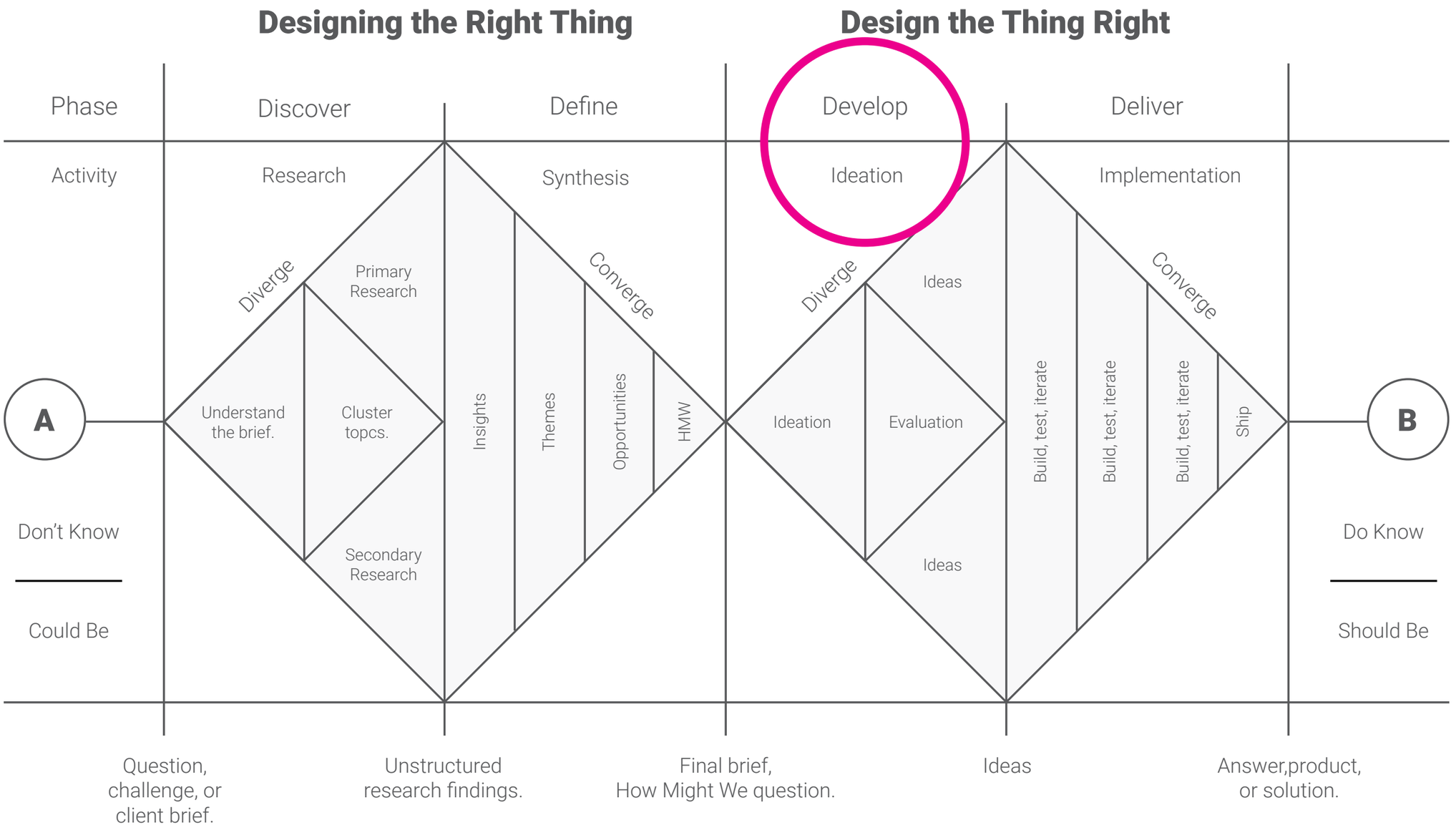
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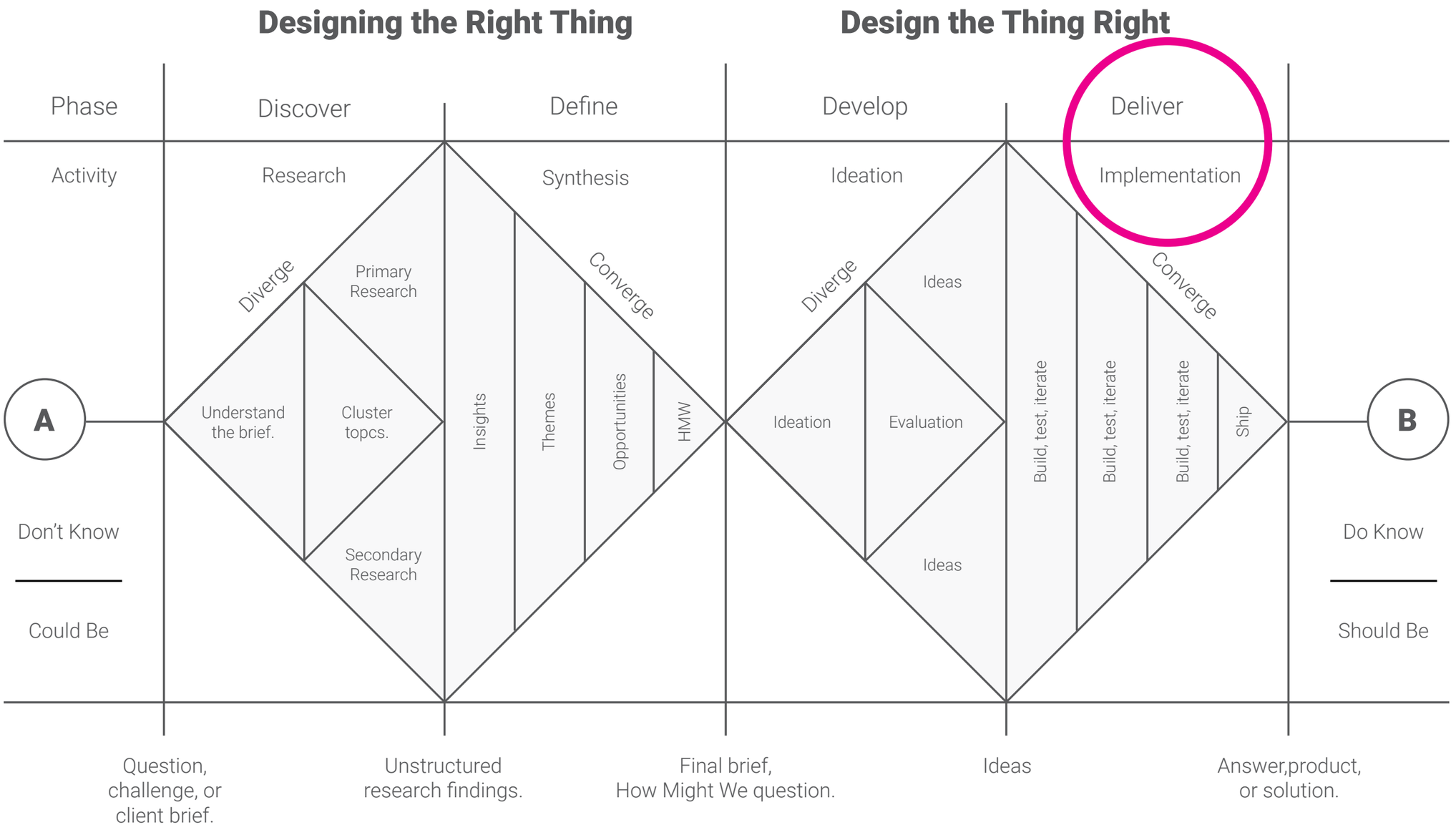
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Designing the Right Thing

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Empathy Mapping

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Sharing Out

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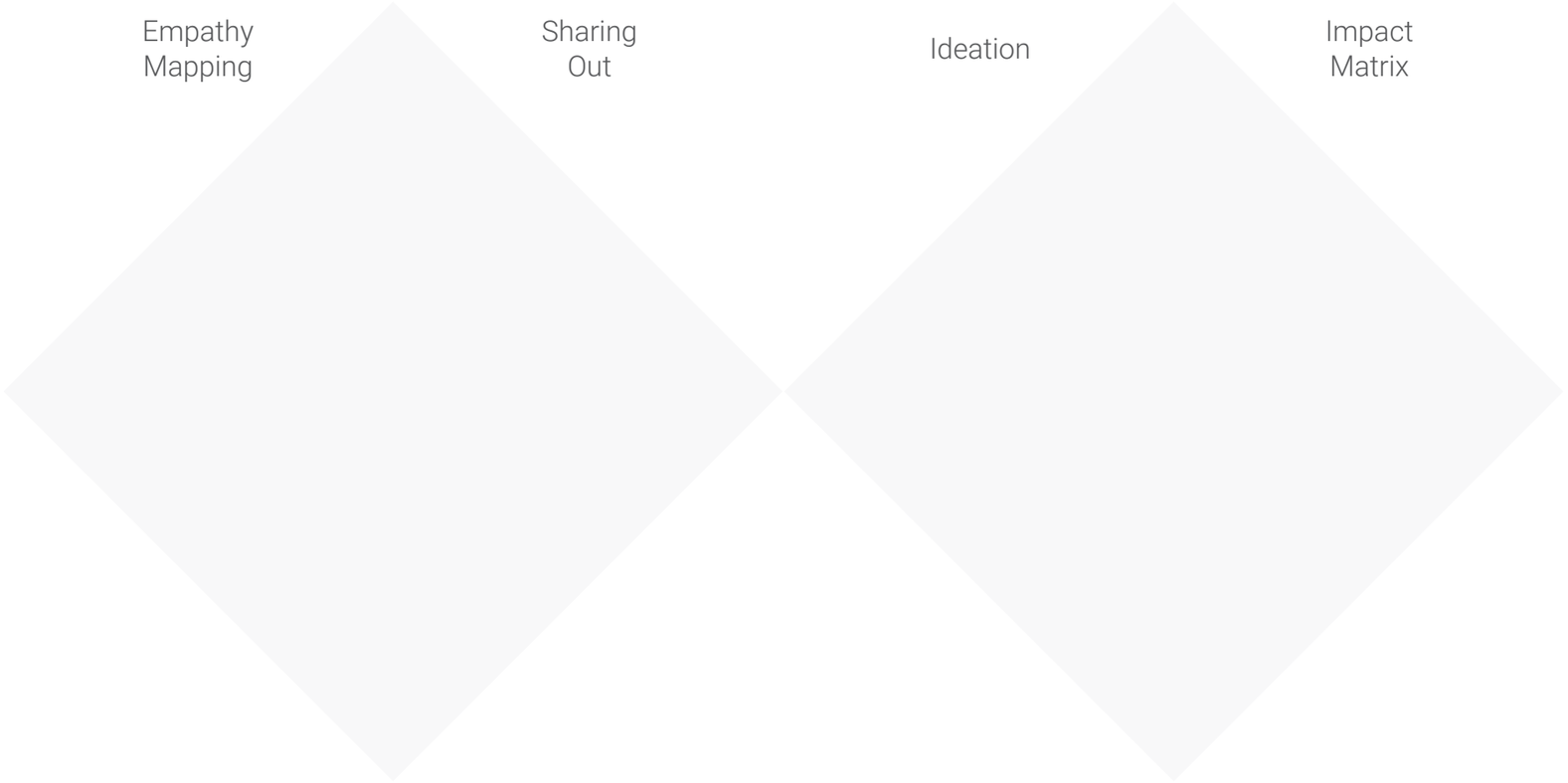
Impact Matrix



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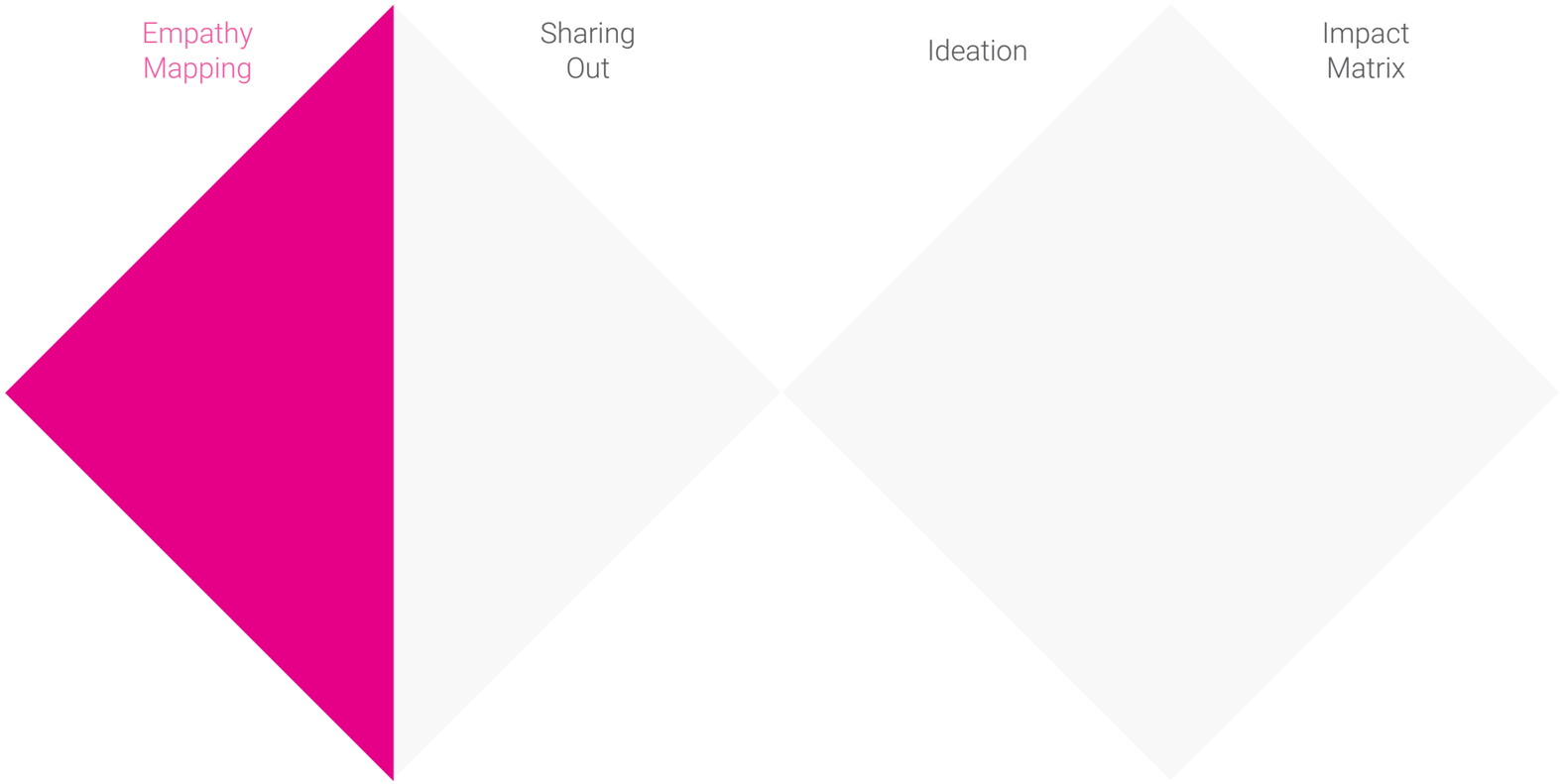

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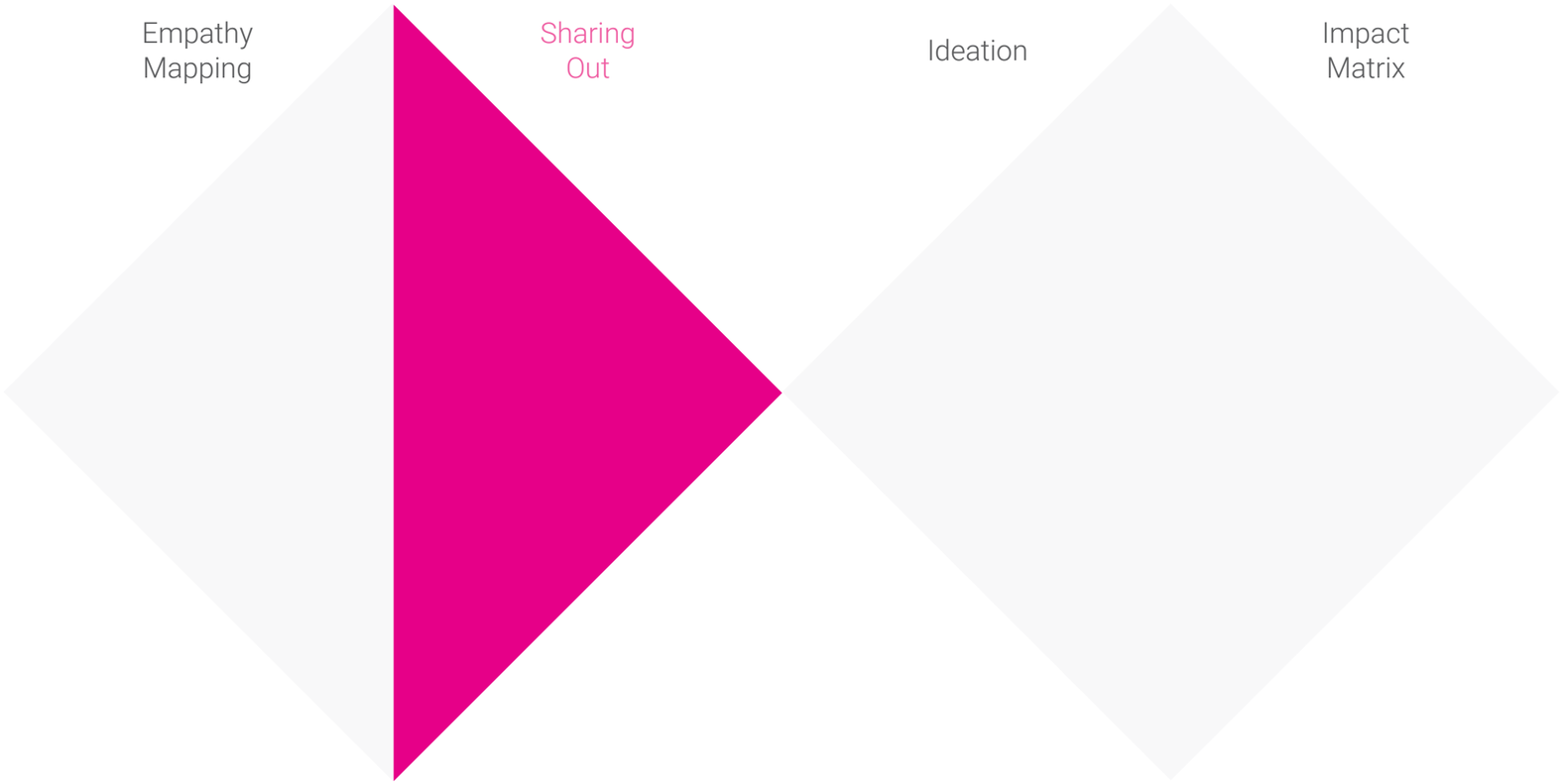

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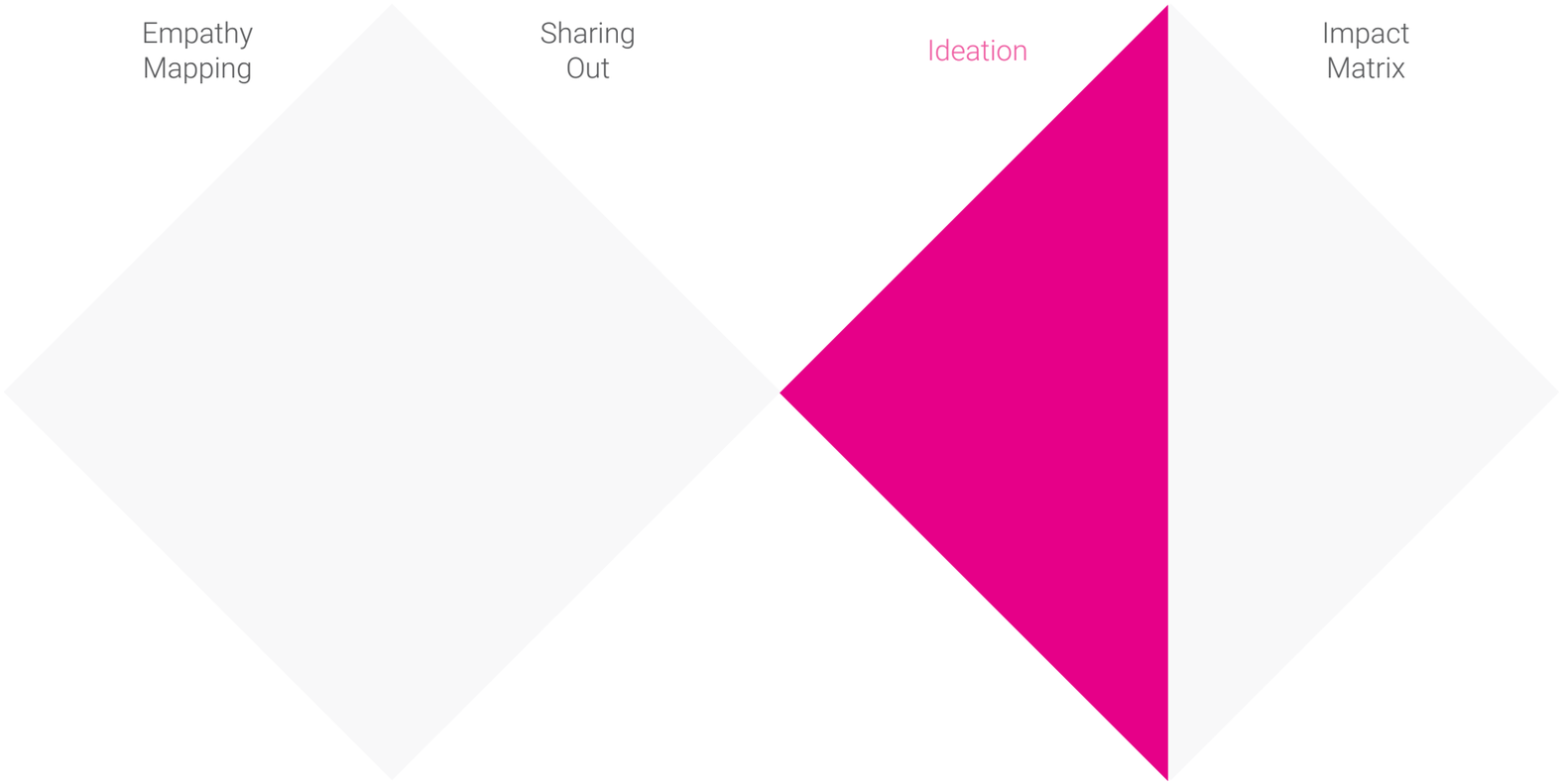

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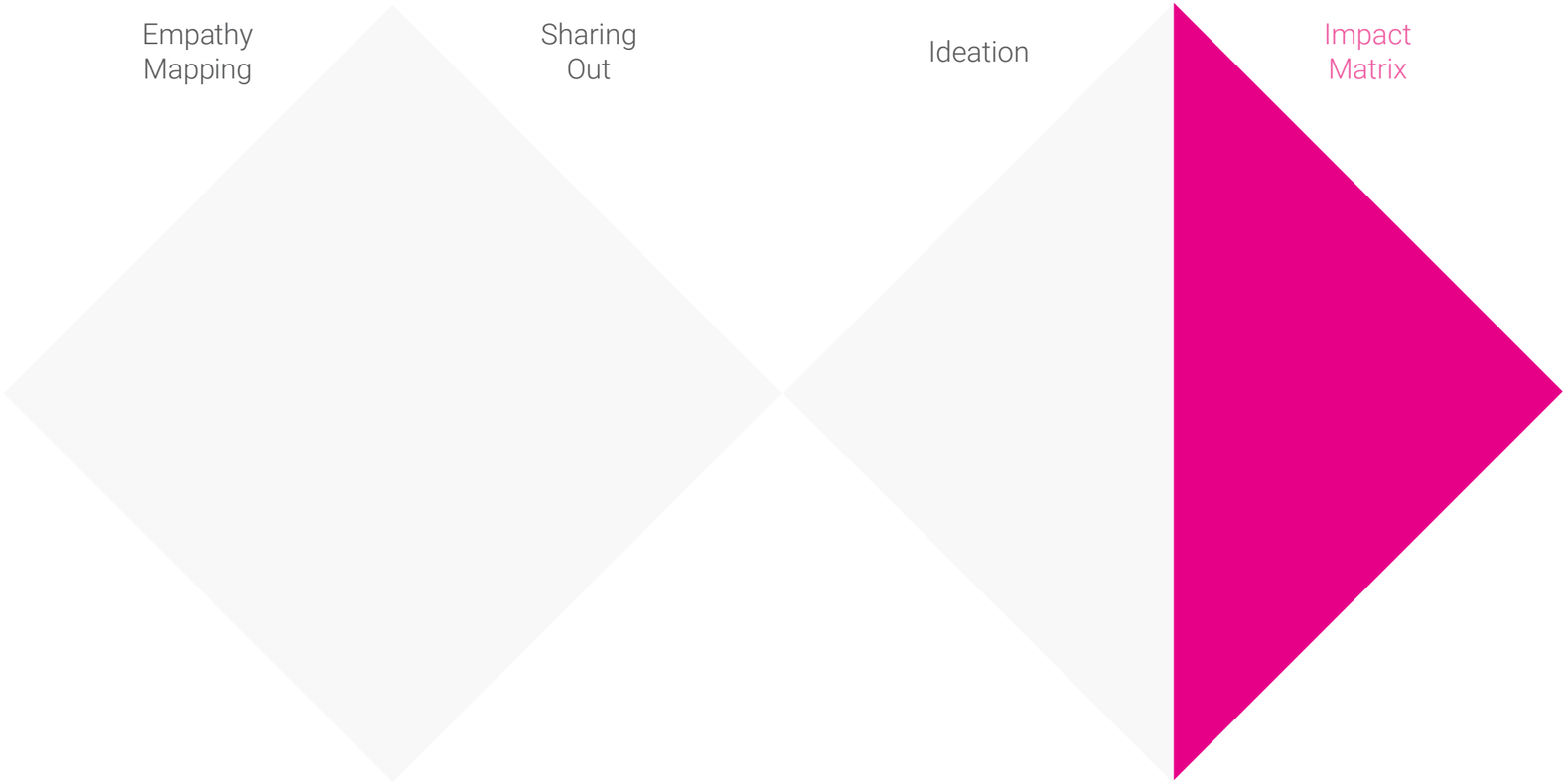


Empathy mapping.

Empathy mapping is a tool to better understand the people you are serving.

Helps you understand the perspective of the person you are serving.

What are they seeing and hearing?

Persona or Archtype

What are they doing?

What are they feeling?

What are they thinking?

Pain

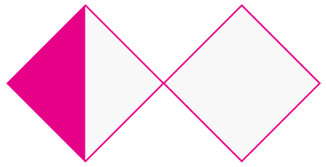
Gain

“Tell me about grocery shopping.”

Think like an anthropologist, collecting artifacts.

What.
How.
When.
Who.

“Five whys.”



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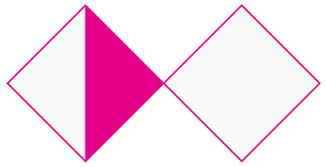
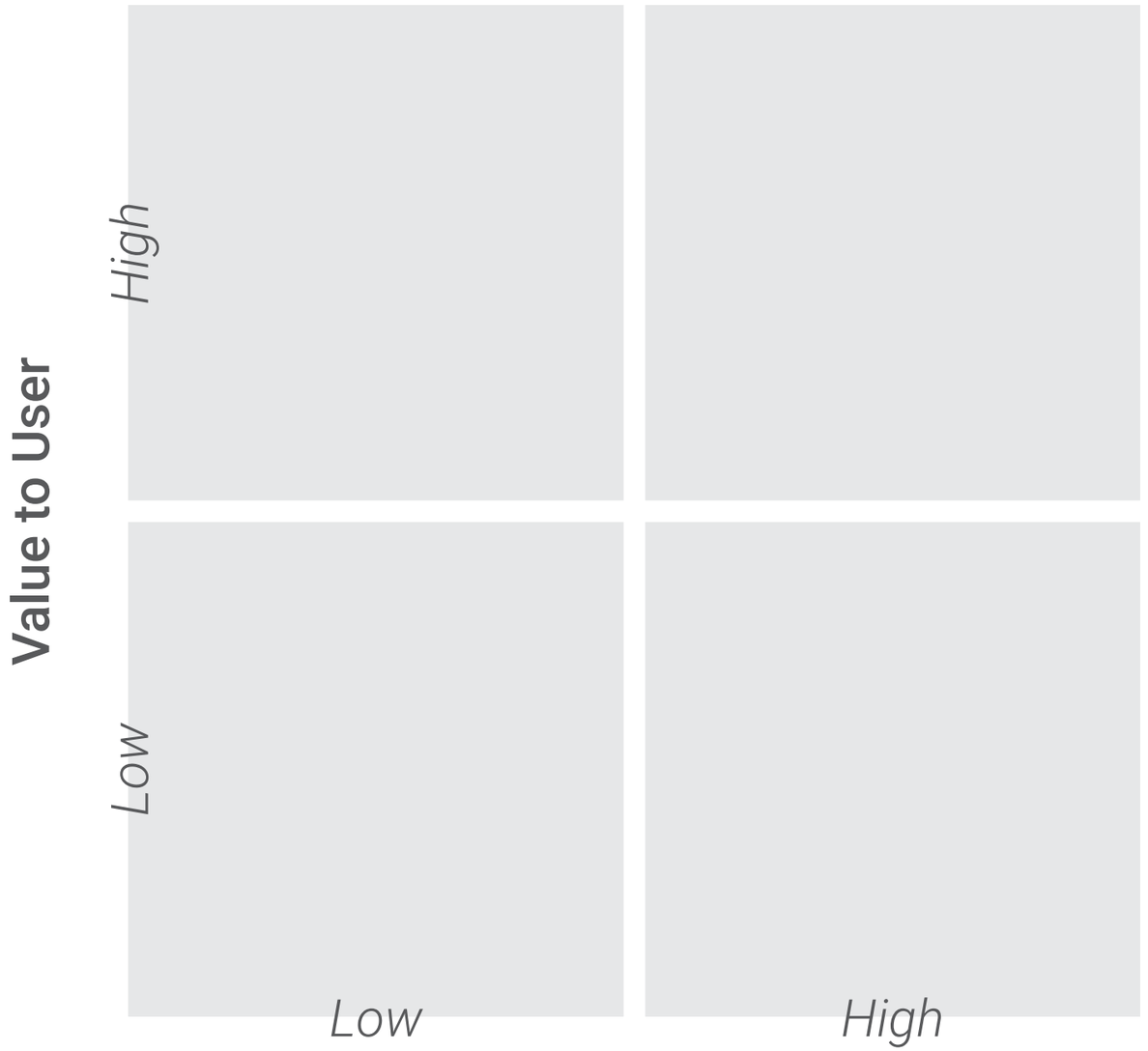


Findings?

Ideation: How might you improve the grocery shopping experience?

How did empathy mapping drive ideation?

Synthesis.


Value to User
High
Low
Low
High
Value to Organization

Feasibility
High
Low
Low
High
Impact

Synthesis.

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