SBC Spotlight: Human-Centered Design
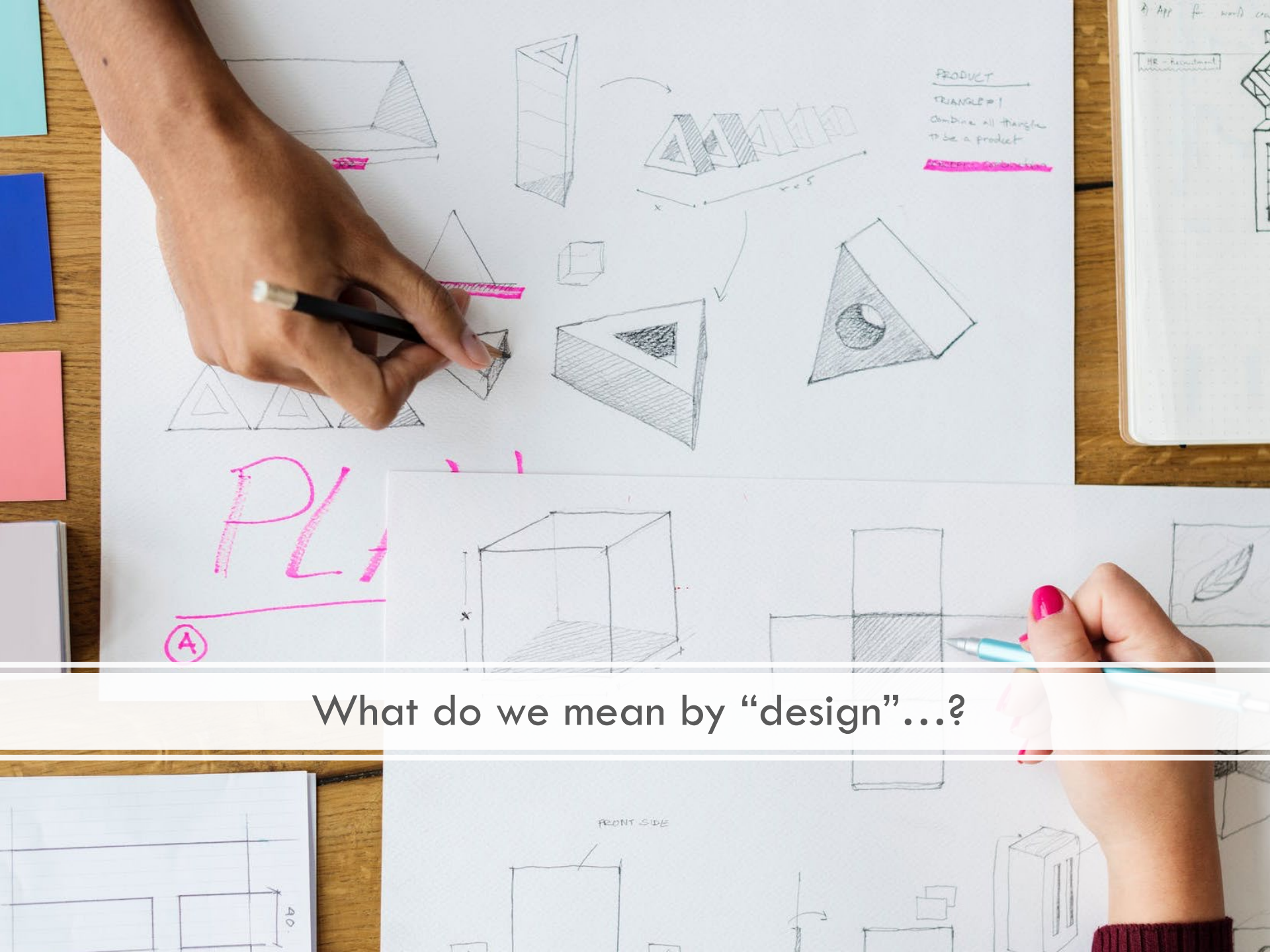
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What do we mean by "design"…?

Design is an approach to problem solving that enhances experiences to create better, easier, and more fulfilling lives.

So, what is human centered design?

Photo credit: Brooke Cretz, ThinkPlace

Human-centered design is a problem-solving approach that involves users at every stage.

BRANDS

PRODUCTS

SERVICES

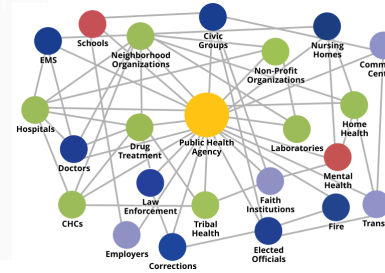SYSTEMS

STRATEGIES

What can we design?

The Process

While every design process is flexible, the heart of human centered design can be found in the following five components.

EMPATHIZE	DEFINE	GENERATE IDEAS	PROTOTYPE	TEST
Learn about the target for which we are designing, by observing it. Who is my user? What is important to him?	Create a point of view based on user needs and insights. What are their needs?	Brainstorm and develop as many creative ideas as possible. Crazy ideas are encouraged!	Construct a representation of one or more of your ideas to show them to others. How do I show a new idea? Remember: a prototype is just a simple draft.	Share your prototype idea with your end user. What worked? What went wrong?

The Value of a Human Centered Design Approach

Although human centered design shares traits with other social and behavior change approaches, it offers unique value by privileging the following tenants throughout the process.

Empathy & Participation

Understanding and changing behavior is impossible without deeply understanding the people themselves. Human centered design goes deeper to surface influences, motivations, hopes, fears, and the other many aspects which comprise the messy experience of being human. Not only that, but human centered design also actively privileges beneficiaries by involving and learning from them every step of the way.

Iterative experimentation

While operating in complex systems, human centered designers understand that they won't get it right the first time, or even the 50th time. Therefore, they experiment rapidly and iterate several times before scaling, considering the usefulness and usability reported by beneficiaries. Rather than experiencing frustration, designers use failures and setbacks as an opportunity to be curious and learn more from beneficiaries for a truly meaningful final solution.

Collaboration & Creativity

Lastly and most importantly, human centered designers recognize that good design is never created in a vacuum and that optimal creativity is only possible through a careful combination of perspectives. Therefore, designers work alongside donors, researchers, technical experts, community members, and more to weave together solutions that will stick.

Have you used a human centered design or similar methodology in your FP and IPV programming?

What were some of the outcomes?

Leveraging HCD to Address IPV Challenges

"How bringing the power of design led innovation could save lives"

"How bringing the power of design led innovation could save lives"

We found that...

Across Australia, more than half of women who have experienced violence at the hands of their former partner did so while they were pregnant, according to the Australian Bureau of Statistics.

And so, we...

Co-creatively designed the **Family Safety Services Hub** to catalyze systemic change in the community in ways that improve the ability to prevent, intervene in, and respond to domestic and family violence.

And we invited...

Support groups, government services and not-for profit groups who deal with family violence.

There was also representation from indigenous groups and even men with lived experience of navigating the family violence system.

"How bringing the power of design led innovation could save lives"

While building the Family Safety Services Hub, our research told us...
That those who experience family violence are most likely to confide in "trusted persons", however, those trusted people were frequently unsure of what to look for in circumstances of possible family violence or how best to proceed when somebody shared details of such violence with them.

Which led to...
Involving such people in the Hub's innovation process to create prototypes for action: pilot projects that can be rapidly trialed and then expanded if they prove successful.

All Family Safety Services Hub projects aim to...

Understand the dynamics of family violence so as to create a system that encourages women to come forward.

Identify those at most risk of family violence so that early intervention can take place.

Equip those who are in position as "trusted people" to identify and respond to family violence, across a range of different cultural settings and circumstances.

HCD Thought Exercise

How might we equip trusted persons to identify and respond to IPV?

Who would you involve in this process to gain a better understanding of the context?

What are some other means you may build empathy and understand the psychological, social, and environmental conditions which are impacting the context?

Iterative Experimentation

While building empathy, you discover that some trusted persons fear if they intervene, they may exacerbate the abuse experienced by the IPV survivor.

How might we equip trusted persons to identify and respond to IPV?

How might you experiment with new solutions that serve the same goal?

How might you iterate based on feedback you receive?

How might we equip trusted persons to identify and respond to IPV?

What might be a new way to frame an existing solution? How might you mix and match these different solutions to create something new?

What disciplines could you draw from for additional inspiration?

Discussion

1   What about the approach is most intriguing to you? What would you like to begin incorporating into your own research or programming on integrated FP and IPV?

2   What about the approach is still uncertain or lacking to you? What do you think we should be mindful of when using HCD to address challenges in FP and IPV integration?

Thank You