



The Ultimate Guide for

USING HUMAN CENTERED DESIGN

TO AUDIT & ENHANCE YOUR STRATEGY FOR
BUILDING A DIVERSE FUNDING NETWORK

as a Resource Supporting Organization



WHO AM I? CHRISTELE PARHAM, MBA

Founder at Ham Designs



A design agency that supports healthcare and social impact focused organizations to create better products, services, and campaigns that are driven by empathy to meet the needs of a diverse range of end users.

Cofounder of Macon Black Tech



A community organization that strives to create an equitable path for black founders in tech and innovation located in the Middle Georgia ecosystem. We do this through programming like our MaconThon and partnerships with tech and innovation allies.

Community Organizer



As an immigrant that grew up in different environments , it became innate to create spaces that people can come together and grow in conversations and develop ideas together. I have the pleasure to do that in community platforms and boards that I serve on.

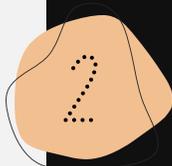


Personally

A shameless introvert whose extroversion writes checks that my introversion can't cash!

Professionally

A startup founder that creates safe spaces in healthcare and social impact sectors



INTRO

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CLOSING

INTRO

*I recently read a study about closing the delivery gap that I found quite interesting. Approximately 362 firms were surveyed about how they thought they delivered what their customers wanted. They found out that a mere 8% of companies are actually delivering a "superior experience" to their customers, despite the fact that 80% of those same companies believe they are. This disconnect highlights an important issue facing businesses today; many of us are simply not aware of how our customers perceive us.**

In my experience as an ecosystem builder and working amongst my peers in the same industry, one thing that often comes up is how to curate the space where we can allocate the proper resources within different communities where the humans we are serving feel helped and they are able to get the resources they need to grow. We spend time in our strategic planning where we brainstorm how to create and nurture communities that have a symbiotic lens while unlearning many historical harmful strategies to better disburse resources as we seek out resources ourselves to remain sustainable. What if we applied human centered design to better connect with our end users?

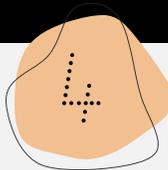
Not just thru programming but while disbursing resources? Human Centered Design is often used to test some form of prototype of a product, the last 3 years, I've been using it as a way to audit not only the services I offer my customers but how we create our programming for Macon Black Tech. It has challenged me to step out of myself to make sure I listen to the community i'm serving.

Would love to know your thoughts as you dive into it, if you're new to the concept or well seasoned :).

*Delivery Gap is the difference between what is promised and what is actually delivered. This can be due to a variety of factors, ranging from simple human error to systemic issues within an organization.



#HamDesigns



INSIDE SCOOP



WHO IS THIS BOOK FOR?

This book is to introduce the concept of human centered design to social impact resource disbursing organizations such as philanthropic organizations, social impact investing organizations, non profits, and entrepreneur supporting organizations.

DEFINITIONS

In this book, you will find some definitions that are used in the innovation and technology space but do not fret friends. They can still be used in this conversation.

- User/End User/ Customer/ Target Audience: When you see these terms, we are referring to your version of customers or humans you serve. (i.e. individuals who receive grants from you or benefit from your programs or resources)
- Resource/ Product/ Initiative: Your end products or strategies that benefits your end users
- Design: You will see the word design a lot! In this book, think of design as what **you** are designing for your organization. (i.e. grant disbursement strategy, grant process, accelerator program, etc...)

HEADS UP!

In some instances, this book might feel a tad annoying because it doesn't go into specifics but I just want you to know that's intentional (not the annoying part). When creating this book, I wanted to make sure I created a nimble place where regardless of what the process looks like for your organization, you can dig deeper and develop a strategy where your end user is at the core of it.

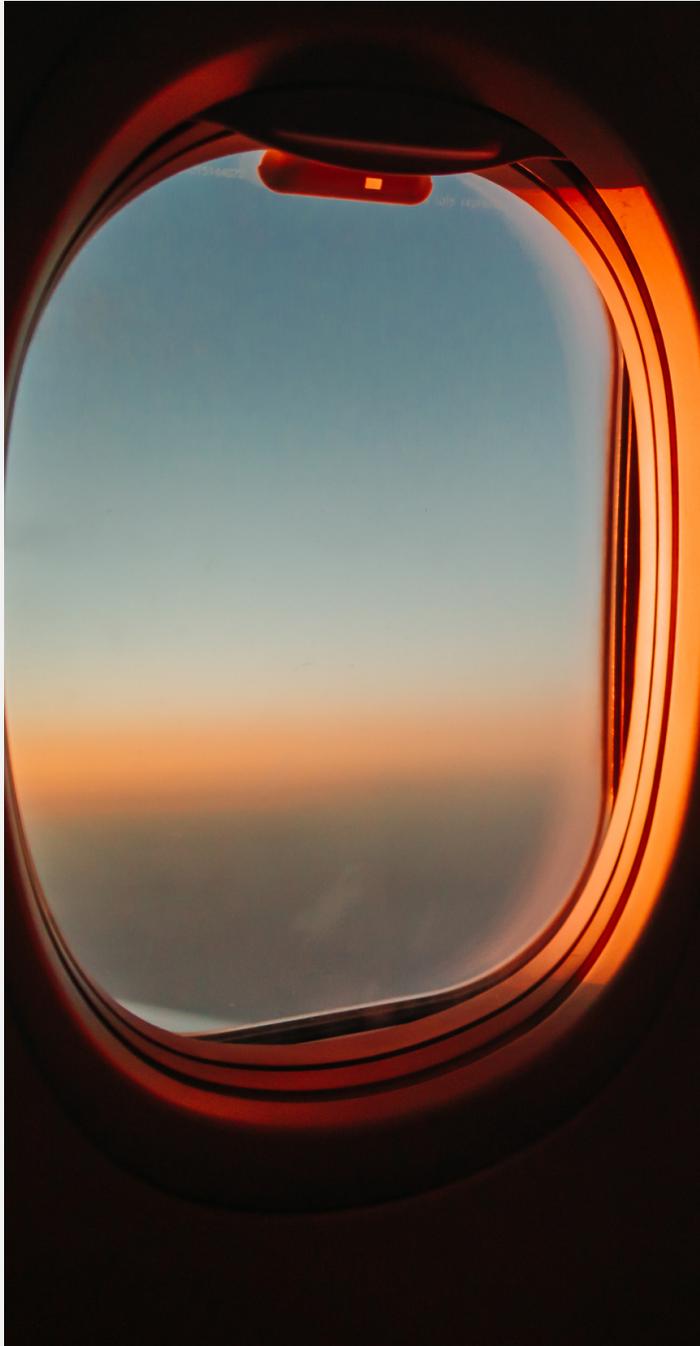


Chapter One

WHAT IS HUMAN CENTERED DESIGN?

IN THIS CHAPTER

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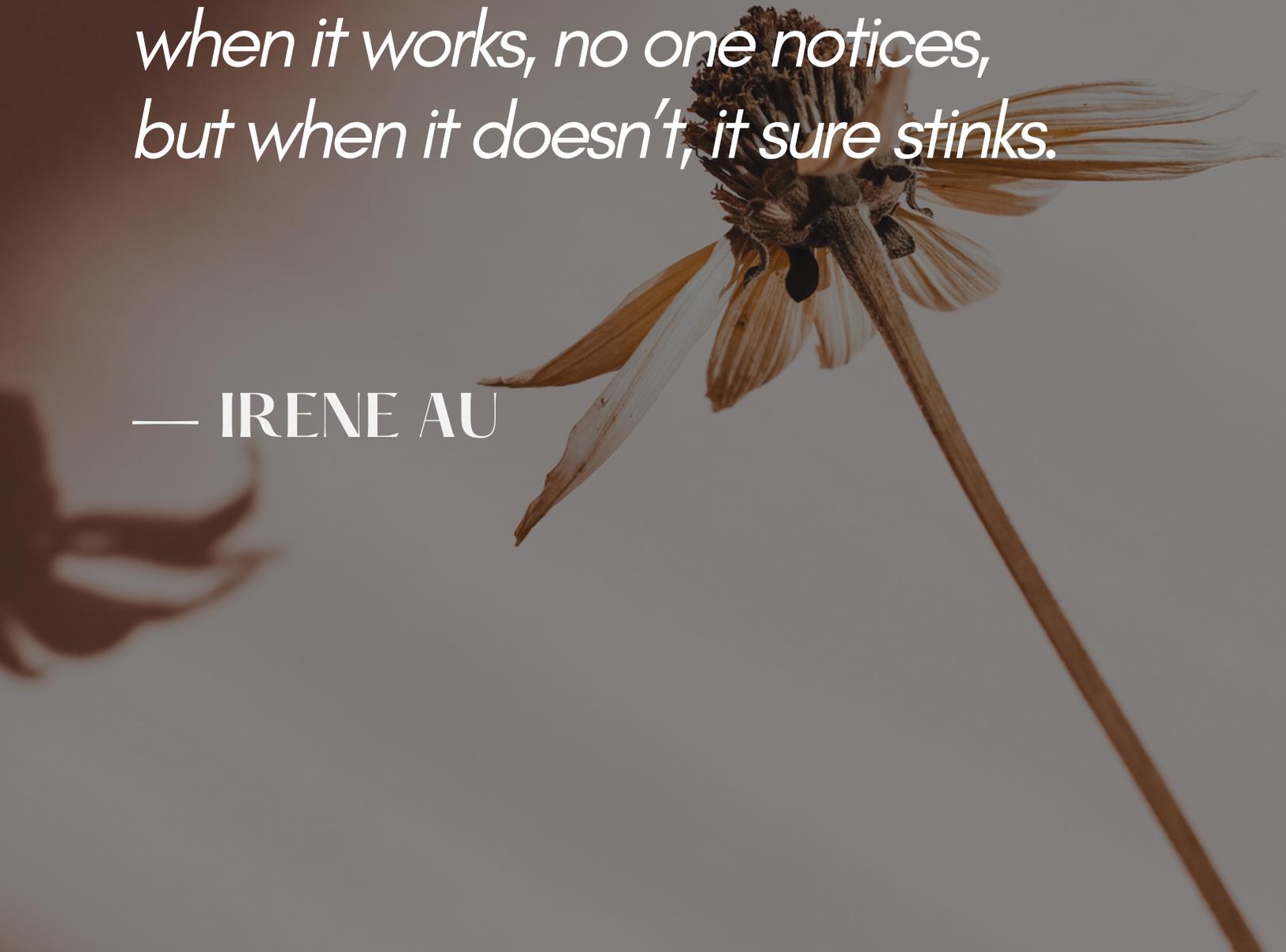
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WHAT IS HCD?

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*Good design is like a refrigerator —
when it works, no one notices,
but when it doesn't, it sure stinks.*

— IRENE AU



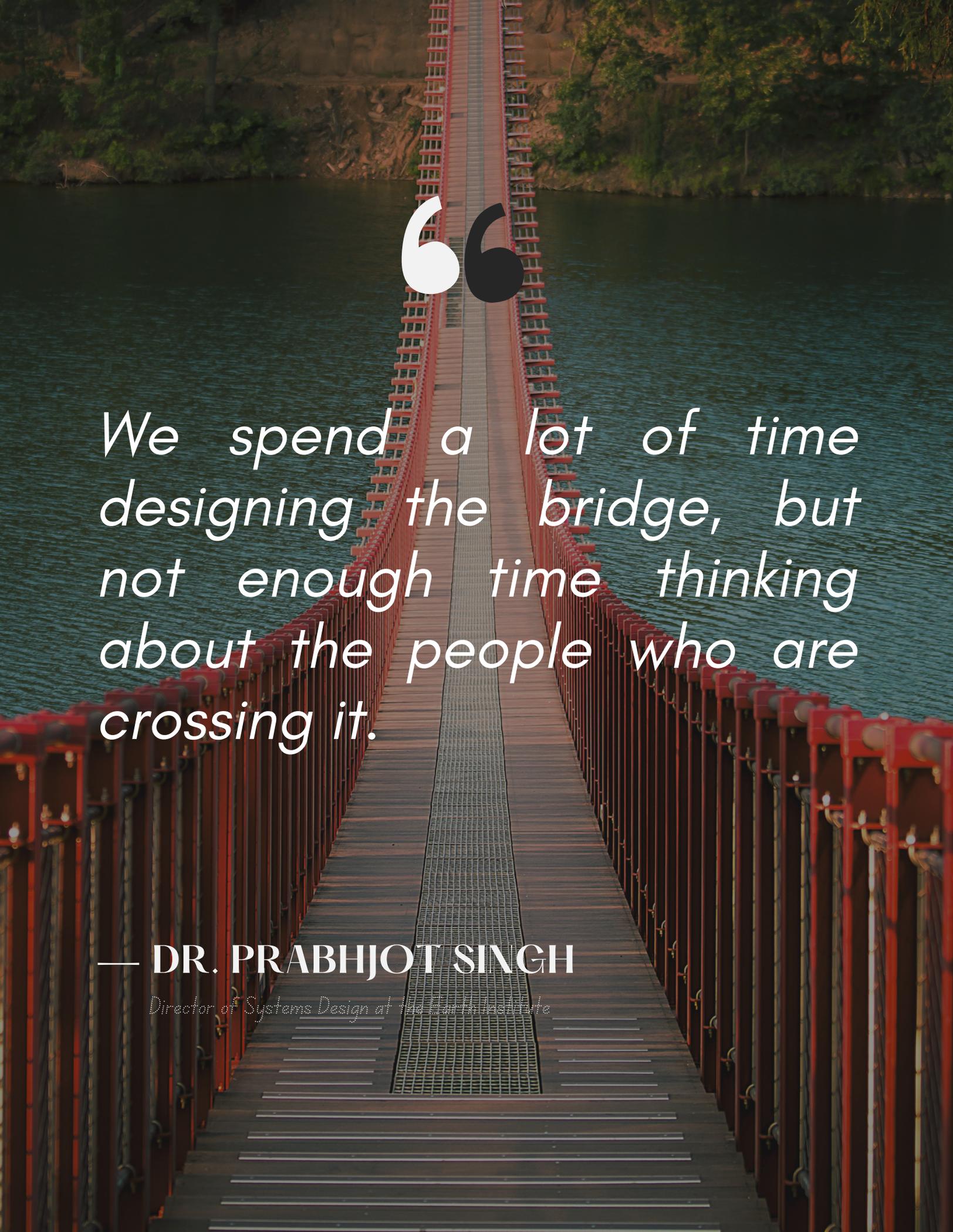
HUMAN –CENTERED DESIGN



Human centered design is best described as a technique used for decision makers and decision influencers looking to get to the root of a situation by focusing on the people impacted by this particular scenario they are solving for. Through this process, instead of creating a solution based on perception, you create a nimble place where the community impacted by the decision is at the center.

This approach dives into a particular problem while auditing programming or processes functionalities. Human Centered Design is trusted amongst innovators as it considers the human or the end user at the center of the initiative while creating long lasting effective solutions to solving the everyday harder problems.





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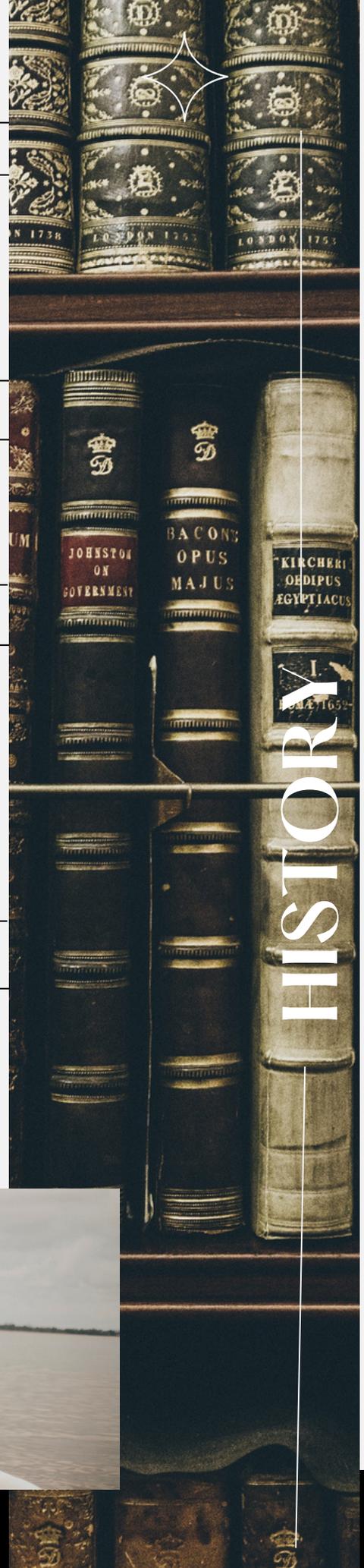
We spend a lot of time designing the bridge, but not enough time thinking about the people who are crossing it.

— **DR. PRABHJOT SINGH**

Director of Systems Design at the Earth Institute

HISTORY

	PLATO
	<p><i>As many of us have heard, there is nothing new under the sun. The first finding on design thinking or human centered design leads to Plato's Republic, as Plato was known to seek advice from the community in the design of the just city-state. Grass roots democracy can be seen as coming from a participatory methodology as it established a style of collaboration that has been used for centuries to help develop harmonious societies.*</i></p>
	HERBERT SIMON
	<p><i>In other research, it is also mentioned that the idea of human-centered design was conceptualized and championed by Nobel Prize laureate Herbert Simon at the Stanford University Design School. Simon first mentioned design as a way of thinking in his book, Sciences of the Artificial, in 1969.*</i></p>
	IDEO
	<p><i>IDEO is a leading design agency that has successfully applied the concept of human-centered design to technology. They have been practicing Human Centered Design since 1978. IDEO's work has brought this approach into the mainstream and made it highly effective in today's marketplace. IDEO has a long history of designing products that take into account the needs of users. One of the most famous examples is the first usable mouse for Apple. This mouse was designed with a clickable button and a rubberized ball for easy movement, making it one of the most user-friendly mice on the market.*</i></p>
	DON NORMAN
	<p><i>We also have Don Norman who came up with User Design Thinking to focus on users interest and needs. In the 1990s Human-centered design (HCD) and user-centered design were often interchangeable within the design process . HCD became a practice to humanize the design process while empathizing with users and stakeholders.*</i></p>



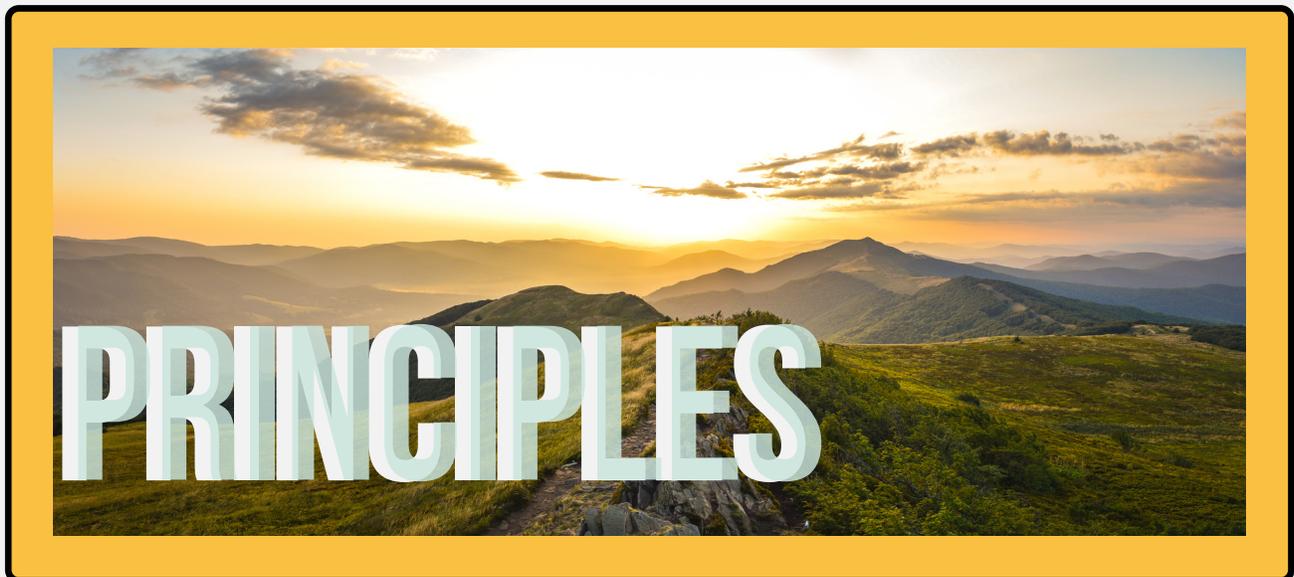
FRAMEWORK



Human Centered Design consists of 6 steps. But the truth is we go back and forth thru the various steps as needed.

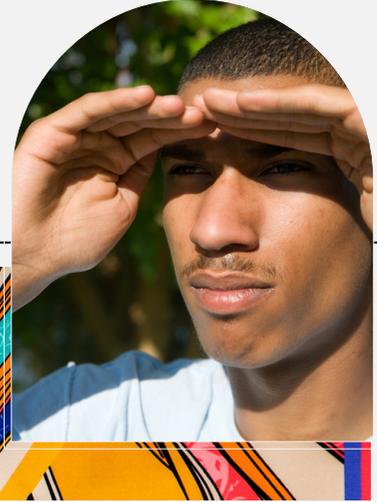
HEADS UP!

Although we set in our minds to start with step 1 we might have to jump to step 6 or sometimes back to step 2. The end goal is to consider what our end user is telling us .



HCD is centered around 4 principles that serve as a foundation for the concept.

PRINCIPLES*



People centered



Design with people in mind and consider their surroundings to create products or services that are suitable for them.

Get to the root of the right problem



If you want to solve a problem effectively, you need to identify the root cause of the issue. Only then can you find a lasting solution. Otherwise, you'll just be addressing symptoms rather than the real problem.

Everything is a system



A system is composed of various interconnected parts. Everything can be thought of as a system in this way.

Small and simple interventions



Most people believe that the best way to solve a problem is to find a single, comprehensive solution. However, this often leads to frustration and failure. A better approach is to start small and make incremental changes. By constantly prototyping and testing new ideas, you will gradually improve your results. This may take longer than finding a single "perfect" solution, but it is usually more effective in the long run.

WHAT IS HCD?



If you think good design is expensive, you should look at the cost of bad design.

—RALF SPETH

PHASES



OBSERVATION

The act or process of carefully watching someone or something in order to learn about them. In this scenario, we will be observing our current processes and the impact on the people we serve. This will help us to gain a deeper understanding of what is working well and what could be improved. By carefully observing our processes, we can make sure that we are providing the best possible service to our clients, our community, or the individuals we disburse resources to.



IDEATION

We will be using ideation as a tool to think of ideas that are not there that can benefit our relationships with our end users. The creative process of generating new ideas is known as ideation. This involves coming up with concepts that are either visual, concrete, or abstract. The ideation process covers all stages of thought, from initial innovation to development and eventual actualization.



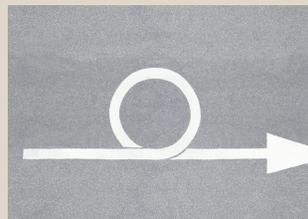
RAPID PROTOTYPING

Rapid Prototyping is a process that organizations use to quickly test a model to measure sustainability and receive user feedback. Depending on the size of an organization, process implementation can linger due to systems we put in place. Creating rapid prototypes to test your new idea helps to really dissect the idea before launch.



USER FEEDBACK

Customer feedback is one of the most important tools that businesses can use to improve their organizations' processes. By collecting data on what your end user likes and doesn't like, as well as their impressions and requests, organizations can get a clear picture of what needs to be improved. Making sense of this user feedback is critical for any organization that wants to make changes based on customer needs.



ITERATION

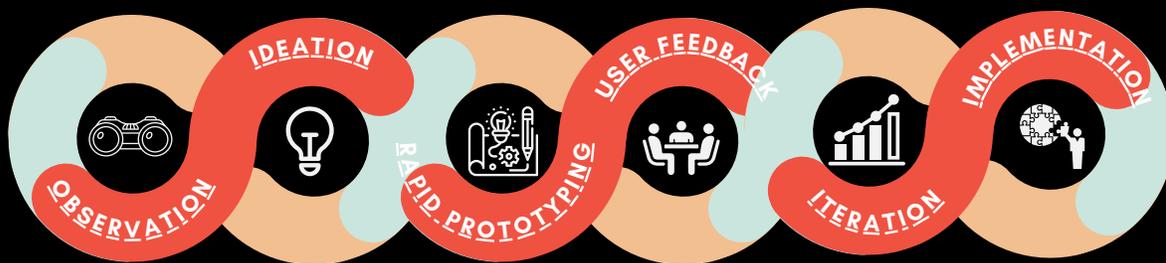
Iteration is the act of repetition of a process in order to generate a sequence of outcomes. The outcome of each repetition becomes the starting point for the next repetition, until the desired result is achieved. In mathematics and computer science, iteration is commonly used in algorithms.



IMPLEMENTATION

After receiving your end user's feedback and having tested different iterations of your process, it's time to launch. Implementation is key to putting any design, idea or model into practice. This includes carrying out any specifications or standards that have been set. Without implementation, nothing would happen.

WHAT IS HCD?



We'll dive deeper into each step in chapter 4-9 while also diving into why they are important in social impact and philanthropy and how to implement these steps.

WHY HCD

and

SOCIAL IMPACT



Just in case you might be wondering what does human centered design have to do with philanthropy or any social impact initiative, here is the scoop:

Designing processes that include your end users at the root is a powerful way to create solutions that make a difference in the lives of those affected by social issues or any issue your theory of change or strategic plan is solving for. No one knows more about the day-to-day realities and complexities of a problem than the people who live with it every day. Working together using human-centered design principles can help us create lasting change that meets pressing needs whether you are

- ➔ Organizing campaigns to disburse funding to where it needs to go
- ➔ Allocating the proper resources where the recipient of the funding also feels a long lasting nurturing relationship
- ➔ Shifting your strategic planning to implement touchpoints that welcome diversity and innovation

Have you ever felt like you created a process before and after all the exhaustive work you put in, you felt like it wasn't enough?

Human centered design helps you keep a pulse on what needs to be updated while keeping a pulse on your end users needs.





“



The closer the end-users' needs are analyzed and answered, the more successful the adoption or purchase of a solution. You iterate until you get it right from a customer perspective. This is the power of HCD.

—OLIVIER DELARUE, UNHCR



PERSONAL NOTE

I have spent these last few years helping organizations in the philanthropy or social impact investing space develop products, events, or campaigns, while being an ecosystem builder myself that also benefits from the work of other philanthropic organizations or social impact orgs, this mirroring experience has led me to dive deeper into how to bridge a gap where ecosystem builders and philanthropic organizations can meet in the middle. As we start on this journey, I'm truly excited to dive into this process with you, as I've been working on it the last few years. Hoping to learn from you as we create a space to better serve our communities.

You might notice a lot of the terminologies are referring to design but don't throw the baby out with the bath water just yet!

Although when we hear the word design, a specific idea might populate in our mind, but design is so grand. Design does not only involve graphic design, or UX design. For the purpose of this concept, think about design in the sense of design processes in your grant disbursement or services you offer to your end users.

*Alrighty!
Let's get to it.*

A hand holds a magnifying glass over a landscape. The magnifying glass is positioned in the foreground, framing a view of a river and mountains. The river is in the middle ground, reflecting the sky and the mountains. The mountains are in the background, with a prominent rocky cliff face. The sky is a pale, hazy blue. The text "Chapter Two" is overlaid on the left side of the image, and "WHAT IS EMPATHY?" is overlaid in the center in a large, white, serif font.

Chapter Two

WHAT IS EMPATHY?

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WHAT IS EMPATHY?

DATA*



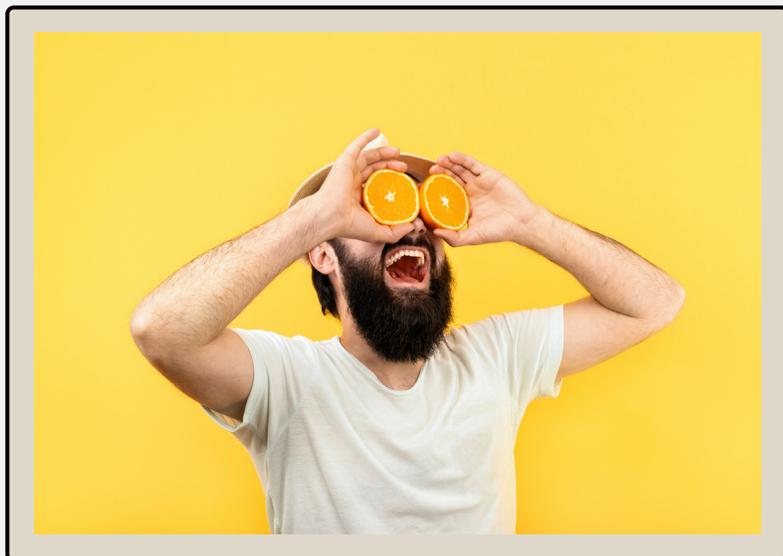
Fiduciary trusts in healthcare and social impact investing is contingent upon communication and adherence to processes involving empathy.

An NIH study mentions lack of trust correlating to miscommunication and lack of empathy can make up to approximately \$352 billion of healthcare waste.*

As we dive into different sectors of organizations and dig through the crevices of processes, neglecting empathy is costly. Empathy may sometimes feel intangible but our end users feel its impact. How we engage with our end users can impact our bottom line.

**\$352
BILLION**
HEALTHCARE WASTE

SETTING THE MOOD



SETTING THE TONE

What's the word on Empathy?

We always hear about empathy!

Empathy & Social Impact

WHAT'S THE WORD ON EMPATHY?

"Empathy is not walking in another's shoes. First, you must remove your own."

— SCOTT COOK, FOUNDER INTUIT

EMPATHY*

/'empəTHē/

the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner.

WE ALWAYS HEAR ABOUT EMPATHY

Why is empathy so important?

Have you ever gotten off work and started driving and out of the blue you realize you're home and wondered how you got here?

We often create processes that we familiarize ourselves with as a way to create efficiency in our day to day in our work life, personal life, and all our lives, although this can be helpful, if we're not careful we may create processes that create exclusion. We might feel like we know what we're doing but processes that create change must include diverse voices. Creating a framework in your process for a diverse resource network must include room to hear what your end user is experiencing while they are seeking funding or resources from you.

Let's explore the current processes that disburse resources like funding or etc....

- *How do they make your end users feel?*
 - *Do they feel empowered, helped, or incompetent?*
- *Do the processes you have include steps that hear the voices of your "end users" end users?*

Setting the tone of your process and resource disbursement with empathy creates room to really hear and see what you are solving for and really hear the individuals you are solving for.



EMPATHY *and* SOCIAL IMPACT

As we start our process of social giving, philanthropy, or social impact investing, in what stage do we include our end users voice.

How do you solicit inputs from your end user in a way that works for them and with them?

Do you consider the full spectrum of people, looking specifically into diverse groups or "outliers" that may have different perspectives, abilities and needs?

Solicit inputs from people in a way that works for them and with them. Some people will find it easier to connect online, for others technology may be a barrier. Get as close to the natural or real everyday experience as possible*.

In philanthropy, social impact investments, or any organization fulfilling the Sustainable Development Goals*, organizations spend a lot of time and efforts strategizing to serve a specific end user. If empathy is not involved, efforts can feel tone deaf and create a culture of hierarchy that outwardly seems glamorous but inwardly does not benefit the sustainable efforts you are working towards.

BE WITH PEOPLE WHERE THEY ARE INSTEAD OF WHERE WE THINK THEY SHOULD BE



Only by examining our personal biases can we grow as artists; only by cultivating empathy can we grow as people.

— JEN KNOX

A hand with a bracelet holds a magnifying glass over a beach scene. The magnifying glass shows a close-up of the water and rocks on the beach. The background is a clear blue sky with some clouds.

PERSONAL NOTE

Throughout my career, empathy has been such an anchor for me not just professionally but on a holistic level. Being extended empathy has led me to dig deeper into self-awareness while reflecting on how to extend empathy to my clients and community I serve. It isn't a perfect experience because I do forget sometimes or I get in my head a lot but doing my best everyday.

Creating rooms of empathy have open the doors to many blind spots. But that comes with intent. The goal for many of us is to create more diverse resources or rooms for our end users that are humans with different life experiences.

Often we tend to separate the grace we offer to our personal life versus our professional experiences. Humanizing the experience of our end users is a step towards bridging a gap as we offer resources to the groups we serve.

Chapter Three

TOOLS



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TOOLS



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A big part of design is humility: you have to embrace the idea that even though you can make things, there's still a lot you don't know. We all need ways to practice that and remember what it feels like from time to time.

— SUSIE WISE

ABOUT *Me*



You might be thinking what does a design concept have to do with creating a healthy pipeline for a diverse funding network? Great Question :)

To better explain this, I feel like this is the best place to introduce myself. (Again) 😊

The last eight years I've worked in the healthcare industry and the last four years in the social impact sector from creating processes to reducing financial waste to helping organizations create campaigns to disburse funding to also being the end user of the latter as a community organization founder that has created programming for founders like me looking for safe spaces to develop tech enabled products doing this while also serving in different organizations and boards with the common theme of creating safe spaces for historically marginalized communities.

Often people have asked me, Christele, how does this even work being in the intersection of these different spaces. Being in these spaces I saw a commonality: the necessity of implementing processes that include communities we are solving for in every touchpoint of the process.

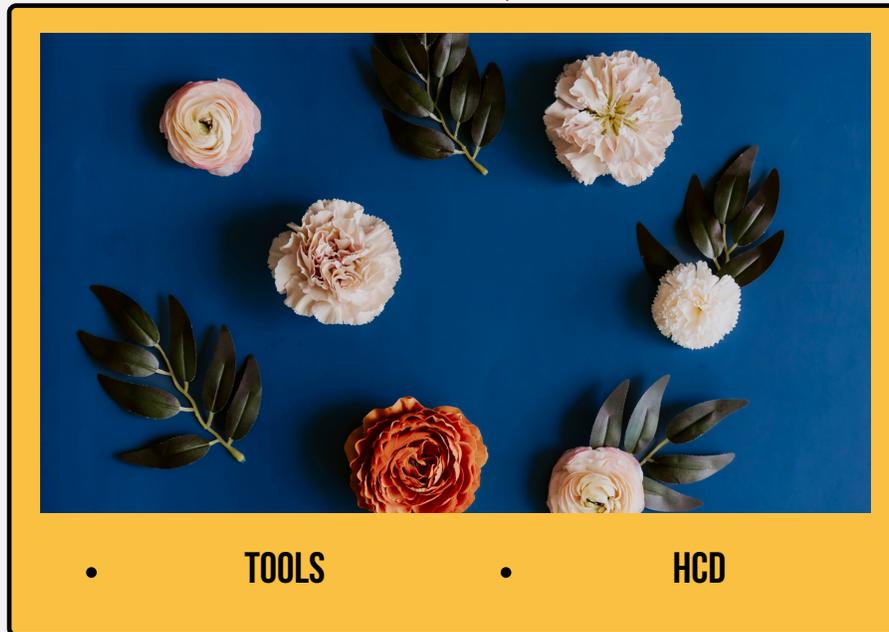
As a black founder what has made me sorrowful the last two years is the lack of sensitivity in disbursement of resources for diverse groups. We often provide resources without considering how these end users may feel. I would like to preface by saying I'm not speaking in absolutes as if this is evident everywhere but it truly exists and is amplified in the social impact, tech, and healthcare sector. How do we hold space for our end users navigating through their day to day while making sure we fulfill our organizations purpose.

The two intersect.

By adding touchpoints in our processes that involve acknowledging our end users journeys, we can better disburse resources to the human beings we serve.

WHAT YOU'LL NEED

Some helpful tools



Having a lens of seeing the commonality of these spaces have really helped me to see the necessity of implementing a framework that is sensitive to listening to what the end user is saying in the journey to improve the process. I have been using human centered design with our organizations processes and servicing our clients and many projects I am involved in.

To get started we are going to have to create some tools you and I will be using as we filter through our processes.

We will be using

- The Power of Empathy
- Visualization
- Prototyping
- The ability to hold space for others

If my intuition serves me correctly, someone might be wondering what in the mushy world are we doing (not in those words specifically) but bare with me my friend we are going somewhere. The goal is for a moment to hold space for others to create sustainable change.

Helpful TOOLS

As we go through this, you will find these helpful tools.



EMPATHY

VISUALIZATION



PROTOTYPING

HOLDING SPACES



EMPATHY

VISUALIZATION



When you see this symbol I am asking you to tap into empathy. We are about to jump into a space that might not be common in your framework but it's ok. This is the opportunity to create a nimble space to hear what you might be missing.

When you see this symbol I am asking you to tap into visualization. You might have experience knowing the community you have created through the funding you have created. Therefore you know what reports you require, or data extraction format. For visualization, you will be taking the time to visualize what that process looks like for your end user. You already know what you need for your end report but what impact does that create for them?



PROTOTYPING

When you see this symbol I am asking you to tap into prototyping. For the launch of the process or ideas you created and you need to test.

HOLDING SPACES



When you see this symbol I am asking you to tap into holding space for others. There are sections of this that might make you feel uncomfortable. This is truly understandable. Just know that you're not alone. It is uncomfortable for me to write them to and most importantly there are times your end users might have felt uncomfortable in processes you created.

LET'S GET STARTED!



Chapter Four

OBSERVATION

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OBSERVATION

“

“We must design for the way people behave, not for how we would wish them to behave.”

–DONALD A. NORMAN,
LIVING WITH COMPLEXITY



FRAMEWORK



We've made it to the first phase: observation. This phase is centered on learning as much as possible about the end-user. The first step in the HCD process is to use the following tools



They will be helpful in observing your end user and learning from them. I'm not sure what stage you might be in when it comes to creating a diverse resource network or a diverse funding network.

- Are you a seasoned organization leader that does grant disbursement with a theory of change specifically serving a specific need?
- Are you new to disbursing resources to a specific community group?

Regardless of where you may be, your goal is to hold space to deeply observe and see who you are solving for. You may have processes that have served you for some time that you may find efficient. That's great! We're just going to take some time and put them to the side for a little bit and dive into SEEING your end user where in your focal point you see them clearer through the landscape.



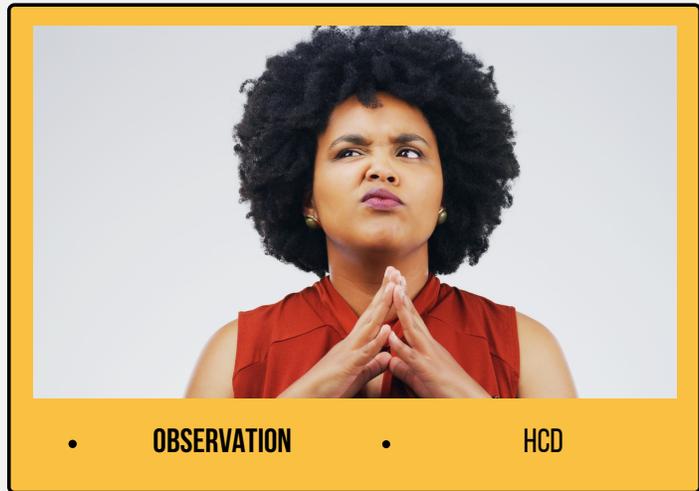
*While observing, it is important to have a lens of holding space for people that benefit from your programming. Before putting yourselves in their shoes, you must first remove your own. What are some disarming ways that you can learn from your end users that will help you shift the frame of your program or resource. Identify areas of opportunity by observing patterns of behavior and user pain points. Try to see things from the users' perspective to understand their experience and identify ways to make improvements. * Ask the right questions. The way we ask questions is so important.*

1. *Who is using this resource*
 - a. *Are there commonalities amongst your users*
2. *Do they use it as intended? What are some ways they might use it that you didn't plan for?*
3. *What goals are we helping them achieve?*
4. *Which organization does a great job at nurturing look alike users*



Your OPTION

In what stage of your process do you usually include your end users?
 Is it in the application stage where you are intentionally driving people to apply for your program or source of funding?
 Is it in the reporting stage?
 Is it during the program?



What comes to mind for you here when it comes to your users journey when it comes to them applying for your program? Being in the program? Ending the program?

While it is easier to send them a survey to ask for their input, what if we humanized this process to hear them where they are or what they would like to tell us?

Remember resource disbursement is a two way street. It can benefit or harm all parties involved if not treated with empathy.

Insights from Founders

As a long time founder/ solopreneur, I've had many conversations with founders of startups or non profit organization. Something that often comes up is how application processes have been very daunting. Applying for a grant has been such a pain point

On average spending 10+ hours on an application for a slim 😞nce of receiving grants is not advantageous to end users or a human that juggles a lot. It is psychologically challenging and daunting. Not counting the pre and post work involved in applying for resources(i.e. connecting with orgs, attending events, etc...)

You know what also stings?

The feeling of inadequacy that comes from not getting a grant after spending so much time applying for it. It impacts you on a psychological level. Of course , it is not personal when this happens as you have limited sources of funding as you are creating your resource. But what if I told you that this also negatively impacts your organization. As you are creating the pipeline for your resource, it is important to observe and visualize how individuals are impacted by it. Identify the challenges they face and learn from their obstacles.

Identify behavioral patterns, areas or places where users face complications or a difficult time doing something, you can find pockets of improvement. That's your space for innovation and building trust and connection with consumers*.

Ask yourself, "What problems are users having in this space or with this resource? How can we make their experience better?"



PERSONAL NOTE

The observation phase can look different for different organizations. The goal is to look at the current steps involved when it comes to disbursing resources and ask the questions:

- *Who it impacts?*
- *What does their journey look like?*
- *What pain points does our current process bring to our customers?*
- *What don't we know about our customers?*

**REMEMBER TO IMMERSE YOURSELF
IN THE LIVES OF YOUR END USERS,
BECOME PART OF THEIR
EXPERIENCE IN YOUR PROCESS.**

Chapter Five

IDEATION



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IDEATION



Imagination is not only the uniquely human capacity to envision that which is not, and, therefore, the foundation of all invention and innovation. In its arguably most transformative and revelatory capacity, it is the power that enables us to empathize with humans whose experiences we have never shared.

— J.K. ROWLING

WHAT IS IDEATION ABOUT?



Now that you have gotten a grasp of understanding of your community, it is time to brainstorm ideas from your observation. The Ideation Phase helps you make sense of what you've learned in the Observation Phase. It's time to identify opportunities, and create high/low fidelity prototypes. This is where you will use divergent thinking, a process flow that HCD uses to signal creating a safe space to welcome as many ideas whether random or focus. We will be using convergent thinking in the future. Don't fret:)

In using divergent thinking, there might be a little "guiltyguilt" gut feeling of worrying about the details of how your potential ideas will work, focus on "why not?" There are no right or wrong answers, only potential creative solutions to the problem(s) you've identified. When the needs and desires of the people you are creating for is at the forefront, the most successful solution will come to fruition. Those are the solutions that you will move forward with in the process*

This phase is one of my favorites. It is messy, knows no rule, and engages you to tap into your most creative space.

Judgment free zone here!

It is centered on creating ideas for your process or service that you can test later. This step requires the following tool:

VISUALIZATION



BE bold and create out-of-the-box or even ordinary solutions. Your goal is to come up with as many ideas as you can. Depending on your teams dynamic and the culture of your organization, it can be helpful to have groups generate ideas and come back but also create room for individuals that might need to filter their ideas alone and come back to group sharing.

SOME QUICK DEFINITIONS

DIVERGENT THINKING*

Creative thinking that may follow many lines of thought and tends to generate new and original solutions to problems. It typically occurs in a spontaneous, free-flowing, "non-linear" manner, such that many ideas are generated in an emergent cognitive fashion.

HIGH/LOW FIDELITY PROTOTYPES*

Designers use prototypes to explore and test ideas during the design process. Prototypes can be low fidelity, which means they are quick and simple to create, or high fidelity, which means they are more detailed and complex. Low fidelity prototypes are usually used early on in the design process to test content and make sure it is correct*.

HELPFUL IDEATION TIPS

Hold space for yourself in this phase. Design with your audience in mind and you will create solutions that fit their needs perfectly. By keeping focus on those you serve, your team's ideas will develop into the ideal answer.



PUT A TIME ON IT



COME BACK AND CREATE A COLLABORATIVE CULTURE OF IDEA SHARING



USE STICKY NOTES AND FIND YOUR WALL OF IDEAS



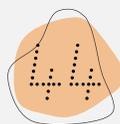
ORGANIZE YOUR IDEAS



GIVE YOUR TEAM SOME TIME TO DIGEST THE IDEAS

IDEATION

Remember, the goal of this phase is to find the right problem that you can solve with a unique solution*.





PERSONAL NOTE

*Remember there are no right or wrong way to ideating.
If you feel stuck go back to the observation phase and reflect on your strategy and how it impacts your end users and what are the missing marks your end users might be feeling. Also don't forget to actually communicate with your end users!*

HAPPY IDEATING!



Chapter Six

RAPID PROTOTYPE



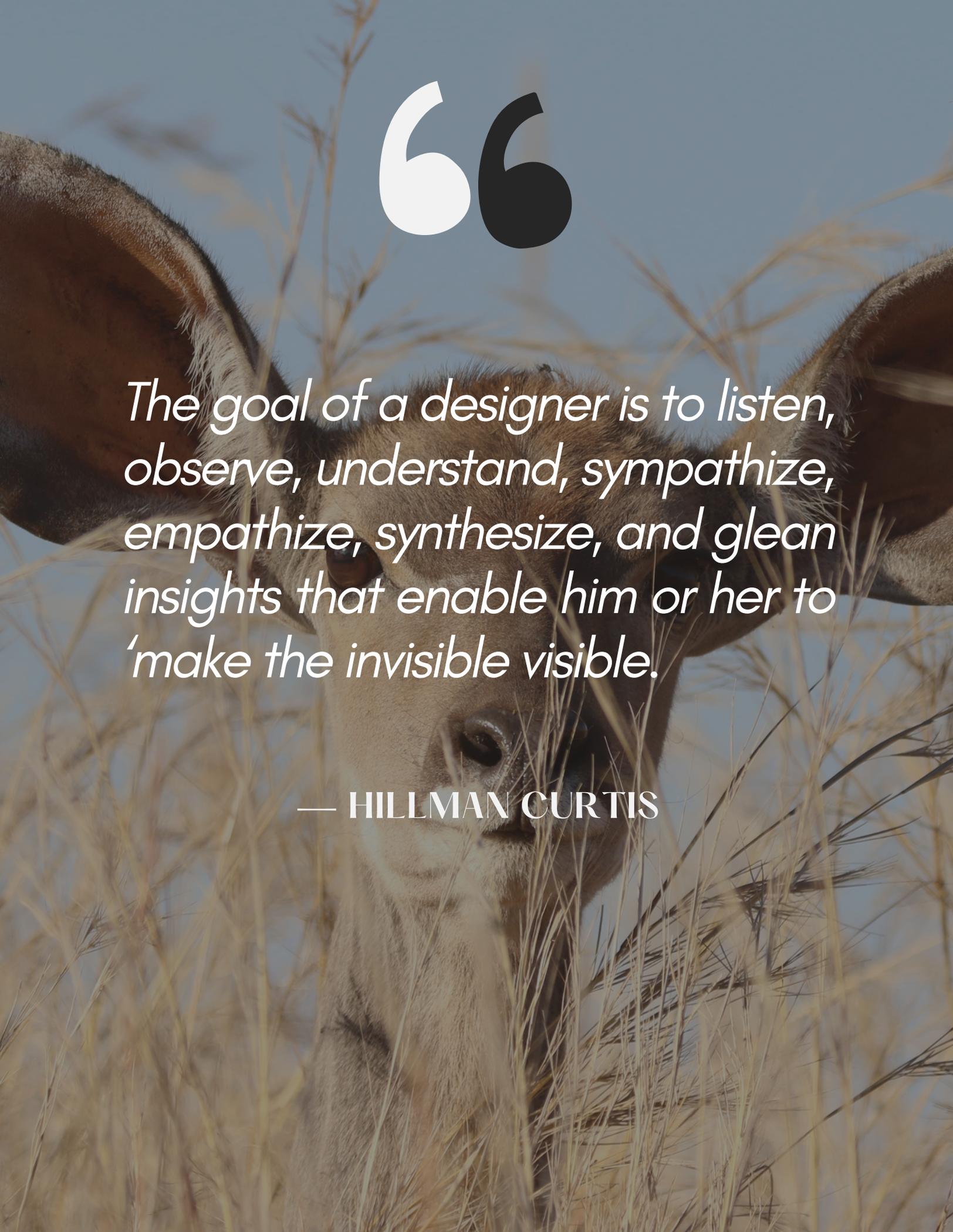
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RAPID PROTOTYPE

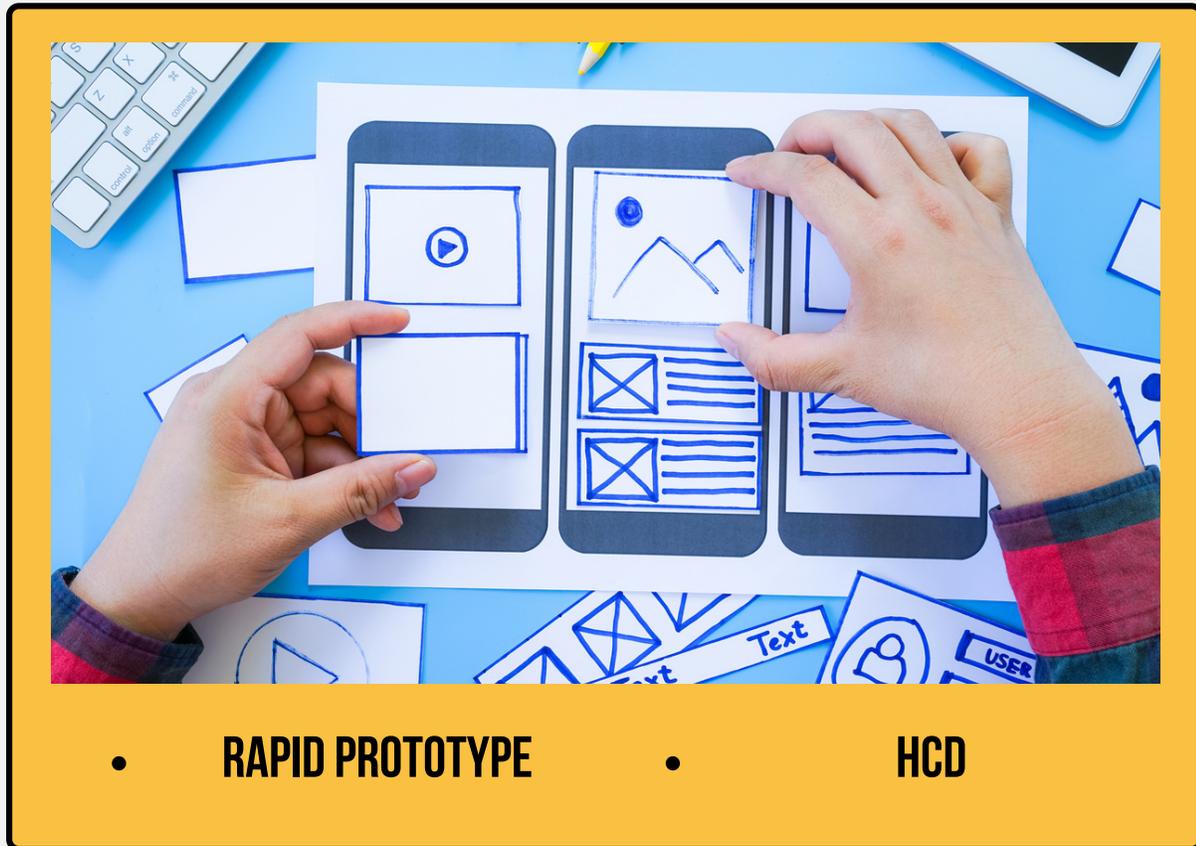


“

The goal of a designer is to listen, observe, understand, sympathize, empathize, synthesize, and glean insights that enable him or her to 'make the invisible visible.'

— HILLMAN CURTIS

WHAT ARE WE DOING?



• **RAPID PROTOTYPE**

• **HCD**

This step requires the following tools



Now that you've developed a few ideas, it's time to get to some potential solutions. By the time you get here, you are going to refine your ideas from the previous step and create a prototype of your process that makes sense for your end user. It is not time to build a high fidelity prototype but a tangible product/process that you can build upon.

The goal of this phase is to get user feedback as quickly as possible in real time, not to create the perfect solution. So ask yourself: what can I spend the minimum amount of time and money building that flows to get feedback.

WHAT'S THIS ALL ABOUT?

Have you heard of a Minimum Viable Product (MVP) before? Before launching an initiative, to reduce stress and chaos, it's always good to dive into a version of this .

When we launched our first MaconThon, we had a hack box in which we included a \$75 giftcard for individuals to come up with their version of a mockup. We gave people flexibility for them discuss amongst themselves the best decision.

SUGGESTIVE RESOURCES

Here are some resources you can use to get an idea of prototyping:

- **IDEO** has the coolest HCD design kit. You can specifically visit their Rapid Prototyping page a
- Depending on what you're working on **Figma** might be useful as well
- **Acumen Academy** has a HCD 101 prototyping class
- If you are into building quick process flows, I love **Whimsical**



• **RAPID PROTOTYPE**

• **HCD**



PERSONAL NOTE

One thing I wanted to share is that your prototype should not be expensive or costly. This is your chance to explore as many options or test as many theories as possible while measuring your user's feedback.

In reality, this makes me think about many of the organizations we serve and how they do this often. Often when we don't have as many resources as needed so we think innovatively on how to better test an idea for launch.

WELL, HAPPY PROTOTYPING!



A close-up photograph of three young boys of diverse backgrounds. The boy on the left is wearing a green polo shirt and is shown in profile, whispering to the boy in the middle. The boy in the middle is wearing a yellow polo shirt with a dark blue collar and is smiling broadly at the camera. The boy on the right is wearing a red polo shirt and is also smiling. The background is a plain, light-colored wall.

Chapter Seven

USER FEEDBACK

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USER FEEDBACK

“

Great design is a multi-layered relationship between human life and its environment.

— NAOTO FUKASAWA

This step requires the following tools



Now that you've created a process or tweaked your initiative, it is time to put it to the test. It is time to put it into the hands of the people you're designing for. This can be uncomfortable and this is the step that can be easily brushed over where all your hard work goes to waste.

*It is very important to receive the feedback of your end users but also create an experience where you hold space for them.

Do they feel safe answering your questions. Do they feel they might get penalized?



- Be distinctive on how you ask for feedback
- Think of yourself. How do you respond to feedback that is uncomfortable...Humanize this experience.

Focus on questions like, "Do the targeted users understand how to use your resources?" "Is the user satisfied?" "Does it solve the problem it was designed to address?"

If you are not receiving feedback you were looking for the way you posed those questions is important:

Use how might we statements

Real people will provide you with genuine feedback that can help you improve your prototypes iteratively before launching your resource. the goal is to: Test, assess, improve, and repeat until you get it right*.

USER FEEDBACK HELPFUL TIPS



• **USER FEEDBACK** • **HCD**

Make User Feedback a routine. As you constantly update your processes create touchpoints of feedback

Working at a fast pace with tight deadlines can make taking the time to get feedback from users feel like a luxury that is easy to postpone. However, there is no replacement for the insight and information that can come from an in-person conversation.*

Also remember this is a two way street. Create symbiotic spaces of learning. As you have gotten to know your end user you probably recognized some areas of tight schedules. If they are taking time to express their sincere experience with you, consider that sacred.

Create room for them to ask you questions as well.

Once you get feedback from your users, use that information to fuel the changes to your design. It is particularly important when testing and asking for feedback that you are not trying to defend your solution.

Chapter Eight

ITERATION



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ITERATION



“

*Recognizing the need is the
primary condition for design.*

— CHARLES EAMES

Run it BACK



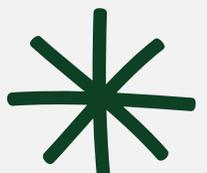
As you work to create a solution, it is important to keep testing and integrating user feedback. This process may take a few rounds, but each iteration provides an opportunity to learn something new. Eventually, you will reach a point where your solution is ready to be used. At that point, you can move on to the next and final phase. Now that you have gained your users feedback, run it back to identify the flaws, weaknesses, and gaps in the design to improve along the way.

HCD is meant to be cyclical. It is important to remember that. It is a fluid process that you build on. That will help you grow in synergy with your end user.

For this phase, we will use the following tools:



Creating room to hold space and visualize the vision while having your end user at the core will help perfect your strategy.





PERSONAL NOTE

This might be my favorite step. Taking a step back to gain fresh perspective helps me gain new insight. Many of us work in busy spaces so this might feel overwhelming but don't think that this stage has to be done immediately. It can also be done gradually.

GOOD LUCK!

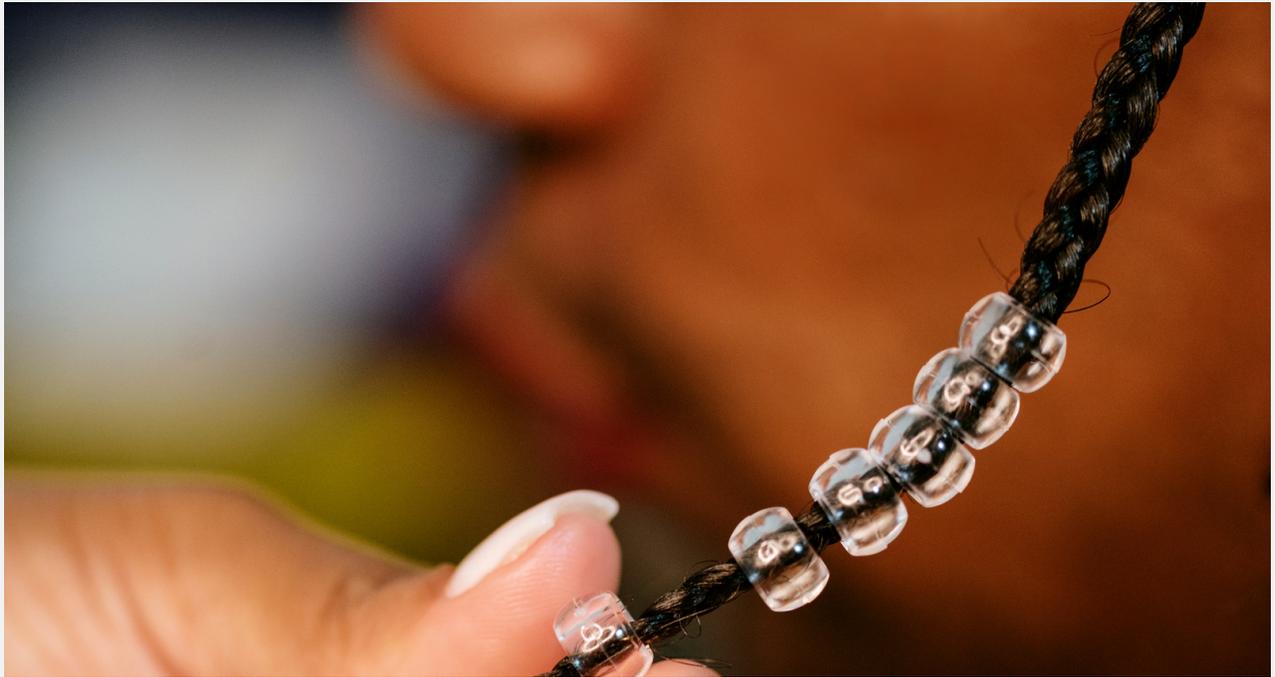


Chapter Nine

IMPLEMENTATION



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IMPLEMENTATION

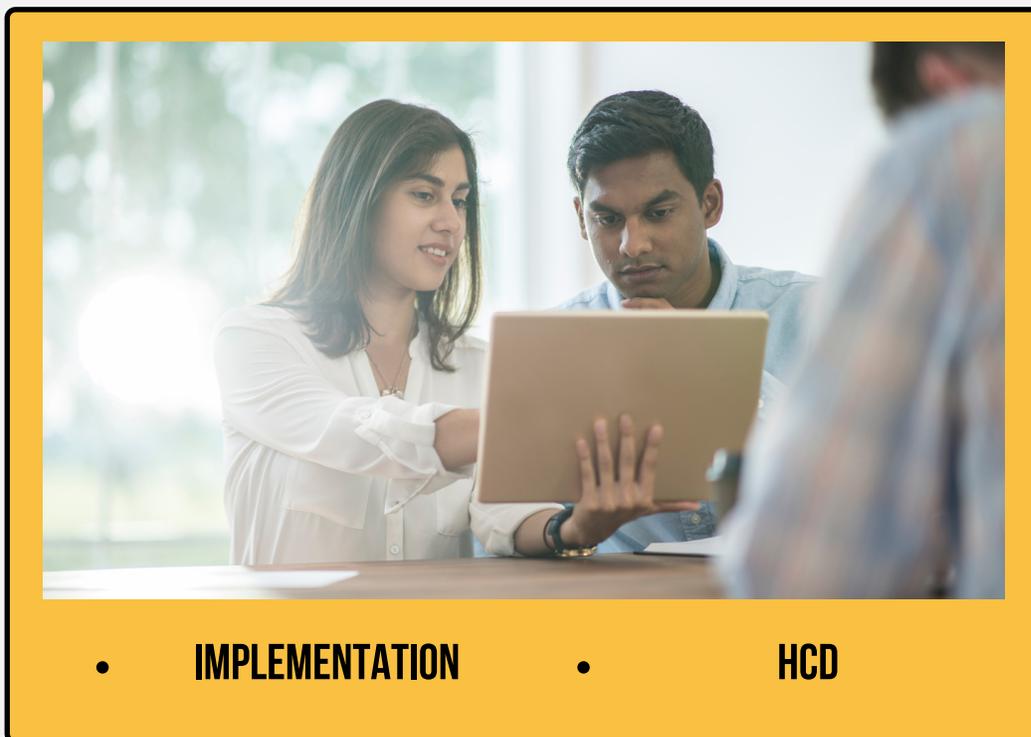


Nelson Mandela once said, 'If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.'

He was so right. When you make the effort to speak someone else's language, even if it's just basic phrases here and there, you are saying to them, 'I understand that you have a culture and identity that exists beyond me. I see you as a human being,

— TREVOR NOAH

GO LIVE

**HOLDING SPACE**

Alright! Now we're here!

By the time you get here, you've validated your solution where you've created space for the end user.

It's time to go live baby!

Remember to keep a pulse on your target audience as time progresses to make sure your your solution is still applicable. With each new update, return back to phase one and repeat the process for best results. After all, as humans our wants and needs can and do change as the rest of our world does, so it is important to stay on our toes and anticipate future alternations to best serve consumers.*

If you want to create meaningful solutions and have a growing business model for your non-profit, social impact organization, foundation, or startup, human-centered design is key. This methodology allows you to formulate a product, strategy, or service that addresses specific, researched needs of consumers. Those who buy into your idea will be able to reap the benefits of your market and sales strategies.*



PERSONAL NOTE

I'm excited that we've gotten this far!

I hope as you are going live that this process drives you closer to your community and bridges a gap between how you execute your process and how your end user feels.

Remember to hold space for yourself and your stakeholders in this stage to filter out the feedback, data, and process in a way that you can receive the information needed to get to the next step.

Chapter Ten

REACHING OUT FOR HELP



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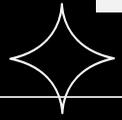
REACHING OUT FOR HELP



“

It is not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure, and fun, and, yes, beauty to people's lives.

— DON NORMAN



GETTING HELP

HCD

HUMAN CENTERED DESIGN IS A TEAM SPORT

The best way to explain this is to use this excerpt from an article I recently read:

"By forcing yourself to articulate your ideas to someone else in words or sketches, you are inadvertently advancing your thinking. Meanwhile, your collaborators inevitably bring different frames of reference — and fresh thinking — to the problem, which will ultimately elevate the work. To quote the late Stanford design professor Matt Kahn, "You have to feed forward if you want feedback."

To encourage this behavior, it's important to cultivate a shared ownership of ideas. When a new idea arises, it's the team's idea, not an individual's. The inverse scenario can lead to idea hoarding, which is like kryptonite to innovation. Often simple shifts in language can go a long way here — use inclusive language like "we" and "our" rather than "my" and "mine." Instead of saying, "my idea," try, "our idea" or "the team's idea." It's not about claiming credit; no good idea comes from just one person. It's about the quality of the idea and success of the team."*



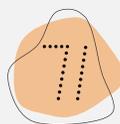
hamDesigns



PERSONAL NOTE

*Human Centered Design is a community effort.
From the time you start the first step to engaging with your end
user for feedback, you are reaching out for help.*

*Creating a space for diversity in resources is a community
effort.*





Chapter Eleven

CLOSING

12 MYTHS AS A CLASSICAL HERITAGE
Dunsany has told tales of the gods of Paganism—a heaven
of his own invention; and Sir James M. Barrie's Peter Pan
is familiar to everybody—the name calling quaintly Pan,
the boy who never grows up.

SOME DEFTY

A myth is an account of the deeds of a god or of a supernatural
being. It relates a supposed historical event, or it describes "to explain
some practice, belief, institution, or natural phenomenon."
Rites, customs, tricks, or localities often have their origin
in a myth. It is an interview series of myths told by
many people in many lands, such as the
Indians, the Greeks, the Romans, the
Egyptians, or the
Chinese.

STUDY APPLICATION

A Project
1. Make a list of myths of the
Indians, the Greeks, the Romans, the
Egyptians, or the Chinese.
2. Write a story of a myth of your
own choice.
3. Write a story of a myth of your
own choice.

Some pictures you can
purchase inexpensively
your friends who are
scenes from mythology or
be fortunate enough to do
your own collection of pictures.
At intervals through your
collection of pictures, you
may wish to add some
of your own. You may
also wish to add some
of your own. You may
also wish to add some
of your own.



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CLOSING



To design is much more than simply to assemble, to order, or even to edit: it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse. To design is to transform prose into poetry.

—PAUL RAND

FINAL NOTES

Remember

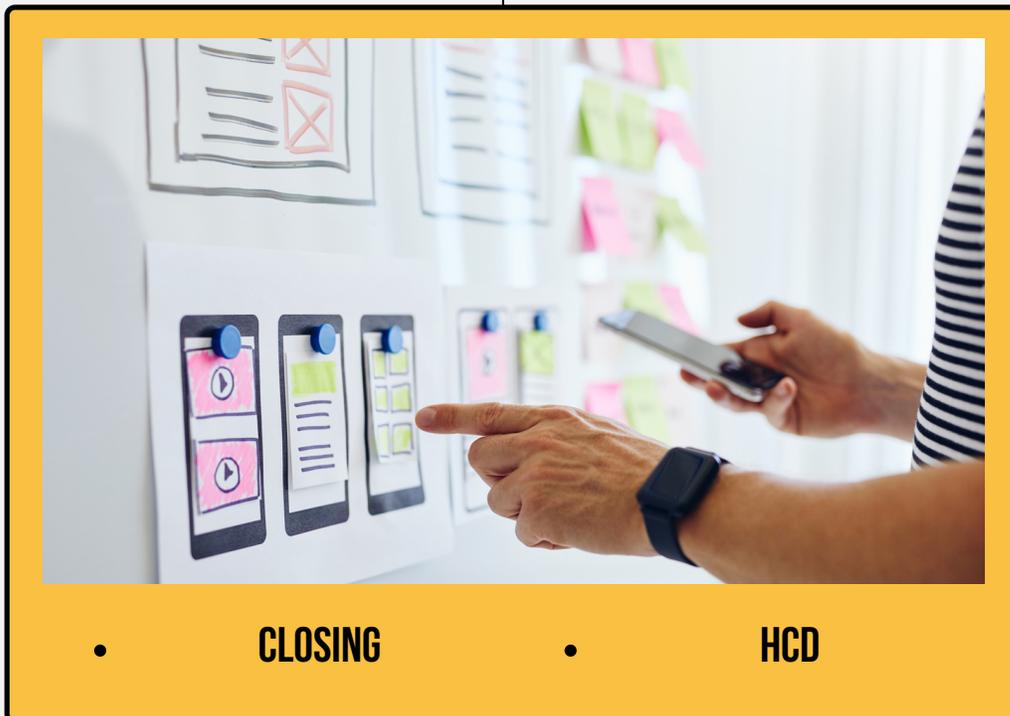
This is not over. Create a space of nimbleness to unlearn and relearn. Take into account what voices are missing which voices are louder.

If the same group of voices are involved all the way through the design, there is a risk of everything being agreeable, a phenomenon called the Ikea effect.

SHAMELESS PLUG

Are you a healthcare organization or a social impact organization that wants to outsource this part of the work or want to work together in a future project?

Contact us [here](#)



•

CLOSING

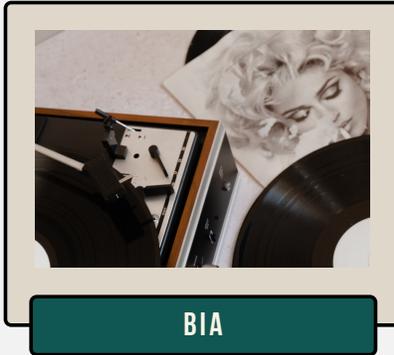
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HCD

RESOURCES TO SUPPORT



Macon Mental Health Matters: is a Middle Georgia mental health initiative that assists in the creation of mentally healthy, resilient communities through equitable, preventive, and supportive counseling; education; research; and advocacy. Learn more: MaconMentalHealthMatters.com

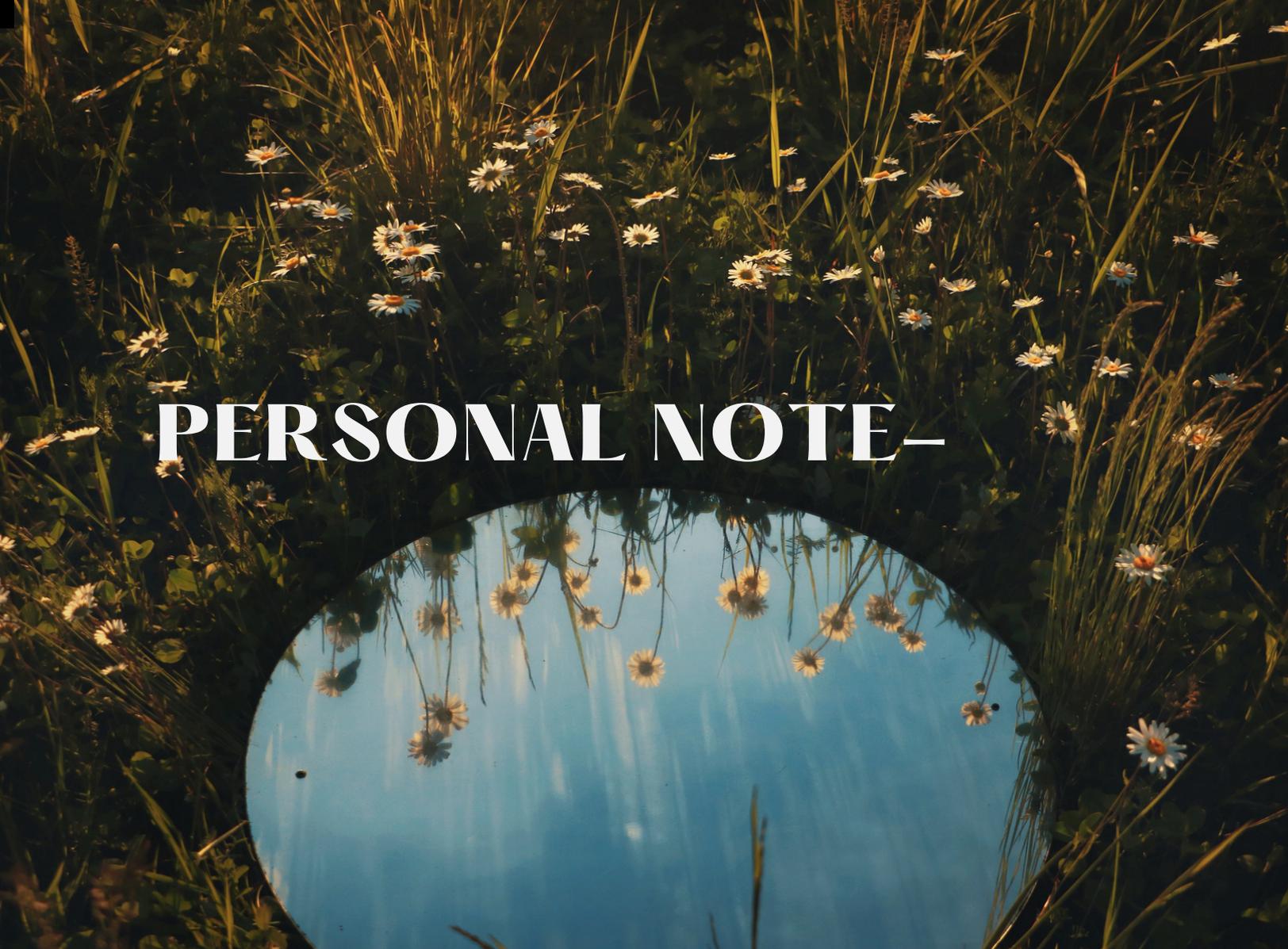


Black Innovation Alliance is an ecosystem building institution dedicated to closing the racial wealth gap through the direct support of Black-led innovator support organizations in service to Black entrepreneurs, tech founders and creative technologists. Learn More: BlackInnovationAlliance.com



MaconThon is a Macon GA initiative powered by Macon Black Tech and community partners to support, nurture, and create a community for creatives, entrepreneurs, social innovators, and technologists. Learn More: MaconThon.com





PERSONAL NOTE—

We've reached the end of this book.

As someone whose mind travels a million miles an hour, I didn't really know where to begin with exploring the concept of merging Human Centered Design with the processes that are involved in the social impact world or philanthropy but I had a strong urgency to put it on paper as it needed to be explored.

This feels like a first of many as we dive deeper into each step and bring clarity into each process that brings us closer together as community organizations that give resources and receive them as well.

CHRISTÈLE

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	CLOSING
	<u>Ikea Effect</u>



A floral wreath is arranged on a solid blue background. The wreath is composed of several types of flowers: large, multi-petaled orange and pink roses; large, spiky red and pink chrysanthemums; smaller white chrysanthemums; and purple hellebores. Green leaves are interspersed throughout the arrangement. In the center of the wreath, the words "THE END" are written in a white, serif, all-caps font.

THE END