



Great websites are made before the
first line of code is written

Driving Strategy With Human Centered Design



Who Am I?

Chris O'Donnell - Digital Strategist

- Built first website in 1995
- First web job in 1996
- Web Dev / Hardware / Hosting / Content Syndication / Back to Web Dev

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Driving Strategy with Human-Centered Design

The world's best agile process can't save a project that was a bad idea from the start.

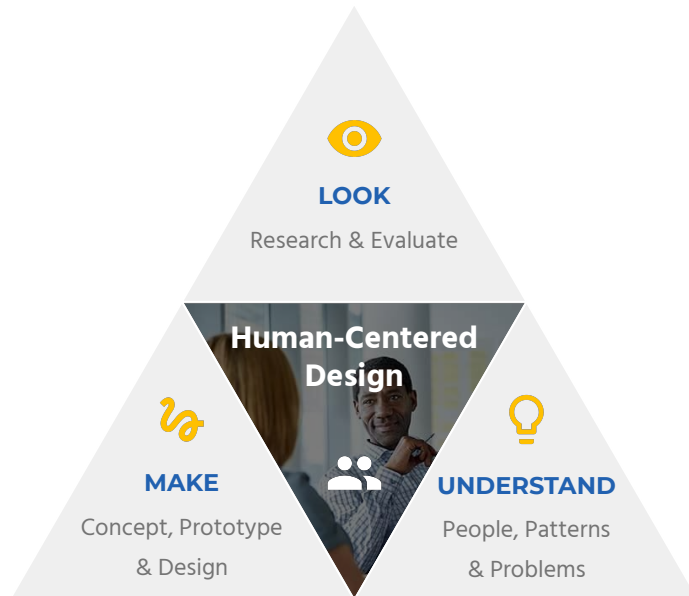
By developing strategies in collaboration with our clients, powered by insights about users, we lay the groundwork for transformative possibilities.





OUR APPROACH

What is Human-Centered Design?

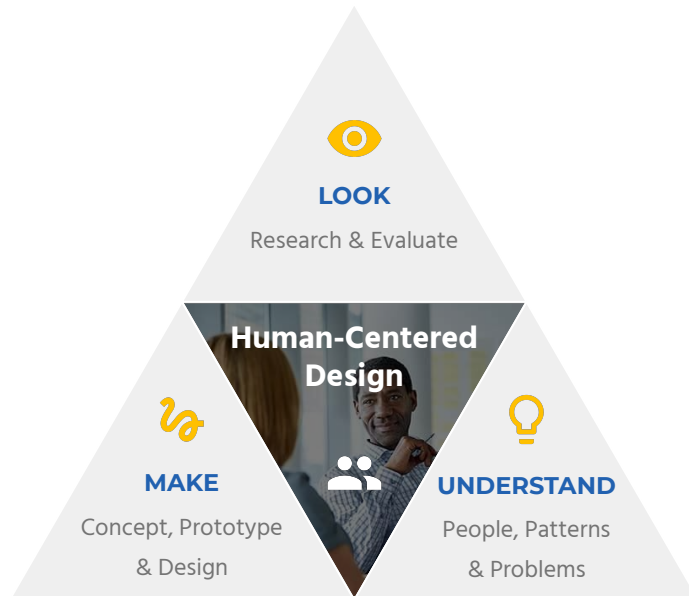


Design is the discipline of generating solutions to problems and opportunities through the act of making something new



OUR APPROACH

What is Human-Centered Design?



Human-Centered Design is the discipline of generating solutions to problems and opportunities through the act of making something new, *where the activity is driven by the needs, desires and context for the people for whom we design.*



ENHANCE THE CLIENT EXPERIENCE

Why we practice Human-Centered Design



GREATER CLIENT ENGAGEMENT



EARLY STAKEHOLDER ALIGNMENT



DEEPER KNOWLEDGE TRANSFER





OUR APPROACH

Our Clients and Projects Benefit Equally

REDUCE RISK

Mitigates risk associated with the launch of their new product and services.

REDUCE COST

Lowers the company's overall development costs.

TAME COMPLEXITY

Simplifies the complexity of their products and services for their audience.

PROMOTE COLLABORATION

Promotes productive collaboration between interdisciplinary teams.

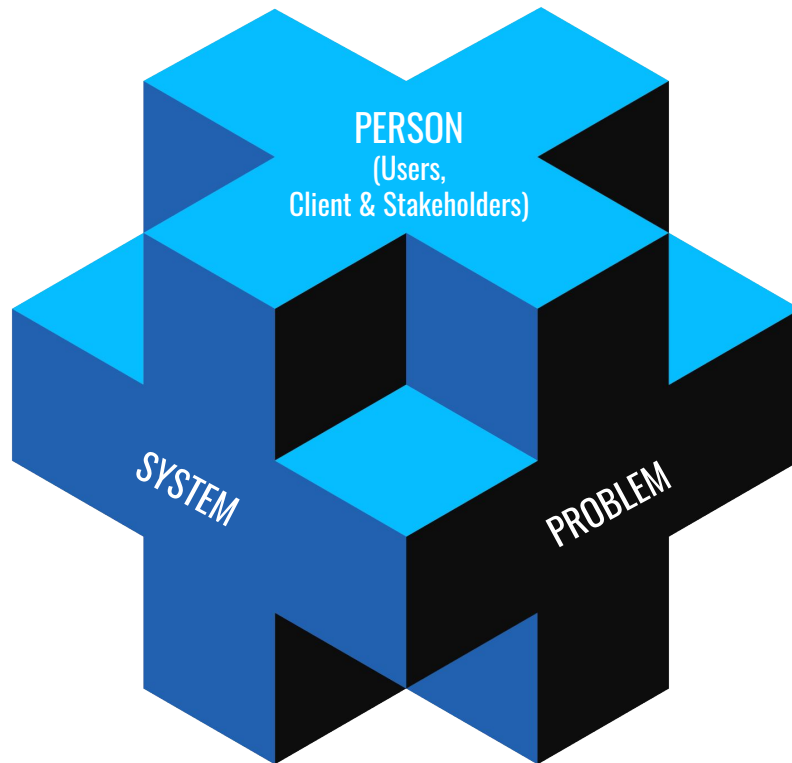


OUR APPROACH

How We Do It

Series of workshops or activities

- Identify stakeholders
- Prioritize stakeholders
- Identify strengths, problems, opportunities in current system
- Group or relate the above attributes
- Identify solutions to above challenges
- Prioritize solutions





HOW WE DO IT

Why does it work?

1

CREATE EMPATHY FOR USERS

2

VALIDATE ASSUMPTIONS

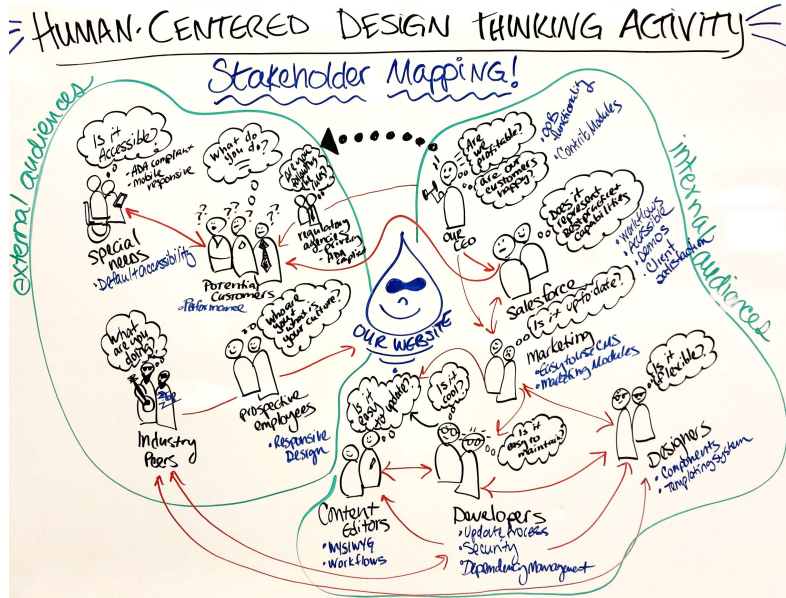
3

CREATE SOLUTIONS FOR THEM





What it looks like



STAKEHOLDER MAPPING

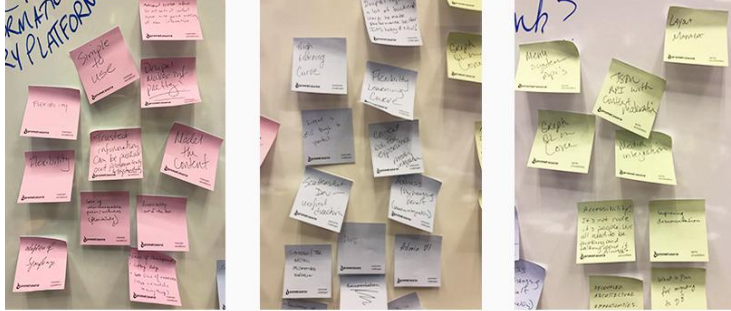


PERSONAS

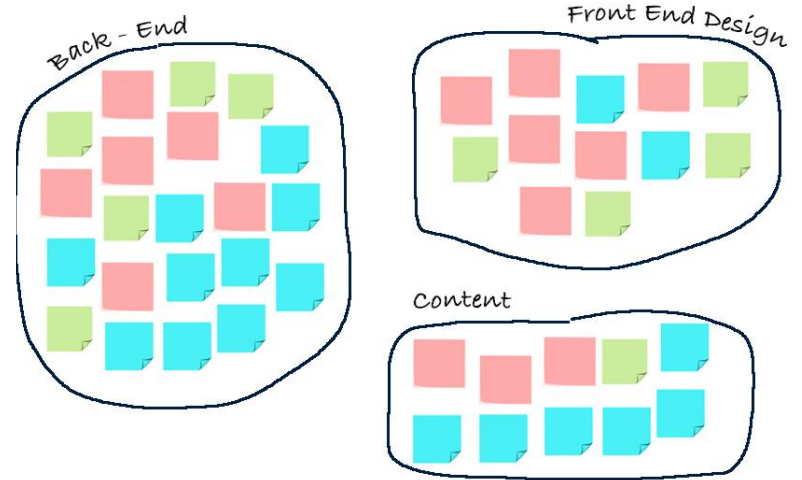




What it looks like



ROSE THORN BUD



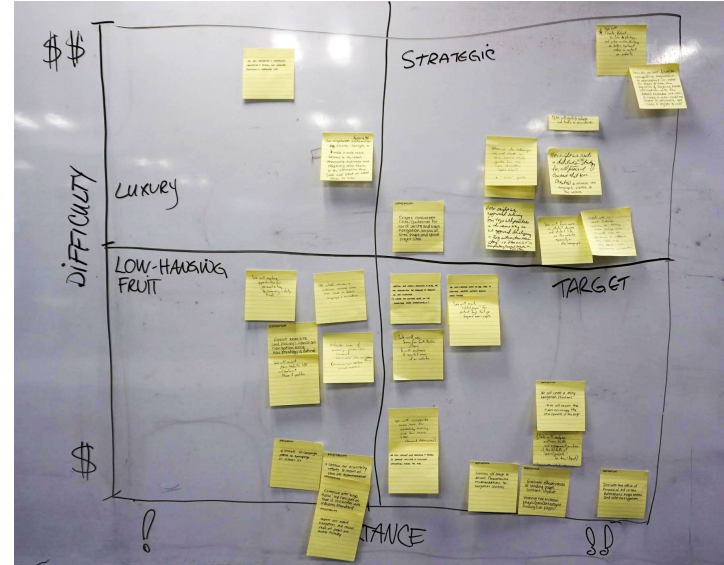
AFFINITY CLUSTERING



What it looks like



STATEMENT STARTERS



IMPORTANCE / DIFFICULTY MATRIX




LET'S TRY IT!



LET'S TRY IT!

Rose Thorn Bud


A way of identifying things as positive (rose), a problem (thorn), or having potential (bud).

A pink sticky note with a folded bottom-right corner, containing the text "Rose (positive)".

Rose
(positive)

A cyan sticky note with a folded bottom-right corner, containing the text "Thorn (negative)".

Thorn
(negative)

A light green sticky note with a folded bottom-right corner, containing the text "Bud (opportunity)".

Bud
(opportunity)



ROSE THORN BUD

Problem Statement:

Drupal 8 adoption outside of the “enterprise” space is lagging.

Rose
(positive)

Thorn
(negative)

Bud
(opportunity)

<http://bit.ly/mnpromet>



STAKEHOLDER ALIGNMENT

Now Vote!

You may add up to 10 “stickies” per person, then “vote up” your favorite ideas to achieve consensus amongst the group.

Rose
(positive)

Thorn
(negative)

Bud
(opportunity)



<http://bit.ly/mnpromet>



Affinity Clustering report

After the workshop we will synthesize these results into the next step of a sequence
"Affinity Clustering"

Rose
(positive)

Thorn
(negative)

Bud
(opportunity)



Watch <https://www.prometsource.com/blog> for the follow up blog post.



LET'S TRY IT!

Statement Starters

A set of evocative phrases for starting a problem statement (e.g. How might we...In what ways could we...).

A yellow notepad with horizontal lines. The first line contains the text "We could..." and the second line contains the text "We will..".



LET'S TRY IT!

Statement Starters

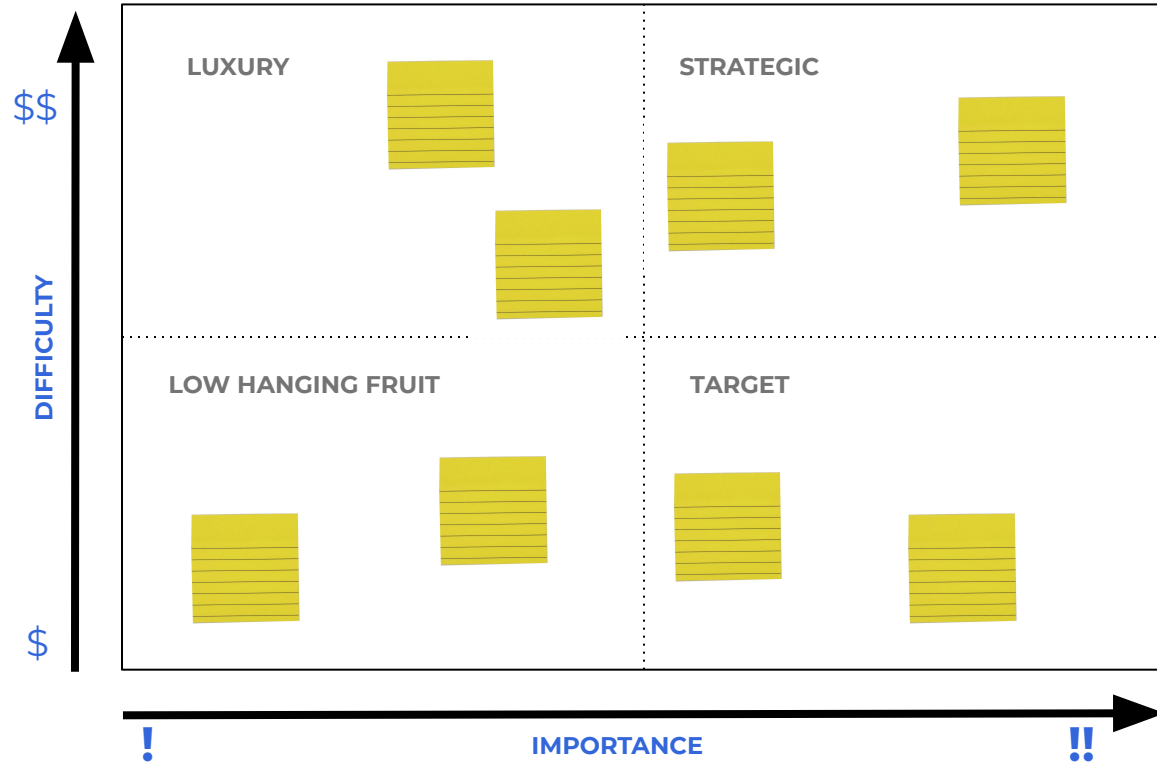
A yellow notepad with horizontal lines. The text "We could..." is written on the first line, and "We will...." is written on the second line. The notepad is tilted slightly to the right.

<https://tinyurl.com/mnprometss/>



LET'S TRY IT!

Importance / Difficulty Matrix





DOES IT WORK?

FAIL



Does it work?

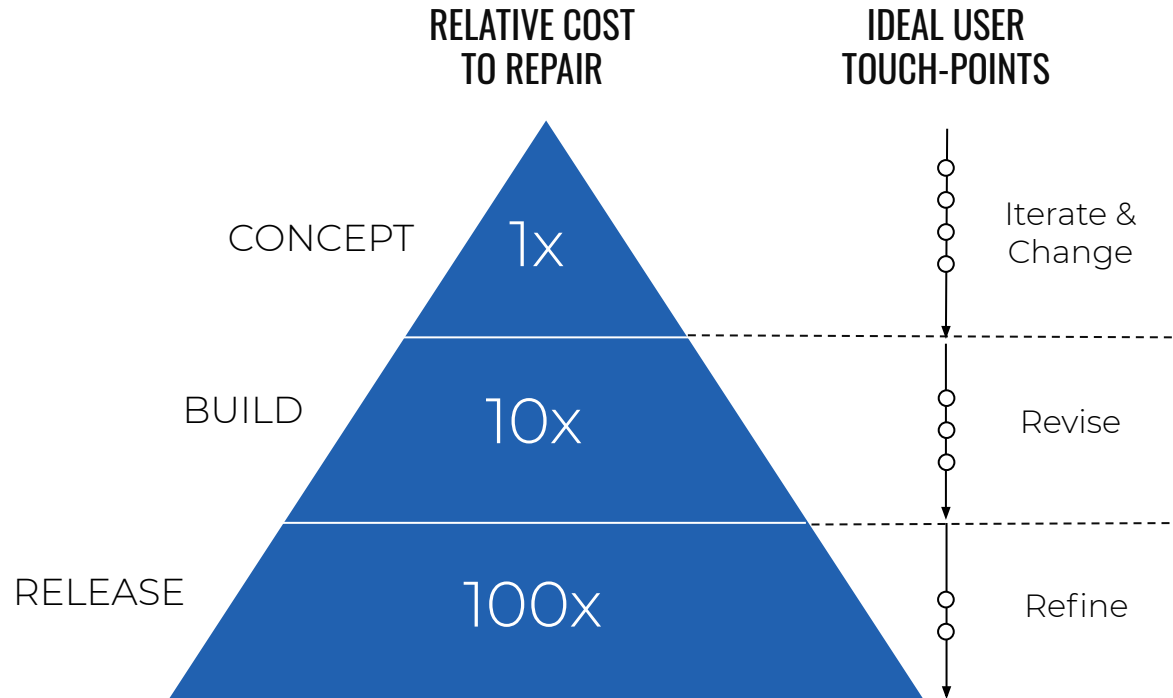


“Once a system is in development, correcting a problem **costs 10 times as much** as fixing the same problem in design (concept). If the system has been released, **it costs 100 times as much...**”

- *Tom Gilb, Software Engineer*
Author of “Principles of Software Engineering Management”



Measuring Success





STRATEGY IS THE STARTING LINE

Validate the Data

In the current environment, organizations are often defined by their digital presence. The stakes for getting it right are high and the margin for error is low. Getting user inputs early on and iterating with their feedback is ideal to create solutions that will work for everyone.

 **USER INTERVIEWS**

 **STAKEHOLDER INTERVIEWS**

 **USABILITY TESTING**

 **PROTOTYPING**



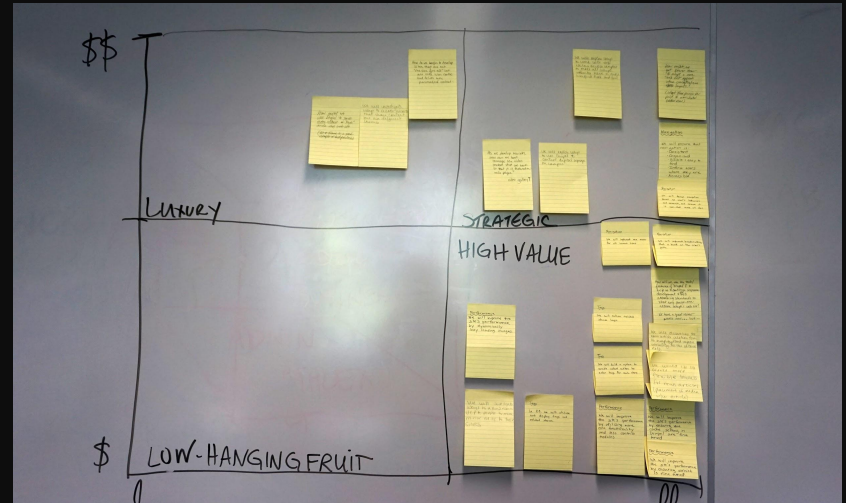


OUR WORK

Lehigh University

STAKEHOLDER FACILITATION + UX RESEARCH

- Worked with disparate groups of the organization who all have website responsibility (IT, Marketing, Communications)
- Developed a common language to describe aspects and functionality of their existing web site
- Analyzed the website for future feature updates and prioritized them
- Created common goals among the different teams



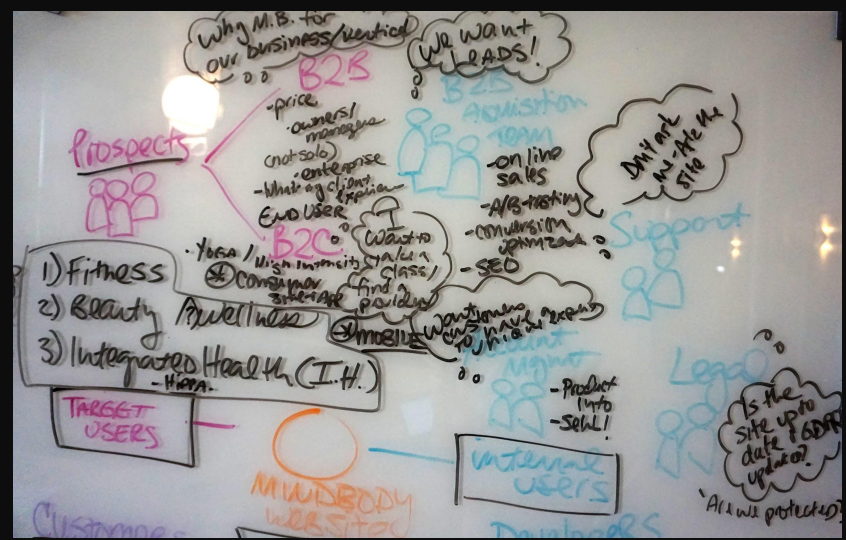


OUR WORK

B2B ERP App

STAKEHOLDER FACILITATION + CONSULTATION

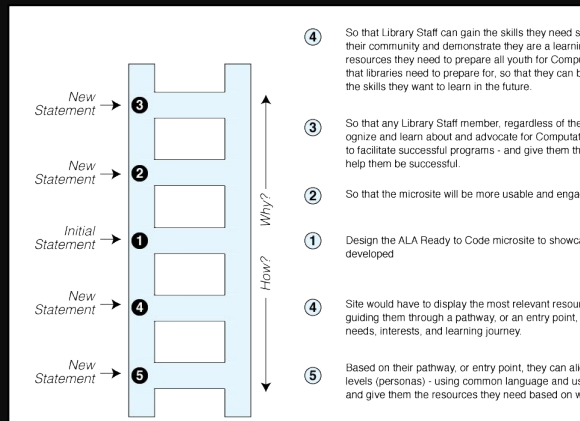
- Worked with disparate groups of the organization who all have website responsibility (IT, Marketing, Communications)
- Evaluated the marketing website and discussed a plan to migrate to DB
- Prioritized areas of their site for focus on for architectural and UX improvements in the redesign
- Inventoried Content Types against best practices for Data Architecture





Set the context of the retrospective here...

	Thom: Negative	Bud: Opportunity
	The complexity of the Pathway	The complexity of the Pathway
	too much text b Images or visuals	Feedback we've received that provides
ort	Personas do not work as intended	Content fits a real need of library staff
	needs search function and some kind of relationship between the pages	what do we do if we get new content
ived from cohort library experiences	Navigation not clear or consistent	how do we make sure libraries see their site
nt	need Images of libraries/library staff doing RTC programs	There is a huge appetite in the field for folks to go and get started!
members and focus on challenges	challenge to define exact scope of website (audience)	Cohort members are still interested in
es at their same level	Unclear where to start or what you will get out of the website when	

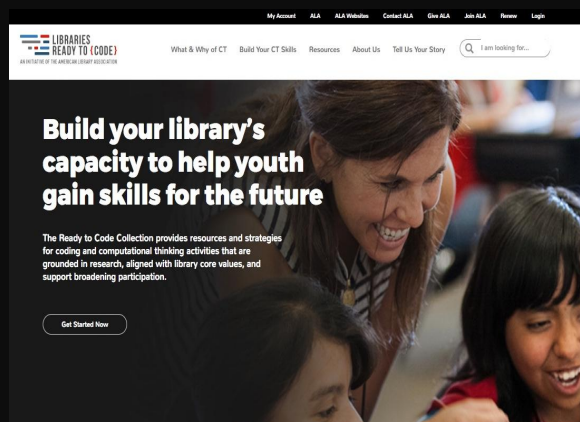
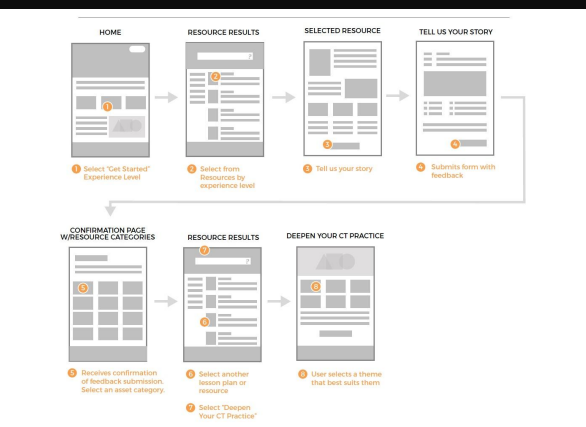


OUR WORK

ALA Ready to Code + Google

DISCOVERY + BUILD

- VIRTUAL DISCOVERY WORKSHOP
- USER EXPERIENCE
- WIREFRAMES
- UI DESIGN
- BRANDING
- WEB STYLE GUIDE
- DEVELOPMENT
- ACCESSIBILITY



WWW.LIRARIESREADYTOCODE.ORG



The Take Aways

- HCD is a process than can be learned
- It's essentially a methodology for running effective meetings
- HCD results in lower risk, lower costs, better web sites or products
- Drives client engagement, cross-functional collaboration, and teamwork, all of which have benefits extending beyond the current project
- It's kind of fun





THANK YOU

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<https://bit.ly/twincamp19HCD>

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