Human-Centered Design 101

Presented by the Lab at OPM

Center for Leadership Development
Developing Visionary Leaders to Transform Government
LEADERSHIP.OPM.GOV | CLDConnect@opm.gov

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President’s Management Agenda
Key Driver of Transformation
People – Workforce for the 21st Century

OPM Strategic Plan Initiative
Optimize Agency Performance
Human-Centered Design 101
The Lab at The Office of Personnel Management

The Lab at OPM (The Lab) is a practice that fosters innovation through human-centered design. Our goal is to teach human-centered design across the Federal Government and help deliver innovative solutions to address complex public and cross-sector challenges.

https://lab.opm.gov
Effective design of public service is itself an essential public service.

The Design Necessity – A Casebook of Federally Initiated Products, 1973
Good Design makes that which is needed and/or wanted both available and accessible.
Interdisciplinary Teams

Product Owner

Lead Developer

Designer

Dev.

Business Analyst

Dev.

Business Analyst

Dev.

Design Researcher
Design Education Offerings- As of September 2018

- HCD-F
- Visual Eloquence
- Mapping
- Summer Design School DC
- Summer Design School Oakland
- Visualizing Systems
- Problem Framing for Solution Finding
- Design for Govt.
- Participatory Design Methods
- Constructive Critique
- Visual Comm. for Everyone
- Rapid Prototyping
- Storytelling
How we accomplish our goals

Mapping the Innovation Ecosystem

Where and what do public sector innovators see themselves innovating?

Organizations
- The Lab at OPM
- Dept. of Education
- Dept. of Labor
- Dept. of Labor: Bureau of Labor Statistics
- Small Business Administration
- Census Bureau, Center for Applied Technology
- Open Opportunities, GSA
- Internal Revenue Service

Rings: "Where"
Each narrow ring is a field of work
Fields are grouped by broad, overall focus of work and arranged into concentric rings

Slices: "What"
Each slice is an area to innovate within a field of work

Presentation Title Here: Presentation subtitle here
Defining human-centered design

The discipline of navigating complex problems and creatively designing effective solutions to meet people's real needs.
Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.

Herbert Simon
Economist, Psychologist and Design Theorist
Creative leaders...

- Have a tolerance for ambiguity
- Are comfortable with risk
- Quickly and effectively assess individual talents
- Balance passion and objectivity
- Have the ability to change
Discover:
Problem Framing
A palette cleanser problem:

Design a flower vase.
A palette cleanser problem:

Design a flower vase.

Design a way to enjoy flowers in your home.
Discover

Problem framing

Framing a problem is the preliminary part of developing solutions.

It is a point of departure but is not a fixed point. As you will see, problem frames often evolve as projects progress.
Problem framing

Just three little words:

How might we...?

Action/goal oriented
Open-ended potential
Collaborative & inviting
Discover

How might we...

Generate three how might we statements based off of the stakeholder map and the Domain Map that represent different articulations of the original problem statement.
Discover: Design research
How do we learn about our stakeholders?

The age of a painting is **quantitative** data.

The pleasure or displeasure it provokes in the viewer is **qualitative** data.
Discover
Defining Design ethnography

Design ethnography is a way to help us make the strange familiar and the familiar strange.
“What people say and what people do and what they say they do are entirely different things.”

[...and then there is what we think people do...]

Margaret Mead
Anthropologist
Observation
Contextual Inquiry
Walk-A-Mile
Interview
A prototype is...

A first simple model, release, or version of a design or an idea that tests a concept or process in the real world.
The value of a prototype

1. It tests the design in the real world.
2. It manages risk.
3. It increases collaboration and co-creation.
4. It demonstrates theoretical concepts.
5. It makes the concept available to all.
Prototypes
Prototype

**Build out** your prototype individually using one of the approaches discussed.

**Incorporate** what you’ve learned about when planning for implementation and measurement.
Additional PSRW Webinars:

**May 10, 2-3pm**: Can You Learn to Improve Government Processes in Under an Hour?

**REGISTER**: https://go.usa.gov/xmYer
Thank you for your participation & service to our nation!

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