GPStrategies®

Your workforce **transformation** partner ™

REINVENT LEARNER EXPERIENCES WITH INTENTIONAL HUMAN-CENTERED DESIGN

June 23, 2021

Together, we make transformation happen

INTRODUCTION TO YOUR DEDICATED TEAM

Working with you side by side, everyday

BIANCA BAUMANN

Director, Learning Experience

Your trusted workforce transformation partner

- Human-centered design – what is it?

- Human-centered design and design thinking

- How can you be more human-centric?

AGENDA

TRANSFORM WITH US

HUMAN-CENTERED DESIGN
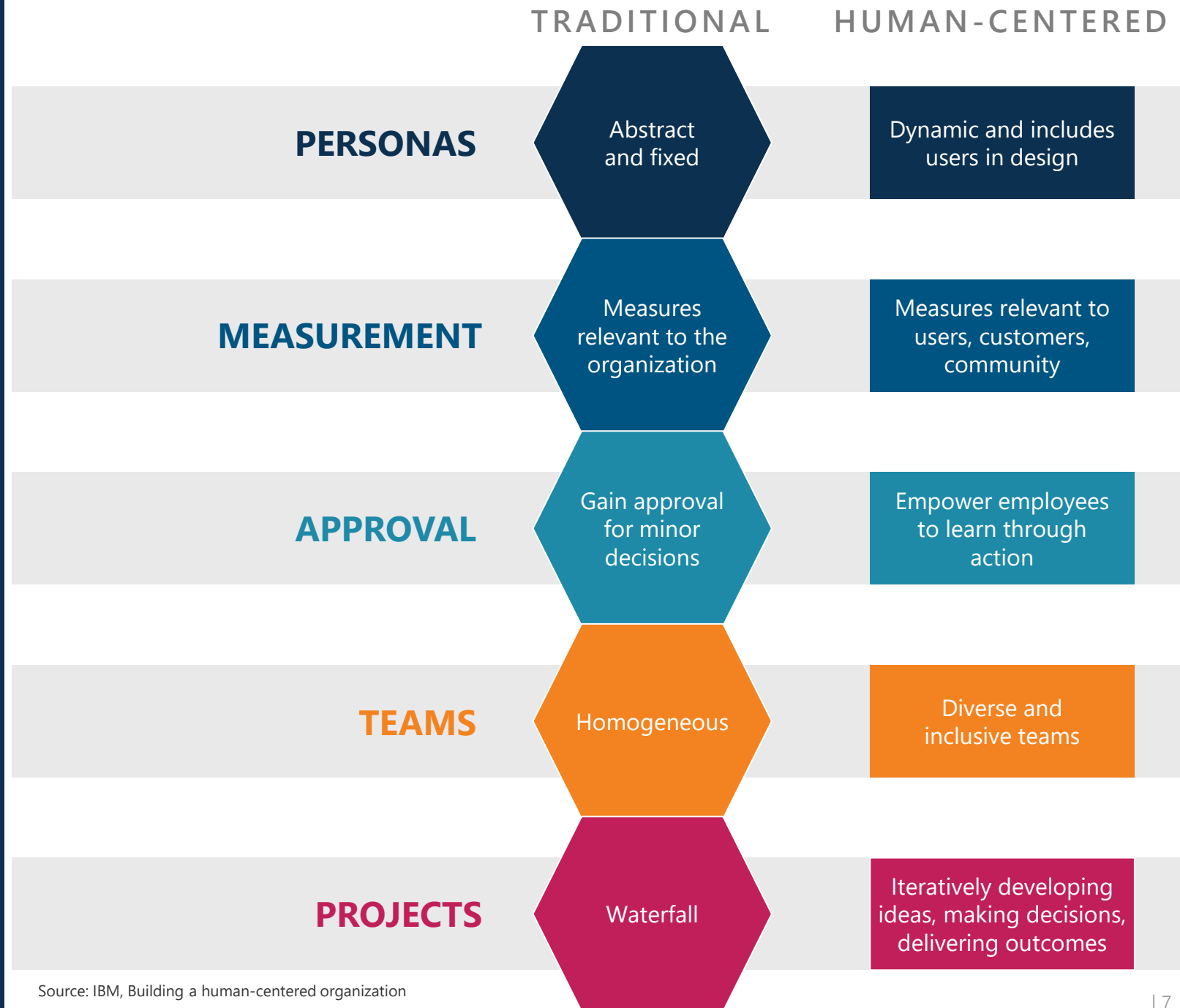
WHAT DO YOU REALLY NEED?

HUMAN-CENTERED-DESIGN IS DESIGNING WITH THE END-USER, NOT ONLY FOR THE END-USER

HUMAN-CENTERED DESIGN

- Focus on driving better experiences
- Build resilience and de-risk innovation
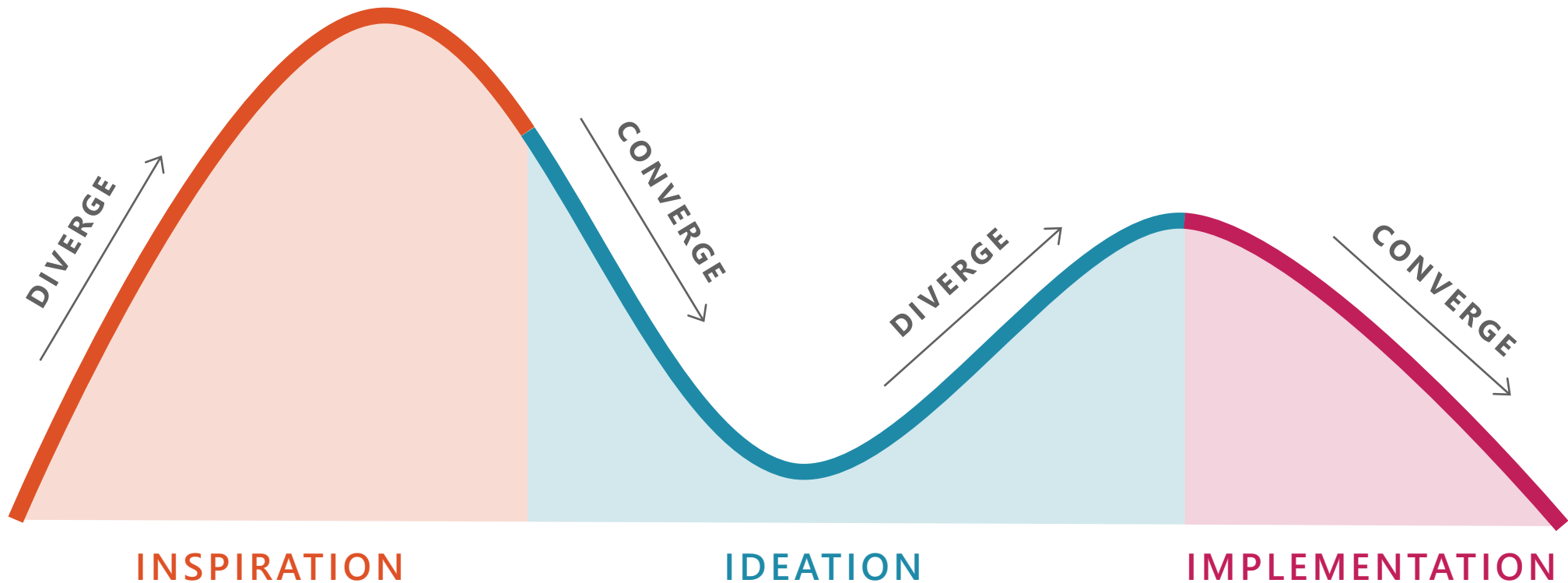- Invest in employee, customer and community experience

	TRADITIONAL	HUMAN-CENTERED
PERSONAS	Abstract and fixed	Dynamic and includes users in design
MEASUREMENT	Measures relevant to the organization	Measures relevant to users, customers, community
APPROVAL	Gain approval for minor decisions	Empower employees to learn through action
TEAMS	Homogeneous	Diverse and inclusive teams
PROJECTS	Waterfall	Iteratively developing ideas, making decisions, delivering outcomes

Source: IBM, Building a human-centered organization

HCD VS.
DESIGN THINKING
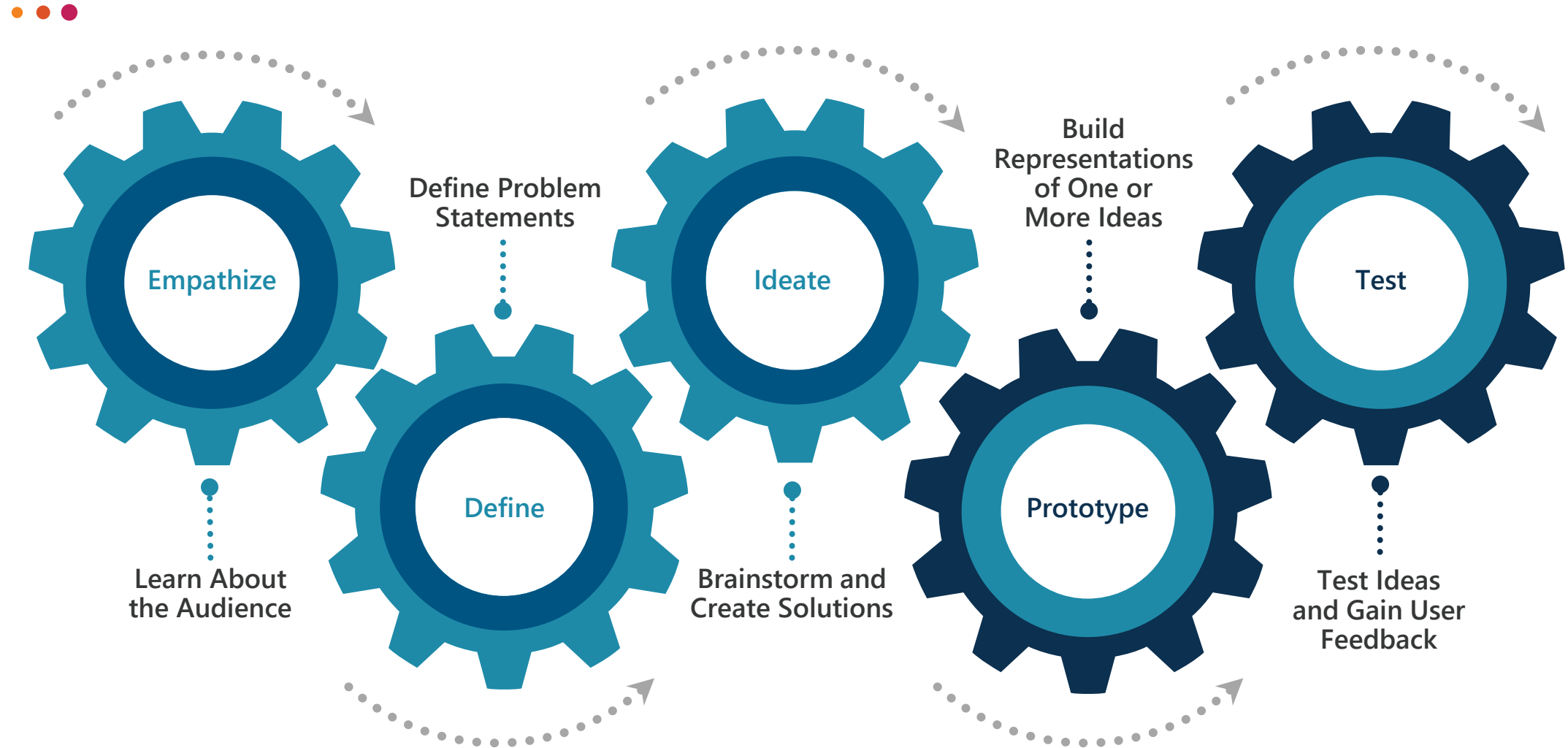
HUMAN CENTRED DESIGN

- A mindset and tool to be applied alongside design thinking that creates a long-term impact for the users of a solution.
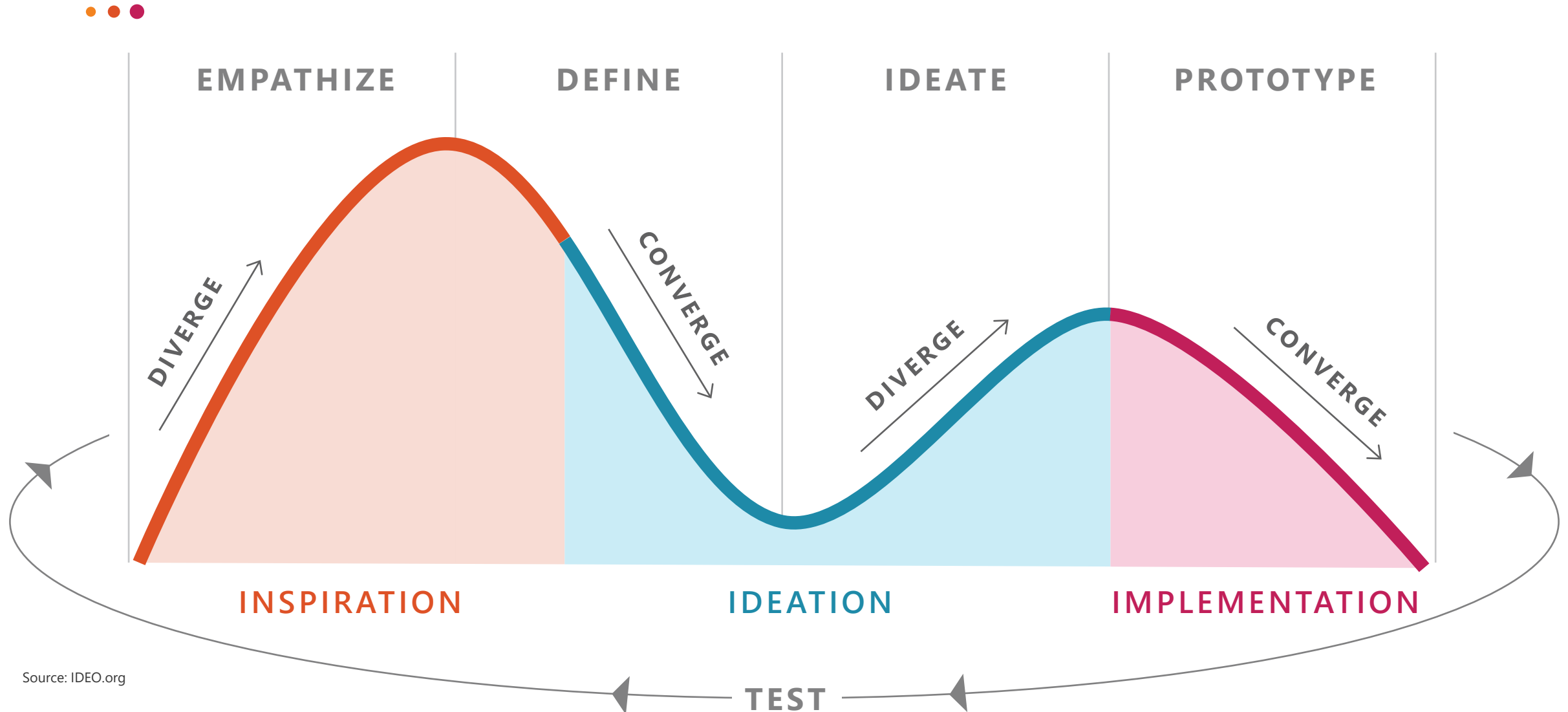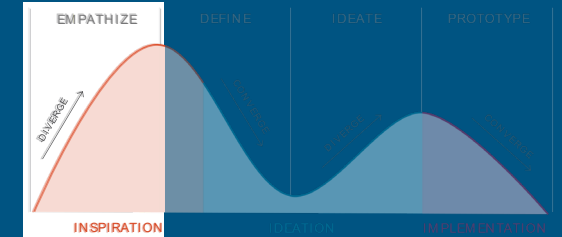

DIVERGE

CONVERGE

DIVERGE

CONVERGE

INSPIRATION

IDEATION

IMPLEMENTATION

Source: IDEO.org

DESIGN THINKING

Empathize

Learn About the Audience

Define Problem Statements

Define

Ideate

Brainstorm and Create Solutions

Build Representations of One or More Ideas

Prototype

Test

Test Ideas and Gain User Feedback

HCD AND DESIGN THINKING

EMPATHIZE | DEFINE | IDEATE | PROTOTYPE

DIVERGE — CONVERGE — DIVERGE — CONVERGE

INSPIRATION | IDEATION | IMPLEMENTATION

TEST

Source: IDEO.org

| 11

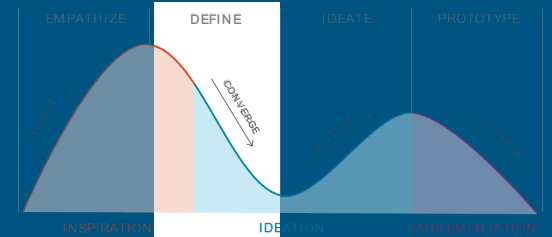# EMPATHIZE – INSPIRATION

Focus on definable problem group of people has

Don't rush to execution

Fully understand people
- Learner personas
- Photo journal
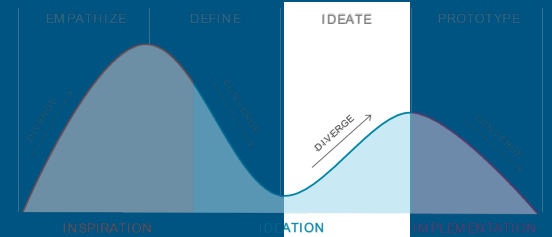- Guided office/home tour

DEFINE – INSPIRATION/IDEATION

Frame one problem that you can meaningful design towards

Converge stakeholders to better understand needs and opportunities to align around one common, shared problem

- Problem statements
- How might we statements
- Insight statements/Aha learning moments

Source: IDEO.org
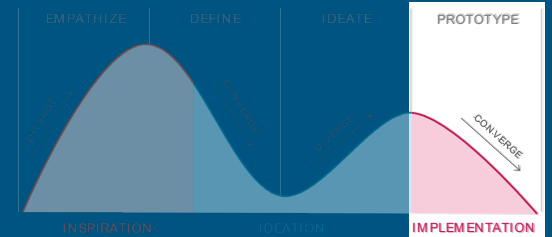
IDEATE – IDEATION

Come up with as many ideas as possible

Add creative processes to generate more ideas in partnership with learners

- Collage or Draw it
- Think of restrictions and ideate around those
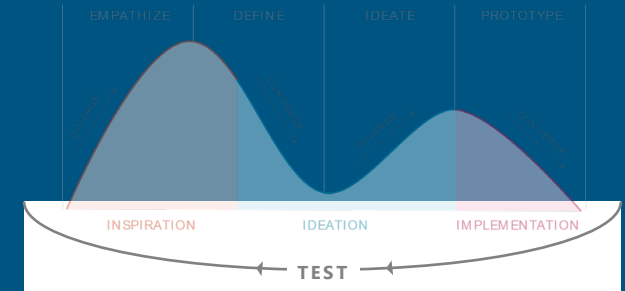- Mash-up

PROTOTYPE – IMPLEMENTATION

Develop a minimal viable product

Build prototypes in partnership with key stakeholders and learners
- Role plays
- Visual prototypes using, for example InVision
- Create stories using digital or analog tools

TEST – VALIDATION

Test prototypes to see if they will be adopted

Validate if prototype actually creates impact along the identified goals

- Usability testing
- Pilots and beta testing

BE MORE
HUMAN-CENTRIC

SOME IDEAS TO HELP YOU BECOME MORE AWARE

Identify ways to include community into everything you do

Have everyone ask the right questions about how their work affects the end user

Switch your thinking from business problem to human problem

- How can we lower the number of customer service calls vs. how can we keep our product from frustrating users?

- How can we grow our customer base vs. how can we satisfy our customers so they become advocates for us?

Look at the world around you and de-construct how products and services you use every day have been created in a human-centered way (or how they should have done this to make your experience more delightful!)

LET'S WORK TOGETHER

THANK YOU!

Presented by

GPStrategies®

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Choose the right partner for your journey

Transform with us

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