HUMAN CENTERED DESIGN

PROCESS BOOK

LANEY DESIGN

OBJECTIVE

The purpose of this project was to use our design skills to benefit humanity. We looked at local groups, businesses, and individuals that might benefit from a group of designers willing to help. After choosing a design problem, we accessed their needs through research and interviewing to come to an effective solution.

Acumen's Human Centered Design took a four step process to create innovative solutions to real-world challenges.

- Building an effective interview guide to document our user research.
- Gaining strategies for synthesizing our user research and identifying opportunities for design.
- Practicing creative techniques to build rapid prototypes and make our ideas come to life.
- Effectively testing our prototypes with real users and identifying solutions to begin implementing.

THE BEST CREATIVE SOLUTIONS DON'T COME FROM FINDING GOOD ANSWERS TO THE QUESTIONS PRESENTED... THEY COME FROM INVENTING NEW QUESTIONS!

RESEARCH

DEFINING THE PROBLEM

After evaluating local issues based in Jonesboro, we chose to focus on childcare resources when deciding on a problem to tackle. When researching, it became clear we would be well suited to help Arkansas State University Child Research and Development Center with their outreach in the form of a website update.

DESIGN CHALLENGE

How might we connect students who are also parents with childhood care resources at Arkansas State?

There is little information for student parents to access child care resources on campus. It can be hard to find reliable, affordable, and convenient childcare. Balancing parenting with schooling can be a daunting task. There is a lack of information when searching for on-campus childcare, with the only resource being a confusing website.

As part of this challenge, I worked with my team to design solutions that will provide easier access to childcare and better information outlets for student parents, therefore easing the strain of finding childcare/balancing parenting with schooling.

RESEARCH OUTLINE

- Interview Guide
- Conduct Research
- Define Team Knowledge and Assumptions
- Planning Design Solutions

INTERVIEW QUESTIONS

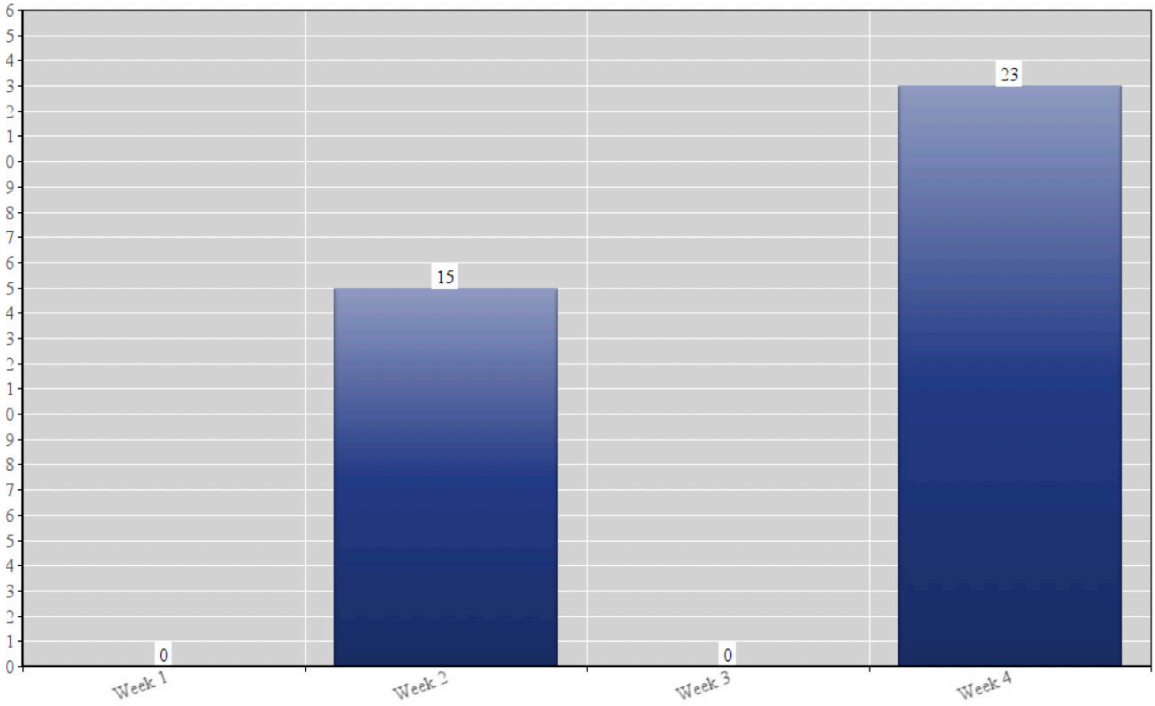
Questions for Parents:

- How many kids do you have?
- What is your current child care resource?
- Have you ever been offered on-campus childcare?
- If so, how was your experience?
- If not, would you consider it?

Questions for Experts:

- How long have you been a childcare provider?
- What services do you provide?
- What are your hours of operation?
- Who is your intended market?
- Is there a waiting list for a child to attend?
- How would you improve your system?
- Who should we talk to next?

INTERVIEW NOTES



WHEN YOU LISTEN, IT'S AMAZING WHAT YOU LEARN. WHEN YOU ACT ON WHAT YOU LEARN IT'S AMAZING WHAT YOU CAN CHANGE.

IDEAS

POST-INTERVIEW PROCESS

We got in touch with people who would benefit from childhood resources and some experts who work at the facility. After conducting several interviews using our questions, we compared and connected experiences throughout.

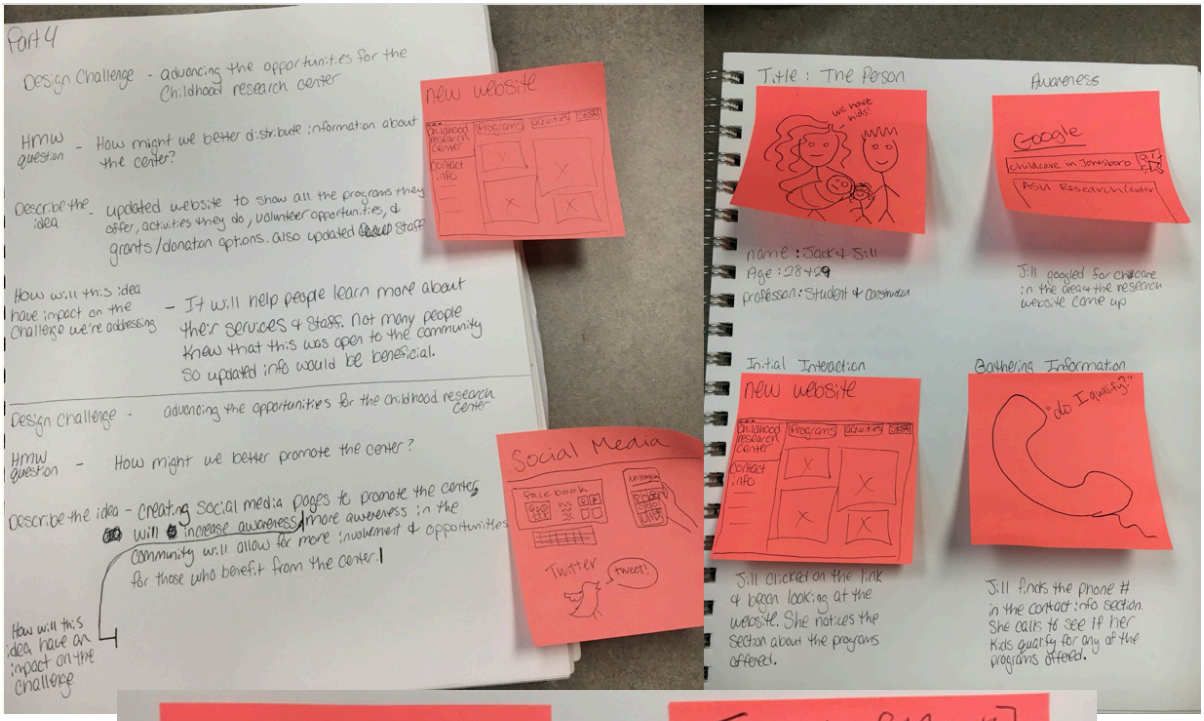
IDEA OUTLINE

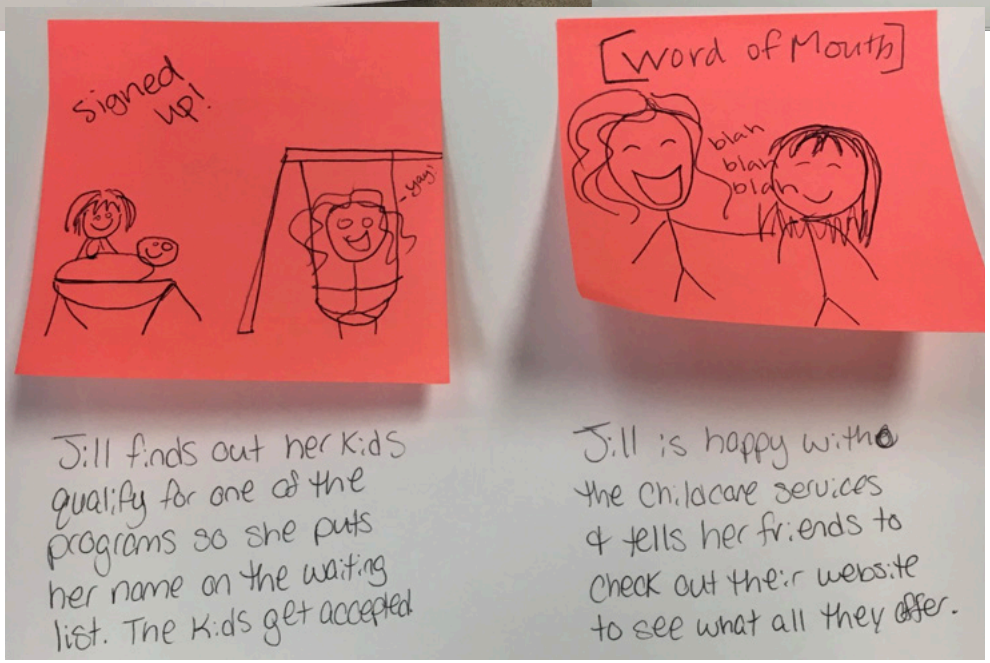
- Answer- How might we solve this?
- Create several design solutions.
- Choose a solution.
- Brainstorm and create a narrative to visualize how this may work in the real world.

SCENARIO PLANNING

Our team discussed variations of similar solutions. We created different narratives to visualize how these options might be useful to Arkansas State University Child Research & Development Center and those who use its resources.

SOLUTION VARIATIONS





THE GREATEST SUCCESS WE'LL KNOW IS HELPING OTHERS SUCCEED & GROW.

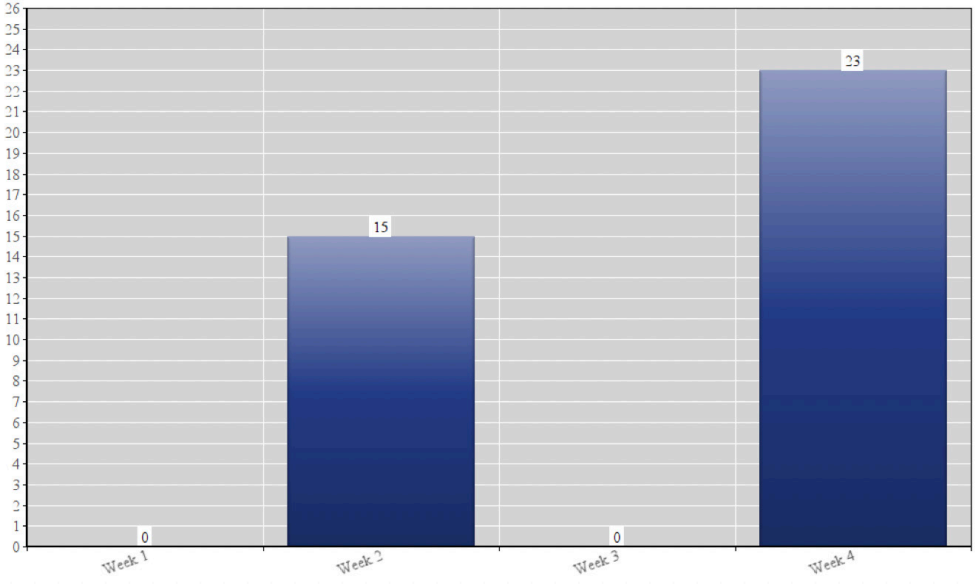
FINAL

SOLUTION OUTLINE

- Create a new website for the ASU Child Development & Research Center.
- Observe the results of this design solution and record it.

THE DATA

Although we did not go with the social media design solution, we wanted to see if social media would be good at assisting along the new website. When not posted to social media, we had no traffic to the new site. After both team members posted to their Facebook and Instagram stories, the website visits increased from 0 to 15. We decided to post again a week later and saw 23 visitors!



WEBSITE

https://chldserv.wixsite.com/mysite

FALL IN LOVE WITH THE PROCESS AND THE RESULTS WILL COME.

CONCLUSION

Overall, participating in Acumen's Human Centered Design was a unique experience. Most of the projects I have worked on have been simply making things look good and completing an objective. This felt more like a greater purpose was being served.

I was able to interact with people outside of my regular peers and learned a lot about their situations. Once we completely surrendered to the process, the right solution became more clear as we completed each step.

Creating a more efficient, informative, and easy to use website was our goal. We are both very happy with the resulting website and the possible impact it could make on the ASU Child Development & Research Center.