HUMAN-CENTERED DESIGN

PROCESS BOOK

GOAL

The goal of this project was to find a way to solve a problem in our community by coming up with a solution that involves the human perspective in all steps of the process.

STEP ONE

PROJECT GOAL & DEFINING THE PROBLEM

DEFINING THE PROBLEM

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. The name for the on-campus daycare is also misleading considering it's called a "research center".

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

RESEARCH POINTS

- Get in touch
- Conduct interviews
- Compare and connect stories and experiences throughout the process of finding childcare

STEP TWO

RESEARCH

INTERVIEW QUESTIONS

Questions for People:

- 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?

COMPARING AND CONNECTING STORIES

Based on the answers we received in the interviews, the main problem was clear. The public did not have an up-to-date source for information regarding child care. The problem strayed from being a campus problem to a community problem, since the childcare facility on campus is open to the whole community.

① experiences during research?
people are hard to get in touch w/. we had to jump through hoops in order to meet w/ anyone.

Workshop 3
Laney & Katelyn

Surprising - How much they do & that they knew the issue, but are too busy to fix it.

open to community

Aha moment - HR gets stuff done.

most info get out by word of mouth

when talking to employee it was obvious they need an updated website & better advertising

② no

③ that this step is the most challenging part of the process. Learned a new way of coming up w/ ideas. no questions

1) make a list
• Cara Sullivan
• Amy Williams
• Jenny Pearce
• Amanda Baldwin - Director
• Taryn Ropert - Teacher at center

2) Holes - no holes.
They answered our ?'s
& had suggestions.

3) Share Stories

• Cara Sullivan - • where we first heard about the waiting
  Professor   list
                • needed childcare that wasn't everyday.
                  (more flexible schedule)
                • waiting list & required attendance policy

• Amy Williams • wasn't offered childcare.
  Student   • wanted to go back to school, so she could take care of her kids
                • wanted to be the one to take care of the kids.
                • the cost of other childcare options

• Jenny Pearce • didn't think she'd get pregnant so when
  Student   she had a kid she wanted to focus on being a mom.
                • didn't really know there was a service here

Amanda Baldwin
Director   • How many different programs the have.
                • All they grants to help w/ price.
                • offered to whole community & not just campus
                • wants to benefit kids & familys & help them
                • funding   • not enough room
                • lack of exposure or advertising
                • had been in interviews all day & was kind of scatter brained. but still helpful
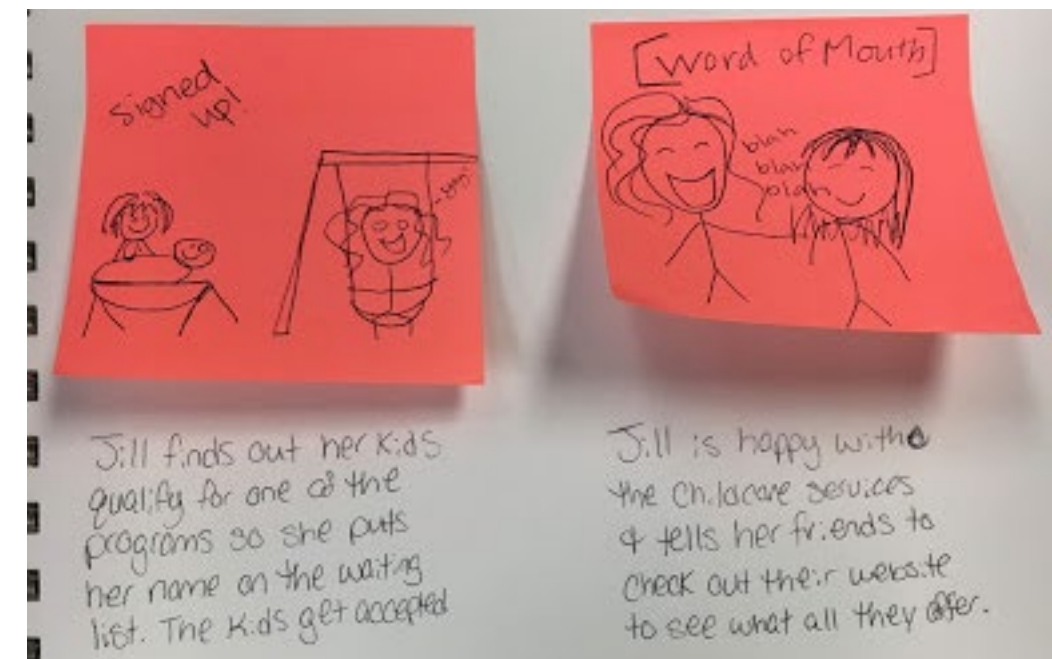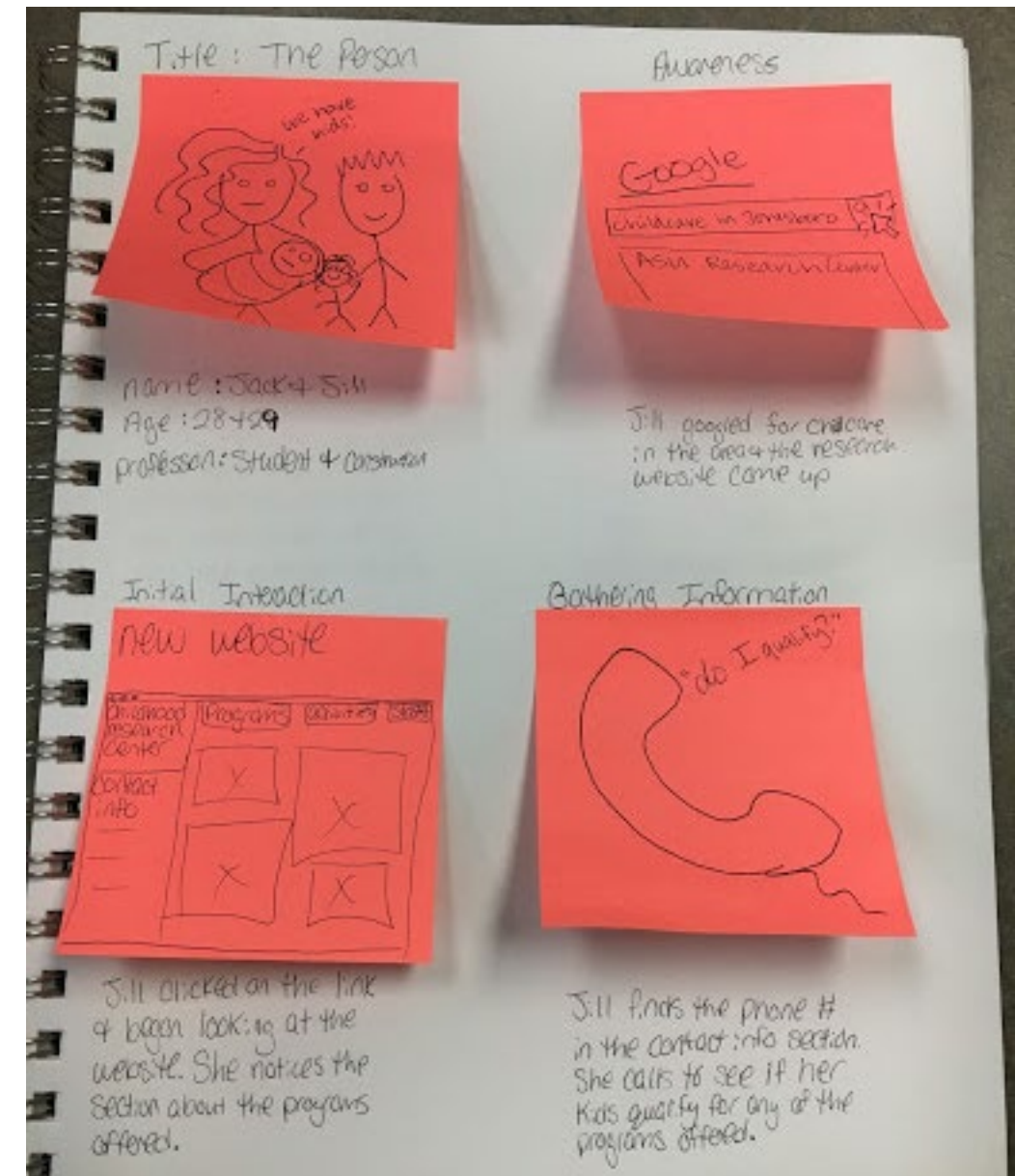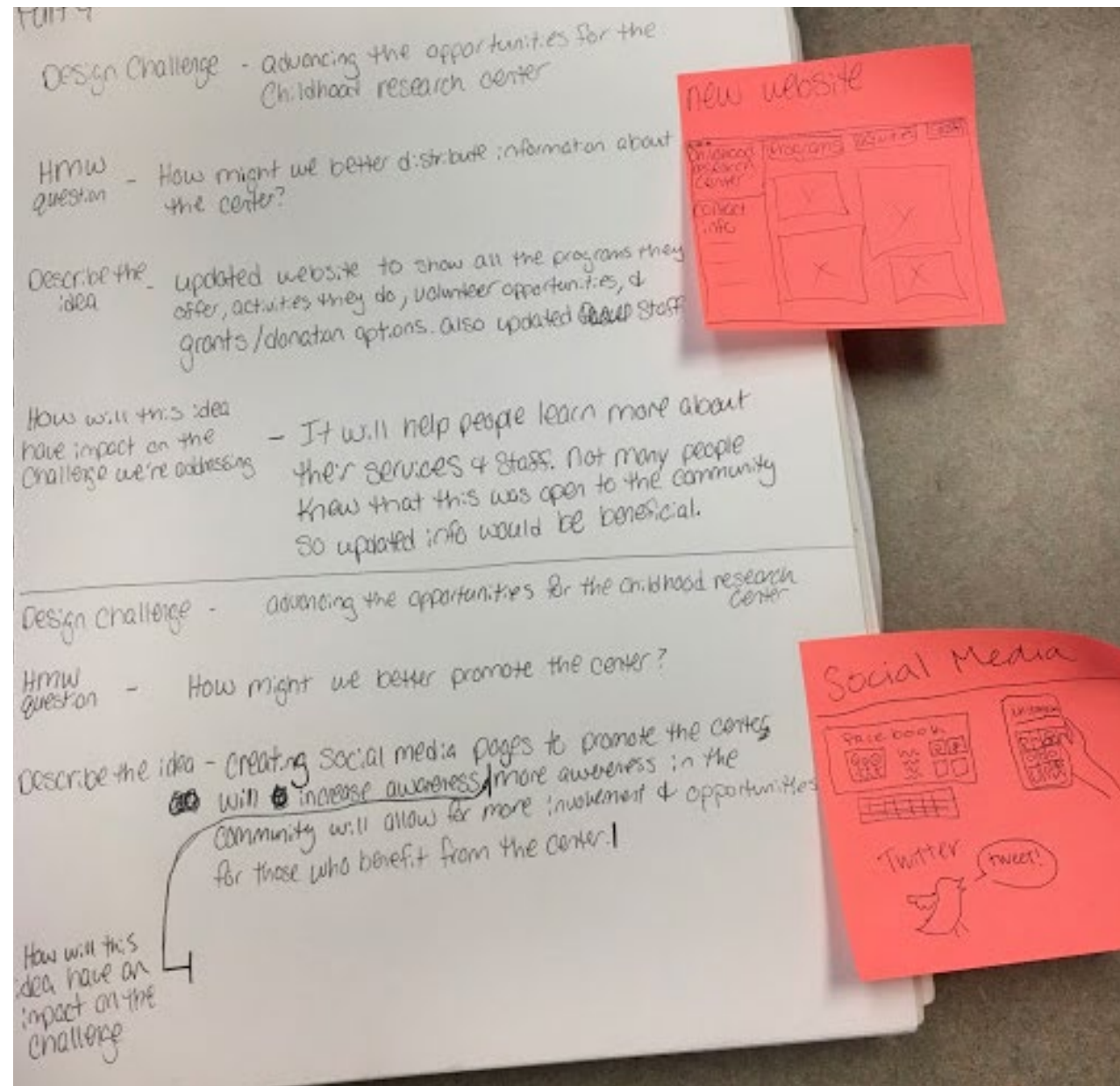
STEP THREE

COMING TO A SOLUTION

EVALUATING HOW TO ADDRESS & SOLVE THE PROBLEM

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

These photos are of the process where we planned out two different solutions. The first was just updating the child care facility's social media. The second option was to redesign their website, which could then be pushed on their social media.

Design Challenge - Advancing the opportunities for the Childhood research center

HMW question - How might we better distribute information about the center?

Describe the idea - updated website to show all the programs they offer, activities they do, volunteer opportunities, & grants/donation options. Also updated about Staff

How will this idea have impact on the challenge we're addressing - It will help people learn more about their services & staff. Not many people knew that this was open to the community so updated info would be beneficial.

Design Challenge - advancing the opportunities for the Childhood research center

HMW question - How might we better promote the center?

Describe the idea - Creating social media pages to promote the center will increase awareness/more awareness in the community will allow for more involvement & opportunities for those who benefit from the center.

How will this idea have an impact on the challenge

new website

Social Media

Title: The Person
name: Jack & Jill
Age: 28 & 29
Profession: Student & carewear

Awareness
Google
Jill googled for childcare in the area & the research website came up

Initial Interaction
new website
Jill clicked on the link & been looking at the website. She notices the section about the programs offered.

Gathering Information
"do I qualify?"
Jill finds the phone # in the contact info section. She calls to see if her kids qualify for any of the programs offered.

Signed up!
Jill finds out her kids qualify for one of the programs so she puts her name on the waiting list. The kids get accepted

[Word of Mouth]
Jill is happy with the childcare services & tells her friends to check out their website to see what all they offer.

STEP FOUR

SOLUTION, DESIGN, & RESULTS

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

SOLUTION

Redesign of the Child Development & Research Center Website
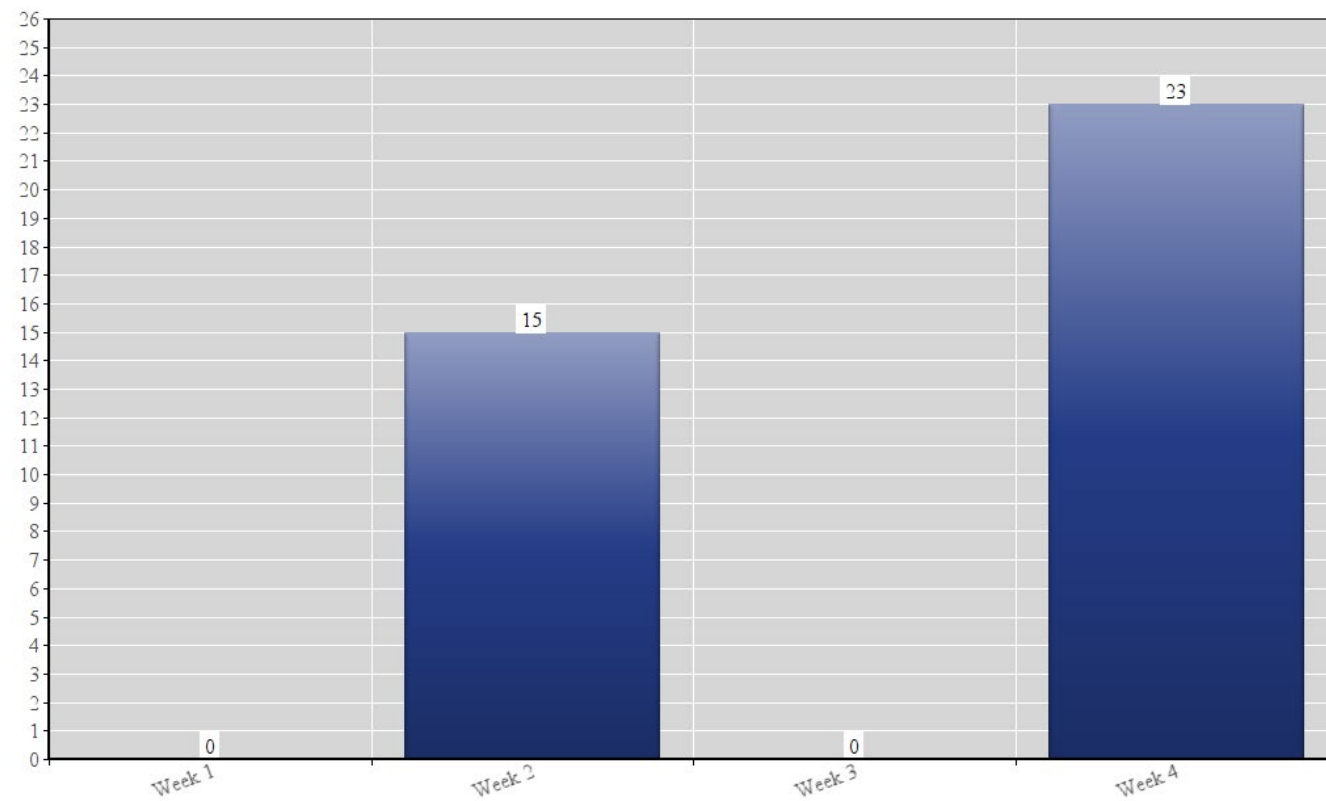
This link will take you to the new website:
https://chldserv.wixsite.com/mysite

RESULTS

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 Analytics

CONCLUSION

Overall, this was a unique design experience. Most of the assignments we have worked on throughout our education have been simply making things look good and completing an objective. This felt more like a greater purpose was being served. We actually interacted with people outside of our department and learned a lot about their situations. Once we completely surrendered to the process, it seemed to make more sense 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.

This was a group project completed by Katelyn Leonard and Laney Gilliam

BLOOMING GARDEN & HOME

PROCESS BOOK

STEP ONE

PROJECT GOAL & DEFINING THE PROBLEM

GOAL

The goal of this project was to design a new logo for a client who is a vendor at the ASU Regional Farmers' Market in Jonesboro, AR.

DEFINING THE PROBLEM

The problem I was tasked with solving was to create a logo that portrayed the clients business. This was a challenge because the client sold all types of handmade items. The logo would need to be general but still eye catching and memorable.

CONTRACT & QUESTIONNAIRE

For this client I wrote a general contract that stated the project overview, timeline, deliverables, responsibilities of each person, communication, payment, liability, and rights/licensing.
I also typed a questionnaire to bring to the interview in order to make sure I received enough information about what the client wanted for the logo

STEP TWO

RESEARCH

INTERVIEW & PROJECT BRIEF

I met with the client and learned all I could about what type of business it was and what the client's style preferences were. After the interview, I created a design brief that stated that parameters of the project and reiterated the ideas the client had.
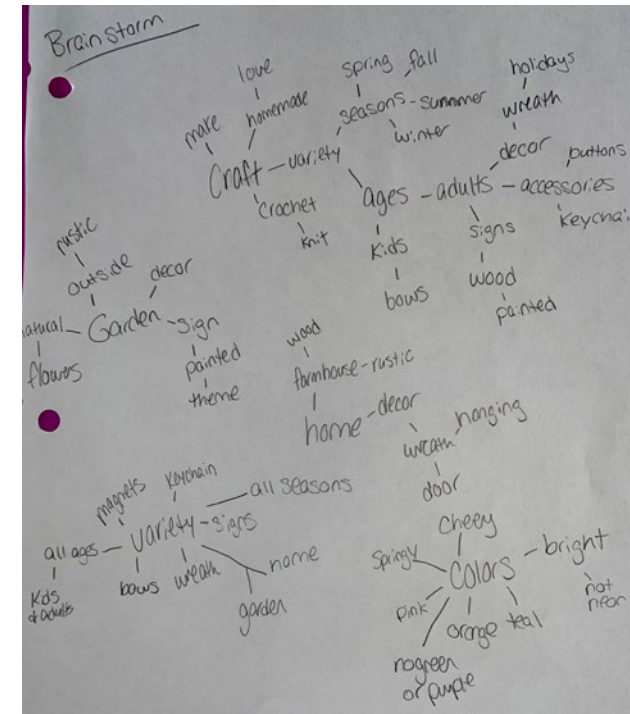
Below is the brief:
An icon, wordmark, and a logo (combination of the two) will be created for Blooming Garden and Home. The design will be planned, rendered, and then go through two works in progress (black&white and color). It will then be sent to the client for feedback. The client will receive a stand-alone version and mockup object with the logo on it. This will give the client a better feel for what it was actually look like on an object. Changes will be made and then shown in a final WIP. Final changes will be made, and final files will be sent to the client.

The client wants a logo that has a crafty feel to go along with their business. They want something simple that can be read easily. The composition was open, but a circle shape was mentioned. The client likes bright colors like pink, turquoise, and orange. They do not want green or purple used. The imagery does not need to be specific since they sell a wide variety of items. The logo will likely be use on a sign, price tags, and product packaging. The typeface used will be easy to read and either semi-bold or bold. Everyone needs to be able to read it because they sell to all ages.

STEP THREE

BRAINSTORMING

MIND MAP

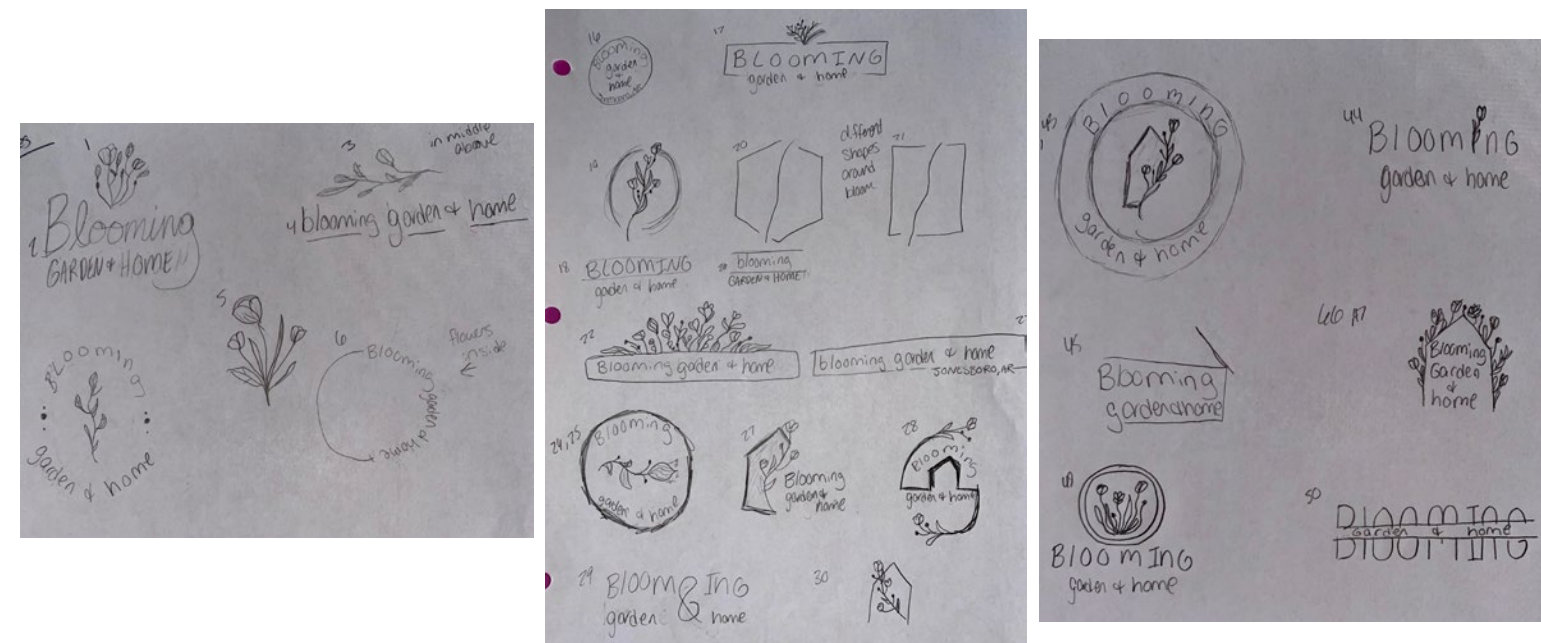I ceated a mind map that included akk the words related to my client's business and logo ideas.

SKETCHES

My sketches derived from the mind map words and varied in shapes and type placement.

STEP FOUR

RENDERING

BLACK AND WHITE

From my sketches, I chose three designs to render using Illustrator. Making these three designs gave my client a chance to see the way different elements could be placed.

COLOR

After talking with the client, the bottom design from the image above was chosen. I then continued to work on the design and add color. I included two color options to choose from.

FINAL DESIGN & COLLATERAL

My client gave me some final feedback and decided they wanted the wordmark to be the same color as the house shape in the icon. After all revisions were made, I placed the logo on a price tag, shopping bag, and a shirt so it could be seen in action.

STEP FIVE

FINAL

STEP SIX

CHANGES

The client was happy with the logo and began using it immediately. Even though I like it as well, I felt as though it could be pushed further and made even better. I removed the house and curved the flowers around the wordmark to make it all fit together better. The wordmark itself also got more treatment. I changed the colors and also made the words fit together.

CONCLUSION

This was one of my first experiences with a client that was not my immediate family, so I knew it had to be totally professional. Everything from writing a contract to sticking to a timeline that involved receiving feedback was new to me. The experience was a great way to see what could work better for future clients. The revision after the final had already been delivered felt like a step in the wrong direction, but I knew the logo was not reaching its full potential.