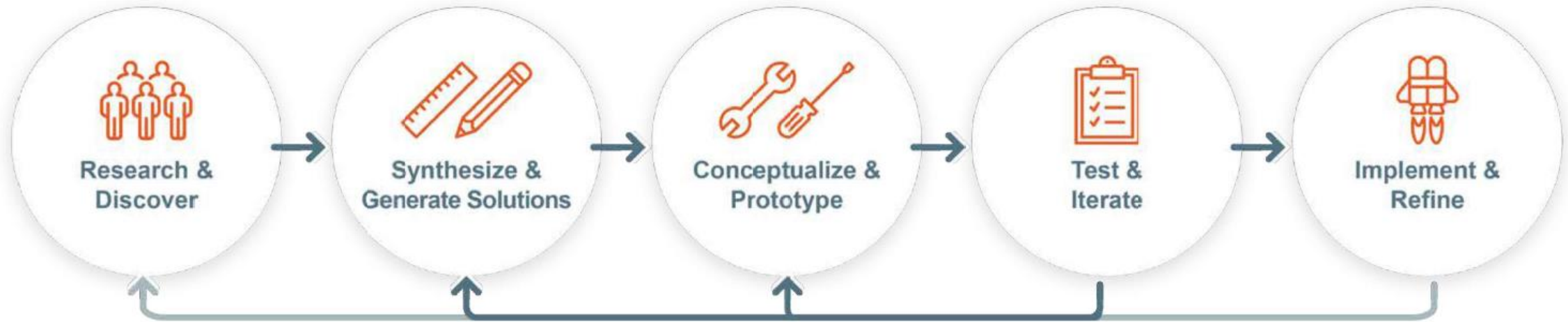# What is Human-Centered Design?

- Human Centered Design (HCD) is *"...a process that **starts with the people you're designing for** and ends with new solutions that are tailor made to suit their needs.*

- *Human-centered design is all about **building a deep empathy with the people you're designing for***; *generating tons of ideas; building a bunch of prototypes; **sharing what you've made with the people you're designing for***; *and eventually putting your innovative new solution out in the world."*
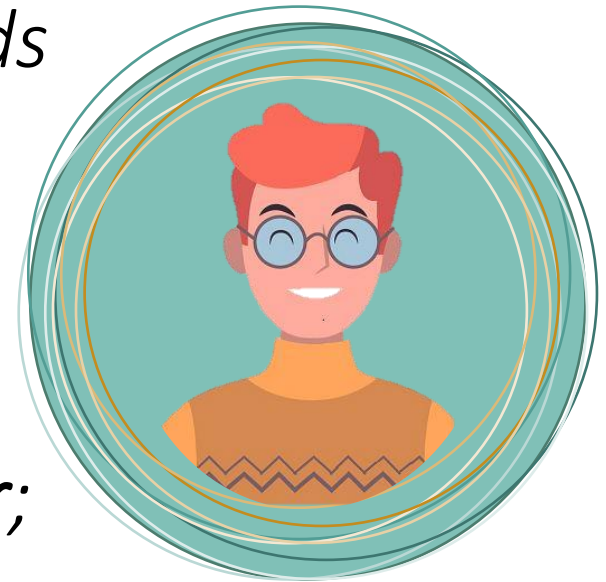
Human-Centered Design Process

Research & Discover	Synthesize & Generate Solutions	Conceptualize & Prototype	Test & Iterate	Implement & Refine

Incorporate feedback

Valuable information about the end-user is collected. The goal is to understand the people and problems you're designing for.

Generate a variety of ideas that focus on the needs and desires of your end-user uncovered by research.

Evaluate ideas for merit and create a tangible version of the best ideas that can be used to validate usefulness.

Get your prototype in the hands of the people you're designing for. Use their experiences to further improve your concepts.

Once the design has proven itself with the end-user, it can be launched and monitored for real world success.

Our Partners

OPRE — OFFICE OF PLANNING, RESEARCH & EVALUATION
An Office of the Administration for Children & Families

Sponsor

Child **TRENDS**

Evaluator of HCD process
Content experts

MEF ASSOCIATES

Content experts

anthrotech

HCD consultants

Meet the design team

Christine Servin
Design Team Executive

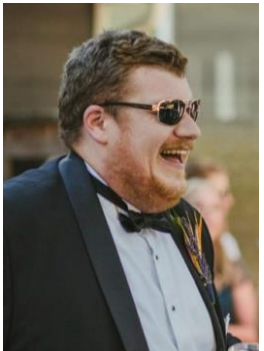Christine is the District Manager of the Seattle Field Office.

Kassandra Traulsen
Caseworker

Kassandra is a Support Enforcement Officer and modification expert

Brittiny Considine
Policy Attorney

Brittiny is a policy attorney with an expert understanding of modification laws.

Garrett Landram
Design Team Lead

Garrett is a Supervisor of a team of Support Enforcement Officers in the Tacoma Office.

Jeannie Bowen
Planning & Improvement

Jeannie specializes in planning, continuous improvement, and project management. Jeannie has since left DCS is now with Results WA!

Rachael Lundin
Trainer

Rachael was a trainer with our statewide training team. She has since moved on from DCS and is now with DES.

Our Project Objectives

✓ Learn human-centered design methodology to incorporate customers' ideas into our work for continuous improvement and inclusive program decisions.

✓ Find ways to keep parents engaged in the modification process, so children receive the support they need.

Research & Discover
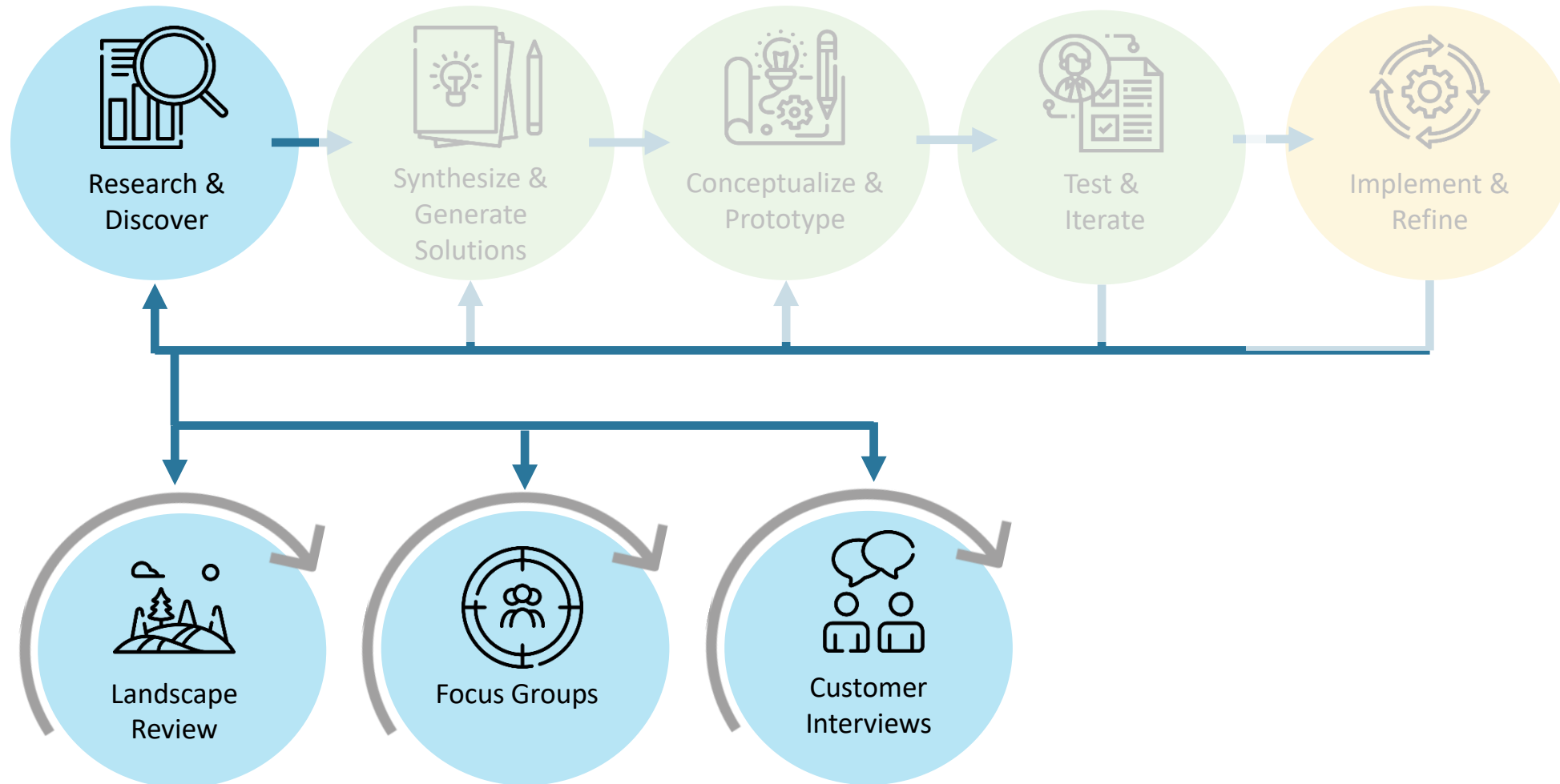
Research Themes

Most of the challenges with the modification process can be summed by "the paperwork"!

Customers have anxiety over getting the paperwork right despite DCS efforts to alleviate this anxiety.

The people who need the modifications the most are more likely to be individuals with compounding barriers to receiving the paperwork, completing the paperwork, and ability to follow through with the process.
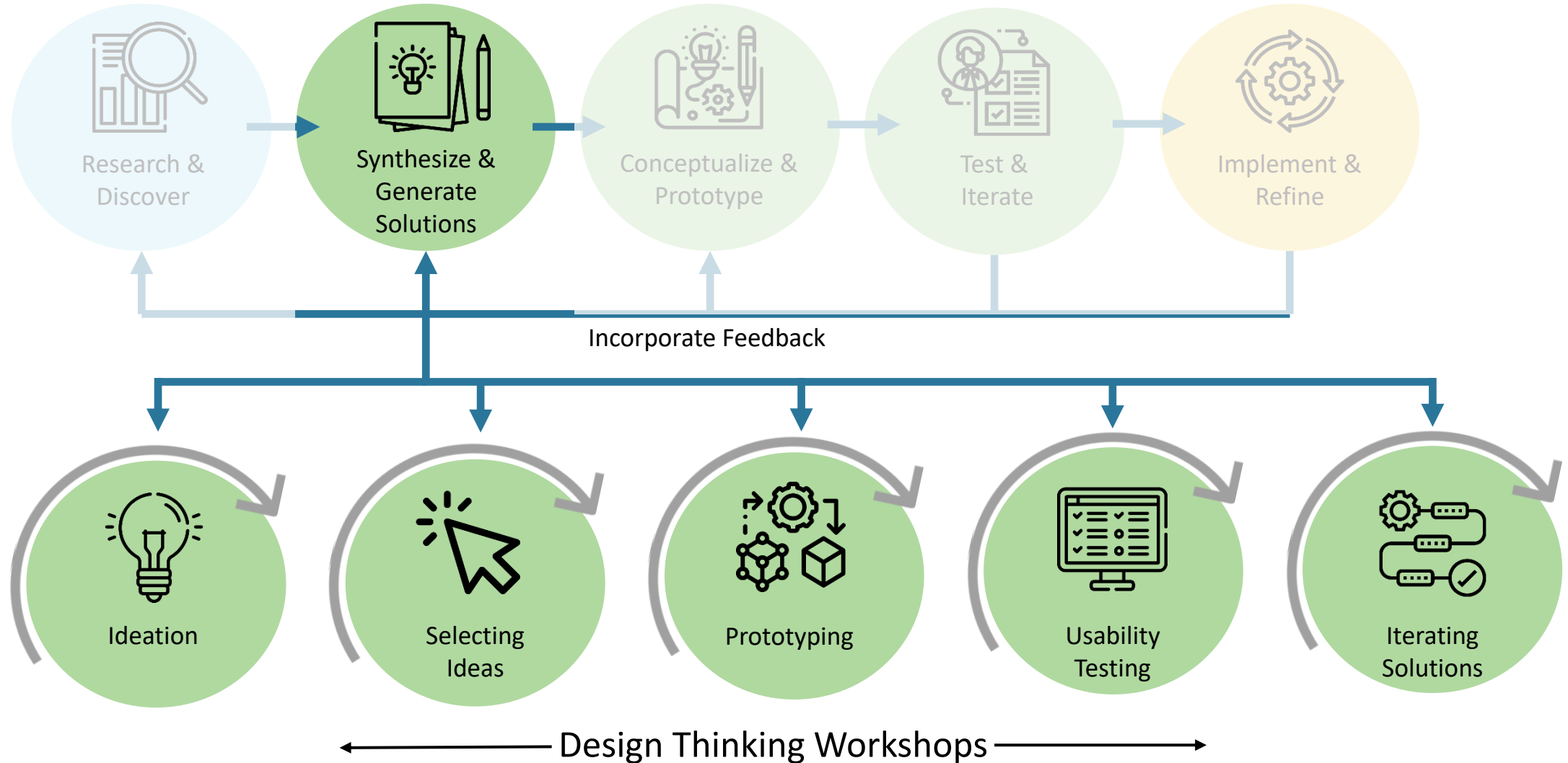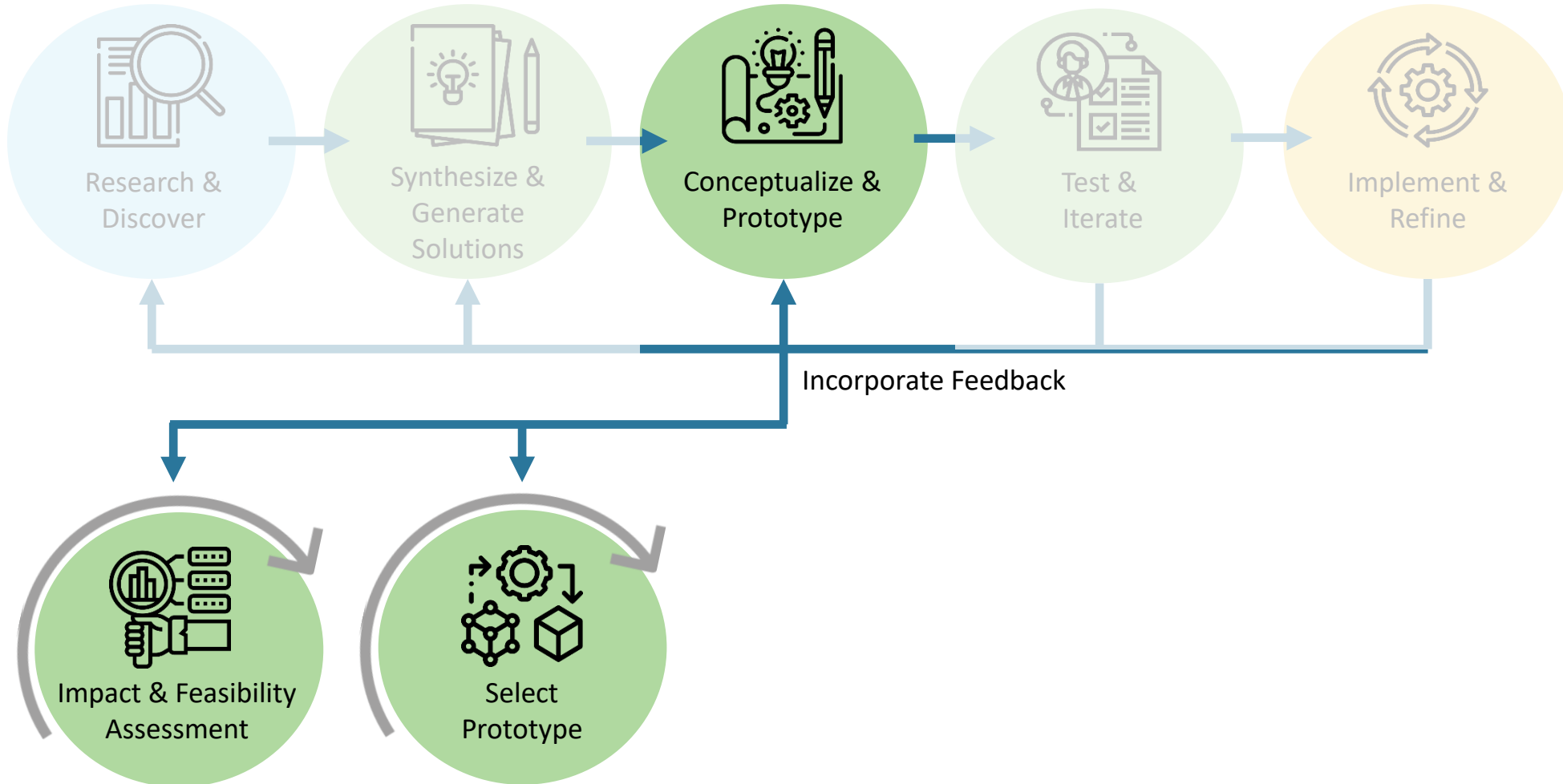
Surprises

➤ Tracking Mechanism

➤ Use of DCS Website

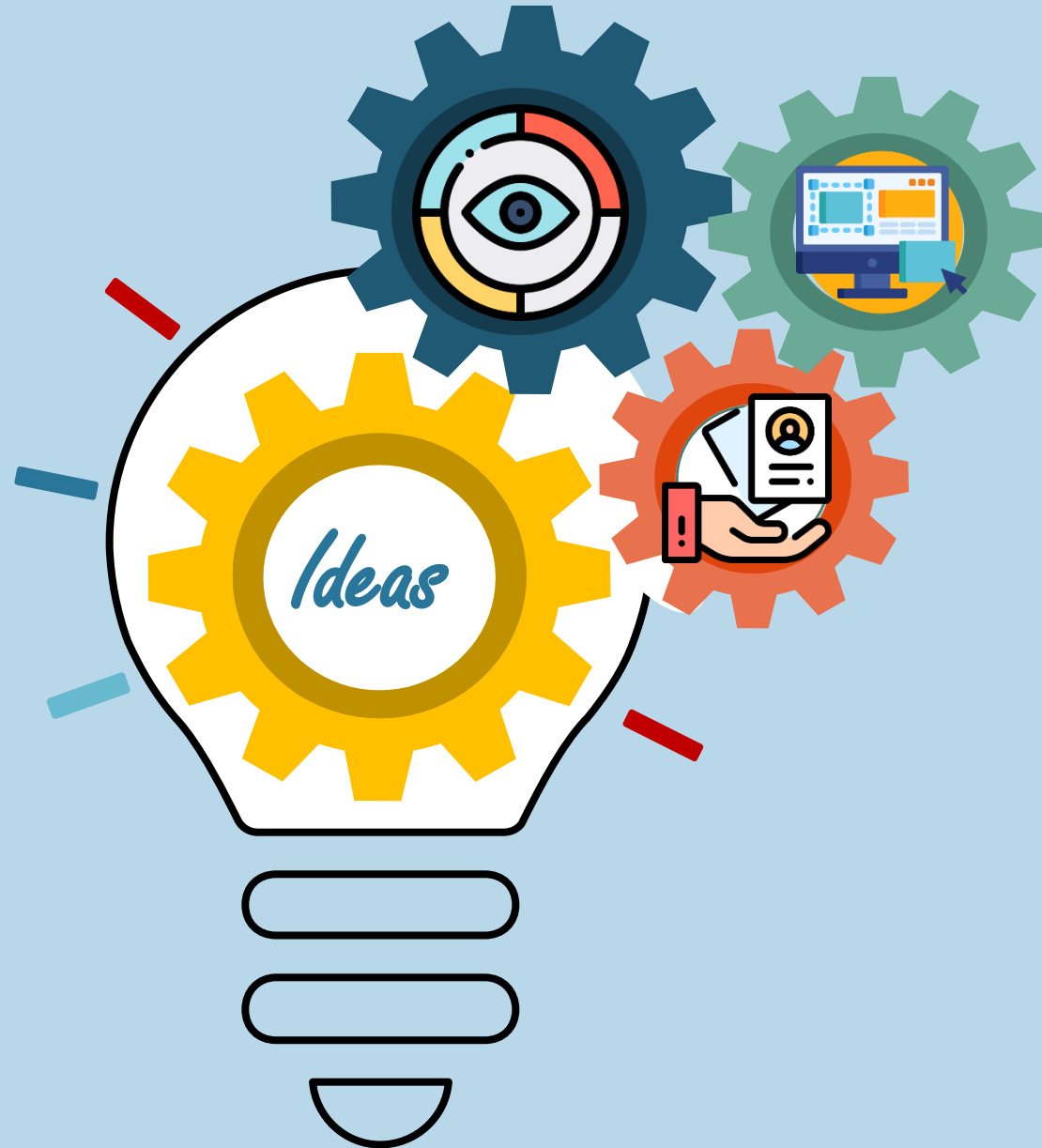➤ Need attorney

➤ Paperwork accuracy

Synthesize & Generate Solutions

Conceptualize and Prototype

Research & Discover → Synthesize & Generate Solutions → Conceptualize & Prototype → Test & Iterate → Implement & Refine

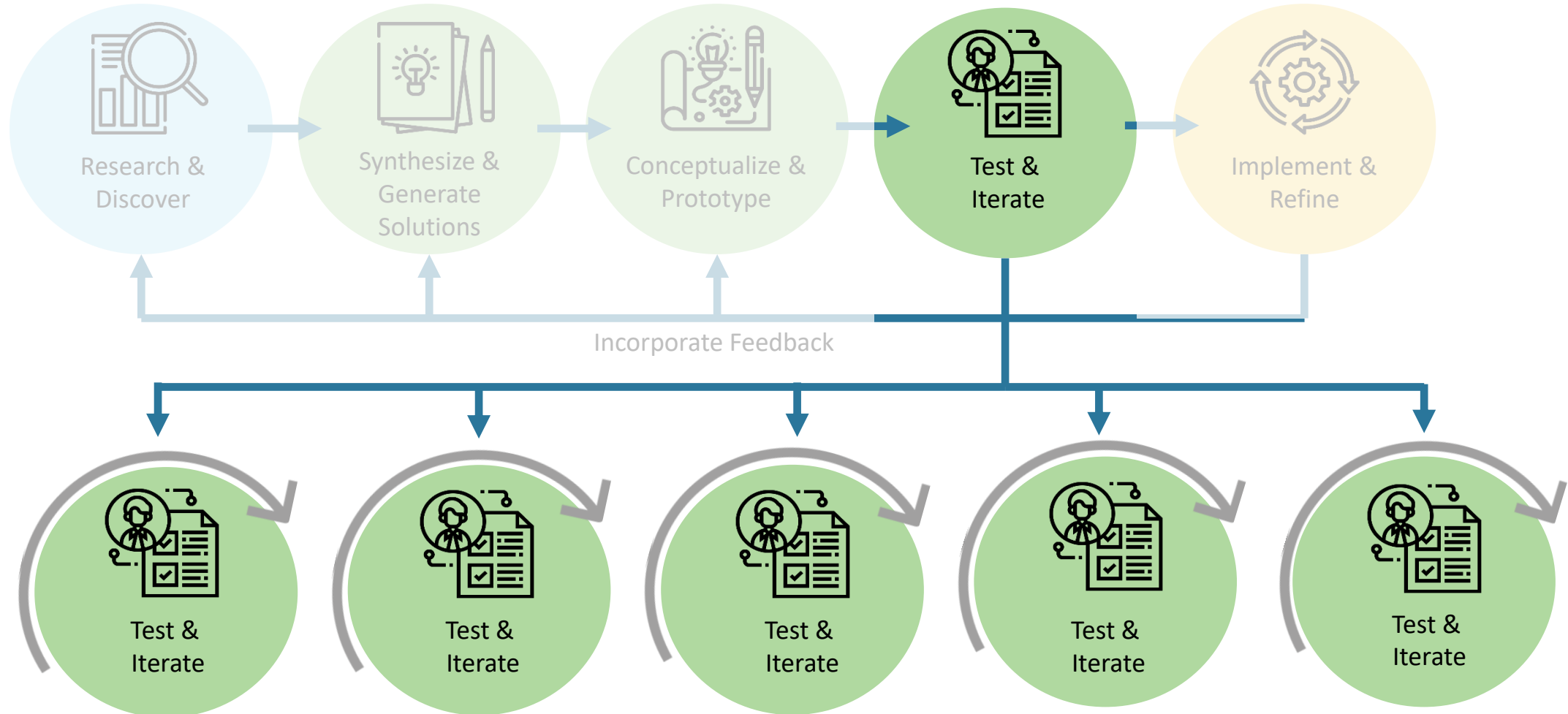Incorporate Feedback

Impact & Feasibility Assessment

Select Prototype

Test and Iterate
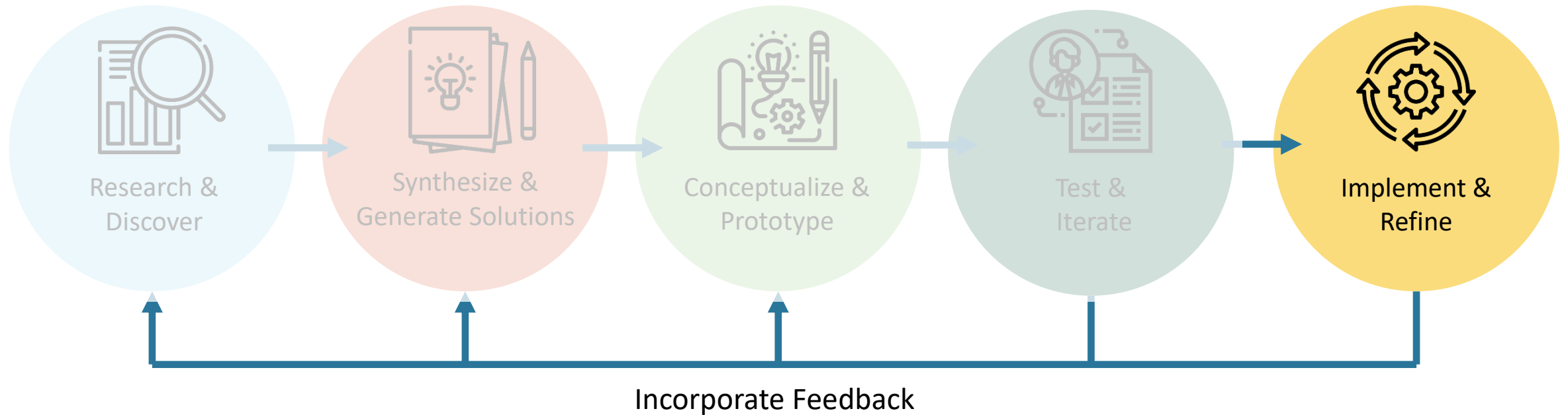
Testing

1. First Round
   - DCS Staff
   - Iterate
2. Second Round
   - Customer Survey
3. Third Round
   - Customer Interviews
   - Iterate
4. Fourth Round
   - Customer Interviews
   - Iterate

Implement and Refine

Research & Discover → Synthesize & Generate Solutions → Conceptualize & Prototype → Test & Iterate → Implement & Refine

Incorporate Feedback

A-Ha! Moments

➢Customers don't expect notification by mail
➢Customers want procedural justice
➢Customers don't think to contact their SEO

Helpful Tips and Tricks

➤ Recruit more than you think
➤ Empathy/understanding for our customers
➤ Leverage partners
➤ Don't spend too much time on first iteration
➤ Leave space for customers story
➤ GIFT CARDS!
➤ **FALL IN LOVE WITH THE PROBLEM, NOT THE SOLUTION!**

Contact Information

Garrett Landram / Support Enforcement Officer 4 / Division of Child Support
Economic Services Administration
Washington State Department of Social and Health Services
garrett.landram@dshs.wa.gov

Washington State
**Department of Social
& Health Services**

Transforming lives