

Human-Centered Design (HCD)

A PRIMER

Agenda

1. The Origin of Human-Centered Design
2. The 3 Essential Principles of Human-Centered Design
3. The Human-Centered Design Process
4. Thank you

Origin of Human-Centered Design

Coined by Don Norman

Don Norman's Primary Concerns

- Products **made for Humans** should **improve human life**
- **Human-centered designs** should **solve human problems**

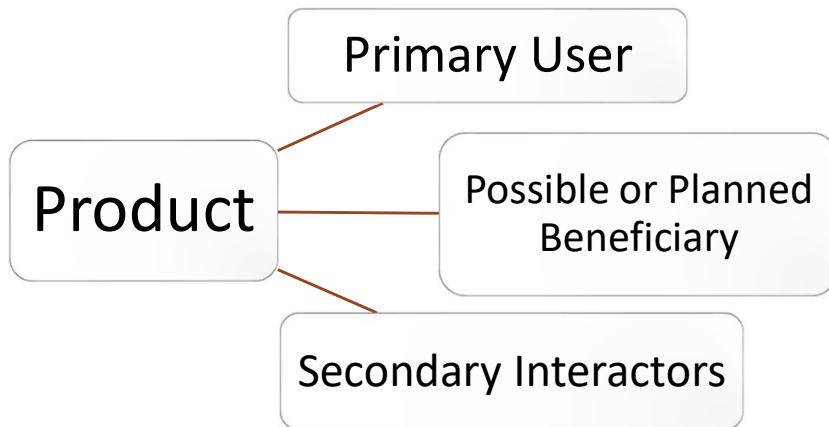
For example; a **procedural document** should

- Make a process **clear and simple** to follow
- Seek to **help the reader understand** the steps
- Get the reader to the end result in the **safest, easiest possible way**

The Essential Principles of HCD:

Design for Humans

- **Humans will receive and use the product**
 - Keep the humans who will interact with your product in mind
 - Ask: Who might **encounter it** or **be affected** by its use?



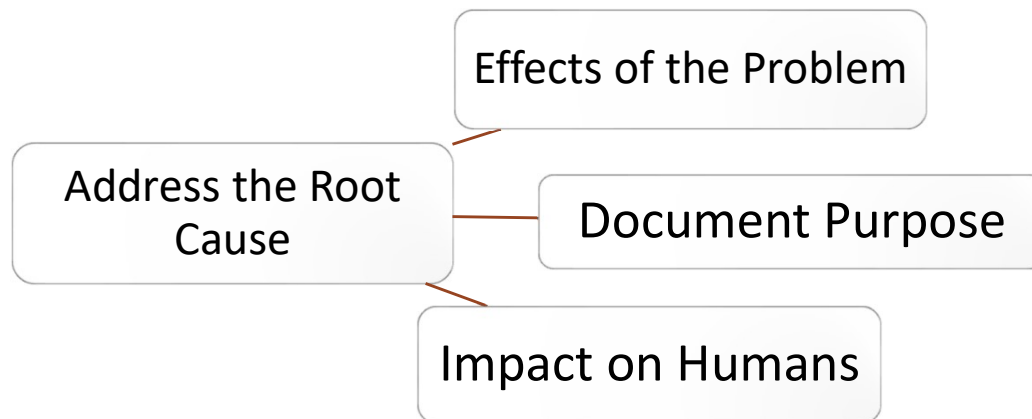
Example: The Procedural Document

- Questions to ask:
 - **Who** will use this document?
 - **What Experience or Knowledge** will they already possess?
 - What are the **physical requirements** to complete the process?
 - **Who else might interact** with the process?
 - Who might **use the end result** of the process?
 - Might someone **inspect the work**?

The Essential Principles of HCD:

Identify the Root Cause of the Problem

- Make the issue your product solves or mitigates **as close to the center of the problem as possible**
 - Consider the true and central cause which created or made this problem possible
 - Try to cut off as many effects of this Root Cause with your solution (product)



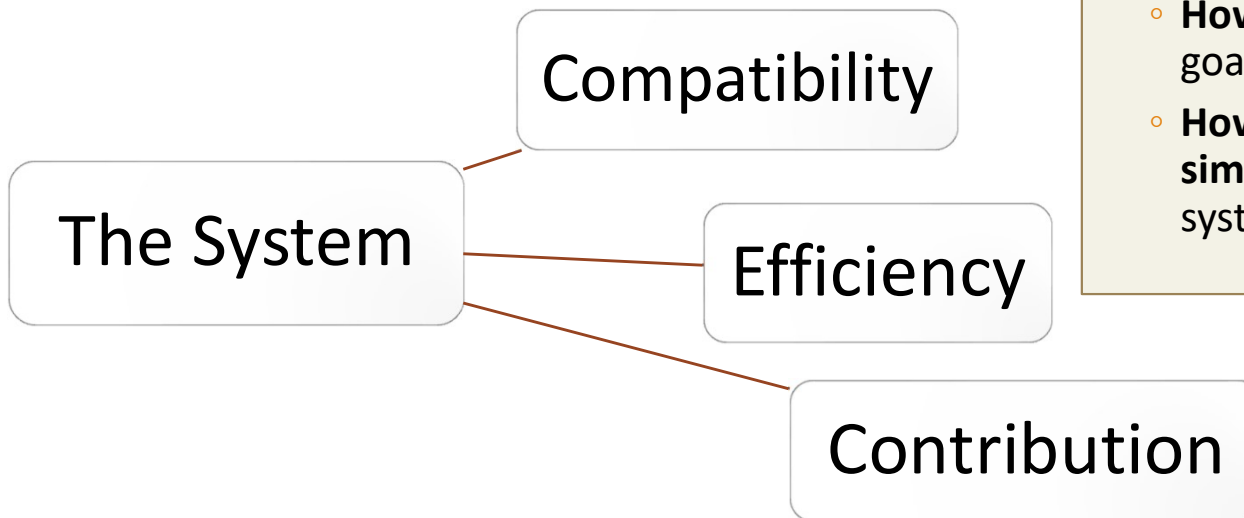
Example: The Procedural Document

- Questions to ask:
 - **Why** is this process necessary?
 - What does the process **accomplish**?
 - What does the document need to do, at its core, to make the process successful every time?

The Essential Principles of HCD:

Consider the System

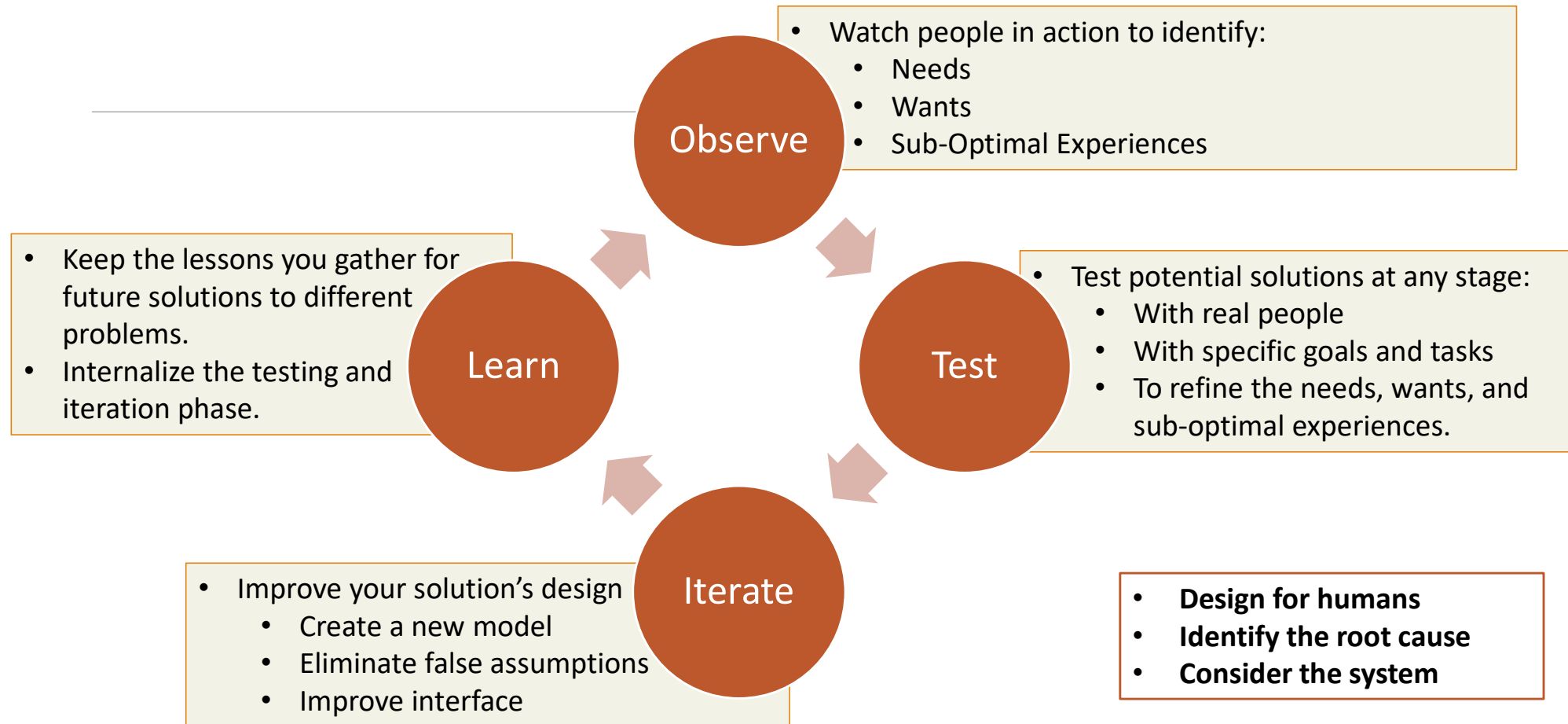
- Think of both the **system of your product** AND the **system in which it operates**.
 - Consider its **compatibility** with and effect on other parts of the system.
 - **Never design in a stovepipe** of knowledge



Example: The Procedural Document

- Questions to ask:
 - How does this process **affect other processes**?
 - What is the **end goal of the bigger system**?
 - **How does this process contribute** to that goal?
 - **How can the process be optimized and simplified** to accomplish its part in the system.

Human-Centered Design Process



Thank you!

Questions? Contact me at:

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