Let's Hack: The National Direct Consultation Process

AmeriCorps State and National
2015 Symposium

Corporation for NATIONAL & COMMUNITY SERVICE

AmeriCorps

PO TO LEAD

- We are so excited for this session – great way to connect CNCS, commission, and programs in solutions based work
    - Outline what the theme is
    - Outline initial purpose of ND Consultation Process

JULIE TO LEAD

- Briefly identify why there is a need for today's session
    - Outline 1-2 problems or areas of need with the current process ...stay really vague, no examples

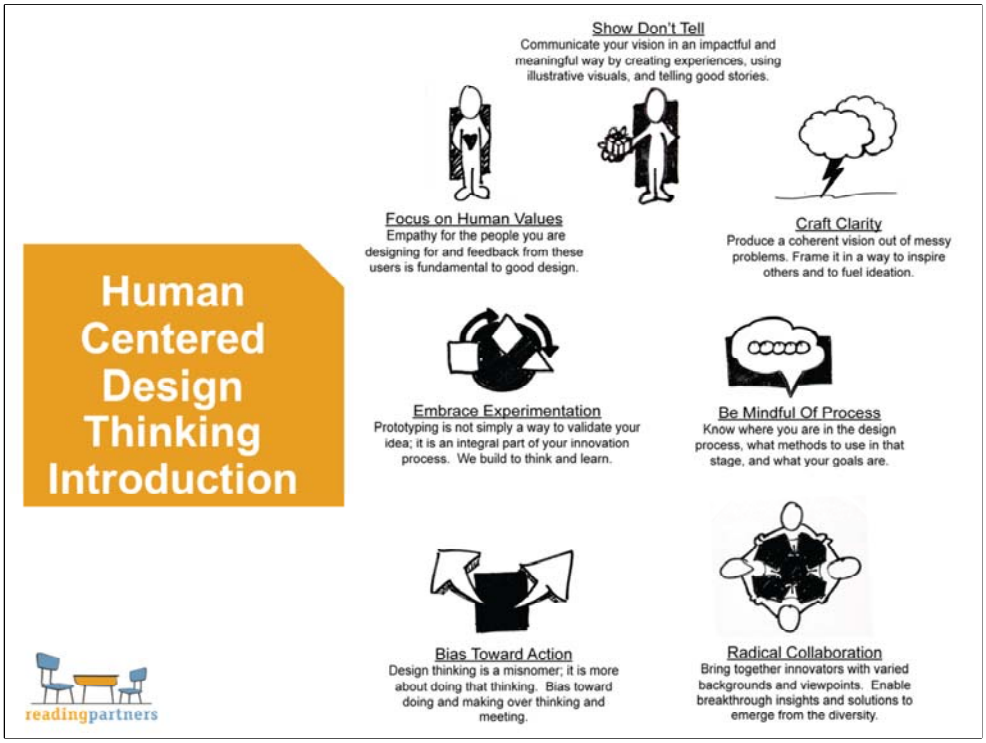
MATT TO LEAD

Transition us into the actual Group Ideation phase

AGENDA

1. Introduction
2. Human Centered Design Thinking
3. Empathy & Defining the Need
4. Brainstorming
5. Pitching & Presentations
6. Presentations & Closing

readingpartners



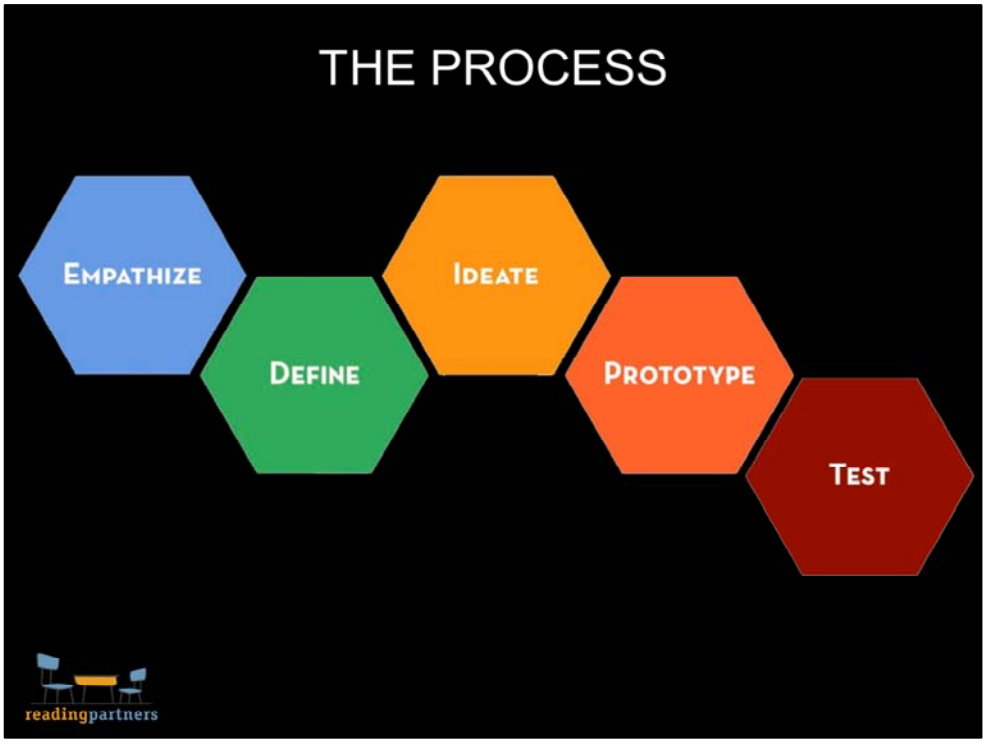
Kristarae to Lead:
It's a process that starts with the people you're designing for and ends with new solutions that are tailor made to suit their needs. Human-centered design is all about building a deep empathy with the people you're designing for; generating tons of ideas; building a bunch of prototypes; 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 consists of three phases. In the Inspiration Phase you'll learn directly from the people you're designing for as you immerse yourself in their lives and come to deeply understand their needs. In the Ideation Phase you'll make sense of what you learned, identify opportunities for design, and prototype possible solutions. And in the Implementation Phase you'll bring your solution to life.

Mention briefly about how we're JUST going to attack the initial brainstorming phase for this. The process will be incredibly fast, go with it. The purpose is not to save the world today, but simply to propose some possible solutions to consider in the future.

- Lose the problem/solution binary

- Bring a way of thinking that is more collaborative, fun, open ended, creative and encouraging of new ideas



KRISTARAE TO LEAD

- Will take you through a series of exercises that help you understand the components of the HCD thinking process
- Each of these is meant to be iterative and build on each other
- Not necessarily linear thinking
- Should be fun, but may also be a bit uncomfortable at times
- Feel free to test the boundaries – be creative with your materials, space and each other

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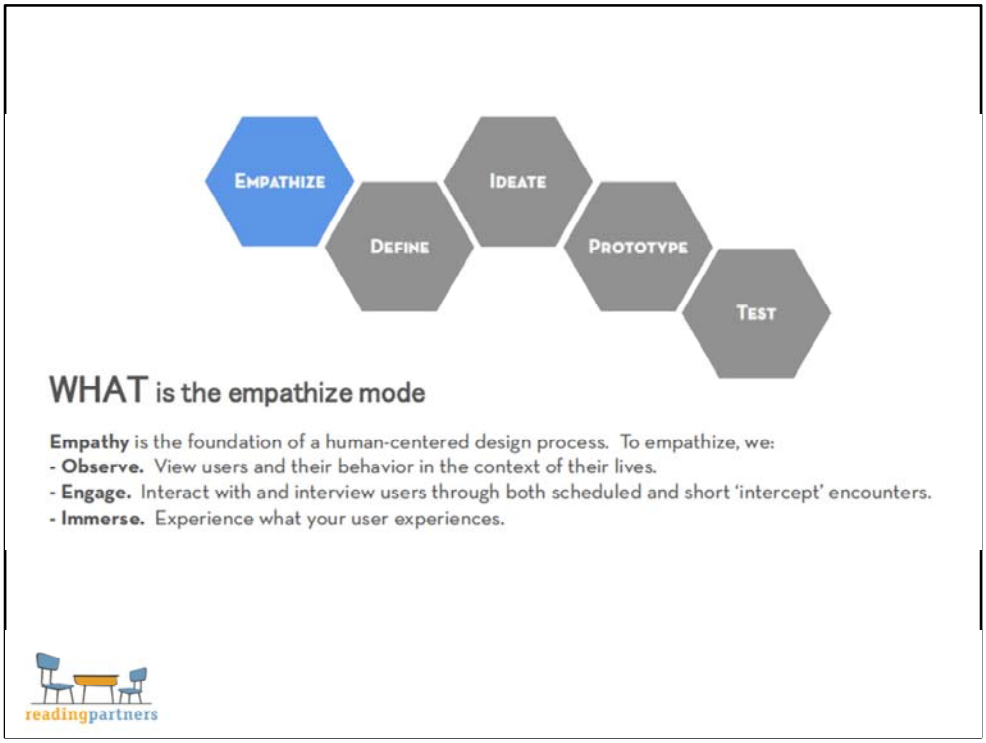
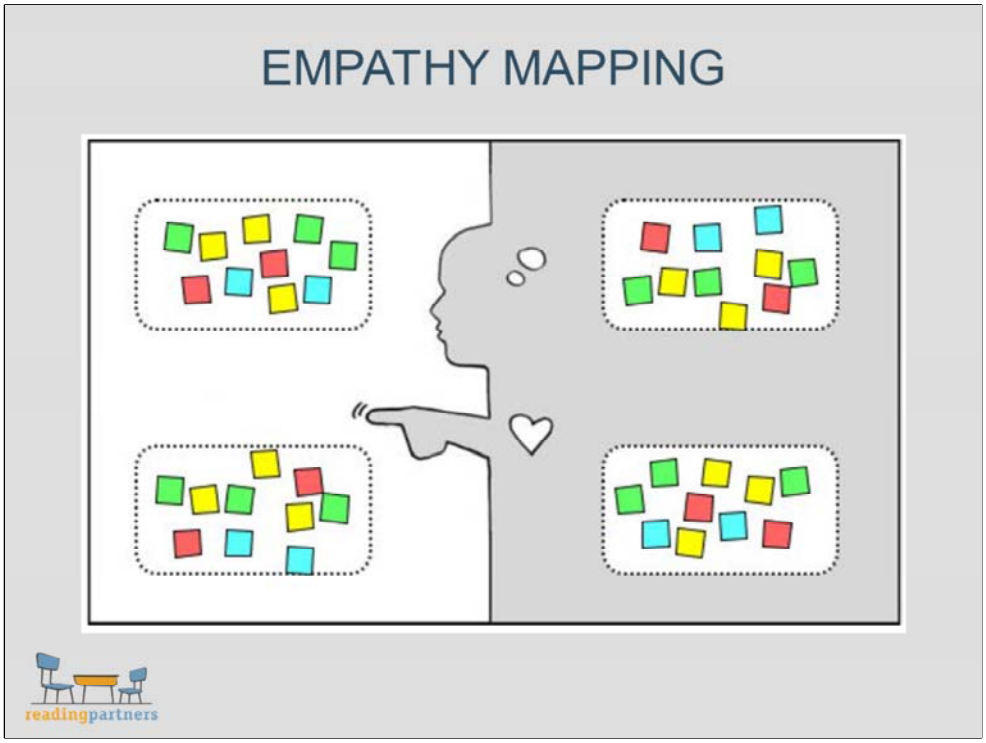


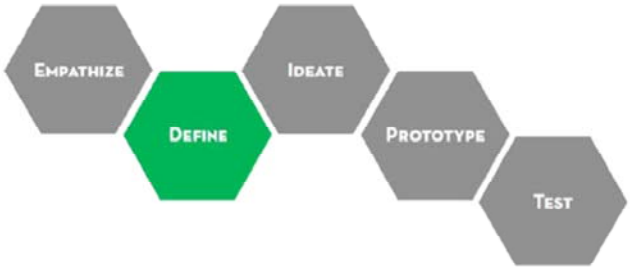
KRISTARAETO LEAD

- The role of empathy; importance of taking time to think through this.
- Engaging with people directly reveals a tremendous amount about the way they think and the values they hold. Sometimes these thoughts and values are not obvious to the people who hold them. A deep engagement can surprise both the designer and the designee by the unanticipated insights that are revealed. The stories that people tell and the things that people say they do—even if they are different from what they actually do—are strong indicators of their deeply held beliefs about the way the world is. Good designs are built on a solid understanding of these kinds of beliefs and values. Engage to:
    - Uncover needs that people have which they may or may not be aware of
    - Guide innovation efforts
    - Identify the right users to design for
    - Discover the emotions that guide behaviors



KRISTARAE TO LEAD

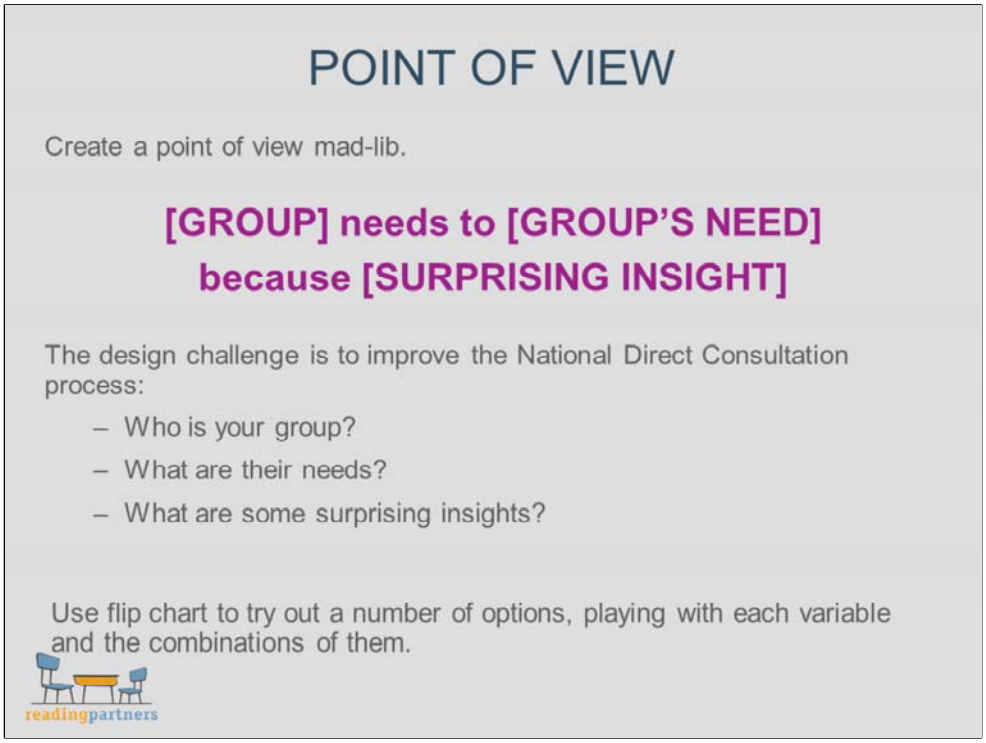
- Refer people to Empathy Map handout
- Make an Empathy Map for your group
- Encourage to read along as your review instructions
    - Create a four quadrant layout on a piece of paper
    - Populate the map by taking note of the following four traits of your user
    - GROUP IS DESCRIBED ON A PIECE OF PAPER ON THE TABLE
    - SAY: What are some quotes and defining words your user says?
    - DO: What actions and behaviors did you notice?
    - THINK: What might your user be thinking? What does this tell you about his or her beliefs?
    - FEEL: What emotions might your subject be feeling?
    - On the side of your map
        - IDENTIFY NEEDS
        - IDENTIFY INSIGHTS
- Take 3-4 minutes to create your empathy map
- Discuss the map at your table, quickly sharing out
- As you move through the next steps, keep your empathy maps handy to think about the user – how might he or she fit into your new ideas?



WHAT is the define mode

The define mode is when you unpack and synthesize your empathy findings into compelling needs and insights, and scope a specific and meaningful challenge. It is a mode of "focus" rather than "flaring." Two goals of the define mode are to develop a deep understanding of your users and the design space and, based on that understanding, to come up with an actionable problem statement: **your point of view**. Your point of view should be a guiding statement that focuses on specific users, and insights and needs that you uncovered during the empathize mode.

More than simply defining the problem to work on, your point of view is your unique design vision that you crafted based on your discoveries during your empathy work. Understanding the meaningful challenge to address and the insights that you can leverage in your design work is fundamental to creating a successful solution.

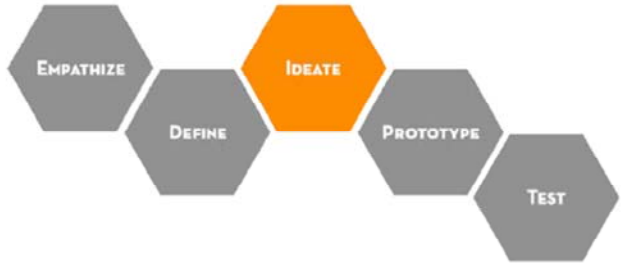


KRISTARAE LEADS

A point-of-view (POV) in this case, is your reframing of this challenge into an actionable problem statement that will launch you into generative ideation. A good POV will allow you to ideate in a directed manner. Most of all, your POV captures your design vision – your responsibility and opportunity as a designer is to discover and articulate the meaningful challenge.

KRISTARAE TO LEAD

- Will transition to our next activity: brainstorming!
- Fun part!



WHAT is the ideate mode

Ideate is the mode during your design process in which you focus on idea generation. Mentally it represents a process of "going wide" in terms of concepts and outcomes—it is a mode of "flaring" rather than "focus." The goal of ideation is to explore a wide solution space - both a large quantity of ideas and a diversity among those ideas. From this vast depository of ideas you can build prototypes to test with users.

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KRISTARAE TO LEAD

- No need to say a huge amount here ...8min for brainstorm and 2 min for voting
- Emphasize that we are looking for large volume of ideas.

KRISTARAE TO LEAD

- Link to video: https://vimeo.com/9849184
- Additional video if time allows: https://www.youtube.com/watch?v=ttWhK-NO4g8

KRISTARAE TO LEAD

- Give examples of less clear rules, esp.
    - Headline!
    - NO Blocking
- Encourage groups to put their HMW as the Brainstorming title
- Identify facilitators in groups – they can also participate!

IDEA SELECTION

Each team member will select their favorites in the following categories:

1. The rational choice
2. The most likely to delight
3. The darling (your favorite)
4. The long shot

The idea with the most votes (regardless of category) is what we will prototype!

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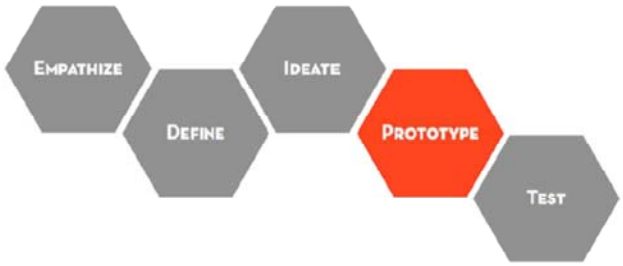
KRISTARAE TO LEAD

- Follow prompts

KRISTARAE WILL LEAD



WHAT is the prototype mode

Prototyping is getting ideas and explorations out of your head and into the physical world. A prototype can be *anything* that takes a physical form – be it a wall of post-it notes, a role-playing activity, a space, an object, an interface, or even a storyboard. The resolution of your prototype should be commensurate with your progress in your project. In early explorations keep your prototypes rough and rapid to allow yourself to learn quickly and investigate a lot of different possibilities.

Prototypes are most successful when people (the design team, the user, and others) can experience and interact with them. What you learn from those interactions can help drive deeper empathy, as well as shape successful solutions.

KRISTARAE TO LEAD

- Prototype is a multi-dimensional draft
- Is meant to test the idea, NOT propose a solution
- Idea is that it is low-resolution
- 10min
- You'll have FOUR minutes to present/pitch

KRISTARAE TO LEAD

- Introduce video
- Link to video: https://vimeo.com/13377903

PROTOTYPE TO TEST

TIPS FOR PITCHING & PRESENTATION

- **Start building.** Even if you aren't sure what you're doing, the act of picking up some materials (paper, markers, other objects are a good way to start!) will be enough to get you going. .
- **Build with the your group in mind.** What do you hope to solve for the group? What sorts of questions do you expect? Answering these questions will help focus your idea/solution and help you receive meaningful feedback in the feedback phase.
- **Label Your POV.** Identify what's being solved for with your idea. It would be helpful to your audience if you wrote down and presented what need your are addressing (your POV statement).

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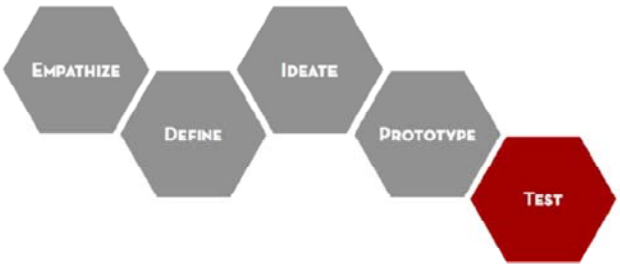
KRSTARAE TO LEAD

- Orient teams to the materials
- Note that we will give them 10 minutes to build their prototypes and ask them to prep for the “pitch”, or presentations



WHAT is the test mode

Testing is the chance to refine our solutions and make them better. The test mode is another iterative mode in which we place our low-resolution artifacts in the appropriate context of the user's life. Prototype as if you know you're right, but test as if you know you're wrong.

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TRE TO LEAD
- this is the presentation part…they are testing their prototype and pitching it to the audience

TRE WILL LEAD
Be sure to include:

- What will be done with these ideas
- How the voting will happen after all presentations
- How we will follow up after this session

THANK YOU!

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