

PEOPLE-CENTERED DESIGN RESEARCH

Tools for innovating design education curriculum

Terri Wada

Indiana University
Herron School of Art & Design

President & Cofounder
Collabo Creative LLC

Pamela Napier

Indiana University
Herron School of Art & Design

VP of Operations & Cofounder
Collabo Creative LLC

Brian Crain

Partner & Design Strategist
Collabo Creative LLC



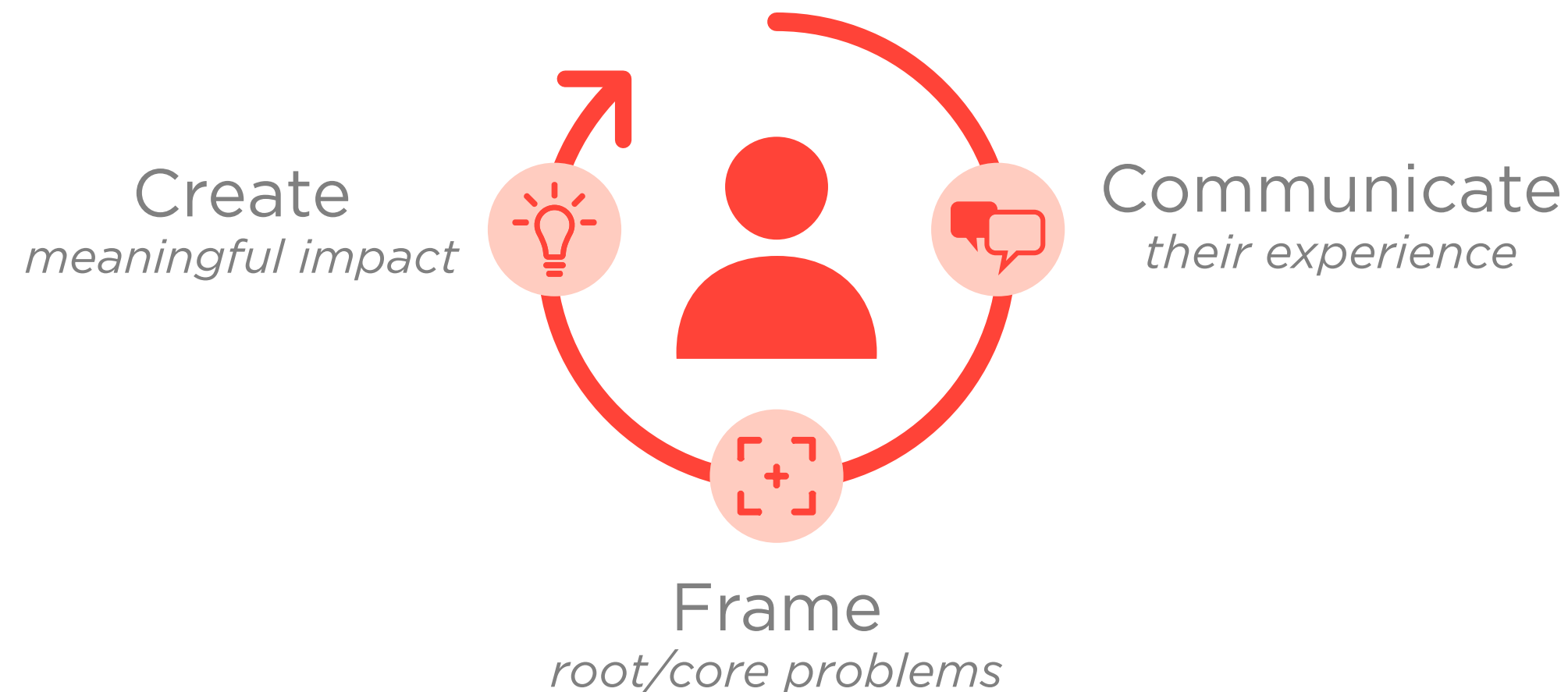
“People are not passive consumers of design, they are active designers of their own world—and always have been.”

JANE FULTON SURI—IDEO

What is people-centered design?

People-Centered Design

is an approach to designing that enables and empowers people to design





Sense
current conditions

The Organization Administrator

RESEARCH METHODS:
Photographic Observation
Interviews:
7 Indiana
2 Maryland
1 Louisiana
1 Illinois
1 Washington DC



Organization Administrator Values

- Contributing to families' success
- Maintaining a positive work culture
- The privacy of an office
- Ability to personalize workspace with personal affects
- Having a flexible schedule

existing situation

OCCUPATIONAL BEHAVIORS

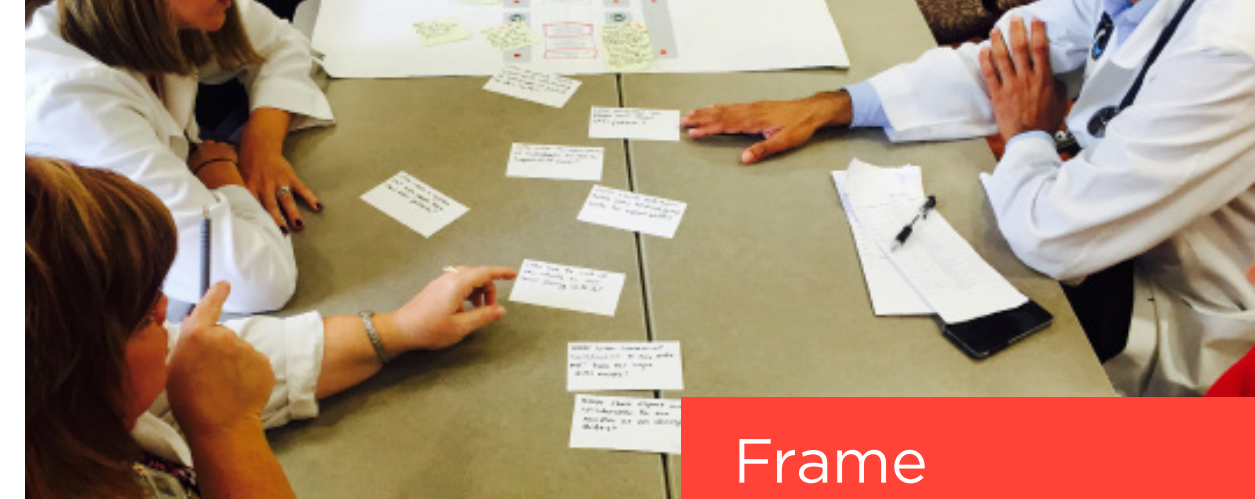
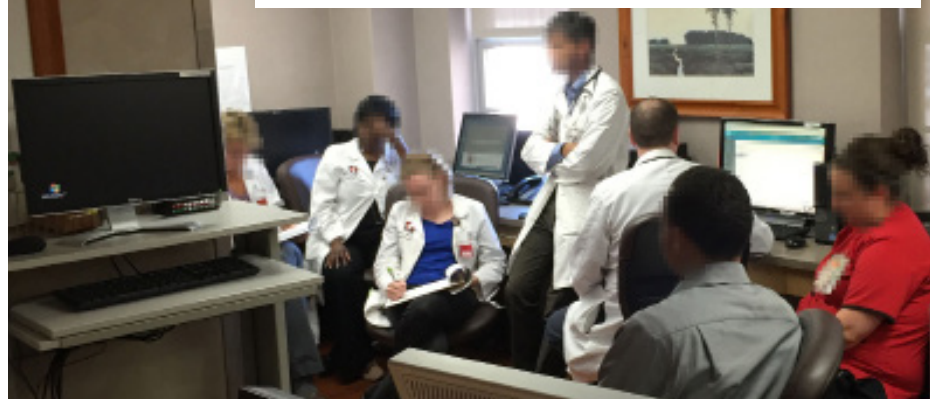
This is what I do:
• Interactions are spread across phone, email and meetings
• Vigilant about keeping documentation confidential

This is how I work:
• Utilize a variety of methods to keep files private and secure
• Spend the majority of time on face-to-face individual tasks

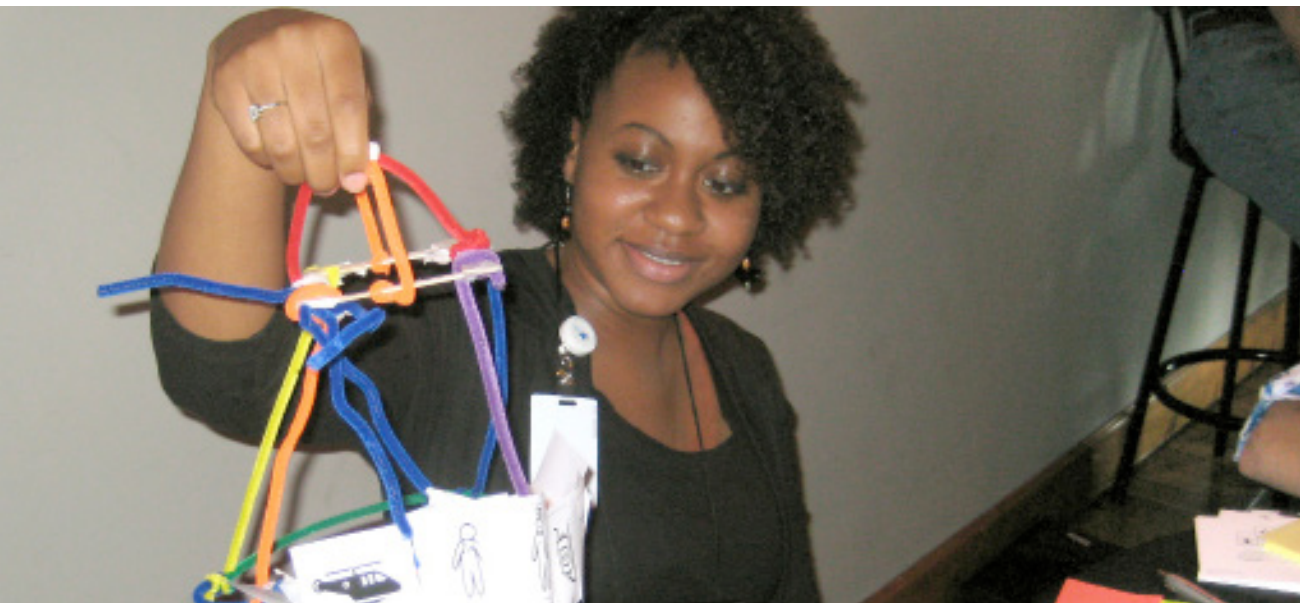
WORK RELATIONS

Interoffice Connections:
• Most well-organized with Care Coordinators as there is high turnover with them
• View supervisors as key to career ladder success
Care team dynamics:
• Six Care Coordinators through their ability to handle paperwork and procedures

Understand
behaviors & experiences



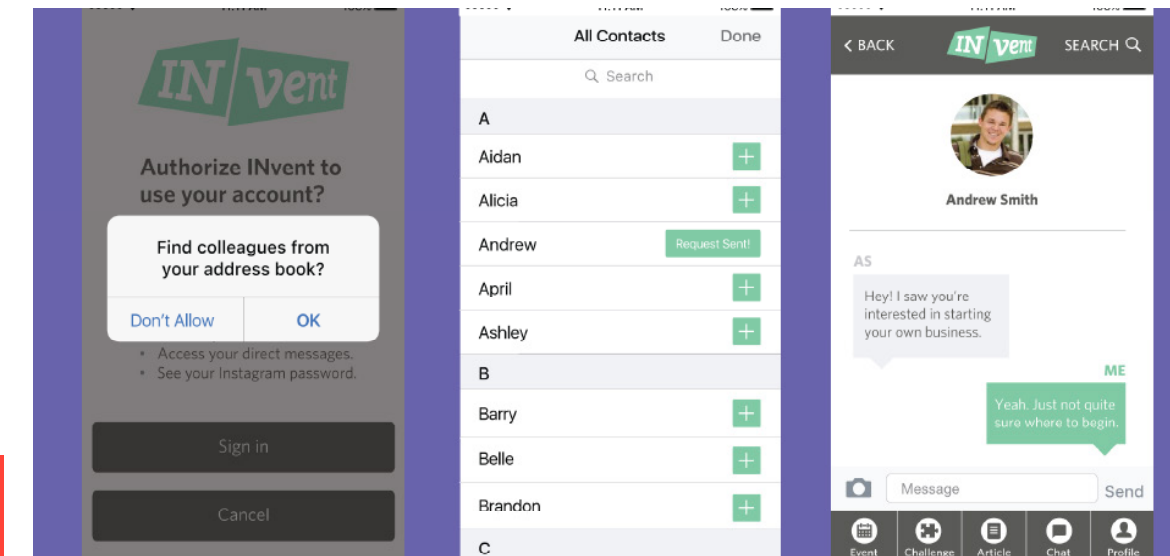
Frame
insights & challenges



Ideate
possible solutions



Iterate
test & refine



Implement
final production

Participatory Design Research

empowers people to externalize and express information about their pains, desires, and experiences.



MODE OF INQUIRY

MODE OF ENGAGEMENT

DIVERGENT THINKING

CONVERGENT THINKING

MODE OF INQUIRY

Exploratory
what exists

Ethnographic Observation,
Interviews, Participatory
Session + Cultural Probes

Envisioning
what could be

Brainstorming, Group
Sketching, Today/
Tomorrow Diagrams,
Rapid Prototyping

Sensemaking
shaping understanding

Affinity Diagramming, Flow
Analysis, Insight Sorting,
Context Mapping

Evaluative
shaping decisions

Voting, Criteria Matrix,
Think Aloud Testing,
Critiques

MODE OF ENGAGEMENT

*User as
Participant*

*Researcher
Present*

*Researcher
Not Present*

*User as
Subject*



*“We are on a journey toward a future
being made from the dreams of
everyday people.”*

ELIZABETH SANDERS — *GENERATIVE TOOLS FOR CODESIGNING*

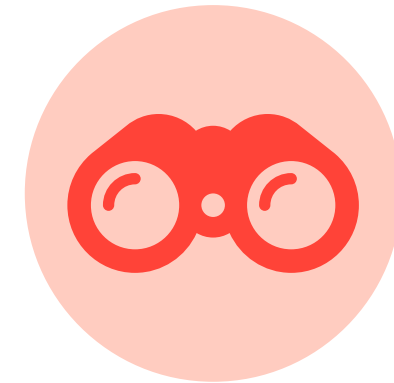
How we teach Participatory Design Research



+



+



Inclusive Mindset

*an established set of
attitudes or values*

Traits & Skills

*specific characteristics &
technical abilities*

Research Methods

*logic or procedure for
collecting data*



Inclusive Mindset

CORE BELIEFS

People are experts of
their own experiences

—

All people have the
ability to design

—

Design *with* people
not *for* people

—



Traits & Skills

TRAITS



Curiosity



Creative

SKILLS



Empathy



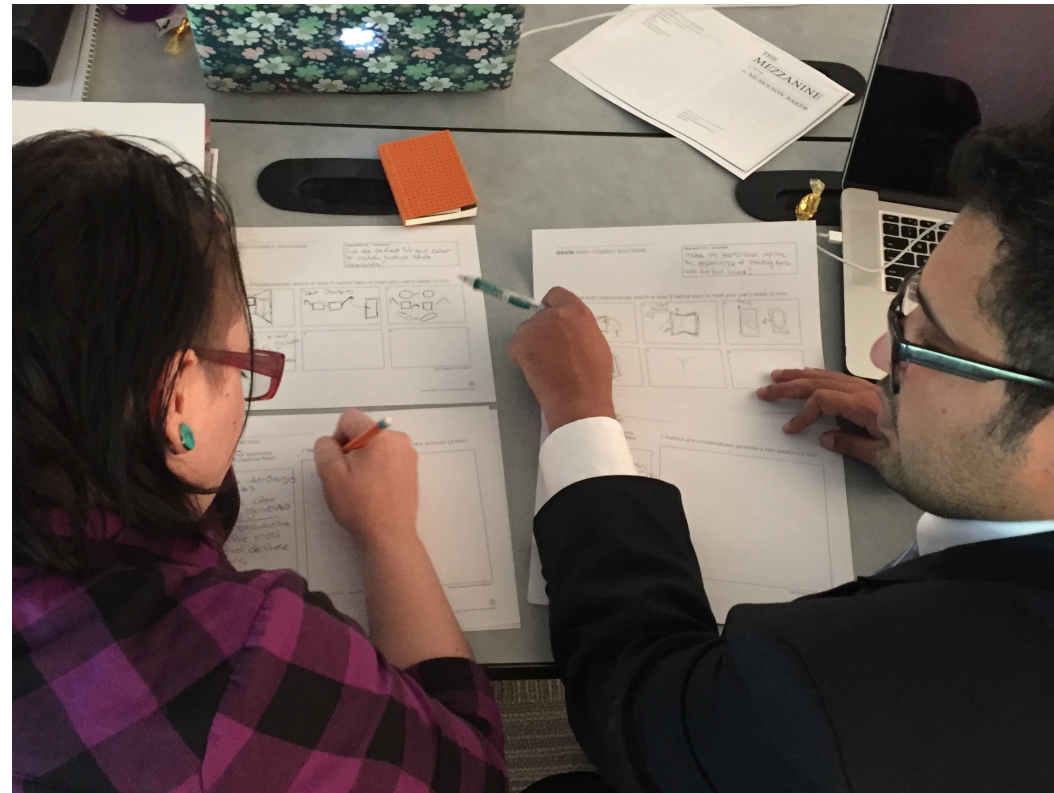
Facilitation



Communication

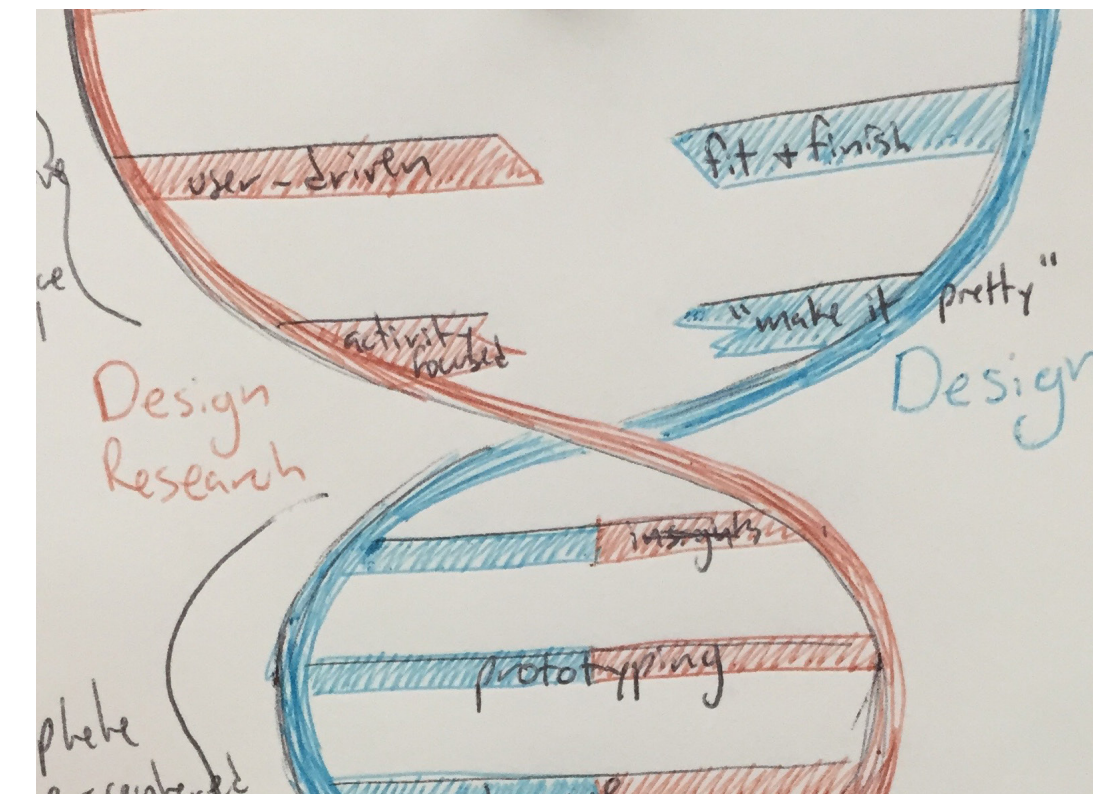
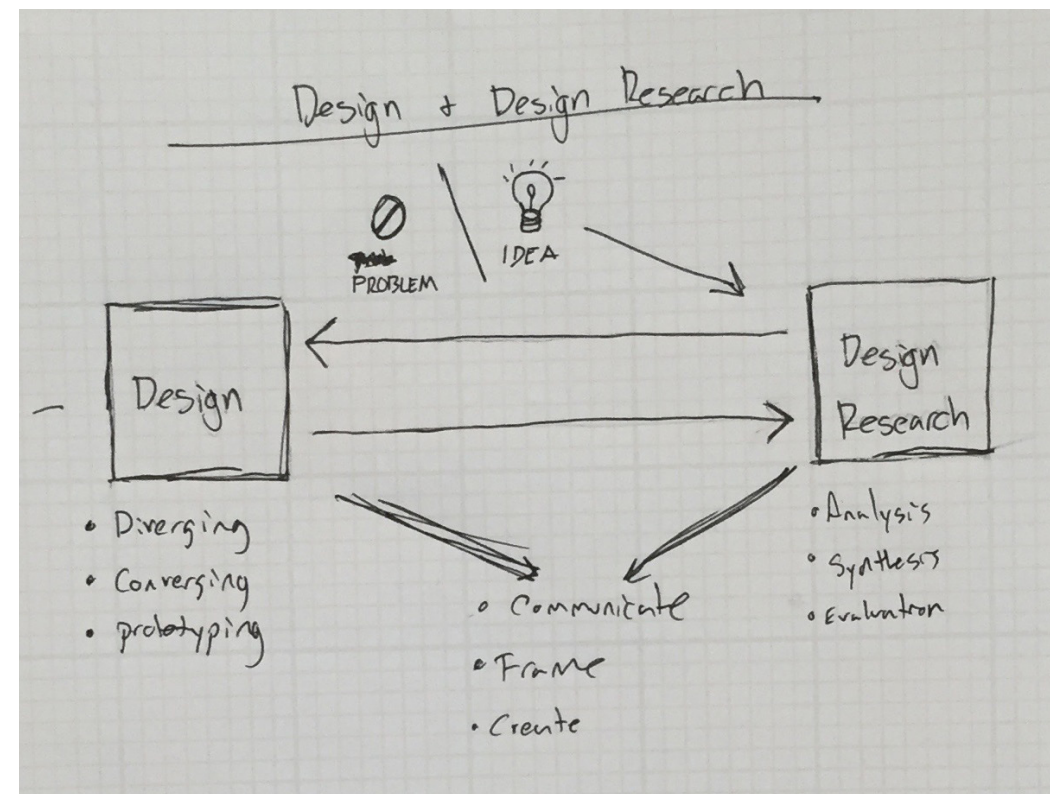
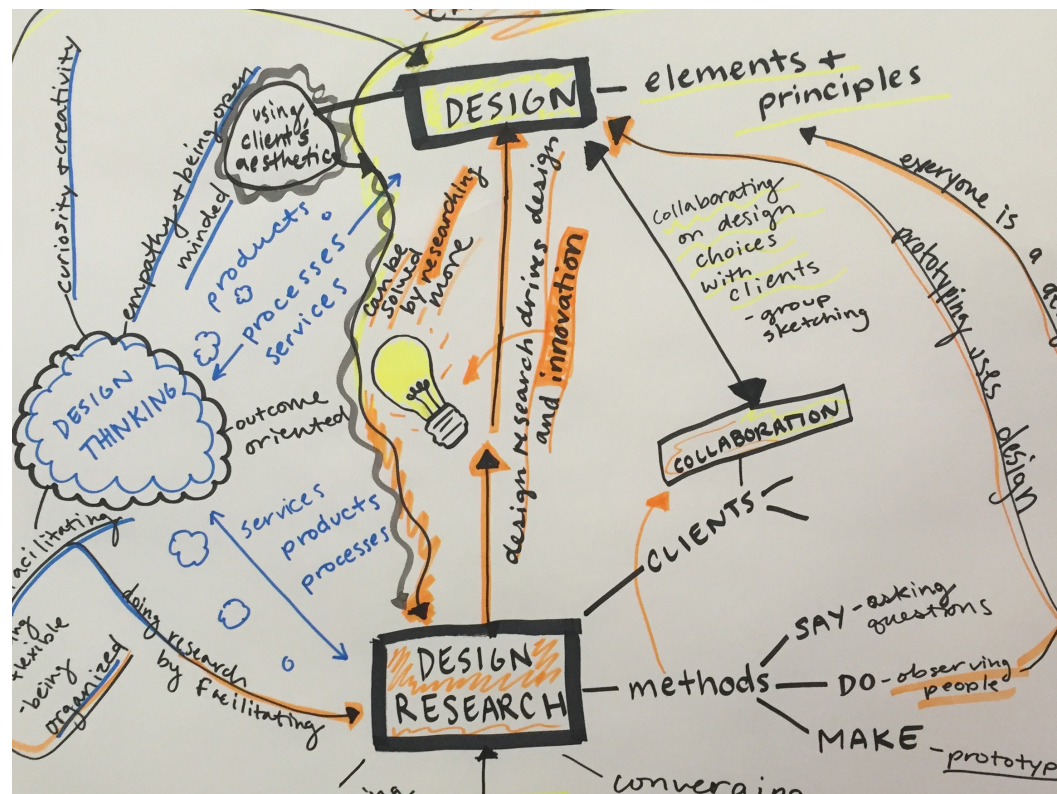
Course Activities

Crash Course in People-Centered Design (adapted from Stanford d.school)



Course Activities

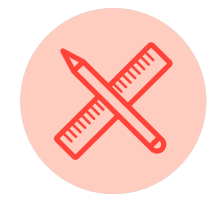
Readings & Visual Reflection (read & experience, reflect & visualize)



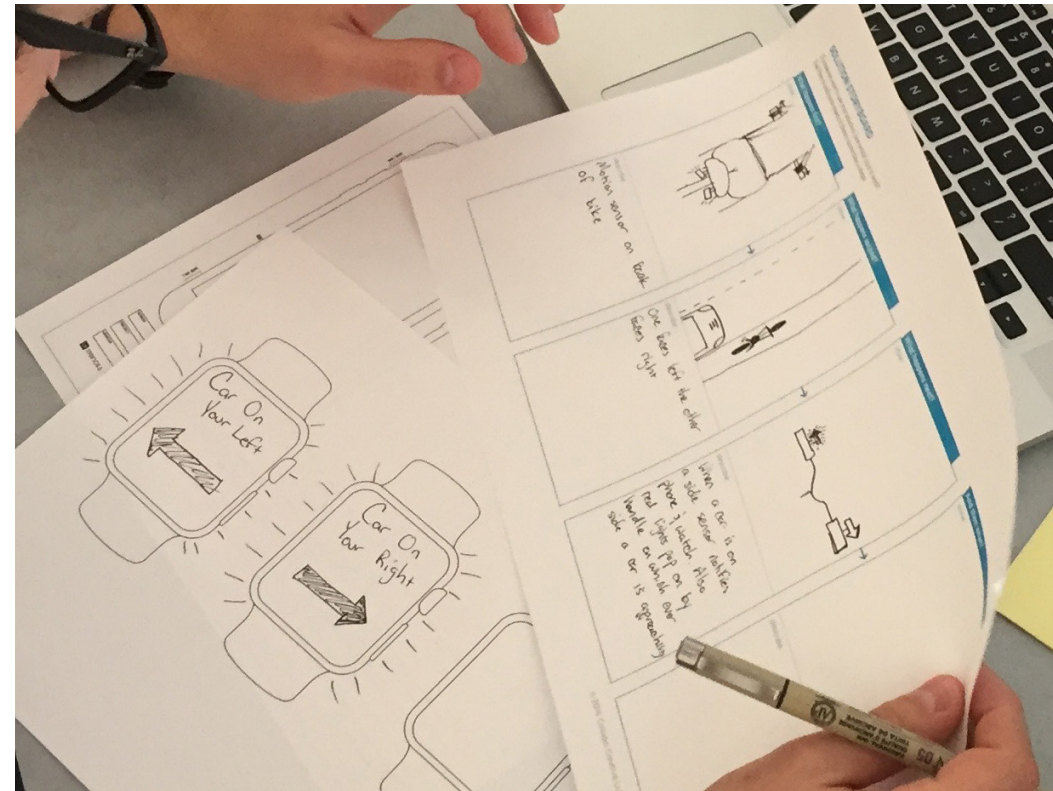
Course Activities

Methods Practice

(exploratory, envisioning, sensemaking, evaluative)



Brainstorm Session



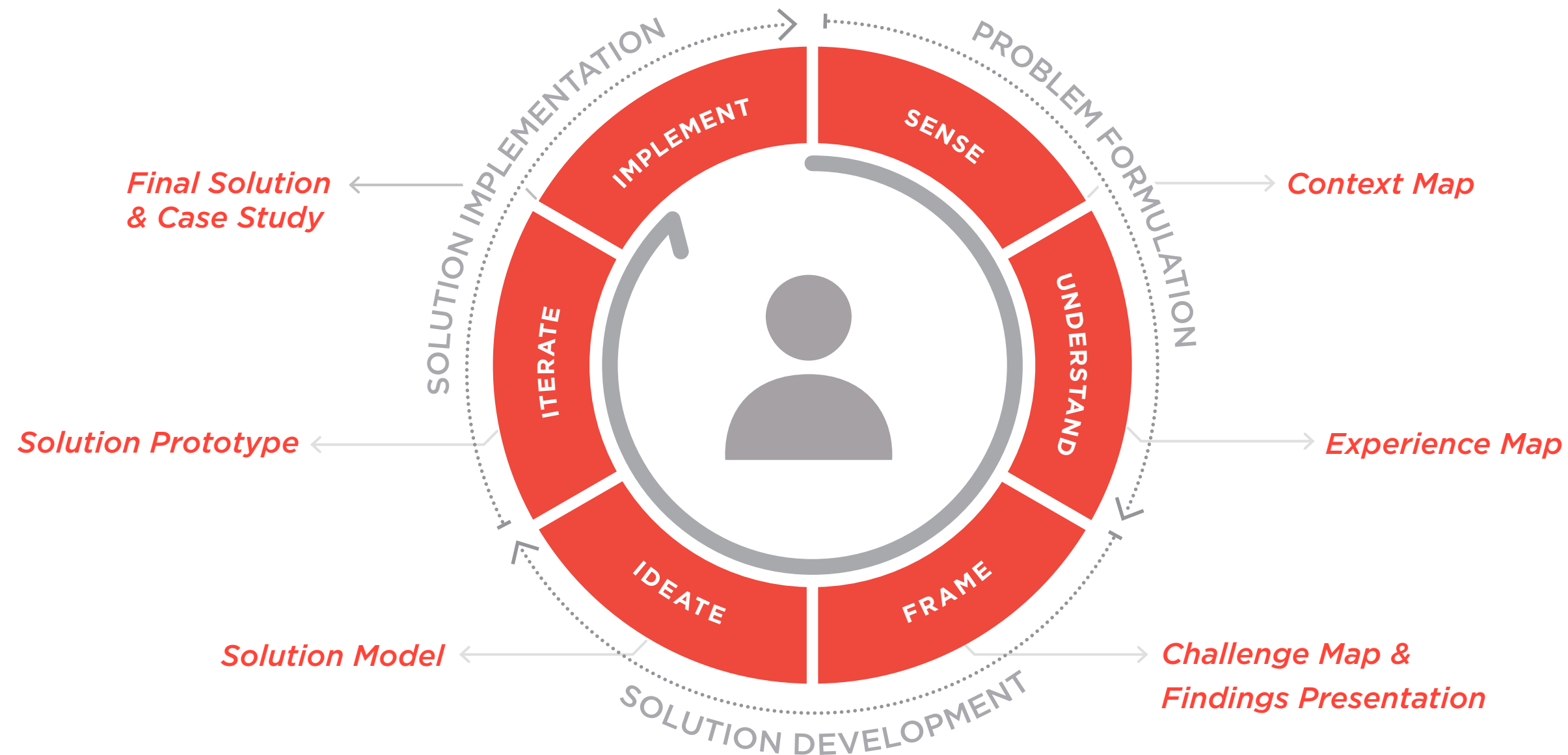
Solution Modeling



Affinity Diagramming

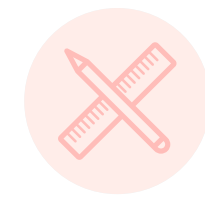
Course Activities

Group Project (process phase deliverables)



Course Tools

Planning Templates (Method Planning & Facilitation Planning)



METHOD PLANNING TEMPLATE

Method Name: _____

MODE OF INQUIRY

Exploratory | Envisioning | Sensemaking | Evaluative

Objective: _____

People: _____ Time: _____ Environment: _____

MODE OF ENGAGEMENT

Qualitative | Quantitative Present | Not Present

Activities/Prompts	Tools (to make)	Supplies (to take)

Student Name: _____

METHOD SHEET © 2016 Collabo Creative

METHOD PLANNING TEMPLATE

MODE OF ENGAGEMENT

Qualitative | Quantitative Present | Not Present

Activities/Prompts	Tools (to make)	Supplies (to take)

Student Name: _____

METHOD SHEET © 2016 Collabo Creative

SESSION OBJECTIVE(S)

TIME

ENVIRONMENT

PEOPLE

METHOD(S)
(method name / mode of inquiry / mode of engagement / activity)

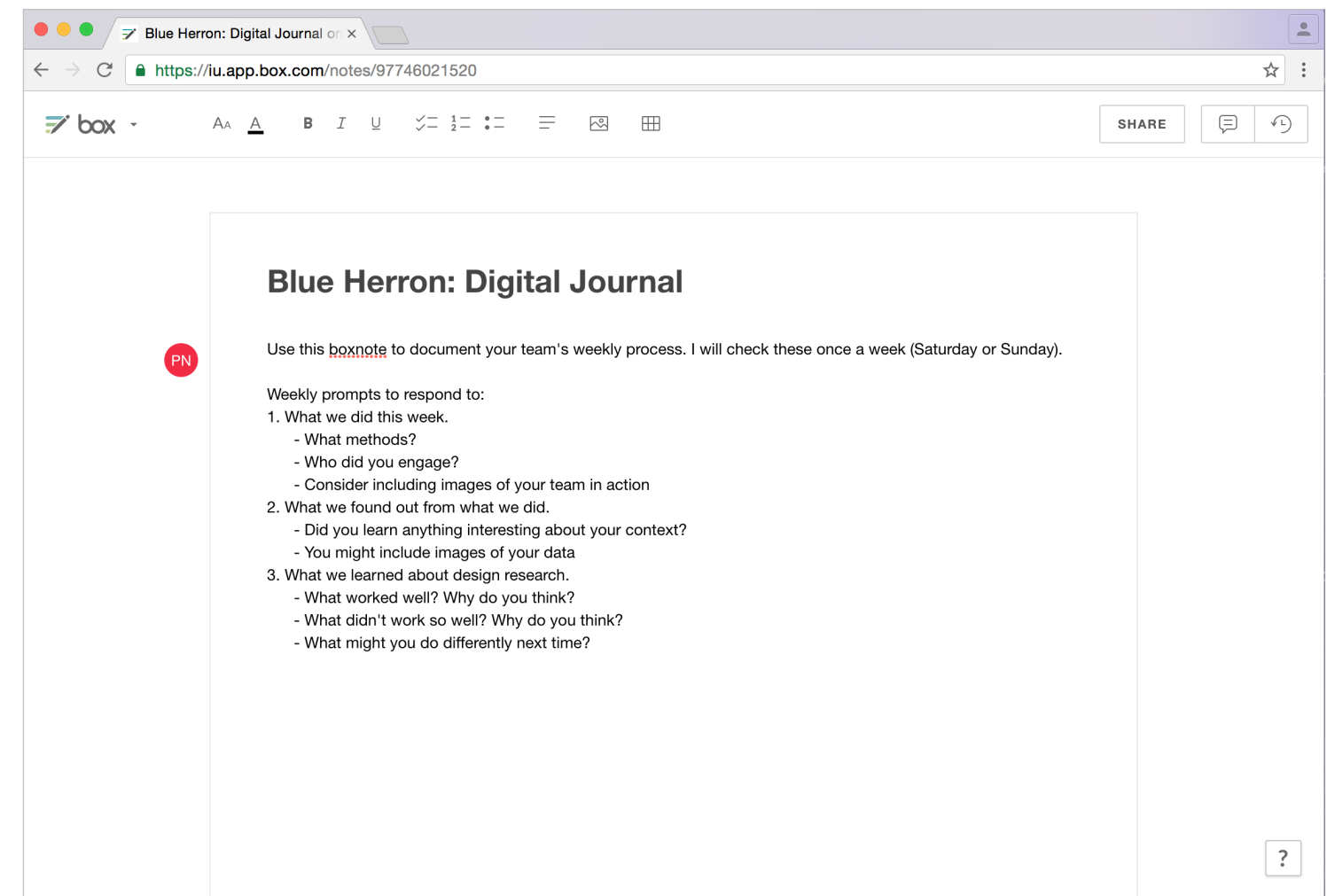
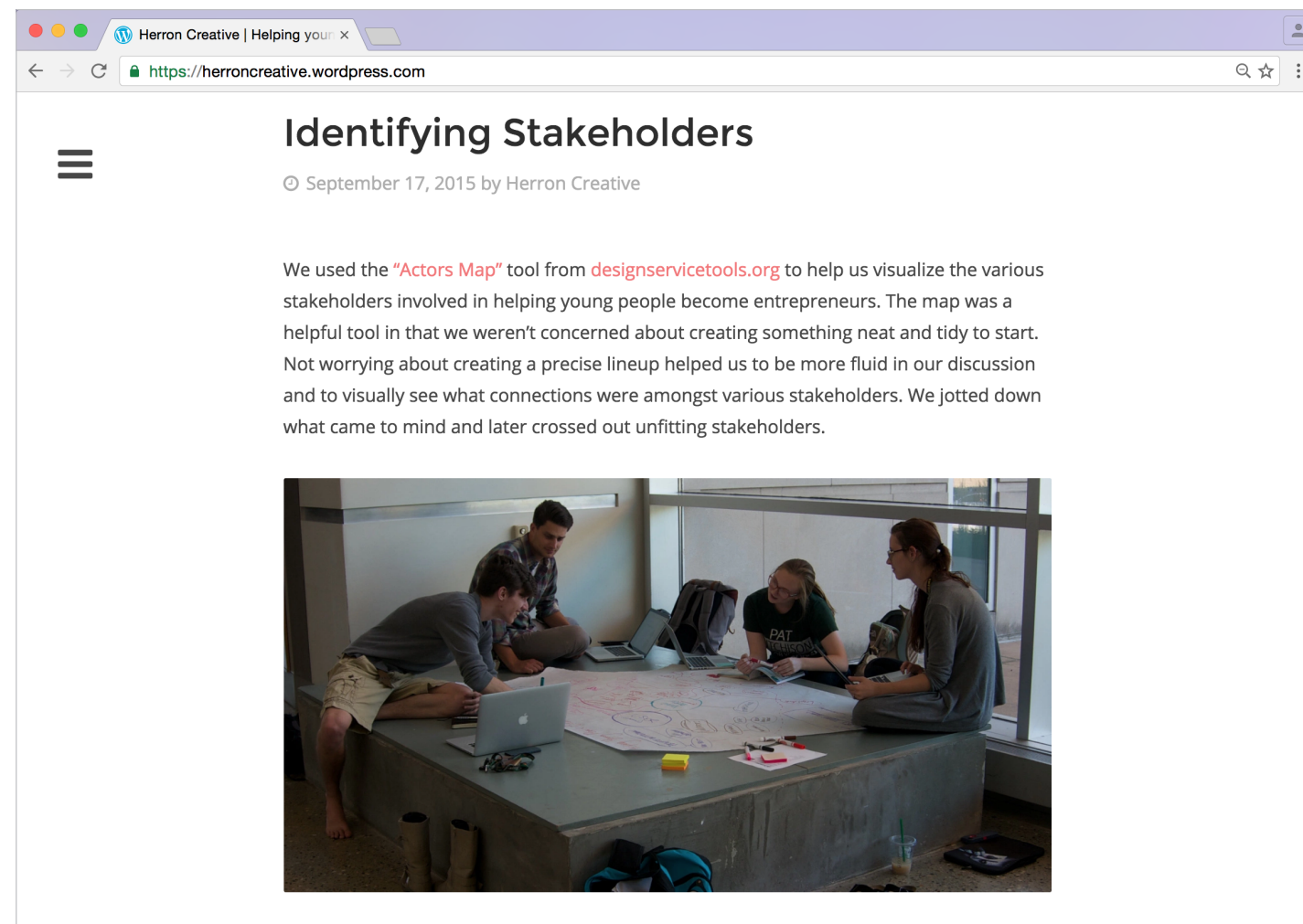
TOOLS (to make)

SUPPLIES (to take)

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Course Tools

In-action Reflection Templates (Blog & Boxnote)



A proposal for structuring a People-Centered Design program

UNDERGRADUATE

Research Facilitation

Research Method
Execution

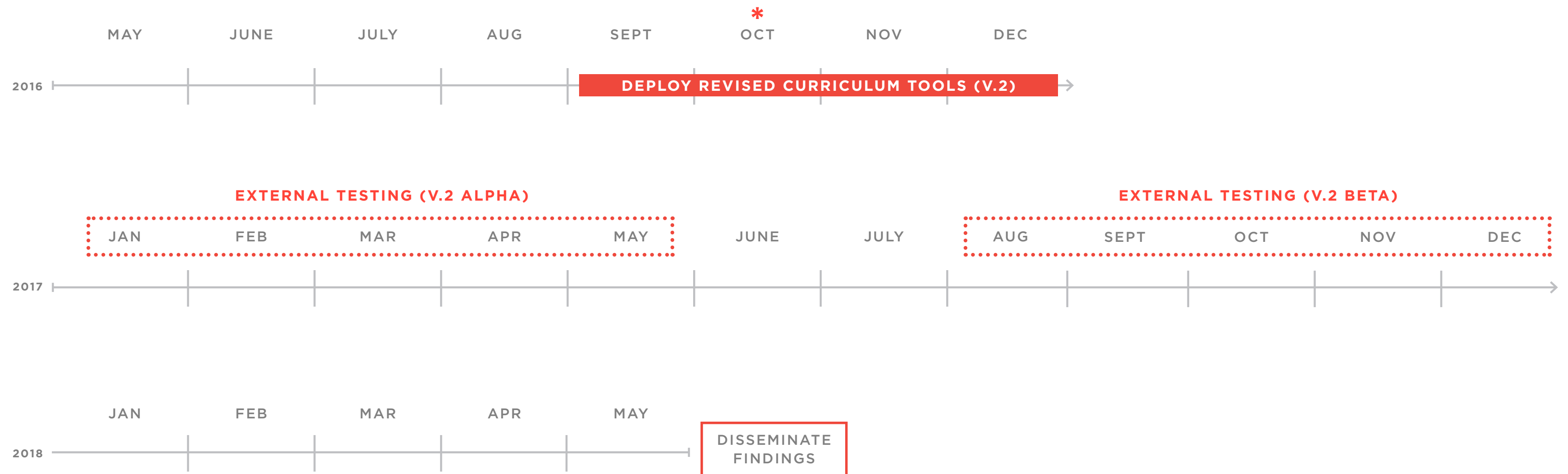
GRADUATE

Design Facilitation

Research Methodology
Development

2016 AIGA Design Faculty Research Grant

Designing a Theoretical Foundation for People-Centered Design Research



Want to get in on the action?

Be a Design Educator Participant in our research!

Would you like to try out our curriculum materials for integrating people-centered design and participatory design research into your next visual design course?

**GRAB A
POST-IT**



**FIND
BRIAN**



**WORK
WITH US**



GET PAID



The background consists of a dense arrangement of red sticky notes of various sizes, some overlapping. The notes contain handwritten text in a dark ink, which is mostly illegible due to the blur and angle. Some legible fragments include "Darsio" at the top right, "CL" in the upper middle, and "KIT NOTES" at the bottom center. A white speech bubble with a tail pointing towards the bottom right is centered over the image.

Thank you!