Tools for innovating design education curriculum
“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 their experience, create meaningful impact, and frame root/core problems.
Understand
behaviors & experiences

Frame
insights & challenges

Sense
current conditions

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.
DIVERGENT THINKING

Exploratory  
what exists

- Ethnographic Observation
- Interviews, Participatory Session + Cultural Probes

Envisioning  
what could be

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

CONVERGENT THINKING

Sensemaking  
shaping understanding

- Affinity Diagramming, Flow Analysis, Insight Sorting, Context Mapping

Evaluative  
shaping decisions

- Voting, Criteria Matrix, Think Aloud Testing, Critiques
“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)
Planning Templates
(Method Planning & Facilitation Planning)
Course Tools

In-action Reflection Templates (Blog & Boxnote)

Identifying Stakeholders

September 17, 2015 by Herron Creative

We used the "Actors Map" tool from designerservicetools.org to help us visualize the various stakeholders involved in helping young people become entrepreneurs. The map was a helpful tool in that we weren't concerned about creating something neat and tidy to start. Not worrying about creating a precise Graph helped us to be more fluid in our discussion and to visually see what connections were amongst various stakeholders. We jotted down what came to mind and later cross out unfilling stakeholders.

Blue Herron: Digital Journal

Use this blogpost to document your team's weekly process. I will check these once a week (Saturday or Sunday).

Weekly prompts to respond to:
1. What we did this week,
   - Who did you engage?
   - Context including images of your team in action
2. What we found out from what we did,
   - Did you learn anything interesting about your context?
   - You might include images of your data
3. What we learned about design research,
   - What worked well? Why do you think?
   - What didn’t work so well? Why do you think?
   - What might you do differently next time?
A proposal for structuring a People-Centered Design program

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<thead>
<tr>
<th>UNDERGRADUATE</th>
<th>GRADUATE</th>
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<tr>
<td>Research Facilitation</td>
<td>Design Facilitation</td>
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<tr>
<td>Research Method</td>
<td>Research Methodology</td>
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<td>Execution</td>
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2016 AIGA Design Faculty Research Grant
Designing a Theoretical Foundation for People-Centered Design Research

- DEPLOY REVISED CURRICULUM TOOLS (V.2)
- EXTERNAL TESTING (V.2 ALPHA)
- EXTERNAL TESTING (V.2 BETA)
- DISSEMINATE FINDINGS
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
Thank you!