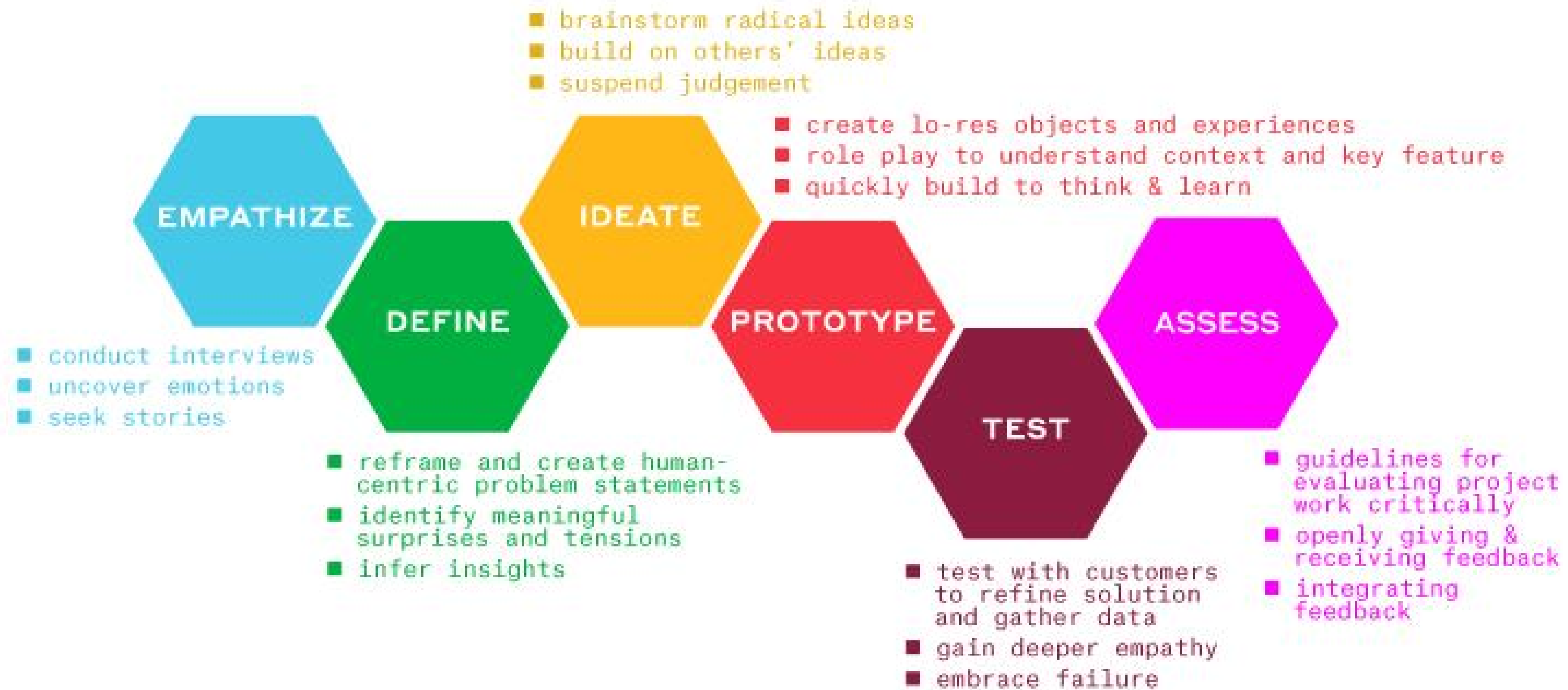


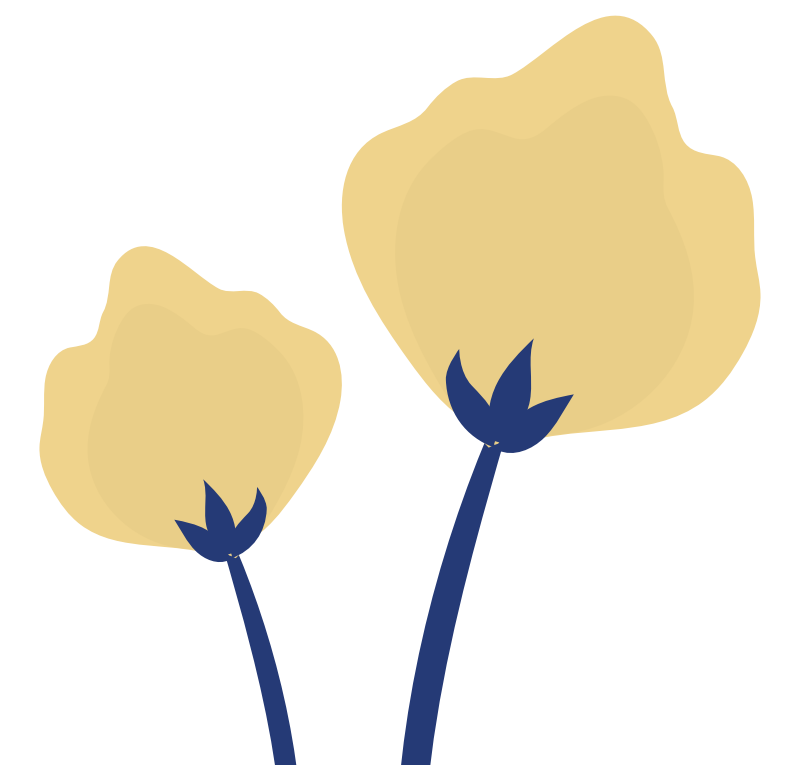


# Redesigning the Human-Centered Design Process

HCDE 300 Wi23  
Rebecca Chan, Huy Mai

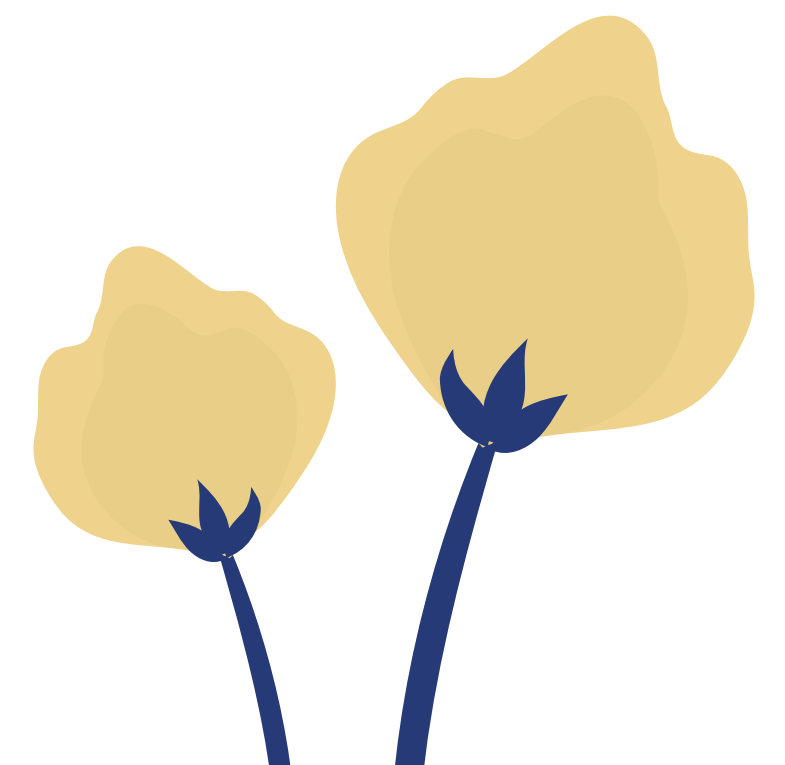


# d.school Design Process



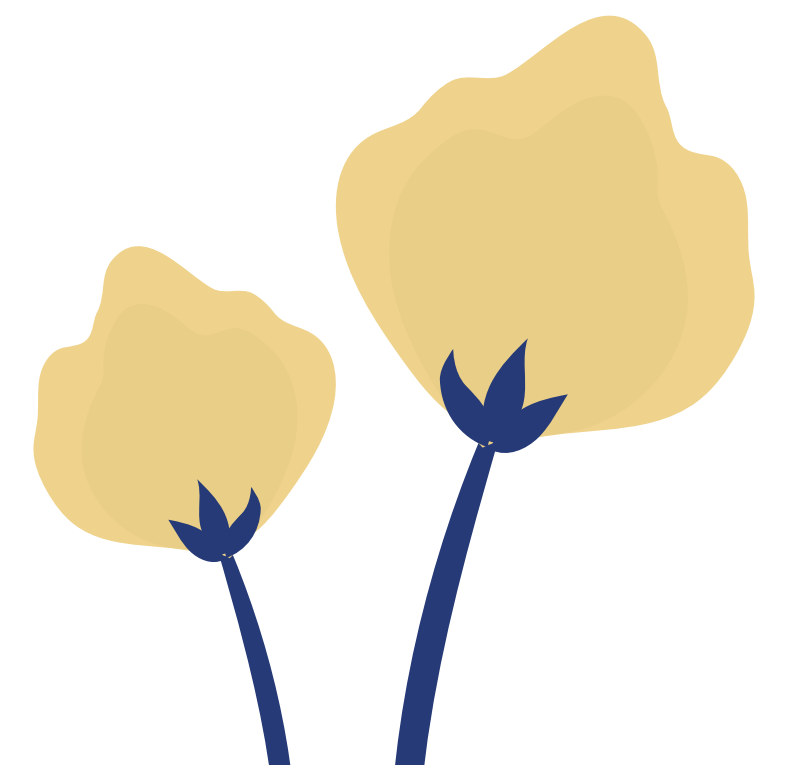
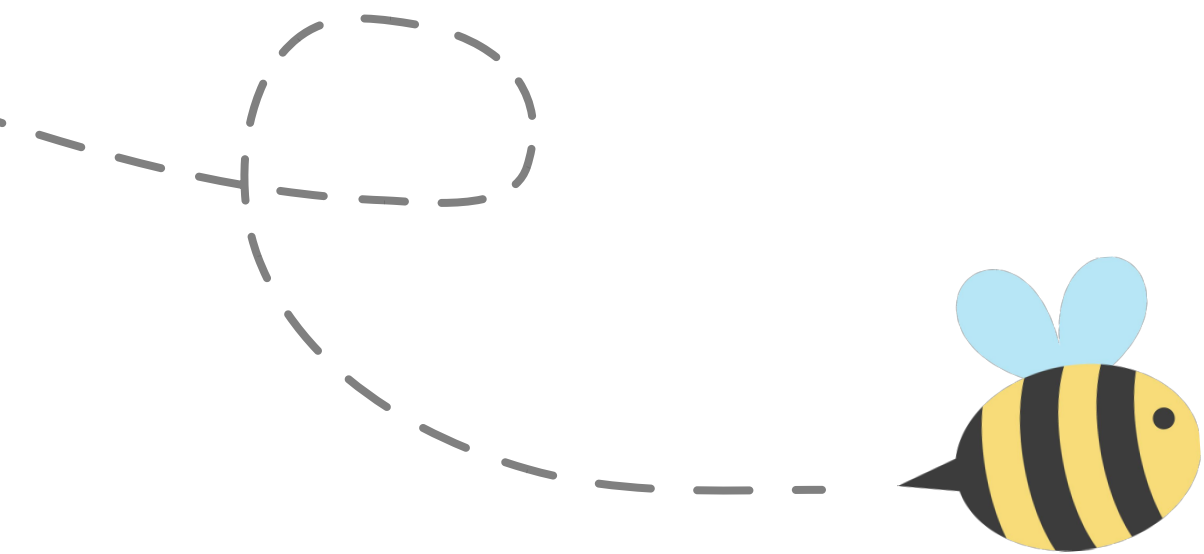
# Eliminate the linear design process

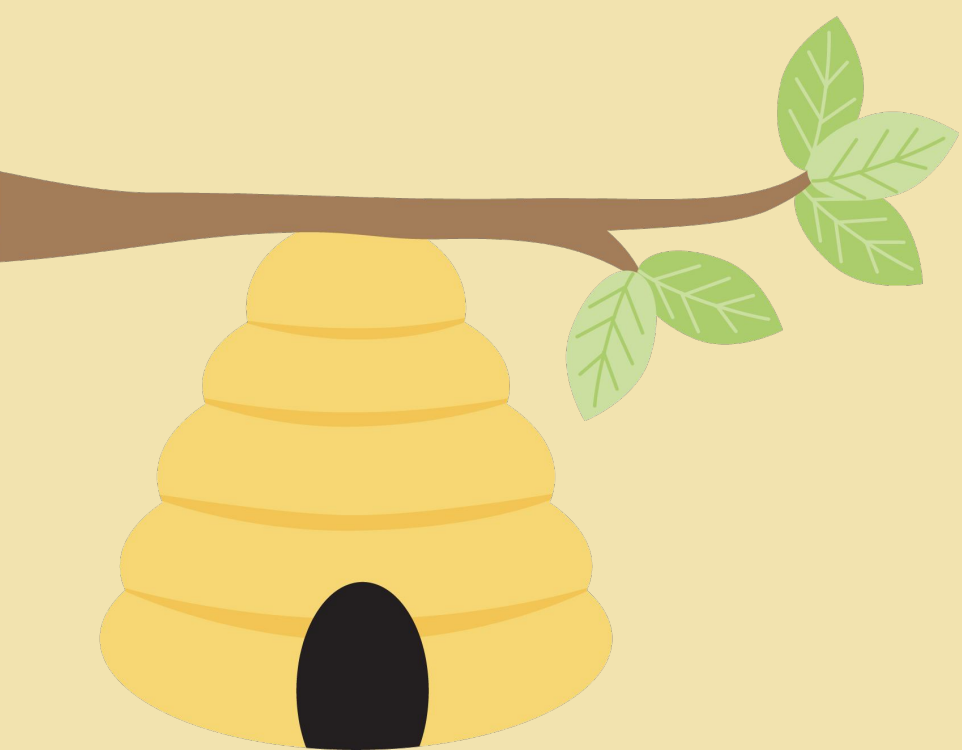
Instead, designers should decide on their next steps through continuously reflecting on their work.



# Eliminate the linear design process

Instead, designers should decide on their next steps through continuously reflecting on their work.

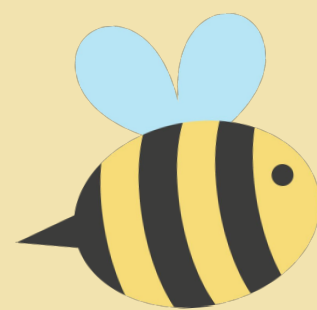




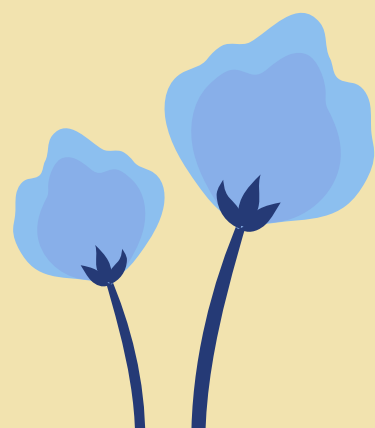
Reflection



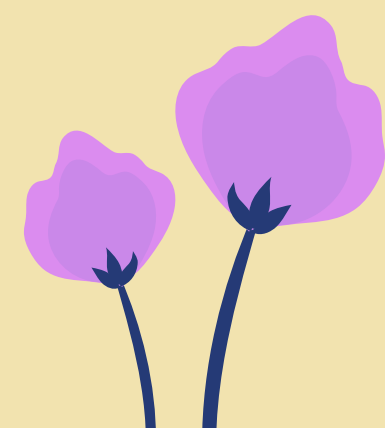
Ideate



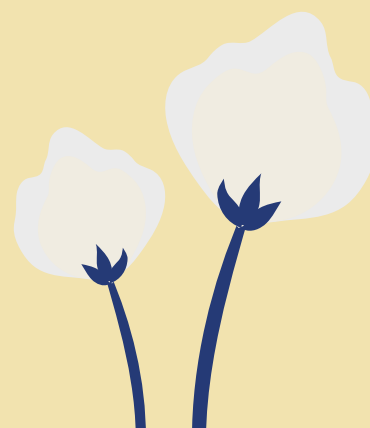
Test



Empathize



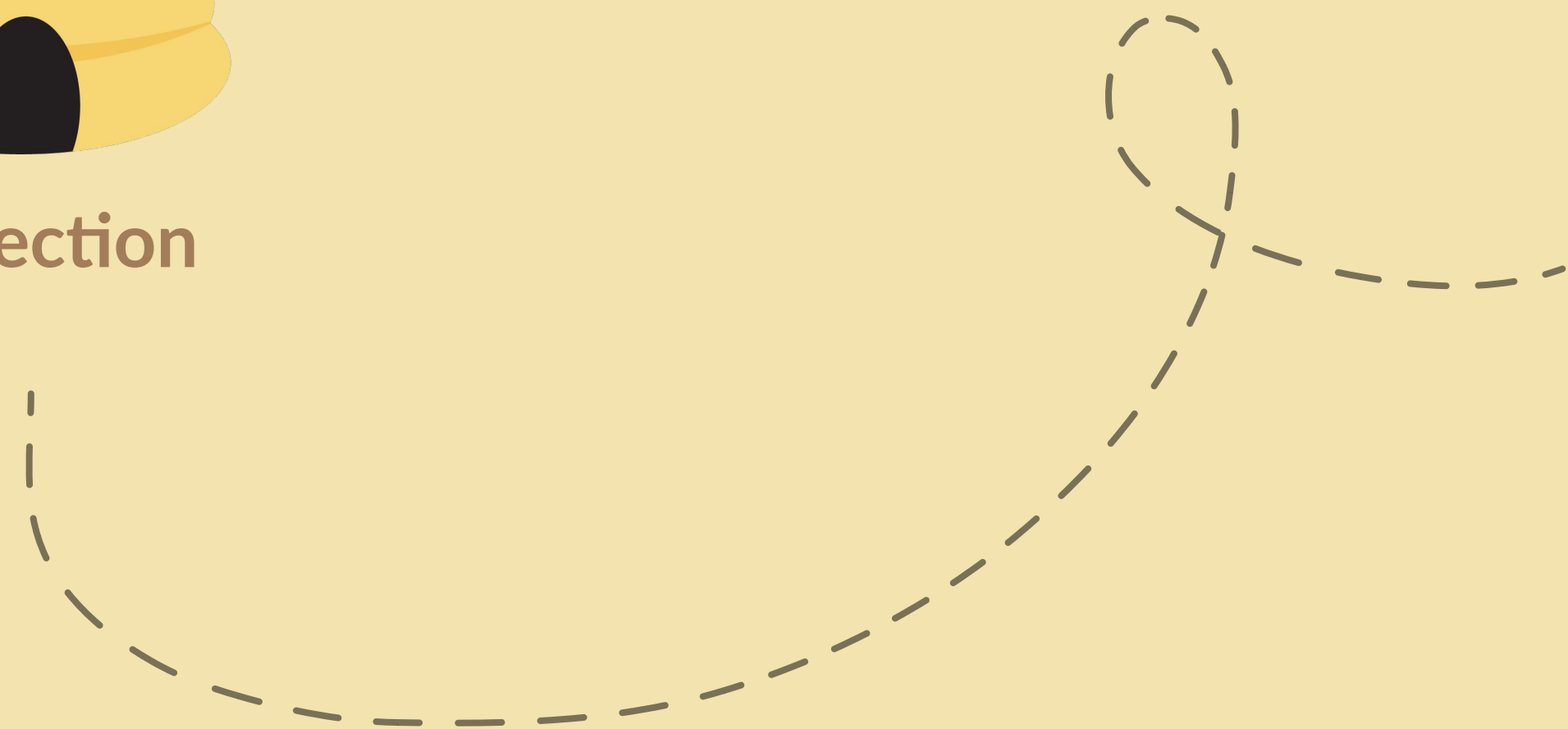
Prototype



Define



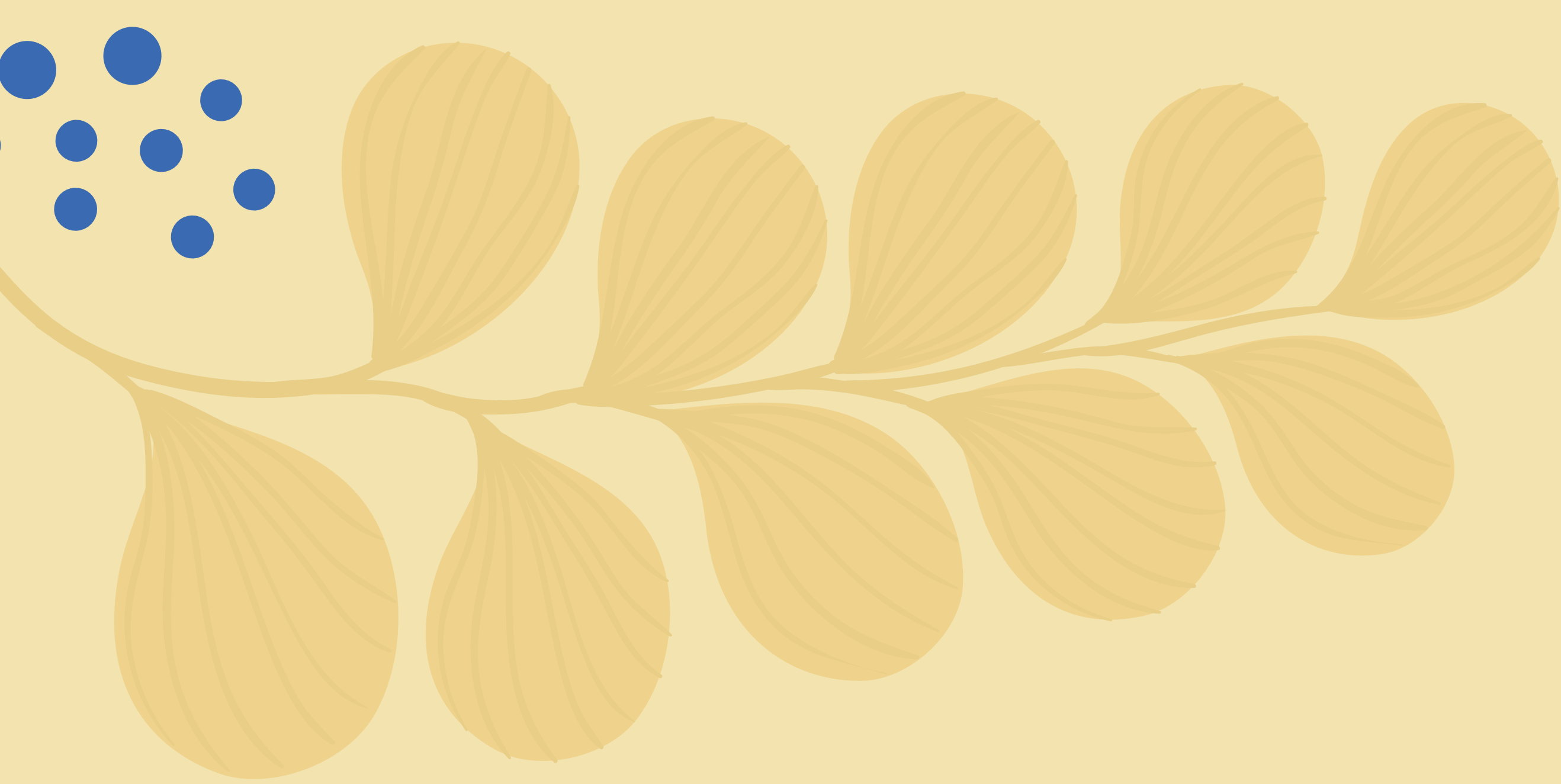
Assess





## Reasoning

- Turner: we are often prototyping society, there are deeper and often overlooked implications of our designs
- Ratto: the emphasis on step by step processes overlooks the bigger picture
- Bennett: empathy should be involved throughout to help designers be more aware of the implications of actions



# Canvas Example

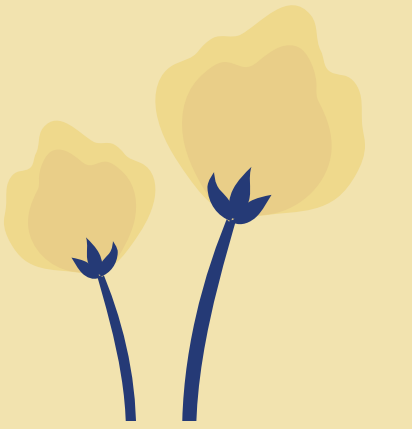
Canvas is a classroom management software used by both students and instructors throughout the University of Washington.



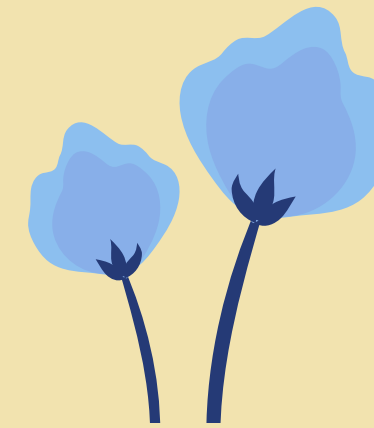




Reflection



Test



The Canvas design team begins with user tests and research into their current design.

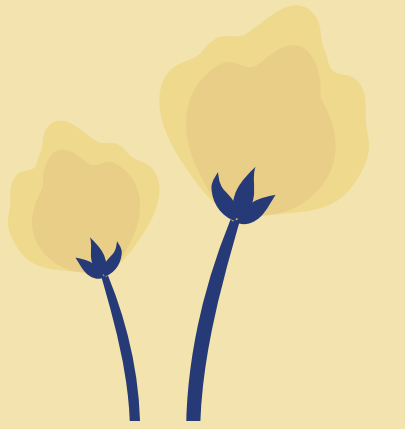
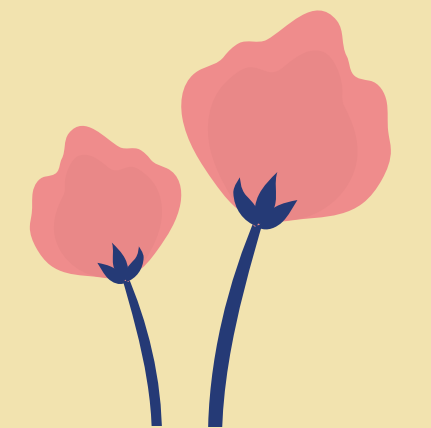
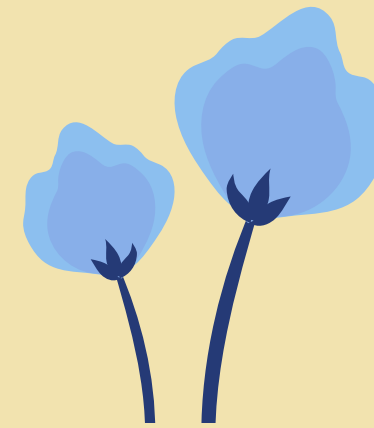
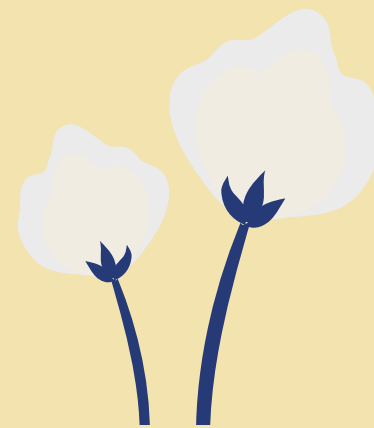
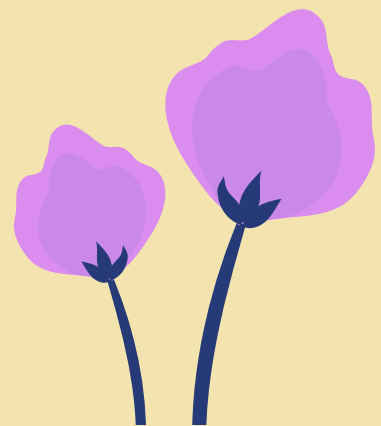




Before moving on to any other stage, they must reflect upon their findings and next steps.



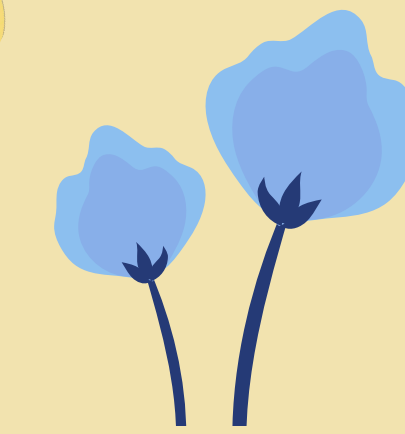
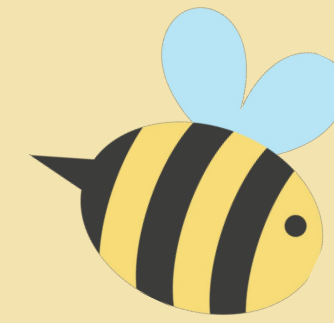
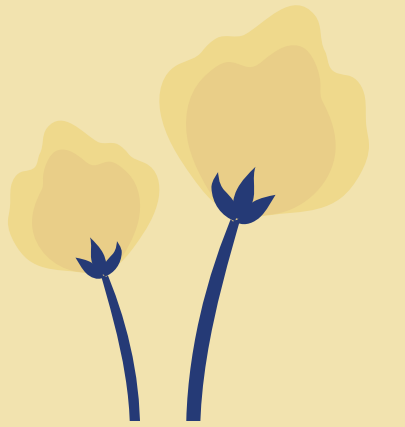
Reflection



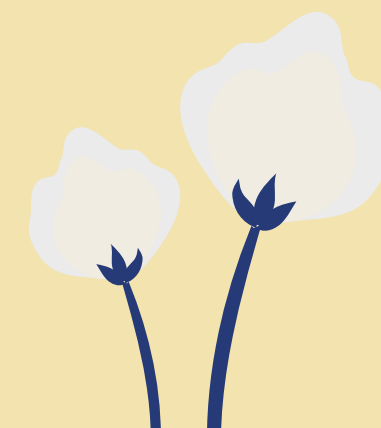
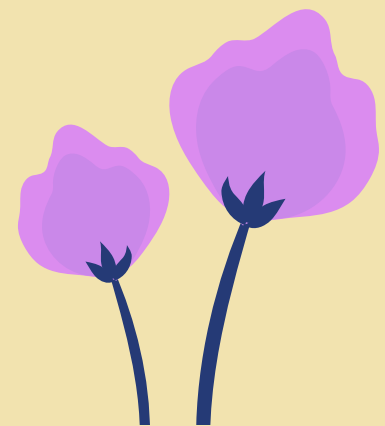
Test



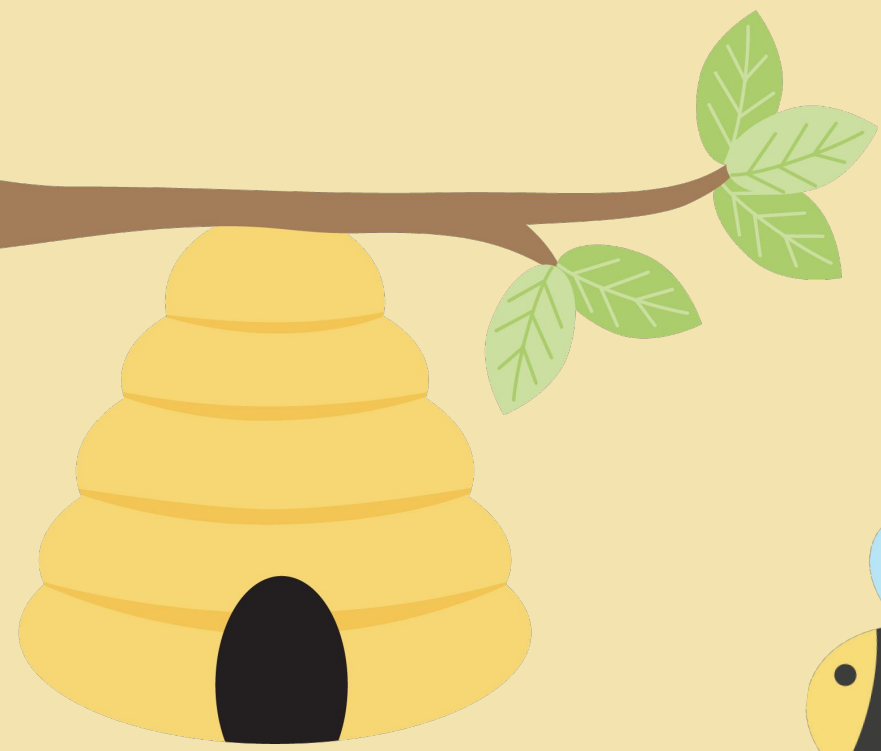
Reflection



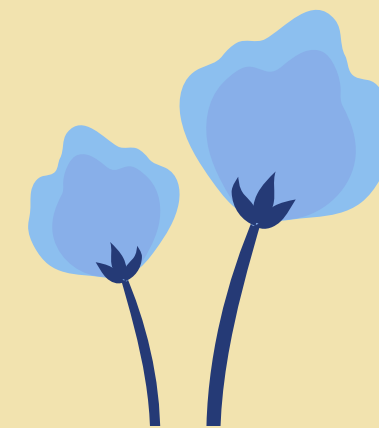
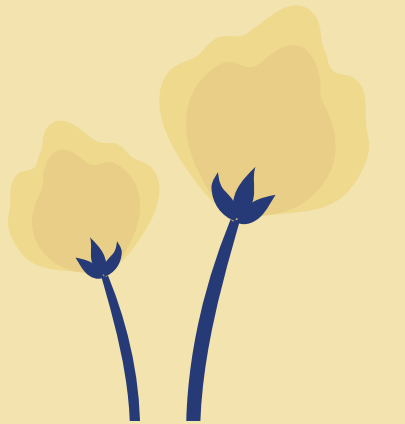
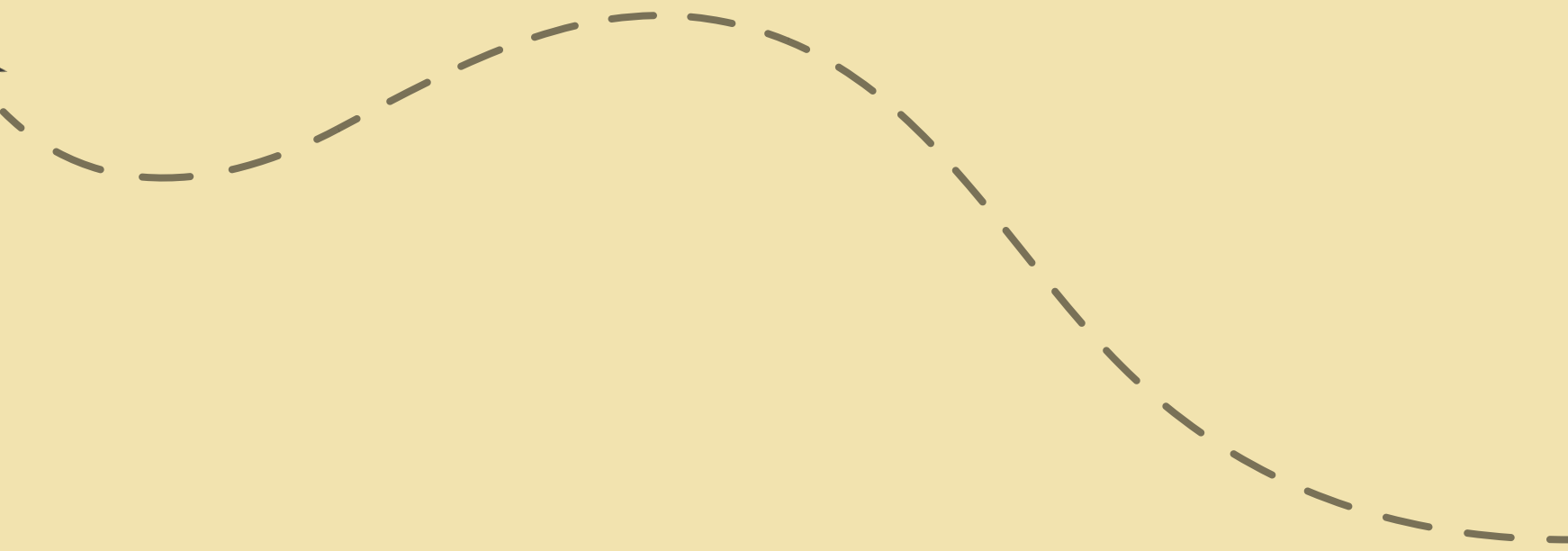
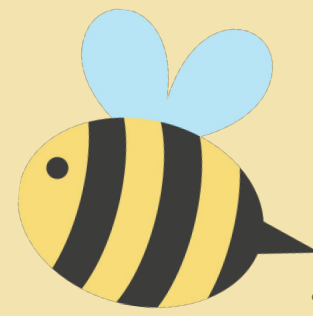
Empathize



They then identify pain points in their design through feedback, empathizing with their users.



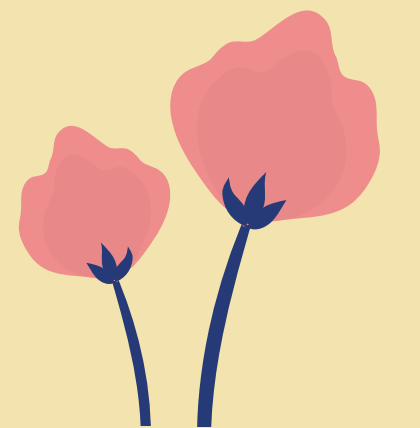
Reflection



Empathize

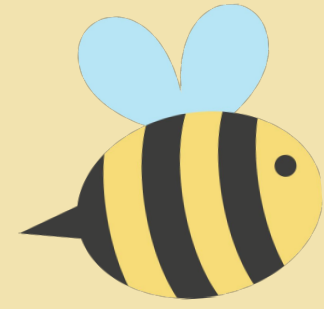


They once again reflect. This could involve questioning any inherent bias or discrimination in their existing design.

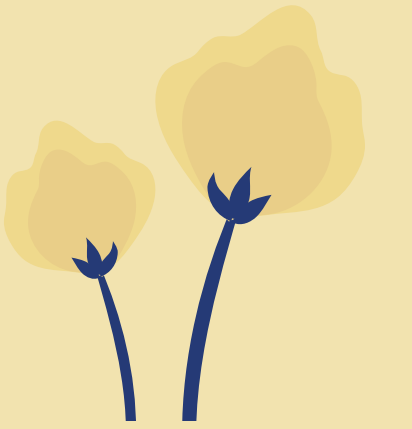




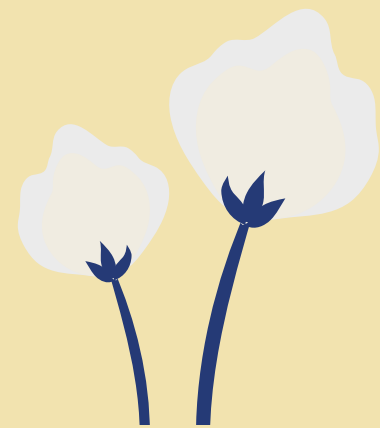
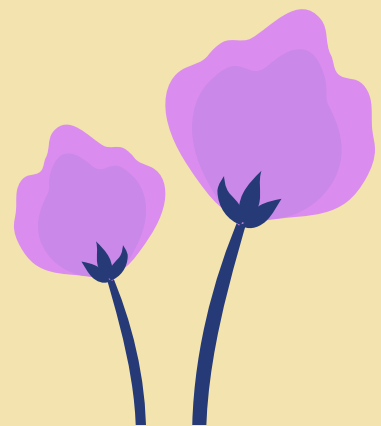
Reflection

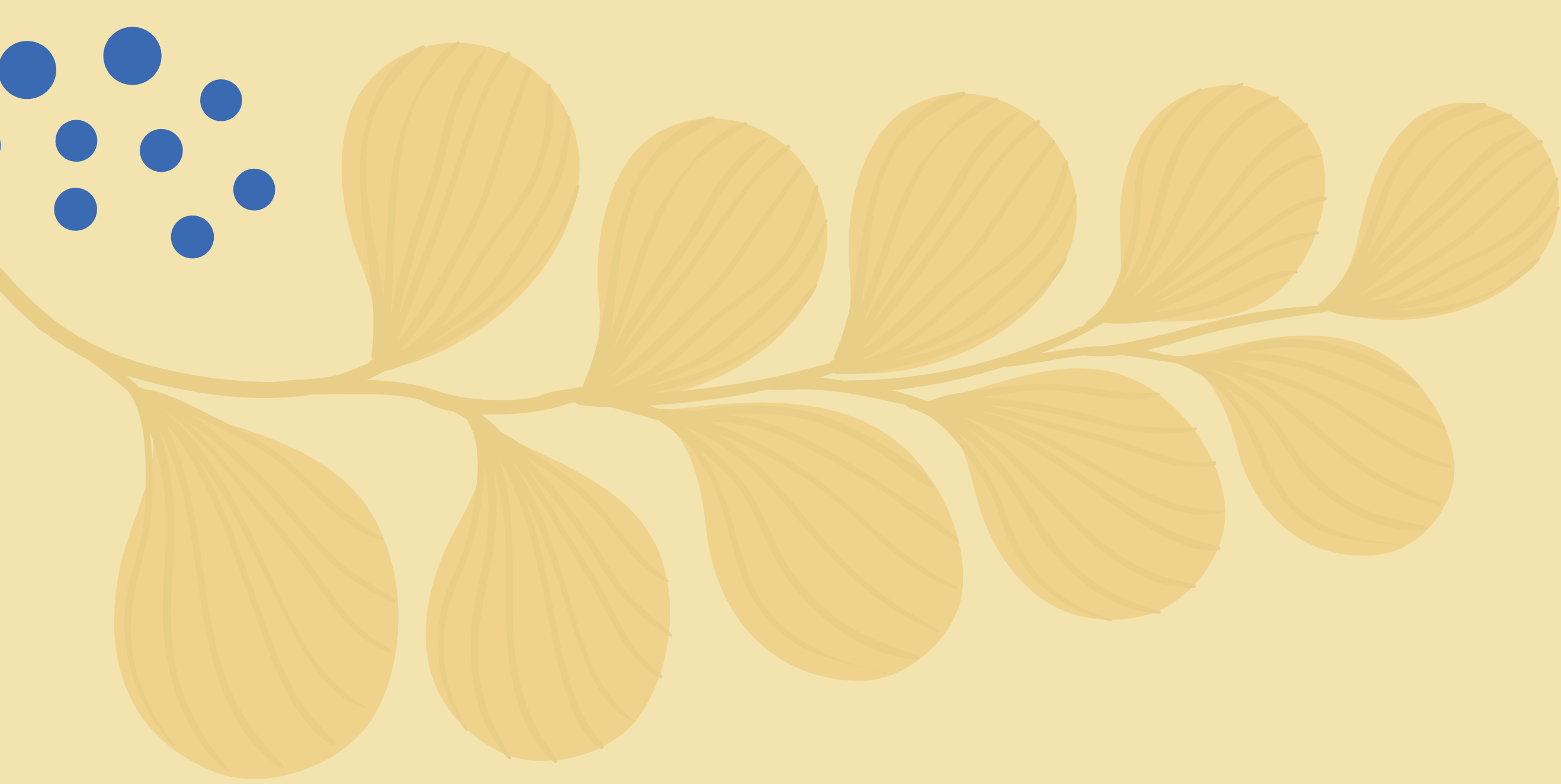


Ideate



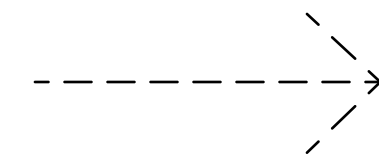
After reflecting upon and identifying the needs of their users, they are able to ideate solutions.





# Limitations

Realistically, open ended plans may not work for limited timeline or working with others.



Reflections and non-linear processes can still be used and should be allowed for in planning.

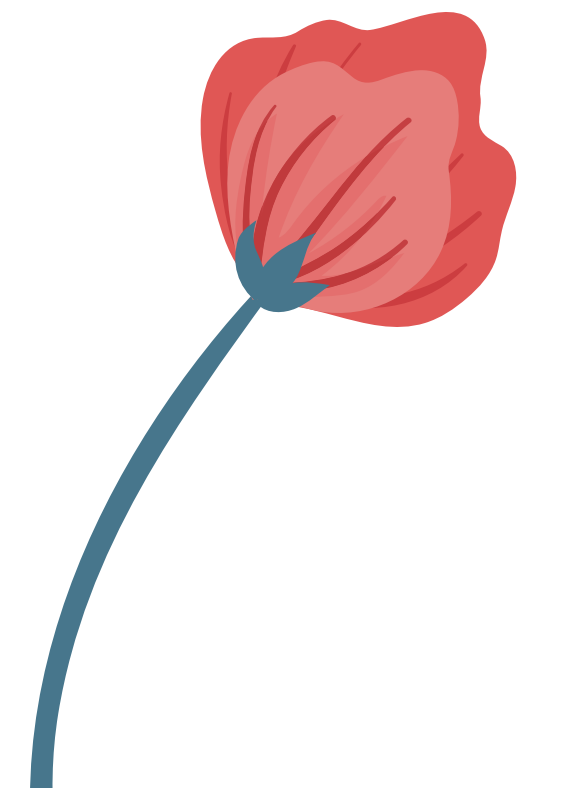
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Ratto, M. (2019, December 24). SDGC19 | Matt Ratto: Critical Making as an Antidote to Design Thinking. YouTube; Service Design Network. [https://www.youtube.com/watch?v=jeBWi\\_n1Ppg](https://www.youtube.com/watch?v=jeBWi_n1Ppg)

Turner, F. (2016). Prototype. In B. Peters (Ed.), Digital Keywords: A Vocabulary of Information Society and Culture (pp. 256–268). Princeton University Press. <https://doi.org/10.2307/j.ctvct0023.27>





**Thank you!**

Questions?