

# WHY DO HUMAN CENTERED DESIGN?

Because it can help your organization connect better with the people you serve. It can transform data into actionable ideas. It can help you to see new opportunities. It can help to increase the speed and effectiveness of creating new solutions.



**We are excited about our ability to continue replicating the Human-Centered Design process to create and bring to scale new approaches to provide eye care in the developing world.**

**—VISIONSPRING, INDIA**

**HCD surprised us because even people who didn't know a lot about the topic were able to create so many solutions.**

**—IDE VIETNAM**

## **WHY A TOOLKIT?**

### **Because the people are the experts.**

They are the ones who know best what the right solutions are. This kit doesn't offer solutions. Instead, it offers techniques, methods, tips, and worksheets to guide you through a process that gives voice to communities and allows their desires to guide the creation and implementation of solutions.

### **Because only you know how to best use it.**

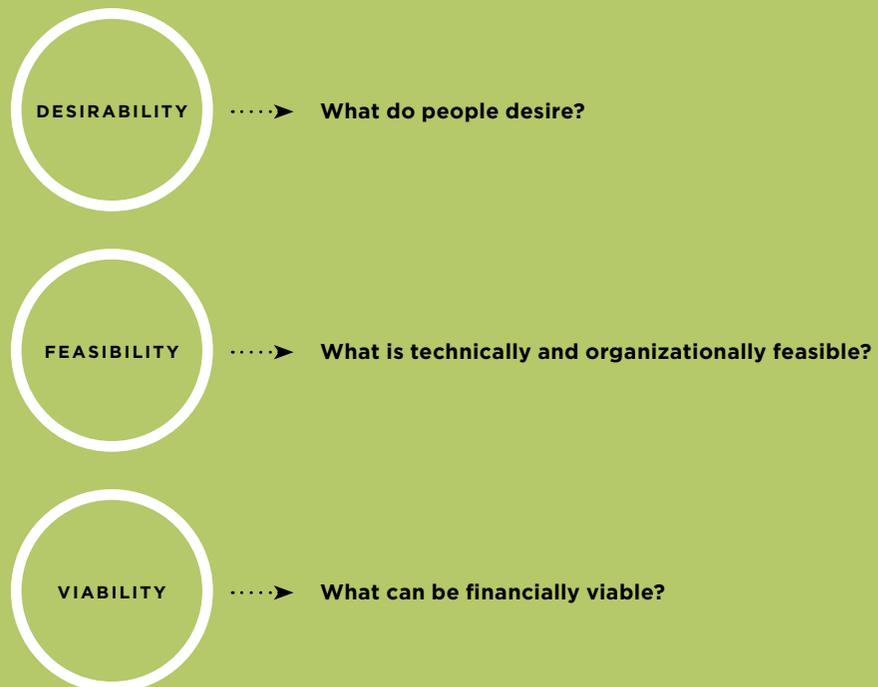
Human-Centered Design is a process broken into a set of tools. This is so that you can pick and choose which techniques work best for your context and your situation. Use it alone or along with PRISM, value chain analysis, PRA, triangulation or other methods you use in your organization to imagine and implement new ideas.

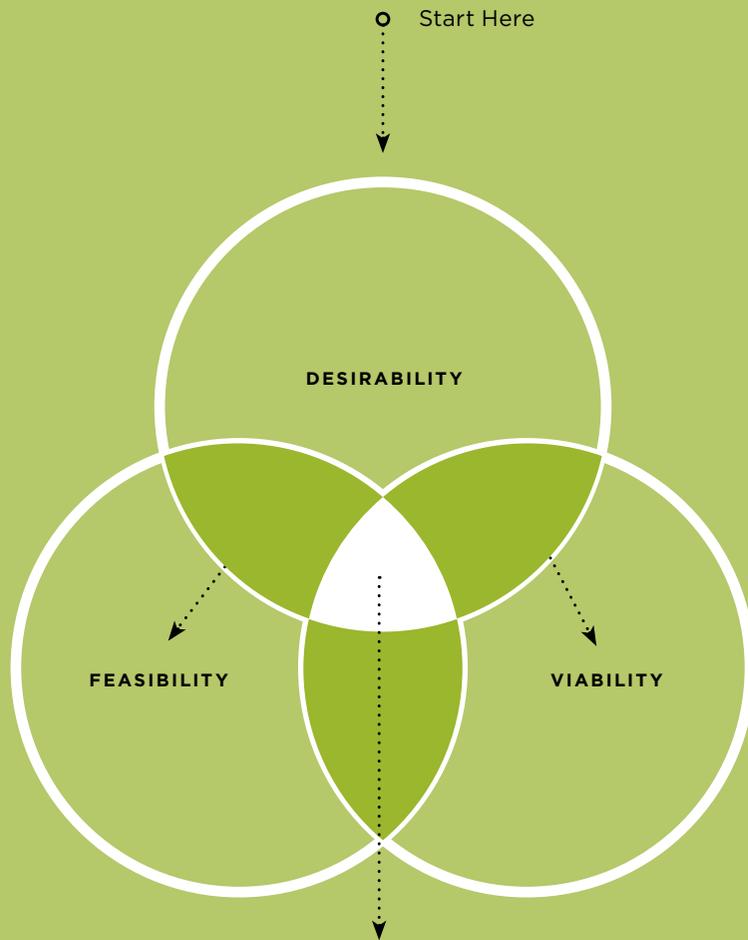
## THE THREE LENSES OF HUMAN-CENTERED DESIGN

Human-Centered Design (HCD) is a process and a set of techniques used to create new solutions for the world. Solutions include products, services, environments, organizations, and modes of interaction.

The reason this process is called “human-centered” is because it starts with the people we are designing for. The HCD process begins by examining the needs, dreams, and behaviors of the people we want to affect with our solutions. We seek to listen to and understand what they want. We call this the Desirability lens. We view the world through this lens throughout the design process.

Once we have identified a range of what is Desirable, we begin to view our solutions through the lenses of Feasibility and Viability. We carefully bring in these lenses during the later phases of the process.





The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable.**

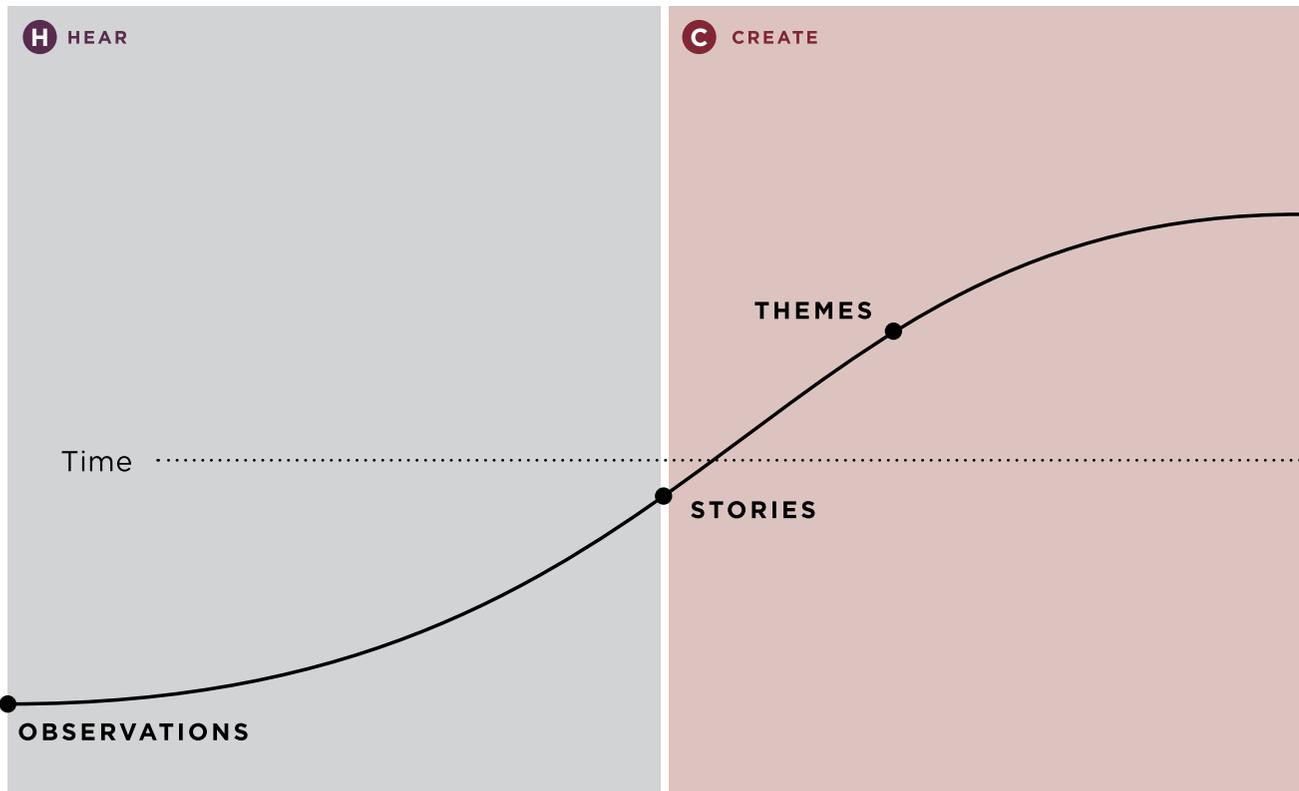
## THE HCD PROCESS

The process of Human-Centered Design starts with a specific Design Challenge and goes through three main phases: Hear, Create, and Deliver. The process will move your team from concrete observations about people, to abstract thinking as you uncover insights and themes, then back to the concrete with tangible solutions.



### HEAR

During the Hear phase, your Design Team will collect stories and inspiration from people. You will prepare for and conduct field research.





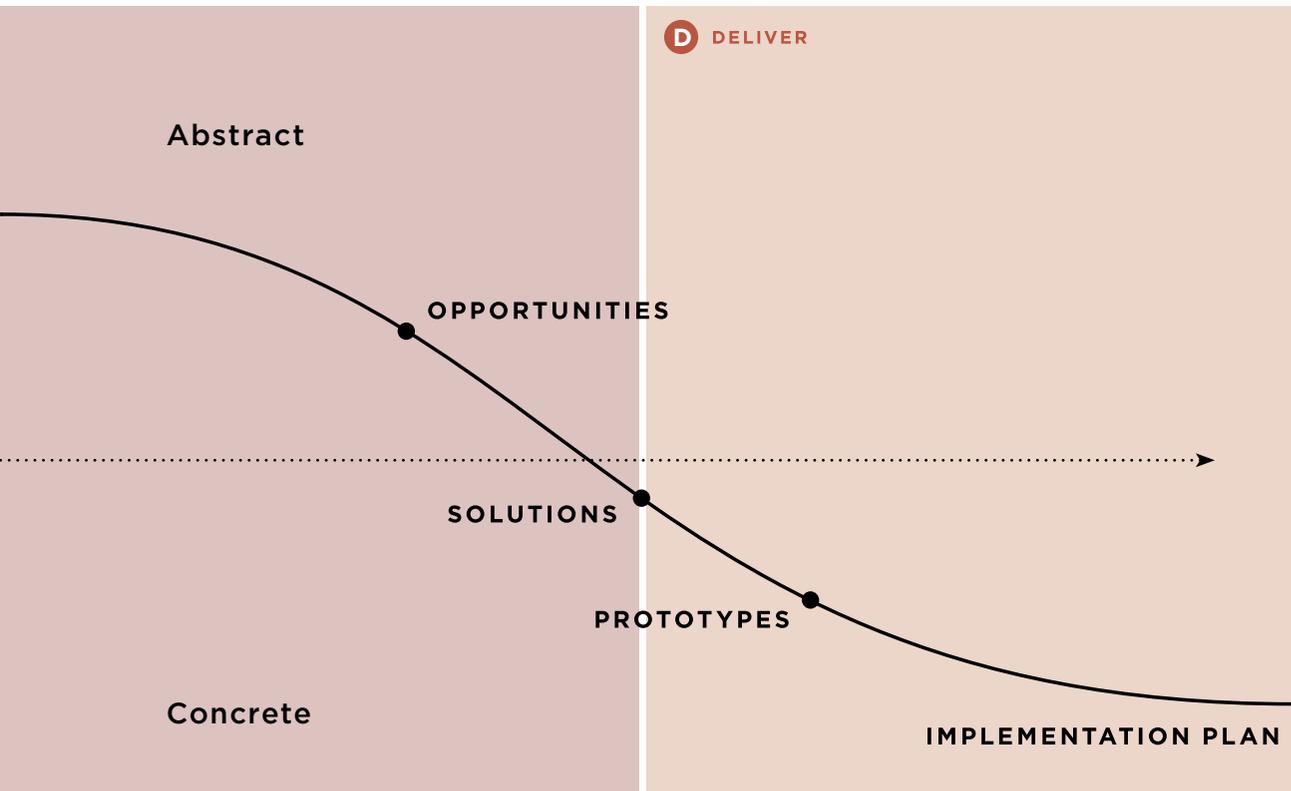
**CREATE**

In the Create phase, you will work together in a workshop format to translate what you heard from people into frameworks, opportunities, solutions, and prototypes. During this phase you will move together from concrete to more abstract thinking in identifying themes and opportunities, and then back to the concrete with solutions and prototypes.



**DELIVER**

The Deliver phase will begin to realize your solutions through rapid revenue and cost modeling, capability assessment, and implementation planning. This will help you launch new solutions into the world.



To recall these phases, simply remember H-C-D.