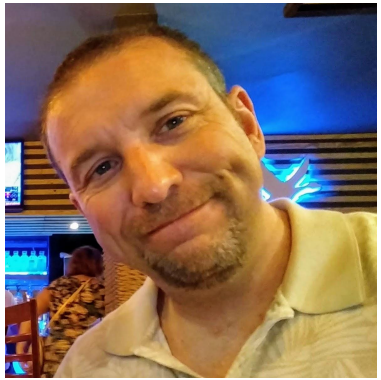
Great websites are made before the first line of code is written

Driving Strategy With Human Centered Design

©2019 Promet Source. All rights reserved.

Who Am I?



Chris O'Donnell - Digital Strategist

- Built first website in 1995
- First web job in 1996
- Web Dev / Hardware / Hosting / Content Syndication /
- Back to Web Dev
- Certified Drupal 8 Site Builder

Contact

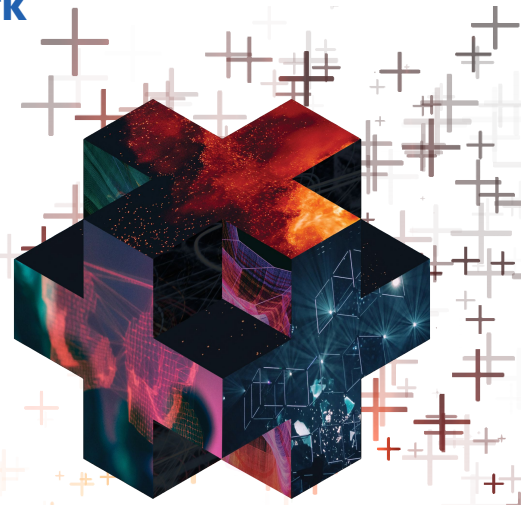
- chrisod@prometsource.com
- https://prometsource.com
- https://odonnellweb.com
- Twitter: @chrisod

Who Are You?

Driving Strategy with Human-Centered Design

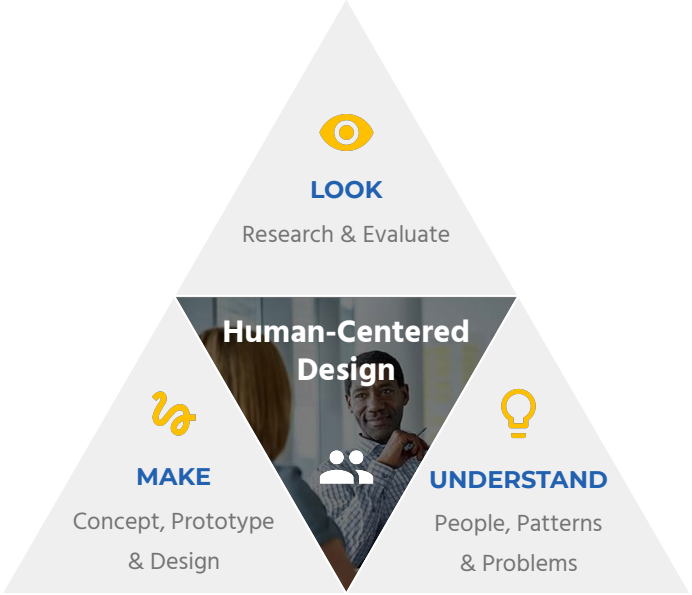
The world's best agile process can't save a project that was a bad idea from the start.

By developing strategies in collaboration with our clients, powered by insights about users, we lay the groundwork for transformative possibilities.



OUR APPROACH

What is Human-Centered Design?

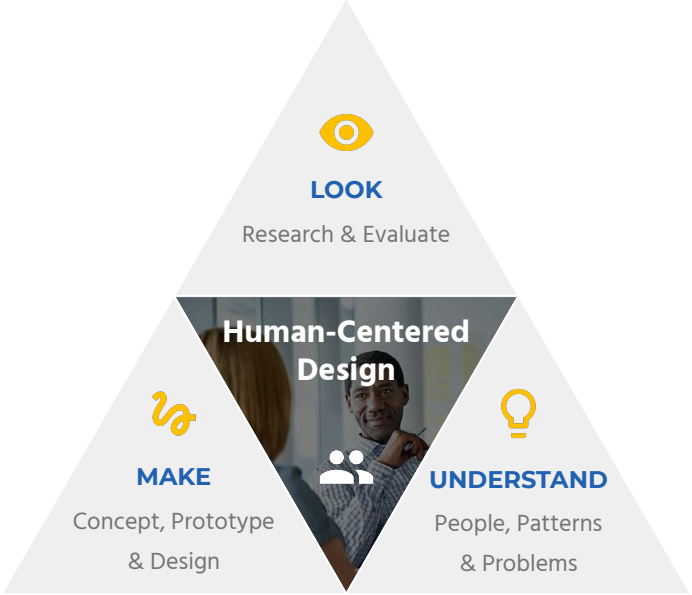


Design is the discipline of generating solutions to problems and opportunities through the act of making something new

©2010 LUMA Institute and its licensors.

OUR APPROACH

What is Human-Centered Design?



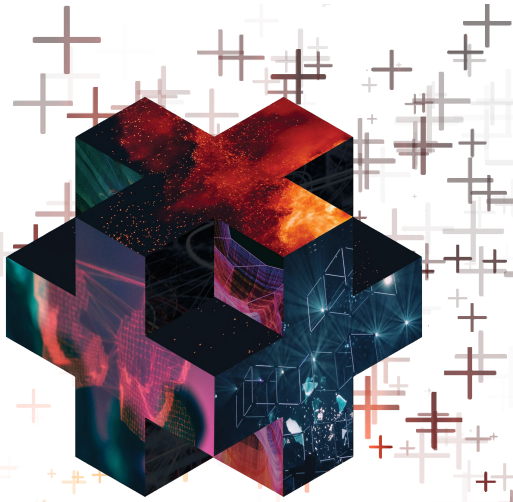
Human-Centered Design is the discipline of generating solutions to problems and opportunities through the act of making something new, ***where the activity is driven by the needs, desires and context for the people for whom we design.***

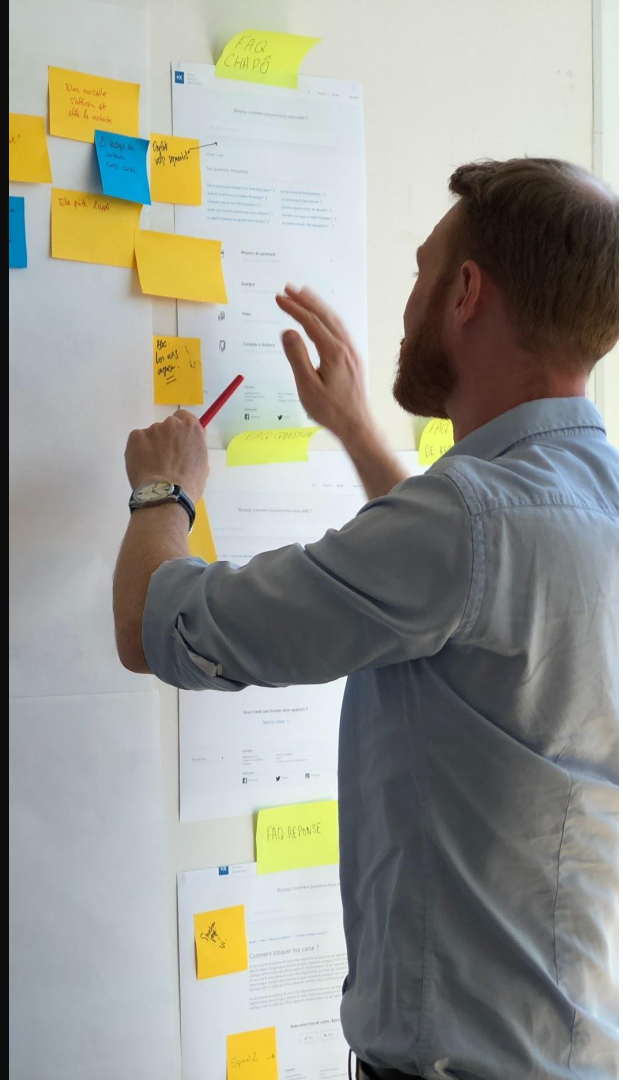
©2010 LUMA Institute and its licensors.

ENHANCE THE CLIENT EXPERIENCE

Why we practice Human-Centered Design

- GREATER CLIENT ENGAGEMENT
- EARLY STAKEHOLDER ALIGNMENT
- DEEPER KNOWLEDGE TRANSFER





OUR APPROACH

Our Clients and Projects Benefit Equally

REDUCE RISK

Mitigates risk associated with the launch of their new product and services.

REDUCE COST

Lowers the company's overall development costs.

TAME COMPLEXITY

Simplifies the complexity of their products and services for their audience.

PROMOTE COLLABORATION

Promotes productive collaboration between interdisciplinary teams.

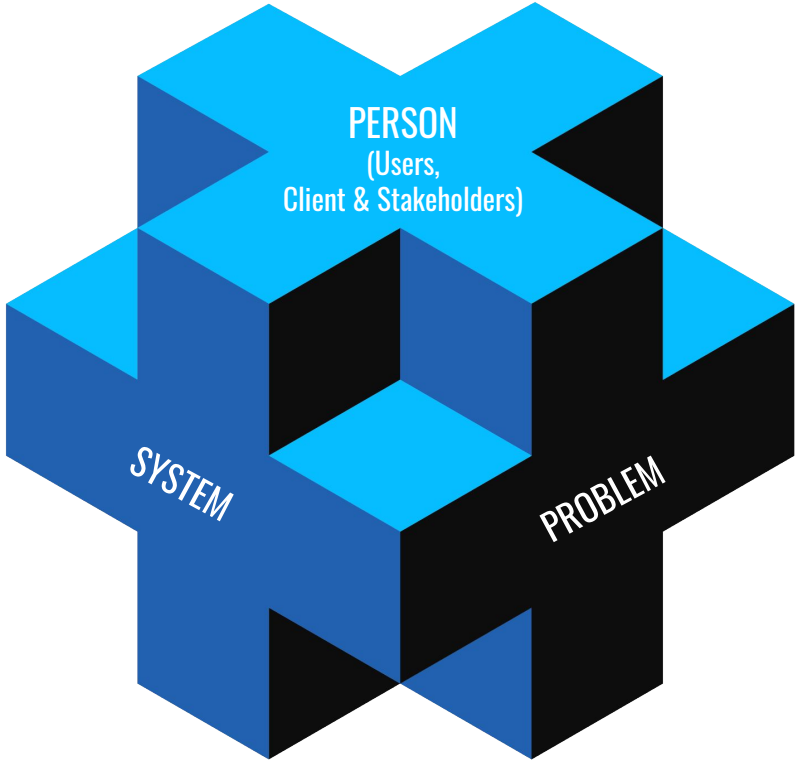
©2010 LUMA Institute and its licensors.

OUR APPROACH

How We Do It

Series of workshops or activities

- Identify stakeholders
- Prioritize stakeholders
- Identify strengths, problems, opportunities in current system
- Group or relate the above attributes
- Identify solutions to above challenges
- Prioritize solutions



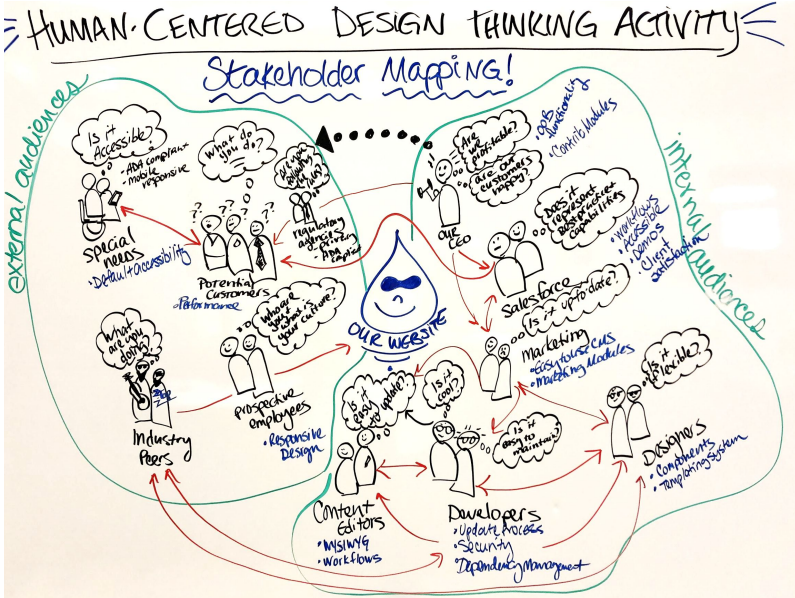
©2010 LUMA Institute and its licensors.

HOW WE DO IT

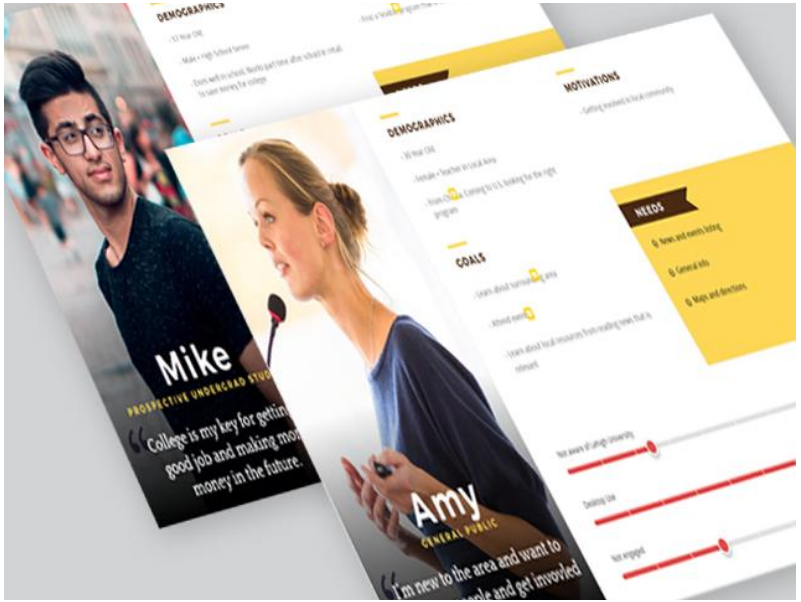
Why does it work?

1. CREATE EMPATHY FOR USERS
2. VALIDATE ASSUMPTIONS
3. CREATE SOLUTIONS FOR THEM

What it looks like



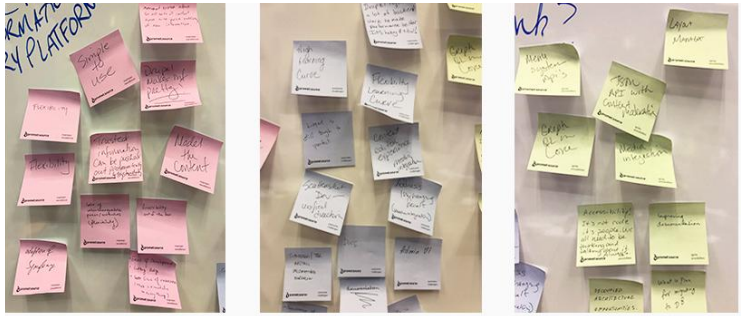
STAKEHOLDER MAPPING



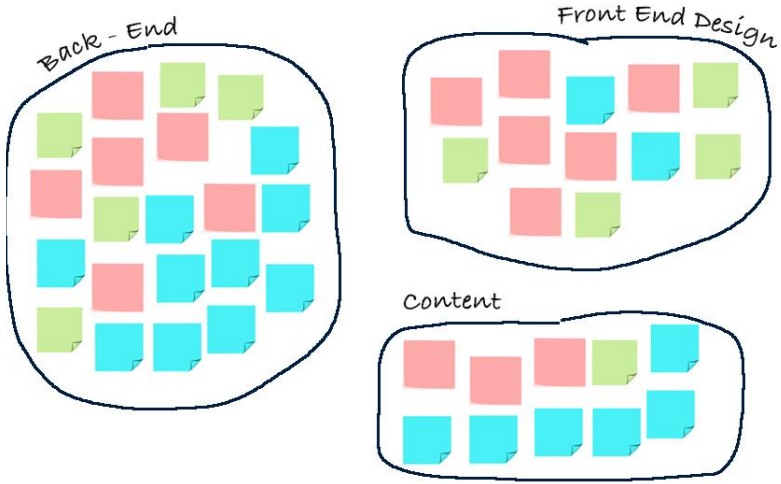
PERSONAS

HUMAN-CENTERED DESIGN

What it looks like



ROSE THORN BUD

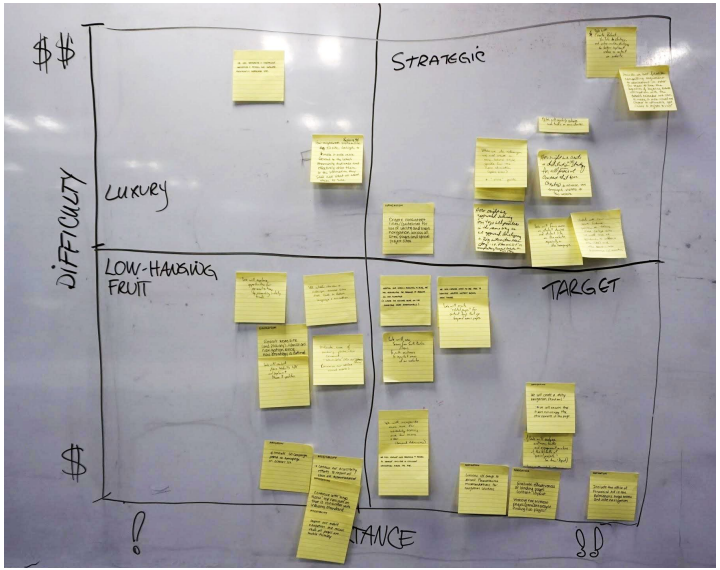


AFFINITY CLUSTERING

HUMAN-CENTERED DESIGN

What it looks like

STATEMENT STARTERS



IMPORTANCE / DIFFICULTY MATRIX

LET’S TRY IT!

LET'S TRY IT!

Rose Thorn Bud

A way of identifying things as positive (rose), a problem (thorn), or having potential (bud).

ROSE THORN BUD

Problem Statement:

Drupal 8 as a government website platform

https://tinyurl.com/d4govcod

Now Vote!

You may add up to 10 “stickies” per person, then “vote up” your favorite ideas to achieve consensus amongst the group.

Rose
(positive)

Thorn
(negative)

Bud
(opportunity)

Affinity Clustering report

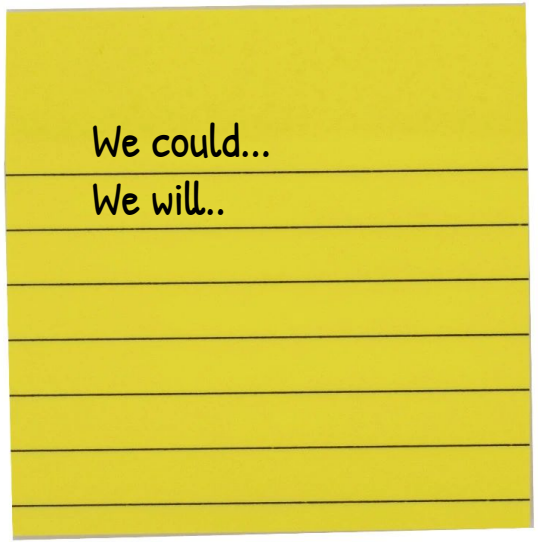
After the workshop we will synthesize these results into the next step of a sequence “Affinity Clustering”

Watch https://www.prometsource.com/blog for the follow up blog post.

LET'S TRY IT!

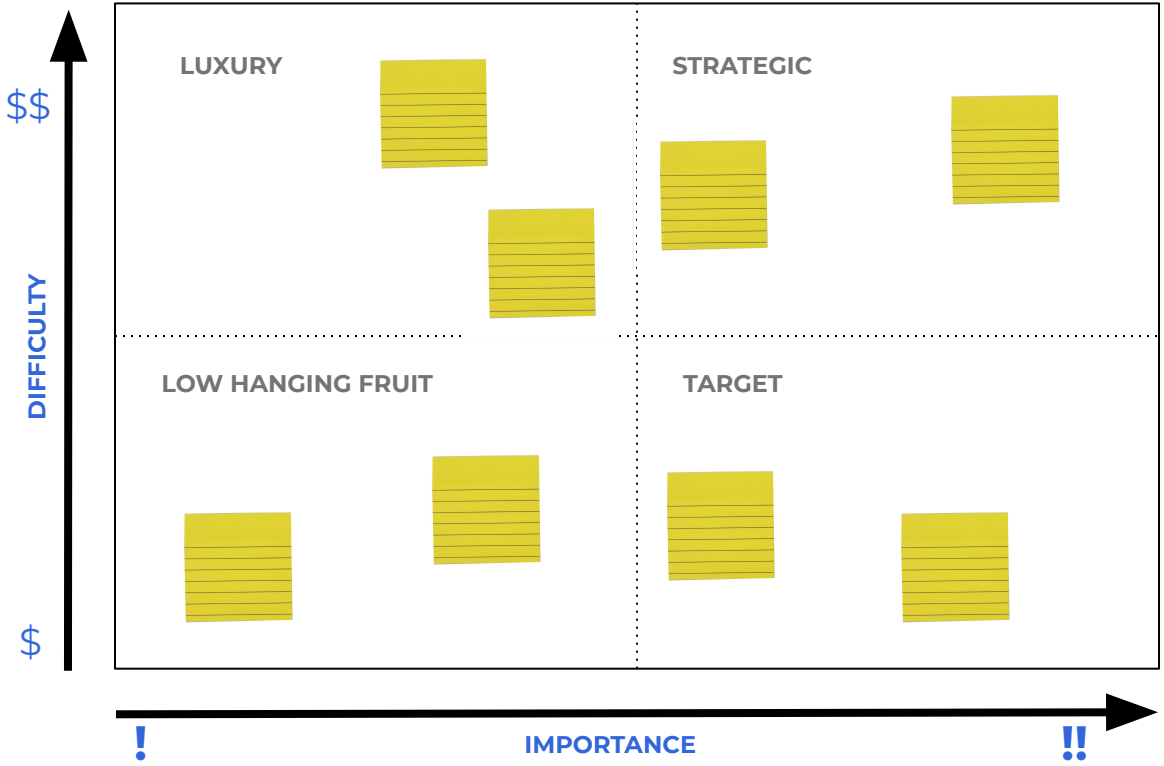
Statement Starters

A set of evocative phrases for starting a problem statement (e.g. How might we…In what ways could we…).



LET'S TRY IT!

Importance / Difficulty Matrix



DOES IT WORK?

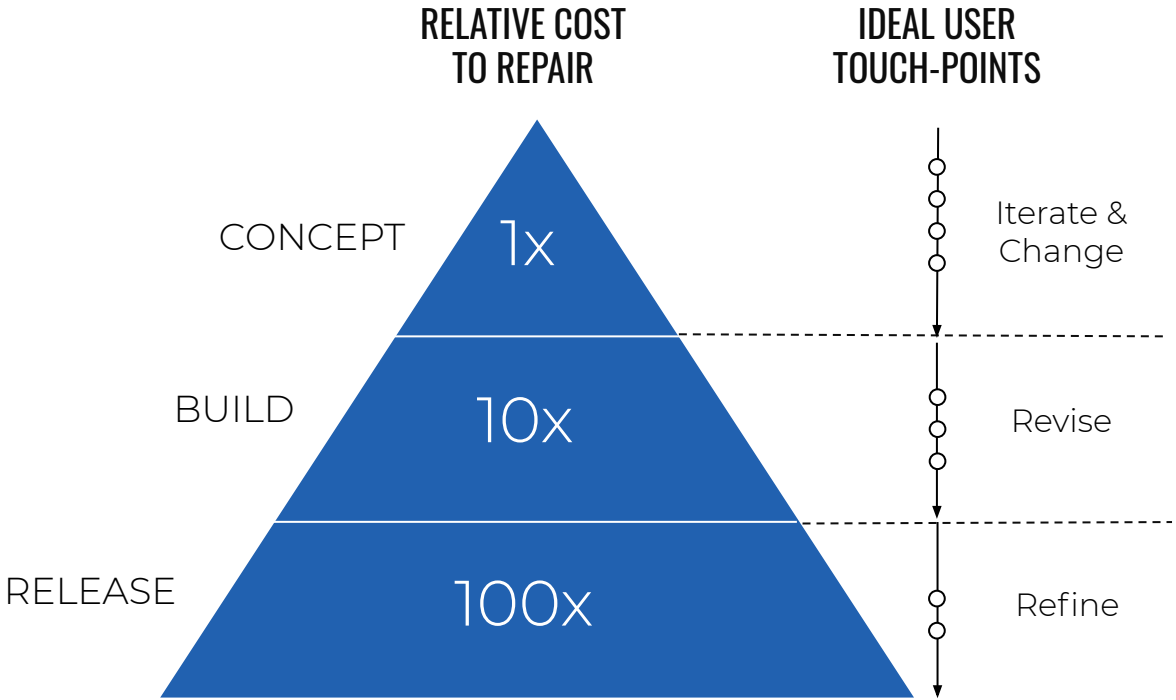
FAIL

Does it work?

"Once a system is in development, correcting a problem **costs 10 times as much** as fixing the same problem in design (concept). If the system has been released, **it costs 100 times as much…"**

- Tom Gilb, Software Engineer
Author of "Principles of Software Engineering Management"

Measuring Success



©2010 LUMA Institute and its licensors.

STRATEGY IS THE STARTING LINE

Validate the Data

In the current environment, organizations are often defined by their digital presence. The stakes for getting it right are high and the margin for error is low. Getting user inputs early on and iterating with their feedback is ideal to create solutions that will work for everyone.

USER INTERVIEWS

STAKEHOLDER INTERVIEWS

USABILITY TESTING

PROTOTYPING

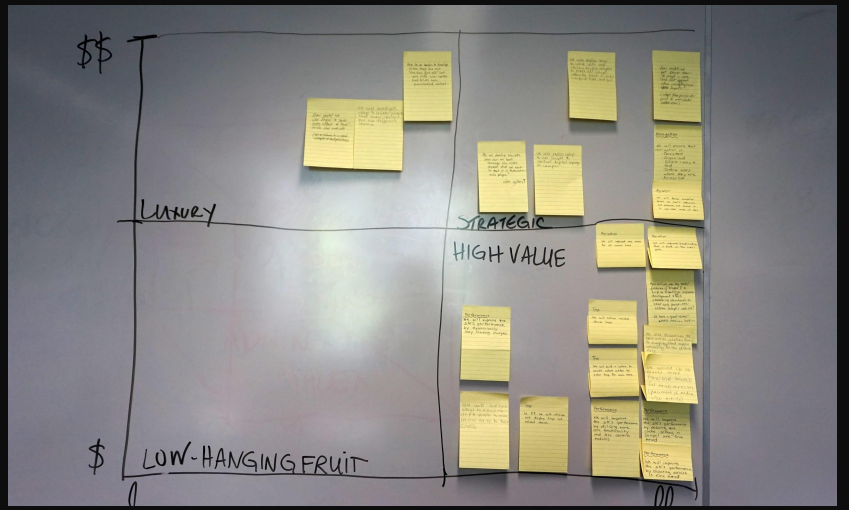
CASE STUDIES

OUR WORK

Lehigh University

STAKEHOLDER FACILITATION + UX RESEARCH

- Worked with disparate groups of the organization who all have website responsibility (IT, Marketing, Communications)
- Developed a common language to describe aspects and functionality of their existing web site
- Analyzed the website for future feature updates and prioritized them
- Created common goals among the different teams

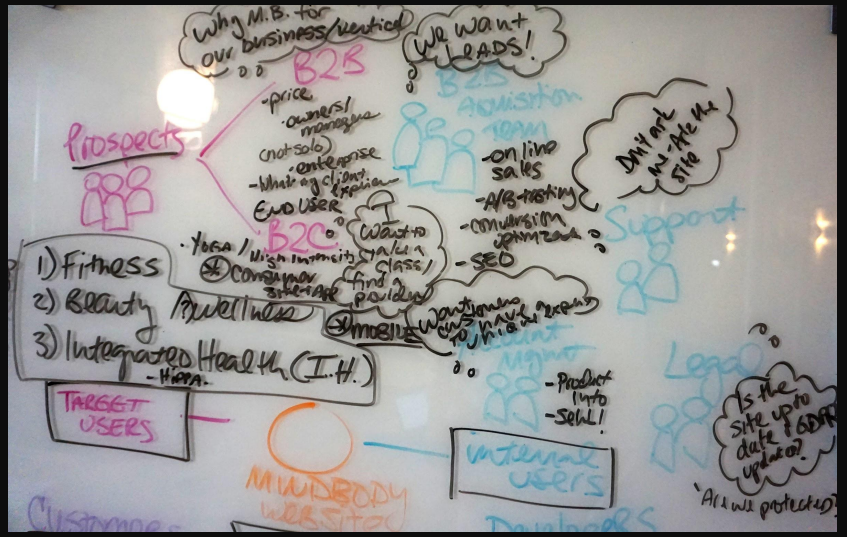


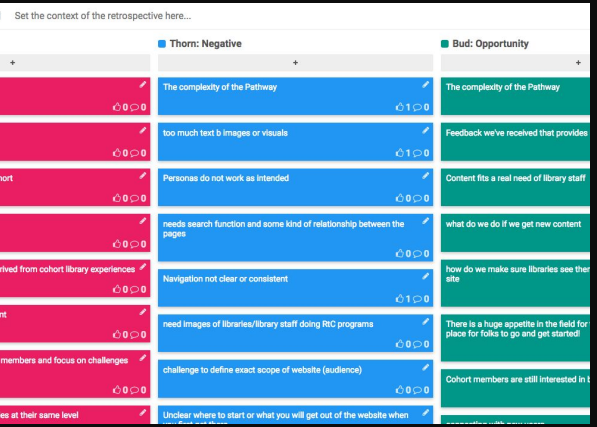
OUR WORK

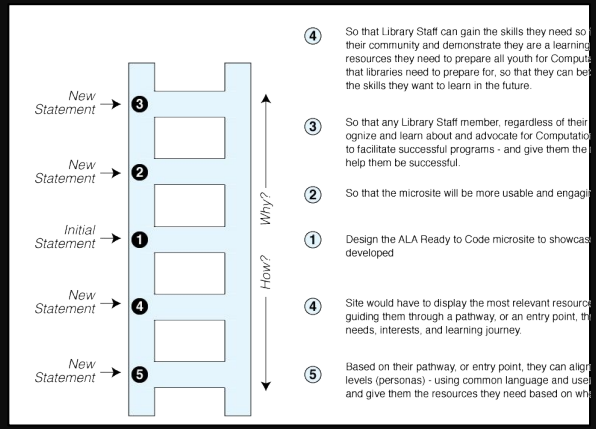
B2B ERP App

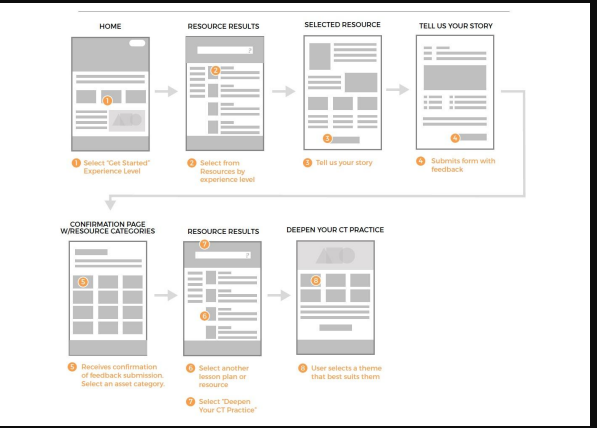
STAKEHOLDER FACILITATION + CONSULTATION

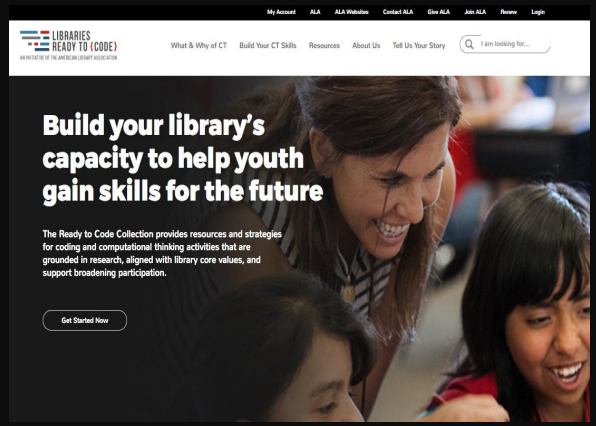
- Worked with disparate groups of the organization who all have website responsibility (IT, Marketing, Communications)
- Evaluated the marketing website and discussed a plan to migrate to D8
- Prioritized areas of their site for focus on for architectural and UX improvements in the redesign
- Inventoried Content Types against best practices for Data Architecture











OUR WORK

ALA Ready to Code + Google

DISCOVERY + BUILD

- VIRTUAL DISCOVERY WORKSHOP
- USER EXPERIENCE
- WIREFRAMES
- UI DESIGN
- BRANDING
- WEB STYLE GUIDE
- DEVELOPMENT
- ACCESSIBILITY

WWW.LIRARIESREADYTOCODE.ORG

The Take Aways

- HCD is a process than can be learned
- It’s essentially a methodology for running effective meetings and designing for users not designers
- HCD results in lower risk, lower costs, better web sites or products
- Drives client engagement, cross-functional collaboration, and teamwork, all of which have benefits extending beyond the current project
- It’s kind of fun

PROMET SOURCE

THANK YOU

Chris O'Donnell

Digital Strategist

chris.odonnell@prometsource.com

Mindy League

Director of UX and Design

mindy@prometsource.com

phone 773.525.8255 x105

1802 W. Berteau Ave., Suite 209, Chicago, IL 60613

www.prometsource.com