Human-Centered Design 101

For VISTA Supervisors
The Importance of a VISTA-Year Initiative

- Professional Development opportunity for VISTAs, and host sites!
- Projects benefit host sites and the nonprofit sector
- Opportunity for collaboration between VISTAs
- Chance to work through a project from conception to completion
What is Human-Centered Design?

- Human-Centered Design (HCD) is a design and management framework that develops solutions to problems by involving the human perspective in all steps of the problem-solving process.
- It emphasizes working closely with your target audience to develop something that meets their needs.
- It involves iterative prototyping, developing successive models based on user feedback.
- Lots of sticky notes and brainstorming sessions!
- Team-focused
The Three Phases of HCD
Topics for 2018-19

- Barriers to Employment
- Developing and Measuring Leadership
- VISTA Impact and Nonprofit Incorporation
- Wealth Building/Management
- Promoting Post-Secondary Options
- Supporting Students in College
- Volunteer Recruitment/Management/Engagement
- Working within/against Worldviews
Resource guide for employers to build a more diverse and inclusive workplace culture
Resource guide for adults who work with children to talk about the professional trades
Website for incoming college students to get tips about surviving college
Traveling trade show to get people interested in the professional trades
Middle school curriculum to get students thinking about college and careers
Self-advocacy workshop + career fair for those who have experienced trauma
Two HCD Tracks for VISTAs

The Group Project

The Site-Based Project
The Group Project

- VISTA will be part of a group of MNA VISTAs with the idea of developing a project relevant to a broad topic that will be narrowed down over time.
  - Groups will create a “How Might We?” question to answer based on pre-selected topics
- Project may not be strictly related to the work the host site does, but requires less buy-in and support from the host site and supervisor.
- Groups will meet regularly virtually, as well as in-person at MNA VISTA training events
- Project could end up being housed at a host site or online
- Topics generated by supervisors!
The Site-Based Project

- VISTA will be empowered by their host site to develop and implement a HCD project that is site-specific.
- The project should address an unmet need that can be solved with a HCD project.
  - Project could be related to the VISTA’s VAD
- Since HCD is a collaborative process, VISTA should have the opportunity to develop their own “team” at the host site.
  - Leadership opportunity for the VISTA, but also requires more host site buy-in.
- VISTA will be part of an accountability group with other MNA VISTAs to ensure they are making progress, and also to troubleshoot with peers.
- Site must be comfortable with project being shared outside of the organization with other VISTAs/sites
<table>
<thead>
<tr>
<th>Group</th>
<th>Site-based</th>
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<tbody>
<tr>
<td>Broad host site focus that</td>
<td>Frequent leadership opportunities for VISTA</td>
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<td>touches on many topics</td>
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<tr>
<td>Limited organizational</td>
<td>Lots of host site trust in VISTA</td>
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<td>resources</td>
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<tr>
<td>Desire to assist the broader</td>
<td>VISTAs service will be touching many parts of the</td>
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<td>nonprofit world</td>
<td>host site</td>
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<td>Limited supervisor/staff</td>
<td>More than one VISTA at the host-site</td>
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<td>capacity</td>
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HCD Project Timeline

**September 5 - 6**

- September 5-6 are the dates of MNA’s Orientation, where we will go over our program and how HCD fits in
- At MNA Orientation, VISTAs are assigned into groups by schedule availability

**September 24 - November 26**

**Late November**

**December - March**

**May**

**June - July**

**August**
HCD Project Timeline

September 5 - 6

<table>
<thead>
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<td>Late November</td>
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<tr>
<td>December - March</td>
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- Between September 24 and November 26, VISTAs will take the HCD course offered +Acumen
- Course has five modules and lasts for nine weeks
- Each module has 1-2 two-hour virtual groups meetings
- We encourage you to talk with your VISTA about how the class is going, especially if you are leaning towards doing a site based project
- If supervisors are interested, we can also create supervisor groups to go through the class as well (optional, but might be useful if you are leaning towards a site-based project)
HCD Project Timeline

September 5 - 6

September 24 -
November 26

Late November

December - March

May

June - July

August

• Sometime in late November, we will ask supervisors to select which track they would like their VISTA(s) to pursue
• Gives you a few months to see how your VISTA works and how they fit into your organization
• Make this decision in conjunction with your VISTA
HCD Project Timeline

September 5 - 6

Group Project VISTAs
• VISTAs form teams based on interest in topics supervisors generate
• As a team, VISTAs generate a “How Might We?” question and then a prototype project

September 24 - November 26

Site-Based VISTAs
• VISTAs form a team at their host site to address a host site need
• With support from their team and a VISTA Accountability Group, VISTAs generate a “How Might We?” question and then a prototype project

Late November

December - March

May

June - July

August

Both groups should have a project to present at…
HCD Project Timeline

September 5 - 6
- In May, VISTAs and supervisors convene for VISTAs to present their completed prototypes, think “Shark Tank”

September 24 - November 26
- VISTAs (and supervisors if interested) select other projects they would like to test
- Not every project may be selected, and that is ok (some might be difficult to test or not in the wheelhouse of any host sites)

Late November

December - March

May

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HCD Project Timeline

September 5 - 6
- VISTAs test prototypes of projects they have selected (can be their own or other projects or both!)

September 24 - November 26
- VISTAs provide feedback about prototypes to the original creators of the project
- This allows VISTAs to professionally develop skills around testing and problem-identification
- Most groups in the past year did not get to this phase, so we are emphasizing it this year

Late November

December - March

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HCD Project Timeline

September 5 - 6
• As part of the End-of-Year Celebration, VISTAs take time to reflect on the testing phase and identify successes and challenges in the process

September 24 - November 26
• Successful projects can be implemented by host sites or continue to be developed by the host site or a new VISTA!

Late November

December - March

May

June - July

August
Questions?