

# Human-Centered Design 101

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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



## FRAMING

Defining questions to answer and people to engage



## RESEARCH

Learning from people about their needs and values



## SYNTHESIS

Finding patterns of behavior and areas of opportunity



## CONCEPTING

Creating a high volume of new ideas



## PROTOTYPING

Making tangible mock-ups and gathering feedback



## PILOTING

Testing solutions in real time with real people

# 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

## INSPIRATION

I have a design challenge.

How do I get started?

How do I conduct an interview?

How do I stay human-centered?

## IDEATION

I have an opportunity for design.

How do I interpret what I've learned?

How do I turn my insights into tangible ideas?

How do I make a prototype?

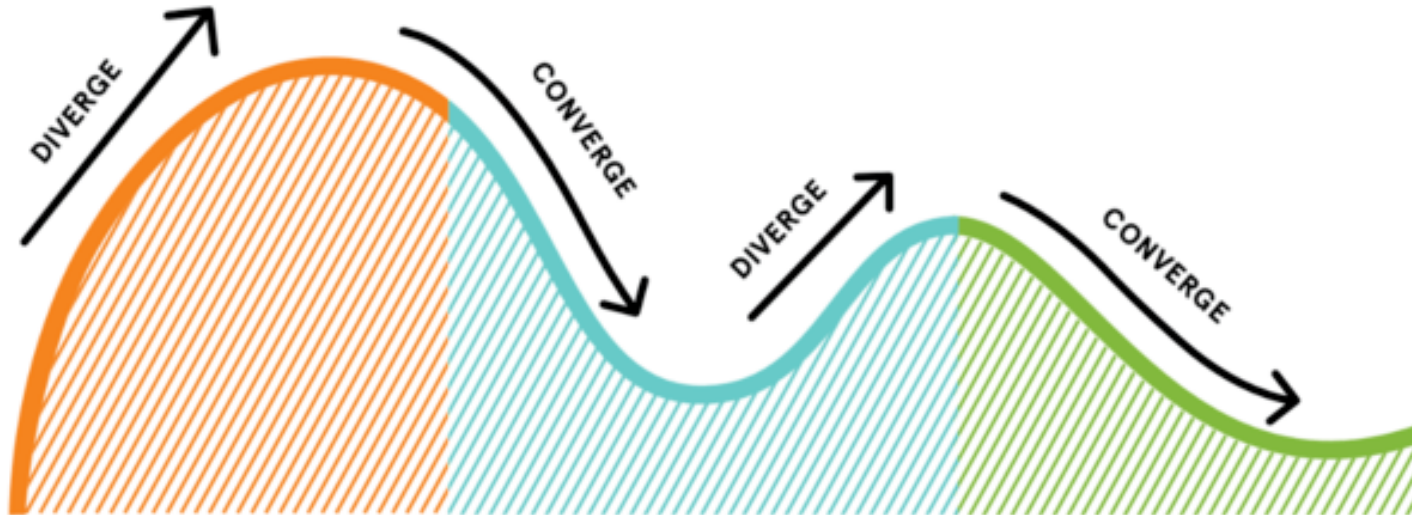
## IMPLEMENTATION

I have an innovative solution.

How do I make my concept real?

How do I assess if it's working?

How do I plan for sustainability?



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

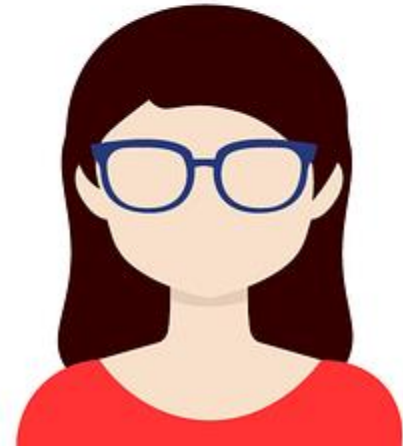
# HCD Projects This Year

- 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
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# 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

# Which Option to Choose?

## Group

- Broad host site focus that touches on many topics
- Limited organizational resources
- Desire to assist the broader nonprofit world
- Limited supervisor/staff capacity



**OR**

## Site-based

- Frequent leadership opportunities for VISTA
- Lots of host site trust in VISTA
- VISTAs service will be touching many parts of the host site
- More than one VISTA at the host-site



# 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

**September 24 -  
November 26**

Late November

December - March

May

June - July

August

- 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

Late November

## **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

**December - March**

May

June - July

August

- Both groups should have a project to present at...

# HCD Project Timeline

September 5 - 6

September 24 -  
November 26

Late November

December - March

**May**

June - July

August

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

# 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

Late November

- This allows VISTAs to professionally develop skills around testing and problem-identification

December - March

- Most groups in the past year did not get to this phase, so we are emphasizing it this year

May

**June - July**

August



# HCD Project Timeline

September 5 - 6

September 24 -  
November 26

Late November

December - March

May

June - July

**August**

- 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
- Successful projects can be implemented by host sites or continue to be developed by the host site or a new VISTA!

**Questions?**

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