

The Human Centred Design Process

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Ever wonder why “good character” is important? It’s so much more than just being “a good guy”...

When you approach a challenge with a mindset that includes factors such as responsibility, respect, fairness, and compassion, you get a different outcome. It no longer becomes about selling a product that you think is great. The focus changes to how to you achieve a goal such as increasing productivity or freeing up more time for other tasks.

If you work in a people-based industry, this approach looks at new ways to solve old problems. Don’t think about how to get people to come to you. Think about where the people you want to serve are and go to them. Partner with other organizations who work with the same people. Respect the challenges your potential customers face and look for ways to serve them fairly and honestly. Use empathy to figure out why people aren’t coming to you and maybe you’ll find a new way to reach people.

The basic premise of Human Centred Design is keeping the very people you’re looking to serve at the heart of the process.

“When you understand the people you’re trying to reach and then design from their perspective not only will you arrive at unexpected answers but you’ll come up with ideas that they’ll embrace.”