

CREATE & APPLY
SHARE
HUMAN
CENTERED
DESIGN KNOWLEDGE



CCSQ HCD Community of Practice

May 26, 2022

HUMAN-CENTERED DESIGN
AS A VERB AND BEHAVIOR
CCSQ HCD COMMUNITY OF PRACTICE

HOWARD
MONTGOMERY

Housekeeping

- Recording
- Mute
- Resource
 - Chat directly with Amy Castellani
 - Email acastellani@tantustech.com





Today's Speaker

Howard Montgomery
HCD Center of
Excellence

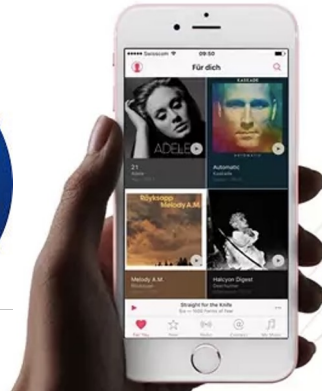
HCD as a *Verb & Behaviour*

Presenter: Howard M. Montgomery

How do you *describe* HCD?

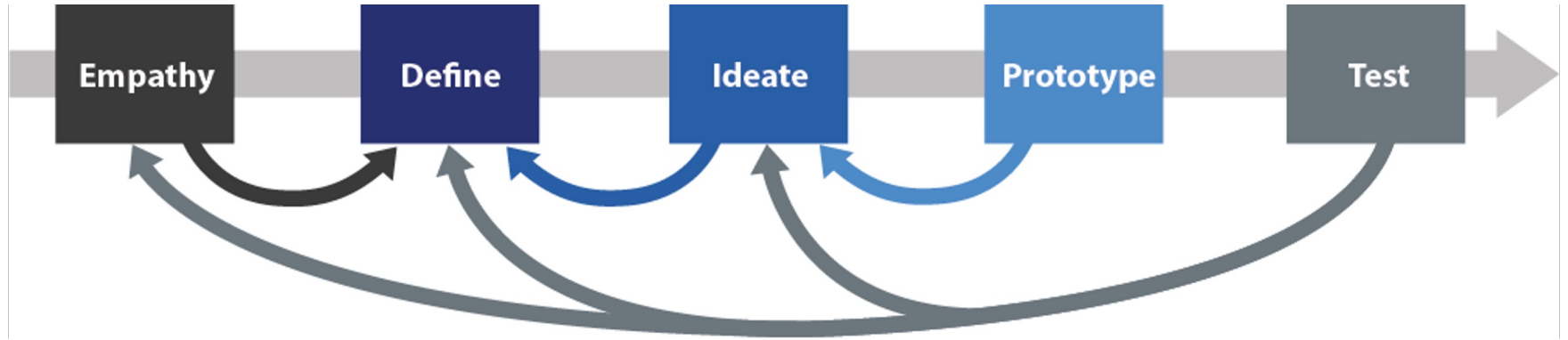
HCD described, actioned, conditioned and understood as a *noun*

- An object, a mark, service, virtual, environments, experiences etc.
 - A thing - virtual / physical



How - 5 step HCD process

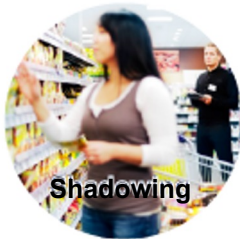
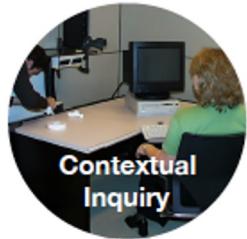
Learn, Iterate, Redefine, Reframe, Rethink



The 'trapdoor' phenomena

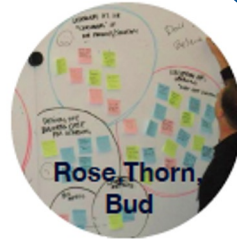
How - HCD methods

Empathy



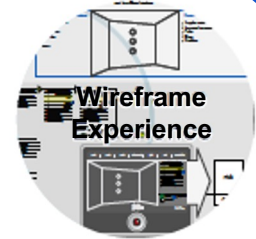
Methods for understanding and learning from humans

Define



Methods for strategizing & analyzing opportunities & challenges

Ideate



Methods for envisioning ideas & future possibilities

Methods are prescriptive of HCD conditions

Why - 6 Conditions

What the environment is like & how we *think* & *work* to action HCD

- Ambiguity & Unknown
- Risk-based
- High complexity
- Highly Adaptive
- Openness
- Genuine Human needs



hint: puzzle vs mystery

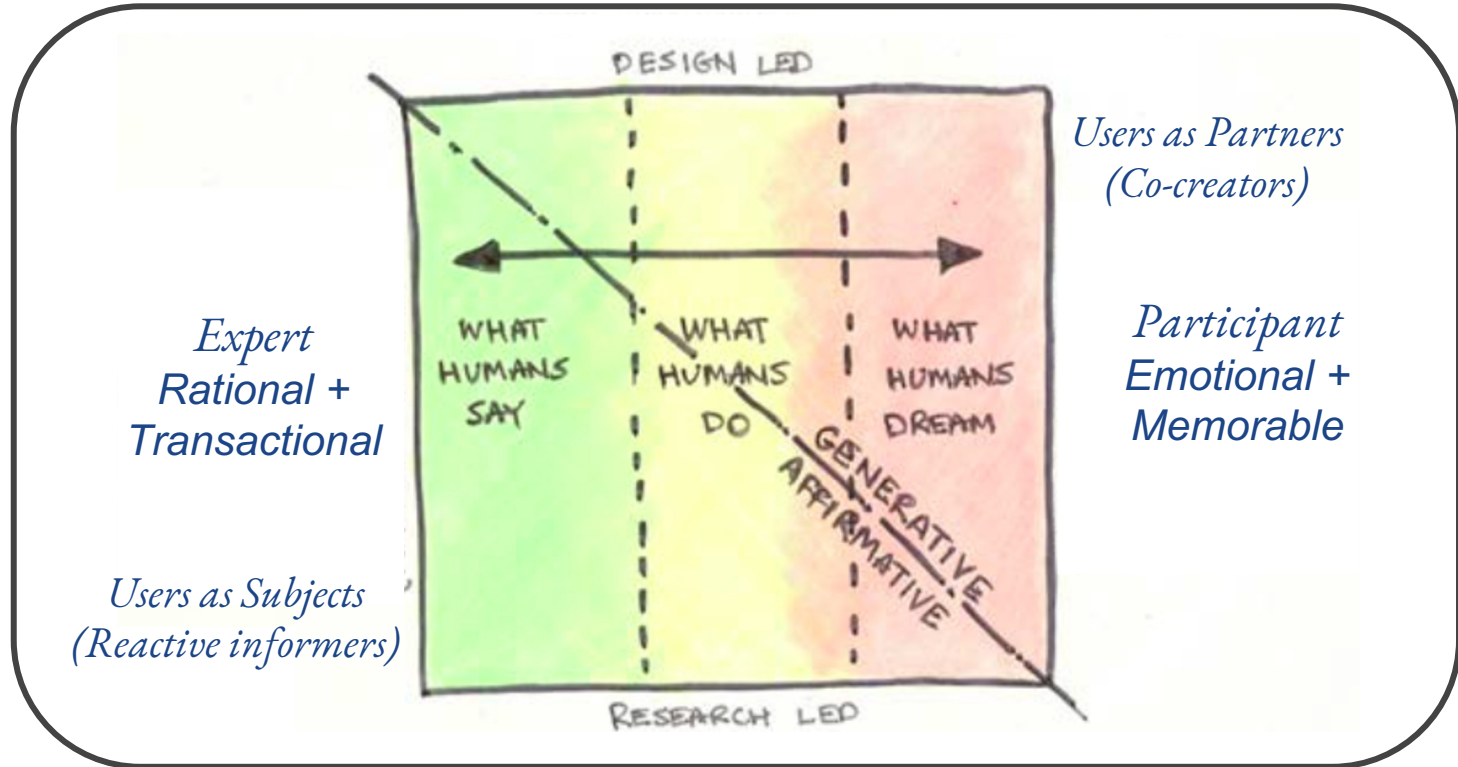


*Conditions inform us of certain type of behaviours by the actions needed.
Not everyone suits this type of environment.*

Shared Story: P&G Crisco case study

Why - HCD methods

Empathy Map



What - The Mindset

10 Prescriptive behavioural-driven actions that reflect the culture

- Empathy - *understanding humans*
- Resilience - *iteration & change*
- Resourceful - *something out of nothing*
- Solution-Makers - *generate ideas*
- Collaboration - *multi-functional*
- Optimistic - *positive thinking*
- Interdependency - *mutual responsibility*
- Open-Minded - *accepting*
- Mindfulness - *wholistic*
- Inquisitive - *investigate & understand*

7 Personality indicators for HCDs

- Broad Interests - *openness*
- Self-Motivated - *purposeful*
- High Self Esteem - *positive to adversity*
- Risk taker - *taking chances*
- Idea Orientation - *emergent futures*
- Navigating challenges - *enjoy the uncharted*
- Feel + Emotion - *human qualities*
- Abstract Reasoning - *understanding problems*

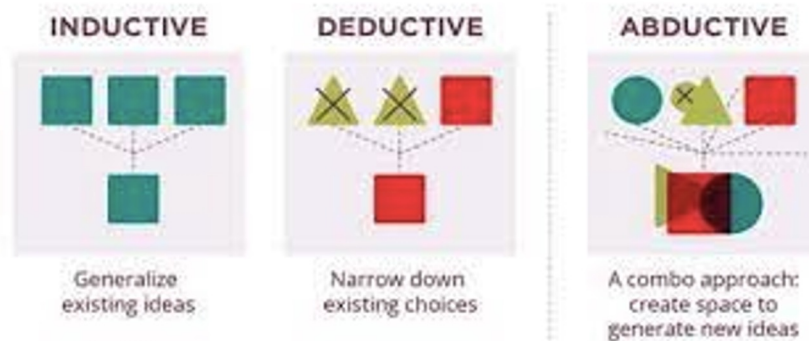
Shared Story: Evaluate skills with Caliper test

How - The Thinking

5 Prescriptive thinking tools

- Divergent Thinking - *expansive & contiguous*
- System Thinking - *highly interconnected*
- Intuition - *instinctive feeling*
- Heuristic Thinking - *quick assessment*
- Abductive Reasoning - *logical inference*

Hint: Myers Briggs Personality is NT - INtuition & Thinking = 'Rainmaker'

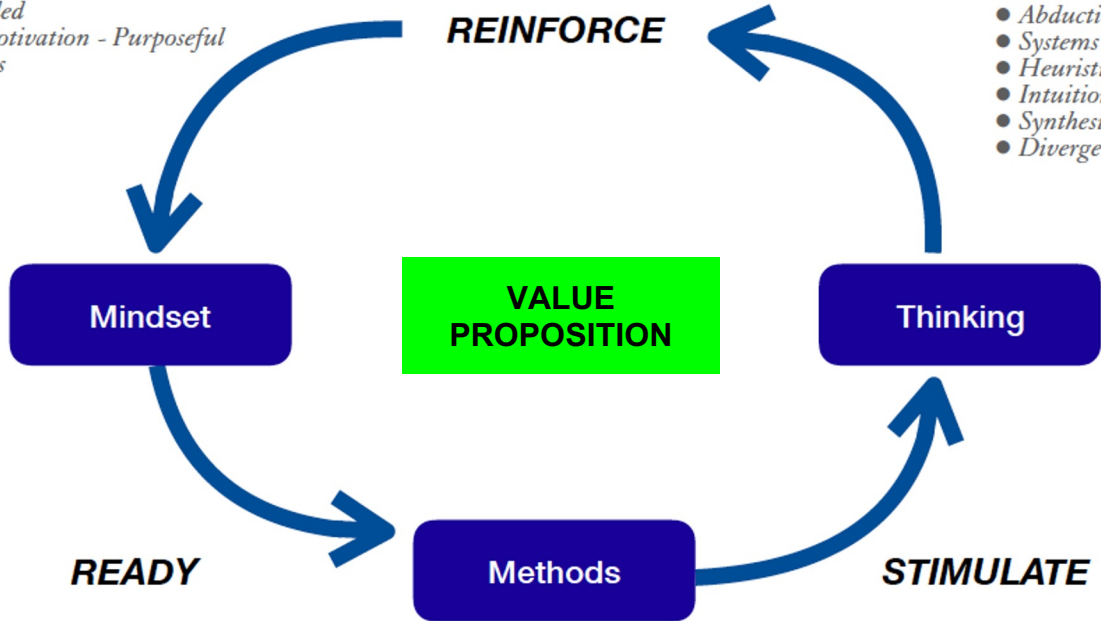


Why - Value Proposition - Verb & Behaviour

6 Behaviors

- *Empathy*
- *Open-Minded*
- *Intrinsic Motivation - Purposeful*
- *Mindfulness*
- *Optimism*
- *Resilience*

- *Emotional Intelligence*
- *Visualization*
- *Abductive Reasoning*
- *Systems Thinking*
- *Heuristic Thinking*
- *Intuition*
- *Synthesis*
- *Divergent Thinking*

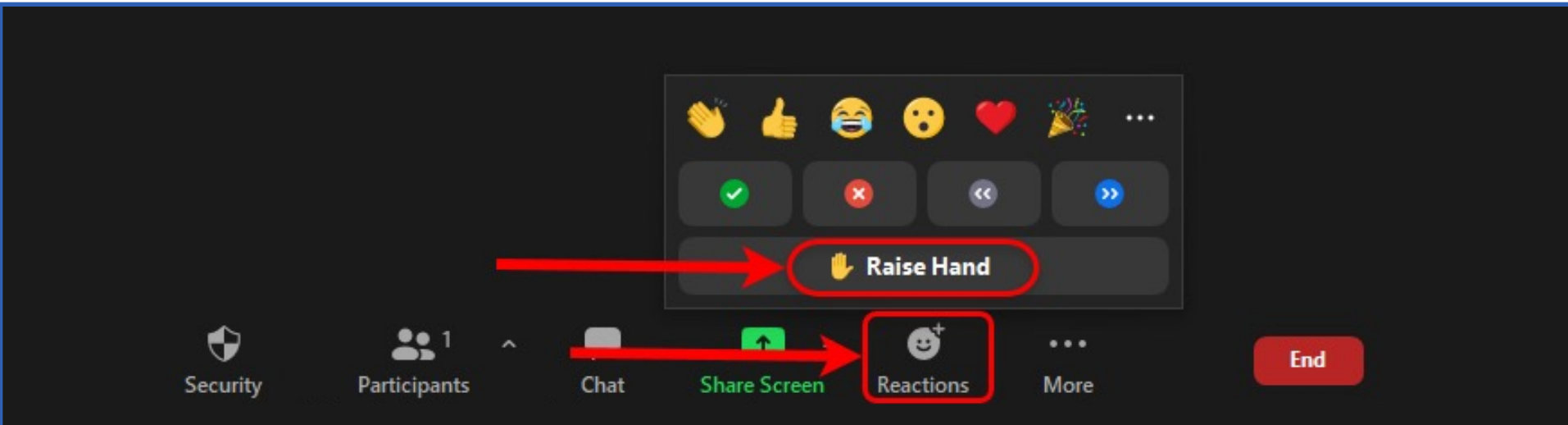


- *Collaboration*
- *Need insights & Findings*
- *Iterative prototyping*
- *Storytelling*
- *Co-creation*
- *Systems Mapping*

Are you *ready*?

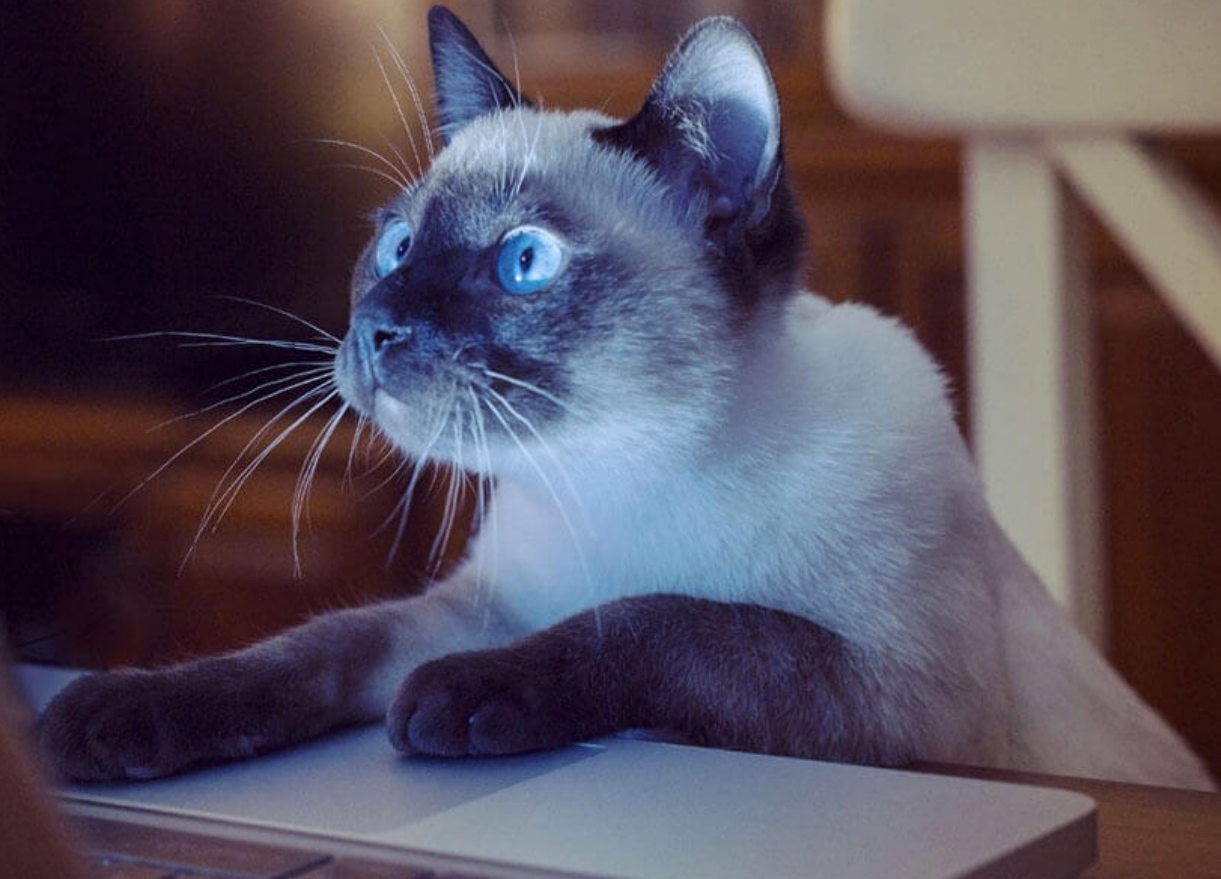
Q&A

Use "Raise Hand" in the Reactions feature of your Zoom controls



News

What's Coming Up



SURVEY DESIGN

BEST PRACTICES

REMINDER:
REGISTER FOR
TRAINING
now

———— JUNE 8 1pm - 3pm ————

OPTIMIZING USABILITY

WITH SITE ANALYTICS

REMINDER:
REGISTER FOR
TRAINING
now

———— JUNE 21 1pm - 3pm ————

**PRA
Support**

**JOB
AIDS**



**AWARENESS
AND
RESOURCES**

**GENERIC
CLEARANCE**





Thursday
June 30th @ 1pm

 Ad Hoc

Scott Weber



Tell Us What You Think

Please complete a brief survey to help us make the community of practice better.



**Thank
you!**