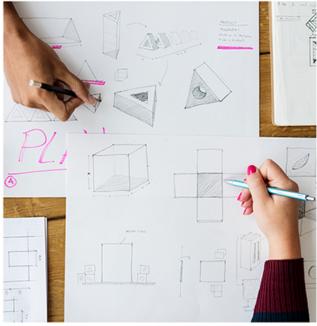
# HUMAN-CENTERED DESIGN

Monthly introductory courses provided!











# Interested in learning more about HCD?

Look out for an email from **CCSQ Broadcast** (CCSQ\_Broadcast@cms.hhs.gov) and <u>SIGN UP</u> for one of our sessions!

We will be covering the 6 steps in the HCD Process:



#### INITIATE

Kick off project: define problem and scope, identify SMEs and review existing data



#### **IMMERSE**

Observe and document where your users' problems exist via interviews and immersion



# **SYNTHESIZE**

Analyze your research to find themes, patterns, and insights



#### **IDEATE**

Brainstorm potential solutions: co-design with users and identify ideas to test



## **PROTOTYPE**

Create storyboard or low-fidelity solution to elicit feedback; refine and iterate



## **IMPLEMENT**

Pilot a solution: track metrics, manage and communicate change and improve for roll-out

