

# HCD

## 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](mailto:CCSQ_Broadcast@cms.hhs.gov)) and **SIGN UP** 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

