



# HCD Community of Practice August Meeting



*PM3 HCD Team  
August 23, 2018*

# Agenda

## **Welcome**

Introductions, goal of this CoP, <https://tinyurl.com/hcdcop-aug23>

## **Updates**

Recap of last month's CoP, PM3 HCD team activities

## **Upcoming Events**

### **Presentation: Design Studio**

Presenter: Sara Neel, Enterprise Services (ES), Ventera

## **Wrap-Up and Next Steps**

Discuss action items

**WELCOME**

<https://tinyurl.com/hcdcop-aug23>

# Welcome

What does a Community of Practice do?

- Connects people
- Provides shared context – holistic empathy for customer(s)
- Enables dialogue
- Stimulates learning
- Captures and diffuses knowledge
- Institutionalizes best practices, process

New chat

Search history

- HCQIS
- ROOMS
- Human Centered Design**
- PM3 Atlassian Support
- PM3 HCD Activity Stream
- + Create a room

Human Centered Design  
 HCQIS Human Centered Design (HCD) Community of Practice. Discussion of CMS user experience (UX)...

- Members
- Kramme, Carol
  - Robert Fay

Wednesday August 22, 2018

Robert Fay changed the topic to: HCQIS Human Centered Design (HCD) Community of Practice. Discussion of CMS user experience (UX) issues.

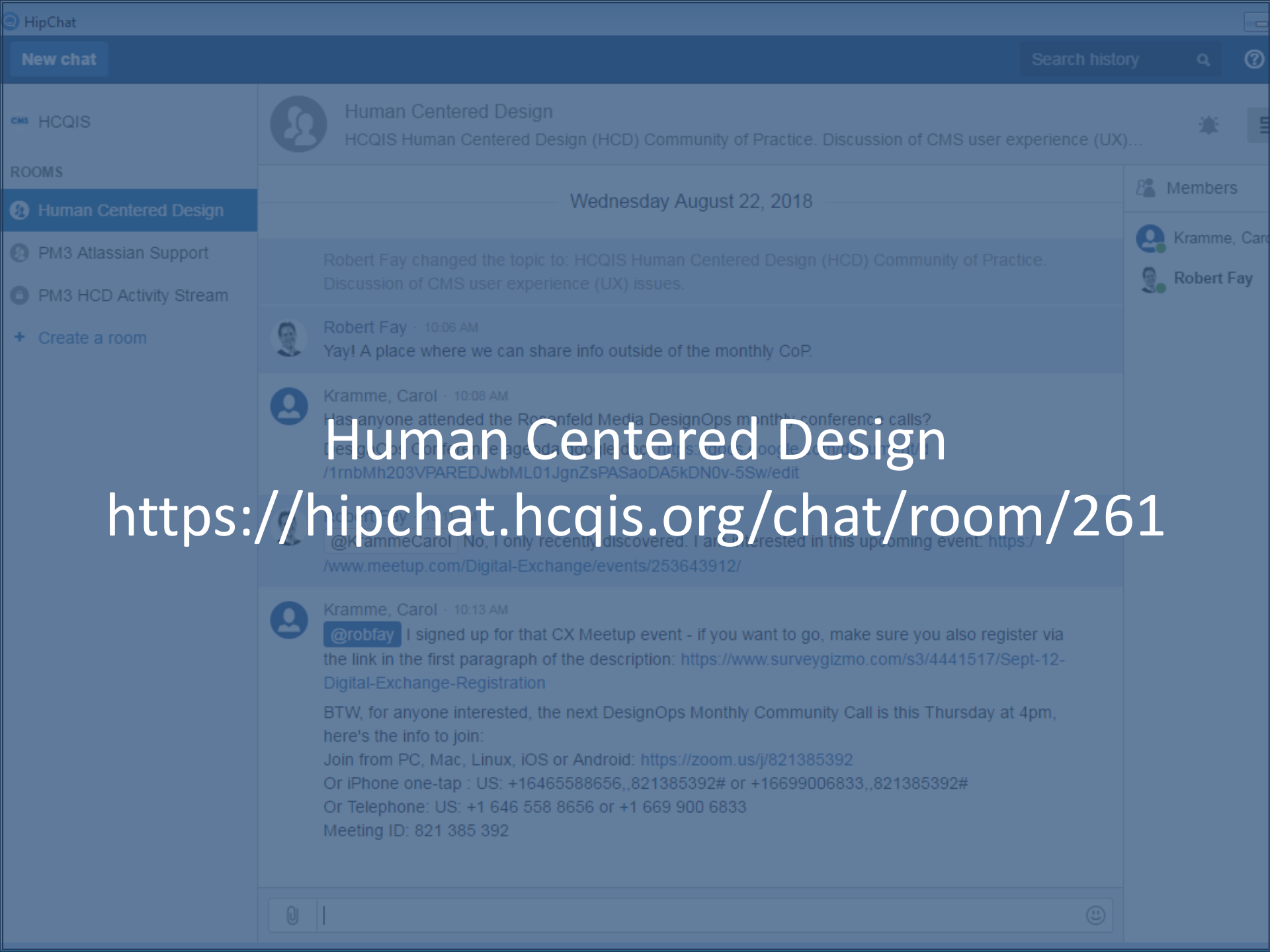
Robert Fay · 10:06 AM  
 Yay! A place where we can share info outside of the monthly CoP.

Kramme, Carol · 10:08 AM  
 Has anyone attended the Rosenfeld Media DesignOps monthly conference calls?  
 DesignOps Conference agenda google doc: <https://docs.google.com/document/d/1rnbMh203VPAREDJwbML01JgnZsPASaoDA5kDN0v-5Sw/edit>

Robert Fay · 10:11 AM  
 @KrammeCarol No, I only recently discovered. I am interested in this upcoming event: <https://www.meetup.com/Digital-Exchange/events/253643912/>

Kramme, Carol · 10:13 AM  
 @rob fay I signed up for that CX Meetup event - if you want to go, make sure you also register via the link in the first paragraph of the description: <https://www.surveygizmo.com/s3/4441517/Sept-12-Digital-Exchange-Registration>  
 BTW, for anyone interested, the next DesignOps Monthly Community Call is this Thursday at 4pm, here's the info to join:  
 Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/821385392>  
 Or iPhone one-tap : US: +16465588656,,821385392# or +16699006833,,821385392#  
 Or Telephone: US: +1 646 558 8656 or +1 669 900 6833  
 Meeting ID: 821 385 392

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Wednesday August 22, 2018

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Human Centered Design  
<https://hipchat.hcqis.org/chat/room/261>

# UPDATES

# Updates: HCD Toolkit

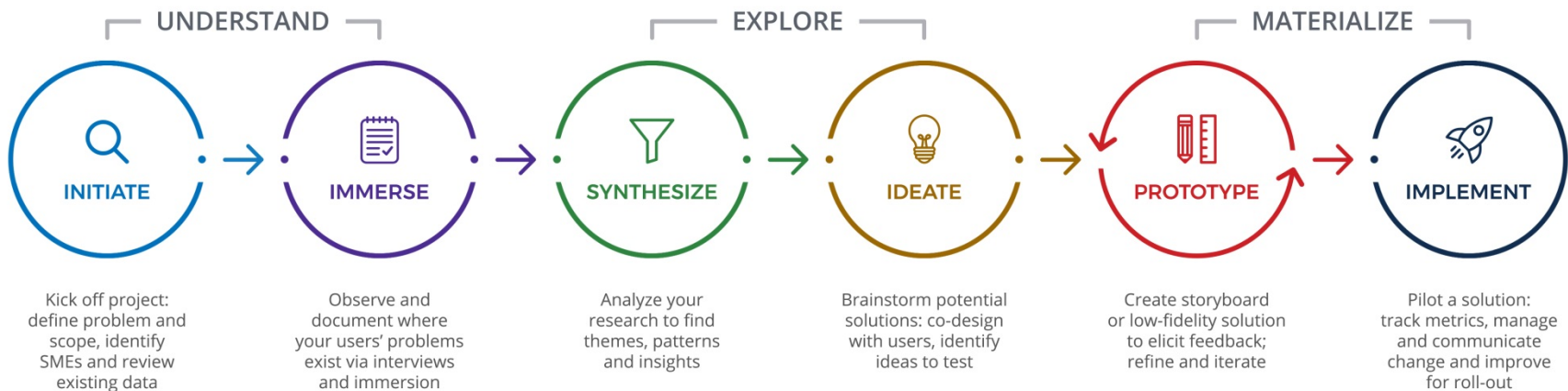
## Tip Sheet for Metrics

- Key areas to consider when creating a UX measurement plan.
  - Create a Communication Process
  - UX Key Performance Indicators (KPIs)
    - Typical, Quantitative, and Qualitative KPIs
    - Value of each
- Benchmarking Results
- Continuous Improvement
- [Confluence Human-Centered Design Toolkit page](#)



# Updates: HCQIS Library

## Human-Centered Design Process



**Confluence location:** [HCQIS Library Human-Centered Design page](#)

# Updates: PM3 HCD Team

- **HCD Training** – Goal: Educate CCSQ staff on HCD process to equip them to better serve their customers.
- **Persona Evaluation** – Goal: Identify a persona and apply service design methods (persona > journey > service) to improve a service.
- **HCQIS Design / Code samples** – Goal: Determine if there is value in creating HCQIS Design Guide to help product teams save time.
- **HCD Center of Excellence** – Goal: Create a sustainable culture of HCD within CCSQ.

# UPCOMING EVENTS

# Upcoming Events

## **Customer Experience (CX) Innovation in Public Sector**

Wednesday, September 12, 2018, 5PM to 8 PM

Location: WeWork White House, G Street NW, Washington, DC

Registration: <https://www.surveygizmo.com/s3/4441517/Sept-12-Digital-Exchange-Registration>

## **Design Thinking DC Meetup Group - Fall Summit 2018**

September 28, 2018, 12:30 PM to 6 PM, \$25

Location: Deloitte, 1919 N Lynn Street, Arlington, VA

Registration: <https://www.meetup.com/Design-Thinking-DC/events/252164588/>

# Upcoming Events

## **REcon 18: Designing the Future of Research**

Saturday, October 20, 2018, 9am - 7pm

Location: New York, NY TBD

Cost: TBD

More Info: <http://www.recon18.com/>

## **DesignOps Summit 2018**

November 7-9, 2018

Location: New York, NY

Cost: early bird (~\$1500)

More Info: <https://rosenfeldmedia.com/designopssummit2018/>

# DESIGN STUDIOS

## PRESENTATION



## Lean Coffee July... generated these topics:

- Accessibility
- Best practices re: GUI design
- Content Strategy
- Converting Designs → Development
- Creating a Project HCD strategy
- **Design Studios\***
- Design Systems
- Enhancements vs. Bugs: Feature backlog strategy
- Socializing HCD as a team communication process

*\* Today's presentation from Sara Neel*

# Design Studios

## Design Studios as a Research/Problem-Solving Method

<b>Behavioral</b>	Quantitative	<b>Innovative</b>	<b>Exploratory</b>	<b>Participatory</b>
<b>Attitudinal</b>	<b>Qualitative</b>	Adapted	<b>Generative</b>	Observational
			<b>Evaluative</b>	Self-reporting
				Expert review
				Design process



# DESIGN STUDIOS

PARALLEL DESIGN / PARTICIPATORY DESIGN

AUGUST 23, 2018

*PRESENTER: SARA NEEL, UX/UI DESIGNER, VENTERA*

# Design Studio Prep

# WHEN TO HOLD A DESIGN STUDIO

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New project

New feature / functionality

Redesign of an existing page

Basically anytime you're starting from ground zero  
(Early in the design process)

# MEETING INVITE

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1.5 – 2 hours

Invite all interested participants

- Researchers
- Designers
- Business Analysts
- Developers
- Product Owners

# MEETING MATERIALS

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- Pens / Pencils / Markers
- Paper
  - Notecards work well for mobile app designs
- Web conferencing software
  - Zoom, Skype, Webex
- Smartphone

# The Design Studio

# MEETING SCHEDULE

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**5 min** – Design prompt + questions

**10 min** – Heads-down sketching

**5 min** – Photographing sketches + sending to coordinator

**5 min per participant** – Sketch presentations + comments/questions

**10 min** – Discussion of design ideas for initial wireframes

**Total 50 min** (for 4 participants)

# 1. DESIGN PROMPT (5 min)

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Design prompts written in user story format:

**“As a [ user ], I want to [ user action ], so that [ business reason ]”**

*Example:*

As an iQIES user, I want to fill out an Access Request Form, so that I can request my user role and associated providers.

Acceptance Criteria

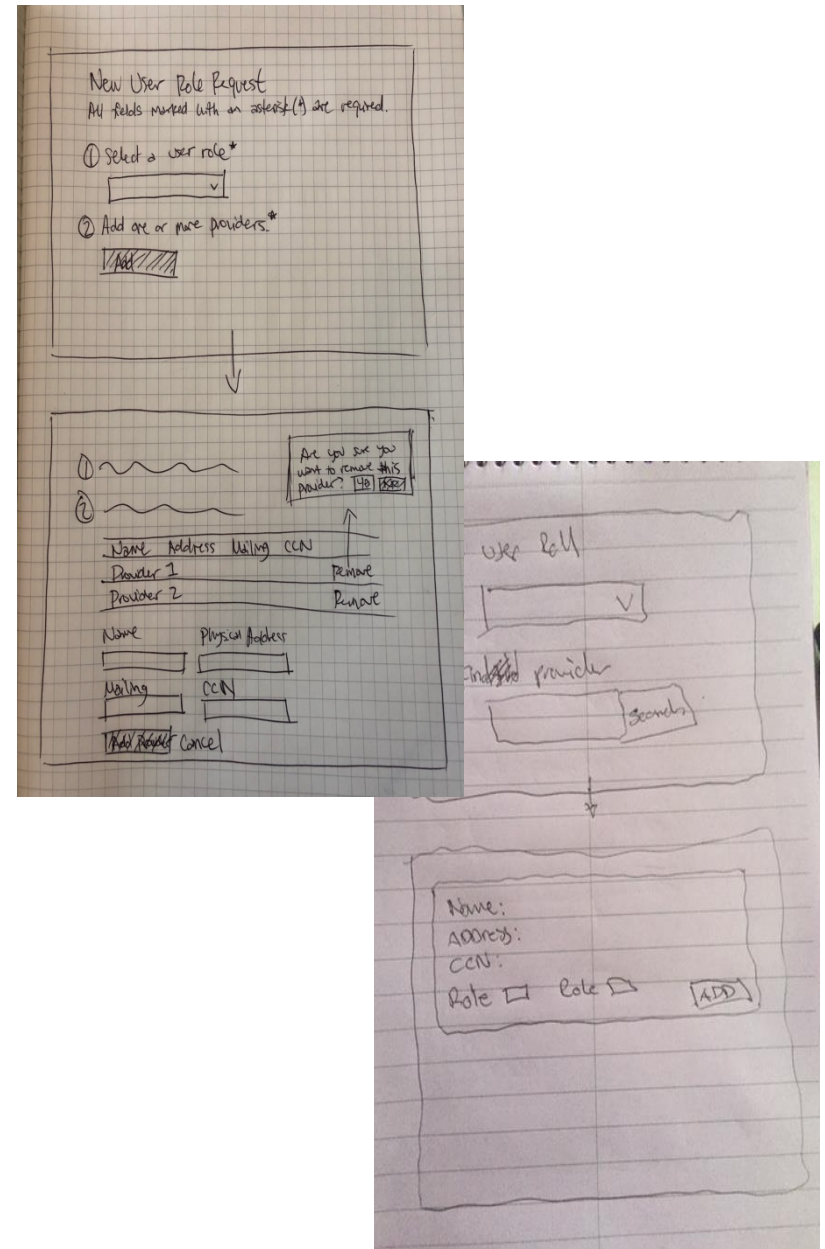
- I can select a single user role
- I can select one or more providers



## 2. SKETCHING (10 min)

Meeting coordinator sets a timer for **10 minutes** and gives the participants occasional time updates.

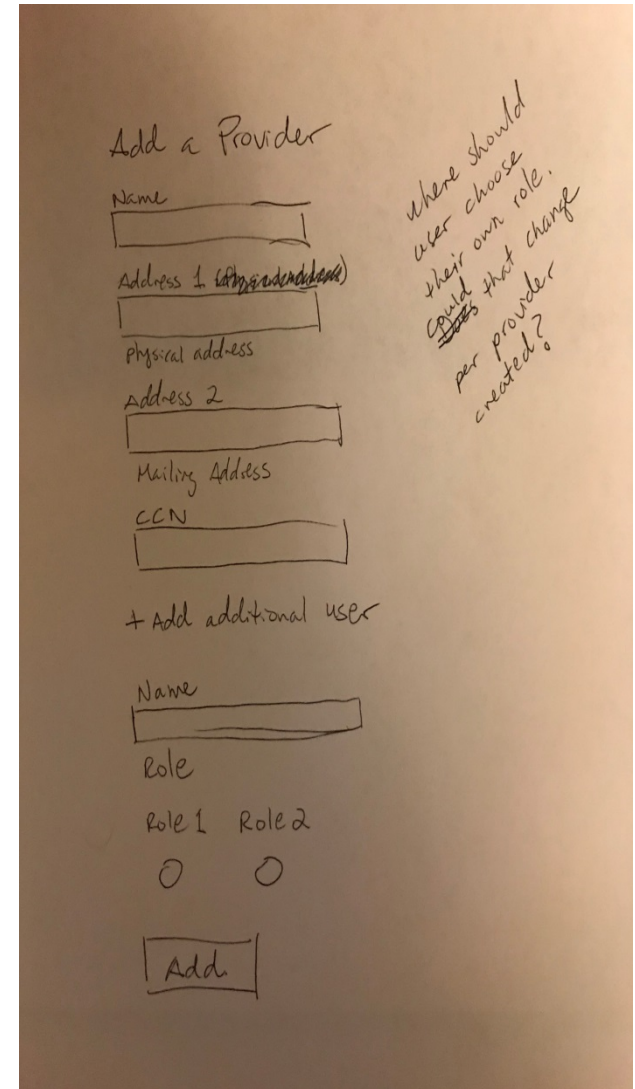
All participants are heads-down sketching during this time.



### 3. SKETCH DOCUMENTATION (5 min)

After the 10 minutes are up, all participants take photos of their sketches and email them to the meeting coordinator (ideally with smartphones).

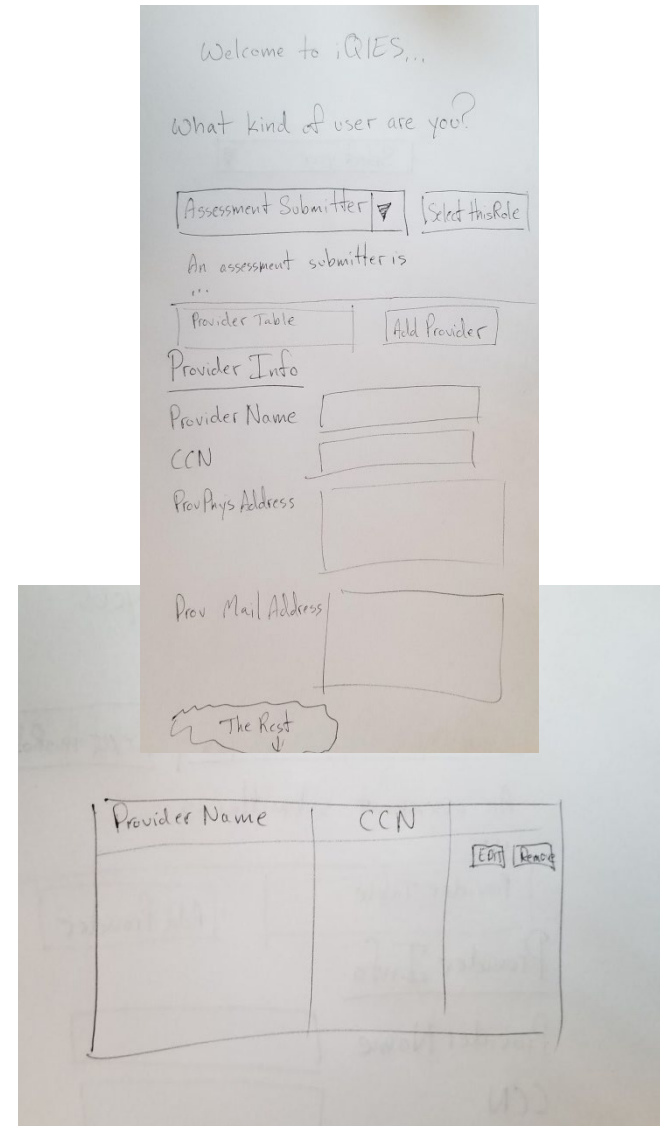
The meeting coordinator downloads all sketch photos and shares their screen for sketch presentations.



## 4. SKETCH PRESENTATIONS (5 min per participant)

The meeting coordinator shares the sketches of each participant.

Each participant takes a couple minutes to present their sketches. A few minutes are provided for any questions, comments, or clarifications.



## 5. DESIGN DISCUSSION (10 min)

At the end of the sketching presentations, some final time is allotted to discuss the best ideas from the sketches.

This discussion should drive initial wireframes and design decisions.

The screenshot shows the iQIES web application interface. At the top left is the iQIES logo, and at the top right is a 'MENU' button. Below the header, the breadcrumb 'Home / Access Request Form' is visible. The main heading is 'Welcome to iQIES!' followed by 'Access Request Form'. A paragraph of placeholder text follows. A note states 'All fields marked with an asterisk (\*) are required.' The 'User Role \*' field is a dropdown menu with '[ Role Name ]' selected. Below it is a description for the role. The 'CCN \*' field is a text input with an 'Add' button. A table lists providers with columns for Provider Name, CCN, Address, City, State, and a 'Remove' link. At the bottom is a 'Submit Request' button.

Home / Access Request Form

### Welcome to iQIES!

#### Access Request Form

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a fermentum enim. Donec porta felis et metus laoreet mollis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a fermentum enim. Donec porta felis et metus laoreet mollis.

All fields marked with an asterisk (\*) are required.

User Role \*

[ Role Name ]

[ Role Name ] description here.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a fermentum enim. Donec porta felis et metus laoreet mollis.

Enter a CCN to add a provider.

CCN \*

Provider Name	CCN	Address	City	State	
ABC Agency	#12294	3572 Example St.	Miami	Florida	<a href="#">Remove</a>
ABC1111 Agency	#22471	2199 Fake St.	Miami	Florida	<a href="#">Remove</a>
ABC2222 Agency	#12294	3572 Rich St.	Miami	Florida	<a href="#">Remove</a>

THANK YOU

[sara.neel@ventera.hcqis.org](mailto:sara.neel@ventera.hcqis.org)

# Design Studio – Additional Resources

Kaplan, Kate, *Facilitating an Effective Design Studio Workshop*. Nielsen Norman Group. July 2, 2017.

Lindstrom, Jim, *Design Studios: The Good, the Bad, and the Science*. UX Booth. November 15, 2011.

Patton, Jim. *Ideate Collaboratively Using Design Studio*. (PDF). J Patton Associates., March 2013.

# **WRAP UP & NEXT STEPS**

# Volunteer presenters: September & October?

- Accessibility
- Best practices re: GUI design
- Content Strategy
- Converting Designs → Development
- Creating a Project HCD strategy
- ✓ **Design Studios**
- Design Systems
- Enhancements vs. Bugs: Feature Backlog Strategy
- Socializing HCD as a team communication process
- Other HCD Topic \_\_\_\_\_





- ✓ METRICS
- ✓ PERSONAS
- ✓ DESIGN
- EXAMPLES

# See you in September

## Thank you!

Please direct any ideas, questions or concerns to:

[robert.fay@tantus.hcqis.org](mailto:robert.fay@tantus.hcqis.org)

or

<https://hipchat.hcqis.org/chat/room/261>

# Enhancements vs. Bugs: Feature Backlog Strategy

Accessibility

Best practices re: GUI design

Content Strategy

Converting Designs → Development

Creating a Project HCD strategy

Design Studios

Design Systems

**Enhancements vs. Bugs: Feature Backlog Strategy**

Socializing HCD as a team communication process

