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Human-Centered Design
Center of Excellence

Empowering innovation through human-centric strategies and solutions

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Embedded is a digital newsletter presented by the Human-Centered Design Center of Excellence

the "EMPATHY" issue

Walk a Mile in Someone Else's Shoes: A Guide to Empathy

Walk a Mile in Someone Else's Shoes:

A Guide to Empathy

Brian Flaherty | Reading time: about 8 min

How well do you know your users? Chances are, not as well as you think. And even for the best designers, it's easy to assume one knows best how to s
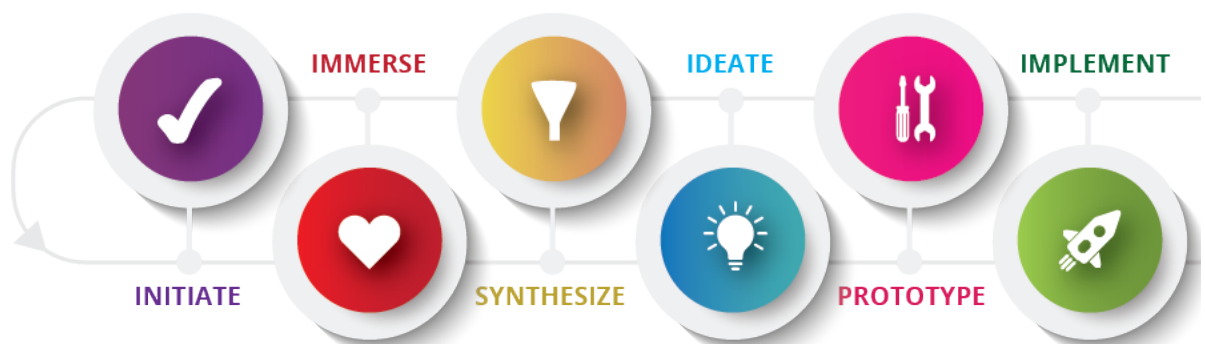But that can get you into trouble.

When making assumptions about users and what they need, you risk misunderstanding what the real problem is—potentially solving a problem that didr
the first place.

That's where Human-Centered Design (HCD) comes in. HCD helps center the user in the design process so that every design choice meets a real huma
and fundamental component to practicing HCD is "Empathy".
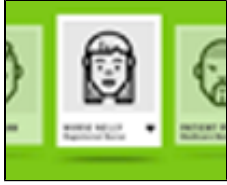
Here's how.

HCD is a creative and recursive process for understanding users, challenging assumptions, and developing innovative solutions to prototype and test. A
frameworks for HCD (or design thinking) as a continuous improvement philosophy exist, they all place a fundamental focus on customer empathy and e
of solving the right problem—the right way.

Here, in the CCSQ HCD Center of Excellence, we adhere to a six-phase process.

Regardless of which HCD framework you choose to adopt, empathizing typically falls within the earliest exploratory phases. And due to the inherent non
nature of HCD, it's not uncommon to be working through multiple phases in parallel (returning to the "blackboard" often) as you work towards a solution.
users can evolve at any time throughout the course of the HCD framework as you continue to learn and better understand your users along the way.

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Empathy Mapping: The 1st Steps

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Designing with Empathy: Accessibility, Usability, and Inclusion

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Practitioner Profile: Stephanie Ray

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EMPATHY: The Human Connection to Patient Care

Empathy: The Human Connecti...

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They saw "something" on her mammogram.

Watch on ▶ YouTube

Posted Feb 27, 2013 by The Cleveland Clinic

Visit our training page often.

Whether you want to learn a new methodology or build upon the HCD skills you already have, there you'll find the latest training & coaching opportunities we offer.

More Content...

HCD IN ACTION: My Journey into Hospice Care for Empathy Building

Ultimately there are some problems that we cannot solve but understanding the scope of what we can control through our work allows us to serve others in a more meaningful way.
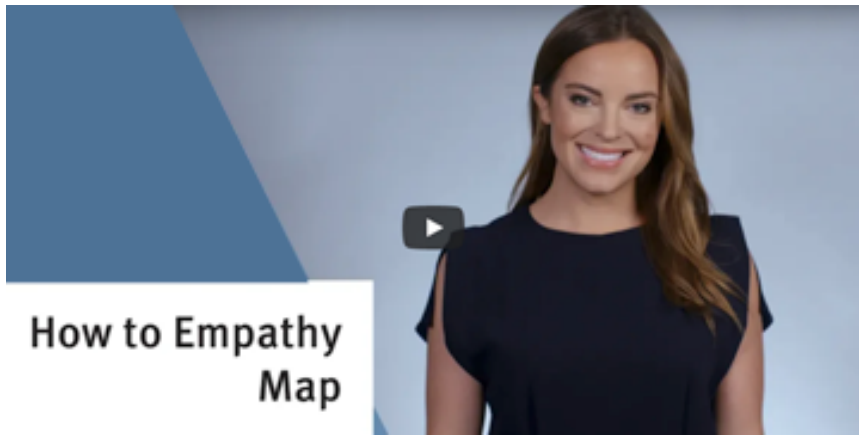
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The Case for Pruning

As professionals who deploy products and services for our customers, how often do we stop and make decisions to prune or simplify? Is the deck stacked against this behavior?

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LEARNING VIDEO: How to Empathy Map

A 5-step process for creating empathy maps that describe user characteristics at the start of a UX design process. Originally published by *NNg.*

Fact or Fiction?

Try your hand at deciding what is fact and what is fiction in this interactive quiz about the practice of human-centered design.

Resources for Navigating HCD & the Paperwork Reduction Act

It is essential and mandatory that CCSQ comply with the PRA when applying human-centered design (HCD) processes and methodologies. However, the PRA should not limit HCD best practices to improve the customer experience.

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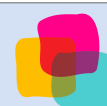## COMMUNITY OF PRACTICE

Join us for a case study of how the recently centralized Quality Payment Program's (QPP) human-centered design team learned to be effective by scaling and streamlining the research processes.
To learn more about the CCSQ HCD Community of Practice, visit our information page.

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