A Human-Centered Design Journey Example

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A. Initial Problem: We know there are challenges with preconception care in well women's visits, but we don't know what we should focus on

Identify a team to move through the human-centered design (HCD) process and develop a "How might we" (HMW) question

B. Initial HMW Question: How might we improve the quality of women's preventive visits (visits) in our clinic community?
End user: patients
Key stakeholders: providers

Identify key questions that you would need to explore to try to answer to that HMW question

C. Key questions to answer – e.g. what do we know already about patient and provider experiences? What power dynamics shape patient and provider experiences? What priorities do patients and providers have? What challenges do they observe? What strengths?

Identify methods to answer these questions

F. New HMW question (if needed)
e.g. How might we ensure that patients' priorities are respected by care providers during visits?
End user: patients
Key stakeholders: providers

Discuss insights as a group and revisit original problem/HMW question – is there a more specific or particularly significant problem to be addressed based on what you have learned?

E. Synthesize findings to identify **insights**, noting similarities and differences between patient and provider priorities and perspectives, connections you notice, surprising or contradictory answers to questions

Reflect on the data gathered as a team

D. Gather answers to questions through whatever methods are appropriate and feasible (e.g. interviews, observations, team reflection, patient satisfaction surveys)

Identify key questions that you would need to explore to try to answer to that HMW question

G. New key questions to answer (if needed) -- revisit **Step C** to identify what information you would need to better understand the newly identified issue

Reflect on the information and insights you have already gathered. If you have already answered those questions, proceed to Step H; if not, revisit Step D and Step E (keep in mind, you may just need to re-analyze what you have already gathered in a different way)

H. Brainstorm answers to your HMW question using techniques such as sticky note brainstorming and sorting to identify which ideas you would want to test out

Discuss most popular idea(s) and determine as a team which idea(s) to prototype and how to best prototype them

K. Implement selected idea following the plan you developed, continuing to test, revise, and ask new questions for ongoing improvement as you evaluate your impact

J. Develop implementation strategy for selected idea
Decide at what scale you will roll out your idea, how you will monitor and evaluate it, your timeline, etc – similar to **traditional project implementation** or even using **PDSA** with a QI idea

Based on prototyping experience, was there one idea and approach which seemed most promising to try implementing?

I. Prototype (test) each idea
The goal of a prototype is to try out each idea and get feedback on a small scale using methods [e.g. presenting your idea as a skit to end users] that fit the idea and your circumstances

Challenge   Understanding   Ideation   Experimentation & Implementation