

Applying **User-Centered Design** to Achieve Breakthrough Results

- Matthew-Ryan Morrell
- Albuquerque Quality Network Presentation
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About your Speaker: Matthew-Ryan



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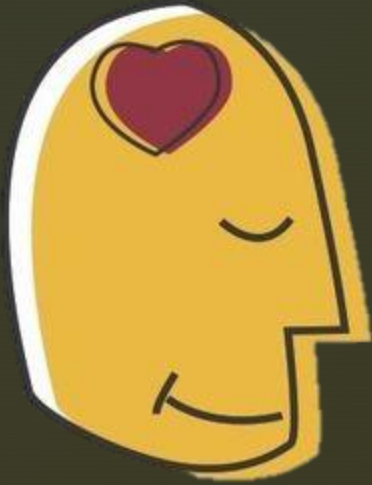
Cactus, Interior Design, and Family is how I spend time outside of work.



Before we Begin:

Today's presentation does not reflect the opinions or views of Sandia National Laboratories and are simply my view of the world. In addition, although the presentation is based on Stanford's curriculum, it has been modified for today's purposes.

Why User-Centered Design



Ensures you design your business process, solution, product, or service around the user-not you.

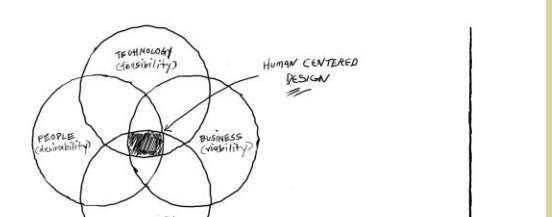
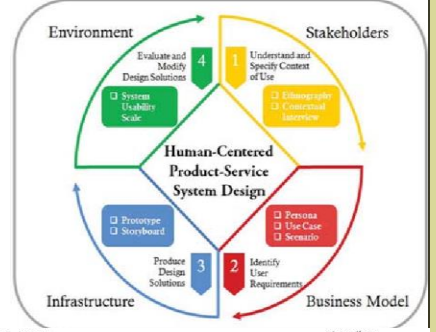
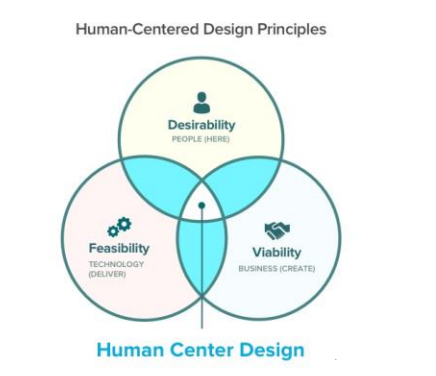
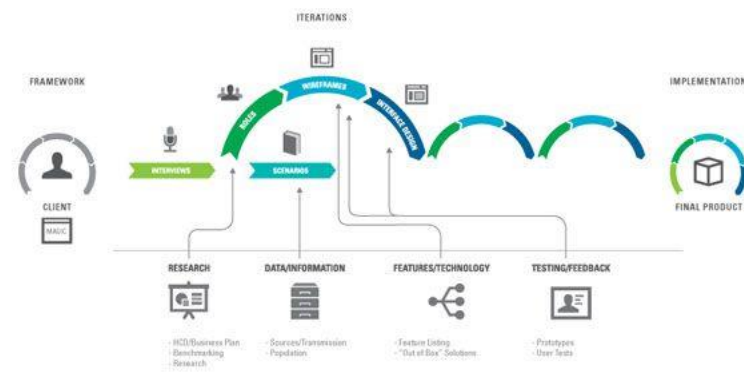
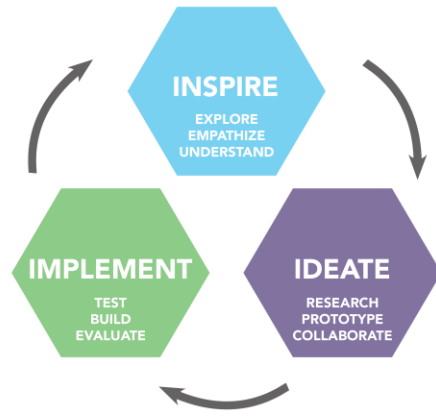
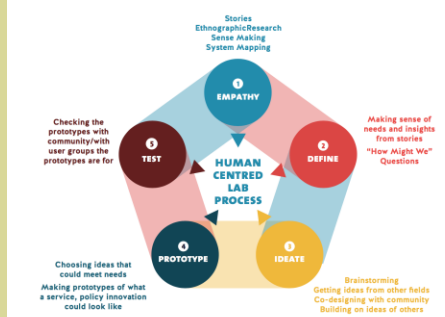
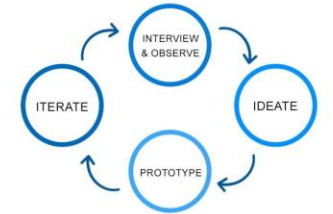
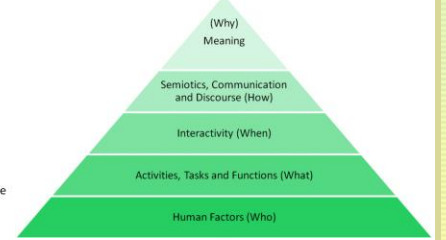
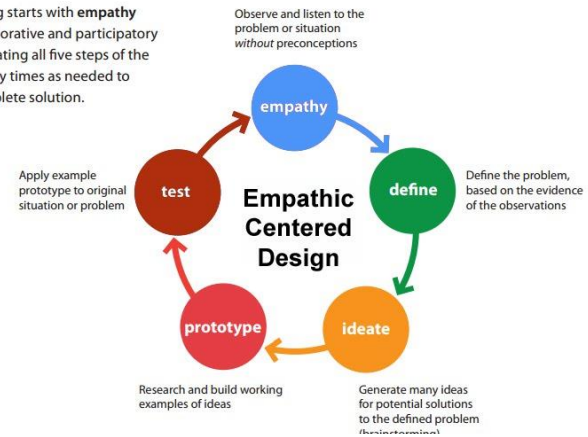
Encourages failing fast and will save your company time and money.

There are elements in each step of the process that (if done correctly) will push your results into breakthrough mode (versus incremental).

User-Centered Design

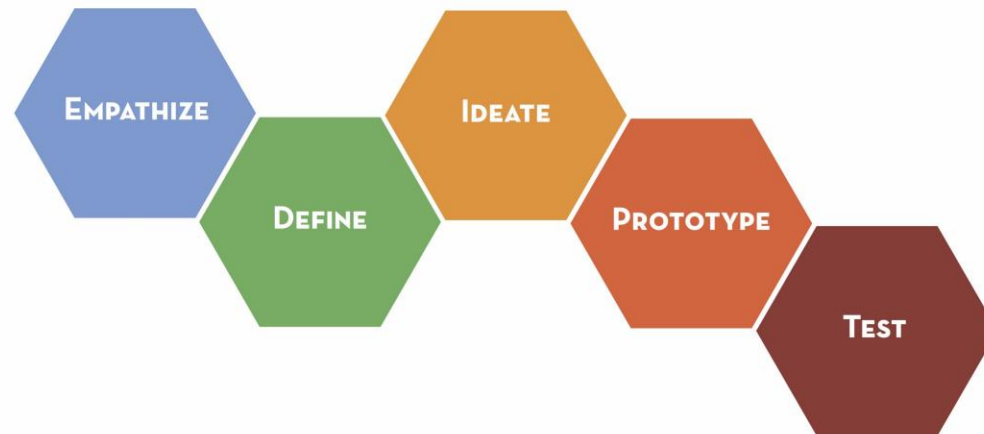


Design thinking starts with **empathy** and uses collaborative and participatory methods, repeating all five steps of the process as many times as needed to achieve a complete solution.

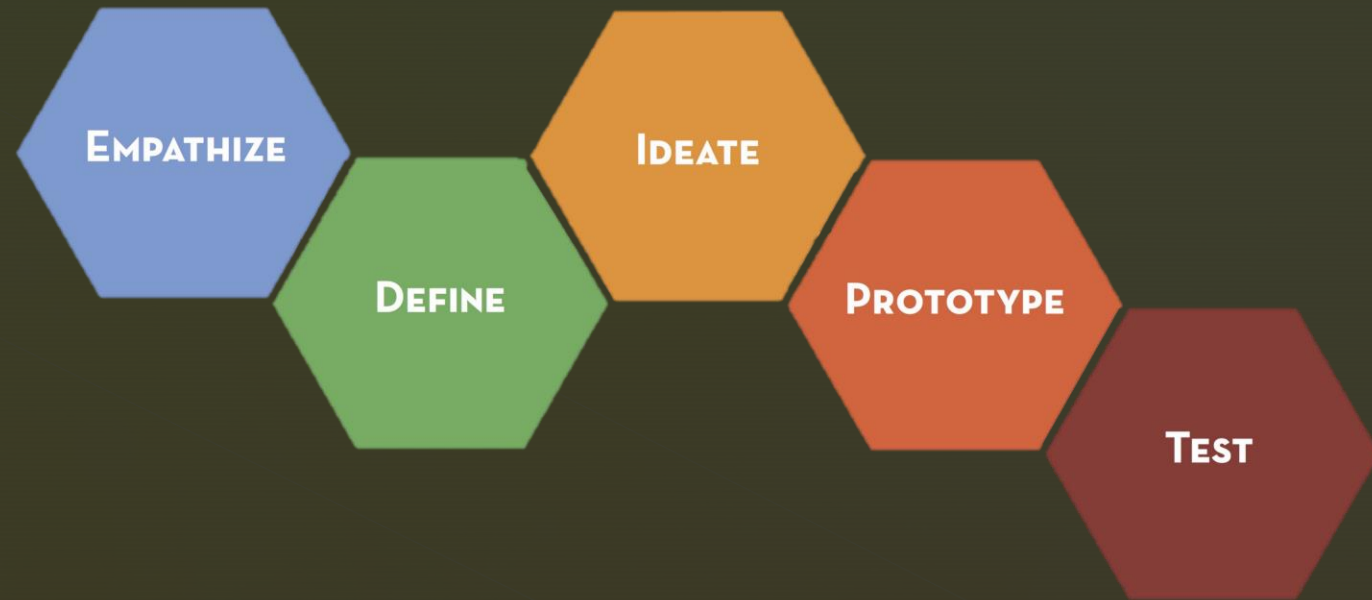


User-Centered Design

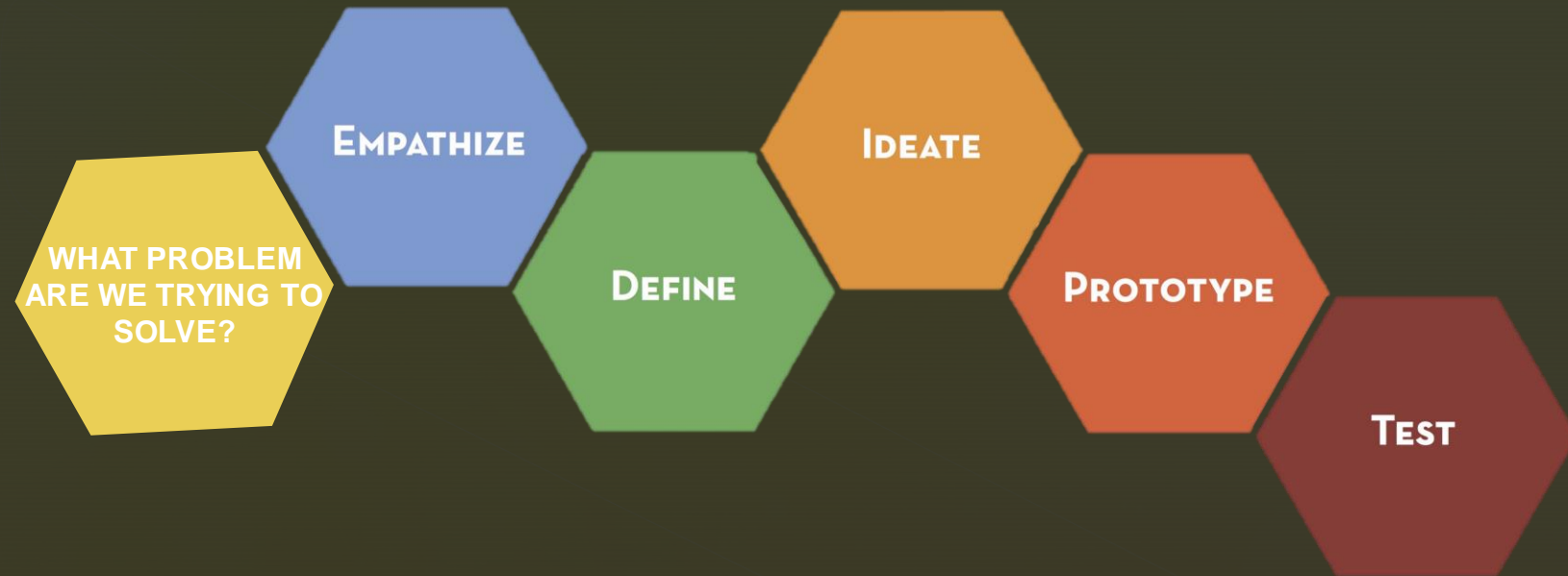
Chosen Model for Today's Presentation:



The d.School Design Thinking Process



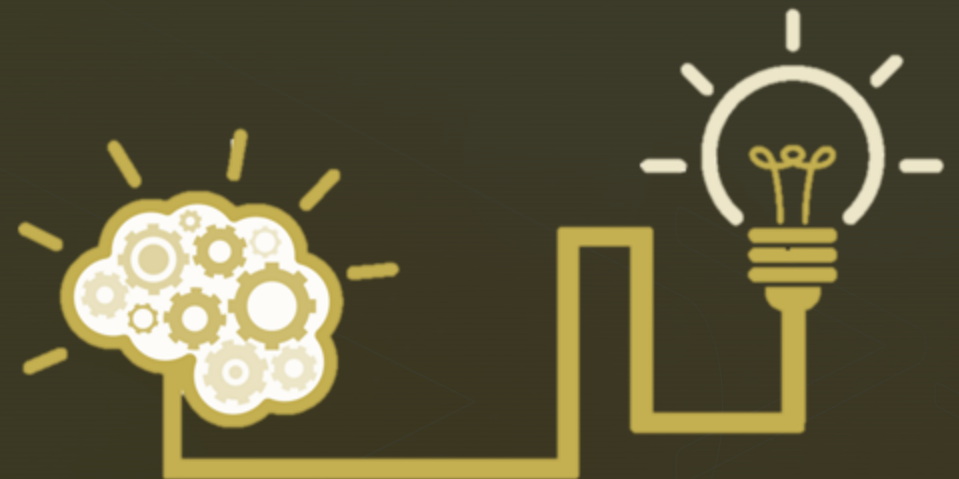
My Personal Addition...



Why the Addition?

WHAT PROBLEM
ARE WE TRYING TO
SOLVE?

- User-Centered Design can be a tough sell for companies.
- Ultimately-UCD is going slow to go fast....
- When using it as a problem solving mechanism, it can be an easier sell to use these tools versus others.



What Problem are we Trying to Solve?

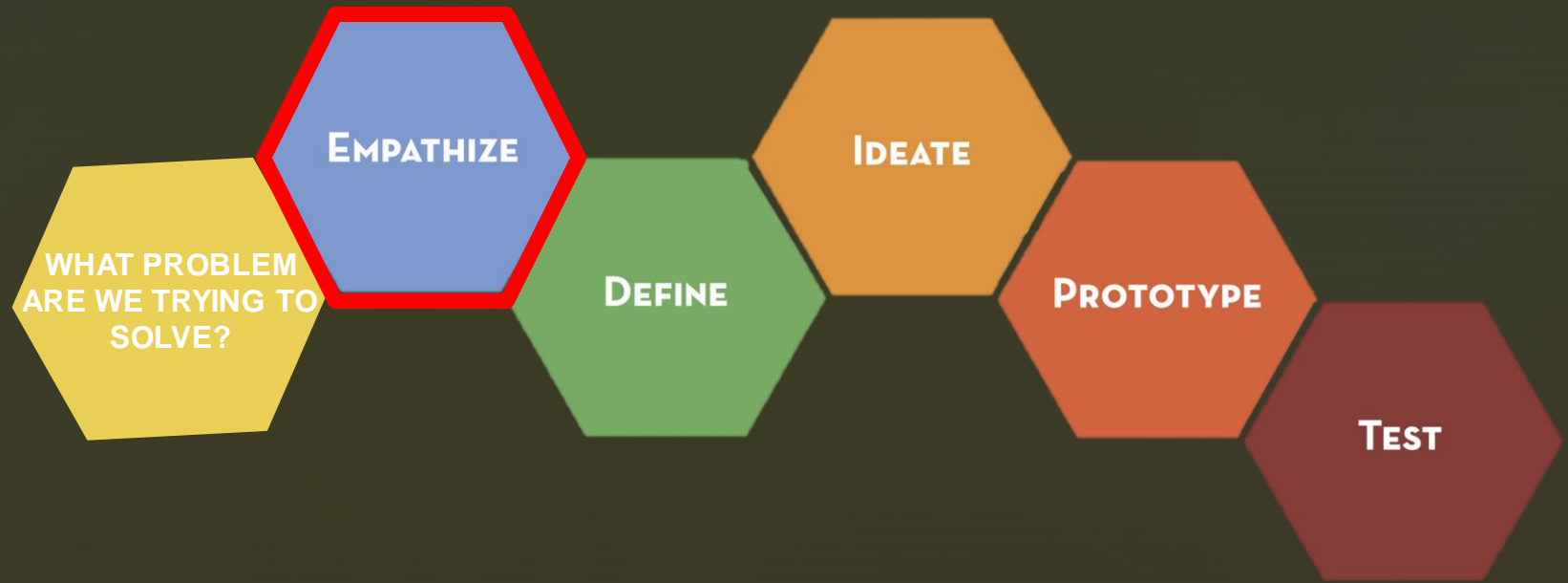
WHAT PROBLEM
ARE WE TRYING TO
SOLVE?

The quality in our
processes have
decreased...

Customer complaints
are on the rise...

Our sales have
dropped and we don't
know why...

Training scores have
decreased...



Empathize

Now that we think we know the problem...

Don't start to solve it.

Pause. And Let's Gather some **emotional** data.



Empathize



“USE THIS ROLL FIRST”

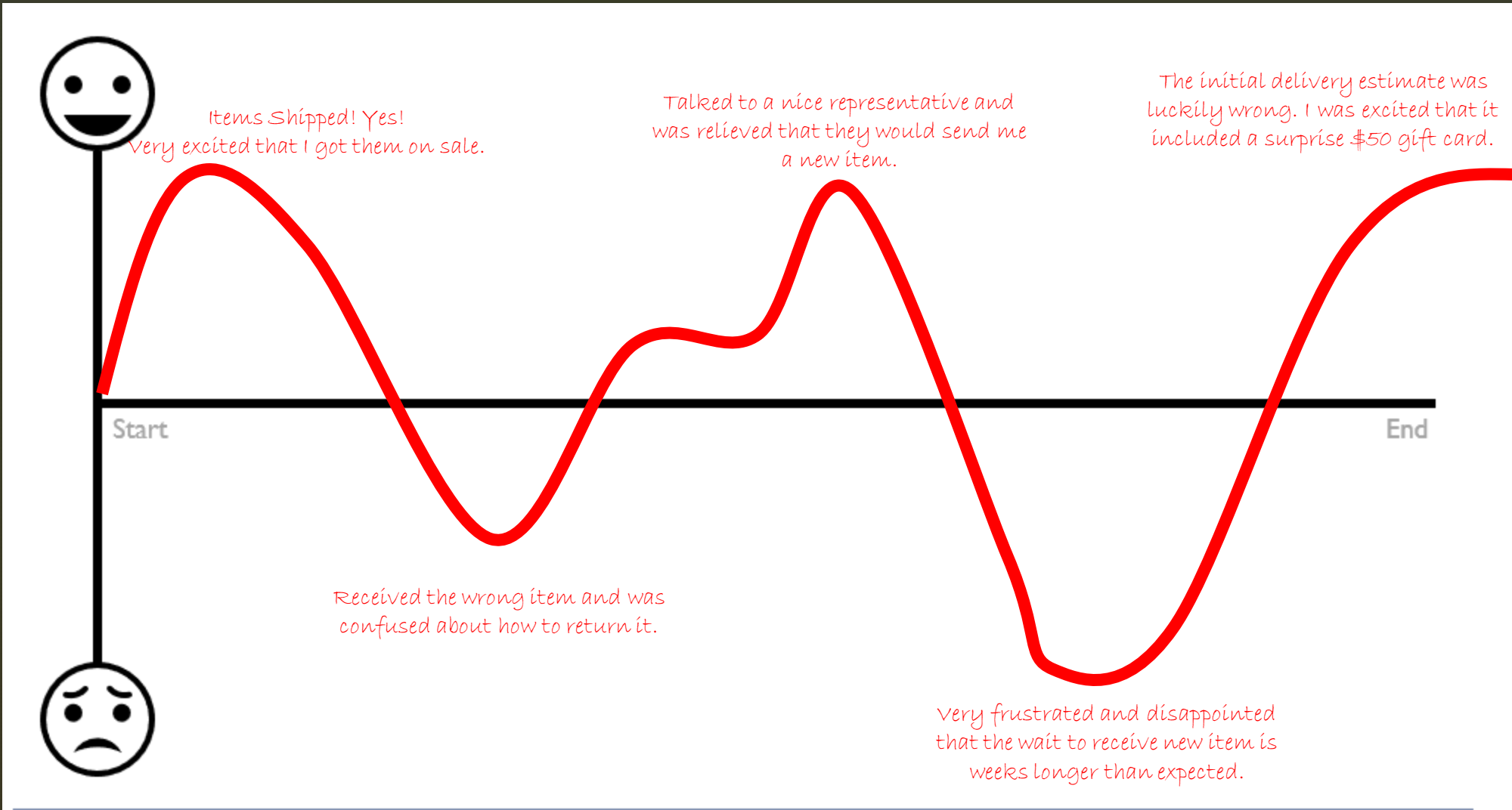
Empathize

So there has got to be a better way....



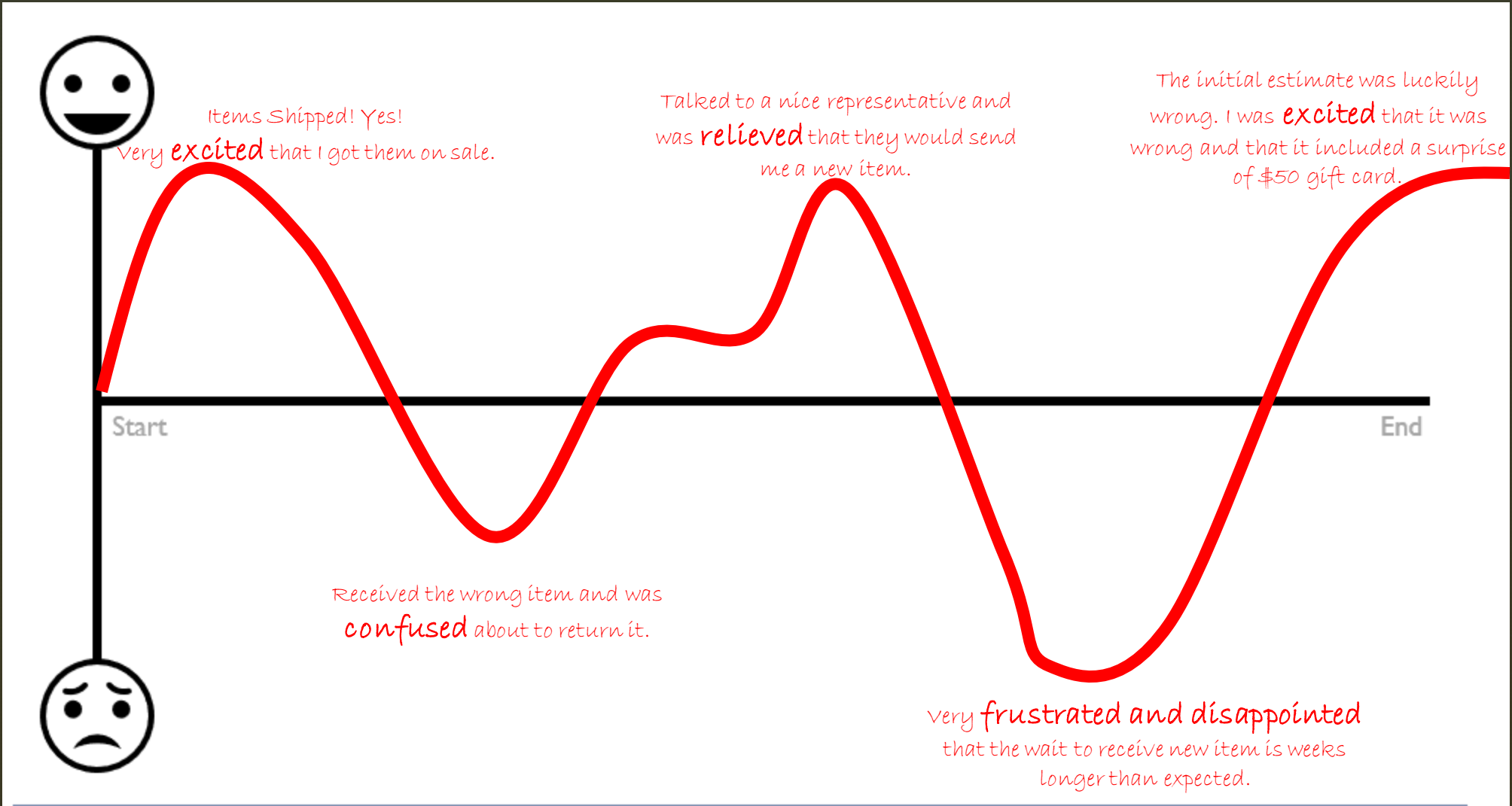
Empathize Using Simple Tools

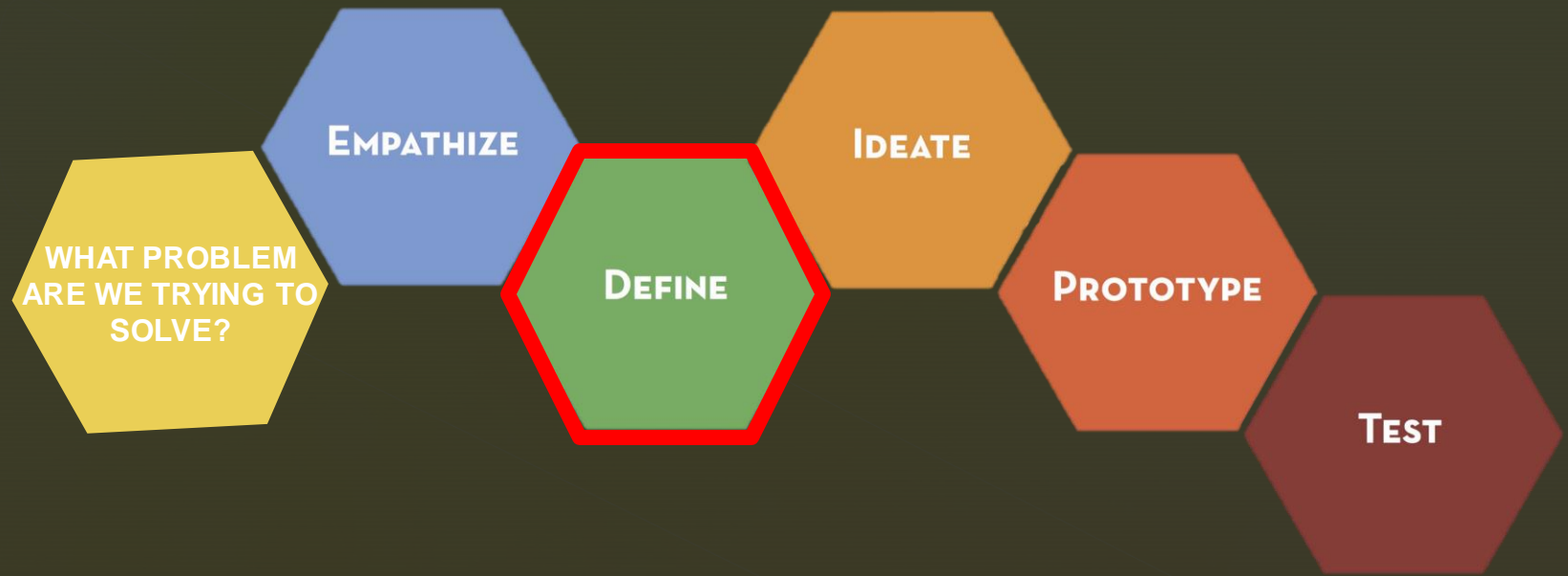
User Interviews – Using Journey Maps to Facilitate the Conversation



Empathize-Using Simple Tools

User Interviews – Using Journey Maps to Facilitate the Conversation





Define

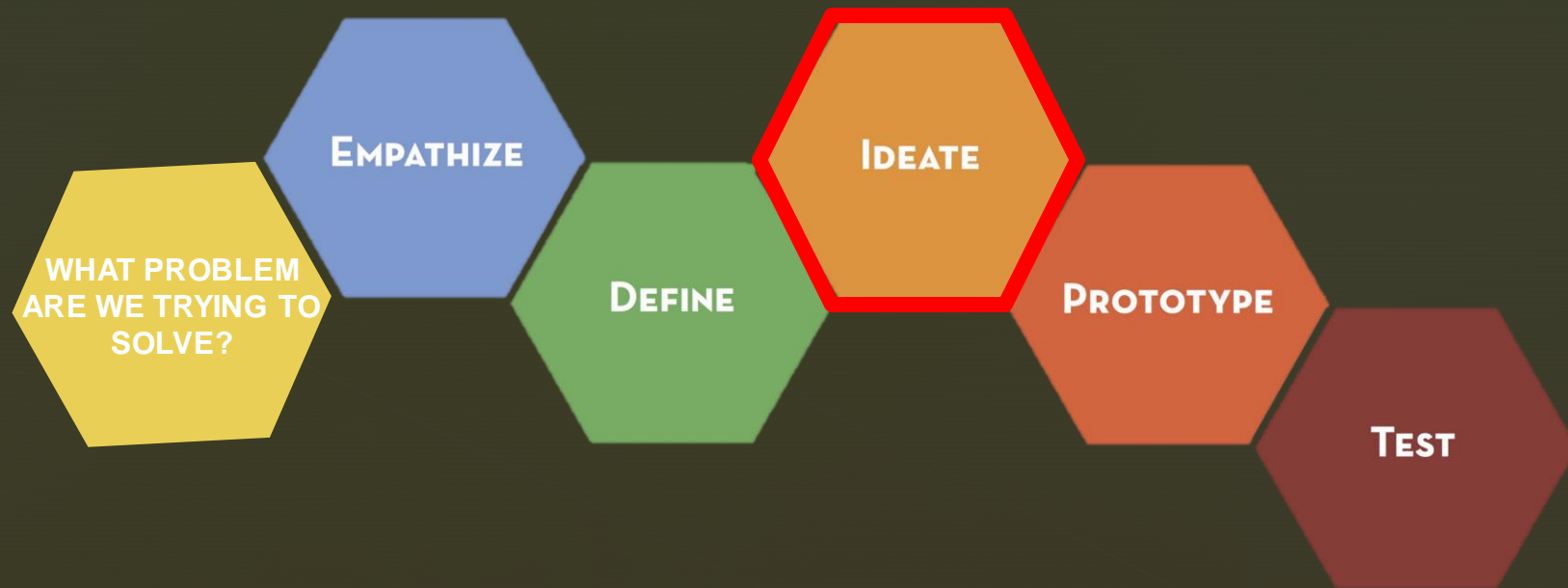
Based on your interviews and information gathered, rephrase a common theme into a ***How Might We*** statement...



You heard from most users, that the process you implemented last year was jahnke and daunting-it is the lowest part of their journey.



How might we create an experience that is seamless and exciting for users?



Ideate Using “Yes And” Brainstorming

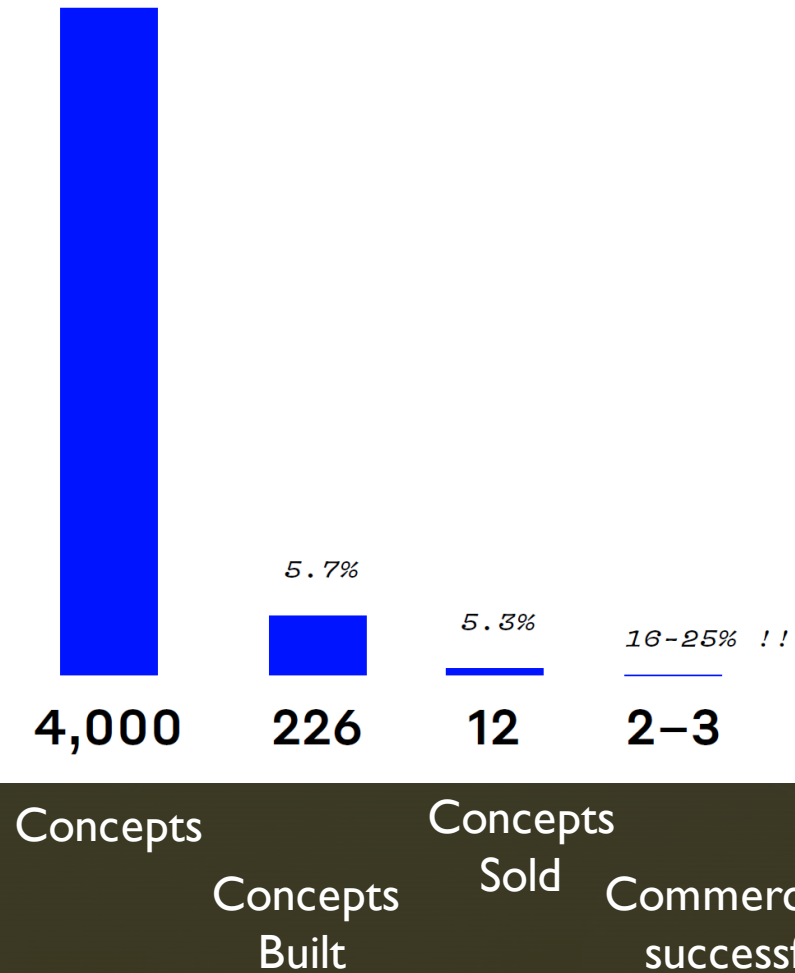
YES, BUT...

versus

**YES,
AND...**

Ideation Scale

Generation-Incubation-Scaling Funnel



How To “Yes And” Brainstorm

Using your How Might We statement...think of 3 ideas that may be potential ideas.

How might we create an experience that is seamless and exciting for users?



IDEA 1: Create a Checklist

IDEA 2: Put in a technical component

IDEA 3. Make the process easier to find

Next build off that idea in a team by responding “yes, and...”

IDEA 1: Create a Checklist

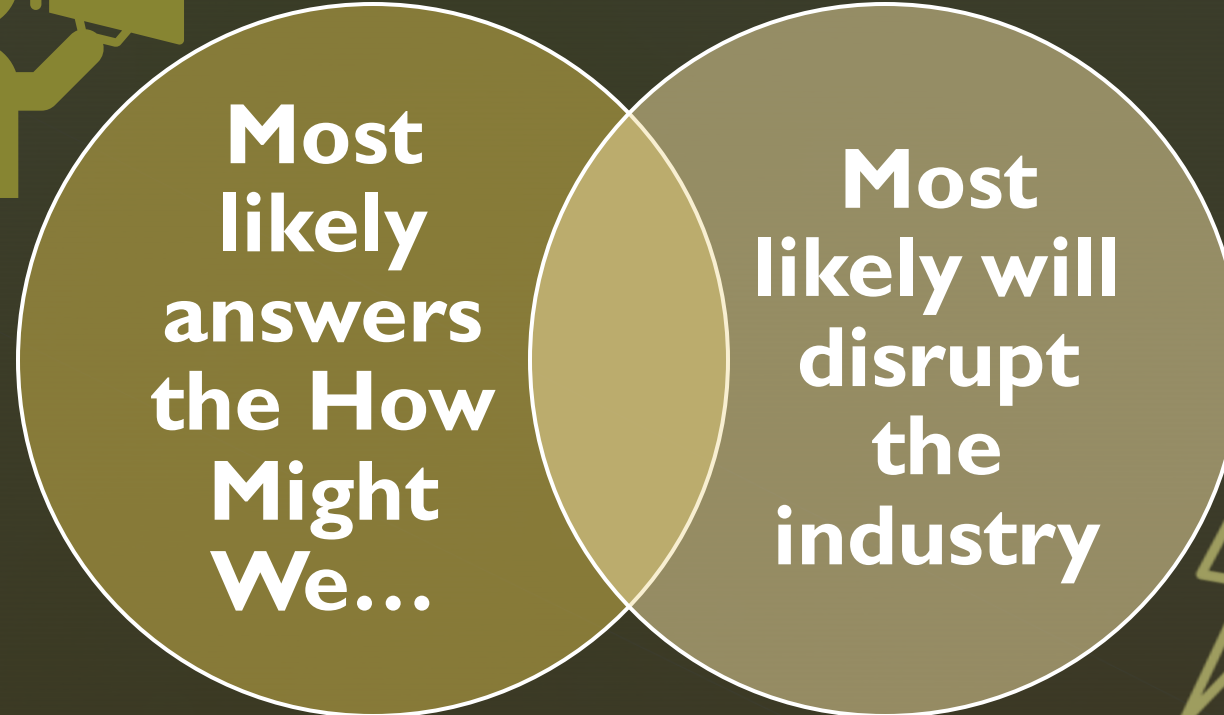
...yes, and make the checklist digital

...yes, and put that checklist on my phone

...yes, and

You will be surprised how your ideas grow to greater solutions and are more collaborative.

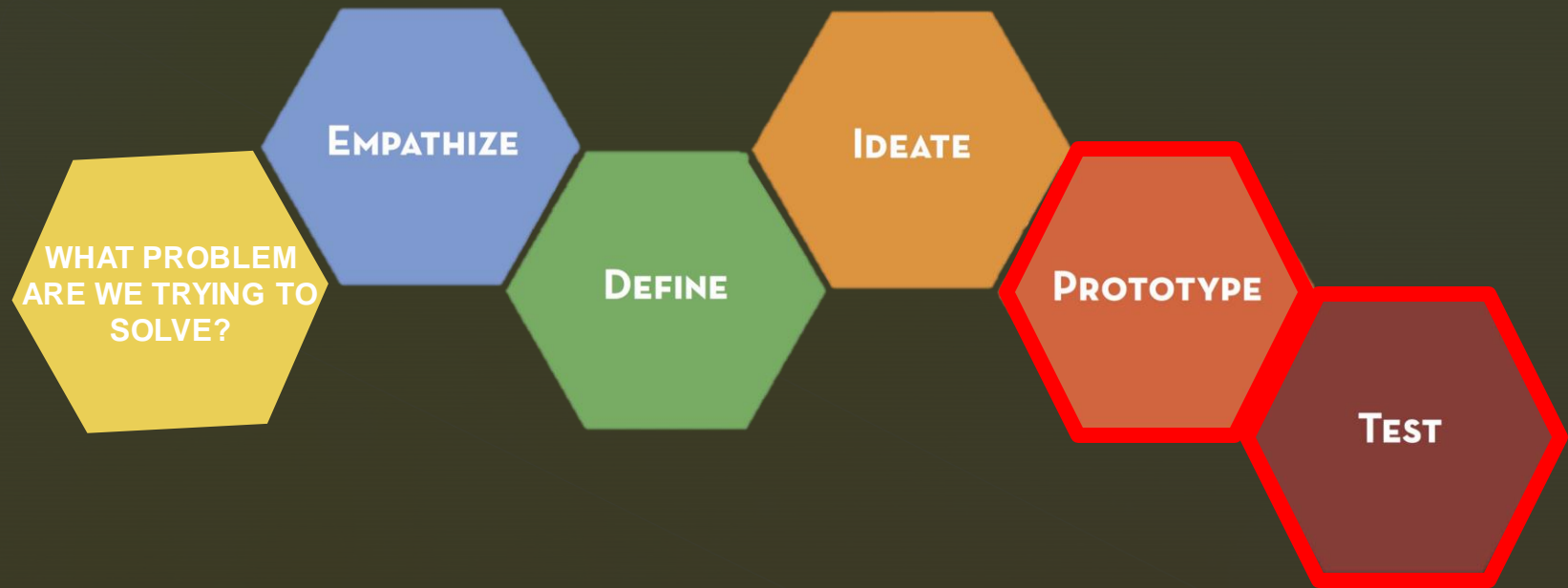
Narrowing your Ideas



**Most
likely
answers
the How
Might
We...**

**Most
likely will
disrupt
the
industry**





	IN	OUT	Sam	Jan	4th 5th
Jan					
Herman					
Sam					
Pippo					

LET'S STICK TOGETHER

1. Last 5 "IN"
 - a. check on others
 - b. Baddy System to vehicles
2. Call Security for escort

HALL OF FAME



Team Skype
October 2019

Problem Statement:

1. PRE-LEARNING CONNECTION: COACH ASSIGNMENT

I AM AN LES FOUNDATIONS COACH!!

4. DURING LEARNING: ACTIVE CHEERLEADING

Hard question?

2. PRE-LEARNING CONNECTION: MEET & GREET

Hi! LET'S CHAT ABOUT YOUR GOALS AND WHAT TO EXPECT!

GREAT! WE FEEL SO BELIEVED!

5. AFTER LEARNING: COACHING CHECK IN

Monday Tuesday

How are you?

DURING LEARNING: REAL TIME DIALOGUE

???

WHAT DOES THAT MEAN?

Let's discuss it!

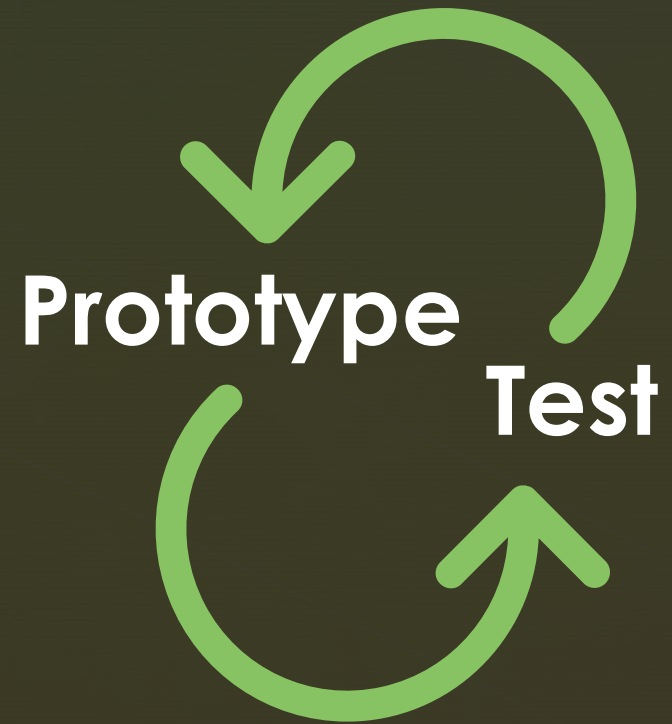
6. AFTER LEARNING: SUSTAINED COACHING ENGAGEMENT

We finished our project!

good job!

Meanwhile, in our monthly check-in...

Iterate



How do we get to breakthrough?

Realizing you aren't just doing this process for fun-you are trying to solve a problem.

WHAT PROBLEM ARE WE TRYING TO SOLVE?

EMPATHIZE

Making you truly understand the problem before jumping into solution space.

By defining your ideal state based on user pain points.

DEFINE

Producing more and more ideas sets you up for success!

IDEATE

Low-fidelity prototyping ensures you are on the right track before investing mass amounts of time and money.

PROTOTYPE

TEST

You have to make sure your prototype is what users want...changes are likely, fail fast!!

Sources:

<https://dschool.stanford.edu/resources>

Questions?