Design Thinking for Social Scientists

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IPL Summer Series

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Why HCD?
HCD & RCTs

Research question $\rightarrow$ design challenge.
Necessary Conditions

- Does the citizen understand the information?
  - Is the information new?
    - Does the citizen now prioritize the issue area?
      - Is the citizen now aware of what actions to take?
        - Does the citizen now have skills for taking action?
          - Does the citizen now have sense of efficacy to think his/her actions will have impact?
            - Does citizen now believe his/her individual actions will have impact?
              - Does citizen now believe others will act?
                - New Citizen Actions (Treatment Effect)
Interviews

1. Recruit mainstream & extremes
2. Range of conversation starters
3. Group sessions
4. Expert interviews
5. Whys

Salma Mousa (Stanford University)
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Interviews

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5. Expert interviews
1 Shadowing end user
1. Shadowing end user
2. Milestones
Immersion

1. Shadowing end user
2. Milestones
3. Cool outcomes
Card Sort

1 Abstract, concrete
1 Abstract, concrete
2 Wild card
Abstract, concrete
Wild card
Tally
Mapping

1. Networks
1. Networks
2. Neighborhood
Resource flow
1. Resource flow
2. Timeline
Resource flow
Timeline
Daily routine
1. Distill principles
1 Distill principles
2 Reflect on interface
1. Distill principles
2. Reflect on interface
3. Condense Top 5 ideas (...typologies, journey map, 2x2, brainstorm)
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2. Reflect on interface
3. Condense Top 5 ideas (...typologies, journey map, 2x2, brainstorm)
4. Explore hunches
Prototype

Bring ideas to co-creators.

Sample questions we received:

- Where can I find fresh food and vegetables?
- My husband got a job and our food stamps are now very low. What should we do?
- Where can I get feminine hygiene products?
- Can I get assistance finding cleaning supplies?
- Can someone give me a ride to my appointments?
Takeaways

1. Update quickly

2. Be patient, empathetic, creative

3. Test whatever you can

4. Subjects = End Users = Co-Creators
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