

# Design Thinking for Social Scientists

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# Why HCD?



▶ [Link](#)



Research question → design challenge.

# Necessary Conditions



# Interviews





## 1 Recruit mainstream & extremes



① Recruit mainstream & extremes

② Range of conversation starters [▶ Link](#)



- 1 Recruit mainstream & extremes
- 2 Range of conversation starters [▶ Link](#)
- 3 5 Whys





- 1 Recruit mainstream & extremes
- 2 Range of conversation starters [▶ Link](#)
- 3 5 Whys
- 4 Group sessions



- 1 Recruit mainstream & extremes
- 2 Range of conversation starters [▶ Link](#)
- 3 5 Whys
- 4 Group sessions
- 5 Expert interviews



## 1 Shadowing end user



- 1 Shadowing end user
- 2 Milestones



- 1 Shadowing end user
- 2 Milestones
- 3 Cool outcomes

# Card Sort



- 1 Abstract, concrete

# Card Sort



- 1 Abstract, concrete
- 2 Wild card

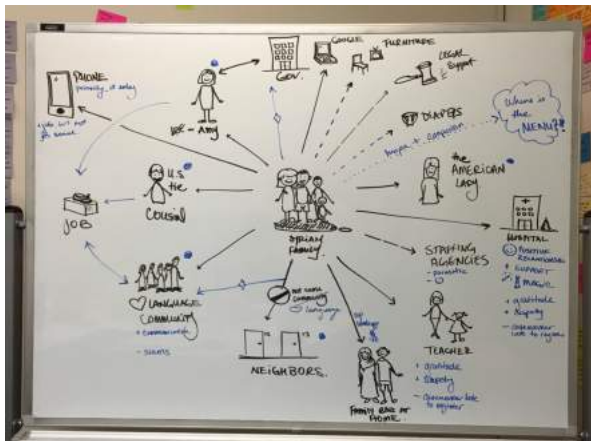
# Card Sort



- 1 Abstract, concrete
- 2 Wild card
- 3 Tally

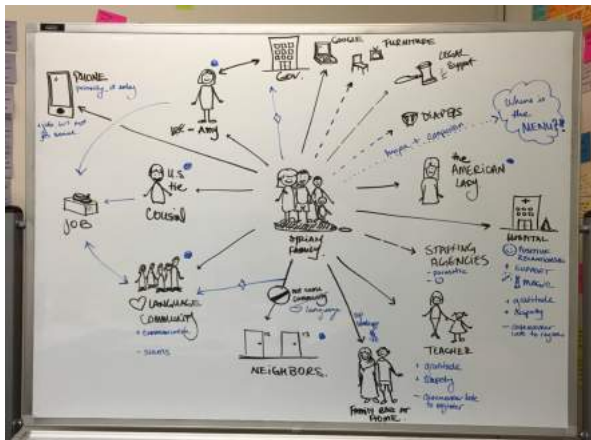


# Mapping



## 1 Networks

# Mapping



- 1 Networks
- 2 Neighborhood

What brings money in?

Where does money go?



## 1 Resource flow

# Diagrams

What brings money in?

Where does money go?



- 1 Resource flow
- 2 Timeline

# Diagrams

What brings money in?

Where does money go?



- 1 Resource flow
- 2 Timeline
- 3 Daily routine



## 1 Distill principles



- 1 Distill principles
- 2 Reflect on interface



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- 3 Condense Top 5 ideas (...typologies, journey map, 2x2, brainstorm)





- 1 Distill principles
- 2 Reflect on interface
- 3 Condense Top 5 ideas (...typologies, journey map, 2x2, brainstorm)
- 4 Explore hunches

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

# Takeaways



- 1 Update quickly
- 2 Be patient, empathetic, creative

# Takeaways



- 1 Update quickly
- 2 Be patient, empathetic, creative
- 3 Test whatever you can

# Takeaways



- 1 Update quickly
- 2 Be patient, empathetic, creative
- 3 Test whatever you can
- 4 Subjects = End Users = Co-Creators