HUMAN CENTERED DESIGN FOR CITIES AND GOVERNMENTS

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What does design mean to you?
Misconceptions about design

"Juicy Salif" lemon squeezer by Philippe Starck for Alessi 1990.
Government services too often fail to put customers first.
Wicked Problem

- no clear solution
- unforeseen outcomes
- socially complex
- interdependent & multi-causal
- involves changing behaviors
What are some of your "wicked problems"?
Always start and come back to these two questions.

(1) Who is your user?

(2) What is there need?
Human Centered Design

- Empathize
- Define
- Ideate
- Prototype
- Test
Empathy helps us understand our users.

Designers cultivate empathy through interviews and observations.

Design verbs, not nouns.
Define

Developing a point of view
Ideate

HMW: Make client easier to work with?
Prototyping your ideas
Testing with users
Testing prototypes in cities through tactical urbanism
Taking design to the streets
Projects and case studies
Prototyping the NPS Urban Agenda

The United States National Parks Service as part of their Urban Agenda is exploring the idea of a network of Urban National Parks across the United States.

The NPS Urban Agenda sets out three bold principles:
1. Be Relevant to All Americans
2. Activate “ONE NPS”
3. Nurture a Culture of Collaboration
Testing prototypes with users

Our key learnings:

1. Having a trusted host
2. Ensured safety
3. Connection to the cosmos
Designing technologies to help the Detroit Fire Department save more lives

"nothing feels worse than arriving to an emergency too late"
From post-its to screens
Mexico City

Helsinki
NeighborFix
Connecting neighbors and fixing communities
How might we be able to better help people in need we meet in cities?
Exhibiting our work
Trading in the Power Point for foam core

"If I show you a PowerPoint, I might affect your mind, but if I walk you through an experience it might change your heart"
- Mike Brennan, co-founder, Civilla
What next?

Implement
User Research
Product Management
Design principles

Getting Started
Mystery shopping
Develop design principles
Talk to a designer