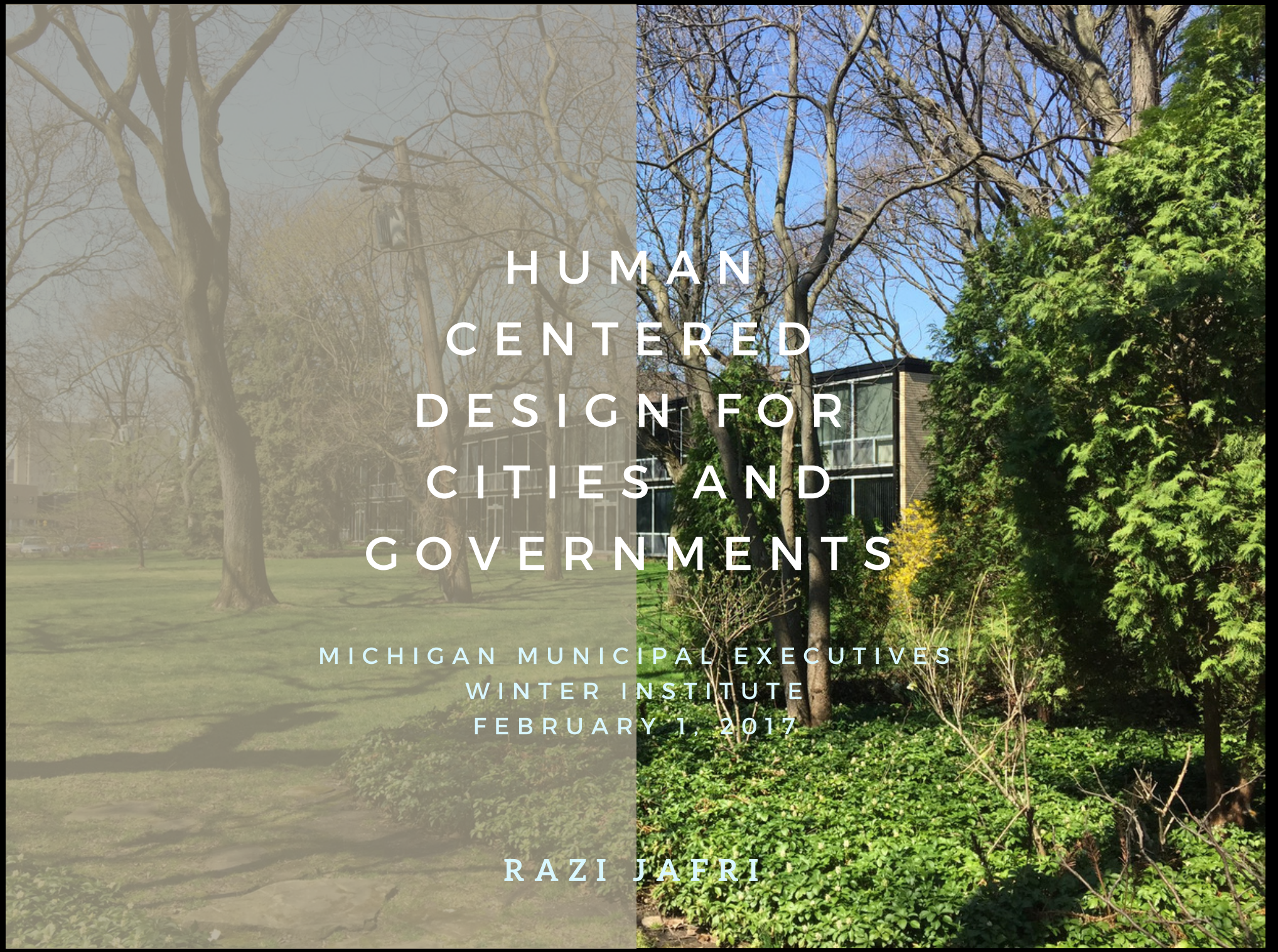


HUMAN CENTERED DESIGN FOR CITIES AND GOVERNMENTS

MICHIGAN MUNICIPAL EXECUTIVES
WINTER INSTITUTE
FEBRUARY 1, 2017

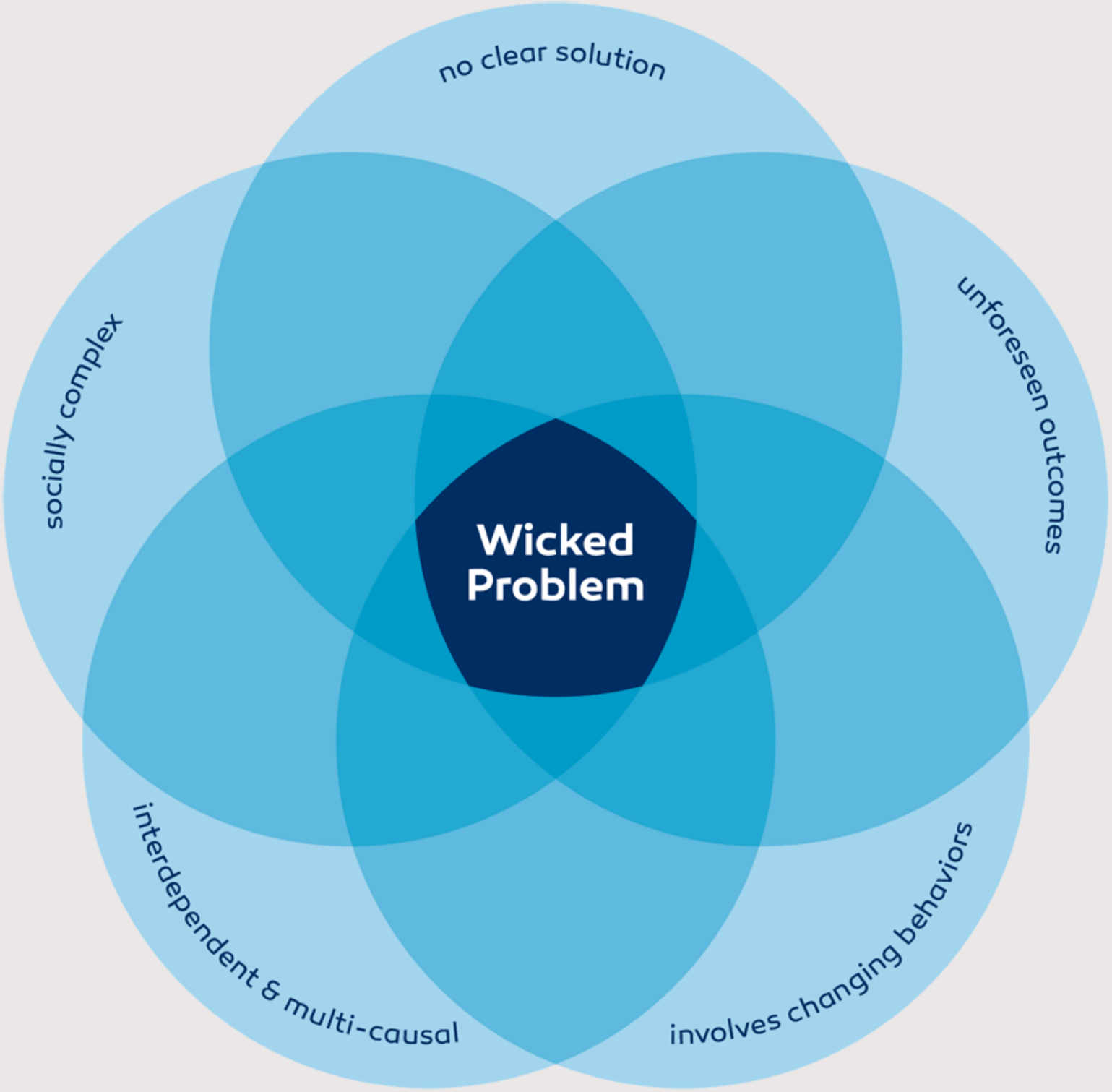
RAZI JAFRI

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.
USER NEED
INSTITUTIONAL PLANNING


no clear solution
socially complex
unforeseen outcomes
Wicked Problem
interdependent & multi-causal
involves changing behaviors

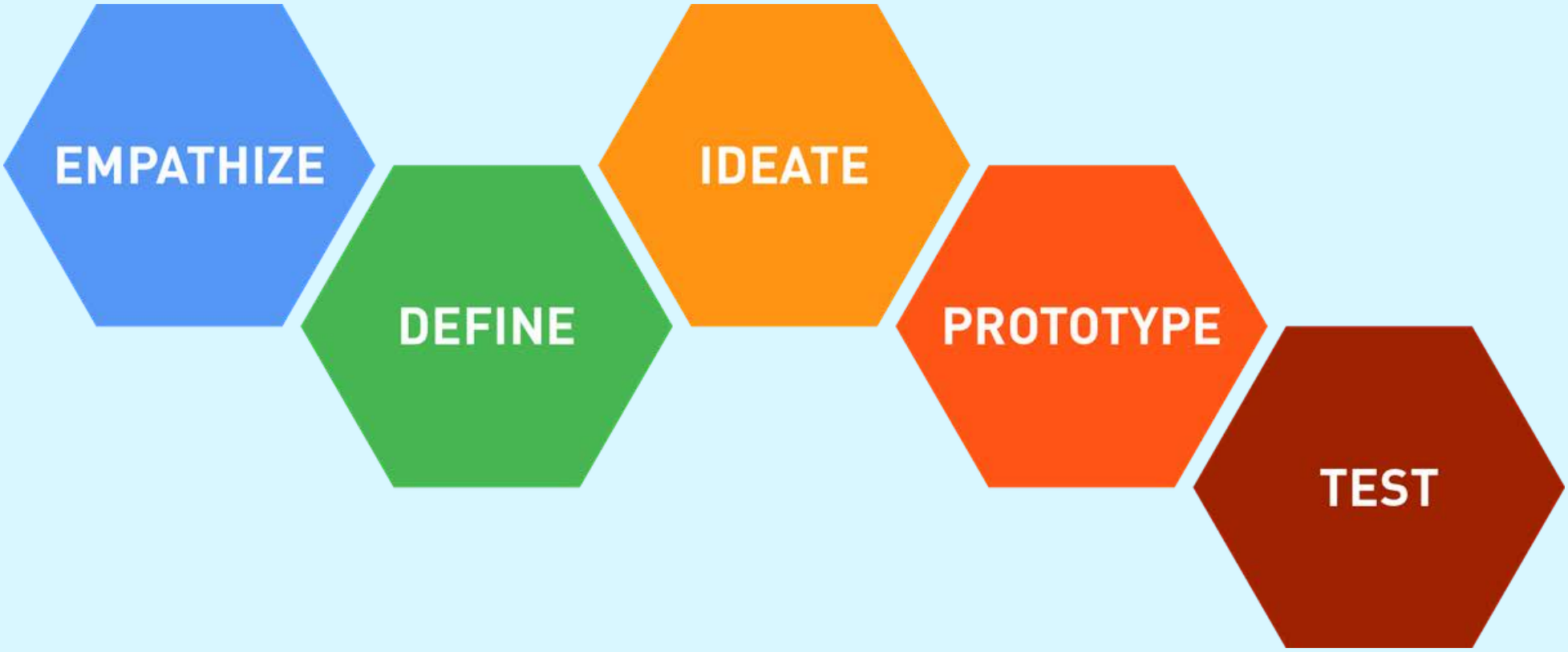
What are some of your "wicked problems"?

Always start and come back to these two questions.

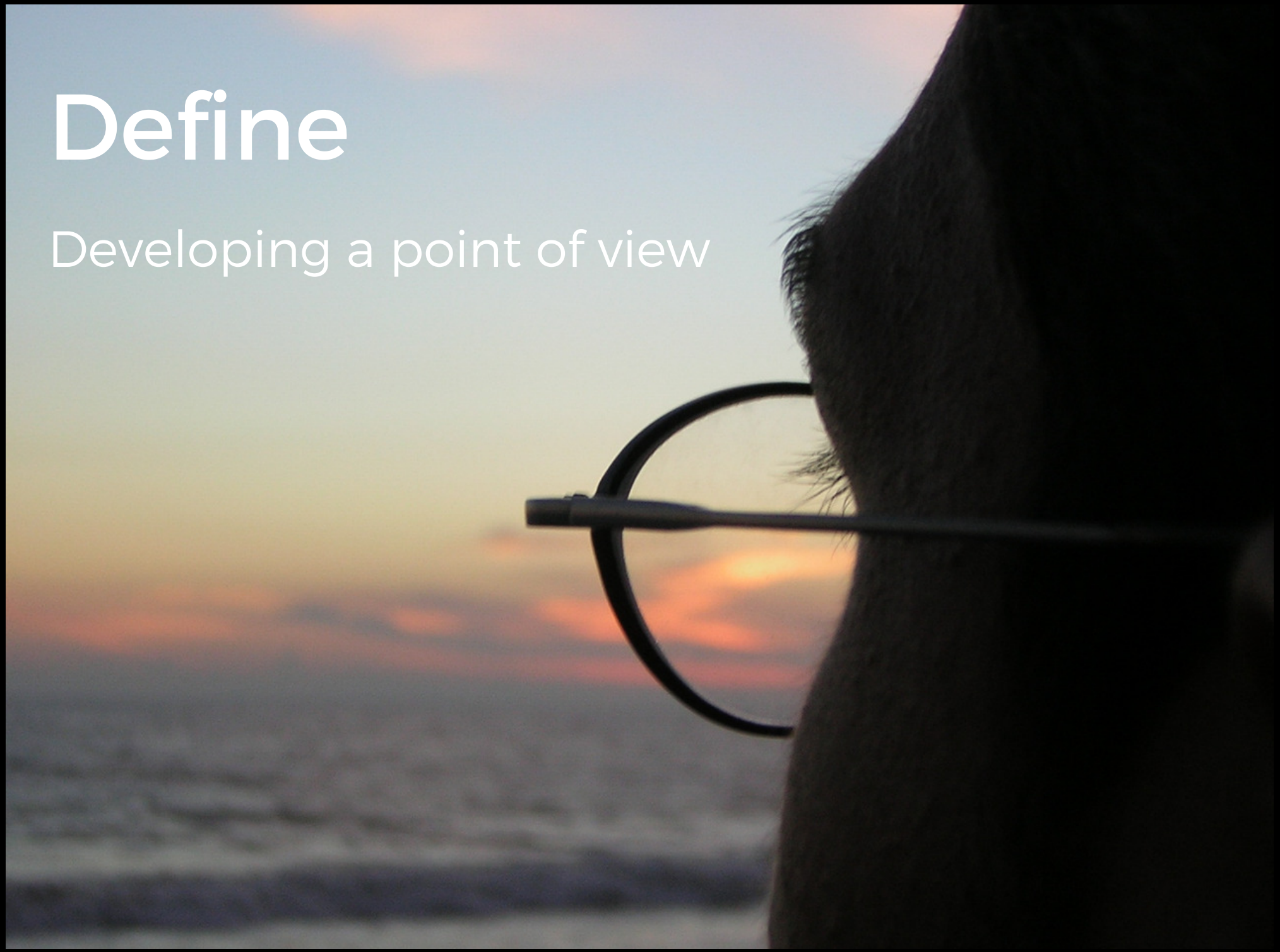
(1) Who is your user?

(2) What is there need?

Human Centered Design

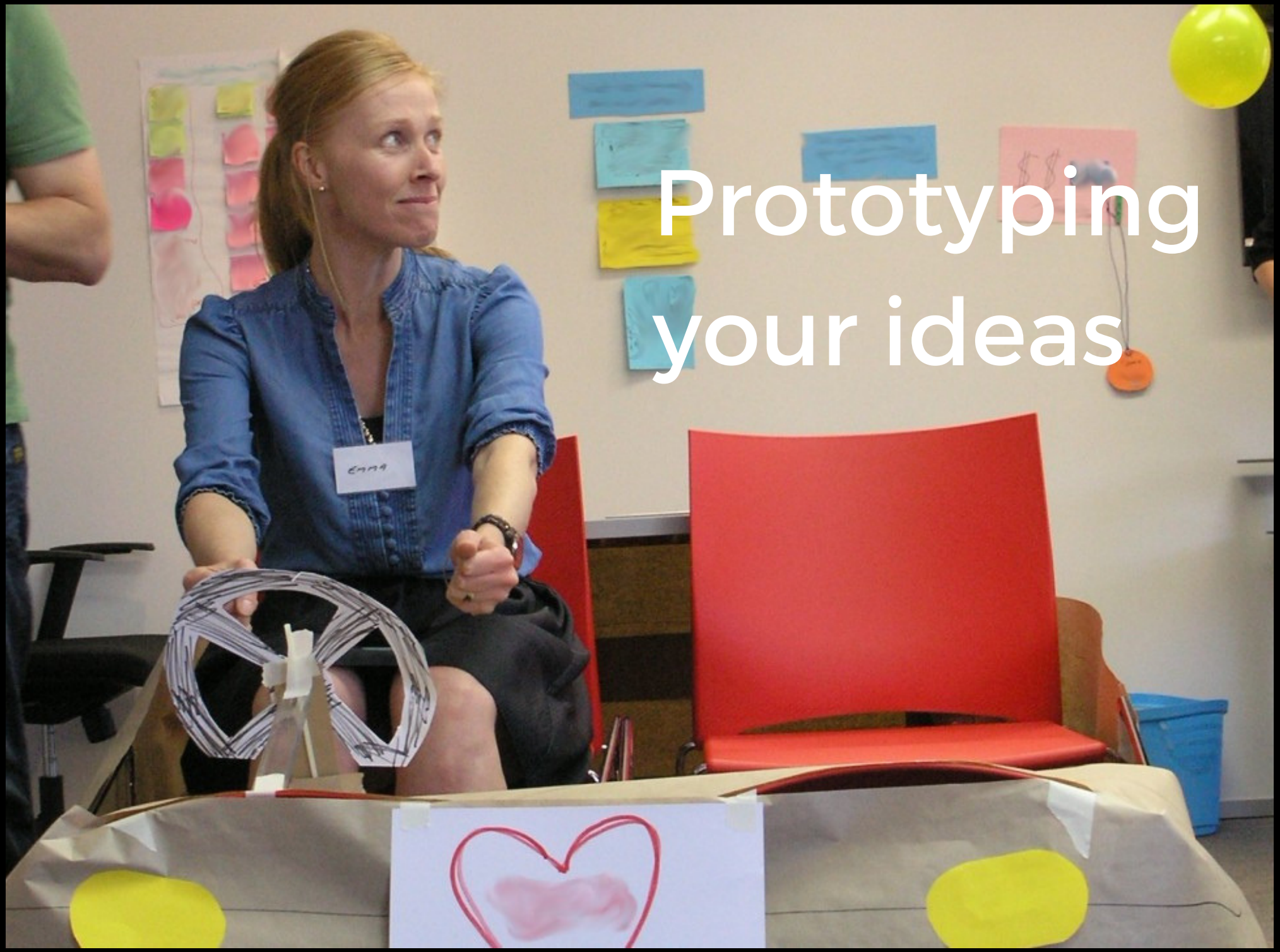


- Empathy helps us understand our users
- Designers cultivate empathy through interviews and observations
- Design verbs, not nouns

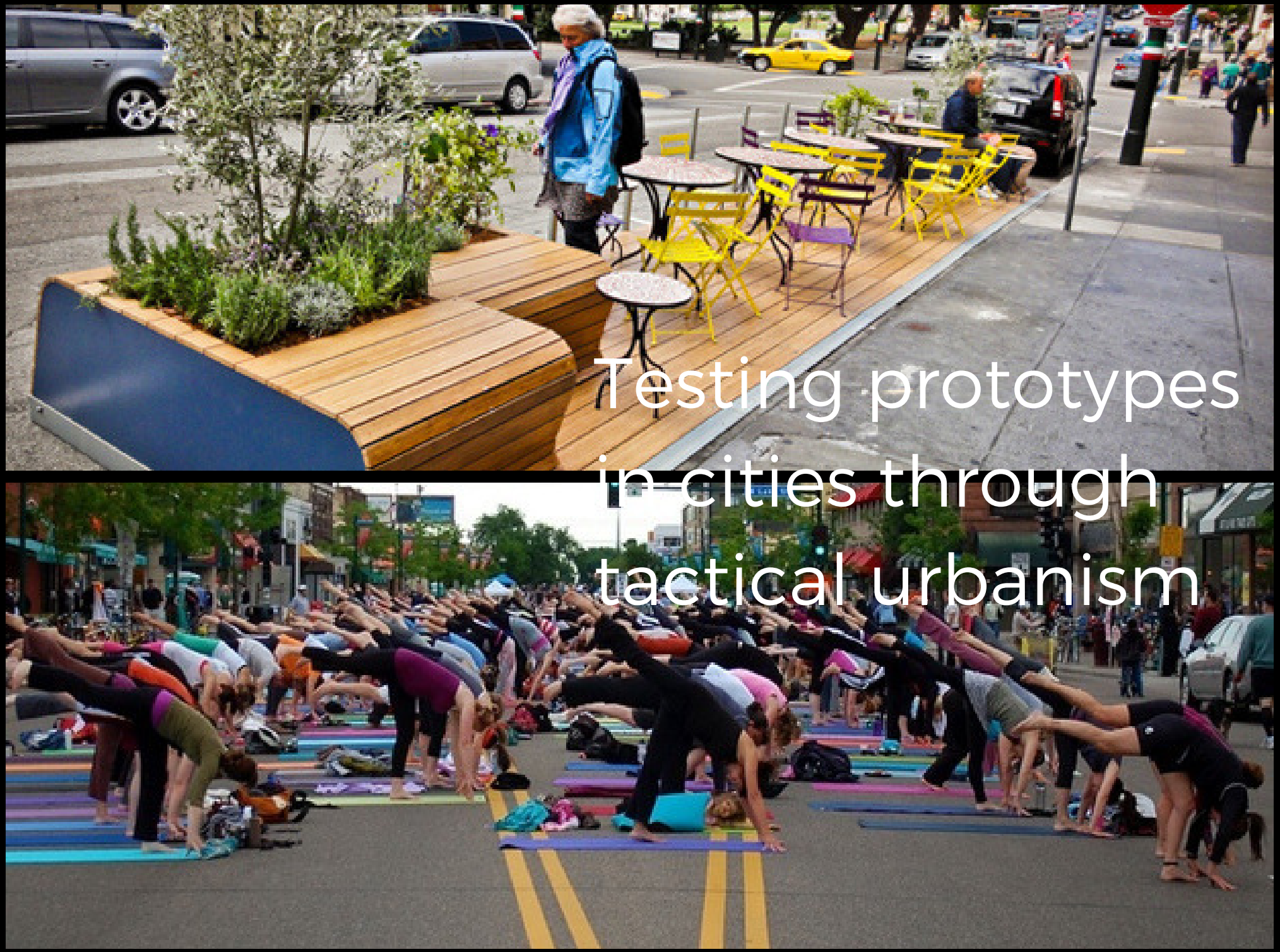

Define
Developing a point of view

HMW: allow A & C to see
HMW: Make client easier to work w/?
listen to
music
in diff. context

Ideate


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:

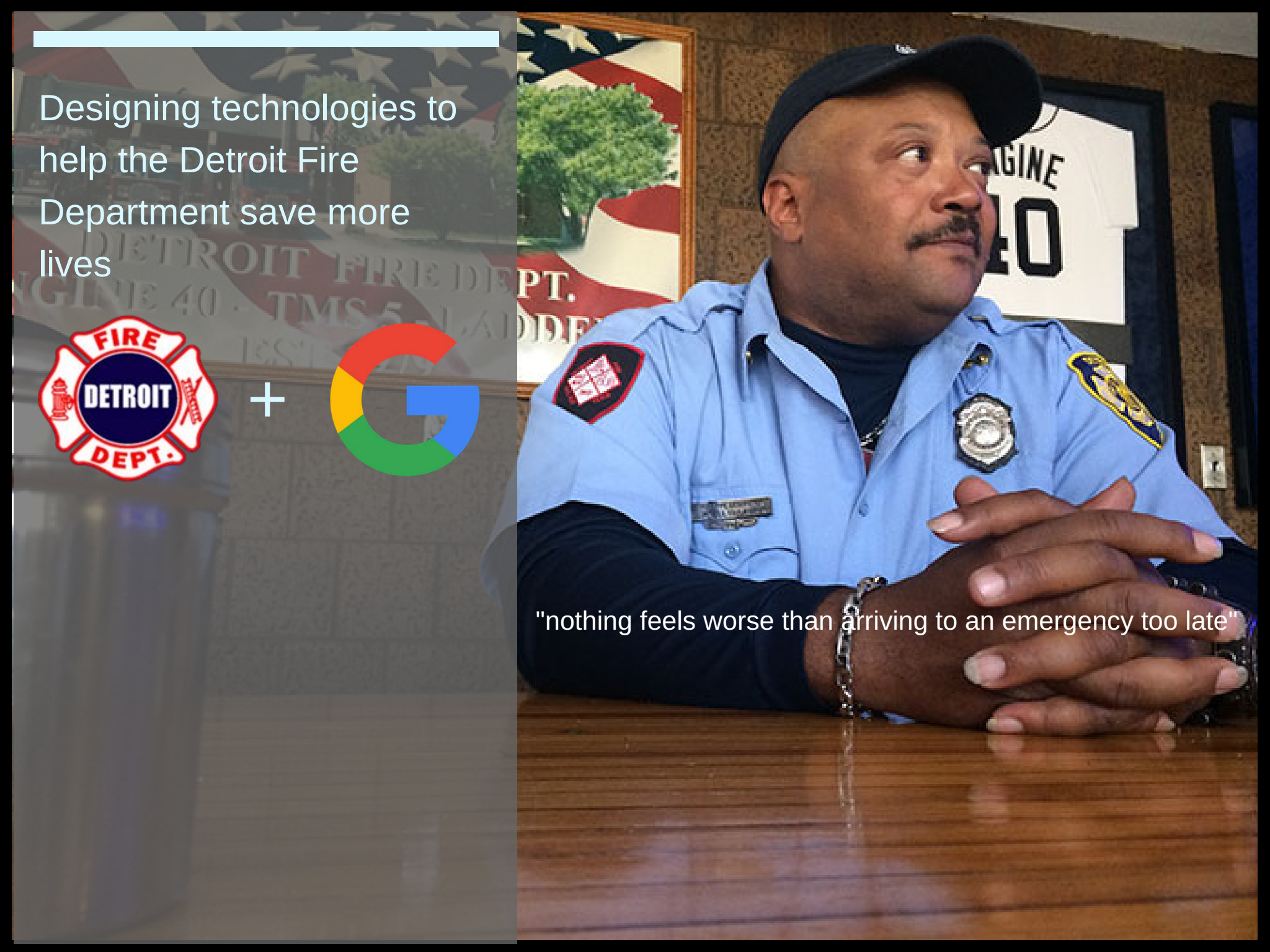
1. Be Relevant to All Americans
2. Activate “ONE NPS”
3. Nurture a Culture of Collaboration

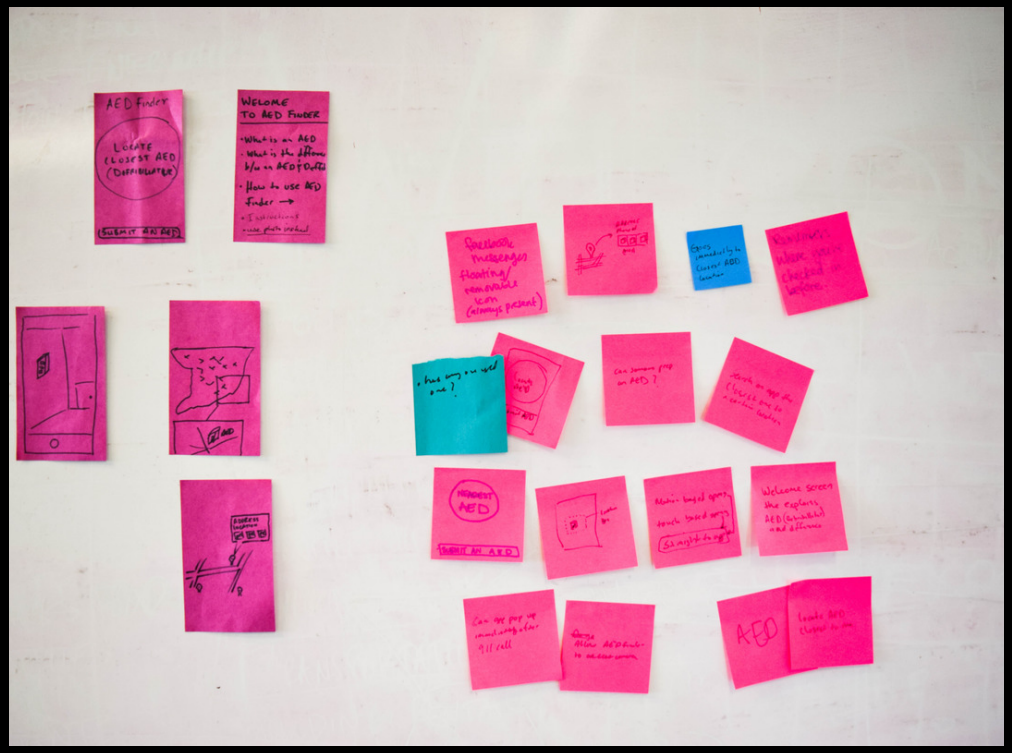
Testing prototypes with users

Our key learnings:

1. Having a trusted host
2. Ensured safety
3. Connection to the cosmos

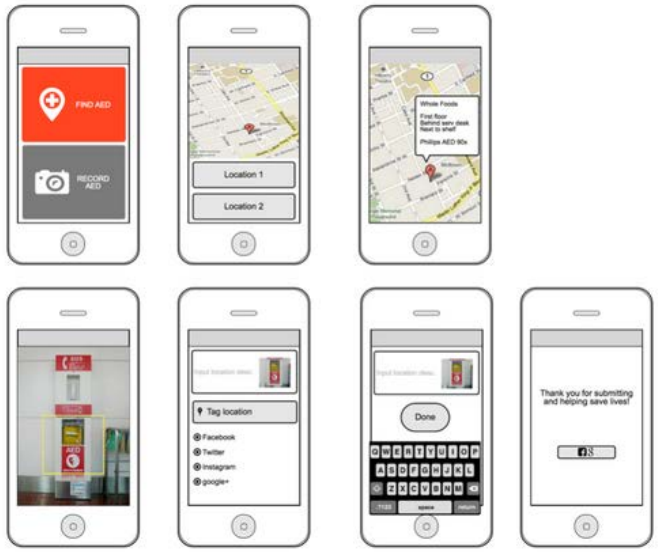
Designing technologies to help the Detroit Fire Department save more lives

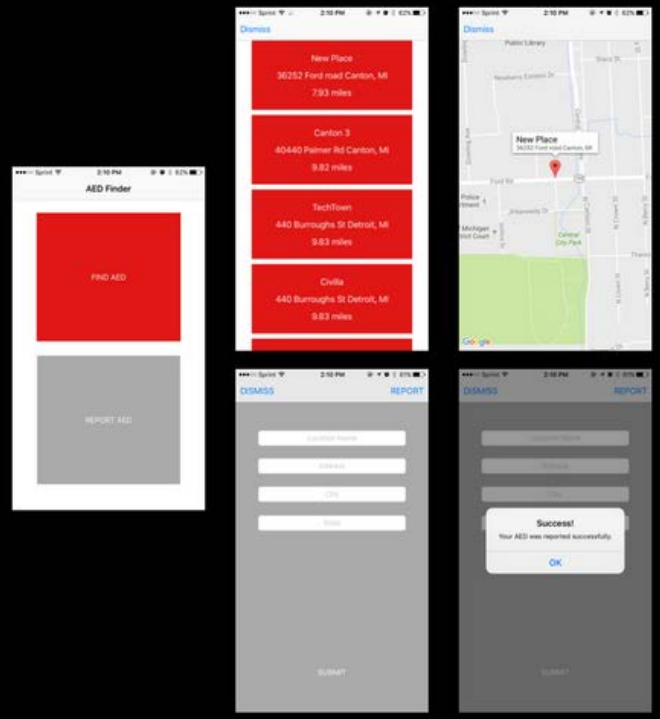




From post-its to screens

Post-it Brand ▶ moqups ▶ iOS & ANDROID





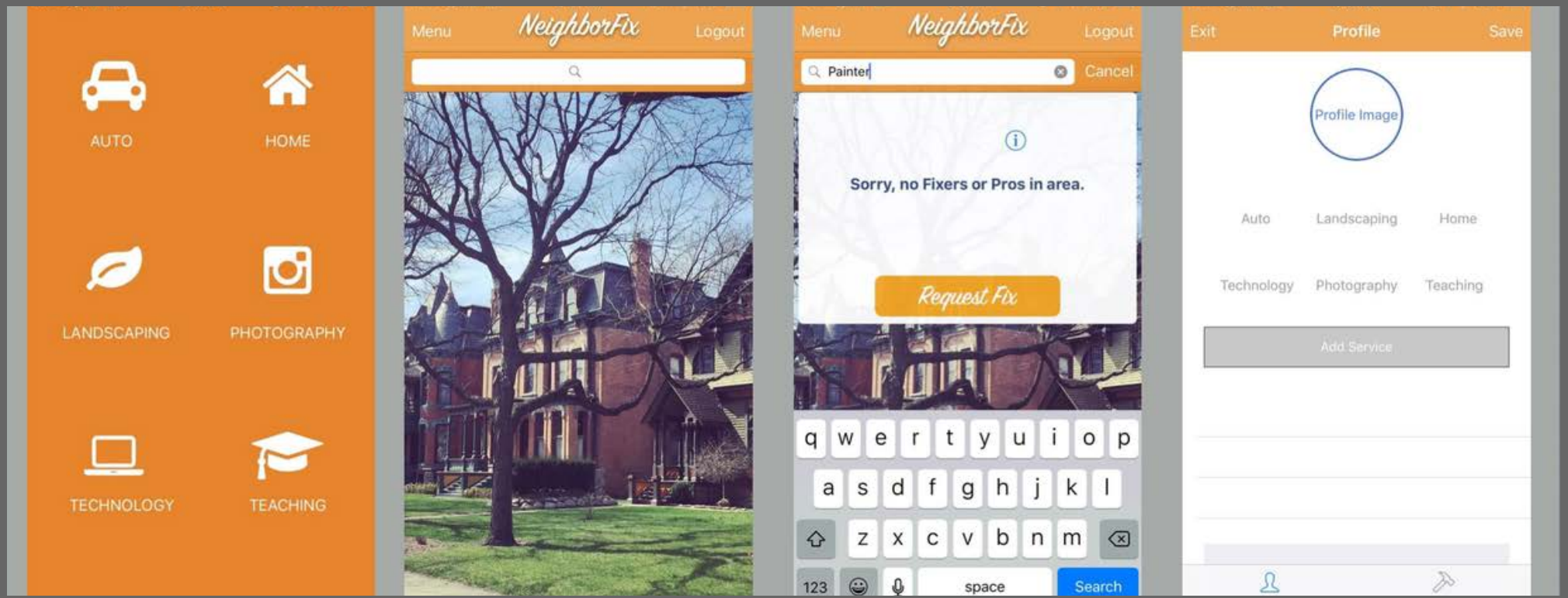
Open streets Detroit
Summer 2016

Mexico City

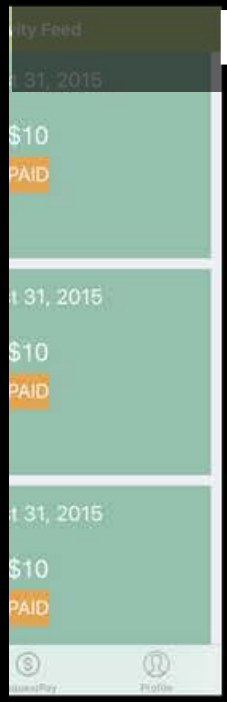
Helsinki
HSL
HRT
109

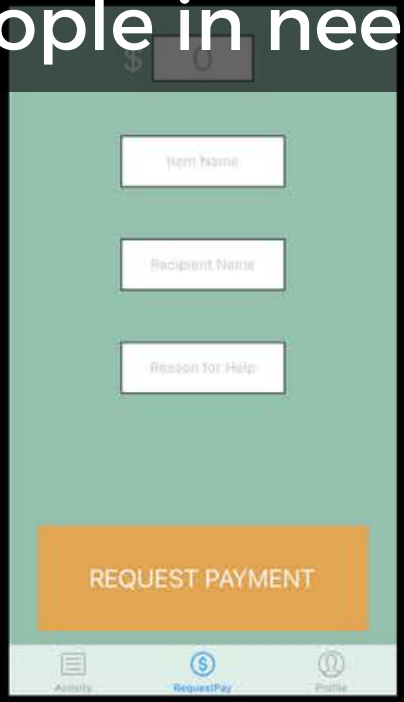
NeighborFix

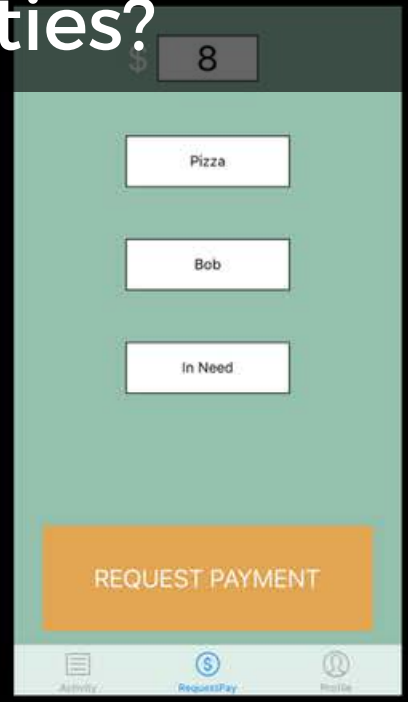
Connecting neighbors and fixing communities

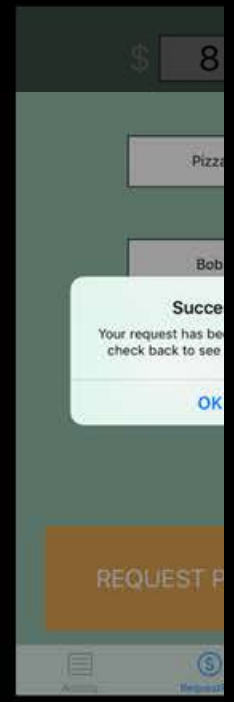


How might we be able to better help people in need we meet in cities?









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

razijafri@gmail.com