OPHDST Human-Centered Design

CDC Health Data Innovation Summit
September 27, 2023

CS-319521-P

Introduction

Meet your presenters

Michael Radwin,
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Investigate & Respond

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Technology Strategy Office

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Research Strategy Lead,
Customer Success & Engagement

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Research & Design Lead,
Investigate & Respond

Active poll

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Which role best describes your day-to-day activities?

IT
0%

Epidemiology
0%

Health administration
0%

Data science
0%

Informatics
0%

Other

Active poll

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How familiar are you with human-centered design?

I have never heard of it
0%

I have heard of it, but I don't know what it is
0%

I am familiar, but not an expert
0%

I use it in my everyday work
0%

It's an approach *that brings people to the center of the development process.*

What is human-centered design?

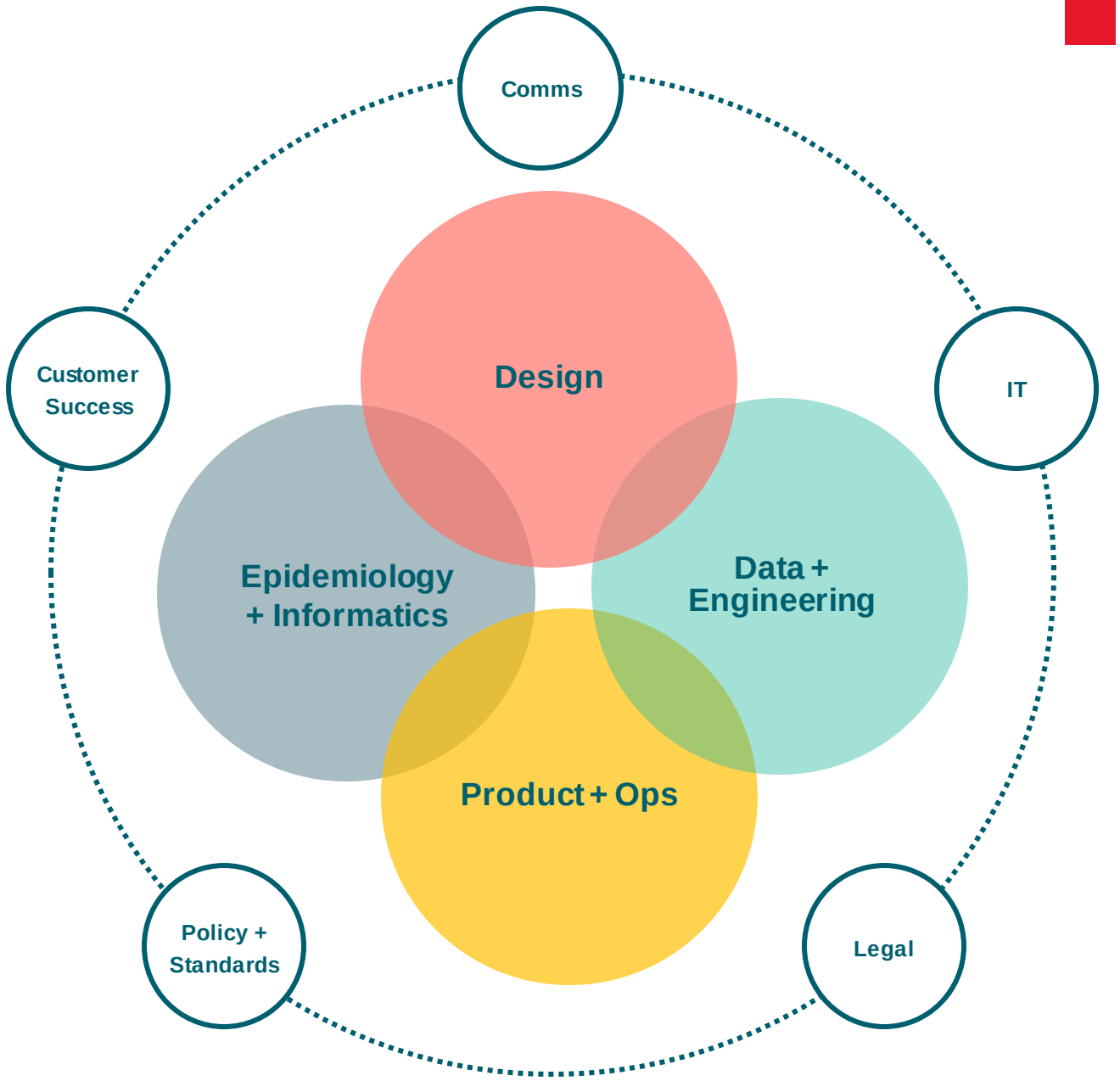
*It's about identifying and meeting the **needs of humans.***

***All humans** are considered.*

STLTs
CDC partners
CDC employees
The Public

Who does human-centered design?

We all do *human-centered design.*



Does human-centered design actually provide value?

Yes *it does.*

Companies that invest in human-centered design increase efficiency and de-risk innovation. Studies show that quality design capabilities:

Result in higher revenue

McKenzie value of design

Deliver products to market 2X faster

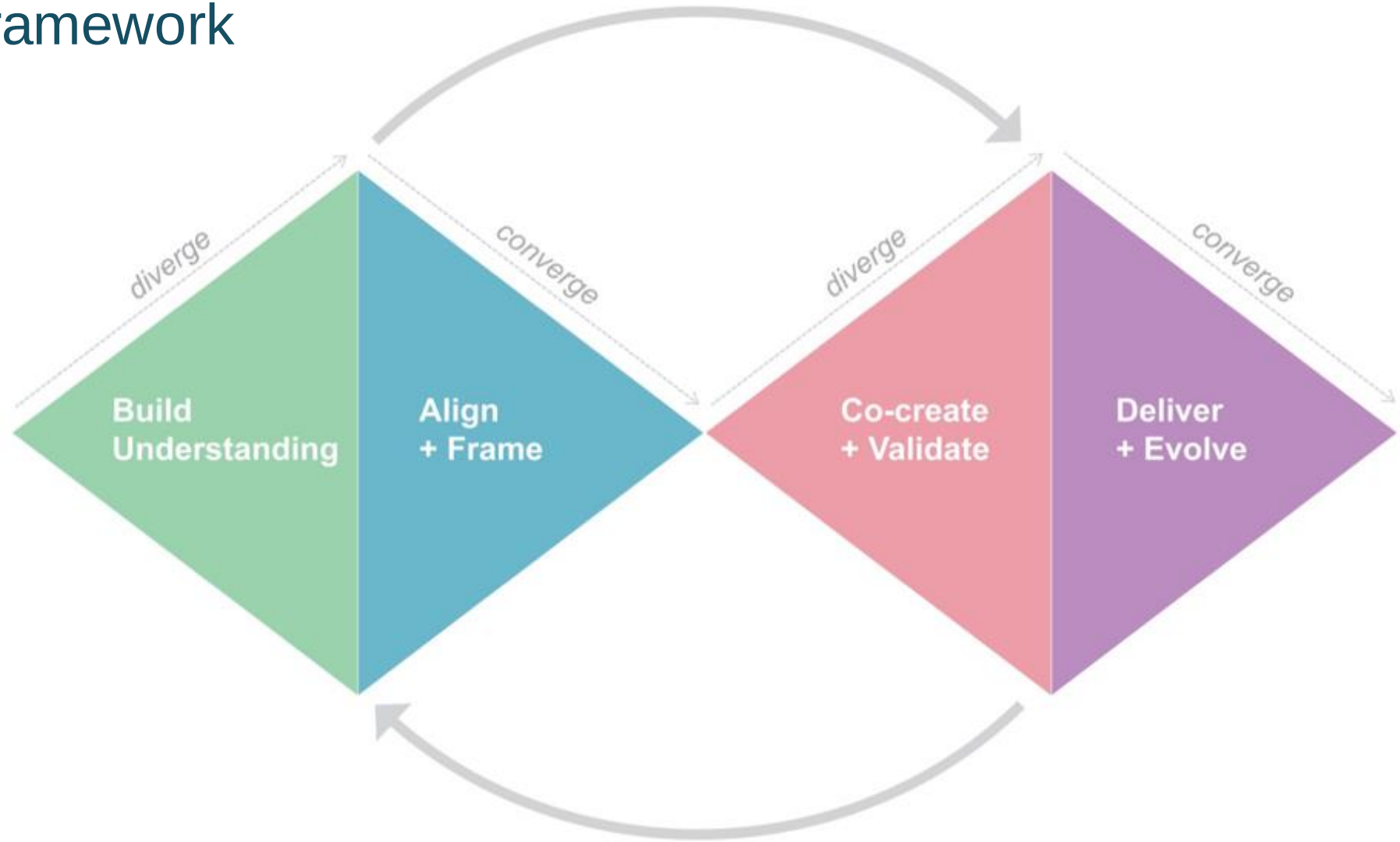
IBM total impact of design thinking

Outperform the S&P by 211%

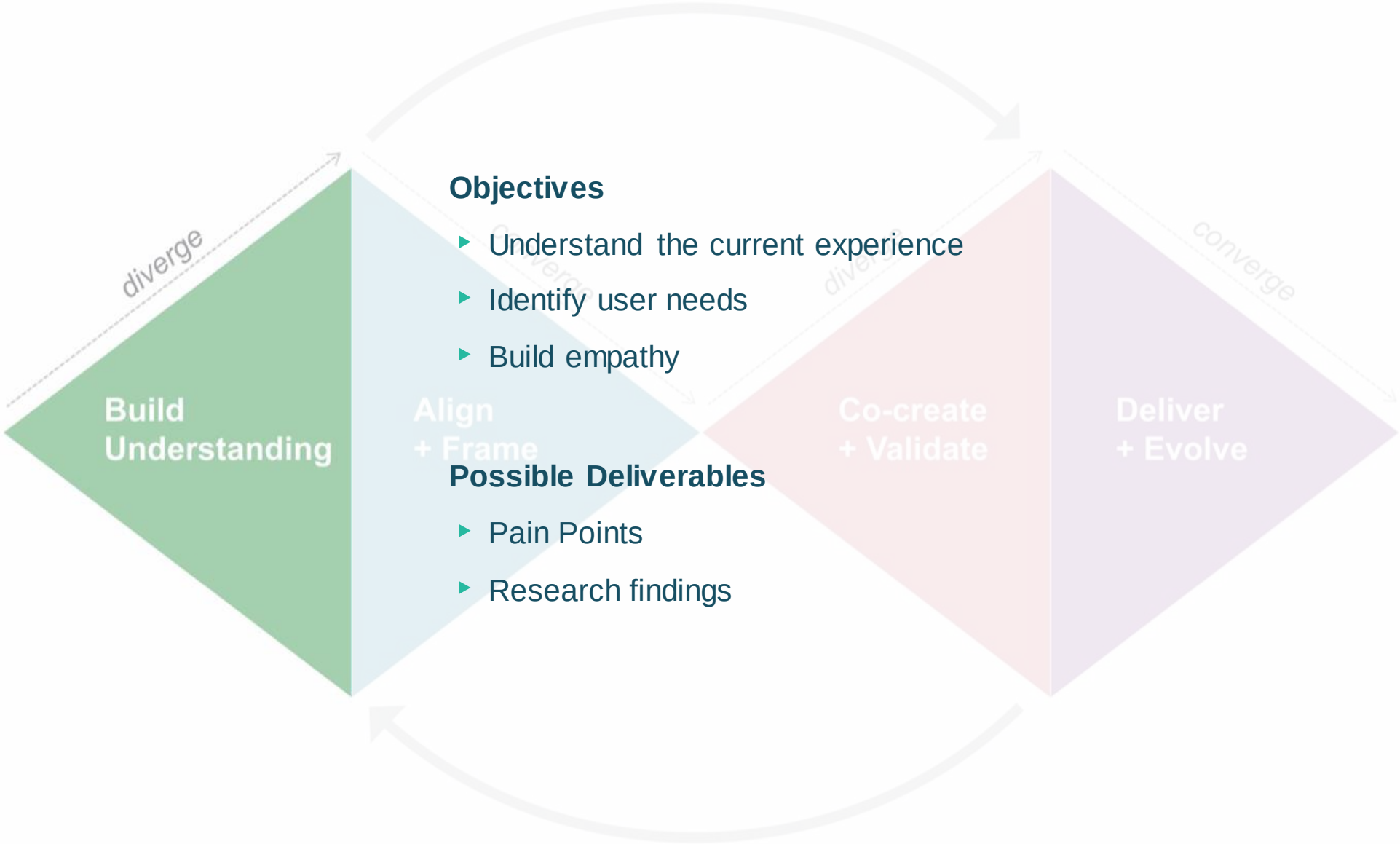
DMI: Value of Design

How do you do human-centered design work?

The Double Diamond:
A human-centered design framework



HUMAN-CENTERED FRAMEWORK: THE DOUBLE DIAMOND



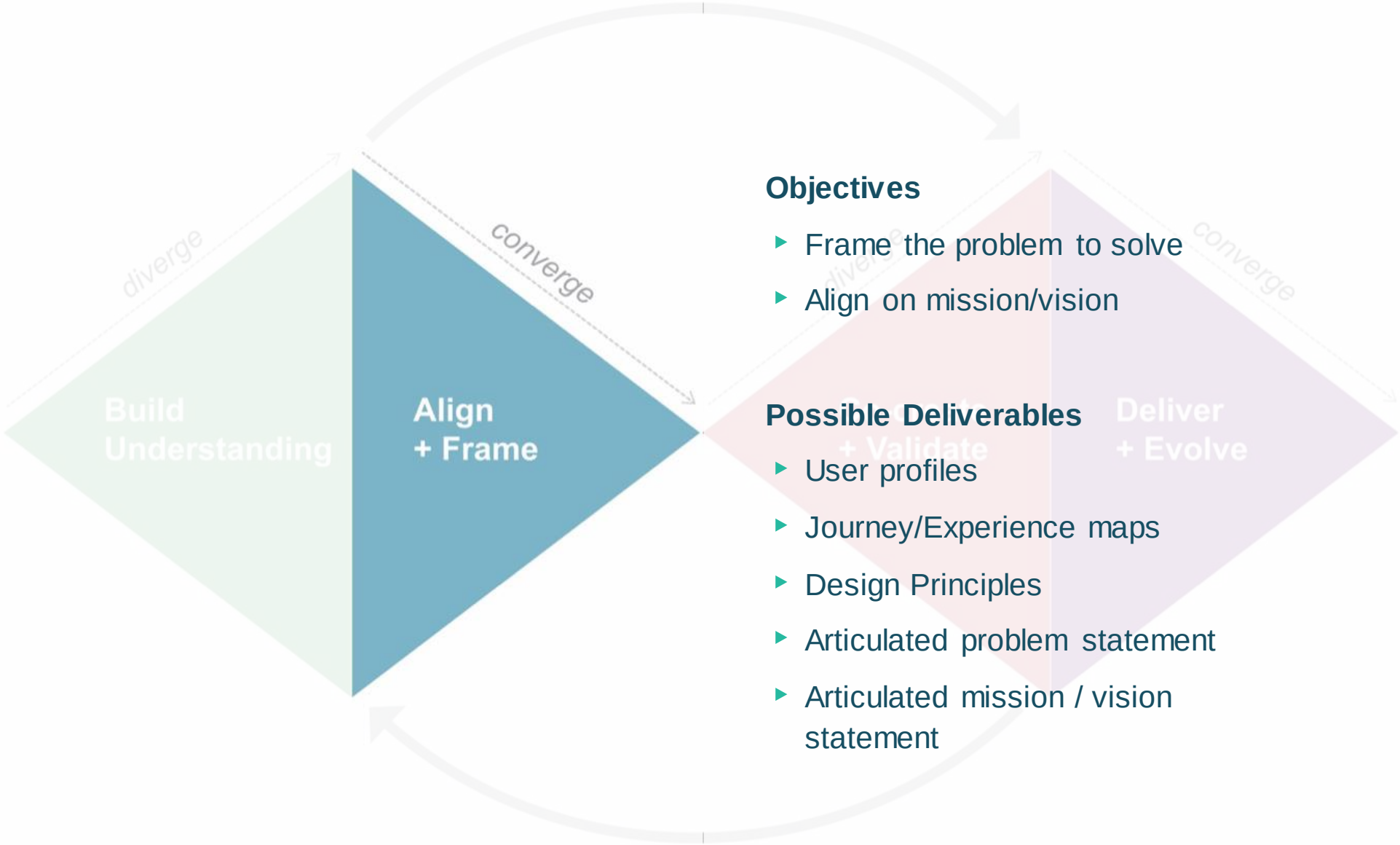
Objectives

- Understand the current experience
- Identify user needs
- Build empathy

Possible Deliverables

- Pain Points
- Research findings

HUMAN-CENTERED FRAMEWORK: THE DOUBLE DIAMOND



Objectives

- Frame the problem to solve
- Align on mission/vision

Possible Deliverables

- User profiles
- Journey/Experience maps
- Design Principles
- Articulated problem statement
- Articulated mission / vision statement

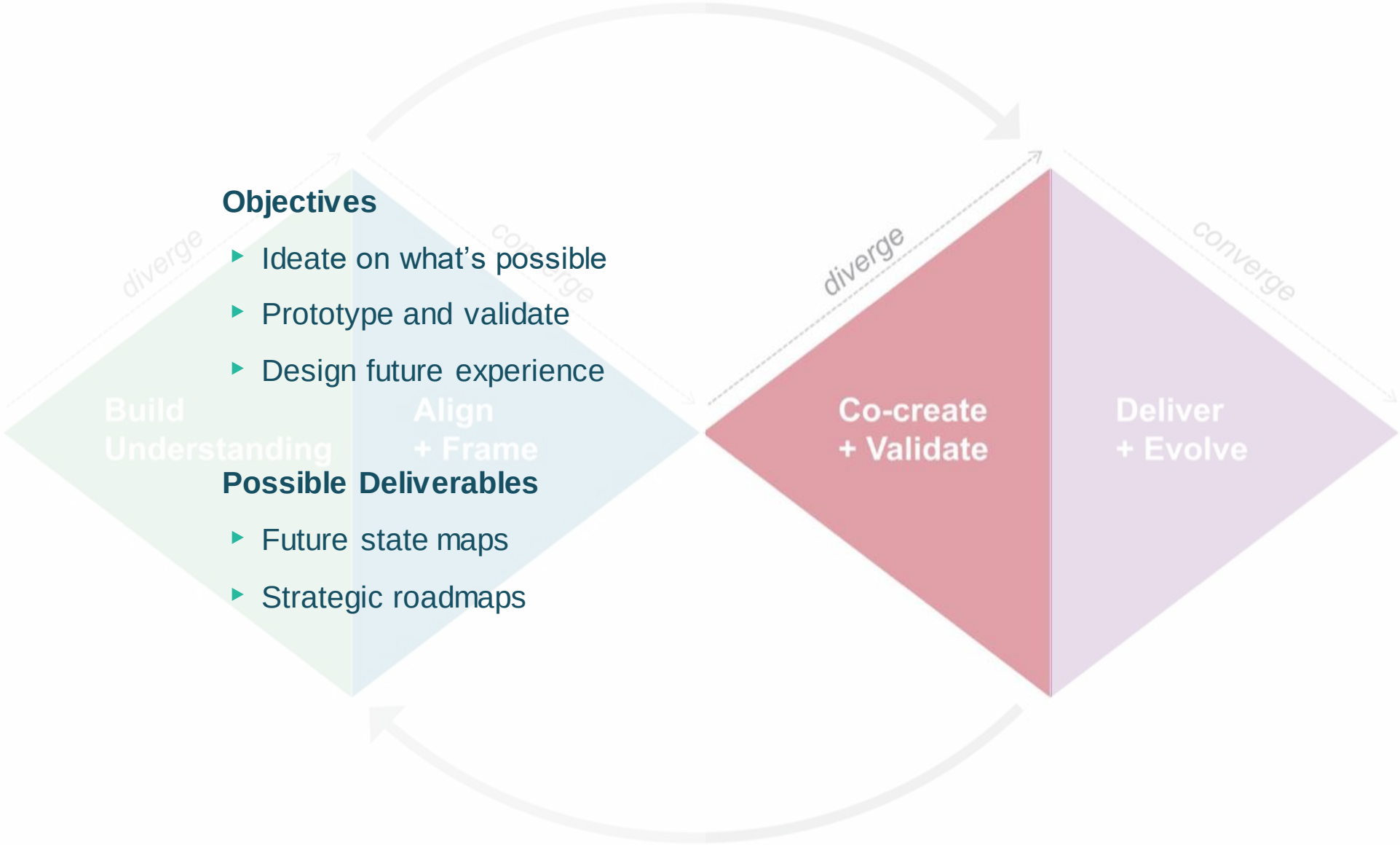
HUMAN-CENTERED FRAMEWORK: THE DOUBLE DIAMOND

Objectives

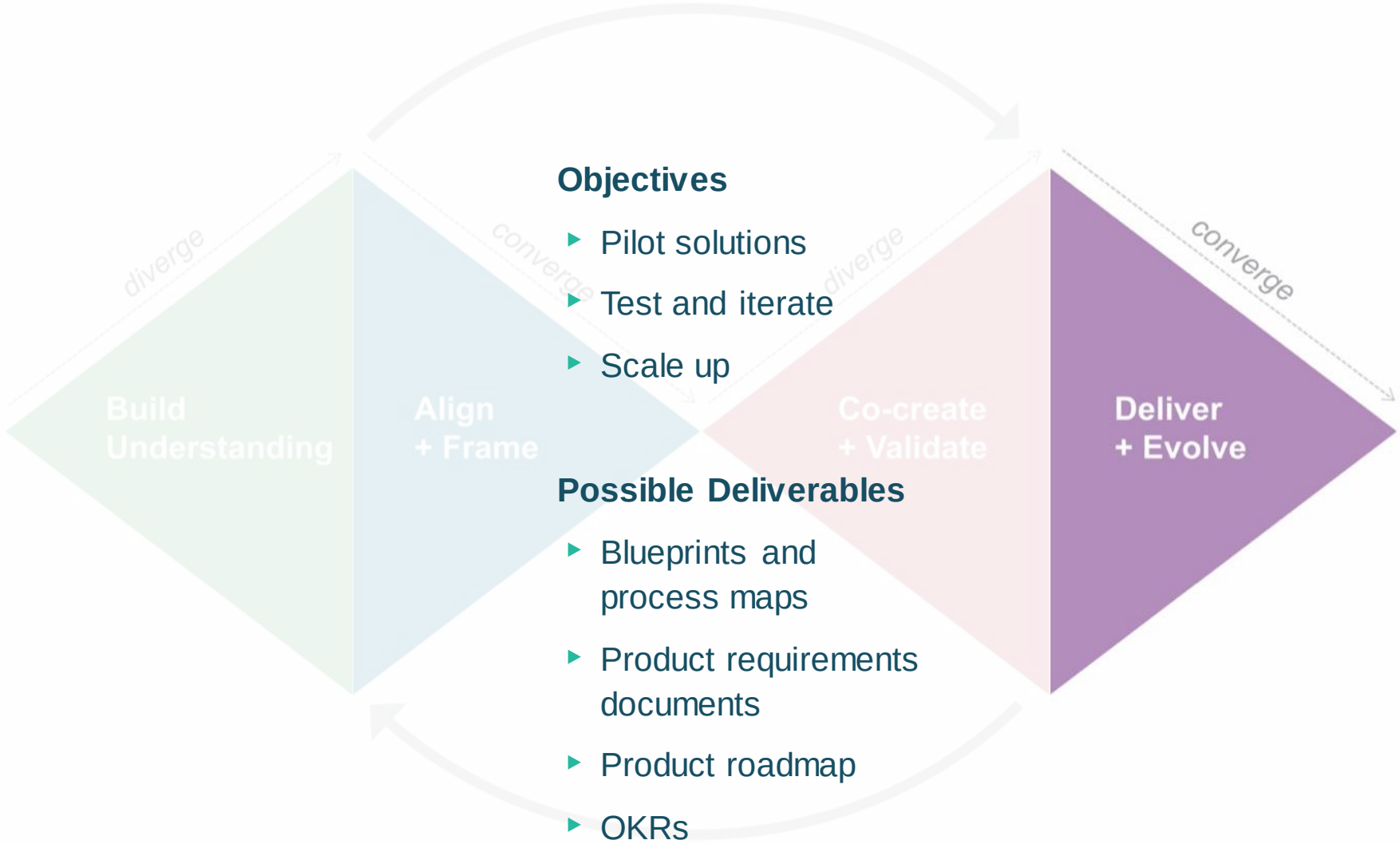
- Ideate on what's possible
- Prototype and validate
- Design future experience

Possible Deliverables

- Future state maps
- Strategic roadmaps



HUMAN-CENTERED FRAMEWORK: THE DOUBLE DIAMOND



Objectives

- Pilot solutions
- Test and iterate
- Scale up

Possible Deliverables

- Blueprints and process maps
- Product requirements documents
- Product roadmap
- OKRs

Human-centered design in action

What is your favorite product?
What unique need does it fill?

Let's try human-centered design together

The 5 whys *(a divergent activity)*

Situation: **I ran a red light**

Why? ***I was late for work***

Why? ***I overslept***

Why? ***My alarm didn't go off***

Why? ***I forgot to set it***

Why? ***I am exhausted***

Root cause: ***I am exhausted***

So what's the problem? *(a convergent activity)*

I am ***running red lights***

I am trying to ***get to work on time***

but ***I keep forgetting to set my alarm***

because ***I am exhausted***

which makes me feel ***defeated***

How might we solve this problem?

(a divergent activity)

How might we ***keep me from being exhausted***

So that ***I can stop being late for work***

How might we solve this problem?

How might we ***reduce the number of systems STLTs are being asked to use to submit disease-specific data to the CDC***

So that ***we can all effectively conduct public health surveillance***

Active poll

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How might we reduce the number of systems STLTs are being asked to use to submit disease-specific data to the CDC so that we can all effectively conduct public health surveillance?

Call to Action

Q&A

Resources

HCD Tips

- Human-centeredness is everyone's responsibility. It makes our work better
- This work is never done, so always feel free to speak up!
- Human-centered design is diverse and inclusive.
- Anyone, in any role, can use the principles of human-centered design.
- There is a real cost to not working in a human-centered manner.
- Talk to people early and often.

Building HCD at the CDC

- OPHDST has hired our design leaders and will continue to staff the HCD Community of Practice in the following offices and divisions:
  - Technology Strategy Office (TSO)
  - Customer Success + Engagement Unit (CSEU)
  - Detect + Monitor
  - Investigate + Respond
  - Inform + Disseminate
  - Platforms
- We are happy to facilitate workshops about the following topics with your team:
  - HCD 101
  - Identifying your customers
  - Inventory (and evaluate) customer touchpoints
  - Creating customer journey map
  - Design Strategy and Service design

Helpful Links

- HCD @ CDC WIKI
- Digital Services Playbook
- The Lab at OPM: HCD Discovery Stage Field Guide
- Code for America Qualitative Research Guide
- CX EO website @ performance.gov
- Upcoming 2023 Government UX Summit @ digital.gov
- Book: Secret Service: Hidden Systems That Delivery Unforgettable Customer Service – John R. DiJullius II (Google books)

Thank you