



Human-Centered Design

-Rajni Roshan





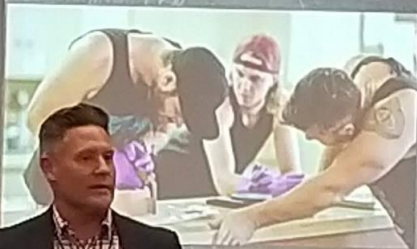
Hello!

 @rajniroshan
#seerfest

SOLUTION: 8 WEST, SOCIAL ENTERPRISE

MISSION

End youth homelessness by providing on-the-job training and employment opportunities in a social enterprise setting to cultivate personal responsibility.



Supportive
Housing



Job Training



Personal
Development

8 eight west

<https://8west.org>



GET 8 WEST SOAP

Hope

8 West is an innovative, sustainable program with a foundation based on the simple premise of “hope”. When you restore hope, the human spirit becomes indomitable. We not only help homeless youth re-discover what it means to have hope, but the long-term impact of our “homeless to hopeful” model also results in positive, deeply recursive effects throughout the community.

Employment

8 West is a one-of-a-kind transitional employment and supportive housing program where homeless youth work together to produce and market a premium, handcrafted line of bath, shower and spa products. Developing useful skills and learning to become “employable”. Cultivating a clear sense of responsibility, accountability and work ethic. And, most of all, restoring what it means to have hope.

Housing

8 West provides a supportive housing environment where homeless youth live together in independent-living facilities — fed, sheltered and safe — with the support and guidance of a house manager, and the backing of an organization that believes in them. Recovering a sense of worth and purpose. Learning to trust others AND themselves. And above all else, making a real difference.

What we will talk about

- What is Human-Centered Design (HCD)?
- Why is it important?
 - Success stories
 - Relevance to (inbound) marketing
- How do I use it?
 - Some tools and practical steps
 - Some factors to be mindful of
- Summary

What is Human-Centered Design?

And why should I care?

Human-Centered Design

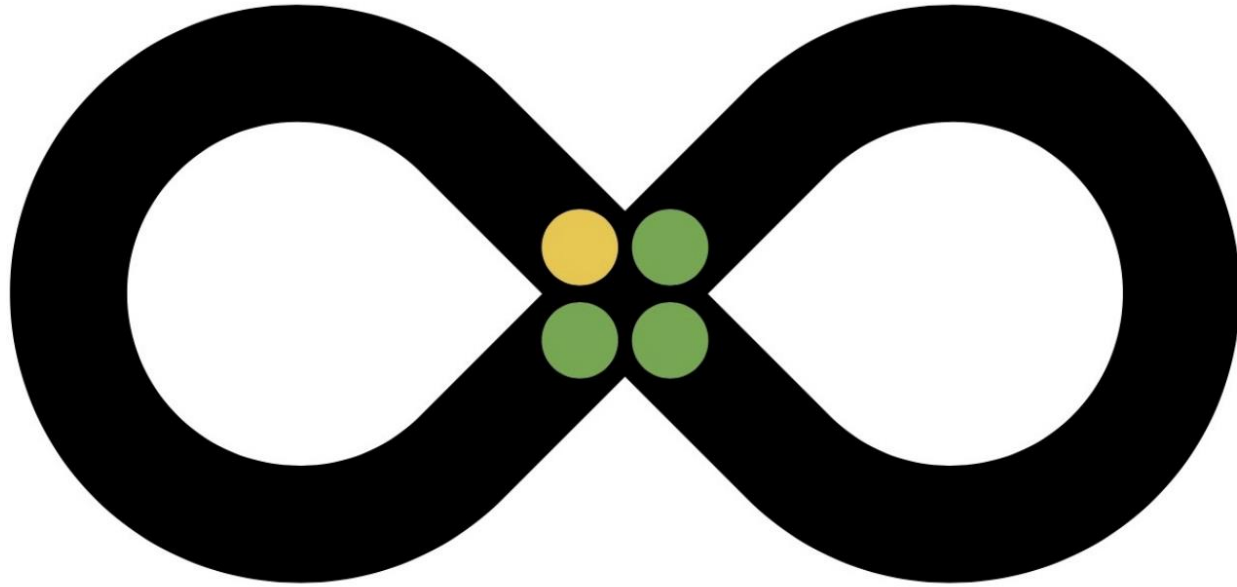
**“... is the discipline
of generating solutions to
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**“... is an approach to
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Human-Centered Design

“... is the discipline of **generating solutions** to problems and opportunities... driven by the **needs, desires, and context** of the **people** for whom we design.”

“... is an approach to **innovation** draws from the designer’s toolkit to integrate the **needs of people**, the **possibilities of technology**, and the requirements for **business success.**”



Observe

Reflect

Make

Why is it
important?

... fuels the creation of products that resonate more deeply with an audience — ultimately driving engagement and growth.

Success Stories

From service and product worlds



Try "San Francisco"

[Become a host](#)

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Explore Airbnb



Homes



Experiences



Restaurants

Introducing Airbnb Plus

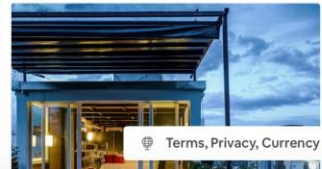
A new selection of homes verified for quality & comfort.

[Explore Airbnb Plus homes](#)

The Airbnb Plus logo, featuring the word 'plus' in a cursive font next to the Airbnb logo icon.



Homes around the world



[Terms, Privacy, Currency & More](#)

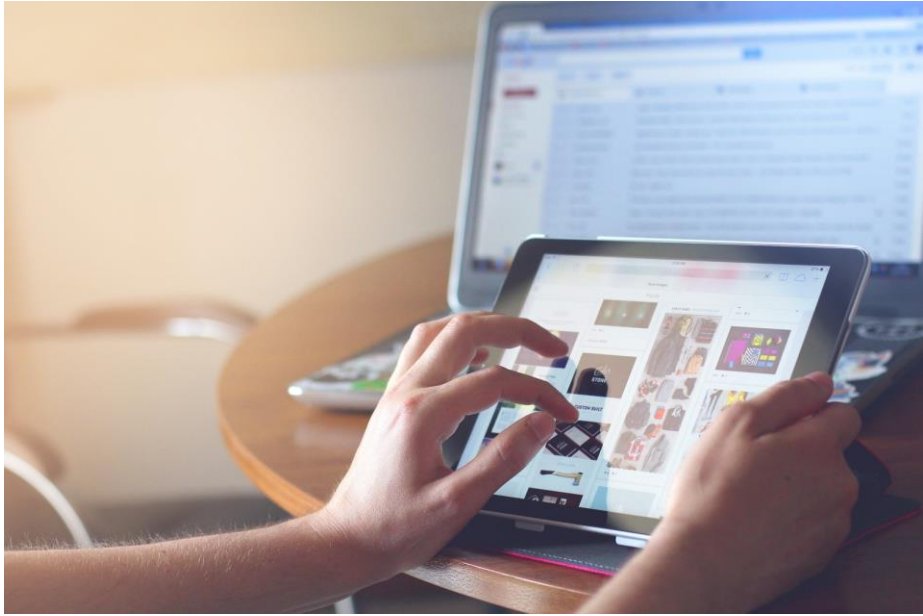




AHOY!

Hand Washing
Sink
ONLY

Relevance to
inbound
marketing



Brand Value > Products or Service offering

Content consumption

Consumers choose the brands that **engage them on their passions and interests** 42% more often than they do those that simply urge them to buy something



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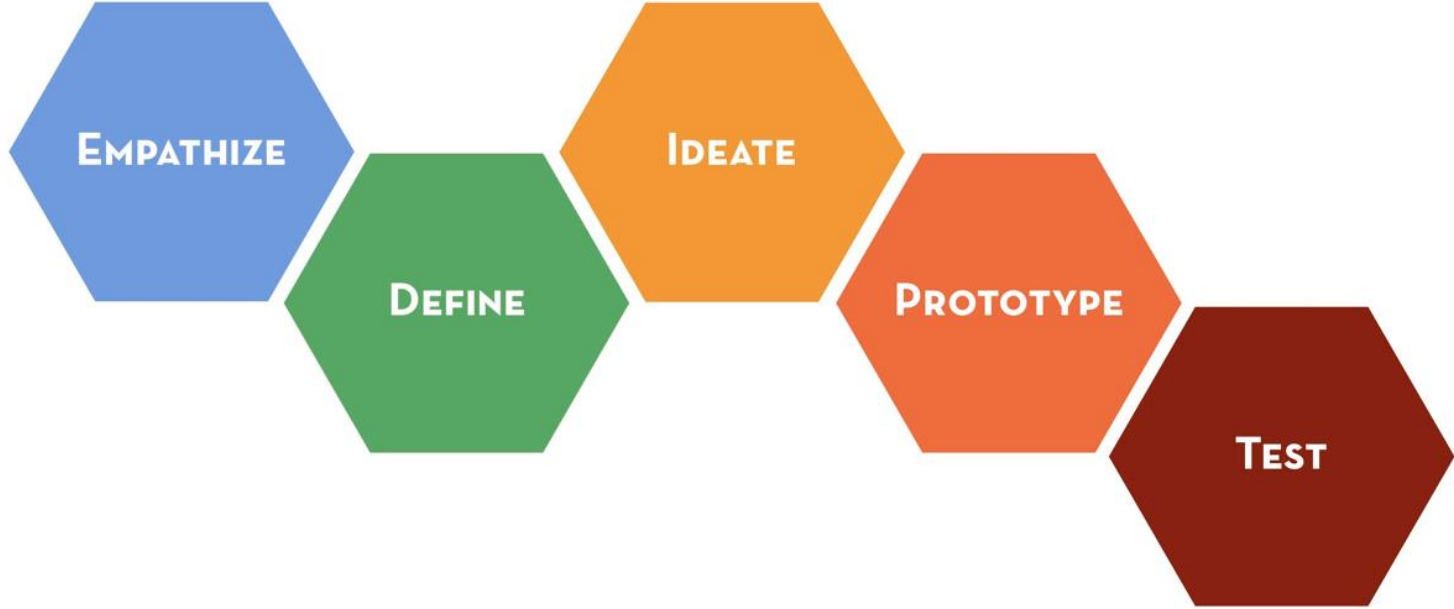
A background image showing a man and a woman in an office setting, smiling and looking at a laptop. The man is wearing glasses and a blue checkered shirt, and the woman has blonde hair and is wearing a grey top. They are sitting at a desk in front of large windows.

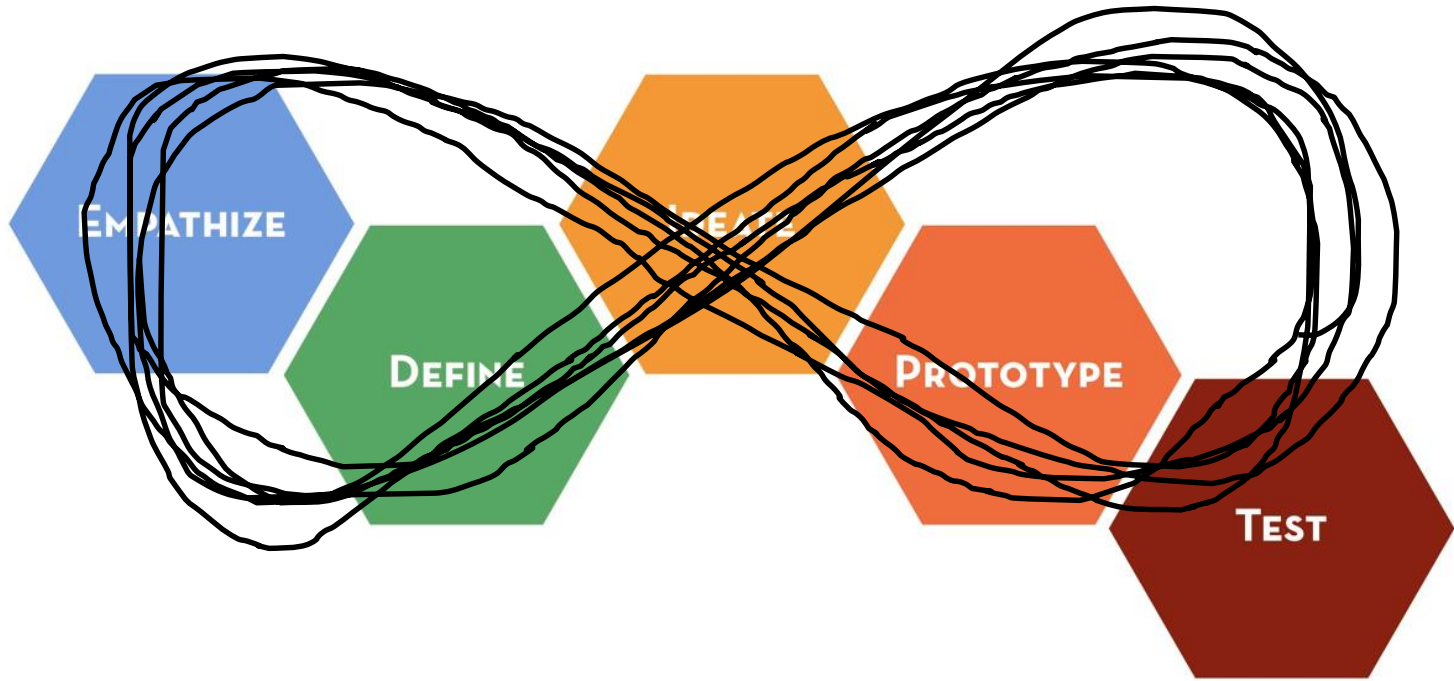
IT'S NOT JUST MARKETING,
IT'S PERSONAL.

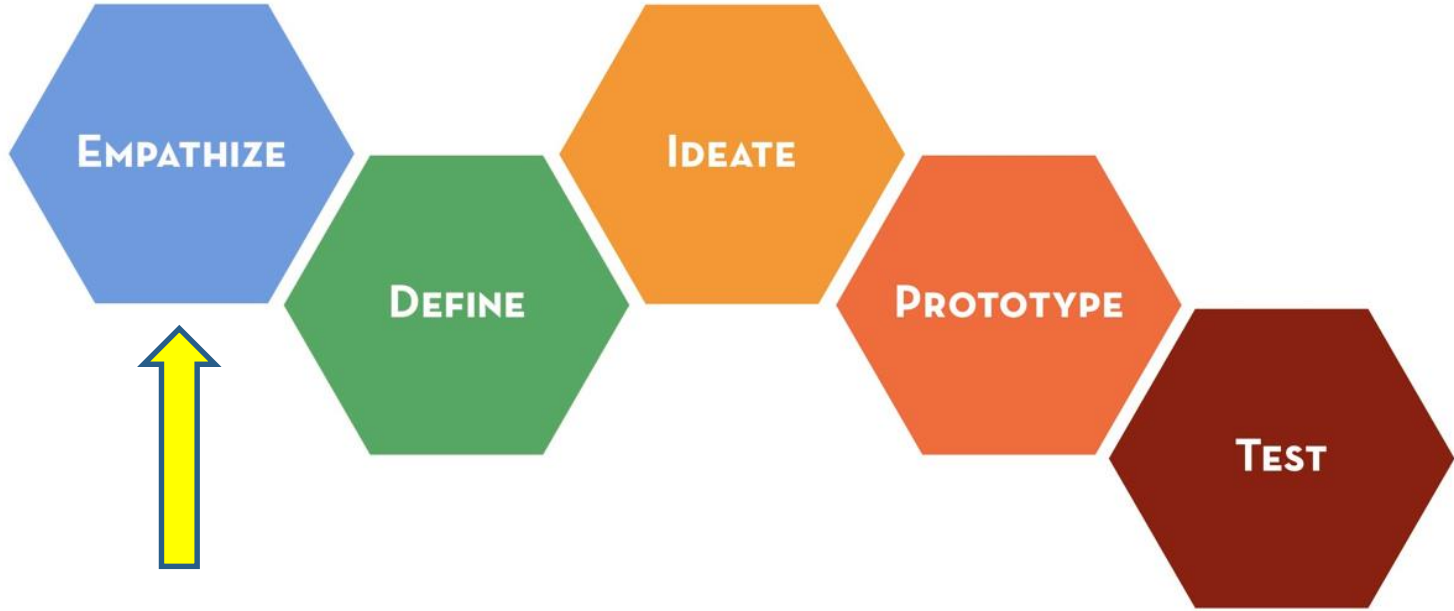


How do I use it?

- Some tools and practical steps
- Some things to be mindful of





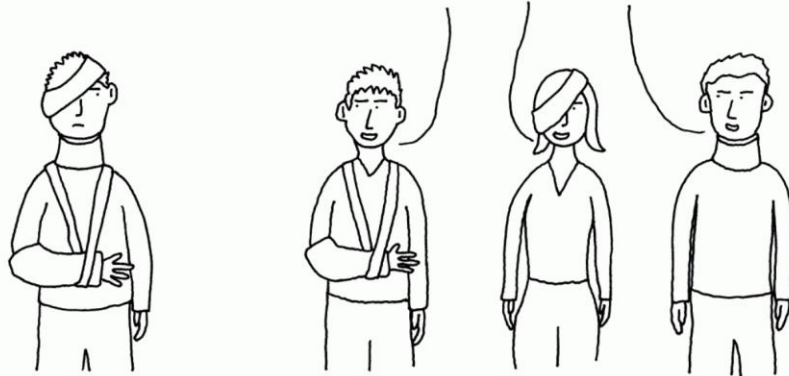


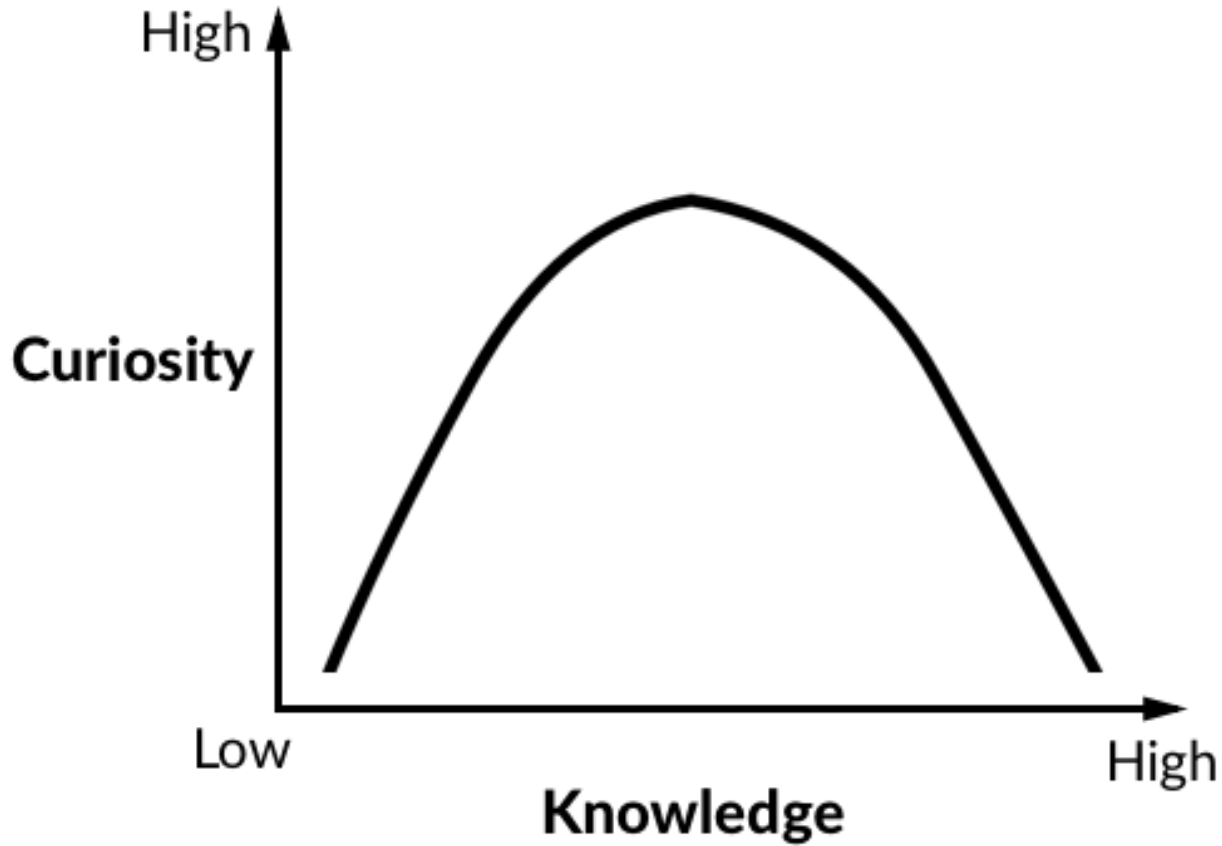
What is empathy?

People feel more empathy for people they perceive to be like them, and less empathy for people they see as different

EMPATHY

WE KNOW EXACTLY
HOW YOU FEEL



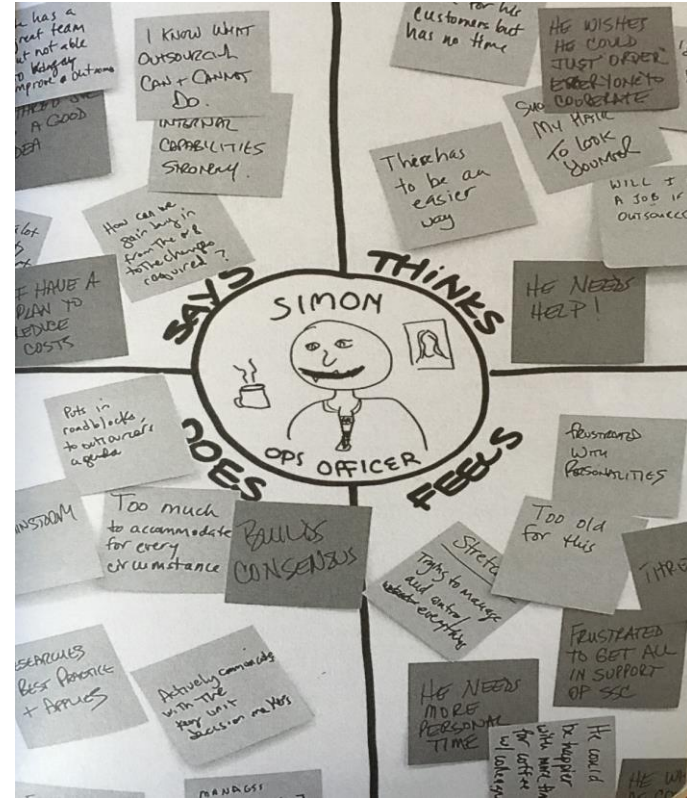


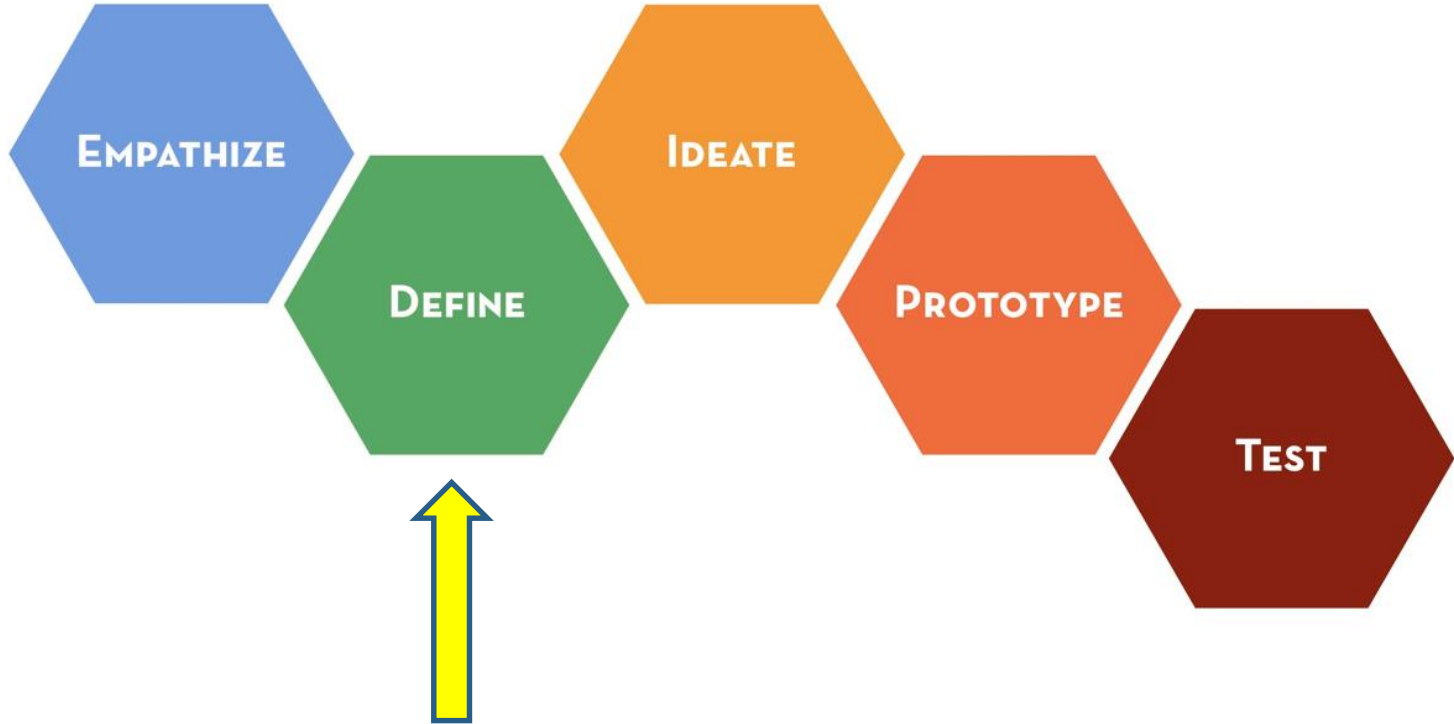
Why? What makes us curious
<https://www.sciencefriday.com/articles/mario-livio-book-curious-case/>

Tools : User Empathy map

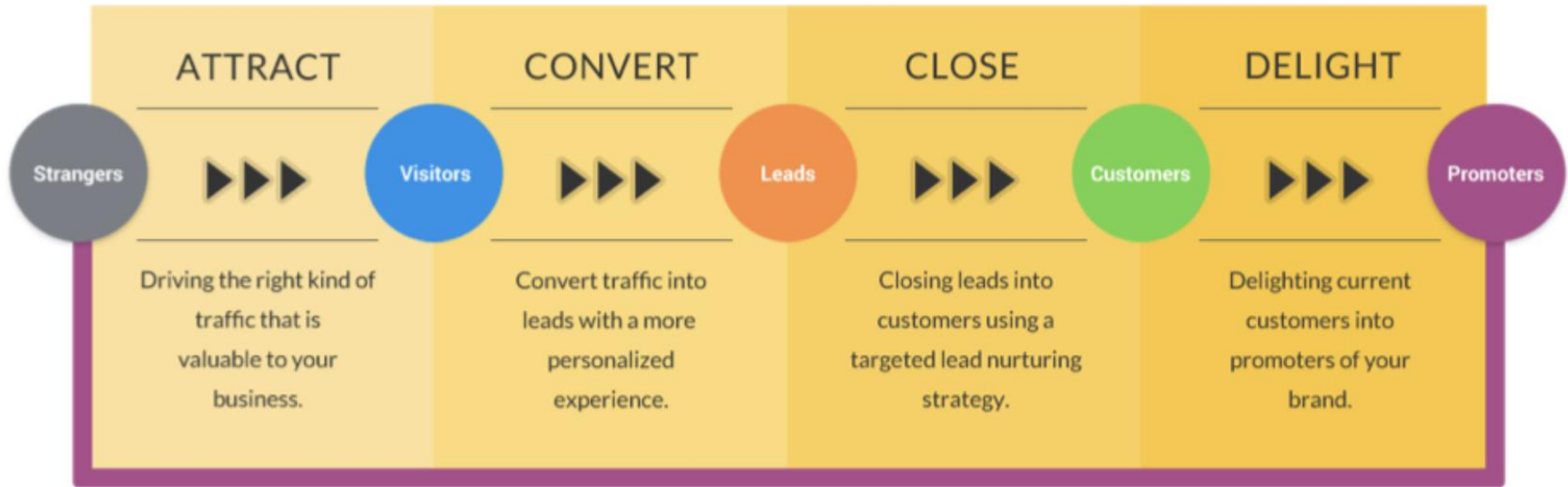
- Interview your users – there is no substitute
- Ask the right questions
- Be mindful of your unconscious bias!

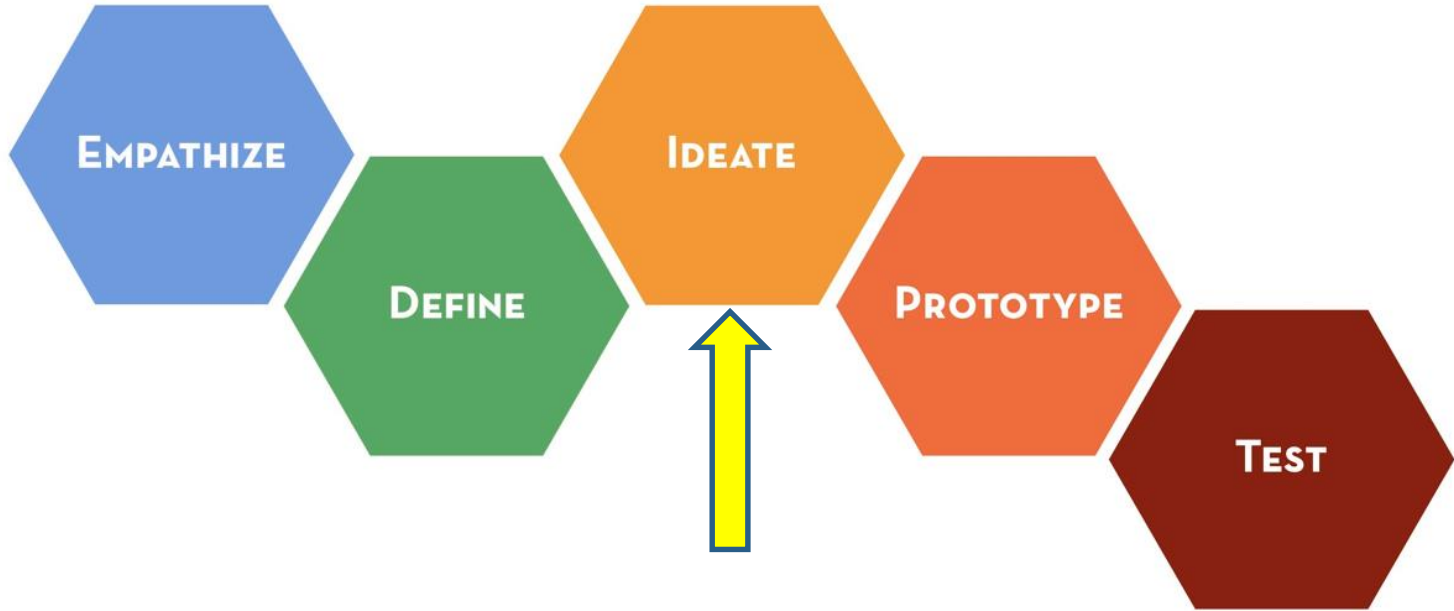
Building a User empathy map





Tools : Stakeholder Journey definition





Tools: Ideation for innovation

- Quantity over quality
- Include the crazy ideas
- Use pictures
- Be mindful of creating a psychological safe space
 - Never say “No, but”... instead say “Yes, and”
- The importance of diversity

Factors to be mindful of



What we think we know

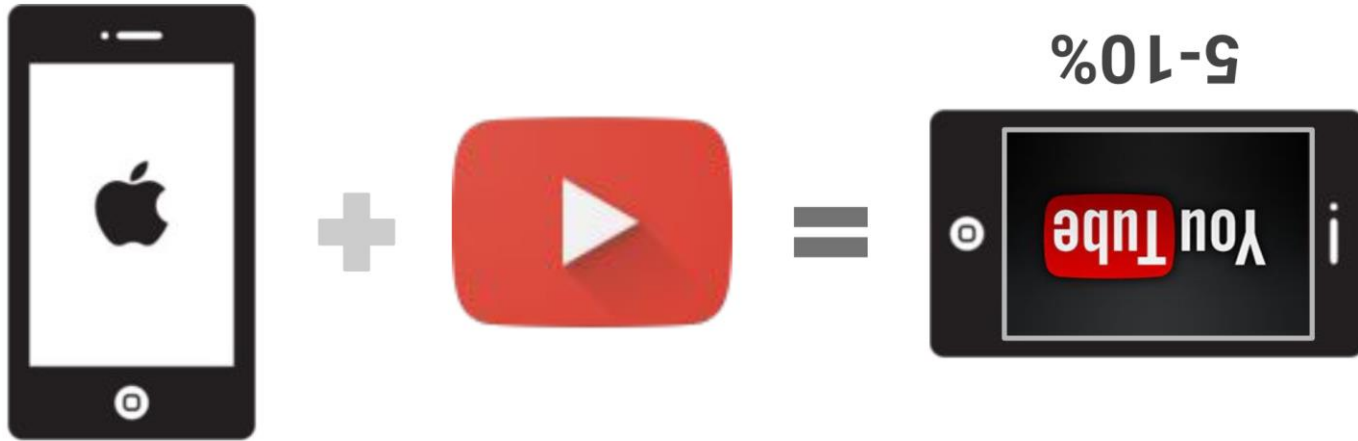
Our biases and assumptions

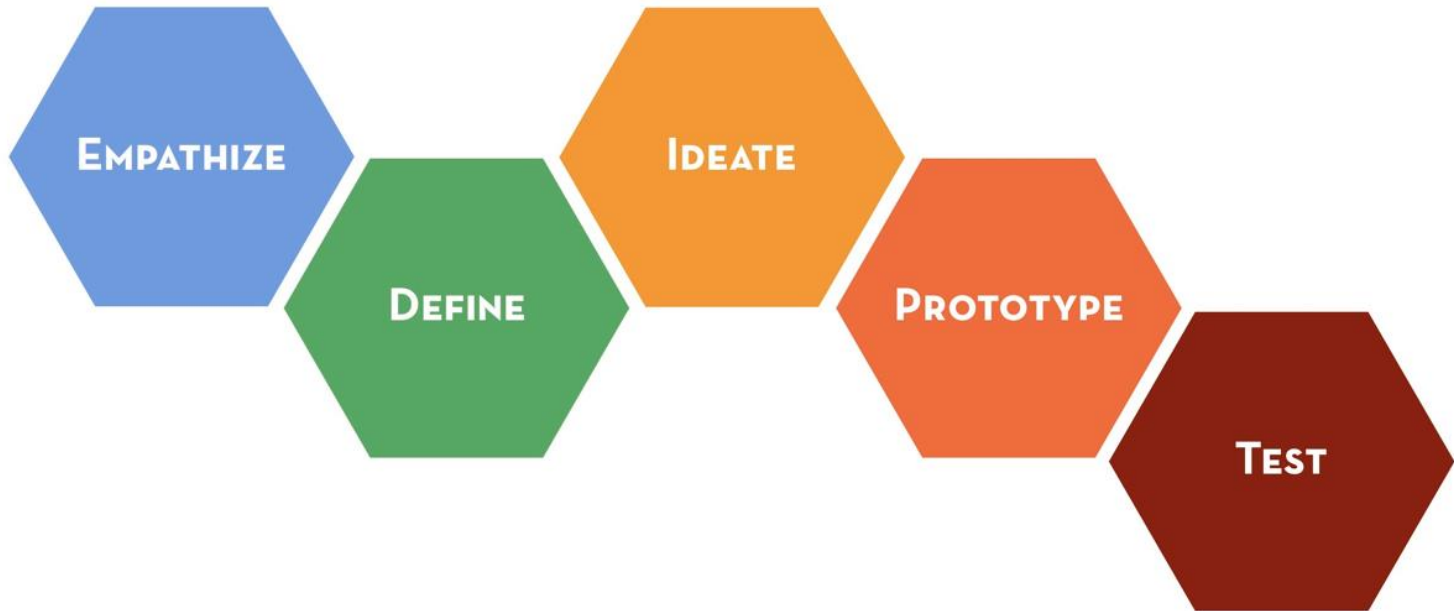


What we don't know that we don't know

Our lack of knowledge

The importance of diversity





To summarize,
we spoke about

- What is Human-Centered Design (HCD)?
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WITH GOOGLE

JUNE 18, 2018 • SAN DIEGO

Thanks!

Any questions ?

 @rajniroshan

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