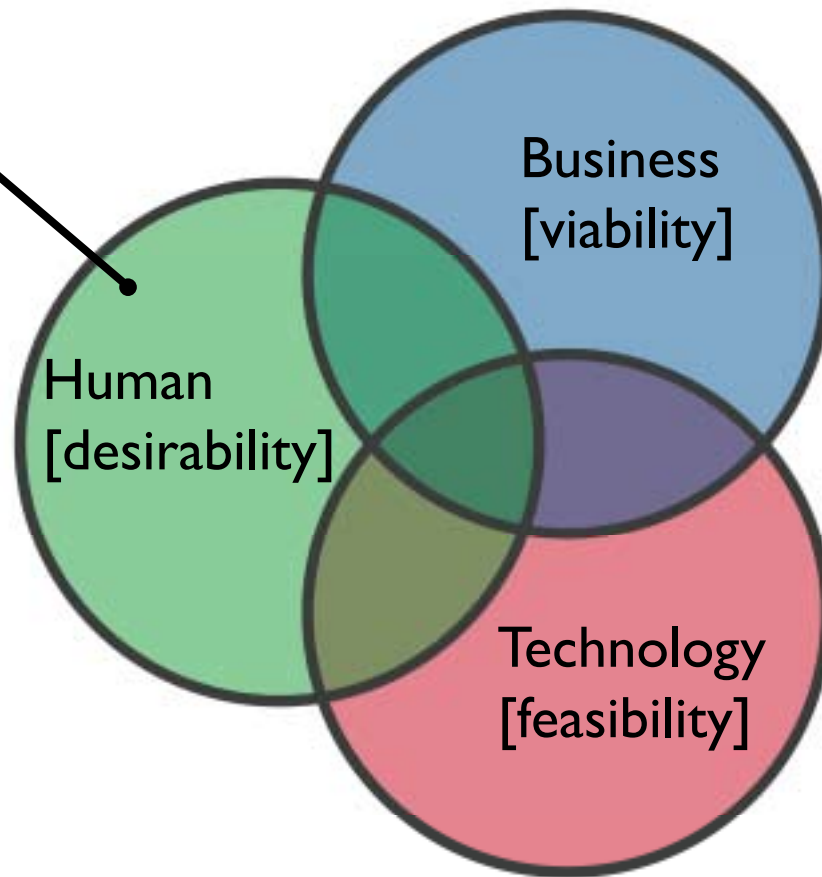


Human Centred Design  
Mat Hunter, IDEO

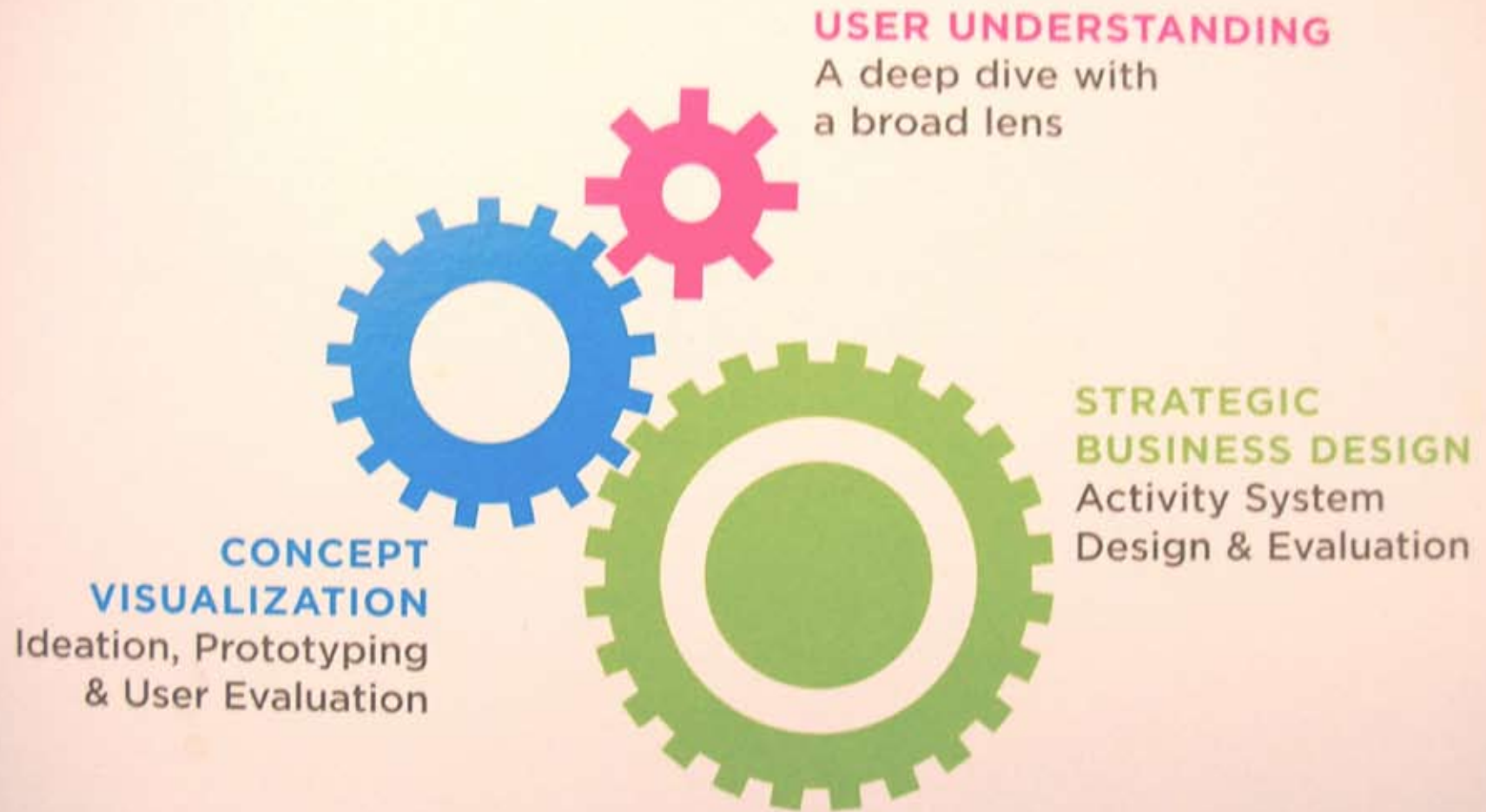
1. The Theory
2. The Methods
3. Where Next?
4. (Examples)

# 1. The Theory

A balanced approach  
with a clear starting point



# GETTING INTO DESIGN GEAR



Roger Martin, Dean of Rotman School of Management



## A ROUGH DESIGN MATURITY CONTINUUM

# DESIGN AS

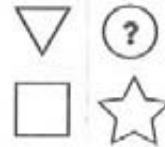
FRAMING



Design redefines the challenges facing the organization.

Framing sets the agenda, outlines the boundaries and axes of interest, and moves design from executing strategy to shaping strategy. Disruptive innovation lives here.

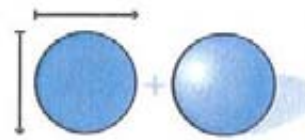
PROBLEM SOLVING



Design finds new opportunities by solving existing problems.

Design process generates alternatives within a problem space. Design also narrows down those options to a specific solution.

FUNCTION AND FORM



Design makes things work better.

This is the classic practice of design - but it's still commonly limited to incremental improvements through iteration over existing solutions.

STYLE



Design is the gateway to be hip and cool.

Design is stylish, but too often is perceived and practiced as a cosmetic afterthought.

NO CONSCIOUS DESIGN

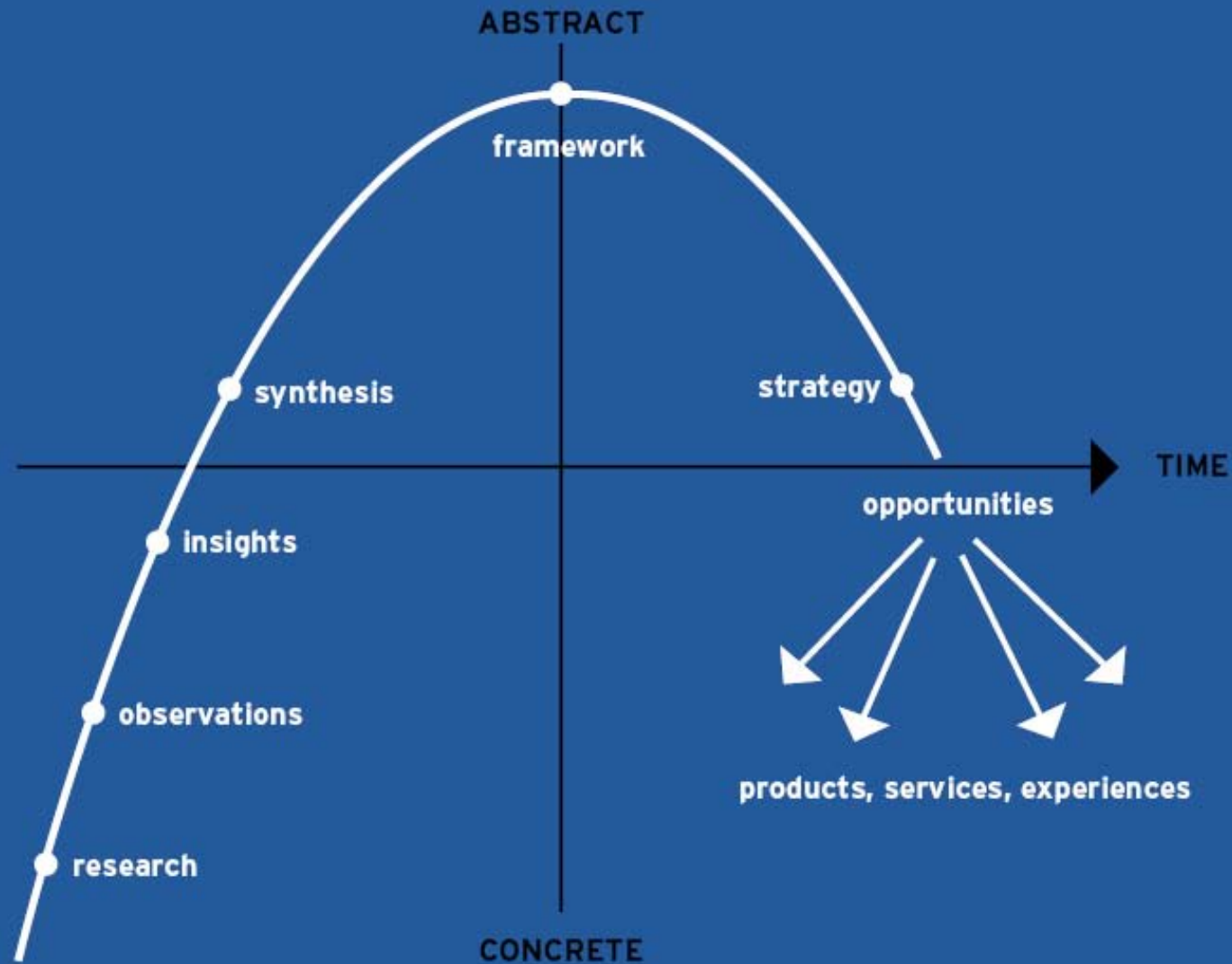


Design value isn't recognized.

This attitude fosters design by default - however things come out is fine, because there are more important issues to deal with.

## 2. The Methods

# IDEO'S INNOVATION PROCESS



Process



1. Human insight & Synthesis
2. Prototyping & Evaluation

Empathy: Understanding the mind of the consumer,  
not only listening to their voice.

“If I had asked people what they wanted, they would have said faster horses.”

*Henry Ford*







It's about looking at people.

A photograph of a ceiling with a square light fixture and a small dark object on a tile. The ceiling is composed of square acoustic tiles. A square light fixture is recessed into the ceiling, emitting a bright white light. In the lower right quadrant, a small, dark, irregular object is visible on one of the tiles. The text "And seeing things from their viewpoint, not yours." is overlaid in white on the image.

And seeing things from their  
viewpoint, not yours.

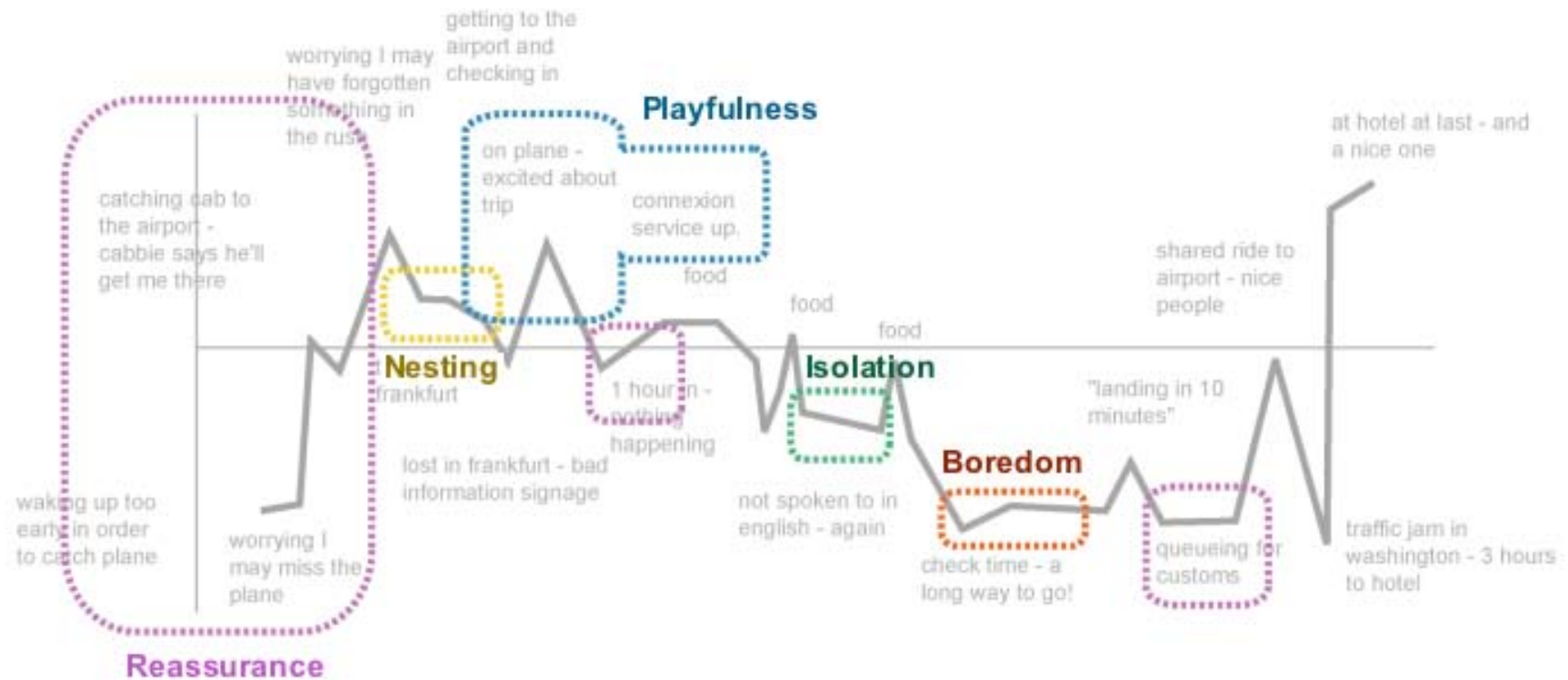
Prioritising Inspiration





# Mood-o-gram

One person's emotional journey



1. Human insight & Synthesis
2. Prototyping & Evaluation

## Building to Think

*“Unless ideas are massaged into reality they evaporate” - George Nelson*





From Budget  
April 2  
(revised)



Business  
Person  
Work  
Home

Business  
Person  
Work  
Home

Business  
Person  
Work  
Home





Take a box, have a seat, and **SHARE** your story

**SHARE**

**GIVE**

COLLECTIONS

SHARE

HYDRATE

ENERGIZE

WELCOME

JOIN







# "Awareness" prototype



# "Use" prototype



# "Advocate" Prototype



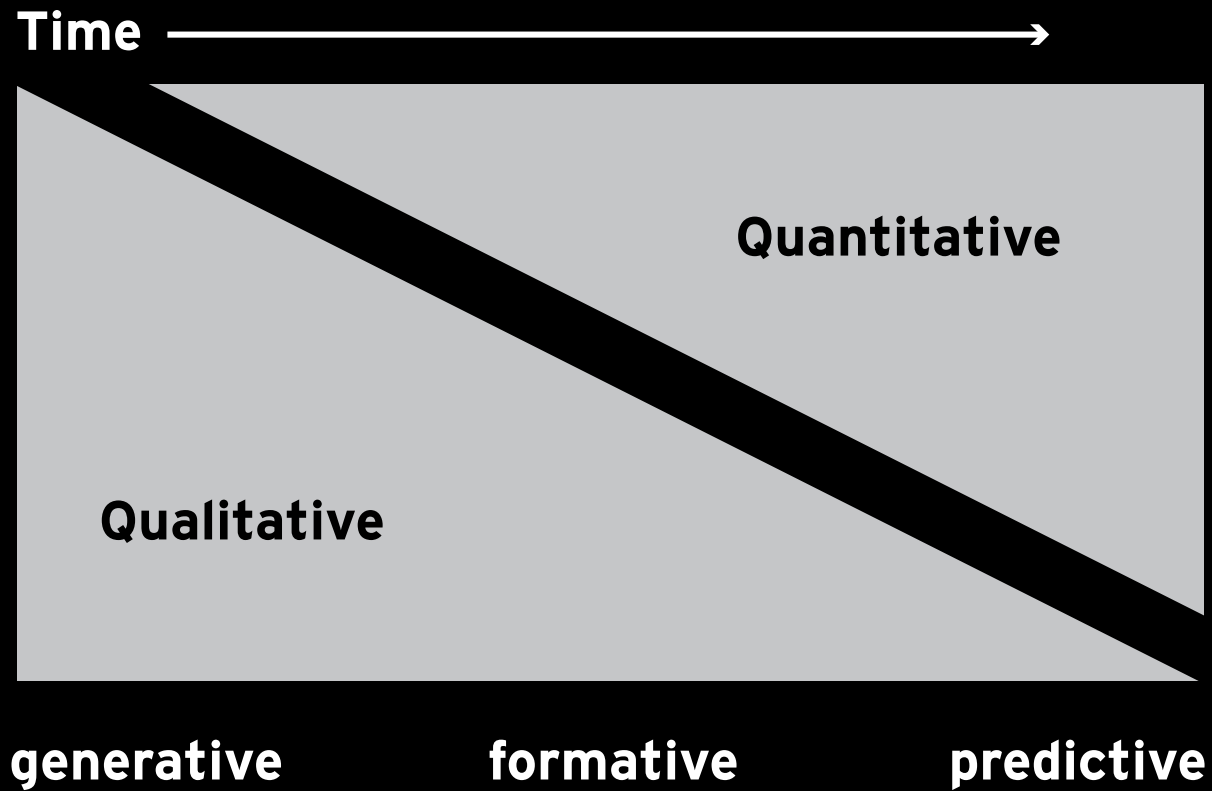
"We wanted to bring a little something extra out of each hotel that helps to make the experience personal, unique, and memorable."

-Len Wolin, senior director of Program Management, Ritz-Carlton

SCENOGRAPHY FOR THE RITZ-CARLTON

IDEO

# User Research Methods





### 3. Where Next?

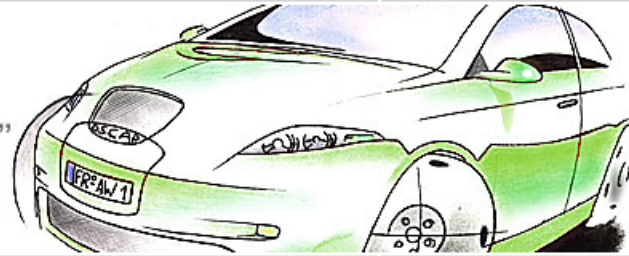


# From Participatory Design to Co-Creation



"The art of driving a car is about being the fastest as slow as possible."

Emerson Fittipaldi



Oscar - Main

- Home
- Idea
- Concept
- Forums
- Documents
- Links
- Contact

Oscar - Workbench

- Integration
- Modules
- Tools
- Network

Oscar - Feature



Oscar Release 0.2 Design Challenge

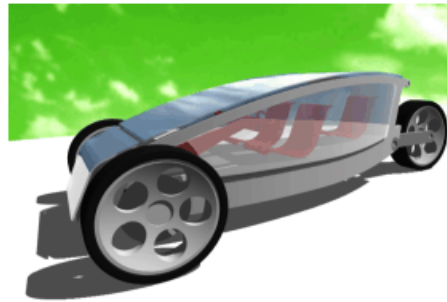
While we are busy discussing requirements and concepts, we would like to invite all designers to think about the form of OScar. Here, as a sort of inspiration, you can find some ideas from Release

Home

Oscar - Release 0.2

PDF PRINT EMAIL

It is the goal of the OScar Project to develop a car according to Open Source principles. In our opinion, a car is not a vehicle full of high-tech gadgets. Instead, we are looking for a simple and functional concept to spread mobility. Form follows function.



Design Contribution Rel. 0.2 by Tiago Do Vale (2006)

Apart from that, OScar is not just a car. It is about new ways of mobility and the spreading of the Open Source idea in the real (physical) world. On this website, you will find a great community of developers and drivers who want to invent mobility anew and together.

The project started in 1999. In December 2005, it reached release 0.2. Starting in 2006, everyone is welcome to participate.

Download Technology Review Article

PDF PRINT EMAIL

Our partner [Technology Review](#) does not only spread nice words, TR also acts: They made the story "Mit Vollgas in die Krise" available for a [free download](#) for the OScar community. Unfortunately it is currently only available in German. From our point of view, this is the best and most comprehensive article written in 2005 that critically deals with the development of cars. We read a lot, but this article really encouraged us to continue.

Waiting for Wiki

PDF PRINT EMAIL

Our watchful community members have noticed it already: We are currently working to integrate a Wiki in order to improve the documentation of OScar requirements. It will take a few more days before it is complete. We would like to shorten the wait and structure our ideas by providing the last draft of our [module definition](#) table. We are looking forward to your [suggestions](#) and remember: the module definition could represent a nice start for a Wiki.

Back from Hell

PDF PRINT EMAIL

A lot of things have been going on in the last few years and it really took some time for OScar to take the next big step. We had to admit that we underestimated the expenditure of time and also the technical and legal conditions in 2000. But anyway, discernment is at the beginning of every improvement and we never give up! Many long talks and a strong believe in success have pushed us! But - and this is important for us and everybody else - OScar is a

Login User

Username

Password

Remember me

Login

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No account yet? [Register](#)

Jump to the Forum!

# Join

Share your DEAS!

[www.theoscarproject.org](http://www.theoscarproject.org)

Most Active Threads

1. [Detaildon \(Dart footed monster\)\(3 Wheeler\)](#) (339)
2. [free piston engine / Freikolben-Motor Discussion](#) (179)
3. [4 wheeler or 3 wheeler?](#) (145)
4. [3 wheeler or 4 wheeler? FWD or RWD](#) (139)
5. [Design proposal](#) (48)

Who's Online

We have 26 guests online

# Design for Social Impact

Welcome to Aravind Eye Hospitals

http://www.aravind.org/ aravind eyecare



World Health Organization  
Collaborating Centre  
For Prevention of Blindness

# ARAVIND EYE CARE SYSTEM

**VISION:**  
*Eliminate needless blindness*

**30** years 1976-2006  
*a journey towards light*



- About Us ▶
- Aravind Eye Care System ▶
- Eye Hospitals ▶
- Speciality Clinics ▶
- Patient Care ▶
- Education & Training ▶
- Publications ▶
- Careers ▶
- CMEs & Conferences ▶
- Support Aravind ▶

### 2008 Gates Award for Global Health

Aravind receives 2008 Gates Award for Global Health from Bill & Melinda Gates Foundation



**Gates Award for Global Health for 2008**  
Dr. P. Namperumalsamy, Chairman, Aravind Eye Care System received the prestigious Gates Award for Global Health for 2008 on May 29, 2008. In a grand ceremony held at Omni Shoreham Hotel, Washington D.C, U.S.A, Bill Gates Sr, presented the \$1 million Gates Award to our chairman. ([More Details](#))

Established in 1976 with the mission to eliminating needless blindness, Aravind is the largest and most productive eye care facility in the world. Taking its compassionate services to the doorstep of rural India, Aravind's stunningly effective strategies vaulted barriers of distance, poverty and ignorance to create a self-sustaining system. From April 2006 to March 2007, including

Search:  [Go](#)

**Aravind Eye Hospital, Pondicherry Invites Applications for**

- » [Long Term Fellowship](#)
- » [Job Vacancies](#)

**தமிழ்  
இணையதளம்**

 **VISION 2020 e-resource**  
-for eyecare management worldwide

 **Backtalk**  
Aravind's Conferencing System

**Infinite vision**  
- a documentary of Dr.V and his lifetime of service in sight.

  
*Friends of Aravind*

  
*The Ring of Hope Fund*



**TIFAC-CORE  
IN  
DIABETIC RETINOPATHY**

[Tribute to Dr. V](#)

**"THE AGE"**

[Glaucoma E-news](#)

**Patient Care**

- » Common Eye Disorders
- » Support Services
- » Patient Procedures
- » Case Studies
- » Tamil Website
- » Patient Responsibilities

## 4. Examples

Bank of America 'Keep the Change'



# Keep the Change.



## An easy way to save with your check card.

When you enroll in *Keep the Change*, each purchase you make with a Bank of America Visa® check card is rounded up to the nearest dollar—and the difference is transferred from your checking to your savings account. So open a checking account and *Keep the Change*.

**Bank of America**  **Higher Standards**

AUTOMATIC SAVINGS  
CONTRIBUTION  
EVERY TIME  
YOU SPEND



STATEMENT REFLECTS  
ITEMIZED AND TOTAL  
ROUND UP SAVINGS

**Bank of America**

Lisa Stanley  
Account Statement 02/27/04:

ATM Withdrawal \$200.00  
Card Payment \$12.48  
Card Payment \$24.88  
Available Balance \$124.58

Recent Spendings:

DATE	CHK #	TRANSACTION	AMOUNT	ROUND UP	SAVINGS
02/13/04		Visa Purchase (non-pin)	\$43.37	.63	\$123.27
02/13/04		Visa Purchase (non-pin)			
02/13/04	1066	Check	\$66.57	\$67.00	\$122.84
02/13/04	1063	Check	\$32.00		\$122.84
02/12/04		Electronic Withdrawal	\$130.90	.00	\$122.84
02/12/04		Visa Purchase (non-pin)	\$2.50	.00	\$122.84
02/13/04		Visa Purchase (non-pin)	\$101.89	\$3.00	\$122.34
02/13/04		Visa Purchase (non-pin)	\$43.37	\$102.00	\$122.23
02/13/04		Check Charge	\$66.57	\$44.00	\$121.60
02/13/04	1062	Check	\$32.00	\$67.00	\$122.23

BRANDED CARD BECOMES  
DAILY REMINDER TO "SAVE"  
FOR YOURSELF OR FOR  
A PHILANTHROPY



Shimano Coasting











coasting  
SHIMANO



coasting  
MONTREAL

Home

Products

Bookings

Forum

Events

Help

Login

Routes

Pics

Safety Trail

Etiquette

Find a Route

Submit a Route

Browse

## Know a cool path?

In Xanadu did Kubla Khan a stately pleasure-dome decree. In a way, we're all kinda Kubla Khans with our own personal Xanadus. For a lot of us, it's as simple as the perfect place to ride. As close as the cul de sac, the golf course or the boardwalk.

Submit ▶



