

This or That or Something else?

Making decisions to conduct HCD research



HCD Series - Sept 6, 2024

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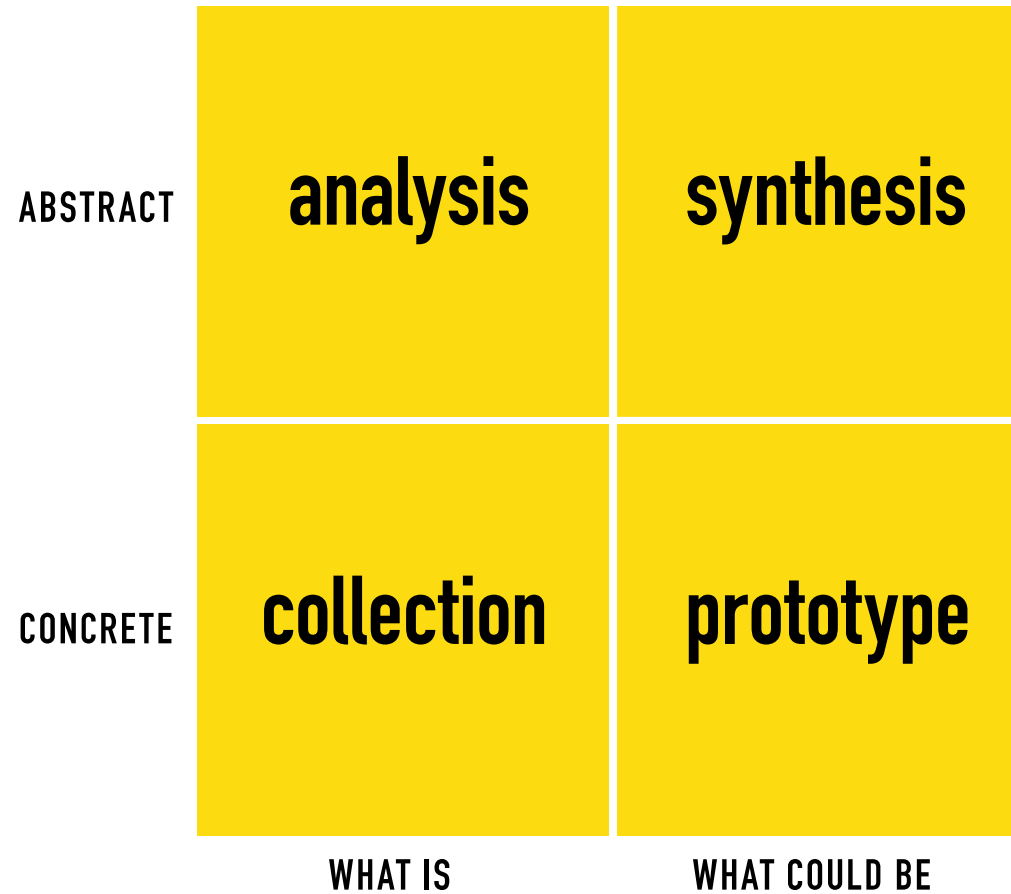
RESEARCH JAM





INTRO

Analysis/Synthesis Bridge Model (CASPI)

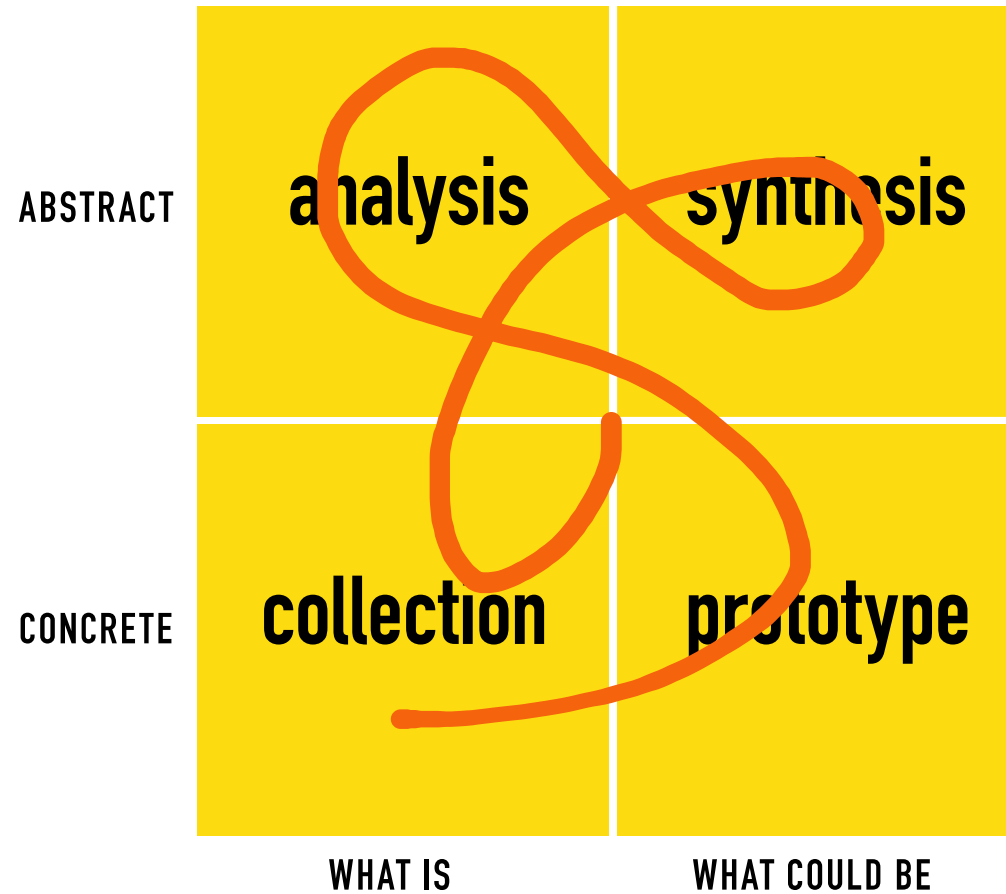


Kumar, V: 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization, 2013



NON-LINEAR

Analysis/Synthesis Bridge Model (CASPI)

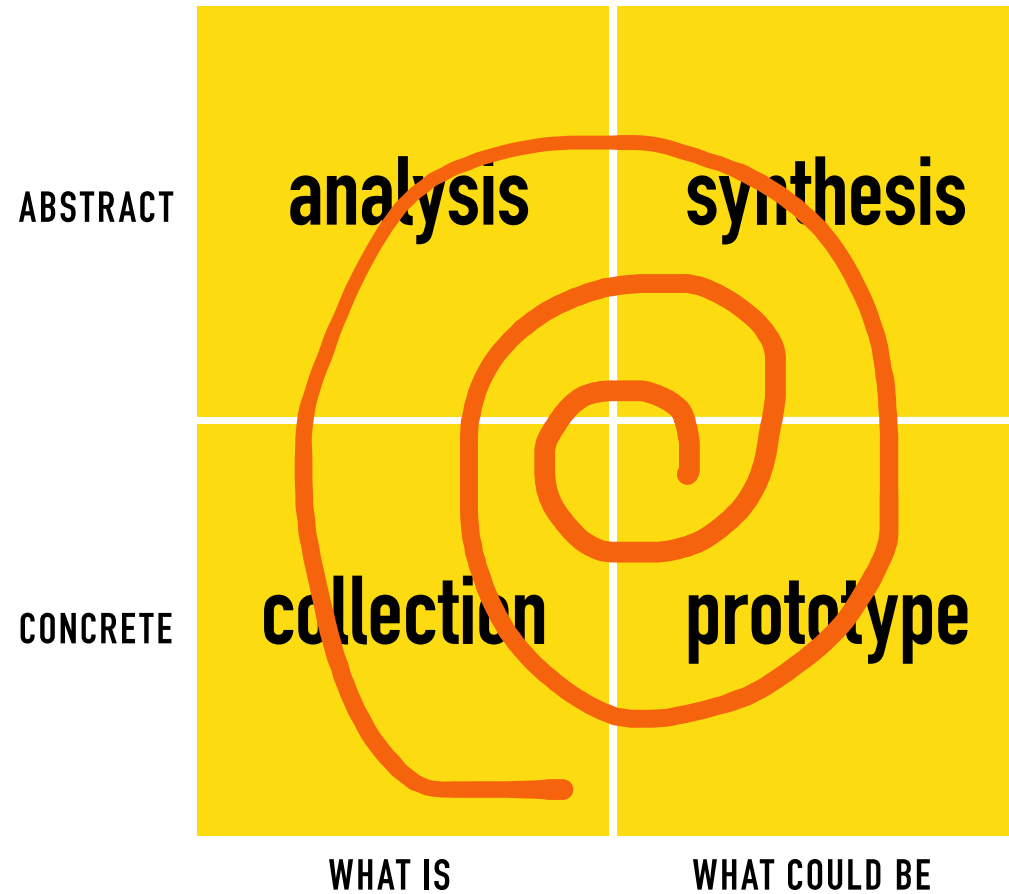


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ITERATIVE

Analysis/Synthesis Bridge Model (CASPI)

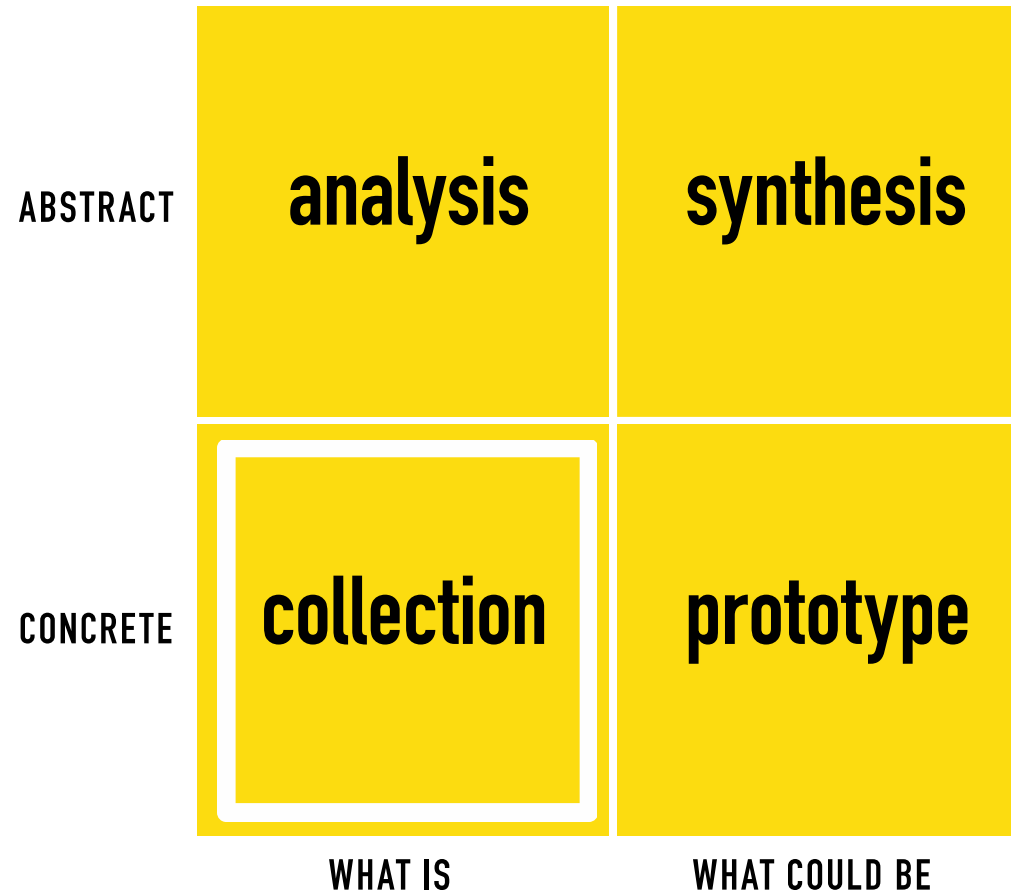


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COLLECTION

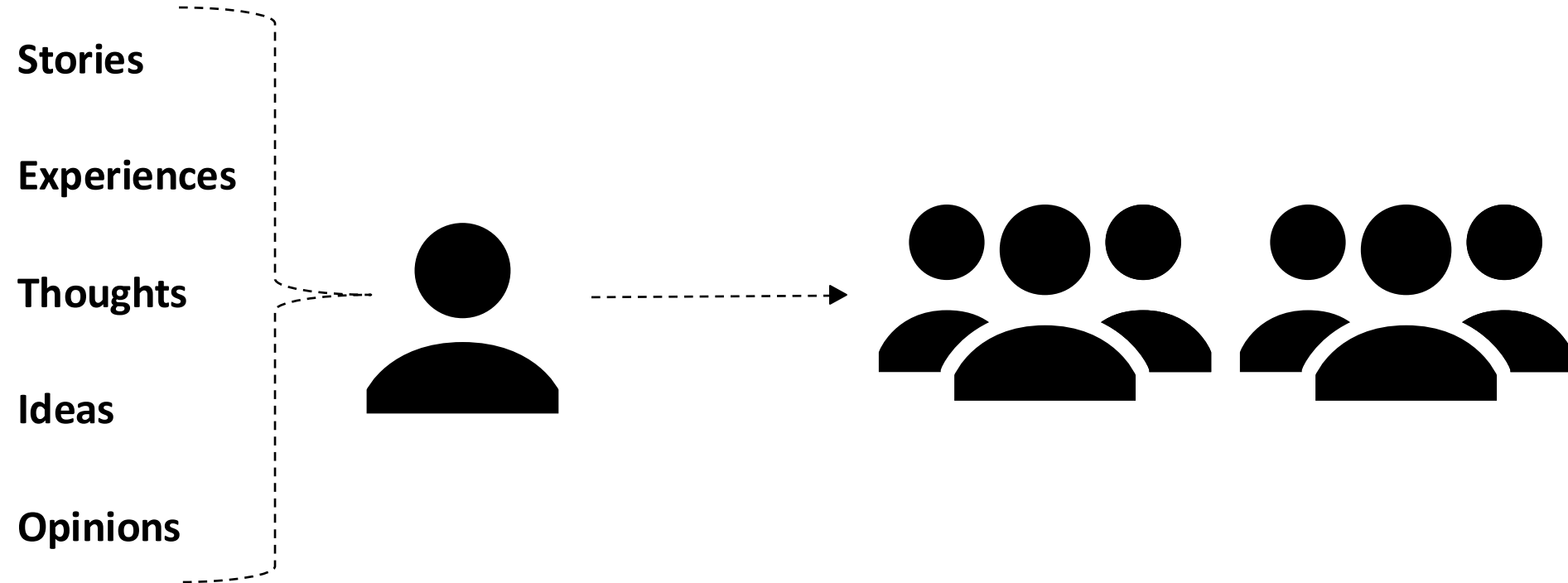
Analysis/Synthesis Bridge Model (CASPI)



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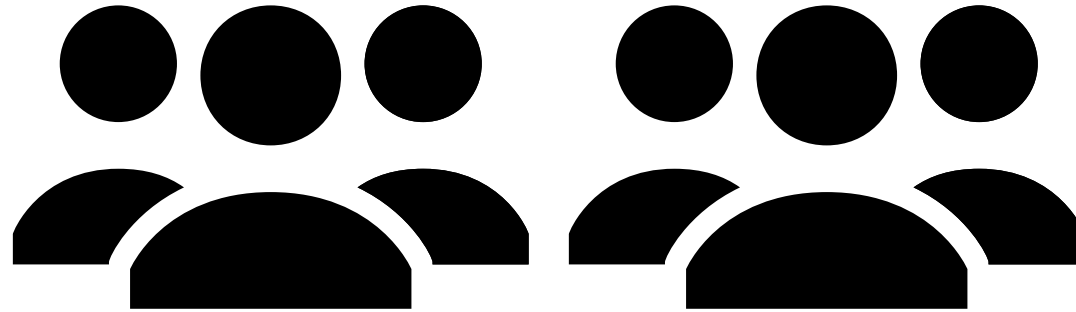


What COLLECTION means to HCD





GROUP SIZE



8-12 participants per group

Smaller numbers in qualitative research is preferable because it allows researchers to study concepts in more detail.¹

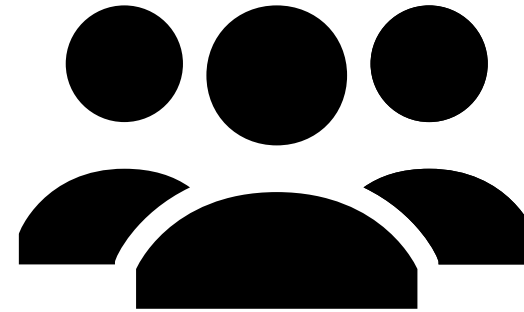
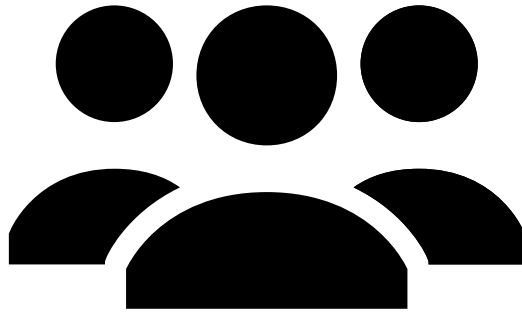
It is believed that valid and rich information can be generated as a result of participants' willingness to express without inhibition. As a rule of thumb, the ideal group size is 4 to 12 participants ²

¹ Baum, F: *The New Public Health*, 2000

² Tang, KC and Davis, A. *Critical Factors in the Determination of Focus Group Size*, 1995



BREAK OUT GROUPS



Break out groups

- 4-5 people per group
- Separating to
 - get deeper conversation in smaller groups
 - see different populations perspectives
 - develop ideas then share with larger group



CHOOSING METHODS



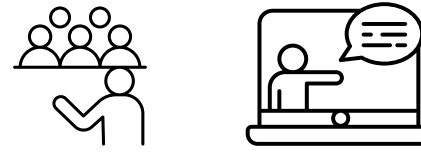
Type of engagement

- Explore
- Create
- Test



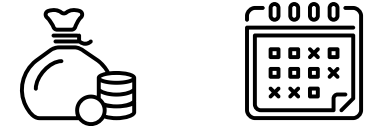
Individual vs Group

- Journal
- Workbooks
- Toolkits
- Surveys
-
- Jams



In person vs Virtually

- Jams with snacks!
-
- Video Jam
- Online survey
- Forum
- Online collection platform

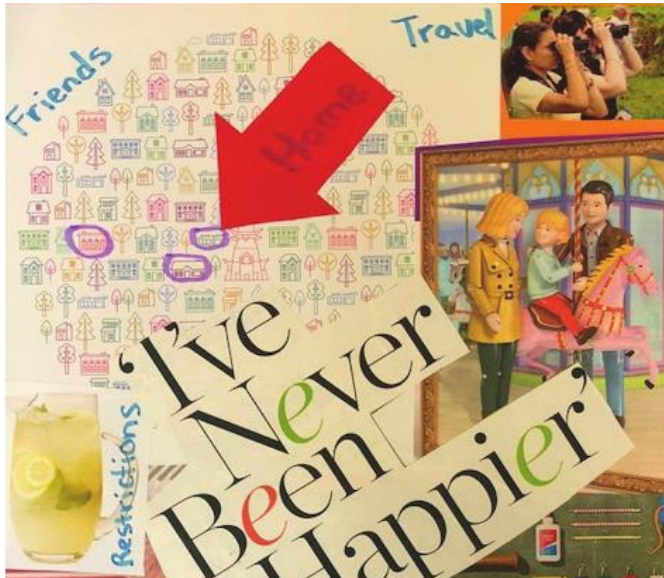
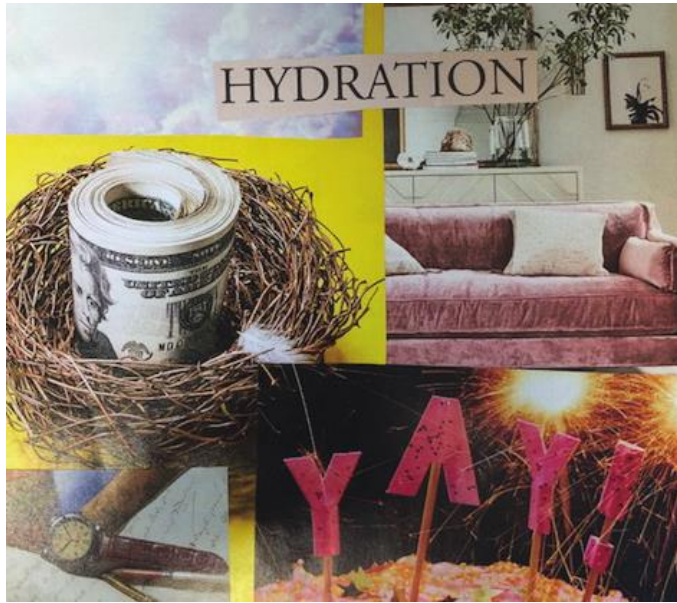


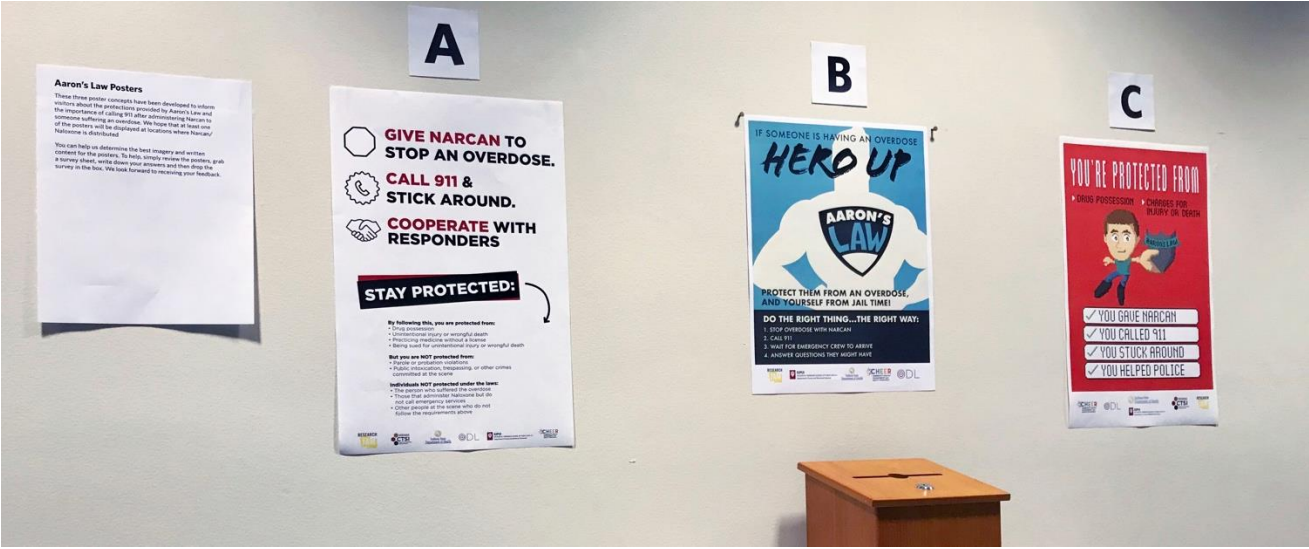
Funding & Timeline

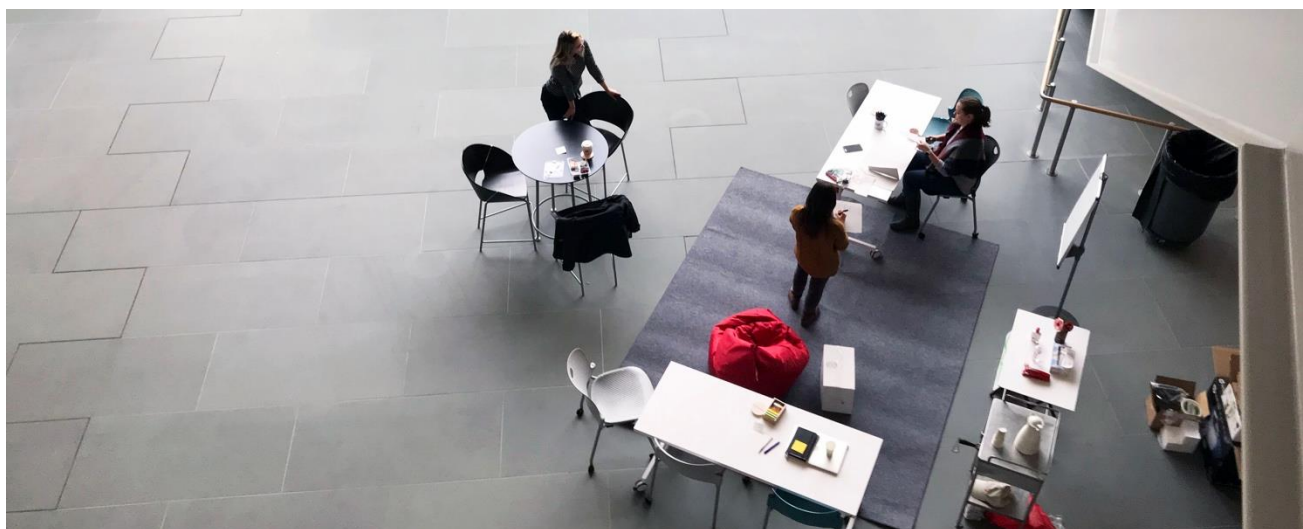
- What constraints are we designing within?

[illegible][illegible]

An art installation titled "Ideal vs. Real Saturday" is displayed in a gallery. The central focus is a large white board with the text "Fill in a pair of pie charts to show your ideal vs real Saturday." Below the text, there are several rows of pie charts, some of which are filled with various colors and patterns, and others that are blank. Some charts have handwritten notes and drawings around them. To the left and right of the central board are smaller white boards, each displaying a grid of pie charts. Some of these charts are filled with colors, while others are blank. The installation is set against a white wall, and there are white pedestals on either side of the central board. The floor is dark and reflective.







Noble

Greetings earthling! I have on my planet an amazing device that perfectly meets your needs and I want to share it with you!

Local Gov
Data

2-way

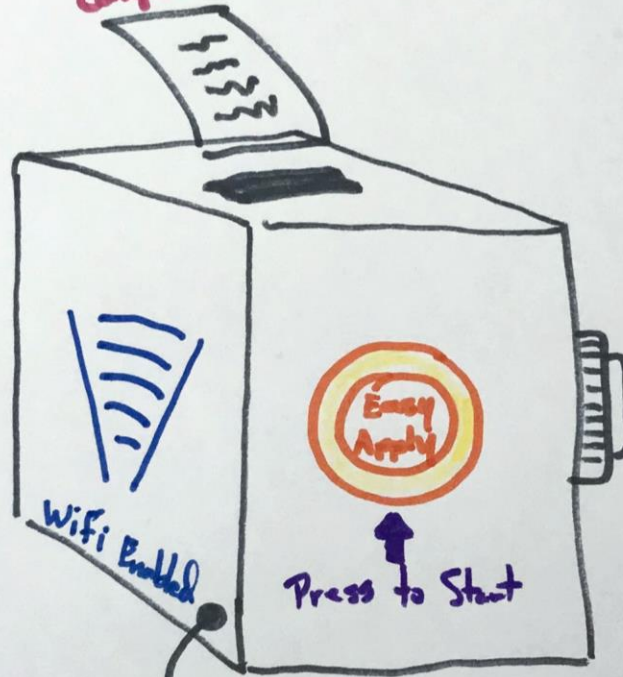
State Agency
Data

one way

Grantor
Data

2-way

Copy of
completed forms



Criminal Justice Institute
of Florida







READY TO TRY?

Let's collect some data!

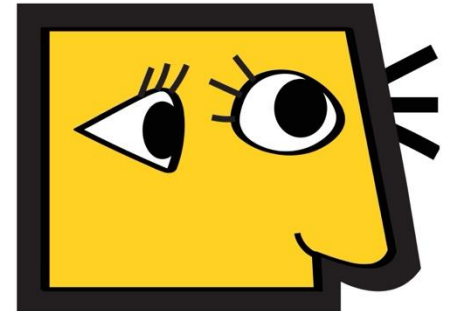
Explore methods

Make an award!

Think about where you'll be in 10 years...

What if you got an award for your work?

What is the award for?



READY TO TRY AGAIN?

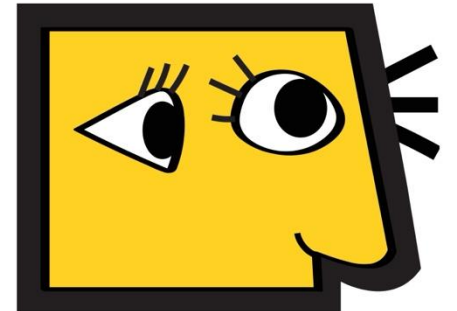
Explore methods

Random Image Generator (Collage)

Pull up several random images. Ask people to select one to help them answer a question. Continue with follow up questions to learn more from them.

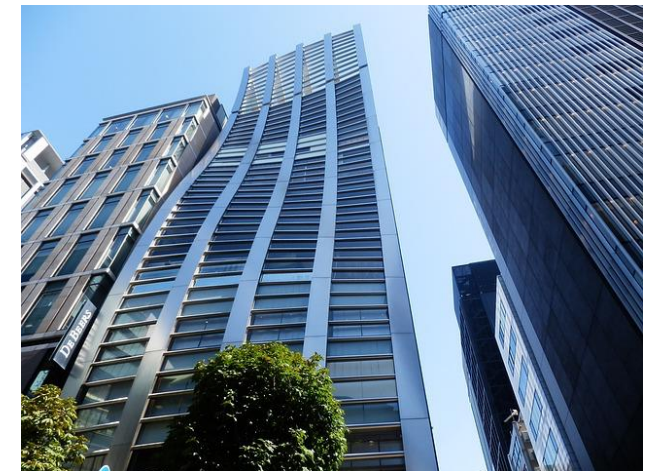
Here's our prompt: ...

Here's a good site for getting images: <https://randomwordgenerator.com/picture.php>



READY TO TRY AGAIN?

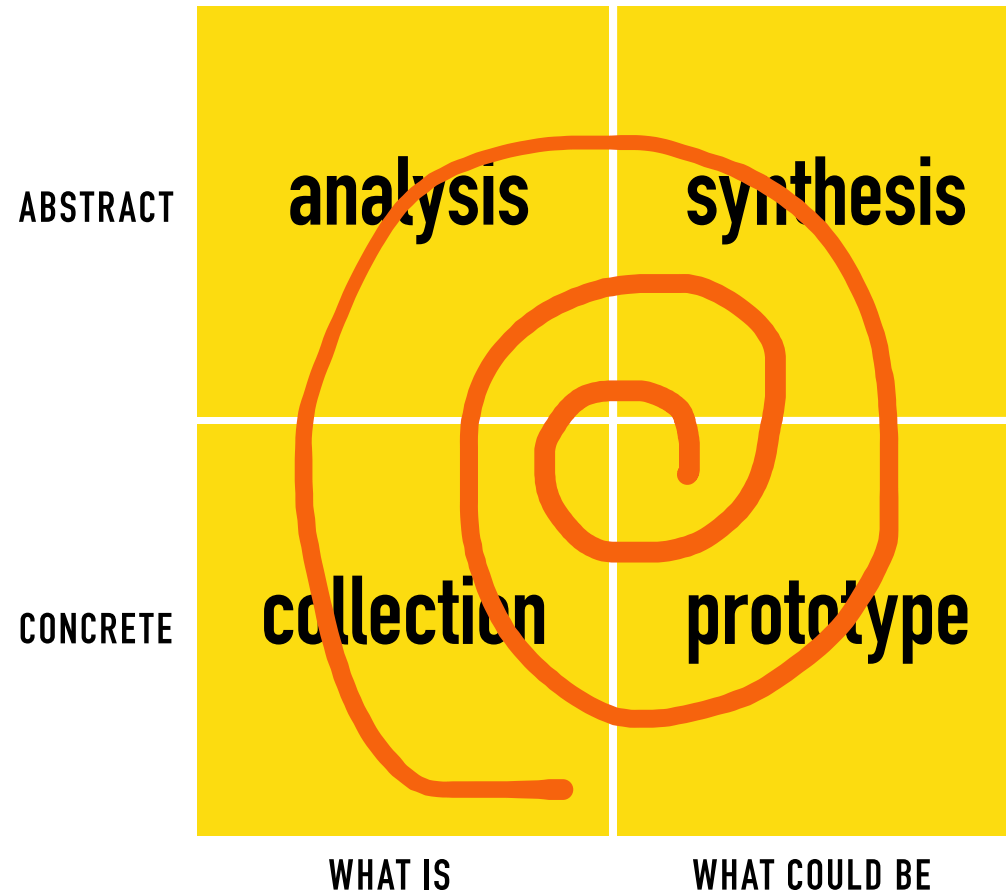
Select one image to illustrate the value of using HCD in the Midwest.





ITERATIVE

Analysis/Synthesis Bridge Model (CASPI)



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RECAP

1. **Human-centered design is qualitative**
2. **It values empathy, collaboration, diverging/converging at the right times, comfort with ambiguity, and involving the affected community throughout the process.**
3. **The four main stages are Data Collection, Analysis, Synthesis, and Prototyping. This process is iterative.**
4. **Each stage has specific methods and the values are implemented throughout.**
5. **Community members affected by the topic are involved as much as possible throughout the process.**