

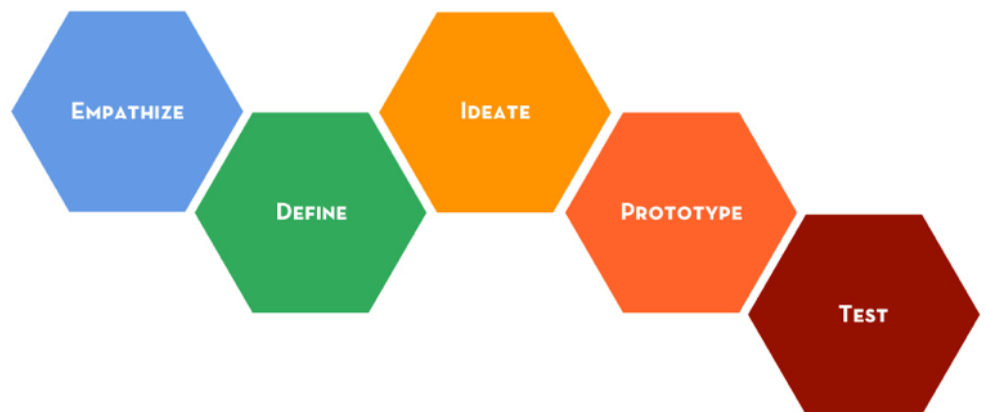
## A Tour of Human Centered Design for Workforce Innovation

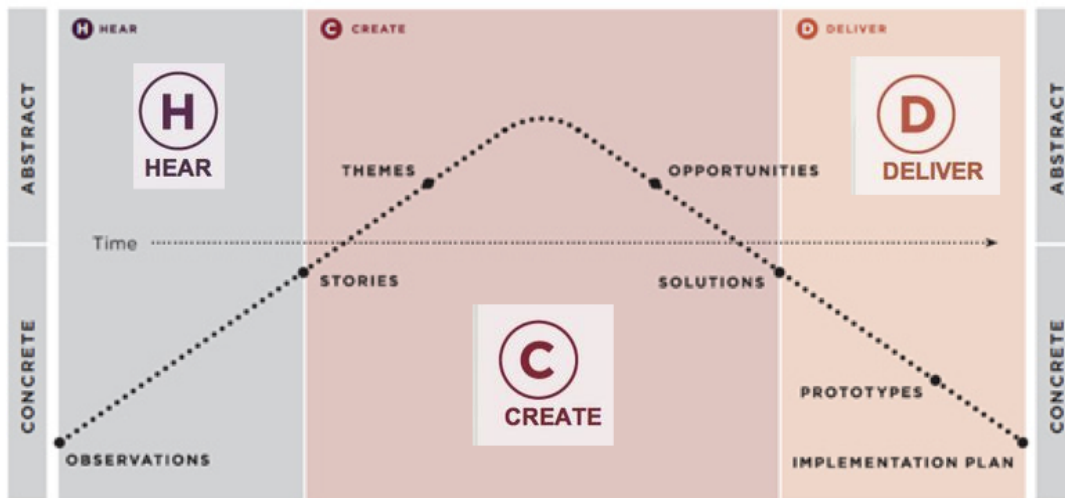
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Download Slide Deck at [workforcezone.net/arkwioa](http://workforcezone.net/arkwioa)

- Video: When Design Fails: <https://www.youtube.com/watch?v=3u0x1NCZKC0>
- Why we need a new approach to design:
  - Complexity of people
  - Mismatched strategies, products, services, resources
  - New opportunities in WIOA
  - Changing the Conversation:
    - *Here's my program looking for a problem to solve*  
TO
    - *Our solutions change peoples' lives*
- Customers don't understand our systems
  - Thoughts
  - Feelings
  - Frustrations
  - Desires
- Workforce system doesn't understand our customers
  - Processes
  - Rules
  - Programs
  - Access
- Video: What is Human Centered Design: <https://vimeo.com/106505300>
- Benefits of Human Centered Design
  - Empathetic
  - Experimental
  - Optimistic
  - Collaborative
  - Efficient (Cost-Effective)

<http://www.designkit.org/mindsets>
- DOL Themes on Customer Centered Design
  - WIOA requires a new way of thinking
  - Workforce systems need stronger focus on the customer, not the rules alone
  - Video: <https://vimeo.com/133626498>
  - How DOL sees the opportunity
    - Step back from business as usual and, with the customer in mind, DESIGN services
    - Develop plans in a different way
    - Produce better outcomes and higher customer satisfaction
    - There are methods, tools, skills that can be taught and learned.
    - It's a step-by-step process that any organization can do
- Flavors of Human Centered Design
  - Original innovators: Stanford Design School and IDEO
  - Customer Centered Design (DOL)
  - User Centered Design (info tech sector)
  - Many different formats and terminologies
  - Freedom to use the hybrid that works best in your region





- No cost training for workforce system designers and other IDEO resources
  - Design Kit Field Guide
  - Facilitators Guide
  - Design Thinking for Educators
  - Design Thinking for Libraries
  - Prototyping Kit
  - Course for Human Centered Design
  - ideo.org
  - designkit.org
- Design Thinking for Libraries: <http://designthinkingforlibraries.com/>
- DOL Customer Centered Design (HCD) Resources
  - Customer Centered Service Delivery Design Initiative
    - [https://ion.workforcegps.org/resources/2015/09/02/17/11/Customer-Centered\\_Service\\_Design\\_Initiative](https://ion.workforcegps.org/resources/2015/09/02/17/11/Customer-Centered_Service_Design_Initiative)
  - Webinar with case study presentations of successful workforce examples
    - <https://vimeo.com/161520295>
- Design Thinking in Human Services
  - <http://www.acf.hhs.gov/programs/ofa/resource/creating-solutions-together-design-thinking-ofa-and-3-grantees>

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