

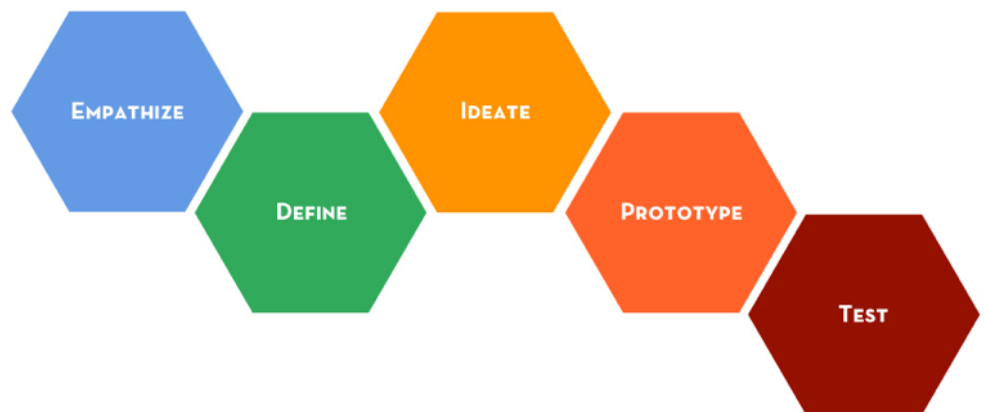
A Tour of Human Centered Design for Workforce Innovation

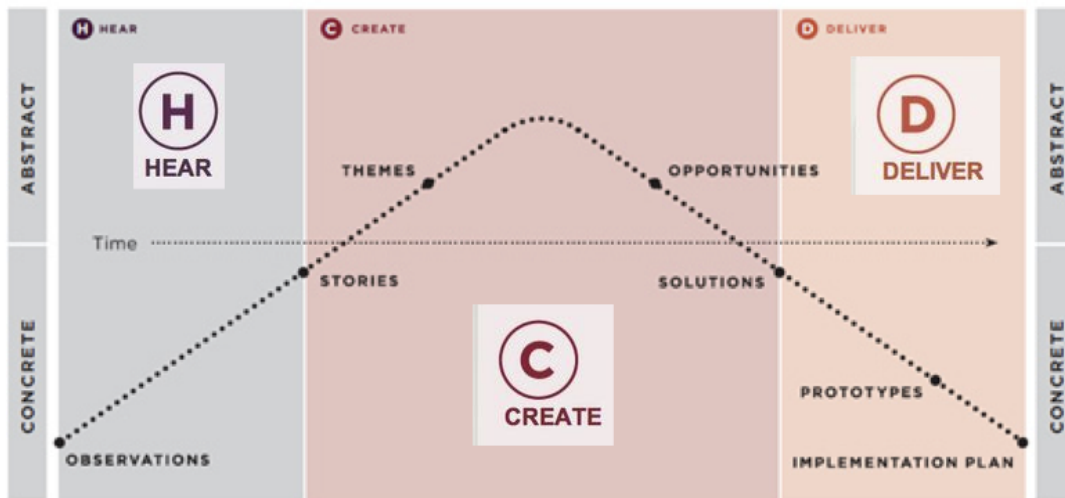
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Download Slide Deck at workforcezone.net/arkwioa

- 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
 - 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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