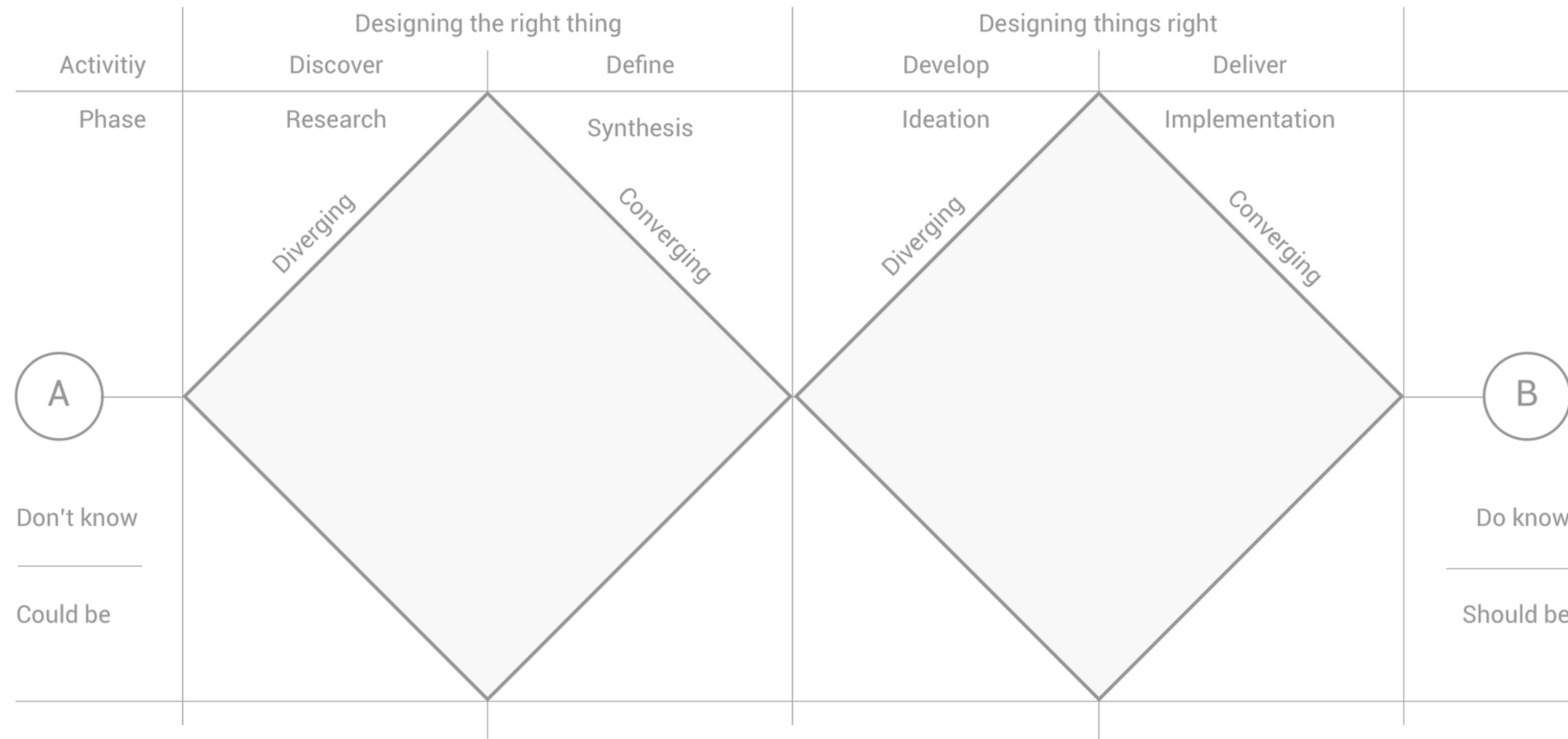# Human Centered Design Thinking

No Matter the Process, the Goal Is

Through understanding we have empathy,

to create products and services with compassion

for your customer and their world.

Listen. Design. Test. Iterate.

Diverge

Collaboration

Converge

Find the "Why?"

Double Diamond Process

Now, we're ready to start

Analytics & Statistics   Qualitative Research   User Testing & Feedback

Discover

The State of Technology

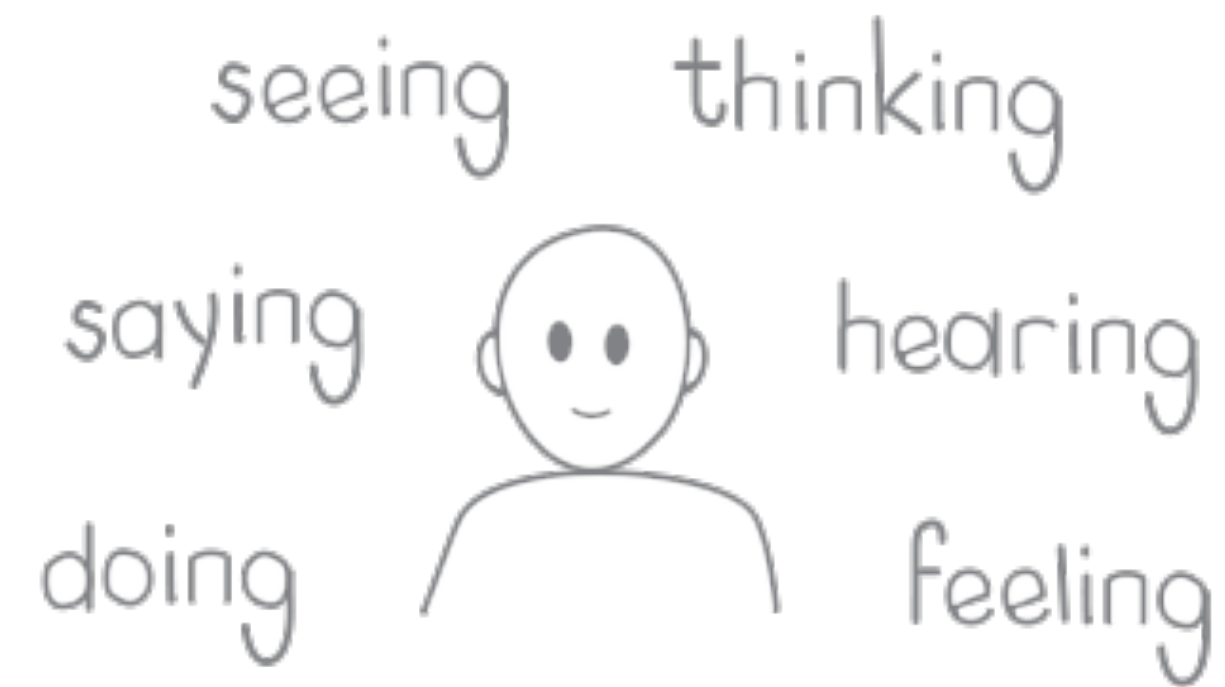**73%** of Americans own a desktop or laptop computer, same as 10 years ago

72% of Americans have Smartphones and global ownership rates are skyrocketing with emerging economies

45% of Americans have tablet computers at increasing rates

Ride Along

Persona Building

Journey Mapping

Empathize

Understanding Expectations

83% of people say a seemless experience across all devices is somewhat or very important

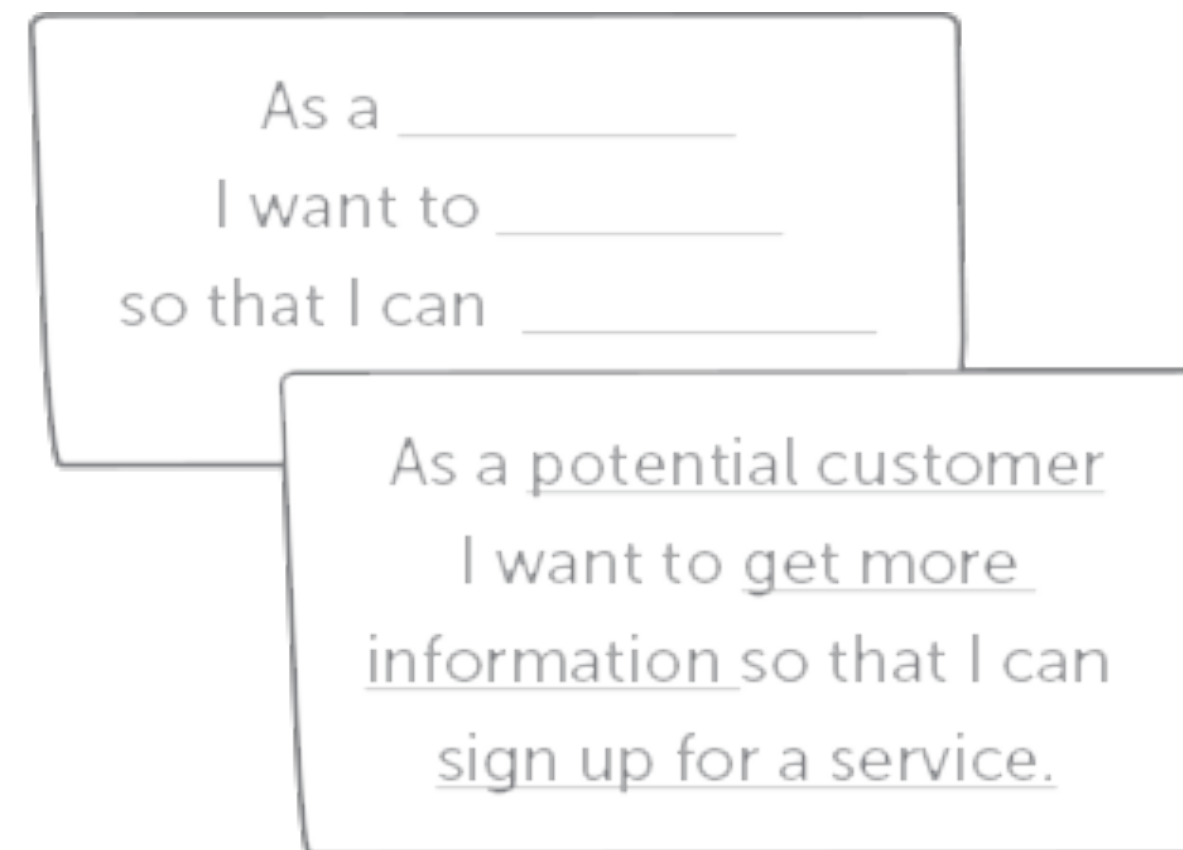**79%** of people who don't find what they want on a site will search another site to complete a task

52% said a bad mobile experience made them less likely to engage with a company
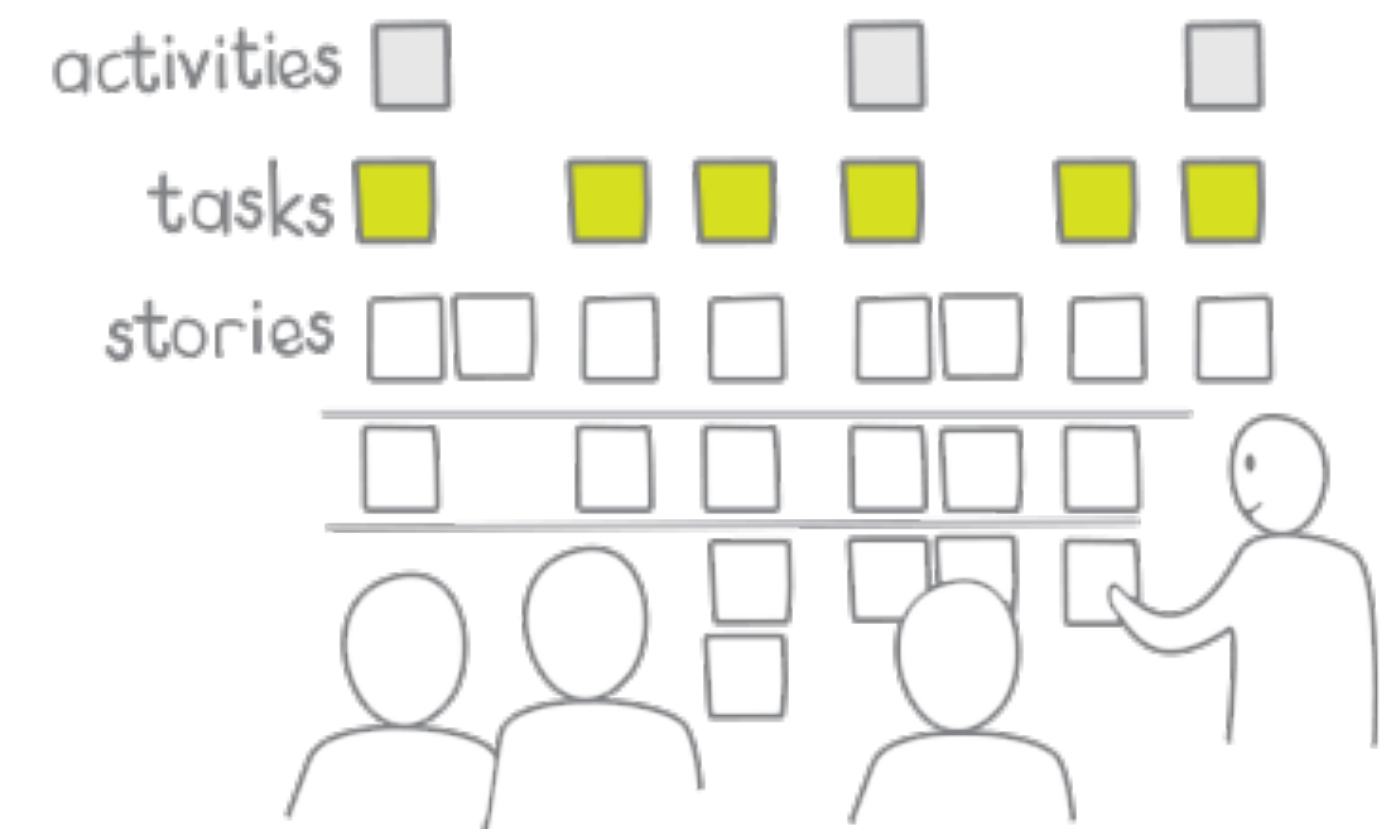
Identifying Themes

(strongest forces)

Scenarios

As a _____
I want to _____
so that I can _____

As a potential customer
I want to get more
information so that I can
sign up for a service.

Story Mapping

activities

tasks

stories

Define

CONTEXT + FORM

$$\frac{FORM}{VISUAL + CONTENT}$$

AWARENESS
Find Galvanize

CONSIDERATION
Receive More Info

APPLICATION
Successful Conversion

finds Galvanize!

sees what PHD alums are saying

searches schools

wants a more fulfilling career

visits landing page fills out form

NEW EXPERIENCE

events blog
news video
web

gets reminder

gets info and excited

schedules call time

reads blog

AA calls lead

application complete!

answer questions

call as scheduled

followed by acceptance, financing, scheduling term, enrollment, etc.

lead interupted not contextualized

AA at a loss lead lost

LANDING PAGE EXAMPLE

Example of a Journey Map for Context

Content's Still King

60% of consumers feel more positive about a brand after consuming content from it

70% of consumers learn about a company through a blogs

73% of people say video helps persuade them to buy a product or services

8 OF 10 consumers who signed up for emails from a brand in the past 6 months made a purchase based on what they received
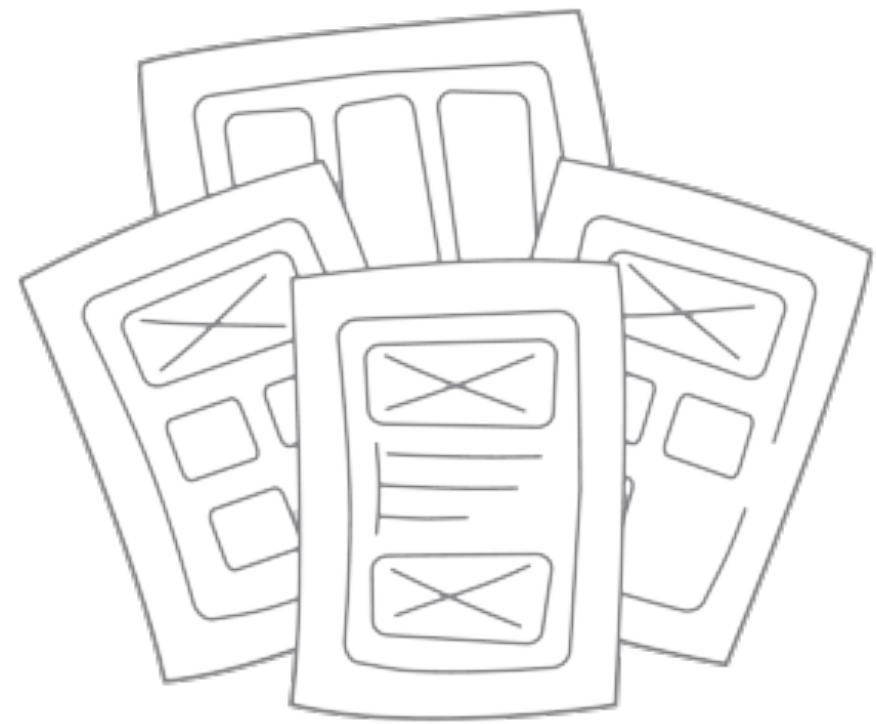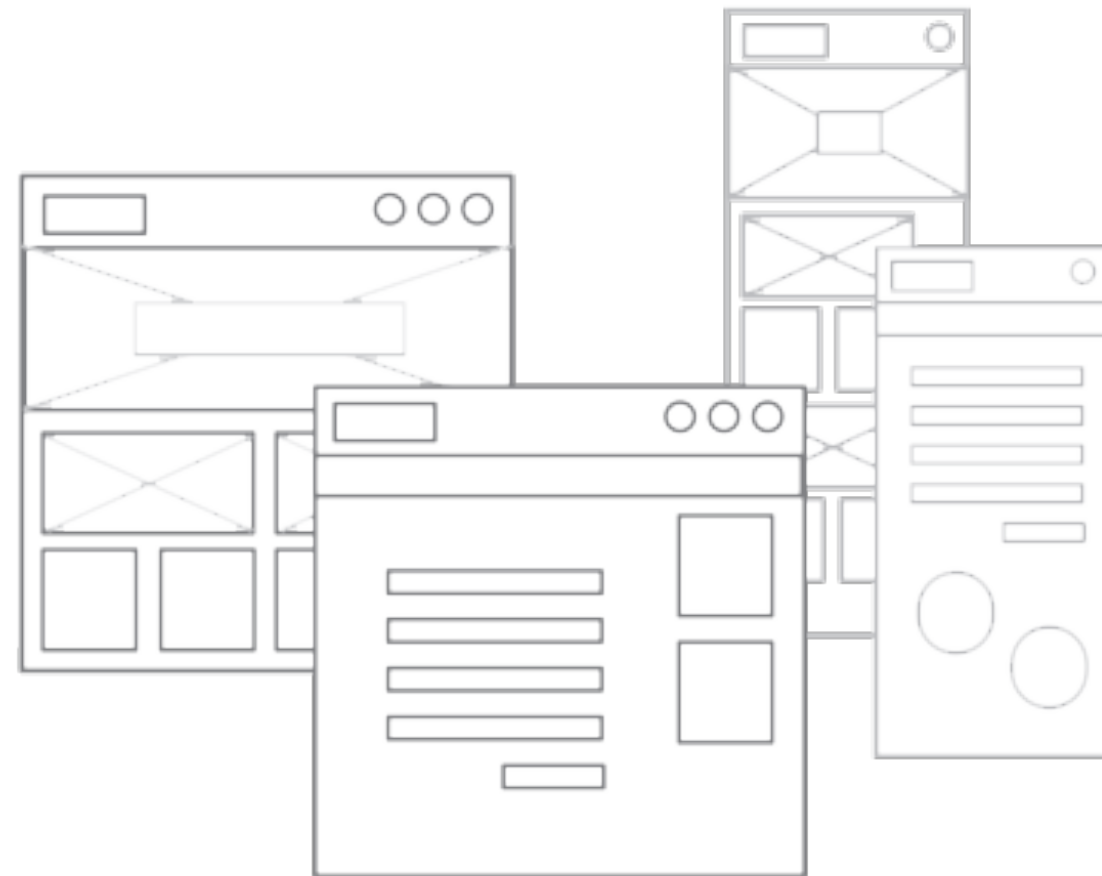
Diverge　　Collaboration　　Converge

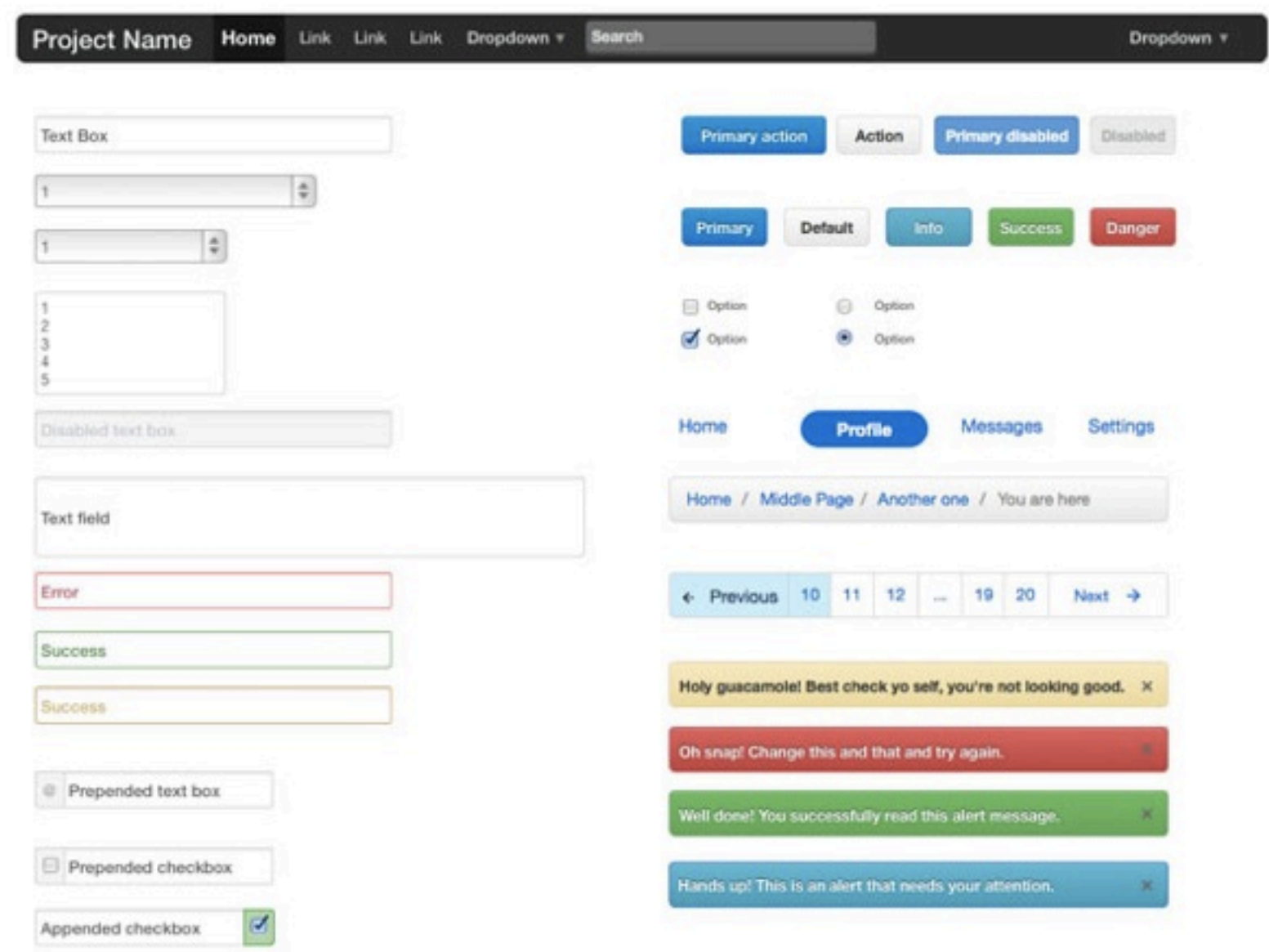How Might We?

Paper Prototypes

Wireframes

Clickable Prototypes

Ideate

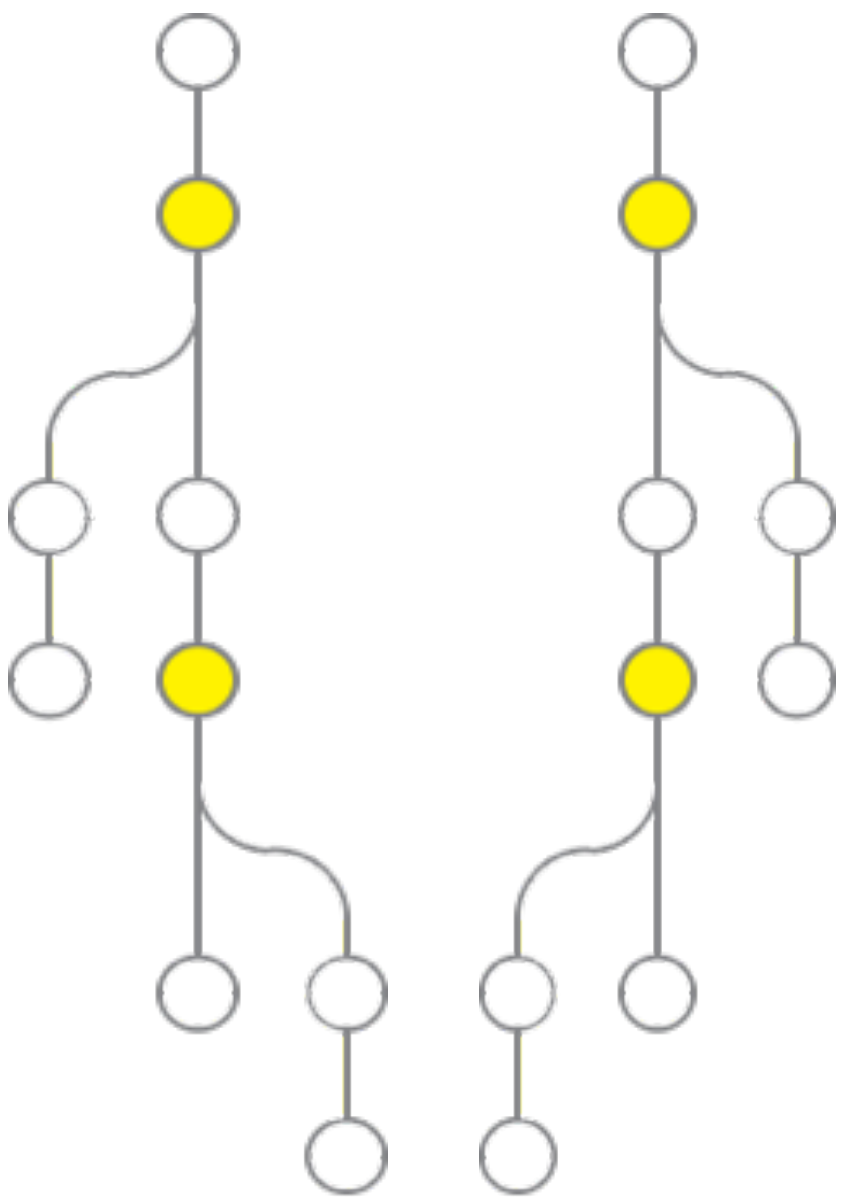# Frameworks

iOS

B

Material

And More!

UI Patterns & Components

Features & Workflows

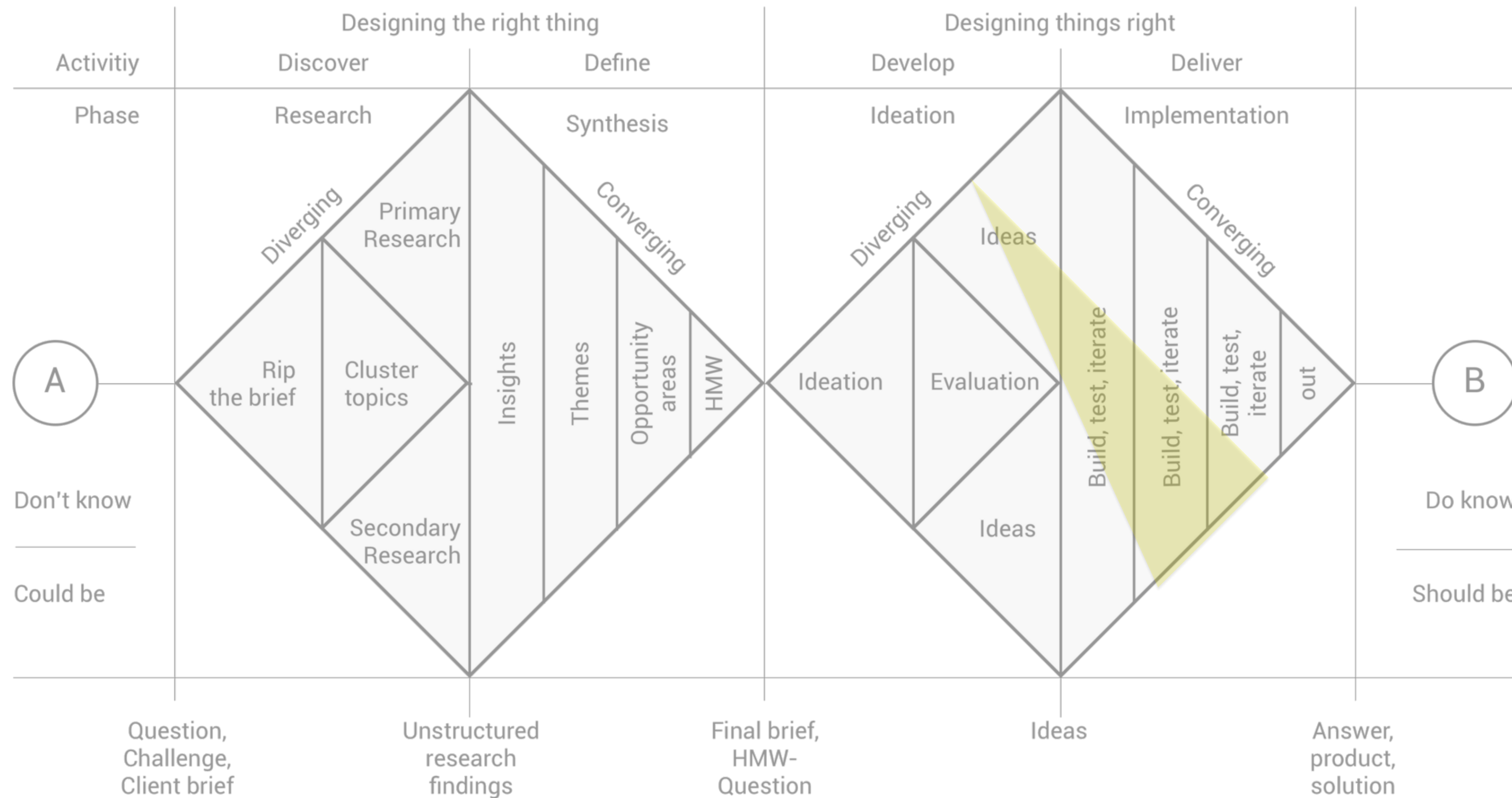# Develop

Design Thinking Gives Back

33-55% Reduction in development time by defining usability requirements up front and avoiding rework.

50% More acurate estimates for build time and cost with wireframes

83% Increase of Key Performance Indicators

BRITISH DESIGN COUNCELS' DOUBLE DIAMOND

Test, Iterate, Test, Iterate, Test, Iterate

Now go and do good