



Australian Government

Human Centred Design 101

Design questions and communicating design



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We'll record this session

Agenda

TO DO	DOING	DONE
<p data-bbox="224 439 687 501">05 Future planning</p> <p data-bbox="224 525 687 615">06 Ideation</p> <p data-bbox="224 639 687 729">07 Prototyping, testing and delivery</p> <p data-bbox="224 753 687 843">08 Showcase</p>	<p data-bbox="784 439 1248 529">04 Design questions and communicating design</p>	<p data-bbox="1370 439 1834 501">00 Kickoff</p> <p data-bbox="1370 525 1834 586">01 Problem definition</p> <p data-bbox="1370 611 1834 701">02 Interviewing people</p> <p data-bbox="1370 725 1834 786">03 Themeing and insights</p>

What we want to cover today

- How might we? Questions
- Introduction to personas and journey maps
- Agree on the persona for journey mapping

Turning an insight into a Design Question

1. Let's revisit your insights from last session:
 - Jump into Miro
 - Identify the opportunity from this insight
 - Write it as a design or “How might we...?” question
- A. **Insight:** Our new residents look for companionship because they often feel isolated and lonely in their first month.
- B. **“How might we...** provide companionship to our new residents so they feel less lonely and isolated in their first month.”

Reflection – Design questions



1 – 2 days

- Objective: Frame research finding to stimulate idea generation for solution; further refine focus of the research for the next design phase
- Output: A compelling and well framed question/s that can be used as a starting point for solutions thinking

As a tool:

Frames thinking about potential solutions.

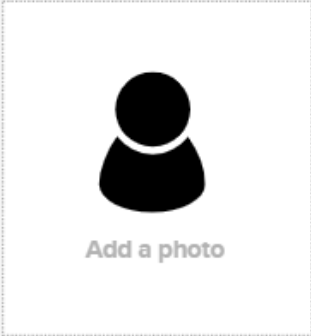
In a project:

Frames the team's thinking about potential solutions in a way that connects evidence and opportunities.

Proto personas

- Humanise our users when we don't have enough data for a persona
- Articulate their goals
 - What did you learn in the interviews?
- Create the focus for the journey map

Proto-Persona Persona 1




Add a photo

Persona Name
Title/ Description, Age

"Quote that exemplifies your persona in some way"

WHAT ARE THEY TRYING TO DO?



Agree on our users

1. In your teams

- Jump into Miro
- Locate the Miro board for your team number
- Agree on **1 or 2** proto personas for your map
- Decide their high level goal.
 - What are they trying to achieve by going on the journey?



NEXT TIME
Journey mapping



Thank you for your time and energy today

Don't forget:

Jump into Miro and have fun

