



Australian Government

# Human Centred Design 101

## 01 Problem definition



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We'll record this session

DISCOVER



# Problem identification

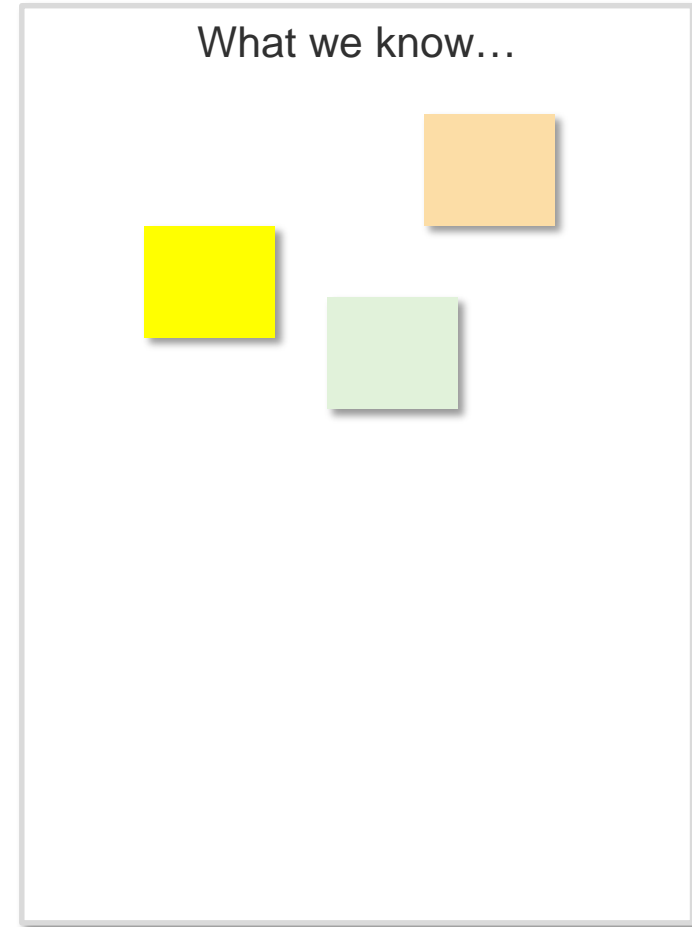
## Learning outcomes:

- Articulate a problem statement
- Identify the scope of the problem
- Identify affected stakeholders



# Check it out (desktop research)

- Share back your desktop research
- Let's jump into Miro
- Individually share back what you learned in your desktop research:
  - What we know...
- As a team, read out and move your post-its under *What we know*, grouping similar answers together (this is called theming or clustering).

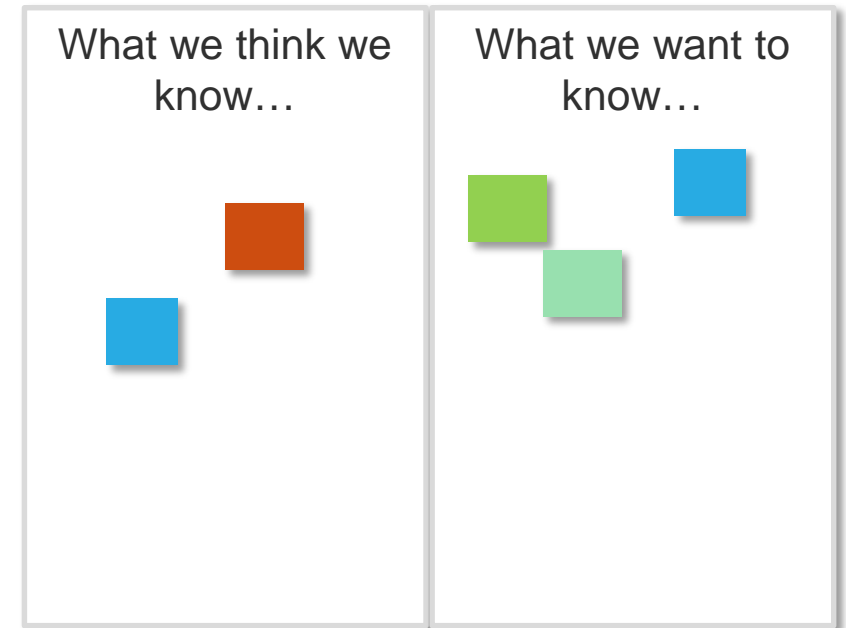




# Check it out (desktop research)

Check out your problem by doing some desk top research.

1. Spend 5 minutes on **What we *think* we know...**
  - This comes from our own experience or experience of those we know
  - Share back
2. Spend 5 minutes on **What we *want* to know**
  - Share back



# Reflection – Check it out



Dependent problem area, time available and team – can be as little as 2 hours

As a tool:

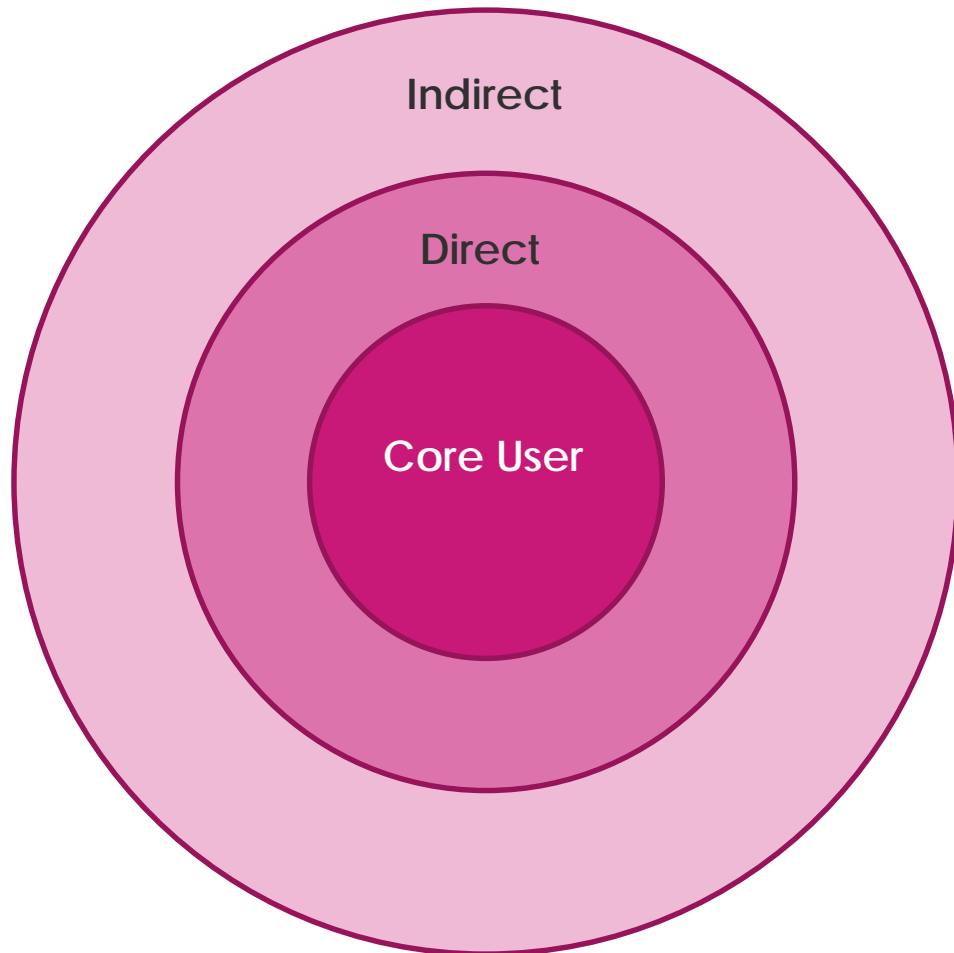
Used to clarify the understanding of an area of research at a point in time.

- Objective: Develop a clear understanding of the team’s knowledge, assumptions and research to be done; provide context for the challenge being investigated.
- Output: A document outlining research to date and a starting point for a discussion guide.

In a project:

Establishes the knowns and unknowns held by the team before research starts. This helps to clarify where the project team should focus their upcoming work for the best value. This activity can also be extended into a full literature review.

# Activity – Actor mapping



1. **As a team:** brainstorm on post-it notes all of the other actors who might be involved in your problem
2. **Plot them on the map** depending on how close they are to your core user, or how affected they are by the issue

# Reflection – Actor Mapping



30 – 45 mins

- Objective: Identify key stakeholders for the research; prioritise different stakeholders and actors to guide research
- Output: A stakeholder map showing each actor's relevance to the core user

As a tool:

Helps to establish the key people affected by a piece of work.

In a project:

Helps to identify the key people who will be affected by the work. Achieve agreement on core user.

Shows who the team could approach for research, testing and any opportunities for collaboration.



# Quick break

Take 8 minutes to stretch, grab a snack or a cuppa



# Drafting a problem statement

- We are going to put you into **three** breakout groups.
- Jump into Miro and navigate to the matrix with your team number
- Work together to brainstorm WHO, WHAT, WHERE & WHY

***Bring it all together to create a problem statement summarising your Who, What, Where, Why***

## WHO

Who experiences this problem?

*List the people impacted and the criteria that defines them. How does the problem impact them?*

## WHAT

What's the problem to be solved?

List the symptoms not the solution.

Note: these symptoms *are not* written as questions

## WHERE

Where and when does the problem occur?

e.g. the workplace

What is the extent of the issue?

## WHY

Why does the problem need to be addressed?

Why now?

What would happen if it wasn't addressed?



## **Draft your problem statement: Bring it all together**

***Create a 1-2 sentence problem statement summarising your Who, What, Where, Why***

***Example:***

Our new residents spend a large portion of their day on their own either in their rooms or in the common areas.

This has the potential to lead to social isolation and contribute to the risk of declining mental and physical health. This problem should be addressed to allow our new resident the best possible chance to quickly assimilate into their new home.

# Principles of a problem statement

- Make it human
- Broad enough for creative freedom
- Narrow enough to make it manageable
- Make sure the solution is not baked in
- Make it emotive
- Make it appropriate for your constraints (time, users who are available)



## Share back your draft problem statement

We'll get a volunteer from 1-2 teams to share your draft problem statement briefly.

Raise your hand if you're happy to share



# Reflection – Problem statement



½ day +

- Objective: Determine the focal point for your challenge; refined understanding of scope for the whole team; sponsor agreement to research focus
- Output: A single sentence that cuts to the heart of the purpose and people affected by a piece of work

As a tool:

Use it to refine your thinking about what you're doing, who it affects and why it really matters

In a project:

Supports the team to agree on the exact outcomes, constraints and human needs that the project is addressing.

Creates a tight mission statement that the team can use to navigate for the life of the project.




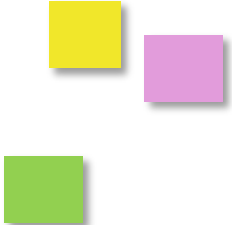
# Park your hunches and hypotheses

1. Jump into Miro and individually (5 minutes) add:

**A. Hunches:** What you think you will find out (i.e. assumed problems) when you talk to your users

**B. Hypotheses:** Any top of mind solutions (i.e. assumed 'answers') that you think will solve your problem

2. As a team, read out your hunches and hypotheses group similar ones together.

Hunches	Hypotheses
	

# Reflection – Hunches and Hypotheses



45 – 60 mins

- Objective: Identify assumptions; uncover any unconscious bias before entering into research period
- Output: Documentation showing the team's hunches about what users will say and hypotheses about potential solutions

As a tool:

Identify and articulate assumptions about work that's underway.

In a project:

Grounds the team before research by drawing out stereotypes and assumptions.

Creates a record of early project thinking that can be used as a reference point for how thinking has changed (and how it might be different to what their colleagues still think).





**NEXT TIME**  
**Empathising and**  
**interviewing people**





# Thank you for your time and energy today

Don't forget:

Jump into Miro and have fun

