

Community-Centered Actions through Human Centered Design Thinking

Meredith del Pilar-Labarda, MD, DSD

University of the Philippines Manila-School of Health Sciences
Social Innovations in Health (SIH)

Barriers to Innovation

**What prevents you
from doing
innovations?**



Barriers to Creativity and Innovation

The 10 Mental Locks



The Right Answer
Isa lang ang tamang sagot



That's not logical
Wala 'yang sense



Follow the rules
'Dun tayo sa proven at tested



Be Practical
Hind 'yan posible



Play is silly
Trabaho, hindi laro



That's not my area
Hindi ako tinuruan diyan



Don't be foolish
Magseryoso ka nga



Avoid Ambiguity
Ang labo niyan



Avoid Mistakes
Iwasang magkamali



I'm not creative
Hindi yan natural sa akin

Removing Barriers through Design Thinking



DESIGN THINKING and HUMAN-CENTERED DESIGN

Designing WITH and FOR the People

Deepening Innovations: Design Thinking

*“Design thinking is a **human-centered approach** to innovation that draws from the designer’s toolkit to integrate the **needs of people**, the **possibilities of technology**, and the **requirements for business success**”*

- Tim Brown, CEO of IDEO

Design thinking starts with people and ends with solutions.

Design Thinking and Human-Centered Design

Robin Lim's Bumi Sehat Clinic



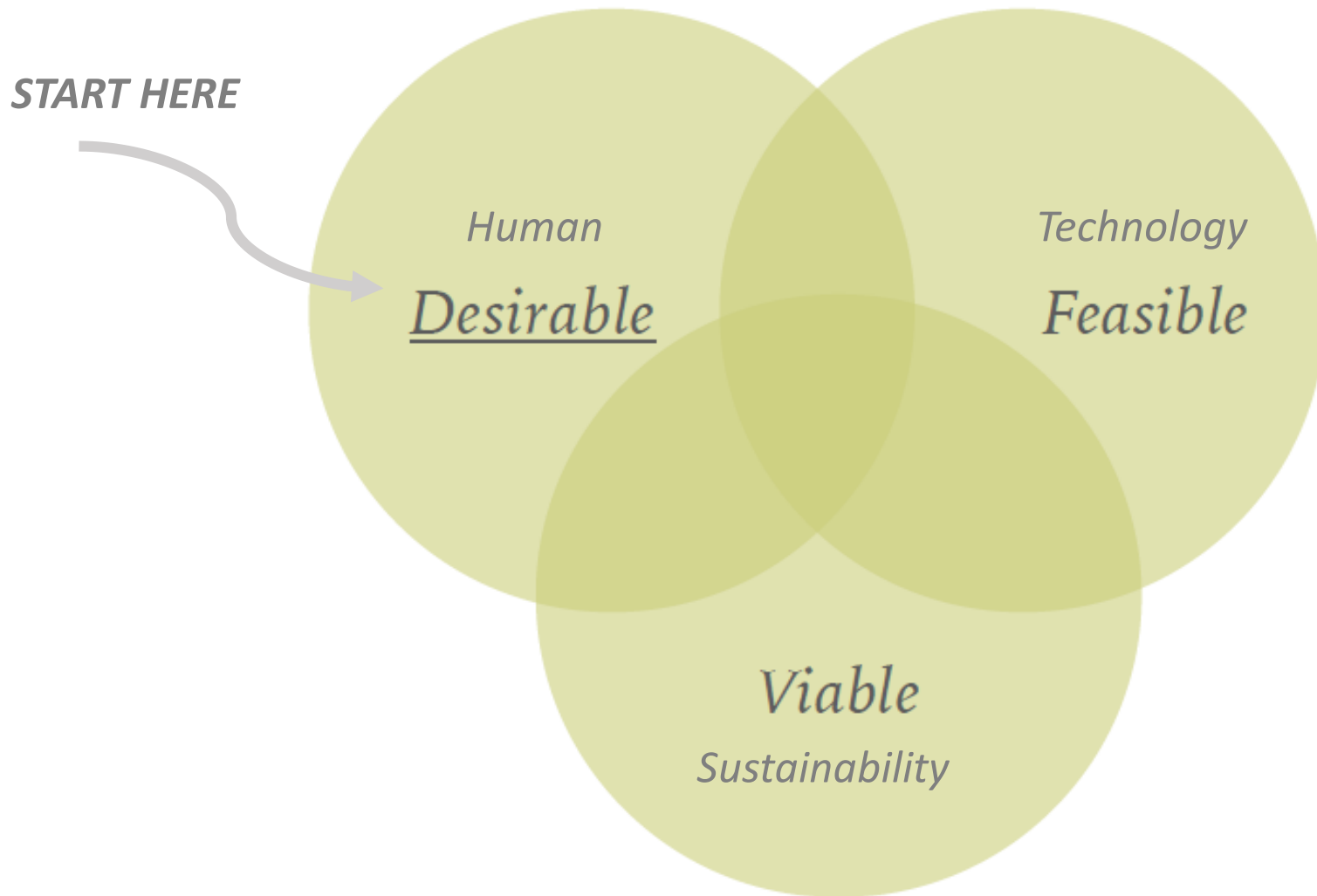
Pictures from: <https://www.youtube.com/watch?v=KCIWY4VaoOA>

Design Thinking and Human-Centered Design



Source: Radiology Department, Children's Hospital of Pittsburgh

Design-Thinking Characteristics



Design Thinking in Practice

DESIGN A WALLET FOR YOUR PARTNER

DESIGN CHALLENGE

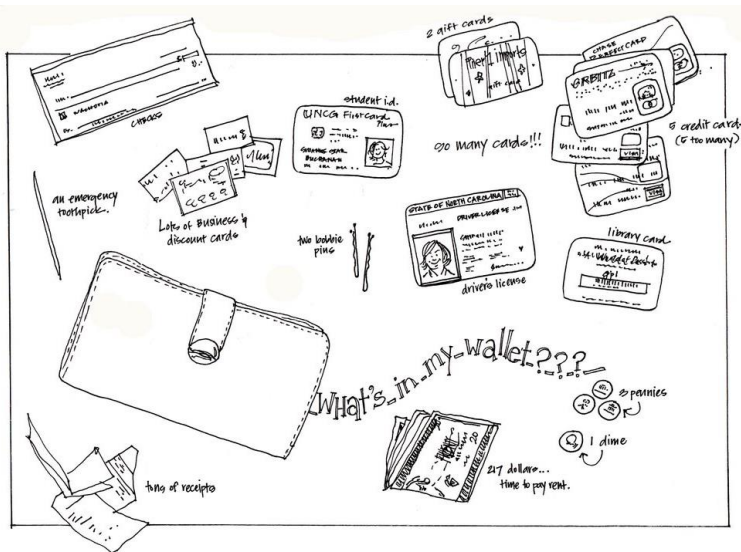
the IDEAL wallet

Ultimate Impact:

Improve the daily life of my partner

Design Question:

How Might I Provide the Best Wallet Experience for my partner to assist his/her daily life?

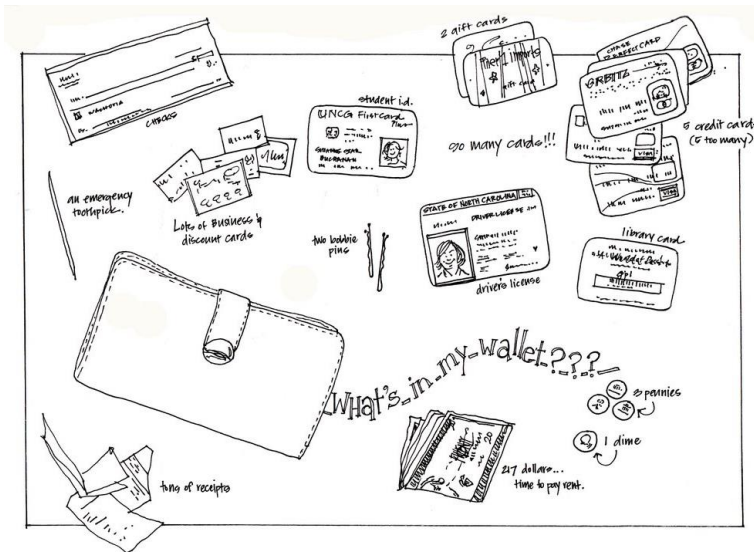


Design Thinking in Practice

DESIGN A WALLET FOR YOUR PARTNER

DESIGN CHALLENGE

the IDEAL wallet



1. Interview your Partner about his/her daily life.

Dig Deeper – examine their wallet, ask WHYs, listen and understand

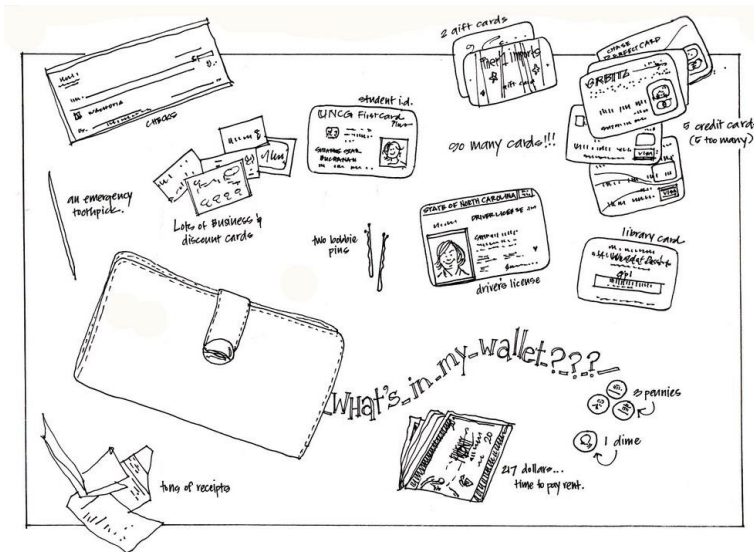
- Partner A (8 mins)
- Partner B (8 mins)

Design Thinking in Practice

DESIGN A WALLET FOR YOUR PARTNER

DESIGN CHALLENGE

the IDEAL wallet

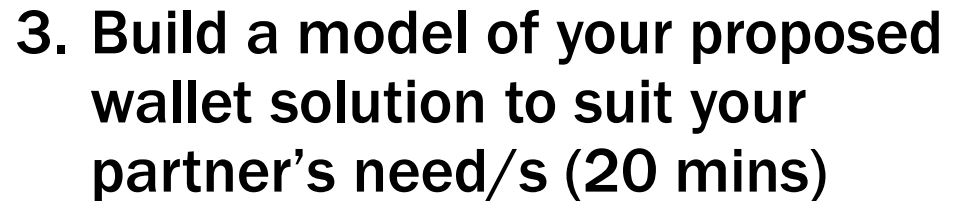


2. Reflect and define the issue with the current wallet. (10mins)

- Find themes/insights from the interview notes
- What specific questions from the themes/insights are emerging that you want to highlight or address?
- Brainstorm for ideas on possible solutions to the questions

DESIGN A WALLET FOR YOUR PARTNER

the IDEAL wallet



- Source: The Wallet Project. Stanford d.school

Ultimate Impact: Improve the daily life of my partner.

How Might We Question: How Might We Provide the Best Wallet Experience To My Partner?

OUR CONVERSATION
(Empathize & Dig Deeper)

What is his/her experience?

Dig Deeper: What is Important to them? ASK WHYS

MY FINDINGS

What is he/she trying to achieve? *Learning*

Themes & Insight Statements

What are more specific How Might We Qs?

MY BIG, RADICAL IDEAS

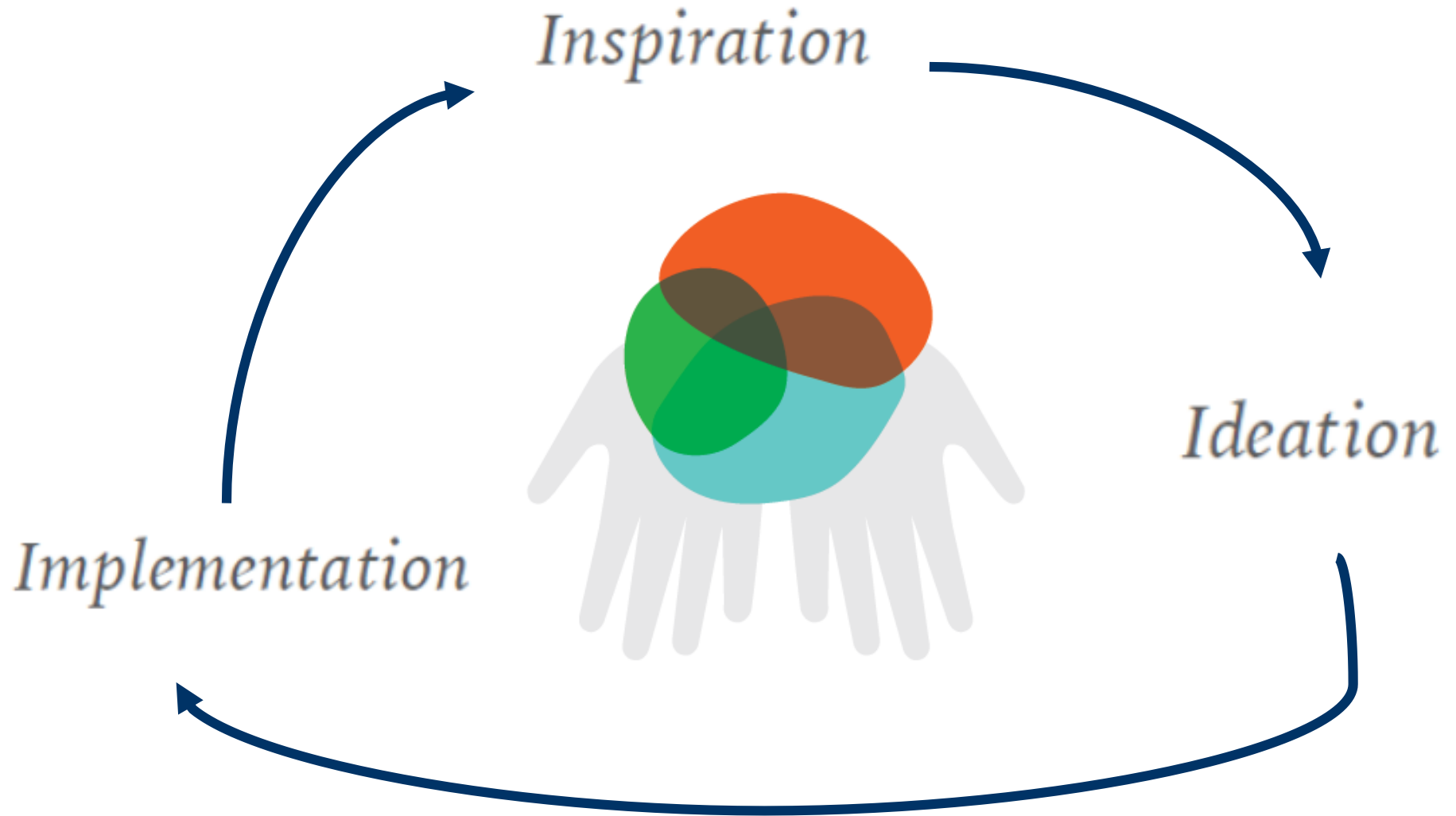
What are the radical ways to meet his/her needs?

Processing

- 1. How was the experience? As designer?
As receiver?**
- 2. What were the steps involved?**



Design Thinking Process



Design Thinking Process



INSPIRATION

Getting Inspiration

- Frame your design challenge
- Do research
- Create a plan
- Conduct field research



IDEATION

Steps in Ideation

- Synthesis
- Brainstorming
- Rapid Prototyping



IMPLEMENTATION

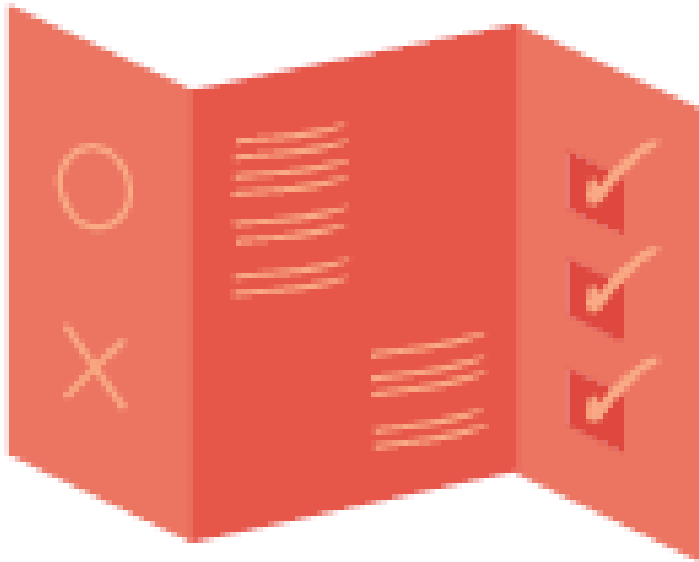
Implementation

- Live Prototyping
- Pilot Testing
- Keep Iterating

Design Thinking: INSPIRATION



Design Thinking: INSPIRATION



Create a Project Plan and Do Field Research

- Plan out your interview and supporting research
- Organize team, logistics for field research
- Create calendar, study budget and resources, etc.

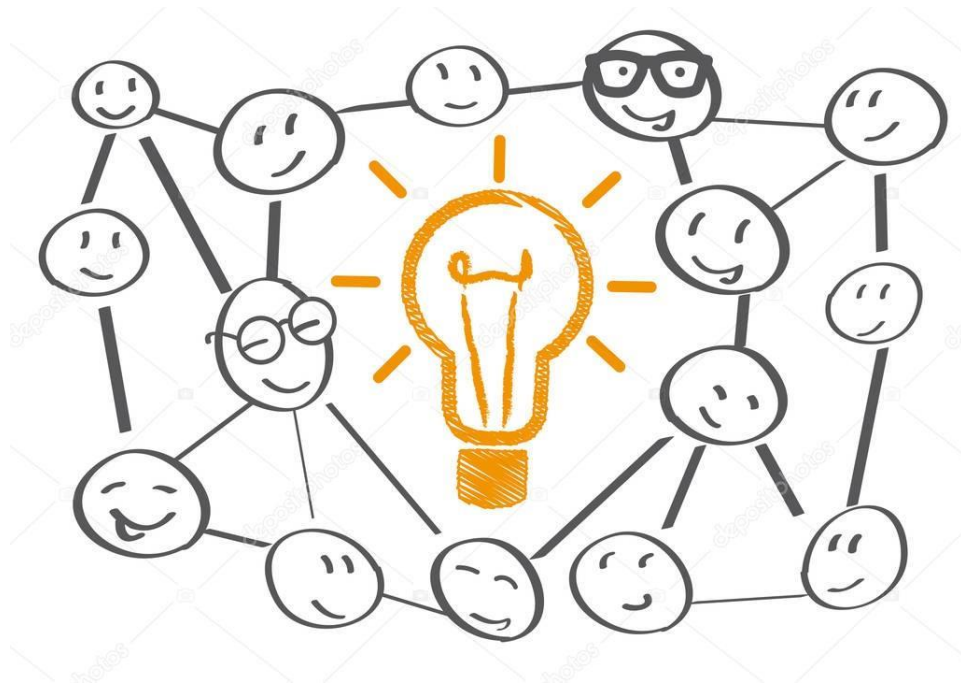


Design Thinking: IDEATION



IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



Steps in Ideation

- Synthesis (Themes)
- Brainstorming
- Rapid Prototyping

Design Thinking: IDEATION

BRAINSTORM



Brainstorm solution ideas from your chosen specific questions in the Synthesis

Take note of the Brainstorming rules

PROTOTYPING

1. Build a rough model or prototype of your proposed solution/s



Physical



Digital



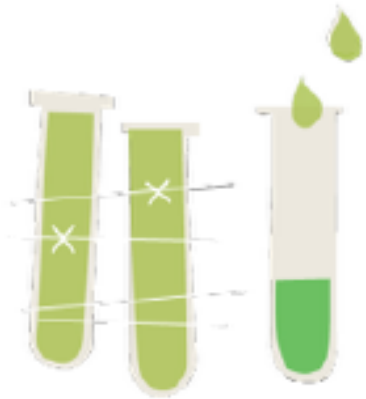
Environments



Services

2. After building your solution/s, return to the people you interviewed and **GET THEIR FEEDBACK** on how to improve your solution.
3. After getting feedback, improve your model/prototype integrating the feedback from your interviewees/end user or **CO-CREATE** the improved design with them

IMPLEMENTATION



Keep Iterating

Testing, getting feedback, and iterating will help you get a great solution to market and how to push it forward.



Live Prototyping

A Live Prototype is a chance to run your solution for a couple weeks out in the real world.



Pilot

A Pilot is a longer-term test of your solution and a critical step before going to market.

Creating your Action Plan

Municipality: _____

My Design Health Challenge (HMW): _____

WHAT?

What is our municipality's main health challenge?



WHO?

Who are the People/groups we need to engage or talk to?



WHERE?

Where can we observe do an interview or do an immersion to better understand the challenge?



WHAT ELSE?

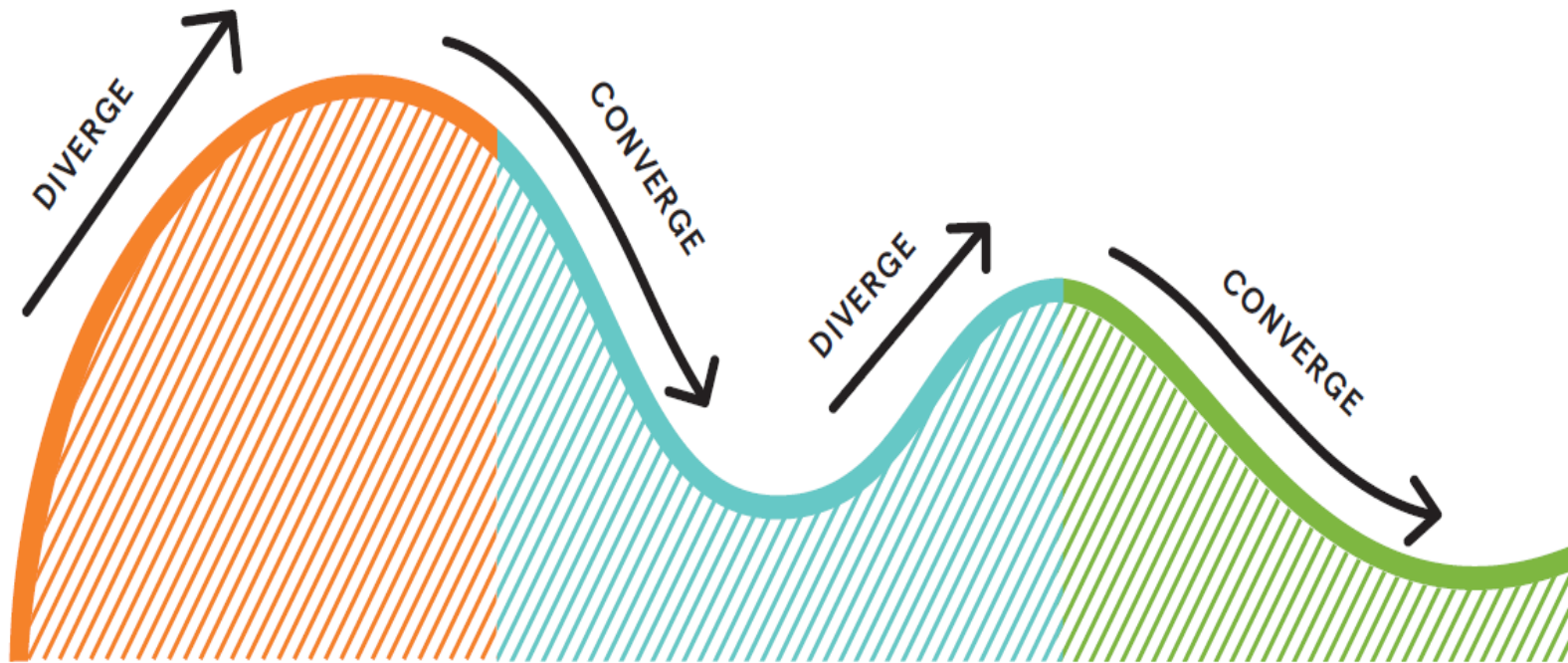
What else do we want to explore and discover about our health challenge?



OUR FINDINGS (Learning Themes and Insights)

OUR BIG. RADICAL IDEAS/SOLUTIONS

Trust the Process even if it's Uncomfortable



Design Thinking Mindsets

- 
- An illustration featuring two stylized human profiles in pink, facing each other. Between their heads is a large, glowing yellow lightbulb. Inside the lightbulb, a smaller, fainter lightbulb is visible. The background is a solid light pink color. On the left and right sides, there are faint, light blue cloud-like shapes with white outlines.
- 1. Creative Confidence**
 - 2. Make It (*Visual and tactile*)**
 - 3. Learn From Failure**
(Fail Fast, Fail Forward)
 - 4. Empathy (*Human-Centered*)**
 - 5. Embrace Ambiguity**
 - 6. Optimism**
 - 7. Iterate, Iterate, Iterate**


Reflection

- 1. Refer back to your remaining challenges.**
- 2. How can I apply the Design Thinking process to come up with creative solutions to address the challenge?**



JOHN ORTBERG
author of THE LIFE YOU'VE ALWAYS WANTED

IF YOU WANT TO
WALK ON WATER,
YOU'VE GOT TO
GET OUT
OF THE
BOAT

A red boat's prow is visible at the bottom center of the image, pointing towards the horizon. The boat is on a blue sea with white-capped waves. The text "GET OUT OF THE BOAT" is superimposed over the sea, with the boat's prow passing through the word "BOAT".

MARAMING SALAMAT PO!

Adopted from ZFF's MLGP Module 3 cycle 2 session on
Co-Creating Community-Centered Actions thru Design Thinking (2018), as modified