

**DESIGNING FOR IMPACT:  
LEVERAGING HUMAN-CENTERED  
DESIGN FOR GOOD**

**Date: 01/25/2021**

**Eileen Wagner**

**Eastern Partnership**

# HI, I'M EILEEN

I'm a designer in  
civic tech.

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Program Director at a design nonprofit, Simply Secure

Previously: Open Knowledge Foundation Germany, Code  
for Germany, Prototype Fund

Previously previously: mathematical logic & philosophy



# WHAT I DO

**Research, design, and consulting**

**Facilitation at events and gatherings**

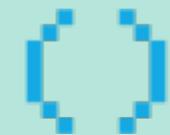
**Writing, toolkits, pattern libraries, videos**

**Topics include: privacy, safety, security, decentralisation, civic tech, digital participation, data visualisation**



FORD FOUNDATION

**moz://a**



OPEN TECHNOLOGY FUND



Prototype  
Fund



OMIDYAR  
NETWORK™

**CS&S**

**Code for  
Science &  
Society**

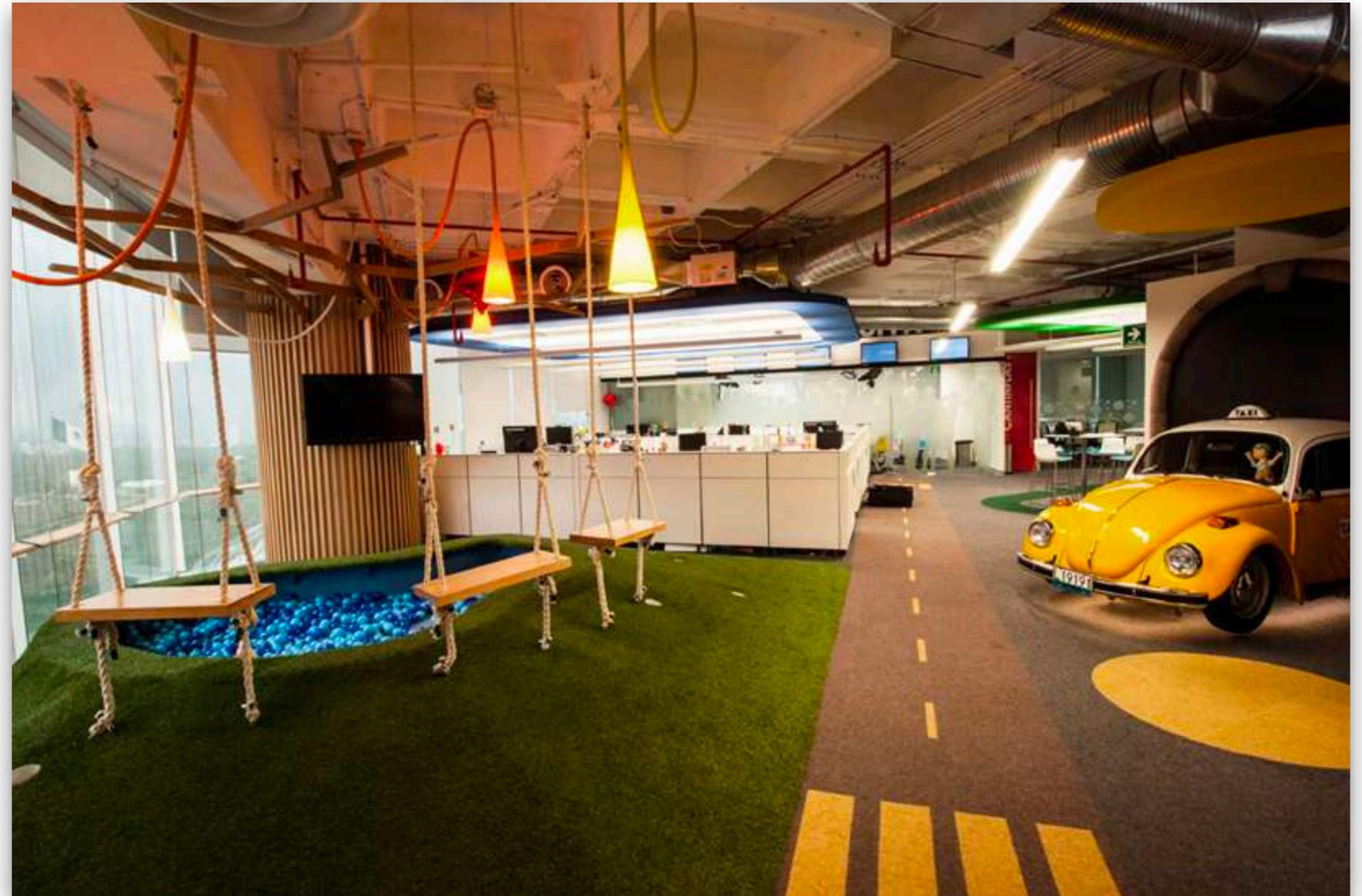


**HUMAN-CENTERED DESIGN  
— FOR GOOD!**



UX/UI Design?

# Agile and Innovative Work Structures?





# What is design?

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“To design is to devise courses of action aimed at changing existing situations into preferred ones.”

— Herbert Simon.



Designers have a qualitatively different way of working from other fields – playful, illogical, creative – and it's uniquely well-suited to working on complex, ill-defined, “wicked” problems

The Good Fight

The Eye



MAKER PARTY



MOZILLA DEVELOPER NETWORK



ALL HANDS

For the Internet of People

The Connector



Mozilla



Mozilla Egypt



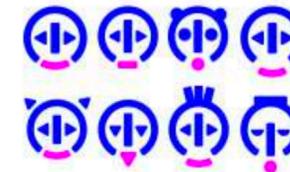
Mozilla Brasil

Choose open

Open button



Mozilla



For the Internet. Of People.

With you from the start

Protocol



M:// Old ideals. New ideas.

M:// Pioneers of a better Internet.

M:// Turning ideas into ideas.

Wireframe world



Mavericks, united

The Impossible M



MOZILLA



Flik Flak



Mozilla's new brand



OXO Good Grips

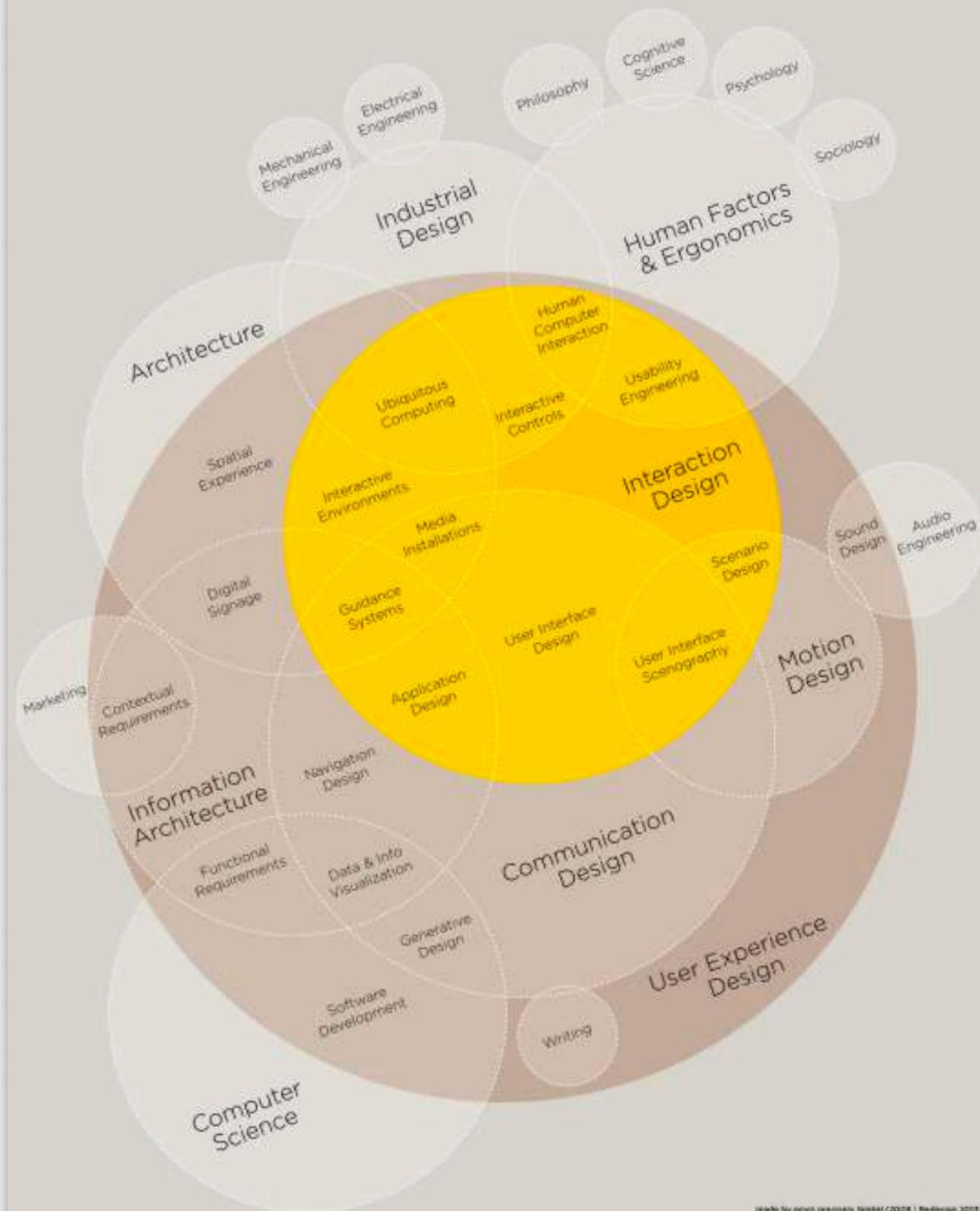


Obama's 2008 campaign



Information architecture

# The Disciplines of User Experience Design

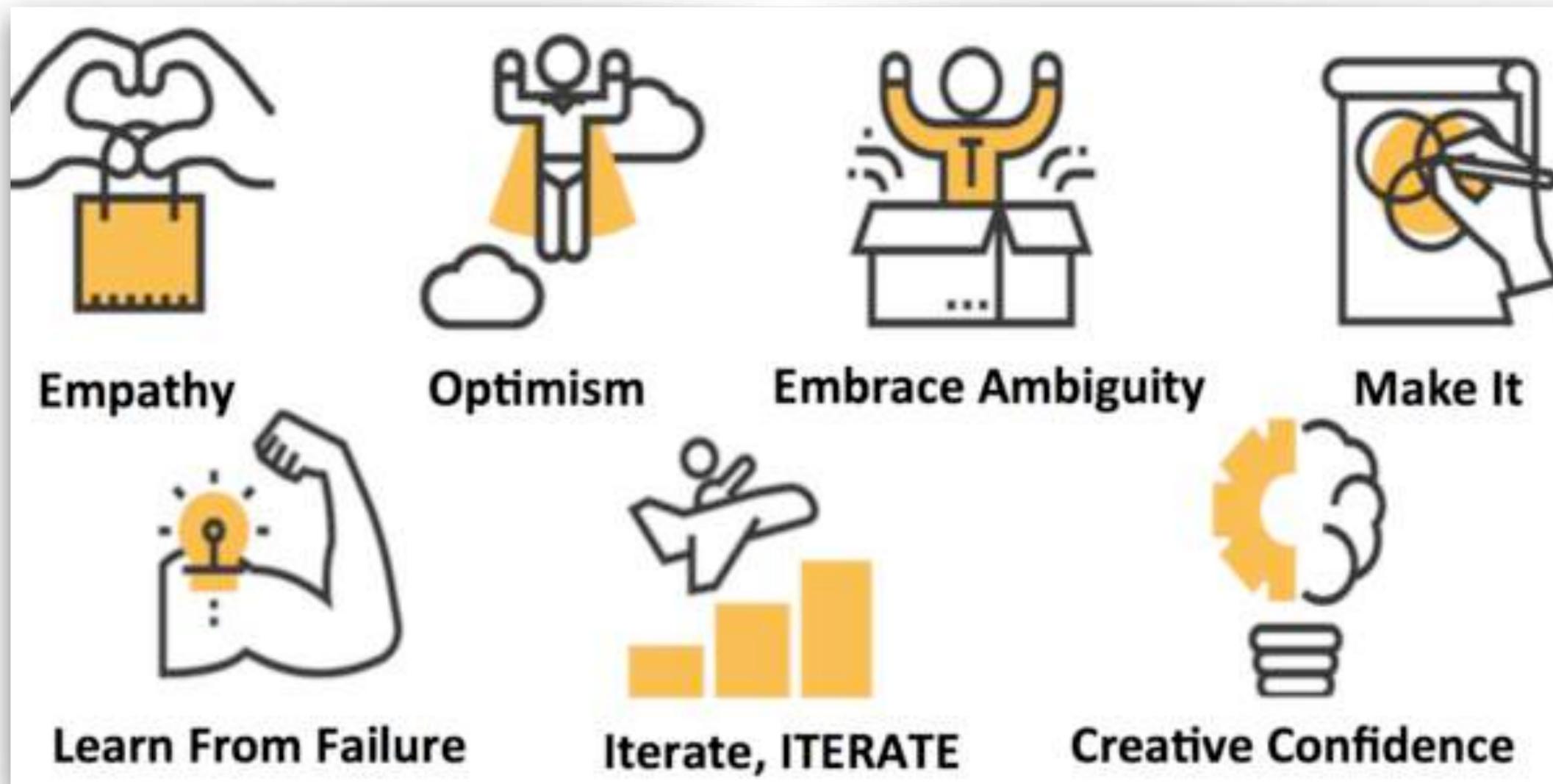


Dan Saffer (2008)

# What is human-centered?

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A set of first principles based on **empathy**, **human needs**, and **participation**.



IDEO (2000s)



Field research (IDEO)

A line drawing in a light brown color showing two people from the chest up, looking at a large document. The document contains a flowchart with several boxes and arrows. One person is pointing at the document with their right hand, while the other looks on. The drawing is minimalist, using only outlines.

# Qualitative Research

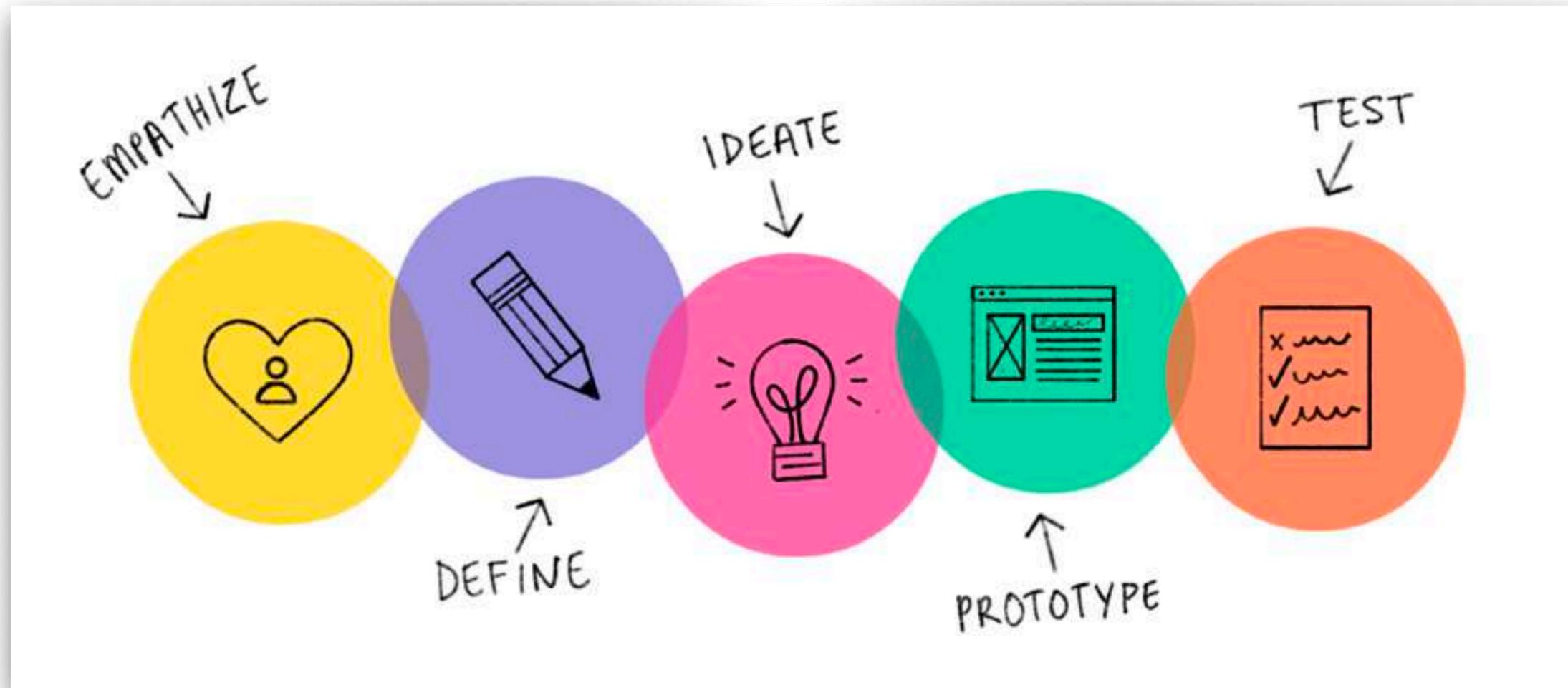
AT CODE FOR AMERICA

**Researchers at Code for America seek to understand the beliefs, needs, and values of people to create a foundation for innovative and life-changing products and services. Research is fundamental to developing government services that better and more equitably meet the needs of communities. Raising the bar on research raises the bar on quality and effectiveness for everything we seek to do.**

# What happens when you put them together?

A designer's mindset paired with values around human needs:  
a **social technology** that can be applied to almost anything\*

# “DESIGN THINKING”



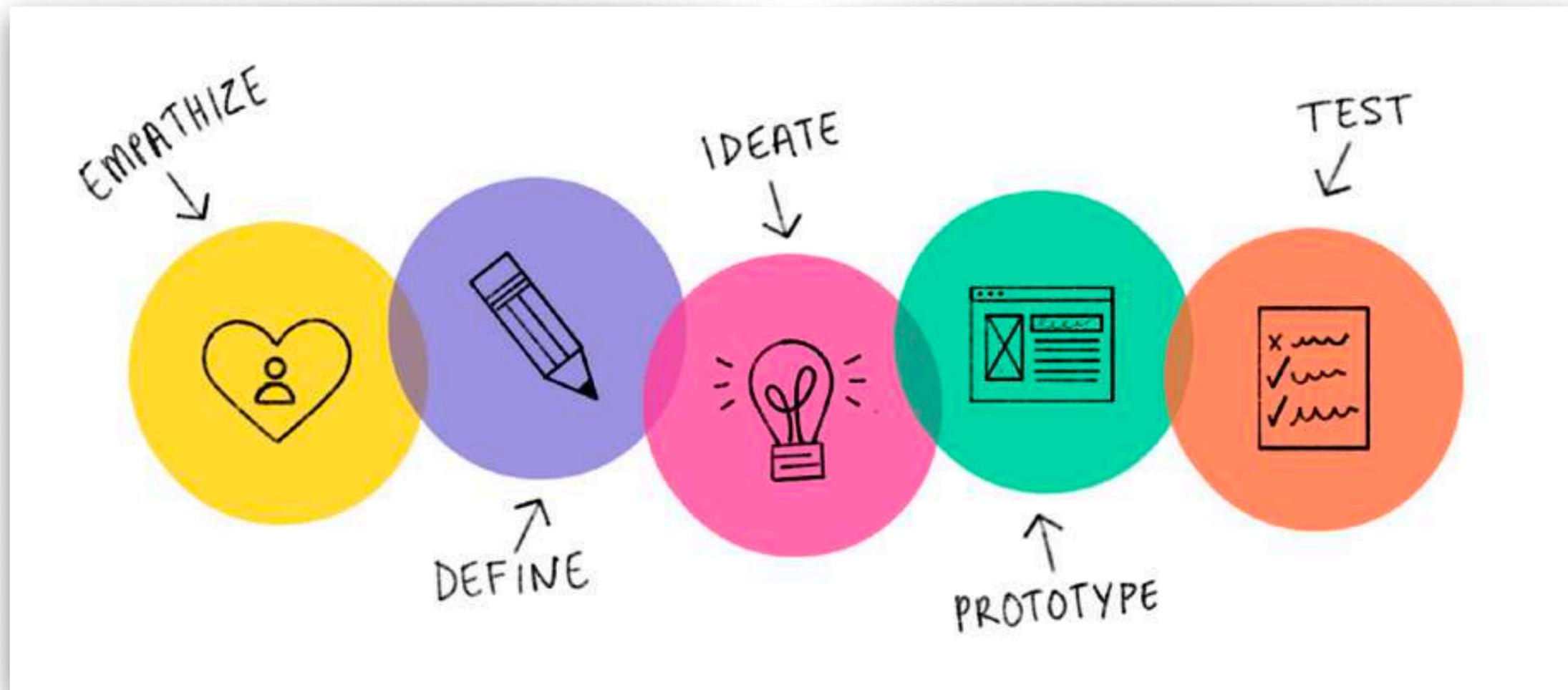
**Congratulations!**



You are a designer.

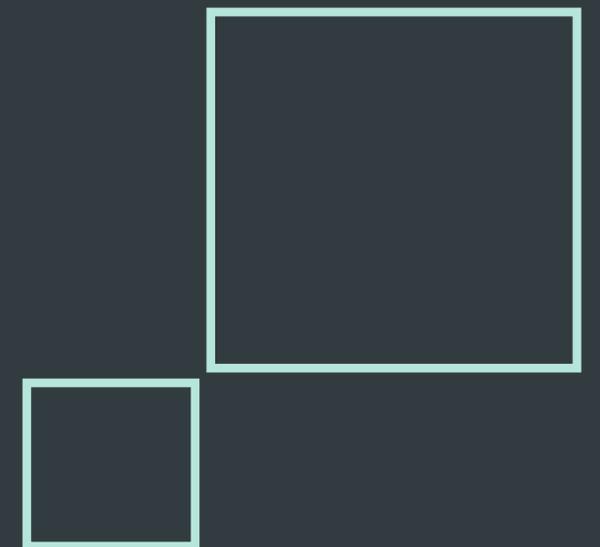
# USE CASES

- Find out what's working and not working with your current project.
- Design policies and programs based on people's needs and experiences.
- Discover issues that your target audience has.
- Validate your approach with real users.
- Build in a feedback loop.
- Come up with creative solutions to hard problems



- Not every project goes through every phase.
- Most projects go through phases repeatedly.
- There are many methods for each phase.

*How do you implement these in practice?*



# 4 STAGES OF HCD FOR CSOS

## 01

### **Adopting a design mindset**

Looking at products and services from a human-centred perspective. How usable and accessible are things, how can we improve?

## 02

### **User research**

Who are our users? Who are our desired users? What are their needs and challenges, hopes and aspirations? Develop new ideas for them.

## 03

### **Consequence scanning**

Use HCD to understand systems and design programs that allow for more impact, through service design, logic models, and more.

## 04

### **Co-creation**

Invite people to participate in the design of policies and campaigns themselves, involve them every step of the way.

# There's no easier way to build, launch, and manage government sites.

Federalist is a publishing platform for modern [21st Century IDEA](#) websites.

## Trusted and scalable

- 134 production .gov sites
- 9 federal agencies
- 100+ million visitors per year
- 400+ prototypes developed
- 639+ updates per week

### HOW IT WORKS



Design systems



Deutschland ist ein demokratisches Land.  
Das heißt:  
Die Menschen in Deutschland können  
das politische und gesellschaftliche Leben  
gemeinsam gestalten und verändern.  
Damit sie das tun können,  
müssen die Menschen gut informiert sein.  
Unter gesellschaftlichem Leben versteht man,  
das Zusammenleben aller Menschen.

---

Simple  
language

## A - Critical

1. [Site is keyboard accessible](#)
  - All interactions can be accessed with a keyboard
2. [Site is free of keyboard traps](#)
  - The keyboard focus is never trapped in a loop
3. [All form inputs have explicit labels](#)
4. [All relevant images use an img tag](#)
5. [All images have alt attributes](#)
6. [Multimedia is tagged](#)
  - All multimedia has appropriate captioning and audio description
7. [Text has sufficient color contrast](#)
  - All text has a contrast ratio of 4.5:1 with the background

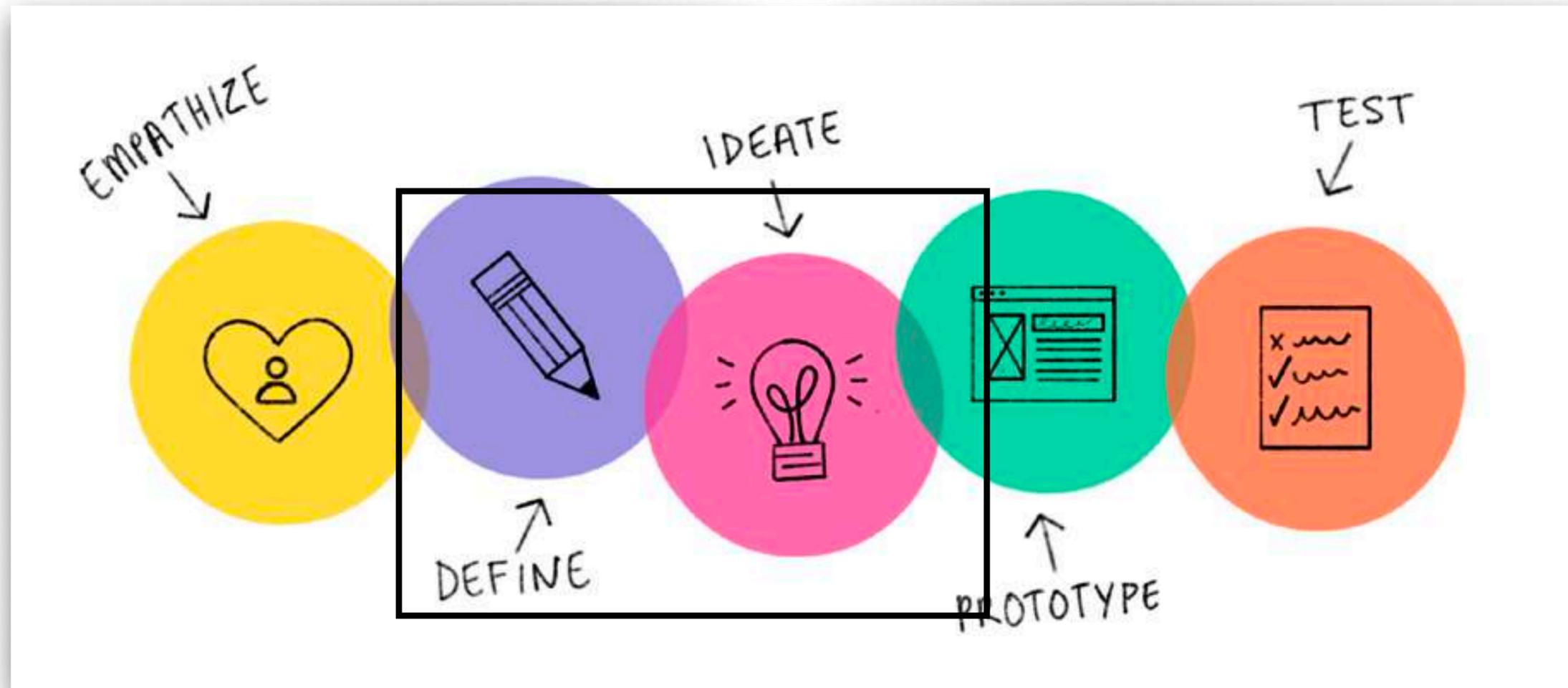
## B - Less Critical

1. [Site never loses focus](#)
  - Focus is always visible when moving through the page with the keyboard
2. [Tab order is logical](#)
3. [Form instructions are associated with inputs](#)
4. [Site doesn't timeout unexpectedly](#)

---

# Accessibility standards

# “DESIGN THINKING”



# 4 STAGES OF HCD FOR CSOS

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# RESEARCH METHODOLOGIES

## Interviews

Interviews can help researchers learn more about particular expectations, experiences, products, services, processes, and concerns, and also about a person's attitude, problems, needs, or environment.

## Focus Groups

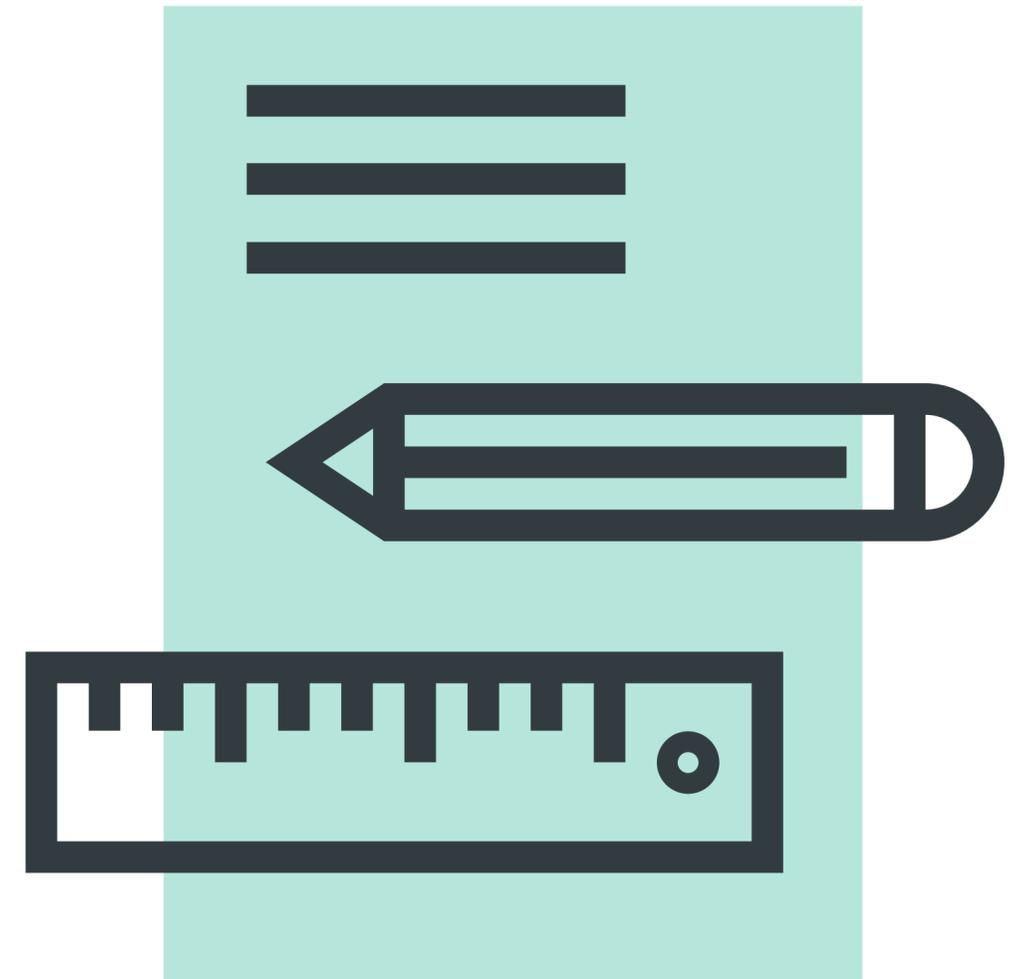
Researchers strive to understand the perceptions, opinions, ideas, or attitudes toward a given topic.

## Shadowing

Researchers can observe situations that include digital and physical actions with or without other people and/or machines.

## Surveys

Supplement qualitative research with a quantitative aspect, e.g. a validation of findings and insights.





[Home](#) > [Personas](#) > [Ukraine: "Anna"](#)

[Download as PDF](#) 



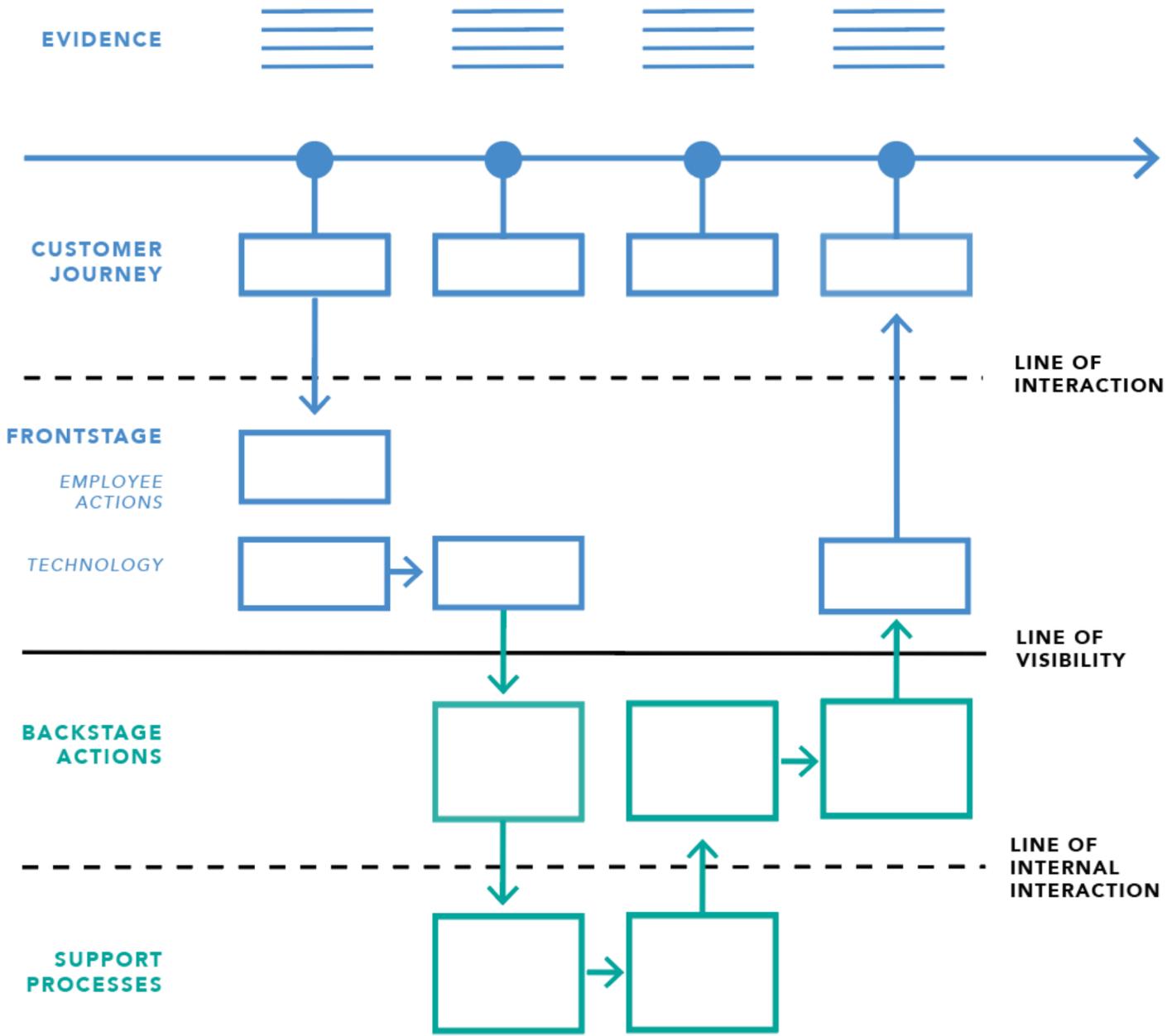
## Ukraine: "Anna"

Anti-Corruption Lawyer

*I don't want important legal documents ending up in the hands of my adversaries. I also don't want to put my team at risk.*

# SERVICE BLUEPRINT 101

A diagram that visualizes the relationships between different service components (people, props, and processes) that are directly tied to the touchpoints throughout the customer's journey.



## How we provide support

# Our approach gives us the ability to fund a wide range of non-profit and for-profit organisations.

## Our funding process

We actively look for opportunities that align with our [impact areas, values](#), and the [countries in which we work](#).

We provide different types and sizes of funding, depending on the opportunity. This has helped us build an exciting and diverse portfolio of organisations and companies from around the world. You can read more about our portfolio [here](#).

We always aim to be transparent about how we provide funding, so we've outlined the four stages we typically follow below. These may be subject to change as we're constantly looking for ways to improve our process.

### Stage 1

#### Introductory discussions

- Initial documentation requested
- First meeting arranged
- Strategic alignment assessed
- Opportunity discussed internally



### Stage 2

#### Due diligence

- Deeper assessment of the opportunity
- Additional documentation requested
- Finance and legal team verification
- Funding package drafted



### Stage 3

#### Decision meeting

- Decision meeting held (virtual or in-person presentation by prospective partner may be required)
- Final structuring and reporting discussions



### Stage 4

#### Legal documentation

- Documentation drafted by our legal team
- Documentation sent for review and signature
- Partnership can begin



**On Trust &  
Transparency**

Foreword

Themes

Insights

Recommendations

Project Details

About

# On Trust & Transparency

Perspectives from  
Luminate's portfolio

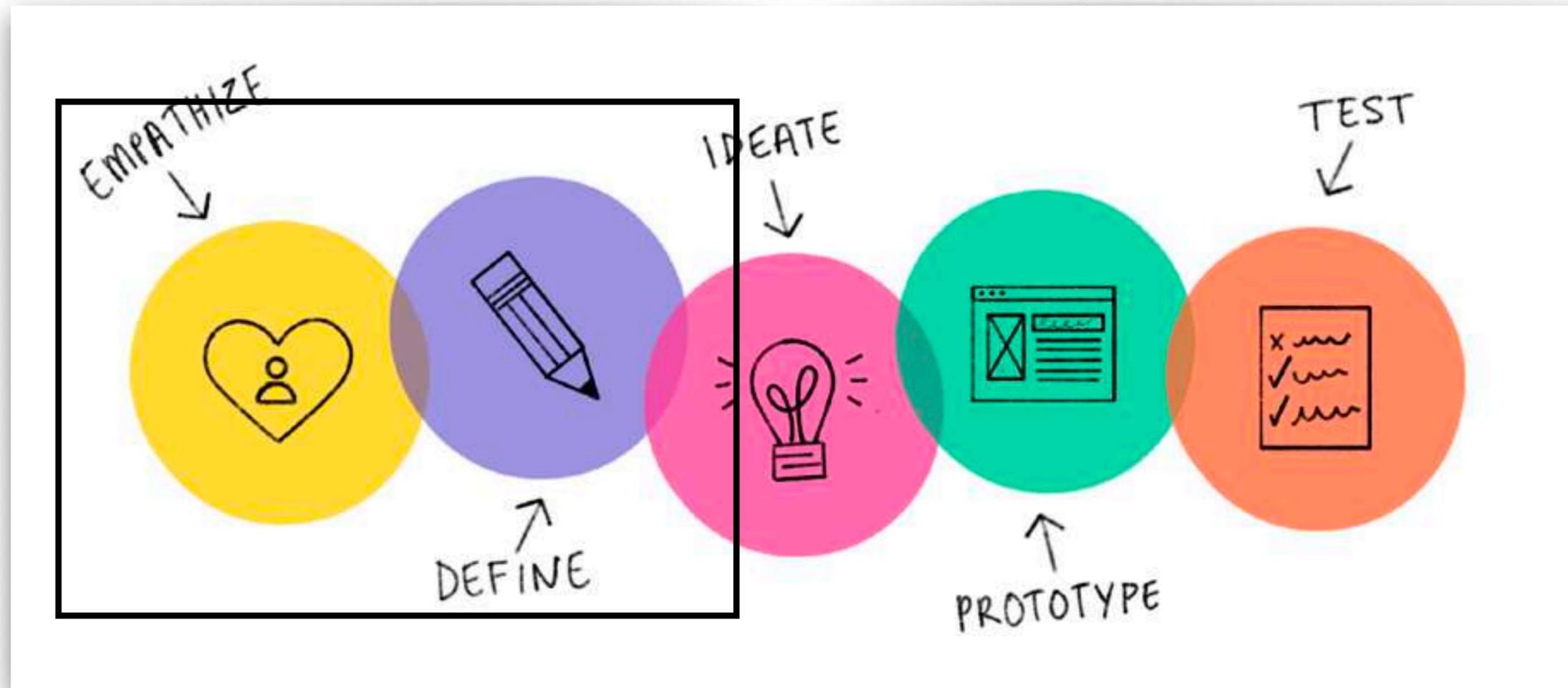
**A funder's reputation impacts the funder-grantee relationship.**

**Power dynamics, if not acknowledged, can affect the strength and quality of funder-grantee relationships.**

**A lack of transparency around how diversity, equity and inclusion (DEI) is valued and integrated into a funder's work can lead to questions about a funder's commitment to DEI.**

**Multi-year flexible funding is extremely valued.**

# “DESIGN THINKING”



*Interlude*

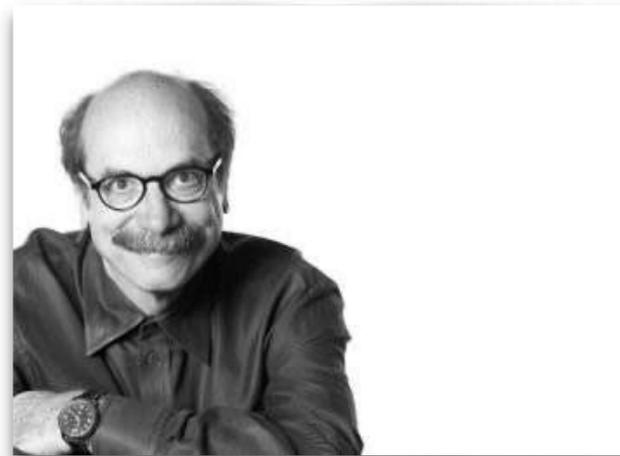


# HISTORY OF HCD

1978

## David Kelley

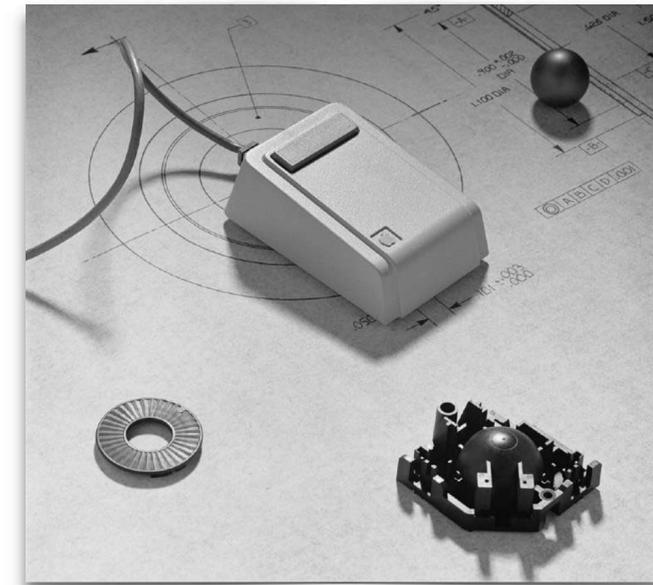
Electrical Engineer, Product Design at Stanford, founds design studio with friends



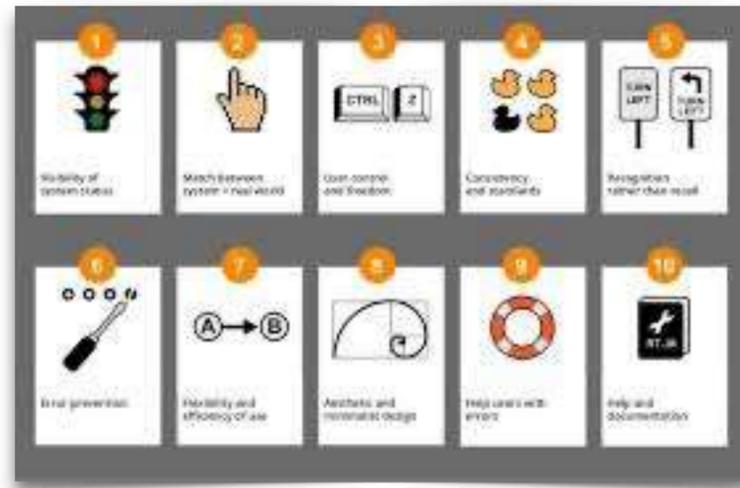
1983

## Apple Lisa

Steve Jobs asks them to design a mouse for Apple new computer



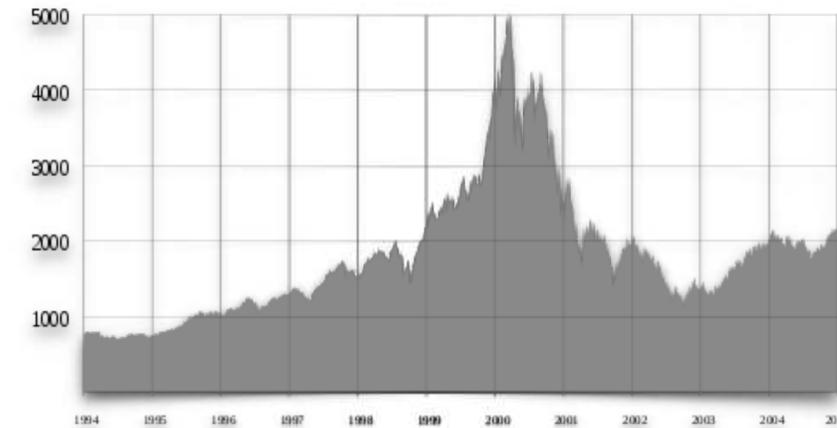
# HISTORY OF HCD



1991

## IDEO

Kelley merges with other design firms to form IDEO, a native-born to Silicon Valley. Focus on industrial design and “interaction design”.



2000

## Dot-com Bubble

IDEO depended heavily on internet start-up clients, and more heavily yet on its clients’ confidence in the future.

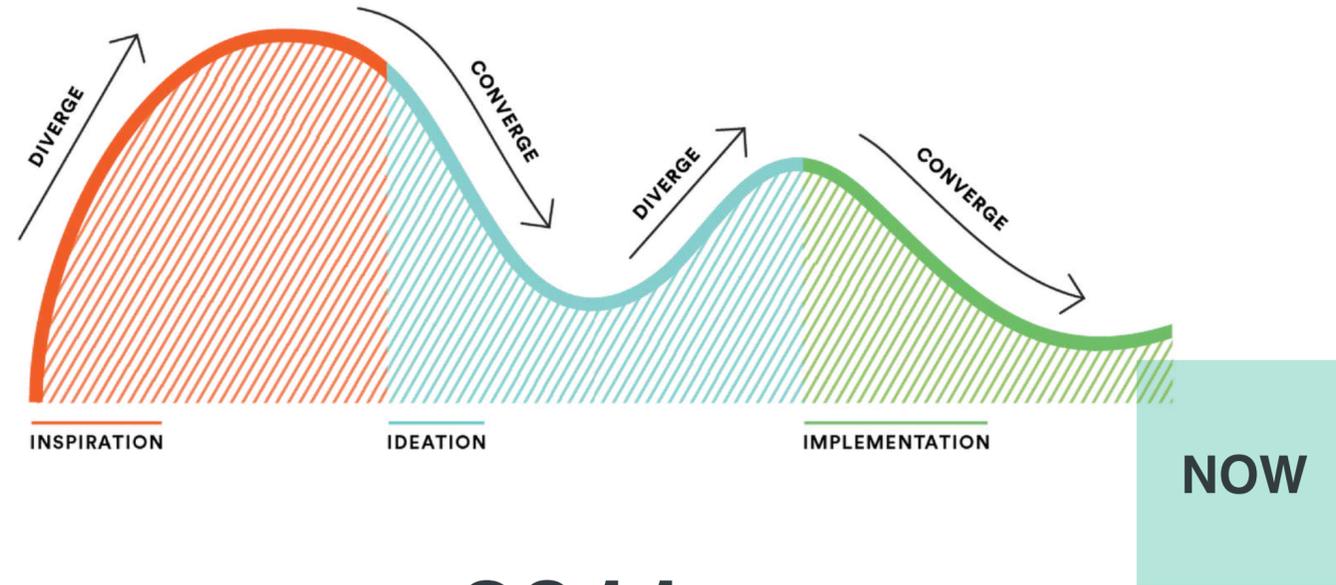
# HISTORY OF HCD



2003

## Design Thinking

Why be “a guy who designs a new chair or car,” when you could be “an expert at methodology”?



2011

## IDEO.org

“Our mission is to design a more just and inclusive world.”  
Design Kits, Bootcamps, Global Professional Networks

# \*CAVEATS

## Limits of Design

“To a person with a hammer, everything looks like a nail.”

Design can do a lot. Design Thinking can do a lot.

But let's not fool ourselves about the reach of design solutions.

Design cannot solve real, wicked problems.

Sometimes the promise of a solution can make things worse.



**Geopolitical disputes**



**Racial injustice**



**Unsustainable growth**





# The Limits of Silicon Valley

What is the heritage of Silicon Valley?

Techno-solutionist. US-American.

What are values and principles that need to be questioned?



**Scale & Growth**



**Target = User**



**Data Obsession**



Great for: scooter renters  
Not so great for: wheelchair users, pedestrians

- Q1** What are the intended and unintended consequences?
- Q2** What are the positive consequences we want to focus on?
- Q3** What are the consequences we want to mitigate?

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# Get help putting food on the table

Apply for food stamps in 10 minutes

Apply now →

## News

Questions about applying for CalFresh as an immigrant?  
[Learn more.](#)



### Apply in 10 minutes

Your county will call you for an eligibility interview within a week.



### Get money within 30 days

If you're approved, you'll receive an EBT card with money for groceries.



### Buy groceries

Your EBT card is valid in most stores that sell food and farmer's markets.

# RESEARCH PARTICIPANTS SAY..



“I simply don’t have a way to get my paper documents onto my computer.”

“I sent more than enough documents required and I keep getting more stuff to send. I have a kid and am unemployed and I am in need of assistance, but all I keep getting is the runaround.”

“I was applying from a cafe and needed time to go home gather my documents.”

“I pay my rent in cash and have no physical receipts of it. I cannot prove my supplemental cash as it is through tutoring and babysitting. And I just started my work study job so I don’t have any pay stubs yet.”



Does anyone in the household have a **job**?

Yes  No



Has anyone **lost their job** in the last 30 days?

Yes  No



Does anyone in the household pay for **child support**?

Only include child support payments that are court-ordered.

Yes  No



**All pay stubs from the last 30 days.**



This is for any income you get from a job. If you are paid in cash, you can just submit a letter from your employer.

Take a picture

Nothing to submit now

**Upload proof of loss of jobs.**



This could be a letter of termination or a pay stub that clearly says it is the final pay stub.

Take a picture

Nothing to submit now

**Upload proof of child support payments.**



Include child support statements, bank statements, or receipts.

Take a picture

Nothing to submit now



—  
Iterative  
testing

Ask about household size and income in last 30 days.

### Let's get started.

How many people live in your household, including yourself?

Only include spouses, children, parents, and people who you regularly buy food and make meals with.

[Common questions](#) ▾

1 person ▾

Roughly, how much money did your household get last month?

Income should be before taxes. Don't forget to include other money you get like unemployment or child support.

\$ 2500

What county do you live in?

San Diego ▾

Continue →

Check for special requirements.

Some people have special CalFresh requirements.

Select any that describe **anyone** in your household.

College student

Receives SSI/SSP

Over 60 years old

Disabled

Not a citizen

None of the above

Continue →

Set eligibility expectations.

It looks like your household might be above the income limit for CalFresh.

You can still apply now or return later if your income changes.

Your household size

1 👤

Income limit for 1 👤

\$2010

Your last month's income

\$2,500

For more help to get food, [find your local food bank](#).

Apply anyway

Go back ↶

## Asking for income in the eligibility check

Before you apply, let's see if you are likely to be eligible for CalFresh.

How many people live in your household, including yourself?

Only include spouses, children, parents, and people who you regularly buy food and make meals with.

[Common questions](#) ▾

1 person ▾

Roughly, how much money did your household get last month?

Income should be before taxes. Don't forget to include other money you get like unemployment or child support.

\$

What county do you live in?

Select a county ▾

Continue

## Asking for income later in the application

Tell us about your household income.

CalFresh has an income limit. Give us your best estimate for the questions below.

How much money did your household get in the last 30 days?

Income should be before taxes. Include all sources of income from everyone in your household, including:

- Social Security retirement benefits
- Social Security Disability Insurance
- Unemployment and other cash benefits
- Wages and other earned income

\$

How much money does your household have on hand today?

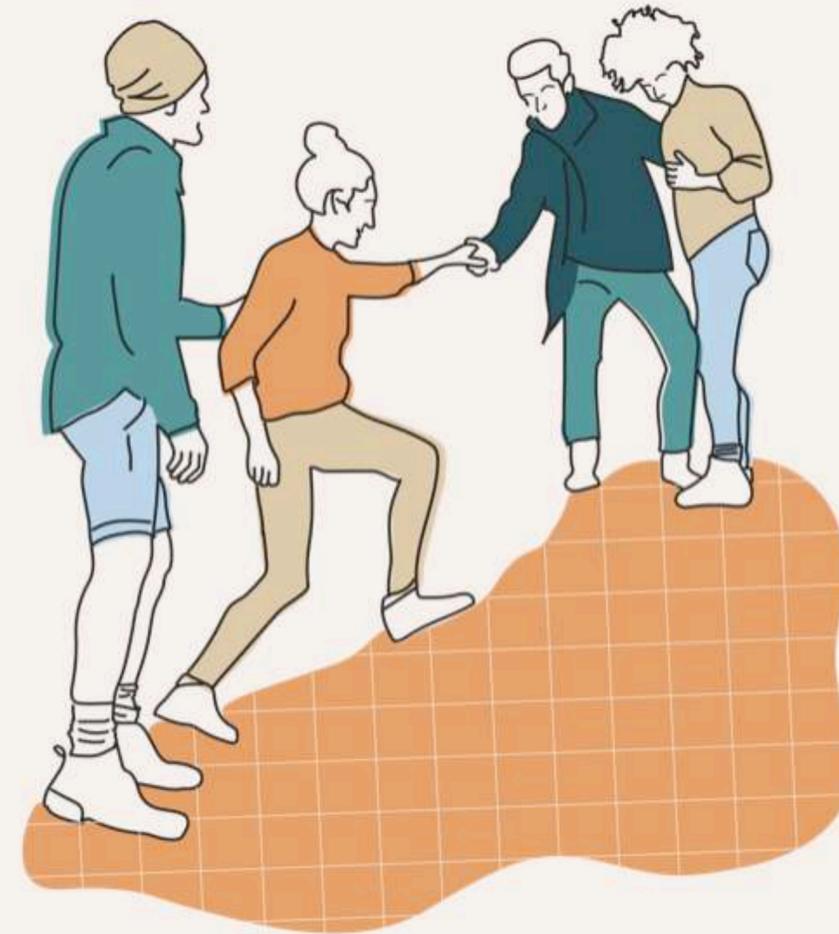
This includes money in checking accounts, savings accounts, and any other cash you have available. Please include all of the money for everyone in your household.

\$

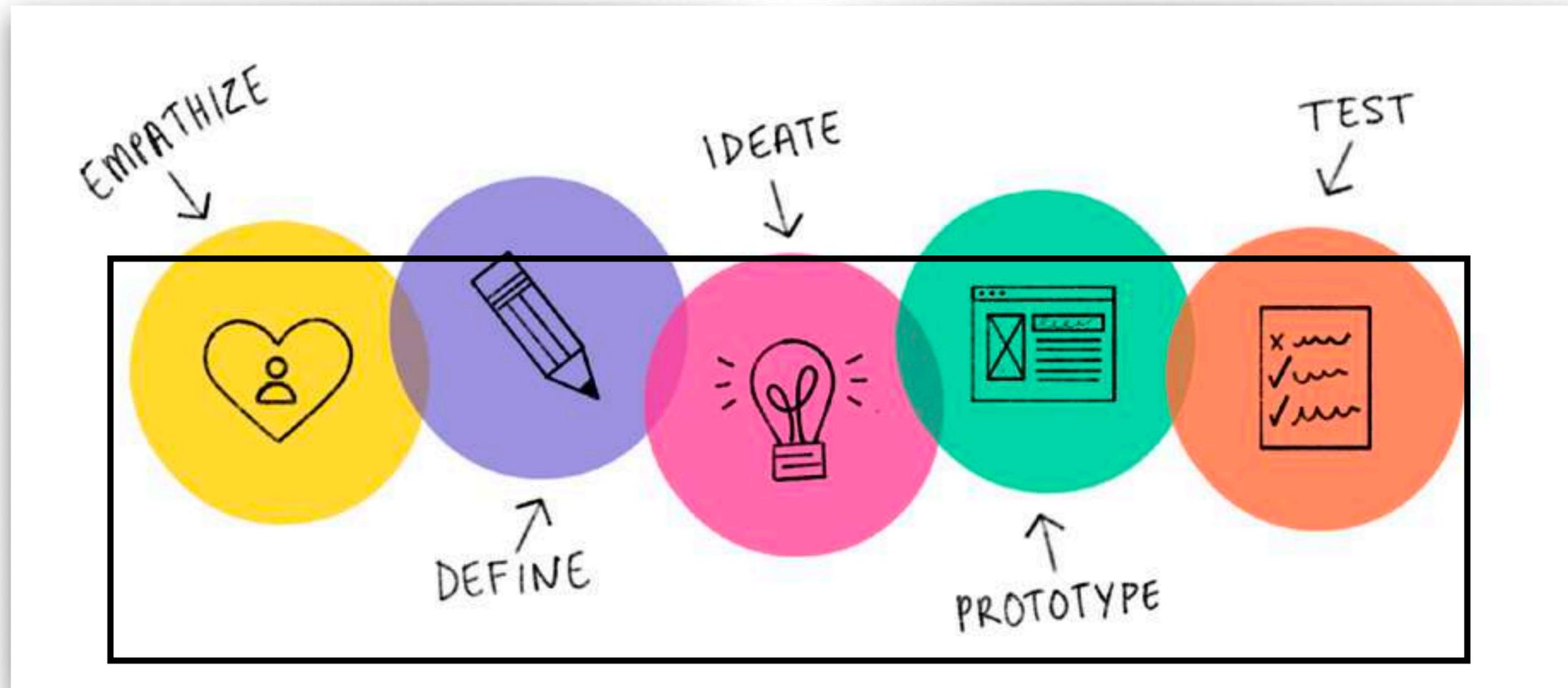
Continue

# Blueprint for a Human-Centered Safety Net

Transforming the delivery of public  
benefits in the digital age



# “DESIGN THINKING”



# 4 STAGES OF HCD FOR CSOS

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# DESIGN JUSTICE PRINCIPLES

1

We center the voices of those who are directly impacted by the outcomes of the design process.

2

We see the role of the designer as a facilitator rather than an expert.

3

We believe that everyone is an expert based on their own lived experience, and that we all have unique and brilliant contributions to bring to a design process.

We view change as emergent from an accountable, accessible, and collaborative process, rather than as a point at the end of a process.

We use design to sustain, heal, and empower our communities, as well as to seek liberation from exploitative and oppressive systems.

Before seeking new design solutions, we look for what is already working at the community level. We honor and uplift traditional, indigenous, and local knowledge and practices.

4

5

6





# Breast milk contains HIV

If you're pregnant and living with HIV then you need to talk to a healthcare professional about whether you should breastfeed.



## HIV Transmission Through Breastfeeding



A REVIEW OF AVAILABLE EVIDENCE

2007 Update



“One set for HIV negative mothers,  
one set for HIV positive mothers.”



IS FORMULA Good  
FOR MY Baby?



INFANT FORMULA  
FEEDING



eg. formula is as  
good as breast  
Is breast best?

“It should be about the baby’s health,  
not the mother’s HIV status.”

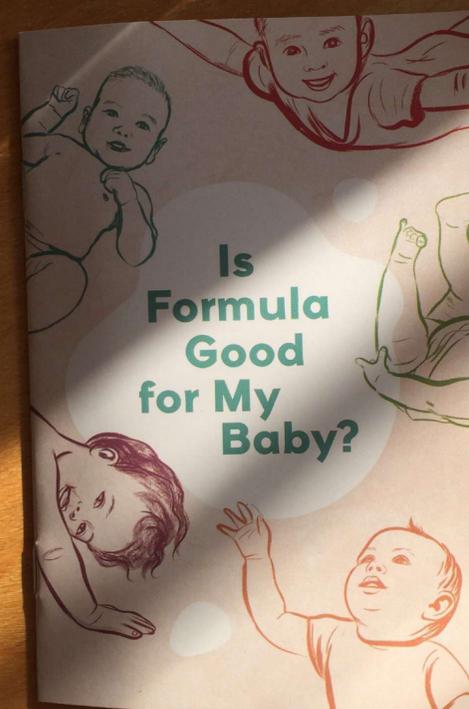


There are different reasons for formula feeding. Sometimes it is a choice. Sometimes it is for medical reasons. Formula feeding is the best option for mothers who take certain medications or who have certain medical conditions. For example, formula feeding is one step a mother with HIV can take to ensure her baby stays HIV negative.

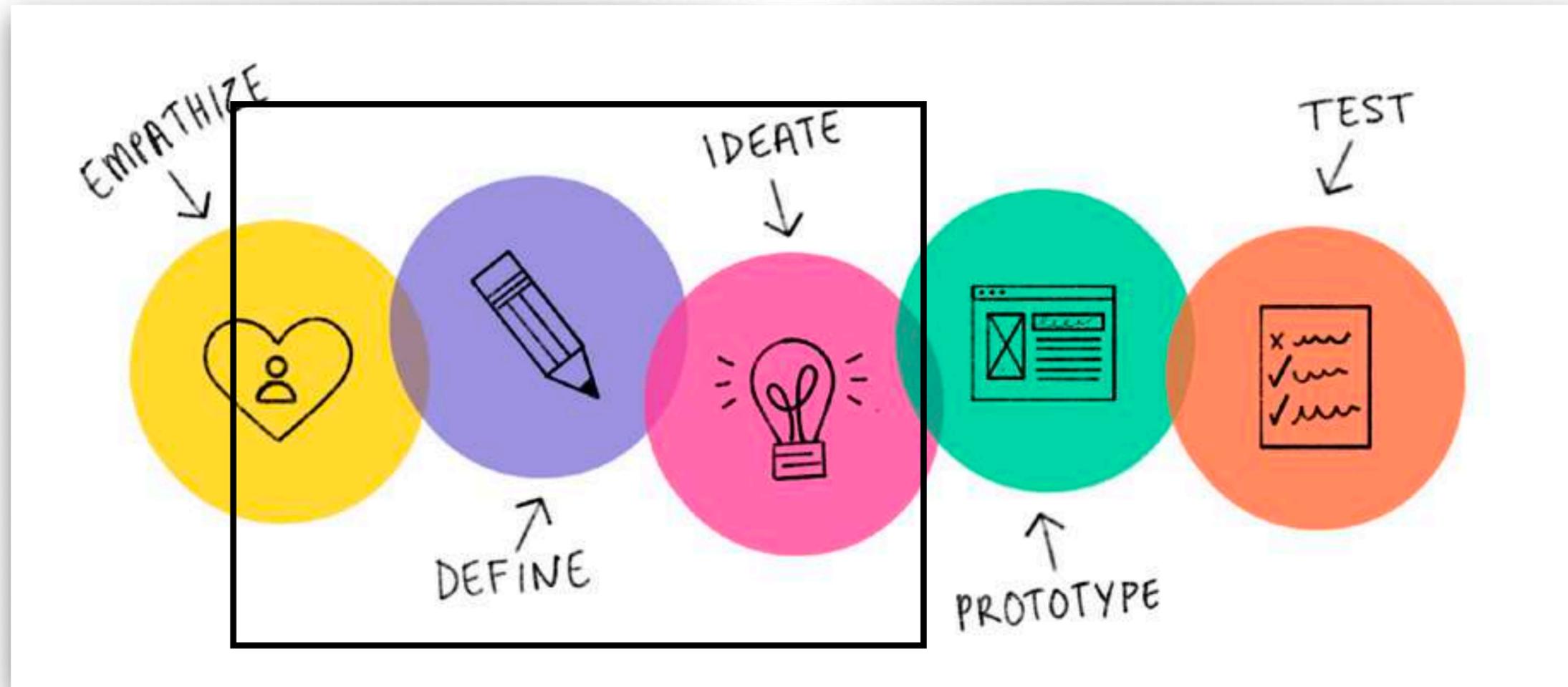
Women may have different feelings about formula feeding. Some women are comfortable with it. Some women, however, feel that they live in a culture that sees formula feeding as less healthy than breast-feeding. This can raise a lot of emotions.

It is important to know that **formula provides the nutrition babies need to grow up healthy and strong.** And if you are a woman living with HIV and are pregnant or have a young baby, this booklet has important information about how to keep your baby healthy.

**Formula provides the nutrition babies need to grow up healthy and strong.**

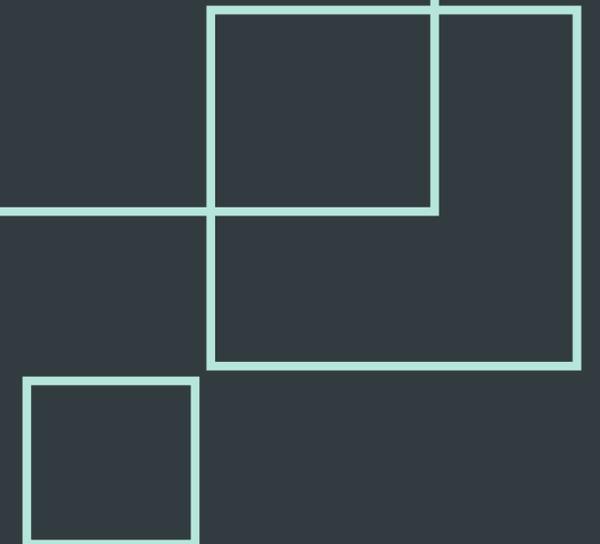


# “DESIGN THINKING”



*You don't need to  
be a designer to  
have a good idea.*

*Participation  
is key!*







# Human-centred design and social impact

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Put people before technologies and policies.

Involve the people you are designing for.

Be flexible, open-minded, and curious.

# TOOLS, TOOLS, MORE TOOLS

QUALITATIVE INTERVIEWING

PERSONAS

VALUE PROPOSITION

USER JOURNEY

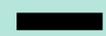
CONSEQUENCE SCANNING

MAPPING ALLIES / SMART NETWORKS

LOGIC MODEL & VALIDATION

FUTURE HEADLINES

# Literature & Resources



## **The Field Guide to Human-Centered Design (IDEO)**

<https://www.designkit.org/resources/1>

## **Method Cards (18F)**

<https://methods.18f.gov/>

## **Journey Mapping (NN Group)**

<https://www.nnngroup.com/articles/journey-mapping-101/>

## **Logic Models (Community Tool Box)**

<https://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main>

## **Consequence Scanning (DotEveryone)**

<https://www.doteveryone.org.uk/project/consequence-scanning/>

## **Qualitative Interviewing & Synthesis (Simply Secure)**

[https://simplysecure.org/resources/qualitative\\_interviewing.pdf](https://simplysecure.org/resources/qualitative_interviewing.pdf)

[https://simplysecure.org/resources/interview\\_synthesis.pdf](https://simplysecure.org/resources/interview_synthesis.pdf)

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Papanek, Victor (1971). *Design for the Real World: Human Ecology and Social Change.*

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Bowles, Cennydd (2018). *Future Ethics.*

# THANK YOU!

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@bumble\_blue\_