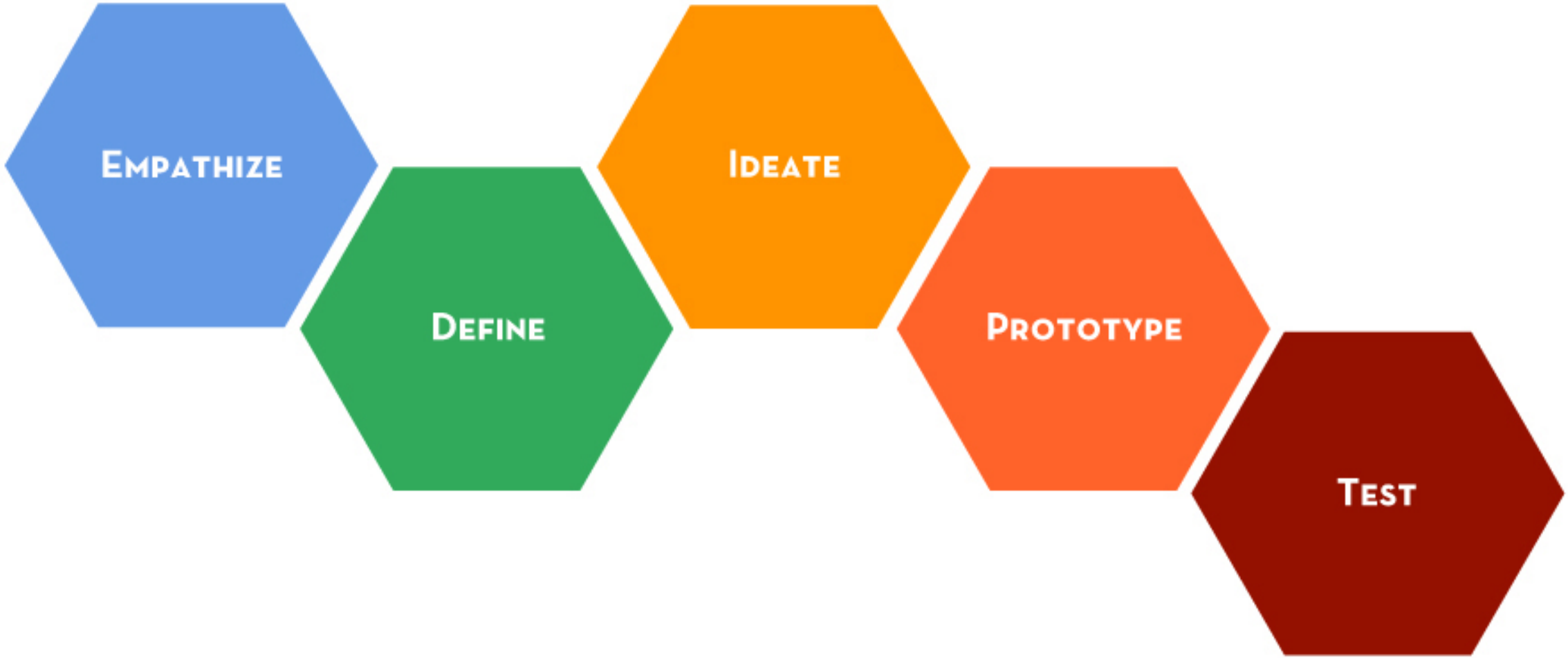
CTE Task Force

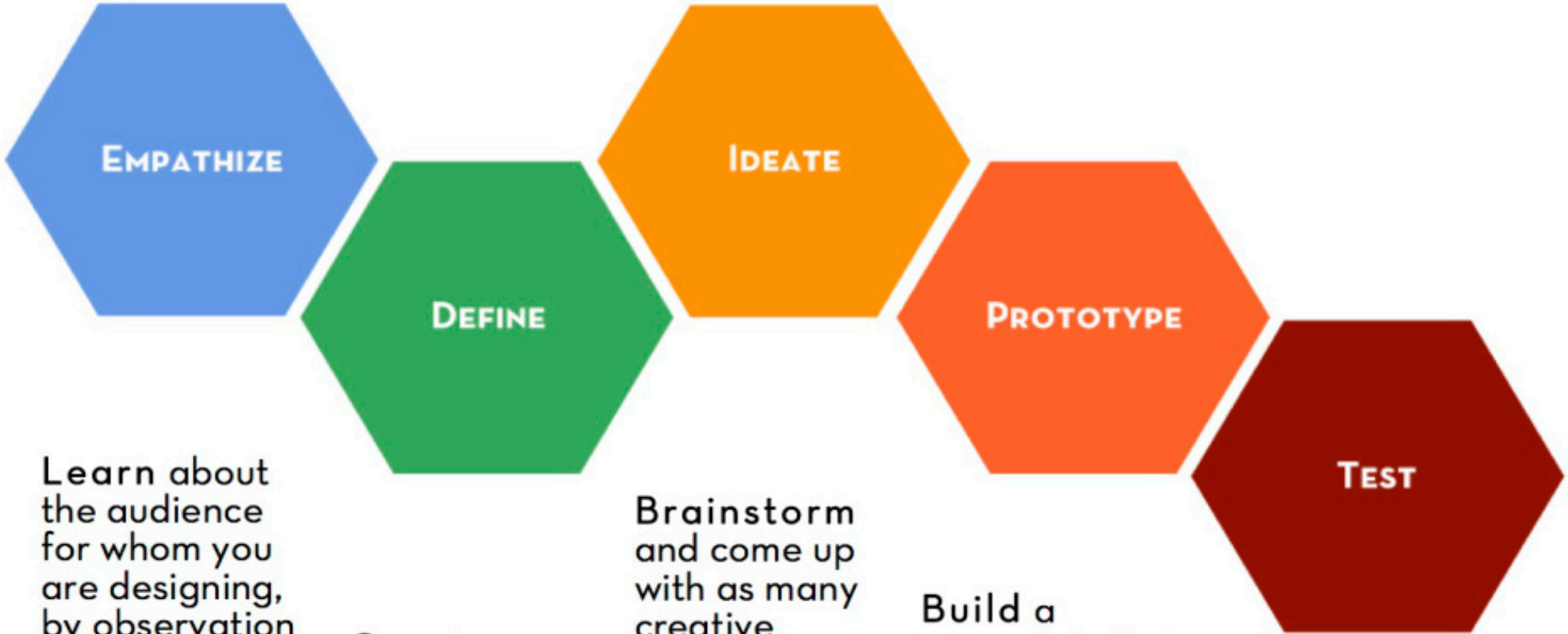
Spring Branch Independent School District

human-centered design thinking



HASSO PLATTNER

Institute of Design at Stanford



Learn about the audience for whom you are designing, by observation and inteview. *Who is my user? What matters to this person?*

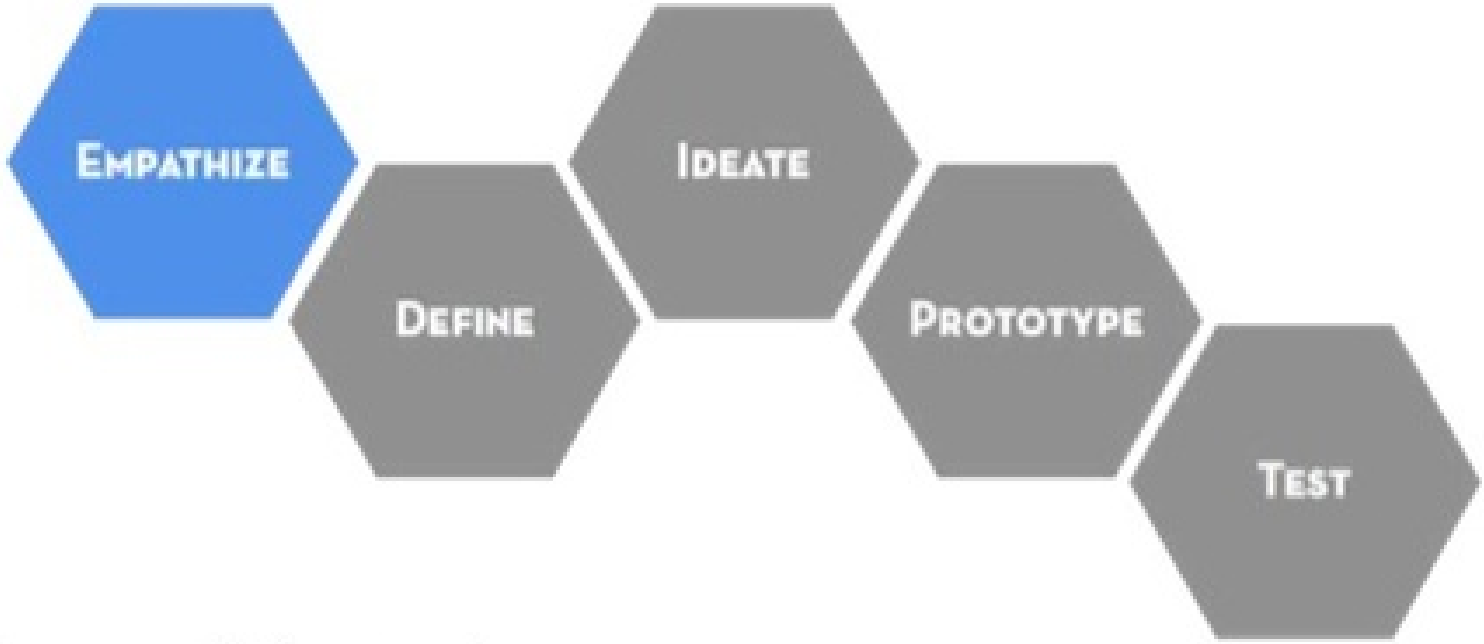
Create a point of view that is based on user needs and insights. *What are their needs?*

Brainstorm and come up with as many creative solutions as possible. *Wild ideas encouraged!*

Build a representation of one or more of your ideas to show to others. *How can I show my idea? Remember: A prototype is just a rough draft!*

Share your prototyped idea with your original user for feedback. *What worked? What didn't?*

EMPATHY is the foundation of human-centered design thinking.

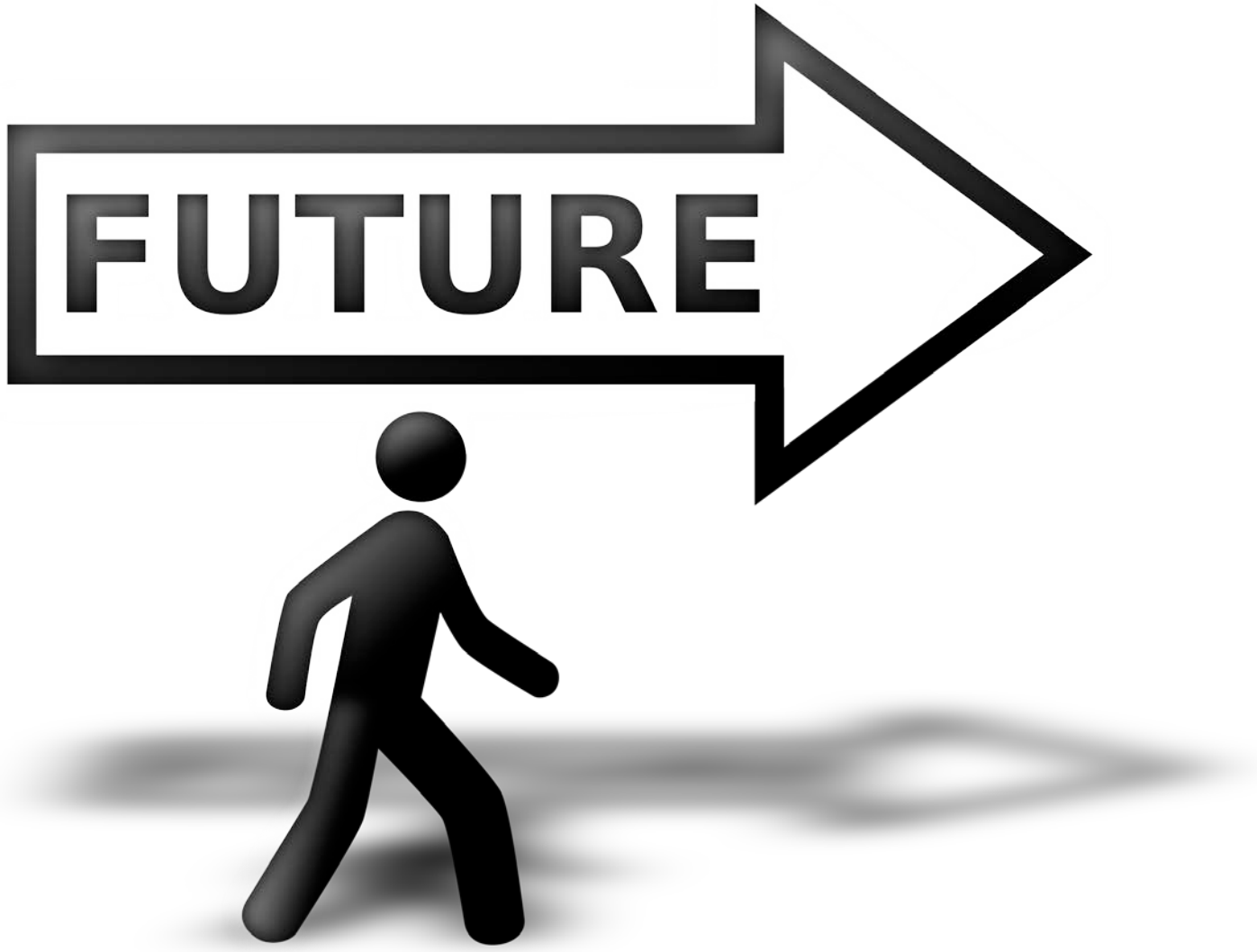


WHAT is the empathize mode

Empathy is the foundation of a human-centered design process. To empathize, we:

- **Observe.** View users and their behavior in the context of their lives.
- **Engage.** Interact with and interview users through both scheduled and short 'intercept' encounters.
- **Immerse.** Experience what your user experiences.

Trends of the

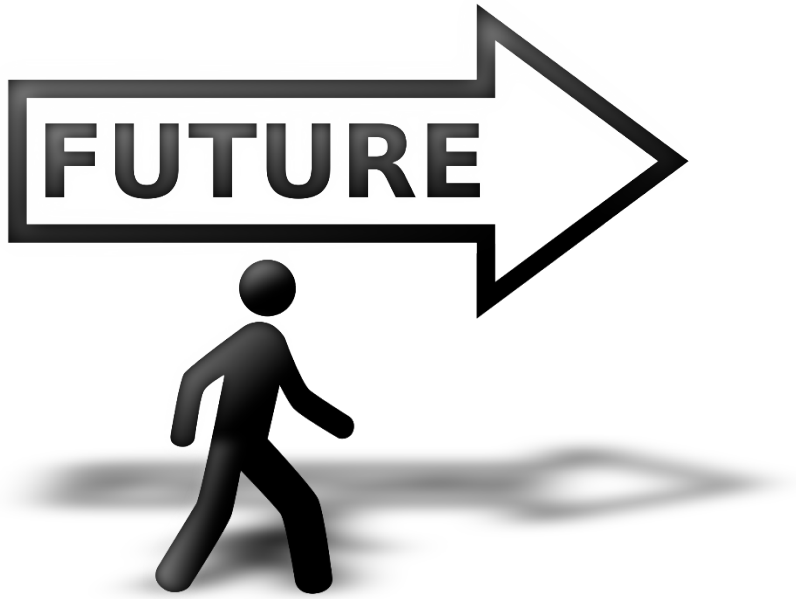


1. 7 stations with artifacts

2. Table Talk: 4-5 minutes each station

3. Rotate in numerical order

4. Table written reflection.



climate change and its impact

A shifting climate reshapes our world, creating uncertainty about the impact of weather, access to basic resources, and which solutions societies will pursue.

technology unleashes new possibilities and dilemmas

The world becomes hyperconnected as both sophistication and prevalence of technology increase. This opens up new opportunities, while shining a light on the impact of unequal access and complexities of ethical questions that lie ahead.

health, science, and ethics

Science and technology revolutionize the potential of humans to live longer, healthier, and augmented lives. Medical professionals grapple with how to truly shape behavior change and how to better understand the uniqueness of individuals. There is great uncertainty about how we will reckon with the ethical dimensions they create.

economies of the future and the skills they demand

Forces of automation disrupt a broad set of industries and create a new landscape of jobs. These jobs prioritize new competencies to be competitive as well as an ongoing commitment to learning, growth, and flexibility.

growing inequality and new forms of activism

Persisting inequities are met with innovative approaches to organizing and changemaking to confront some of the world's most pressing challenges.

a new generation, with a new world view, become the majority.

Millennials become the majority of the workforce, and generation Z comes of age. Both bring with them a unique set of perspectives and values that push on and transform institutions and ways of being.

shifting demographics intersect with greater polarization

The population of the United States continues to shift and diversify. All the while, trends point to more animosity and dissonance across various segments of the population.

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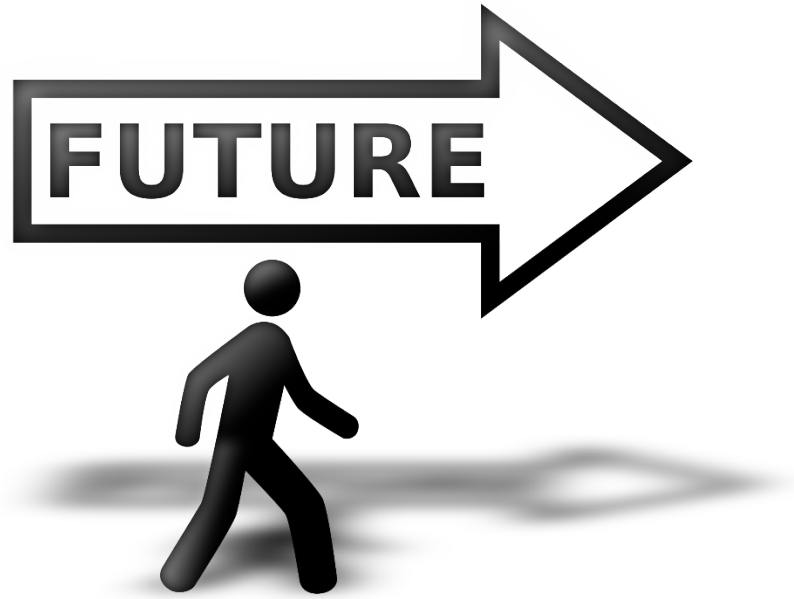

Thank You for Your Time, Attention, and Support

Feedback, Questions

Spring Branch Independent School District