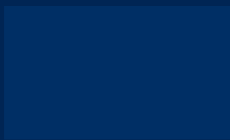


# Using Human-Centered Design Approaches to Plan your Programming

Tricia Zakaria, Director, Programs and Education  
Kelsey Fahie, Coordinator, Programs and Resources







Physical and Health Education Canada (PHE Canada) advocates for and advance quality health and physical education opportunities and support the development of learning environments that focus on an inclusive, whole child approach.

We strive for a future wherein all children and youth in Canada are living healthy, physically active lives.

[www.phecanada.ca](http://www.phecanada.ca)

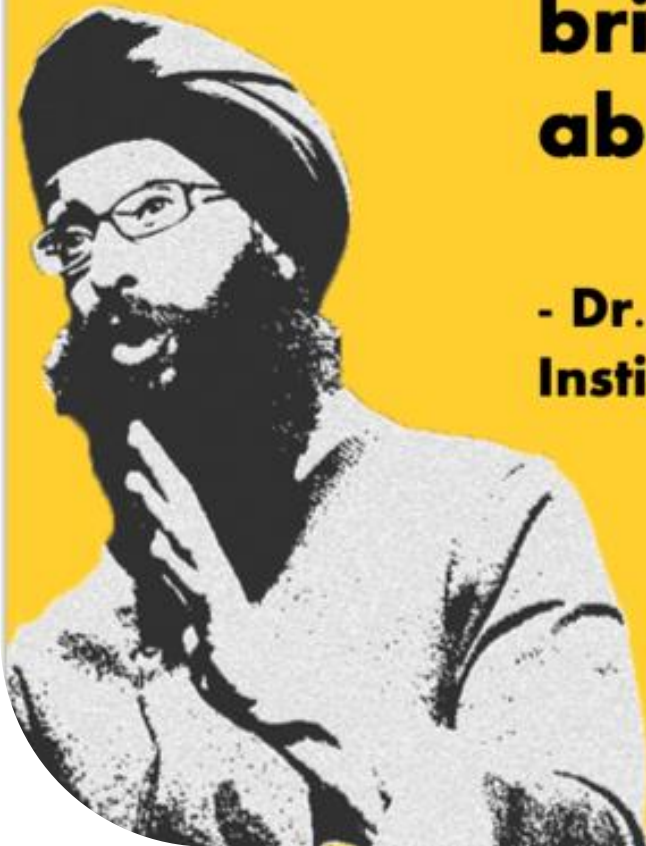






**“We spend a lot of time designing the bridge, but not enough time thinking about the people who are crossing it.”**

**- Dr. Prabhjot Singh, Director of Systems Design at the Earth Institute**



# What is human-centered design?





# Kellogg's Corn Flakes





# Girls' Initiative in Recreation and Leisurely Sports (G.I.R.L.S.) Program



Credit: Tucker Center for Research  
on Girls and Women in Sport

# Vroom



## Look

Children use their eyes to learn. See what catches your child's eye and talk about it. Or connect eye-to-eye, then smile, chat, hug, or make funny faces!



## Follow

Young children learn best when you follow their lead. Tune into your child's words, sounds, ideas, and movements! Then respond with your own words and actions.



## Chat

Children's brains light up when you talk, sing, or make sounds back and forth with them. So chat about your day, food, and what's around you, or string sounds together for a fun conversation!



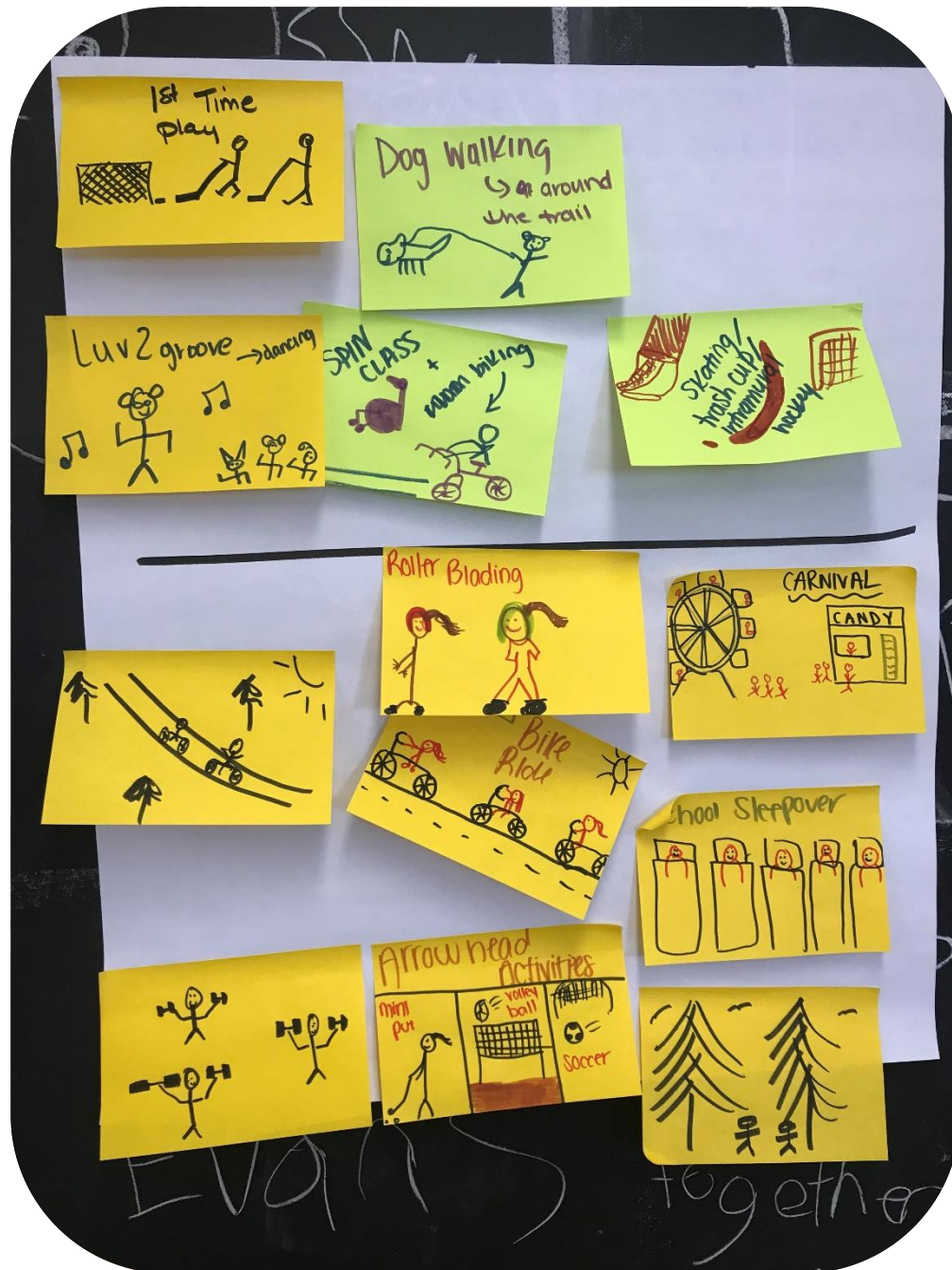
## Take Turns

Children learn from taking turns when you play, talk, or explore. After they go, take your turn. Then repeat: they go, you go, they go, you go!





# ReBOOT Intramurals





# Part 1: Inspiration

Identify, understand, and define the problem you are trying to solve.





# Identify the Problem

## Ask Questions!

Examples of questions asked for ReBOOT Intramurals:

- Do older students participate more or less than younger students?
- Are there groups of students who do not participate at all?
- Do the activities interest students?
- Is the environment supportive and inclusive of all students?
- Are participation rates low in general?



# Frame the Problem

What is the problem you are trying to solve?	How might we reduce substance use amongst students at our school?
What is the impact you are trying to have?	Increase students access to substance support programs and health services
What is the <b>context</b> and what are the <b>constraints</b> ?	<p>Almost no students are aware of programs and services</p> <p>Teachers are unprepared to support students</p> <p>Services require significant transportation to get to</p> <p>Lack of funding to support initiative</p>
Reframe the question.	How might we design a teen-friendly approach to substance use information and services at our school?



# Understand the Problem

Interviews

Focus  
Groups

Surveys

Usage  
Data

Observation



The best way to resolve any  
problem in the human world is  
for all sides to sit down and talk.

Dalai Lama XIV

quote fancy



# Part 2: Ideation

Conceptualize and present new solutions to the problem using design thinking methods.



# Personas

Personas are fictional characters that help you understand needs, experiences, behaviours, and goals (Dam & Siang, 2019).



- Who are you trying to reach?
- Who exists in your school?
- Who can you personify?



# Empathy Mapping

**Empathy Map Canvas**

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

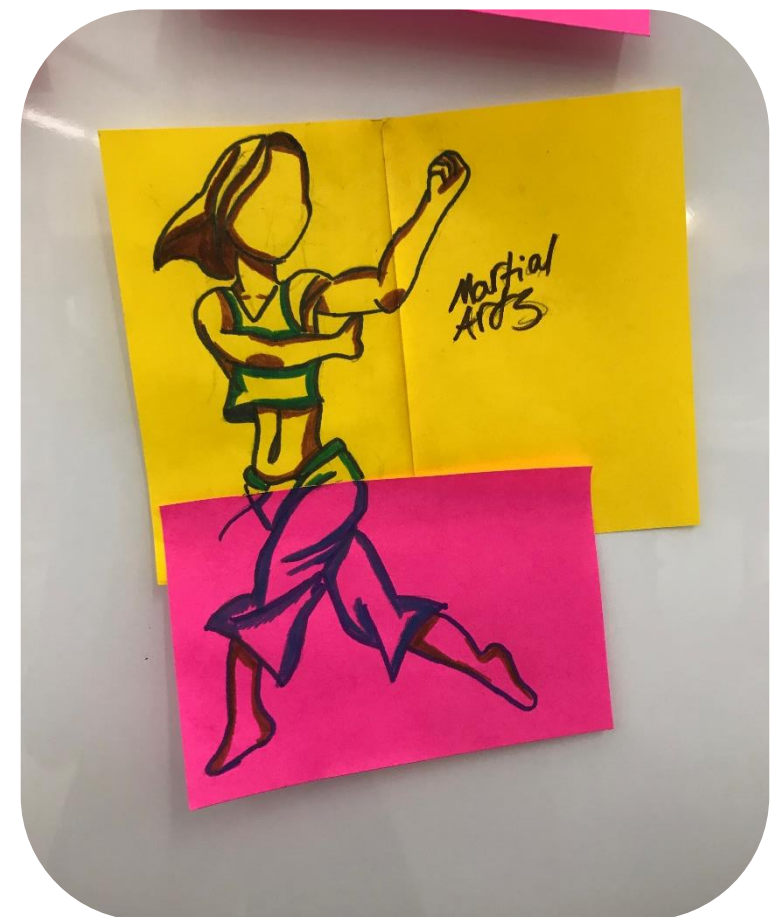
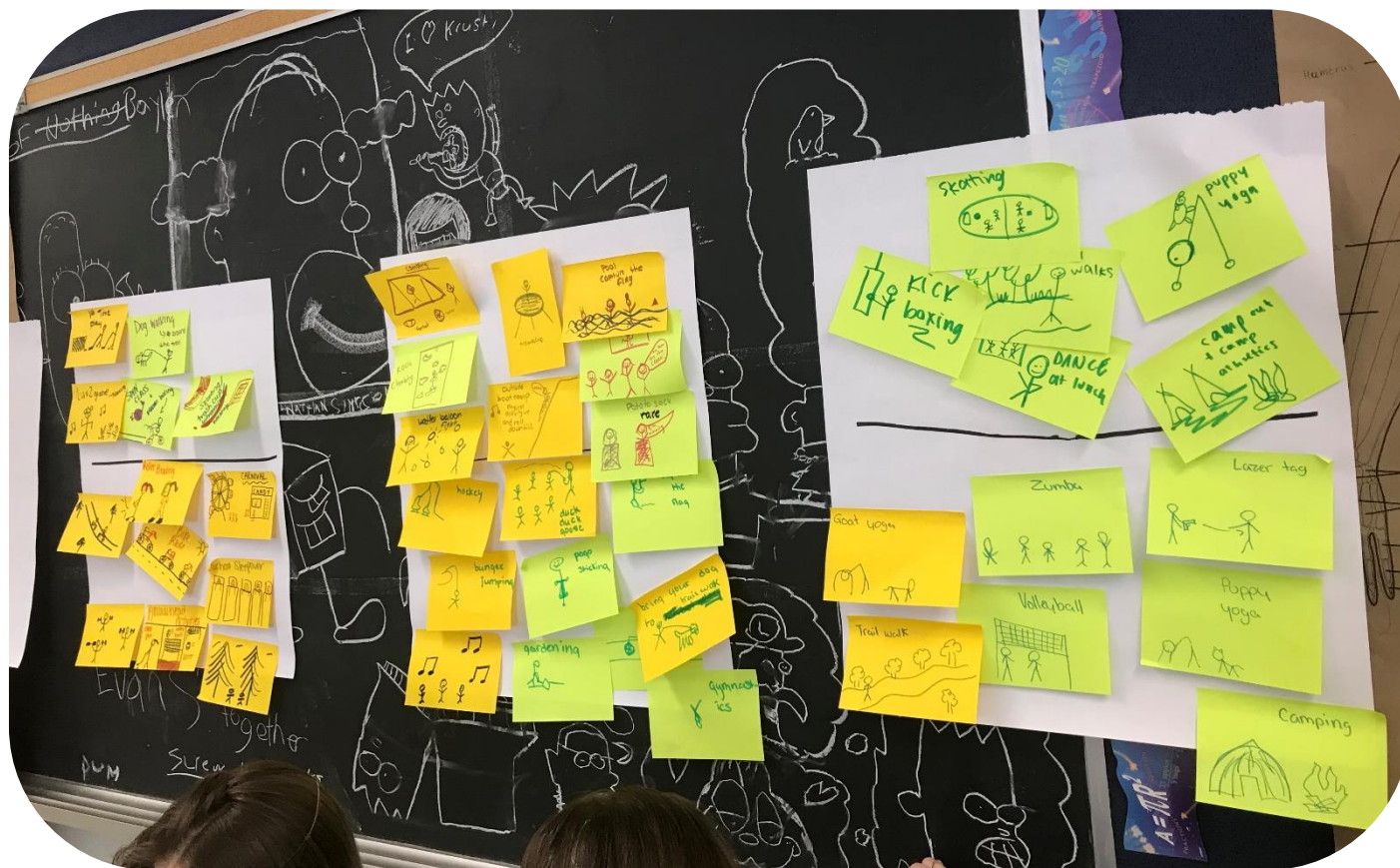
The diagram is a large rectangle divided into seven numbered sections around a central profile of a person's head. The head is facing right. The sections are:

- 1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?
- 2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?
- 3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?
- 4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?
- 5 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?
- 6 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**  
**PAINS**  
What are their fears, frustrations, and anxieties?  
**GAINS**  
What are their wants, needs, hopes and dreams?  
What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/> © 2017 Dave Gray, xplane.com

# What is Design Studio?

A design studio provides an opportunity for participants to focus on a single problem and visualize multiple solutions. The workshop should be conducted in a highly interactive, fast-paced team setting – it should be hectic, noisy, and fun.





# Why Design Studio?

Generates many ideas

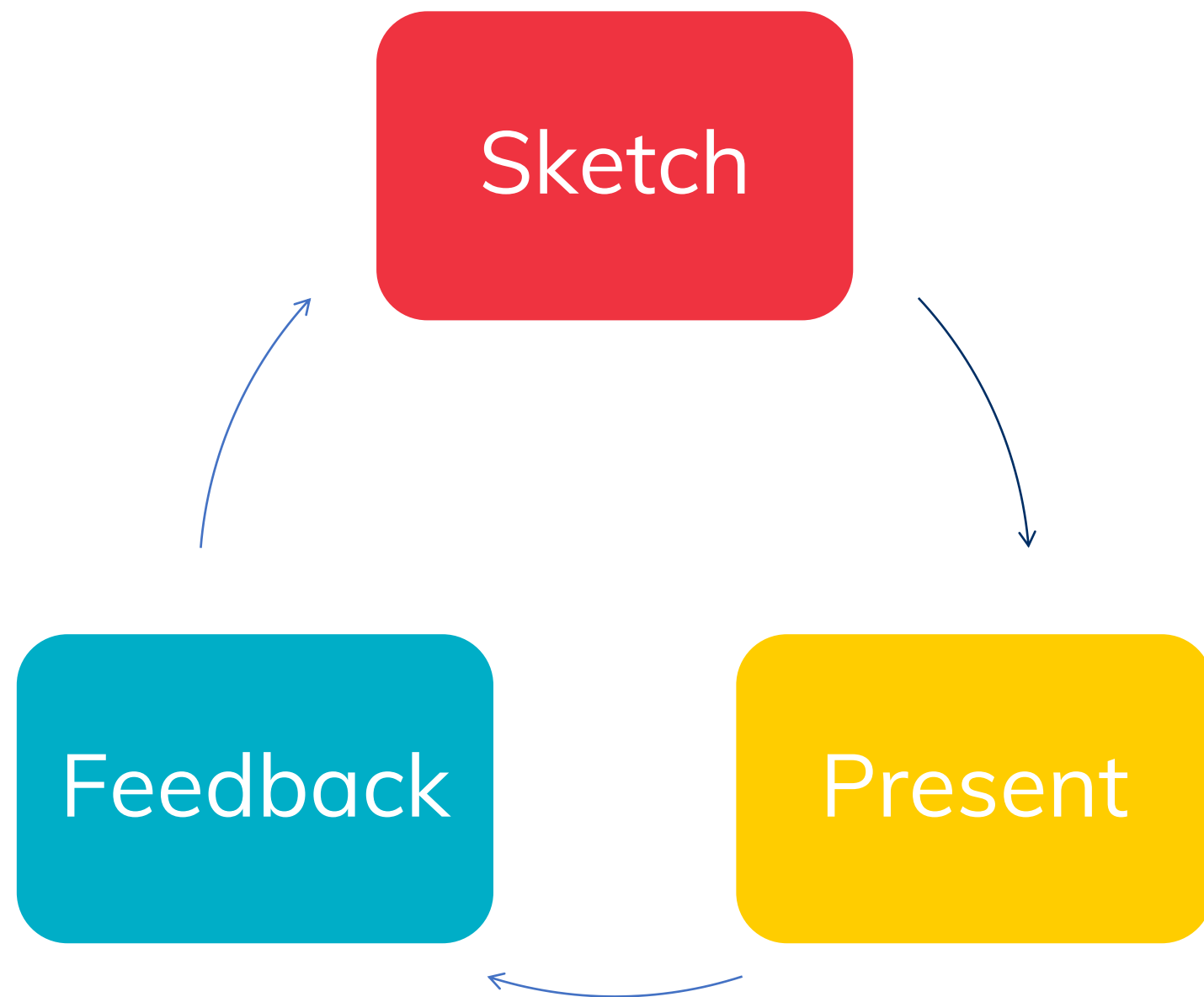
Share ideas early in  
the project

Learn about others  
perspectives

Choose ideas based on  
consensus

Shared sense of  
ownership

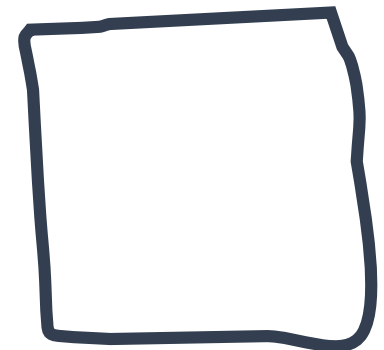
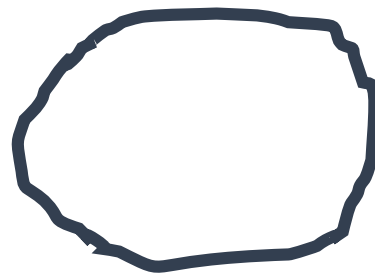
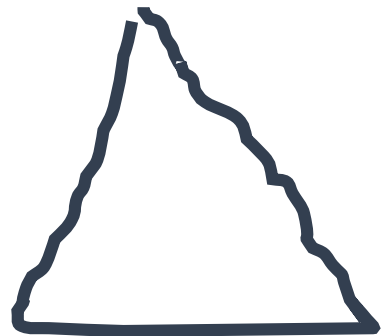
# Design Studio Steps





# WE'RE ALL CREATIVE.

(WE JUST FORGET.)



WHAT HAPPENS

Individuals sketch as many ideas as they can come up with in 5-8 minutes.



WHY

Generate as many ideas as possible without time for over-analyzing.

WHAT HAPPENS

Individuals sketch 1 idea in 5-8 minutes based on ideas & critique shared in the previous charrette.



WHY

Allow individuals to form their own conclusions on the strongest ideas.

WHAT HAPPENS

Collaboratively, members of a team sketch 1 idea in 20-25 minutes based on their earlier charrettes.



WHY

Understand how groups compromise & where consensus has surfaced.



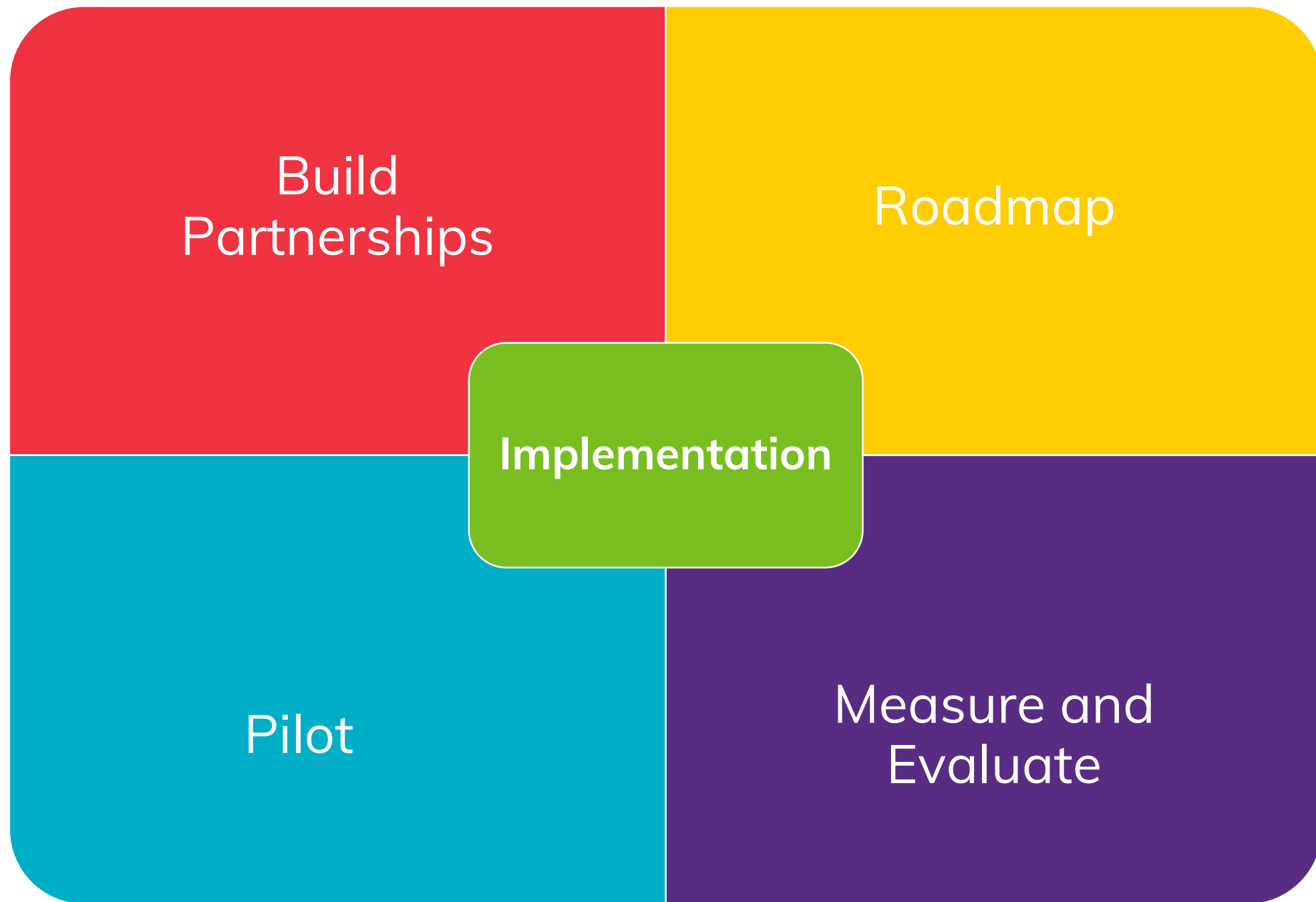


# Part 3: Implementation

Launch, test, and redefine the solutions to the problem you are trying to solve.







## Resources

IDEO.org

[designkit.org](https://designkit.org)

# ReBOOT Intramurals

[phecanada.ca/programs/reboot-intramurals](https://phecanada.ca/programs/reboot-intramurals)

# Medium.org – Introduction to Design Studio

[medium.com/@amyreneogrin/introduction-to-design-studios-f6342be02234](https://medium.com/@amyreneogrin/introduction-to-design-studios-f6342be02234)

Google *Human-Centered Design Resources*





# THANKYOU!

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