

# HCDT Business Playbook

A Guide for Human-Centered Design Thinking Business Integration.

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THE · DESIGN · ACADEMY  
Intersection's Education Collaboratory

# Introduction.

## Why a Human-Centered Design Thinking (HCDDT) Business Playbook?

Human-Centered Design is a framework that when applied well, can impact the future of an organization. Design led organizations are leading every market. This playbook guides you through the steps to implement HCDDT in your organization. Perhaps, as a leader, you tried and it didn't stick, or you have come to understand the benefits, but aren't sure how to launch HCD in your own corporate structure.

What would it look like?

How would it get started?

How can I be sure it would work?

How can I make sure it sustains itself?

The HCDDT Business Playbook answers those questions and more, so you can put your organization on a path to long-term success.



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# What is Human-Centered Design?

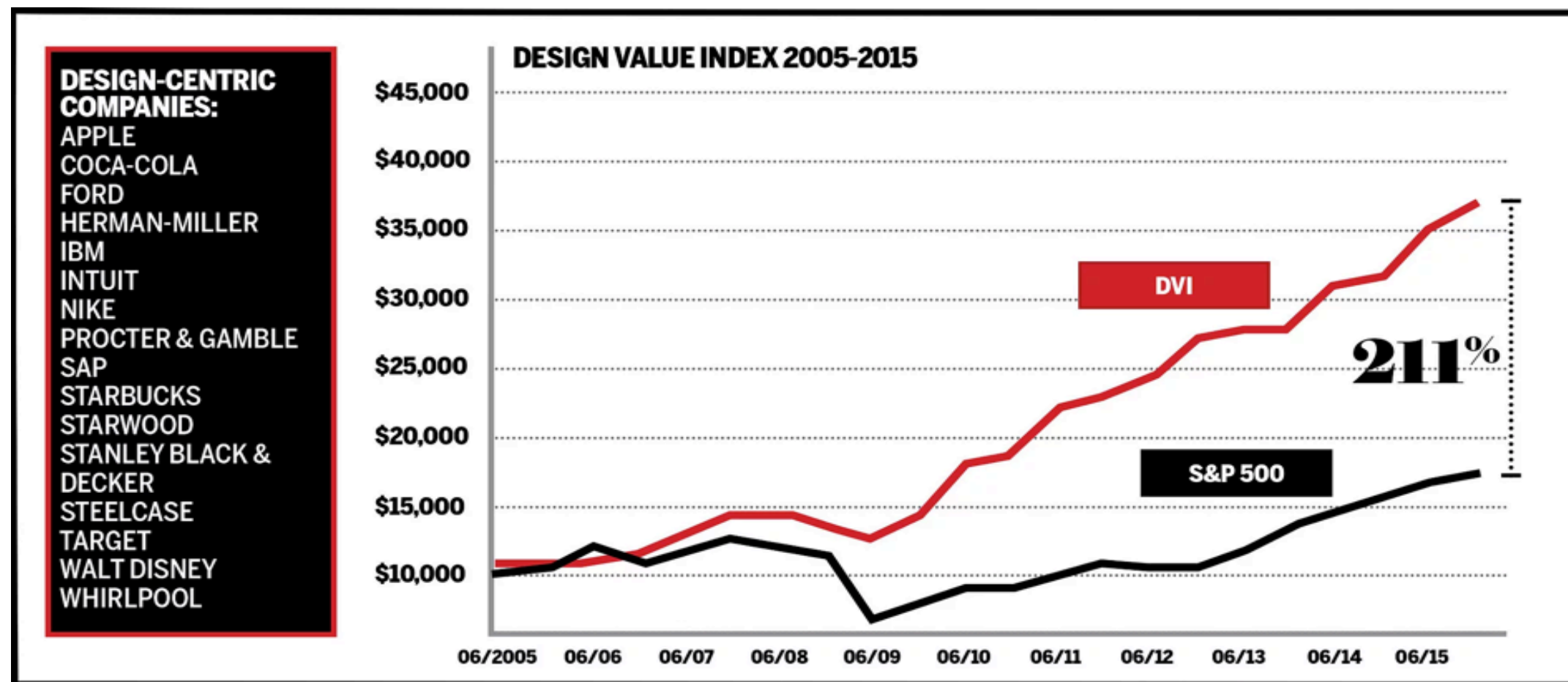


Tools and framework that places  
**PEOPLE**  
in the center  
of the development  
of products, services and  
experiences.

It's foundation is **EMPATHY**

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# Why does it matter to organizations?



Design *Thinking* also requires Design *Doing*. Studies have shown that companies adopting design appropriately and intentionally are more successful.

## Benefits

- Mitigates risk, while increasing impact
- Moves from opportunistic approach to solving & prioritizing the right problem
- Increases the adoption curve. Creates happy users and customers
- Improves innovation outcomes
- Increases brand and service value
- Creates competitive differentiation
- Has potential to reduce or avoid unnecessary costs

## Why Human-Centered Design Matters – to Users and Businesses

- Designed for 3 users: Doctors, Nurses and Respiratory Therapists.
- GE Received 5 Patents.
- Patient: Reduced average length of stay in its intensive care unit by 28 percent.
- Hospital saved \$9,000 per patient using new nutrition-monitoring software.

### Cincinnati hospital slashes ICU costs in software test

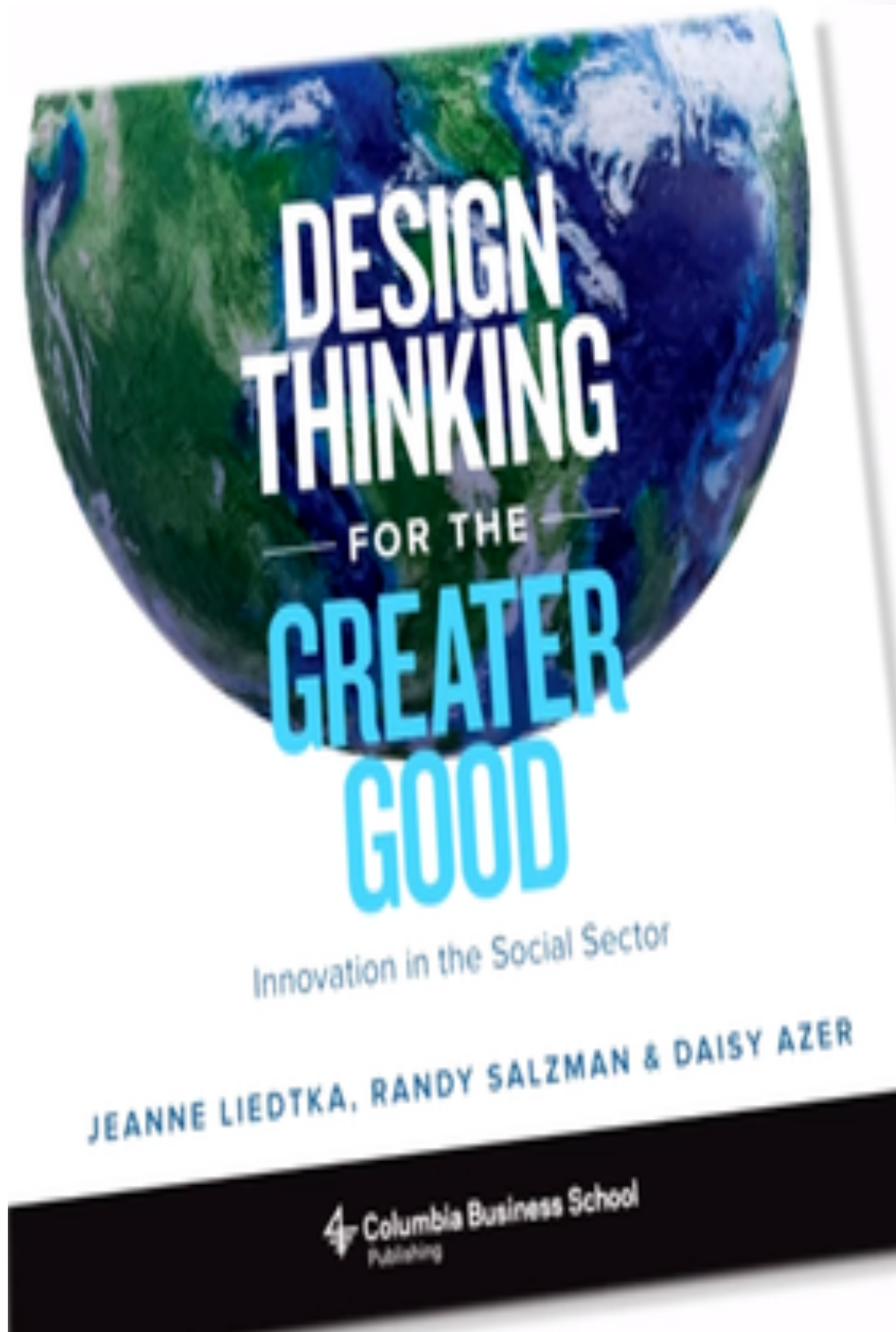


Before

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It is more than a conversation. Organizations on getting onboard.



#### INFLUENTIAL TRENDS

- Humanizing technology driven solutions
- Disruptive Innovation
- Big data enrichment
- Empathetic physical and digital experience
- Nonprofits moving toward social enterprise model
- Sustainable practices

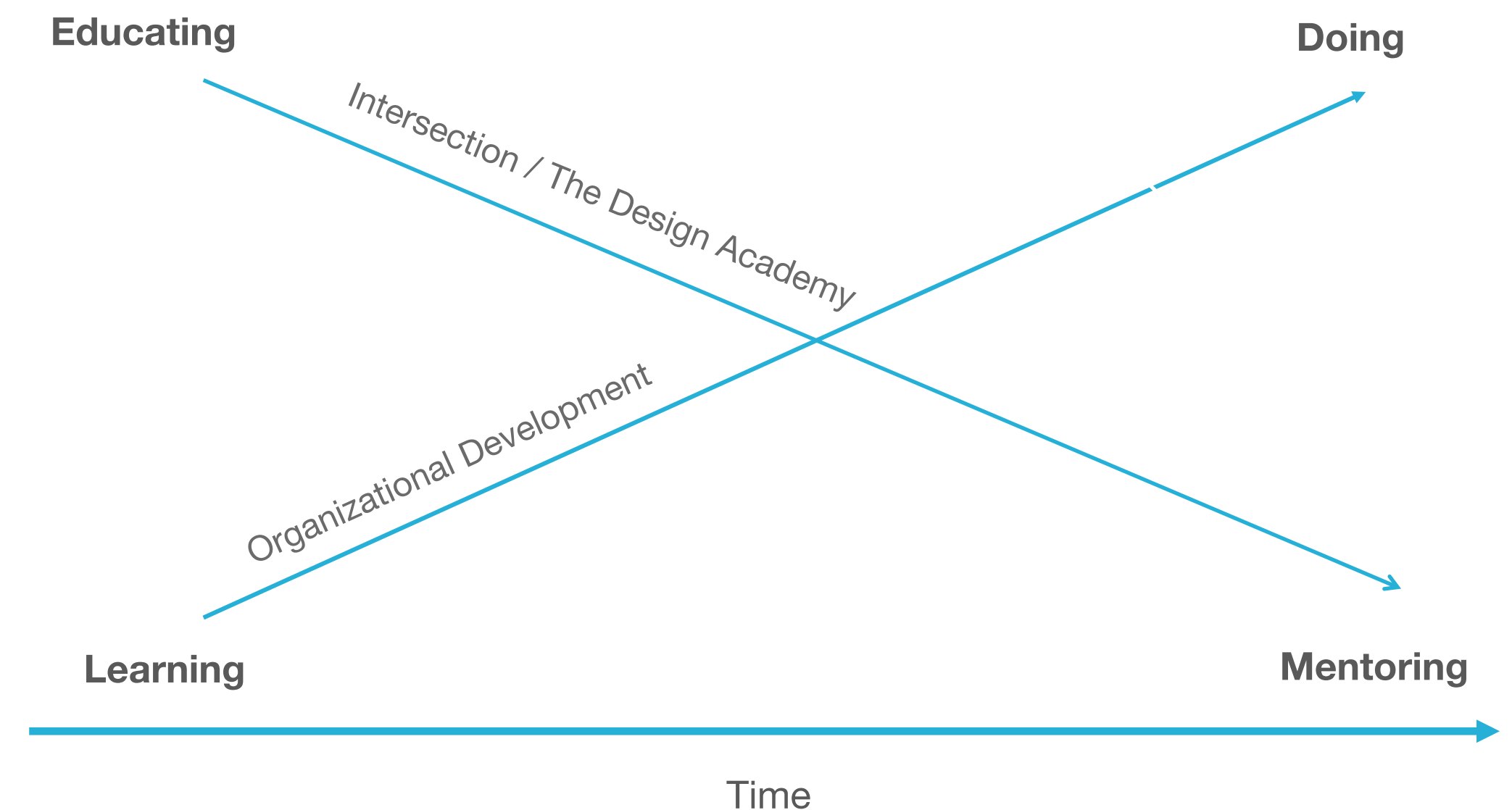
Image source: Harvard Business Review, <http://marklives.swarmlab2.co.za/2013/02/magazine-covers-we-love-9/> <https://research.unt.edu/>

# Is Human-Centered Design right for my organization?

If you answer yes to 2-3 of these, then HCD should be a strong consideration:

- ...seeking unique competitive advantage?
- ...wanting a broader strategic dashboard?
- ...leading with technology solutions and not people?
- ...in need of a sustainable innovation process to manage opportunities?
- ...overly focused on quantitative data?
- ...struggling to share knowledge and insights across siloes
- ...have products or services that are becoming less relevant
- ...trying to build a culture of innovation?
- ...looking for ways to retain talent?

Human-Centered Design positively impacts these areas when fully implemented into an organization.



Our goal is to shift mindset and create a sustainable way to innovate within your organization. Our focus is to move from learning to doing and educating to mentoring. Simultaneous learning and doing packages are a way to accelerate your organization's pathway to strategic innovation.

# HCD Building Blocks

Human-Centered Design is achieved by using Design Thinking, the application of various tools curated to facilitate complex, problem solving and connection to business strategy. Tools include creative thinking support like Customer Journey Maps, ideation matrices, business filters, research approaches and business canvas. The introduction of these tools is a catalyst for building a collaborative culture of innovation.

Education and practice applying the tools develops greater competency across the organization. This provides a common language and toolset that can be leveraged into ideas and scaled across the organization. HCD tools are applicable to internal as well as external challenges.

While awareness and understanding of the tools is essential, a framework to manage the opportunities, information flow and to measure success is critical to long term sustainability.

Tools

Competency

Framework

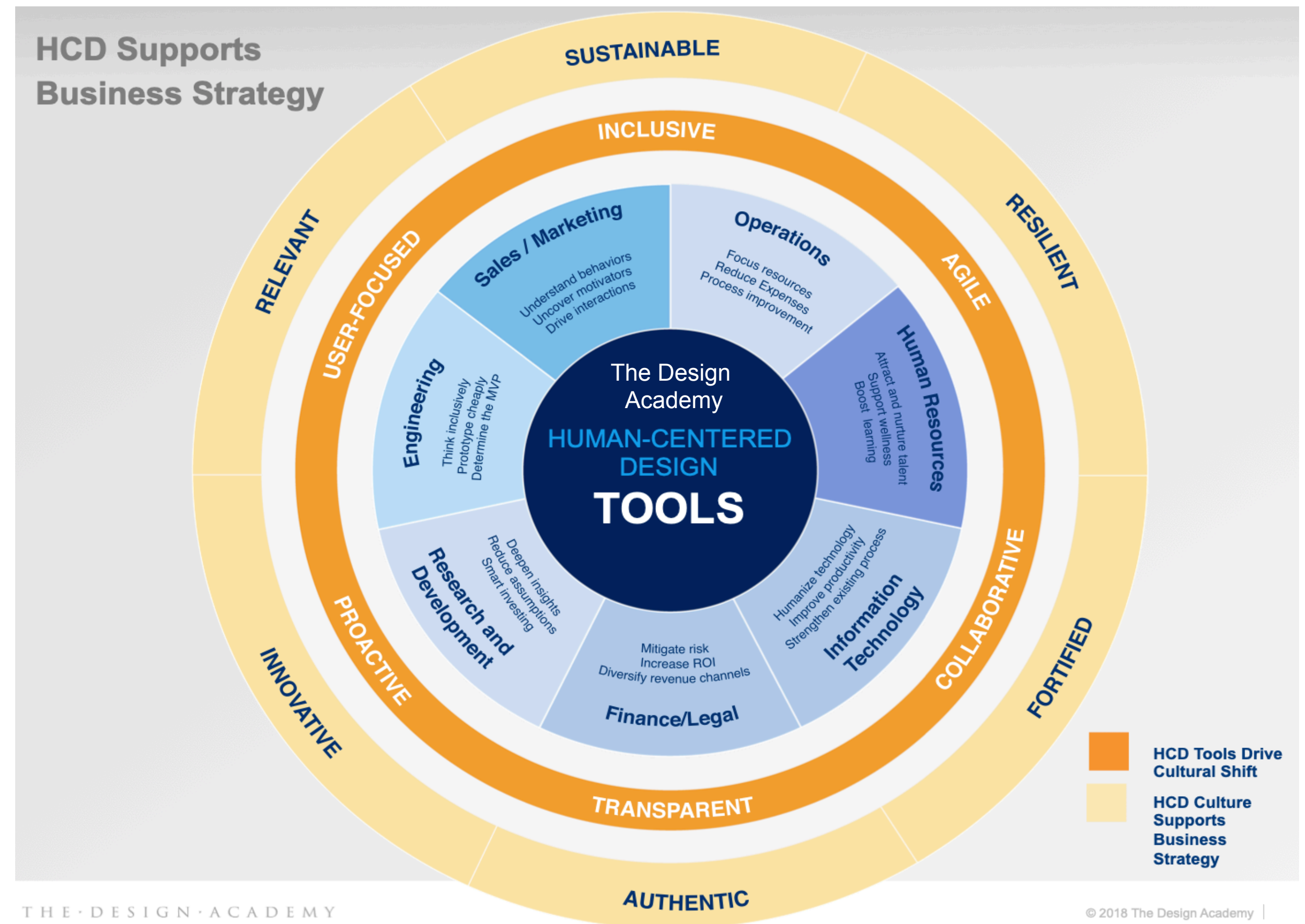


# Works in all departments.

Human-Centered Design tools strengthen the organization; allowing the output to be more insightful, customer centric and relevant.

The Design Academy HCDT Business Wheel illustrates how the introduction of tools can have a ripple effect on organizational effectiveness, thus reinforcing the overall business strategy and efforts to meet the demands of today's consumer market.

The tools can be used throughout the organization, both to solve challenges internally, as well as more deeply understand the needs of your stakeholders and customers externally.



# Implementation Phases / Considerations.

PHASE 1

PHASE 2

PHASE 3

PHASE 4

**AWARE & COMMIT**

**DISCOVER**

**DEVELOP**

**SUSTAIN**

**SCALE**

**LEADERSHIP ENGAGEMENT**  
Intention Setting

Take a 4 hr., 1-day or 2-day training. Read articles on the value.  
<https://www.thedesignacademy.com/knowledge-center>

**DESIGNATE INNOVATION**  
**HCDT**  
**CHAMPION/LEAD**

Begin The Design Academy HCDT training

**INTERNAL RESEARCH**

Create your baseline of innovation and HCDT knowledge within the organization. Determine innovation 'zones' of the company.

**DEVELOP TRAINING ROADMAP**

Plan for success. Take time to review and analyze the current state of innovation. Map the milestones and path forward to a more empathic and innovative culture. Determine who will be trained and at what level

**DEVELOP THE OPERATING MODEL / AND OR MEASUREMENT SYSTEM**

Ensure effectiveness and efficiency

**CREATE A HUMAN-CENTERED**  
**INNOVATION LAB / IMMERSION ROOM**

If space is **available** display the results of your research and have a place to engage the teams

**CONDUCT INITIAL HCDT INTERNAL**  
**TRAINING**

Select a key challenge. Determine the first group to be trained. Instill a mix of discipline and personality styles

**MENTOR**  
**CHAMPION / LEADS AS REQUIRED**

**CROSS-DIVISION TRAINING**

**PORTFOLIO DEVELOPMENT**

Track opportunities

**PROCESS INTEGRATION**

Develop the HCDT guidebook for consistency and quality  
Create the cross silo governance

**MENTORING: PROJECT**  
**& PEOPLE**

Have experts mentor while working on a tangible project. Train leads and master facilitators

**SUPPORT ACTIVITIES**

Lunch-n-Learns  
SPRINTS

**EXTEND COMPETENCY**  
**ACROSS MULTIPLE**  
**LOCATIONS**

Develop global teams

**CONTINUOUS LEARNING**

Train new employees  
Refresh skills sets  
Cultivate HCD Masters

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# Budget Considerations.

PHASE 1

PHASE 2

PHASE 3

PHASE 4

**AWARE & COMMIT**

**DISCOVER**

**DEVELOP**

**SUSTAIN**

**SCALE**

LEADERSHIP ENGAGEMENT  
Intention Setting

Engagement and 2 Day  
Training  
\$25,000 – 35,000

INTERNAL RESEARCH

Create your baseline of innovation and HCDT knowledge within the organization. Determine innovation 'zones' of the company.

DEVELOP TRAINING ROADMAP

Plan for success. Take time to review and analyze the current state of innovation. Map the milestones and path forward to a more empathic and innovative culture. Determine who will be trained and at what level

Innovation Baseline, Zones  
and Training Roadmap  
\$20,000 - \$25,000

DEVELOP THE OPERATING MODEL / AND  
OR MEASUREMENT SYSTEM

Ensure effectiveness and efficiency

CREATE A HUMAN-CENTERED  
INNOVATION LAB / IMMERSION ROOM

If space is **available** display the results of your research and have a place to engage the teams

CONDUCT INITIAL HCDT INTERNAL  
TRAINING

Select a key challenge. Determine the first group to be trained. Instill a mix of discipline and personality styles

MENTOR  
CHAMPION / LEADS AS REQUIRED

Operating Model \$30,000 - \$75,000  
2 Day Training up to 40 people  
\$28,000 - 35,000

CROSS-DIVISION TRAINING

PORTFOLIO DEVELOPMENT

Track opportunities

PROCESS INTEGRATION

Develop the HCDT guidebook for consistency and quality  
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MENTORING: PROJECT  
& PEOPLE

Have experts mentor while working on a tangible project. Train leads and master facilitators

SUPPORT ACTIVITIES

Innovation Summit  
Lunch-n-Learns  
SPRINTS

EXTEND COMPETENCY  
ACROSS MULTIPLE  
LOCATIONS

Develop global teams

CONTINUOUS LEARNING

Train new employees  
Refresh skills sets  
Cultivate HCD Masters

There are many variables to determining a budget form objectives, number of people, locations, speed of implementation etc. These numbers are meant only to be a reference point. Please contact us with questions.

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# How do I get started?

## Read More

The Design Academy Knowledge Center  
<https://www.thedesignacademy.com/knowledge-center>

[The Total Economic Impact™ of IBM's Design Thinking Practice. A Forrester Total Economic Impact™ Study \(Feb\) 2018](#)

[Leveraging Human Factors Testing to Develop a Better MedTech Product](#)

[2015:dmi:Design Value Index Results and Commentary](#)

[The Missing Human Connection: A Story of Financial Risk Forrester Research Inc., 2018](#)

## Schedule an Introductory Training with your team

We find it more effective to implement and decide the best approach for your organization if teams take the training together.

Contact us for a free introduction. [Kel.davison@intersection-inc.com](mailto:Kel.davison@intersection-inc.com)

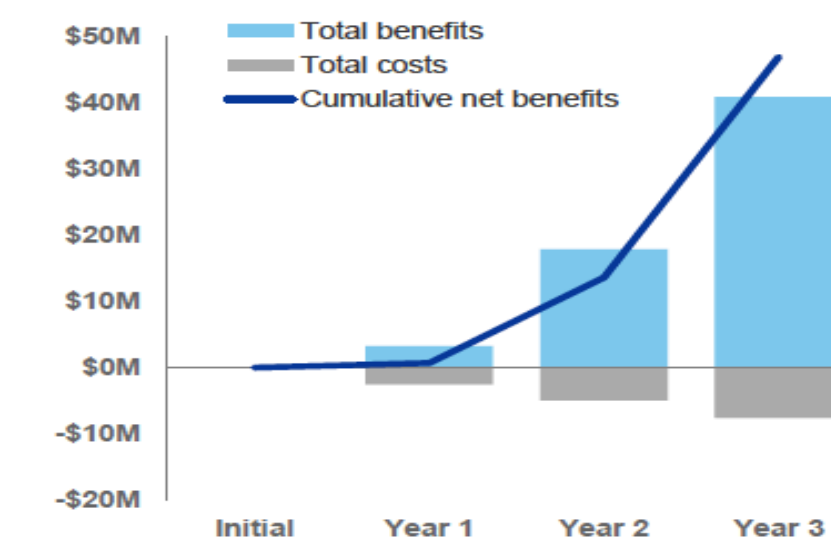
## Fast Track A Project and Learn While Doing

Conquer your first challenge in mind. Engage diverse stakeholders in an interactive five-day SPRINT event that guides participants through the entire Human-Centered Design experience and culminates in a response to one of your top challenges. This event provides a shareable and exciting springboard for future Human-Centered Design activities within an organization.

## Have A Conversation

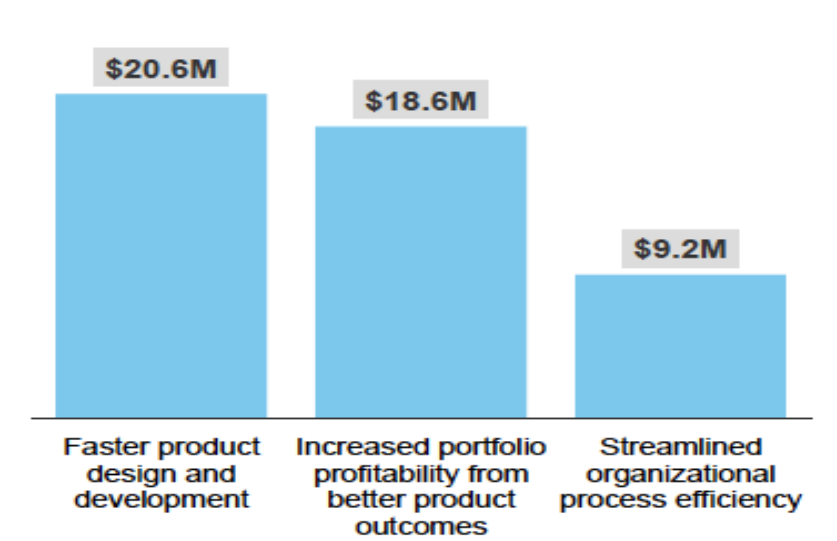
Our HCD experts are happy to have a conversation on how your organization might best get started.

Financial Summary (Three-Year)



2 | The Total Economic Impact™ Of IBM's Design Thinking Practice

Benefits (Three-Year)



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# 5 Keys to Success

## OWN IT

You can either push or pull through the organization. There is a much greater chance of it sticking if there is buy-in from the top.

## COMMUNICATE

- Create an internal intranet to share stories, tools etc
- Use internal social media tools such as slack.
- Be diligent by creating a *Rhythm of News* campaign

## MAKE IT VISIBLE

Bring your work to life by creating an innovation lab or an immersion space. It provides an opportunity for those to participate even if they are not in the training.

## CREATE CHAMPION (S)

Someone very passionate needs to own this and create more champions through the process.

Nurture participants through the skill level according to desire and advancement objectives. The Design Academy has 4 levels of skill.

## GENERATE MOMENTUM

There are many ways to keep the energy going. Here are a few:.

- Convenient lunch workshops/webinars are great to continue the learnings and stimulate the conversation into broad areas of the organization and drives collaborative development of essential skills tools.
- SPRINTS (over 1 week or a few weeks) are a popular way to engage and excite stakeholders by rallying around a specific challenge. SPRINTs offer the opportunity to experience a “quick win” that can be shared and provide a tangible proof-point for further investment in Human-Centered Design activities.

About us.  
The world is more human when connected through design

Intersection-Inc. designs  
humanistic, innovative  
experiences and products  
and  
we teach what we practice...  
Human-Centered Design  
through our education  
collaboratory, The Design  
Academy.

Have questions?  
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[www.thedesignacademy.com](http://www.thedesignacademy.com)



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# Training to create sustainability within the organization.

**AMBASSADOR** certification is earned through participation in a face-to-face, interactive two-day workshop led by practicing, industry professionals. Participants are introduced to strategically selected tools and immersed in their application through collaborative, hands-on activities.

**PRACTITIONER** certification is earned through participation in a face-to-face, interactive one-day workshop in which participants select and tailor HCD tools to apply to a challenge of their choice. The planning workshop is complimented with four private mentoring hours with practicing, industry professionals.

**EXPERT** certification is earned through successful completion of four concentrated modules: Business, Research, Prototyping, Usability Testing, intended to develop finite skill sets and overall competency in Human-Centered Design Thinking tool application.

**MASTER** certification is earned through successful completion of a comprehensive design project. Master badge earners are led by an industry expert or professional educator from start to finish of an original Design Thinking project. Participants must demonstrate competency in selecting appropriate tools, conducting research, synthesizing data, developing a prototype, and usability testing. The Master level expands participants skills set beyond Design Thinking tool application to group coaching and workshop facilitation. Participants are required to formally present a business case and demonstrate competence as a facilitator.



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