USING HUMAN CENTERED DESIGN TO BRING PROVIDER VOICES TO THE COACHING SYSTEM DESIGN PROCESS
A DELIBERATE AND THOUGHTFUL SOLUTION-SEEKING APPROACH FOR ADDRESSING COMPLEX PROBLEMS.

(BROWN, 2008)
DESIGN THINKING

1. EMPATHY
   - iterate
   - synthesize

2. DEFINE
   - stoke

3. IDEATE
   - select

4. PROTOTYPE
   - show

5. TEST
DESIGN THINKING

1. EMPATHY
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   - Select

5. TEST

Hasso Plattner Institute for Design, 2010
What we’ve thought about

- How to bring providers and coaches into conversations about quality improvement
THIS IS, AFTER ALL, A WICKED PROBLEM
HOW DOES QUALITY IMPROVEMENT STACK UP AS A WICKED PROBLEM?
QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...trying out a solution helps you better understand the problem.
QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...it has solutions that are neither right nor wrong.
QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...it’s non-linear
QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...the challenges and solutions interconnected.
QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...the whole thing is just darned complex.
“SOME PROBLEMS ARE SO COMPLEX THAT YOU HAVE TO BE HIGHLY INTELLIGENT AND WELL INFORMED JUST TO BE UNDECIDED ABOUT THEM.”

Laurence J. Peter
WHY HUMAN CENTERED DESIGN?

- HCD might be a good approach to challenges in quality systems which are wicked problems
OUR ATTEMPT
Bucketing interesting observations into a recognizable character

Character Composites
BROAD QUESTIONS ABOUT THE PERSON’S LIFE, VALUES, AND HABITS, BEFORE ASKING SPECIFIC QUESTIONS RELATED DIRECTLY TO OUR CHALLENGE

IDEO DesignKit, 2017
JOAN, CHILD CARE PROVIDER

AGE & EDUCATION: Late-40s; bachelors degree; aspires to earn a masters.

FAMILY: Married; adult children; grandmother.

HOBBIES & INTERESTS: Church, and the community and spiritual aspects of it; cooking; spending time with family.

KEY VALUES: Want to make a difference; sees children as the future; wants to break the school-to-prison pipeline; inspired by love for kids and the job; likes being hands-on with the kids rather than an “office-and-paperwork” director.

MEDIA INTERESTS: Feel-good movies; childcare magazines; reading; Pinterest.

HABITS DESIRED: More efficient paperwork skills; better communication with other providers; better documentation management.

"Young Grandma" flickr photo by amslerPIX https://flickr.com/photos/amslerpix/11679302376 shared under a Creative Commons (BY-NC) license
CHARACTER COMPOSITE

JOAN, CHILD CARE PROVIDER

HABITS SHE WANTS TO KICK: Over-reliance on coach; feeling overwhelmed.

SOURCES OF PLEASURE: Seeing the children master a skill; providing stability for children; aged out children coming back to visit; hugs and kisses; doing a good job for her center.

SOURCES OF STRESS: New to STARS; confusing responses from STARS; coach is not local; younger, less-trained staff intimidated by STARS; lack of adequate funding; helping kids with acute behaviors or disabilities; strained or non-existent relationship with other providers.

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COACHES TOOLKIT
COACHMEET
PROVIDER PORTAL
COACH CHAT
http://dlab.uky.edu/cceeprc2017

Contact us!

john.nash@uky.edu

beth.rous@uky.edu