

What Might An Urban Planner Learn From You About Human-Centered Design?

What I learned about human-centered design by interviewing three designers.



Designing Streets for All Ages

Anna Siprikova | Global Designing Cities Initiative

1. Be scrappy when prototyping.
2. Use design to make the ordinary fun.
3. Keep digging to understand *why* people travel the way they do.
4. Lower vehicle speed limits to 25 mph.
5. Inspire yourself! Get a journal for your observations.



Designing Workshops

Kareeshma Ali | Greater Good Studio

1. Workshops are not the only tool for community engagement.
2. Workshops could be a 3rd or 4th touchpoint.
3. Decided to have a workshop? Clearly define your goals and outcomes, and invite the same people from the 1st & 2nd touchpoints.
4. Train community based organizations and let them be the face of workshops.
5. Challenge the status quo.



Communication Design

Yue Wu | McKinsey & Company

1. Accessibility and inclusivity is the priority.
2. Communicate rich information through relatable comms design.
3. Ask which audience is being left out in the comms design strategy and adapt to include this audience.
4. Don't wait until the end to synthesize and draw insights from qualitative data.
5. Keep end users engaged throughout the design process, not just the beginning and end.



Watch the interviews!