## Human-Centered Design Consultation

### Who we are
We’re the Design & Innovation Team out of the Michigan Institute of Clinical & Health Research (MICHR) that partners with research teams to help them navigate the nebulous process of turning research ideas into full interventions.

### How we help
The diagram below shows a high-level view of our typical process.

<table>
<thead>
<tr>
<th>PHASE</th>
<th>STRATEGIZE</th>
<th>HEAR</th>
<th>UNDERSTAND</th>
<th>CREATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process</td>
<td>Clarify project goals and audience</td>
<td>Hear from the people we’re building for</td>
<td>Collaboratively reflect on what we’ve heard</td>
<td>Decide on an initial idea and identify the biggest risks</td>
</tr>
<tr>
<td>Purpose</td>
<td>To help you crystallize who you’re really designing for, and why</td>
<td>To help you gain insights into your audience from an intervention-focused (rather than research-focused) lens</td>
<td>To help you come together as a team to create a shared understanding about audience needs</td>
<td>To help you move from analyzing problems to envisioning solutions together</td>
</tr>
</tbody>
</table>
| Sample Methods | • Audience map  
• Cover story  
• Make a world | • Empathy interviews  
• Ethnographic observations  
• Diary studies | • Empathy map  
• Journey map  
• Day-in-the-life | • Design sprint  
• Pre-mortem  
• Experiment canvas |
| Relative timeline | | | | |