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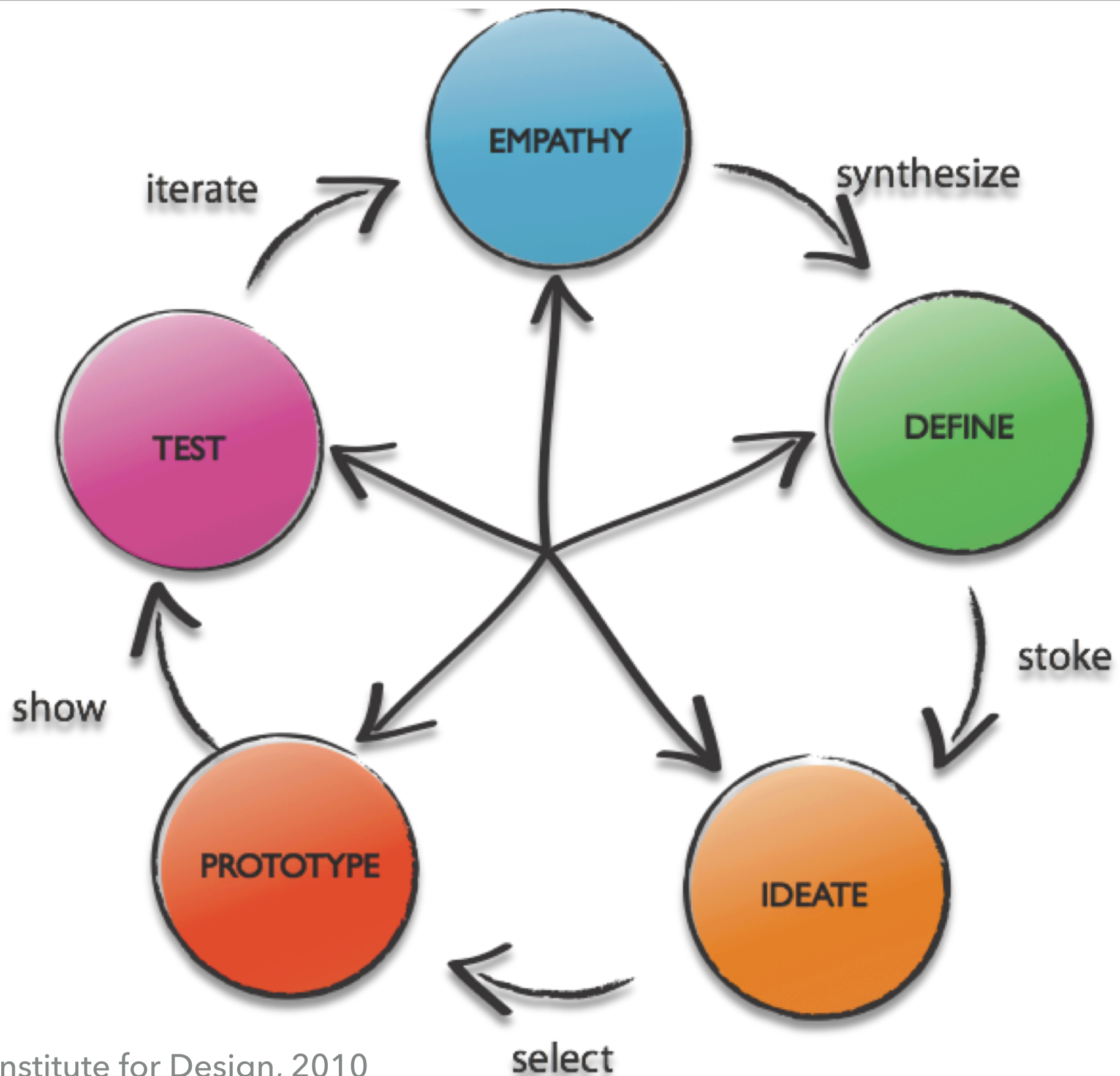
# USING HUMAN CENTERED DESIGN

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TO BRING PROVIDER VOICES TO THE  
COACHING SYSTEM DESIGN PROCESS

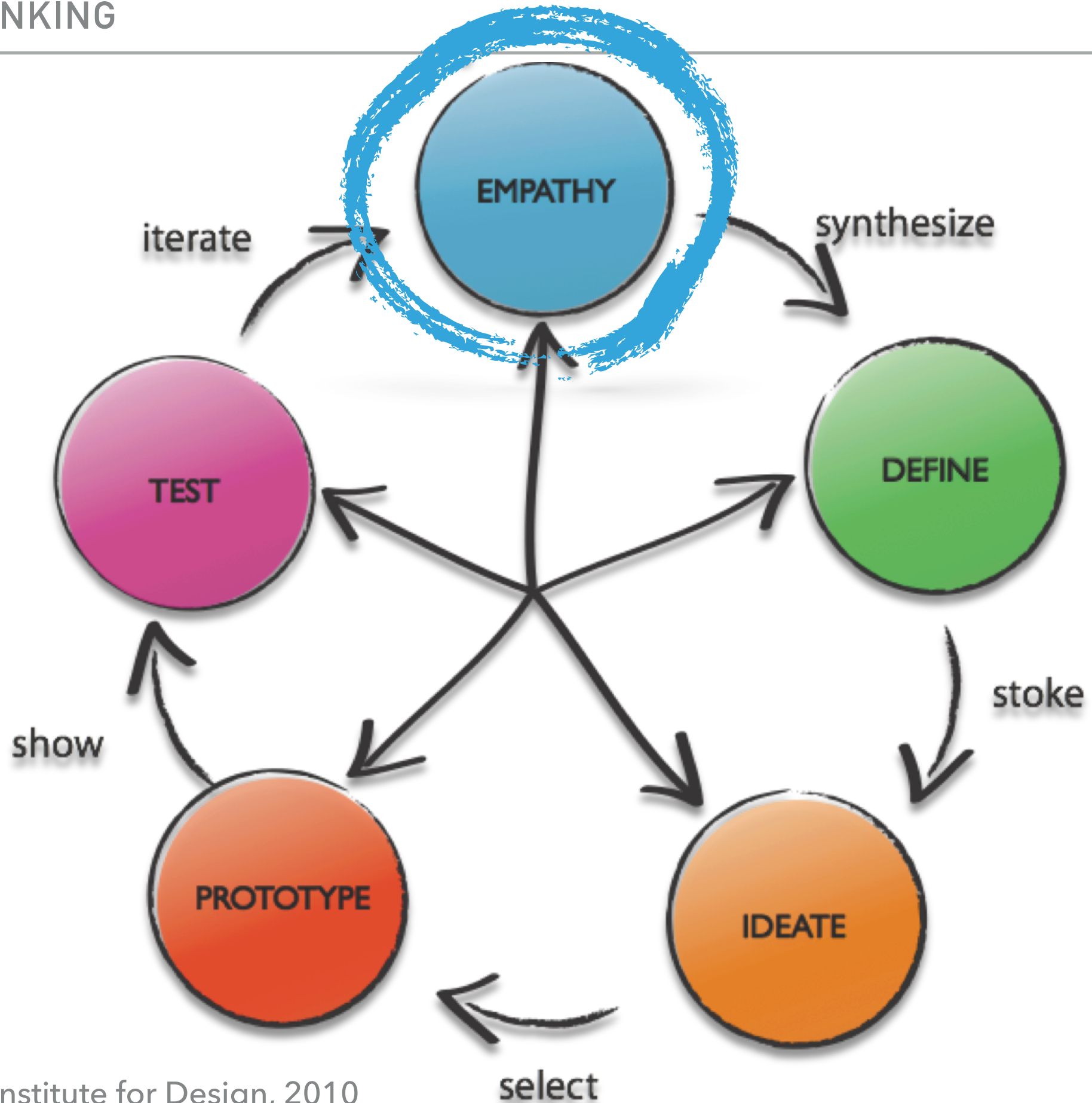
**A DELIBERATE AND THOUGHTFUL  
SOLUTION-SEEKING APPROACH  
FOR ADDRESSING COMPLEX  
PROBLEMS.**

**(BROWN, 2008)**



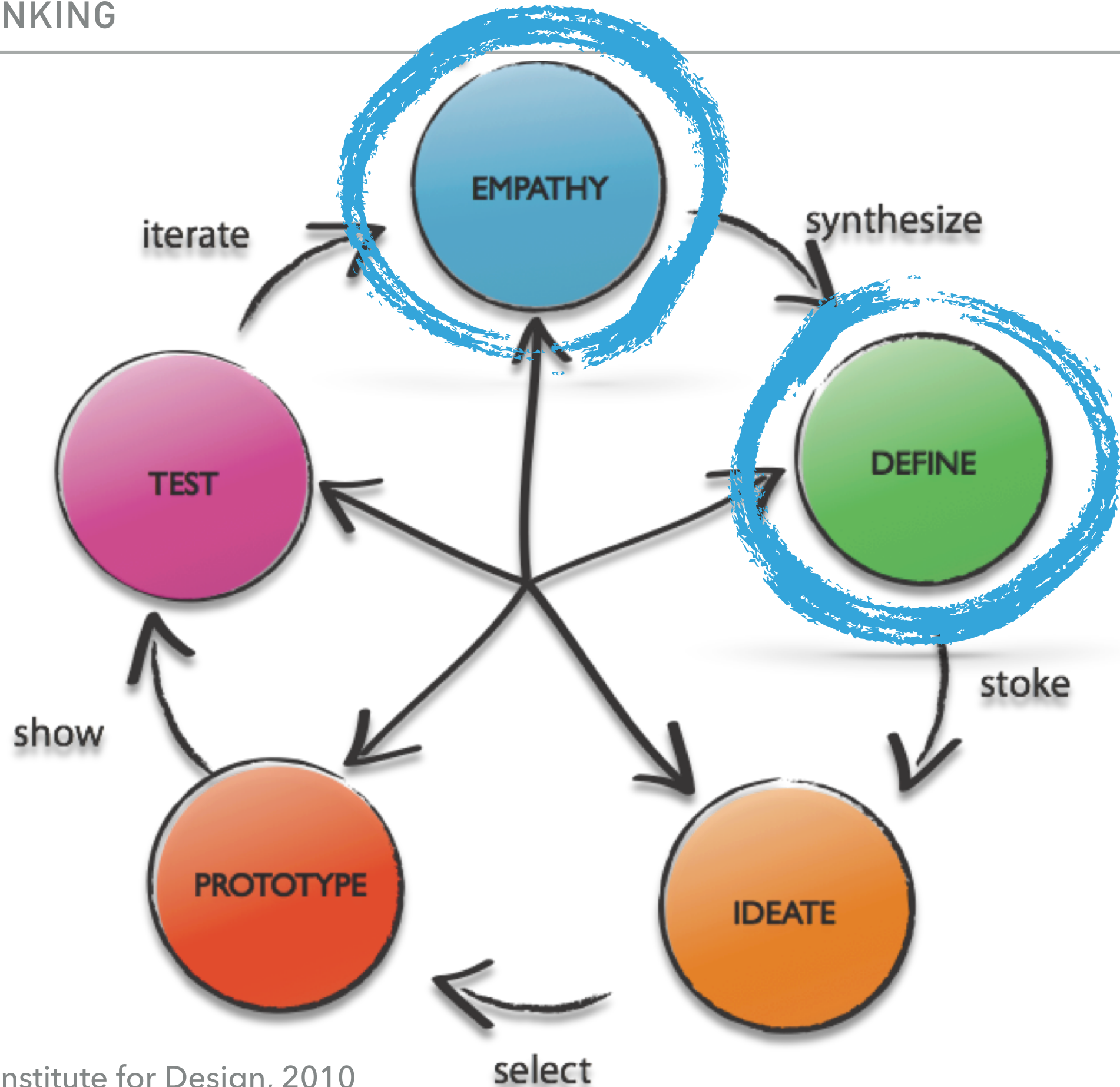
# DESIGN THINKING

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# DESIGN THINKING

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## 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?**



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# QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...trying out a solution  
helps you better  
understand the problem.

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# QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...it has solutions that are  
neither right nor wrong.

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# QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...it's non-linear

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# QUALITY IMPROVEMENT MAY BE A WICKED PROBLEM IF

...the challenges and  
solutions interconnected.

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# 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**

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## 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

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**CHARACTER COMPOSITES**

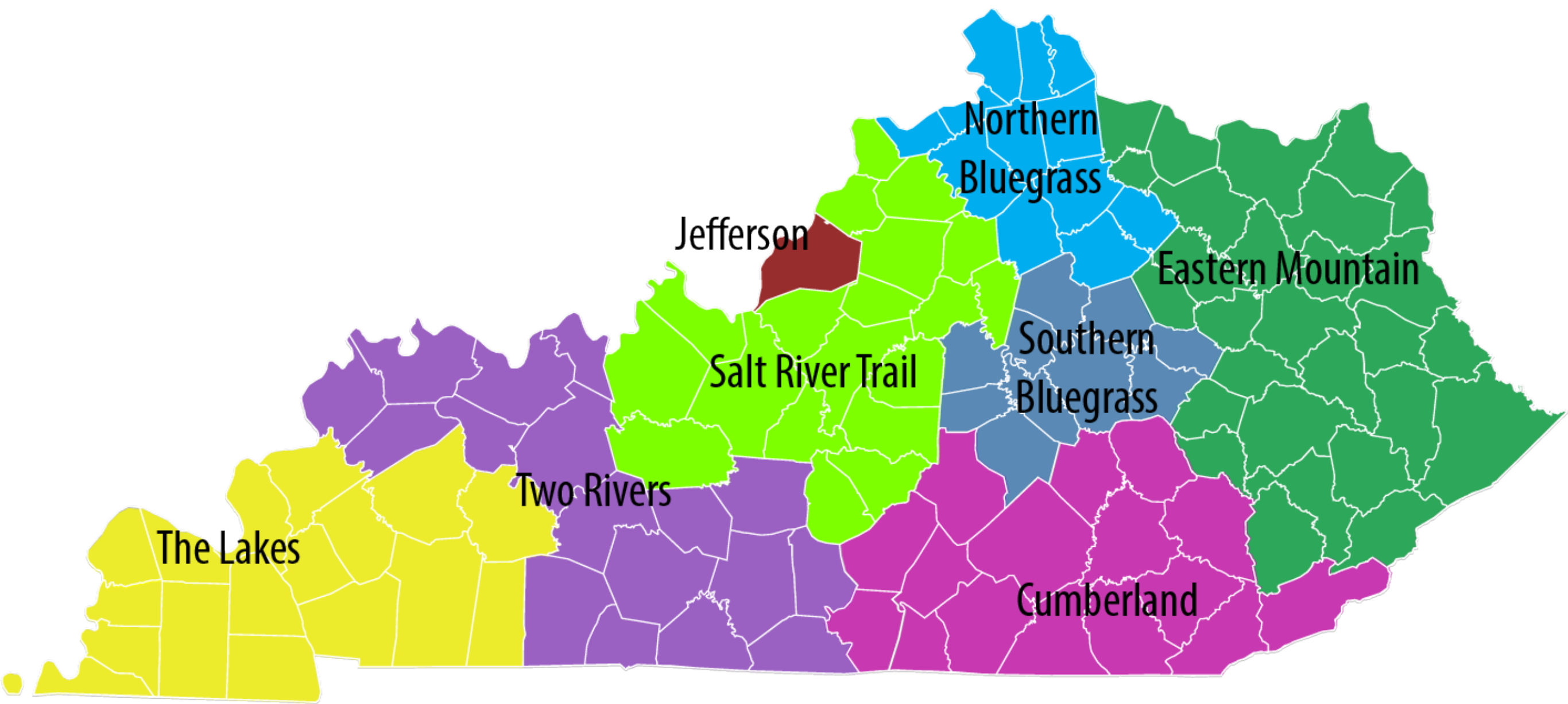
# EMPATHETIC INTERVIEWS

A photograph of two women sitting on a patterned couch. The woman on the left, with blonde hair, is wearing a blue and white striped shirt and has her hand near her face, listening intently. The woman on the right, with curly brown hair and glasses, is wearing a light-colored cardigan and is speaking. The background is a plain wall with a framed picture.

**BROAD QUESTIONS ABOUT THE PERSON'S LIFE, VALUES, AND HABITS, BEFORE ASKING SPECIFIC QUESTIONS RELATED DIRECTLY TO OUR CHALLENGE**

IDEO DesignKit, 2017





## CHARACTER COMPOSITE

# 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.





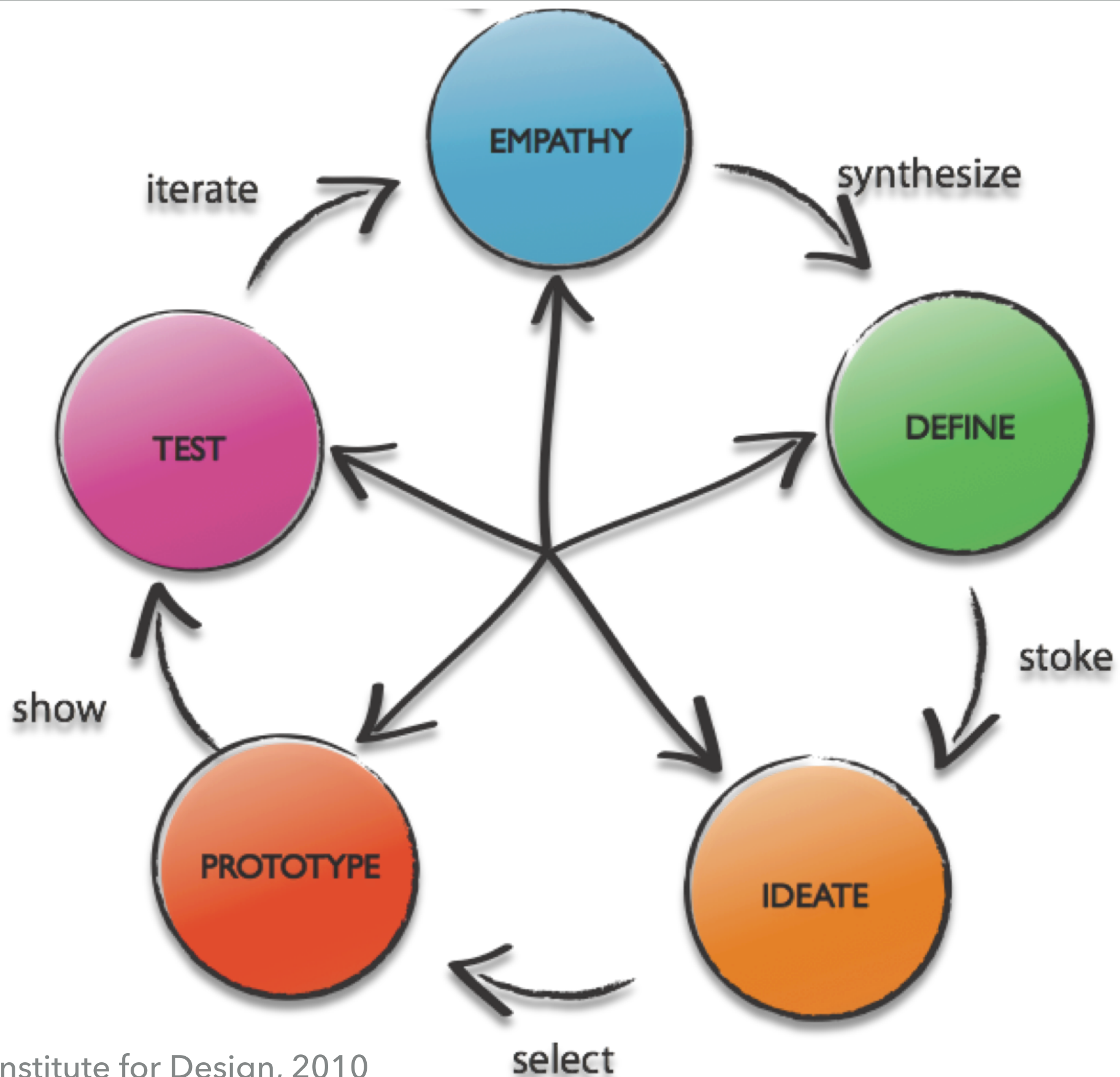
### JOAN, CHILD CARE PROVIDER

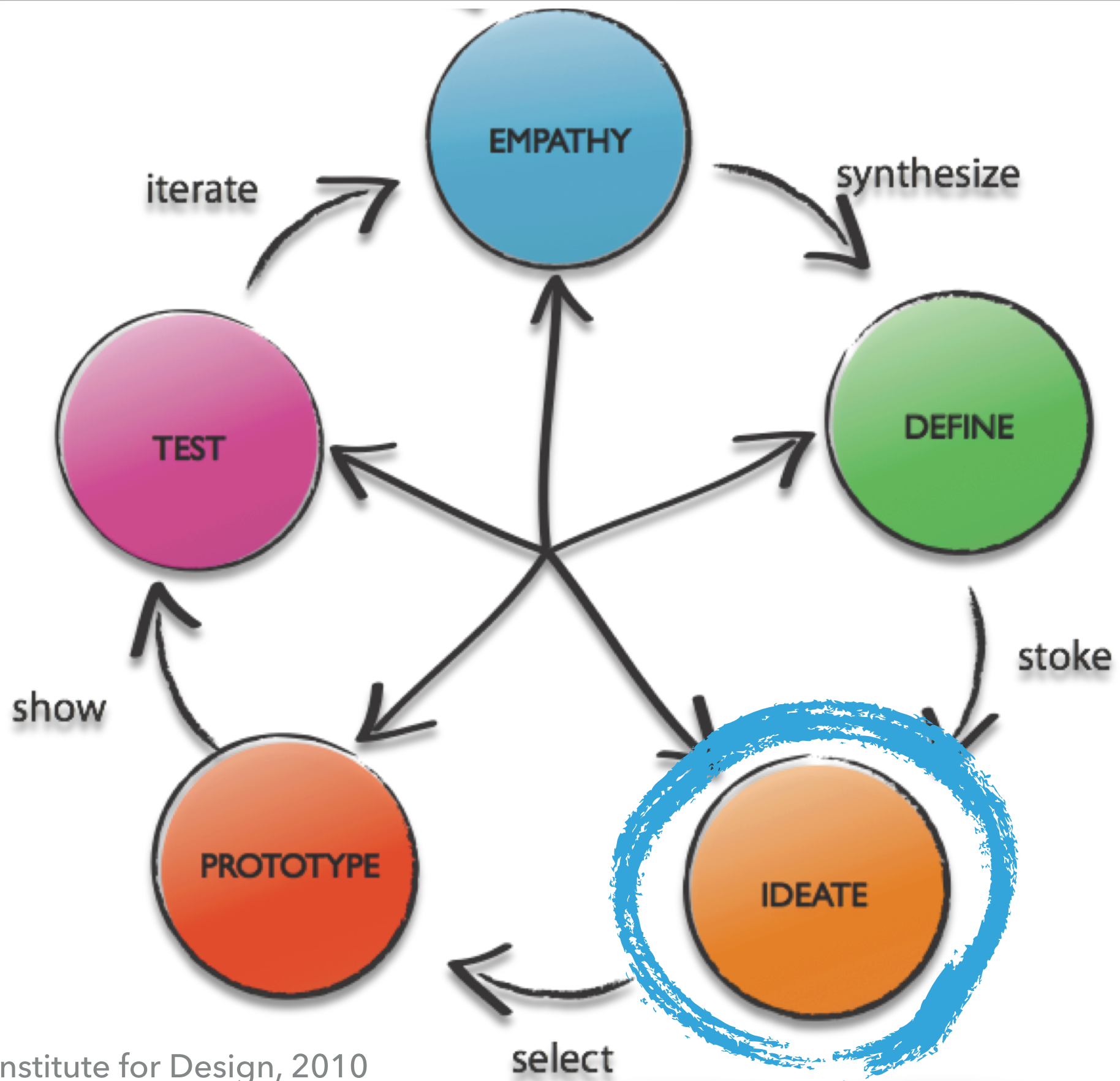
**HABITS SHE WANTS TO KICK:** Over-reliance on coach; feeling overwhelmed.

**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.

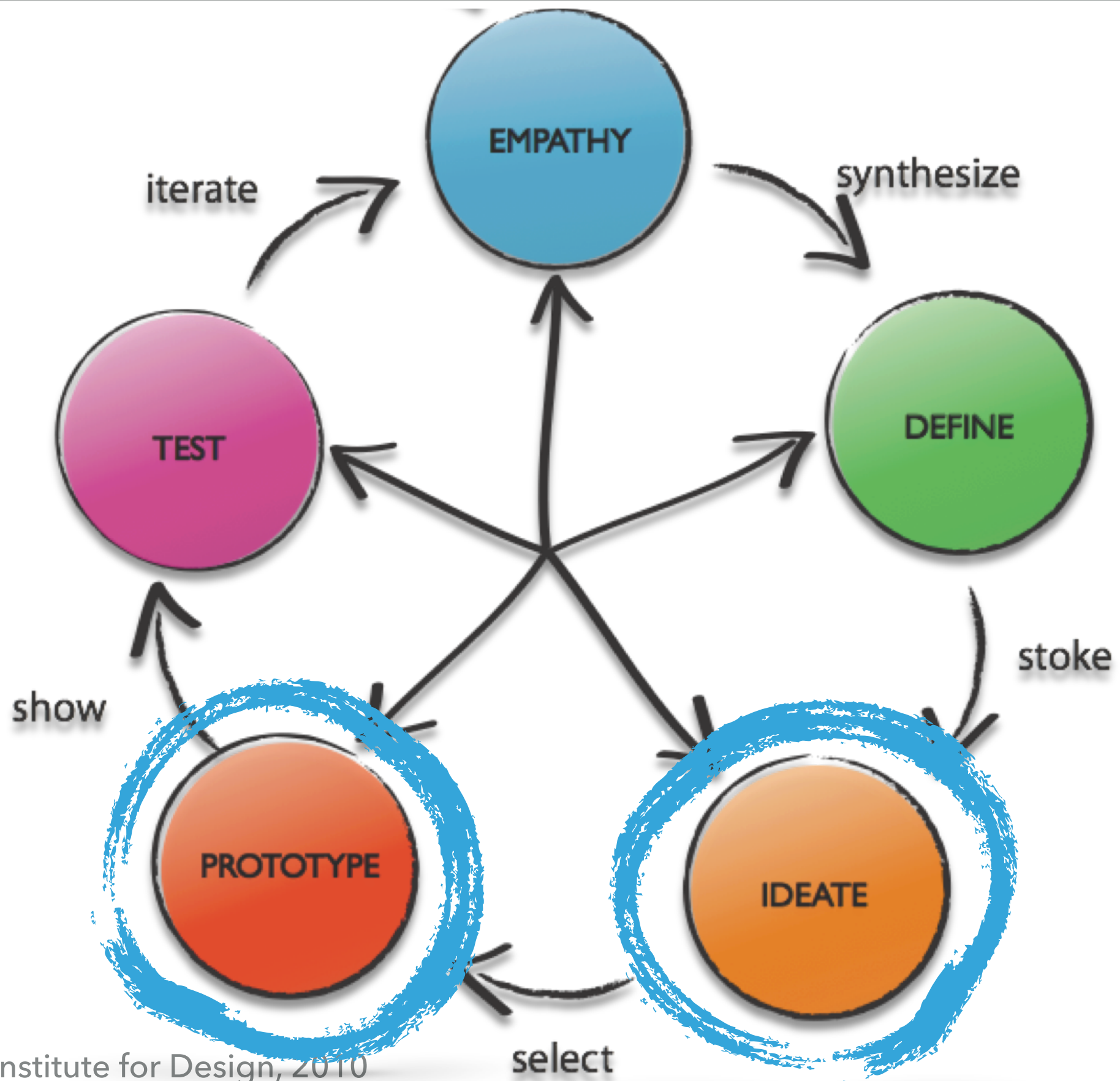
**SOURCES OF STRESS:** New to STARS; confusing responses from STARS; coach is not local; younger, less-trained staff intimidated by STARS; lack of adequate funding; helping kids with acute behaviors or disabilities; strained or non-existent relationship with other providers.



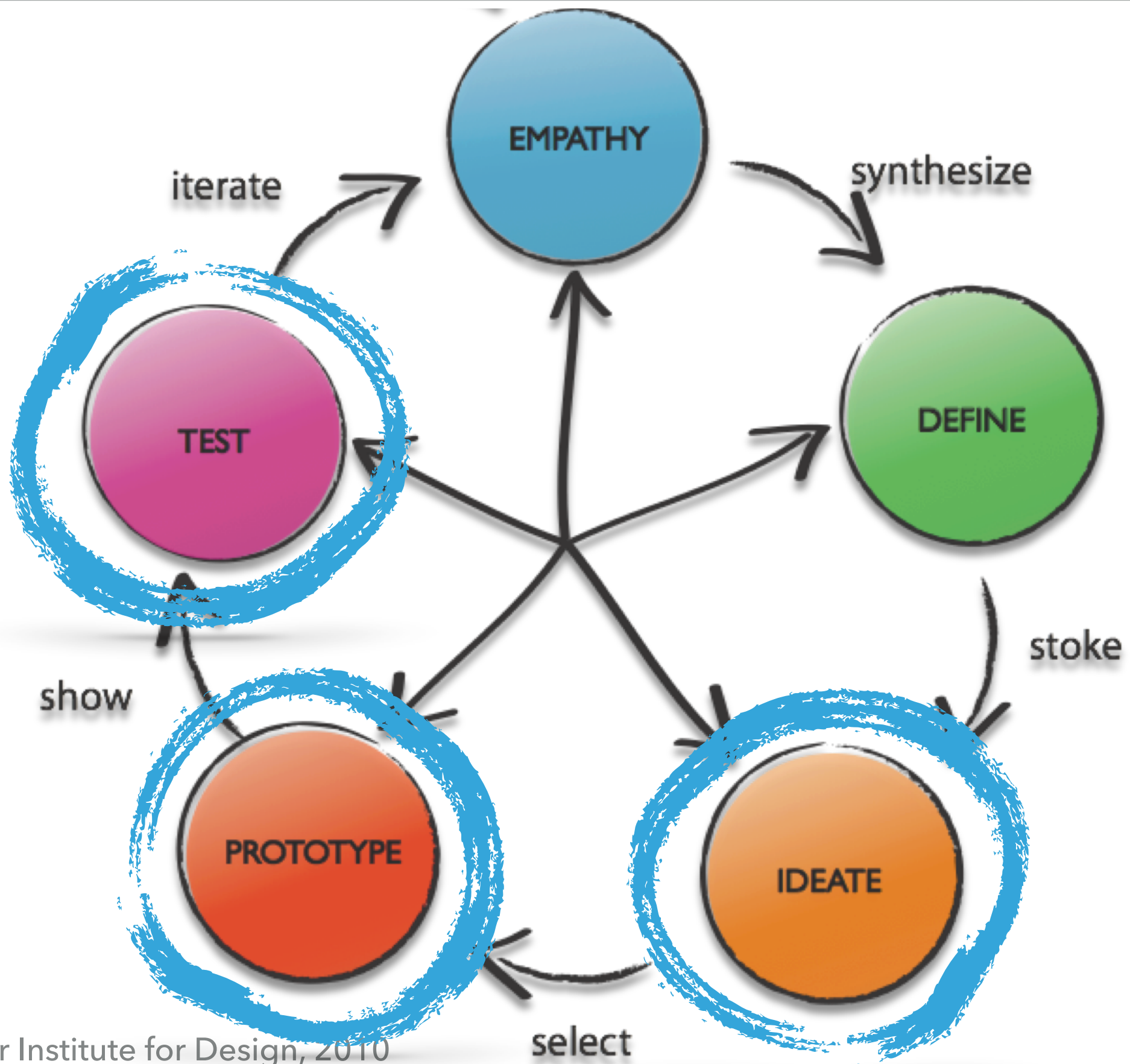












**COACHES TOOLKIT**  
**COACHMEET**

**PROVIDER PORTAL**  
**COACH CHAT**

**COACHES TOOLKIT  
COACHMEET**

**PROVIDER PORTAL  
COACH CHAT**

**DEC  
2017**

**<http://dlab.uky.edu/ccееprc2017>**

Contact us!

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