

BETH ROUS & JOHN NASH
UNIVERSITY OF KENTUCKY

beth.rous@uky.edu
john.nash@uky.edu

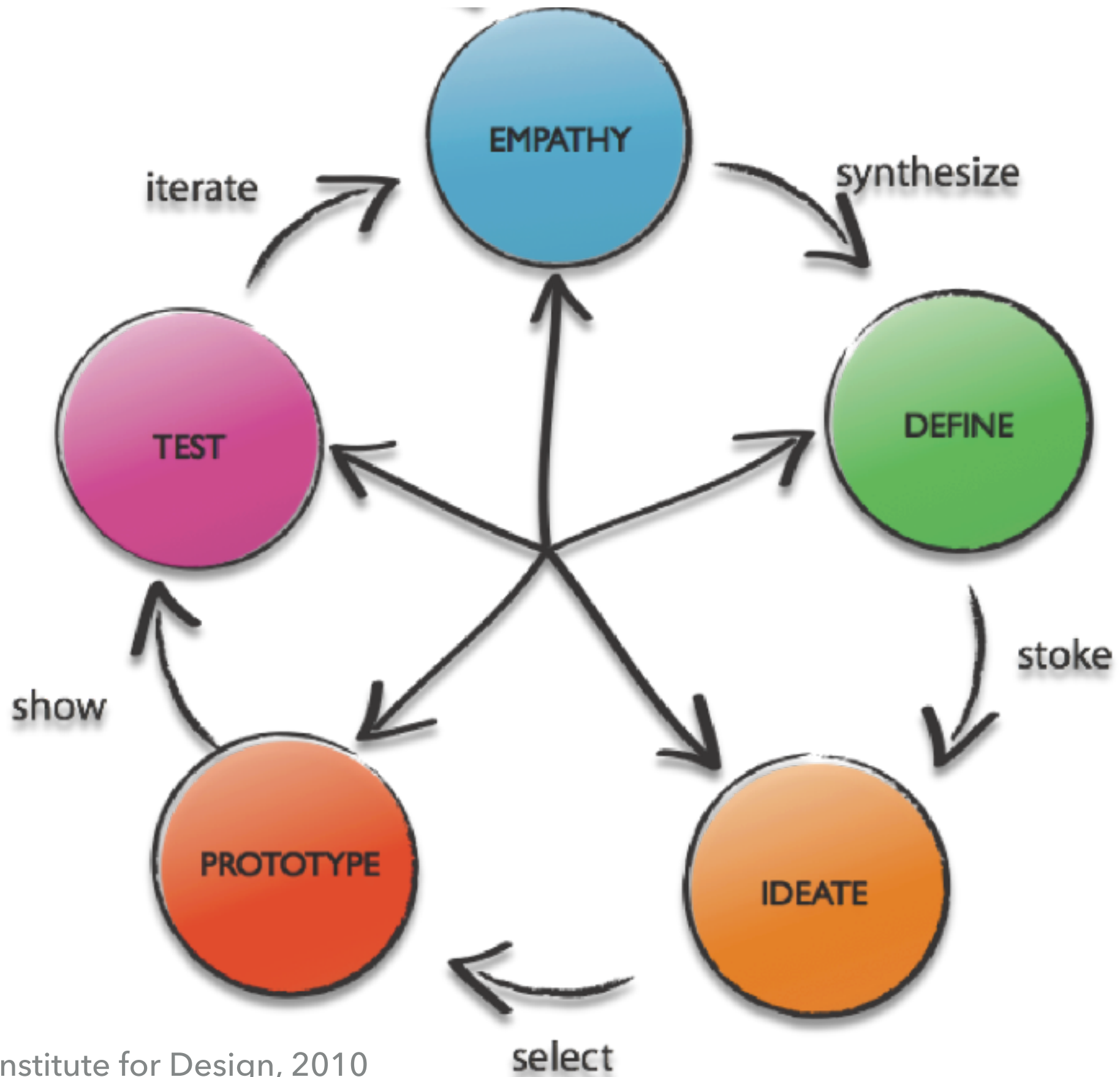
USING HUMAN CENTERED DESIGN

TO BRING PROVIDER VOICES TO THE
COACHING SYSTEM DESIGN PROCESS

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

(BROWN, 2008)

DESIGN THINKING



HOW DOES QUALITY IMPROVEMENT STACK UP AS A WICKED PROBLEM?

- ▶ trying out a solution helps you better understand the problem.
- ▶ it has solutions that are neither right nor wrong.
- ▶ it's non-linear
- ▶ the challenges and solutions interconnected.
- ▶ the whole thing is just darned complex.

**“STUDYING PEOPLE
TO IDENTIFY THEIR
UNMET NEEDS.”**

Patnaik & Becker, 1999, p. 38

BUCKETING INTERESTING OBSERVATIONS
INTO A RECOGNIZABLE CHARACTER

CHARACTER COMPOSITES

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.

