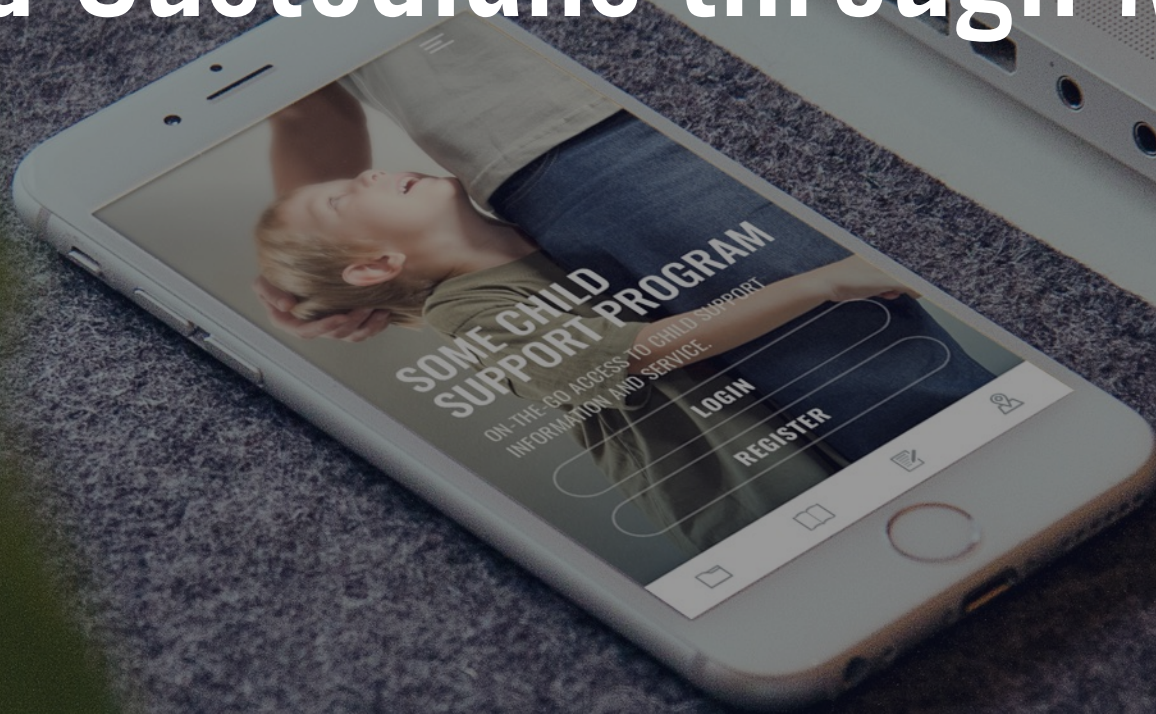




Anchorage, Alaska
September 24-28, 2017

Encouraging Better Conversations with Children and Custodians through Mobile



WICSEC 2017 Annual Training Conference

Your Facilitators



Jared Miniman
Public Sector UX Lead



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Child Support Managing
Director



Steve Speak
Senior Manager



Topics we'll cover

- Introduction to Design Thinking
- Challenges facing Child Support payors, payees, and providers
- Designing for the mobile user
- Practice using design techniques



Design Thinking

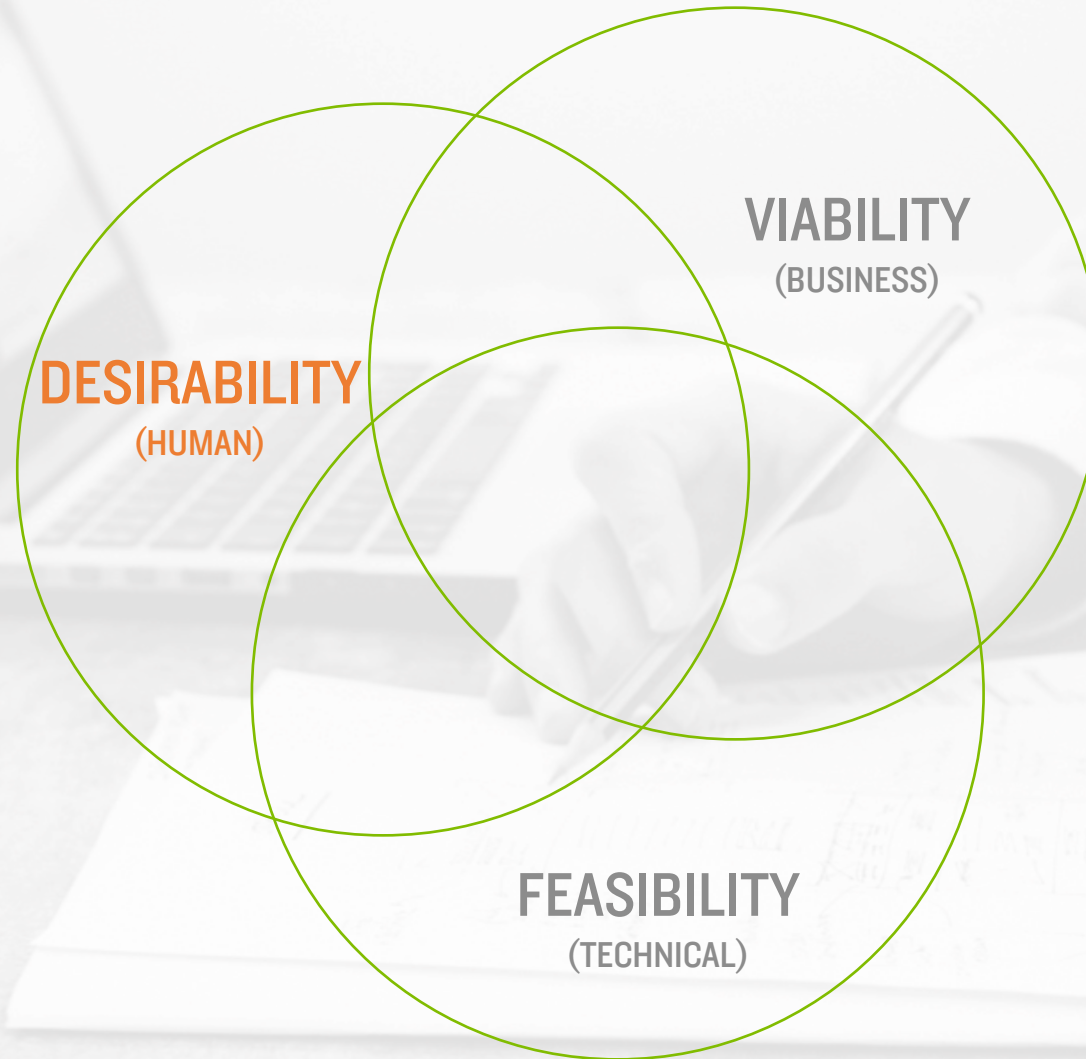
Design Thinking is “a formal method for practical, creative resolution of problems or issues, with the intent of an improved future result.”



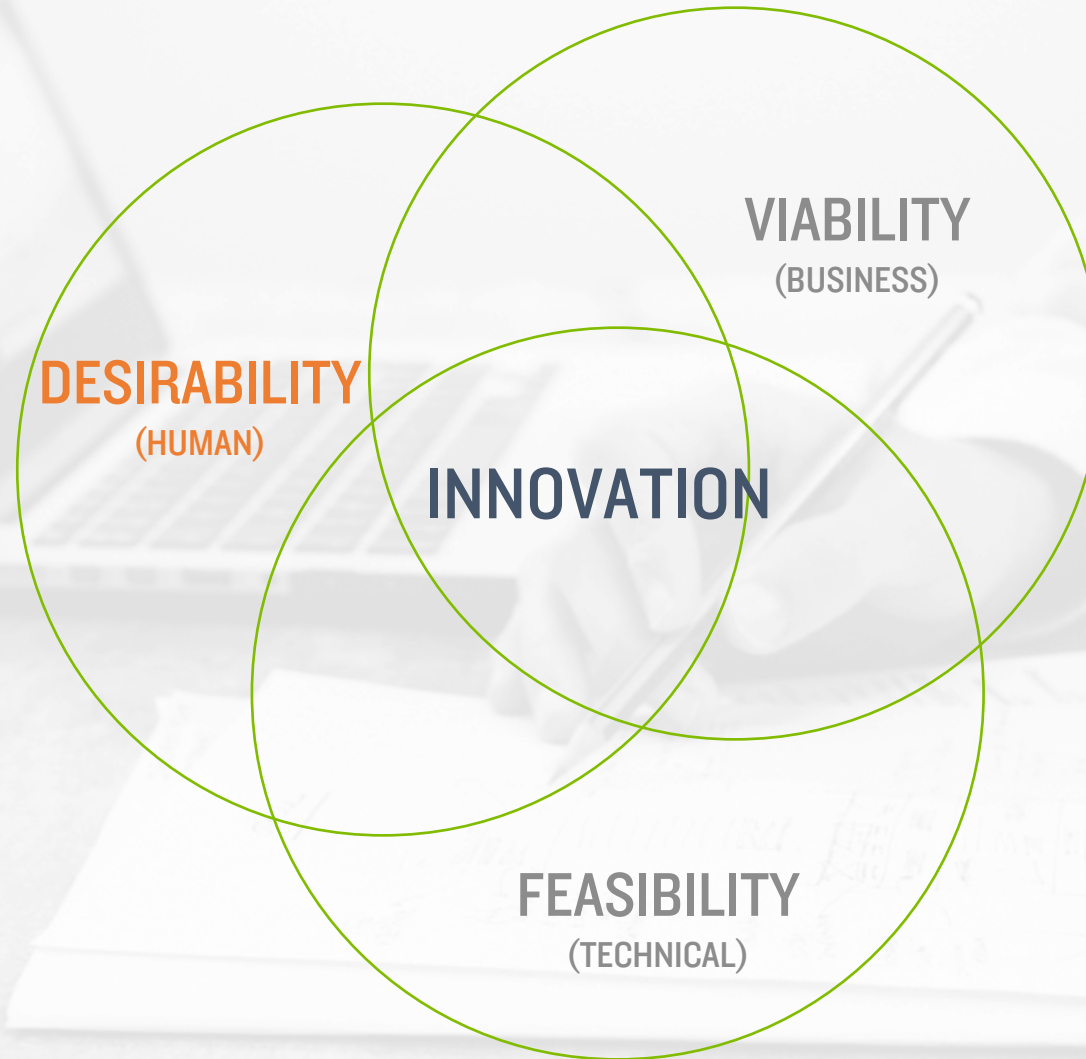
What's Changed?

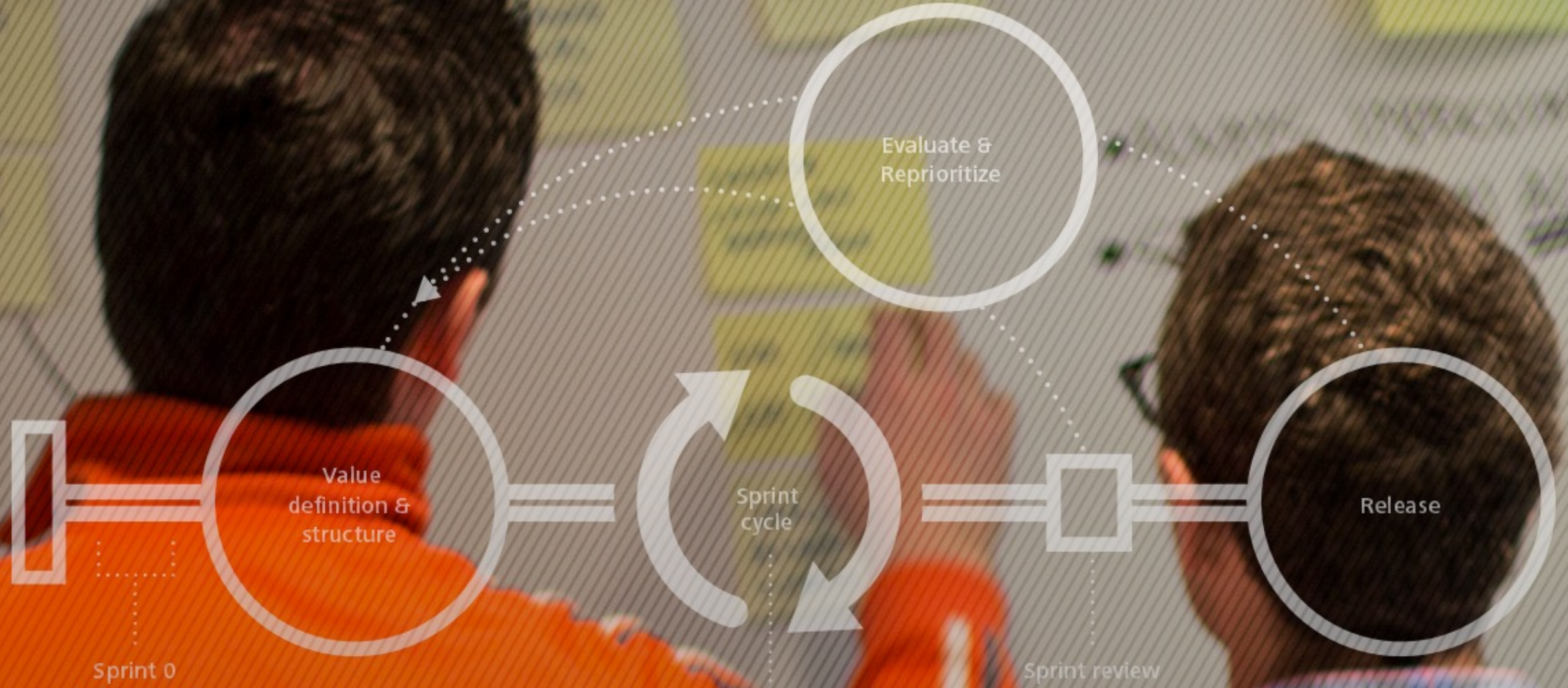
Unlike analytical thinking, design thinking includes "building up" ideas, with few, or no, limits on breadth during a "brainstorming" phase. This helps **reduce fear of failure** in the participants and **encourages input and participation** from a wide variety of sources in the ideation phases.

Design Thinking in IT



Design Thinking in IT





Design – Build – Measure



Rise of mobile

100% Adult Americans between the ages of 18-29 who own a cellphone

77% American who own a smartphone

45% Americans who use their smartphone as their primary means of access to the internet

40% Smartphone users who use their phone to access government services or information

Child Support Challenges





**Efficient use of
worker time**



Effective communication & client outreach



Customer service



Proactive case participation



Saving money

Solving for Mobile + Design



Creative theme

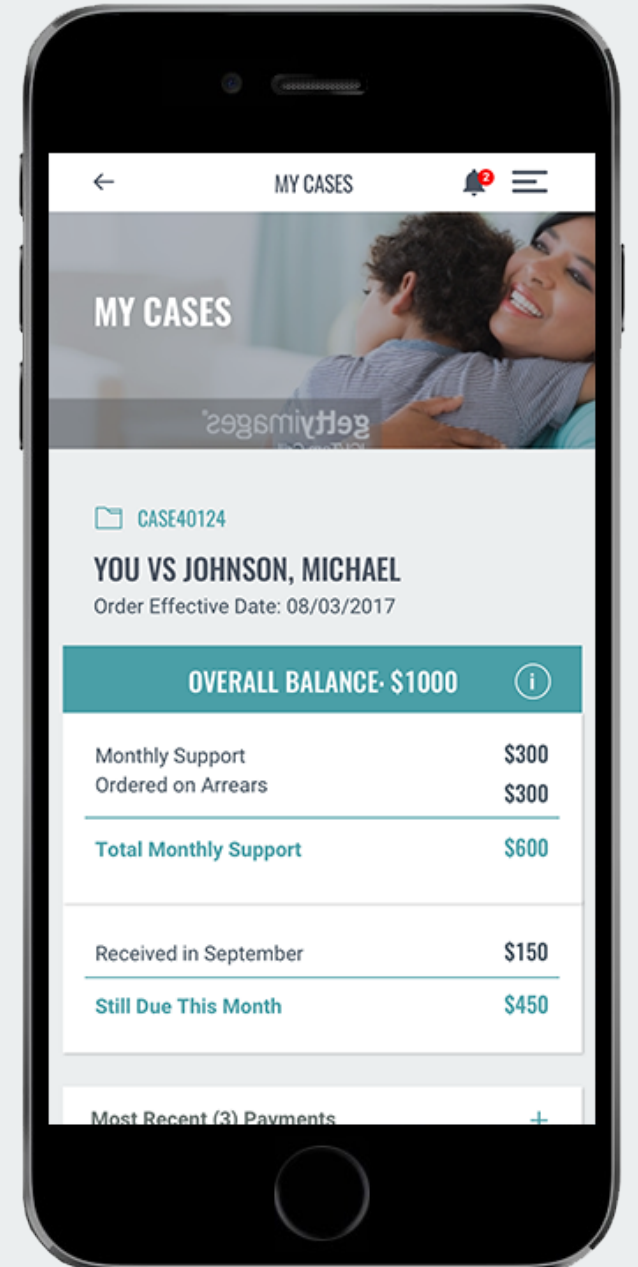
- Clean.
- Simple.
- Plain language.
- Approachable.

Colors

Colors used on the mobile app are light and friendly.

High contrast between text and background colors for legibility.

Differences in color saturation but consistency in hues



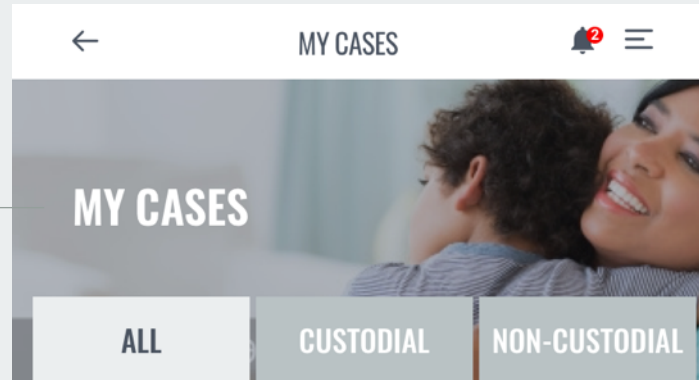
Imagery

Selected photography shows cultural diversity and a combination of child and mother or child and father.



Typography and call-to-actions

Large condensed fonts for titles and headers.



Knocked out text for secondary headers.



Large buttons that span across the width of the screen.

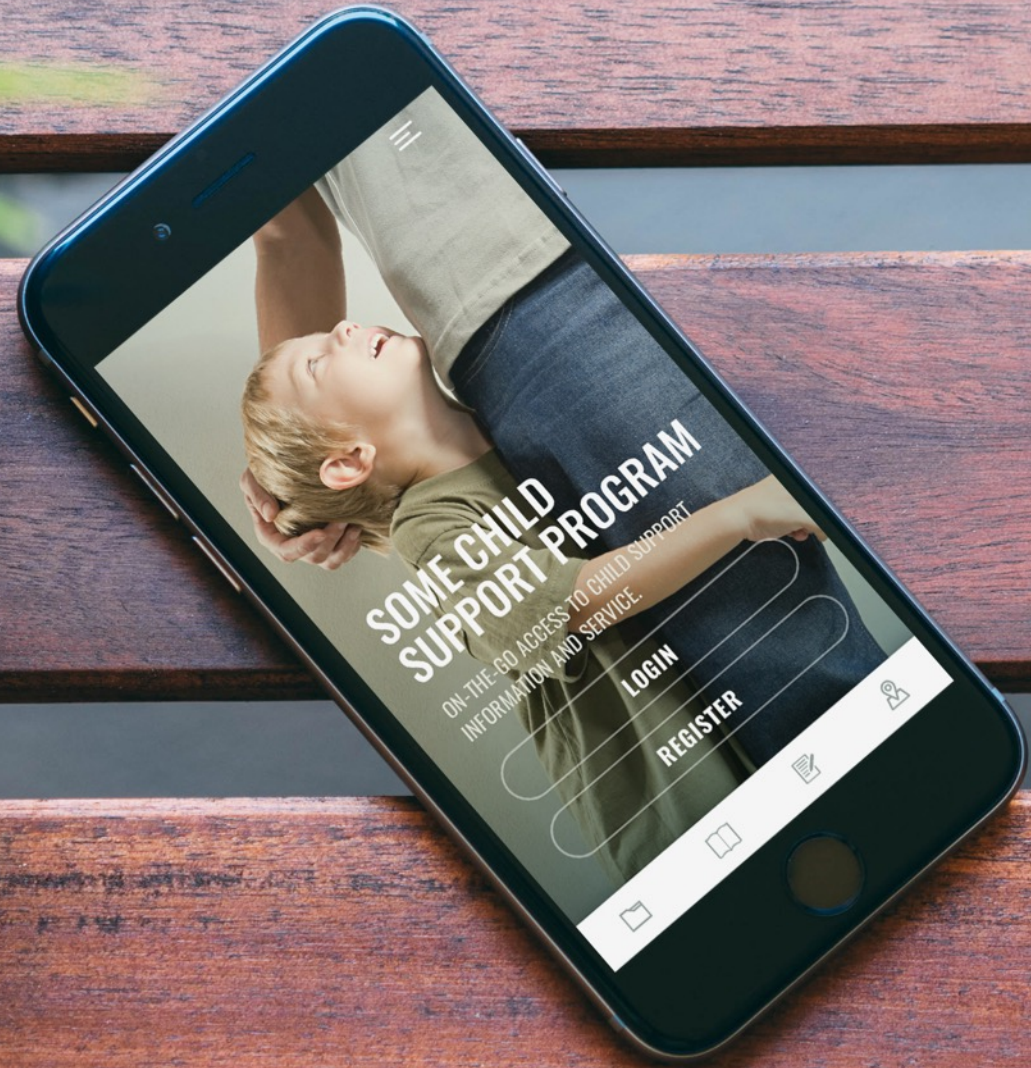
Dark text on white for content for legibility.

Iconography



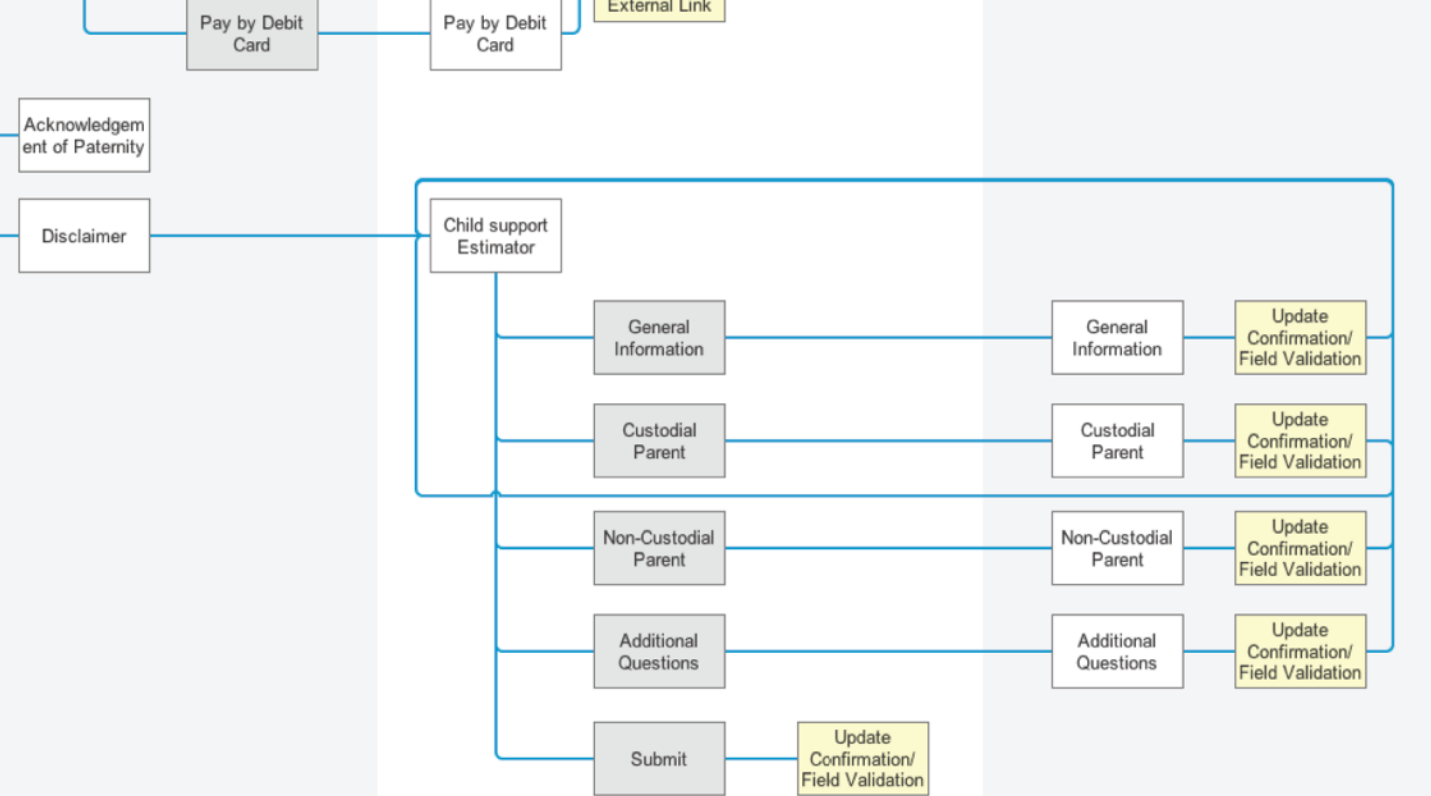
Icons used on the app are in the line art style. They are very simple and are legible at any resolution.

A preview

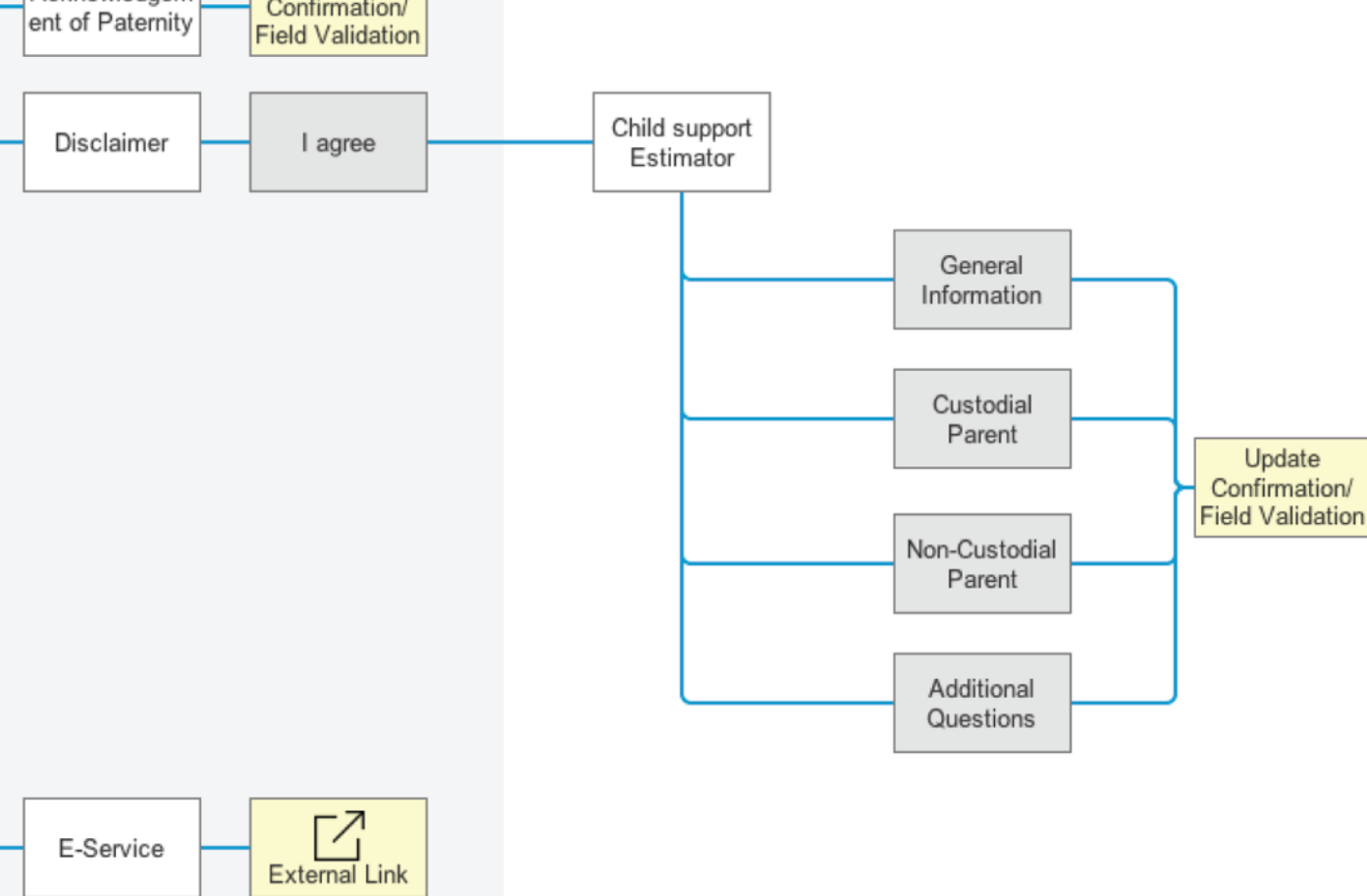


Applying Design Thinking

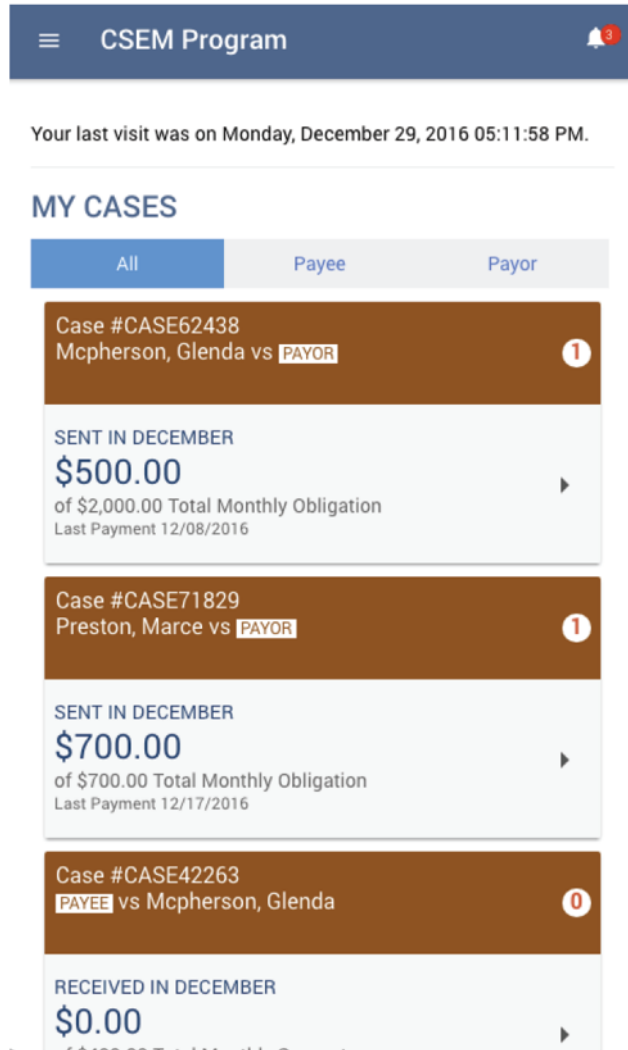




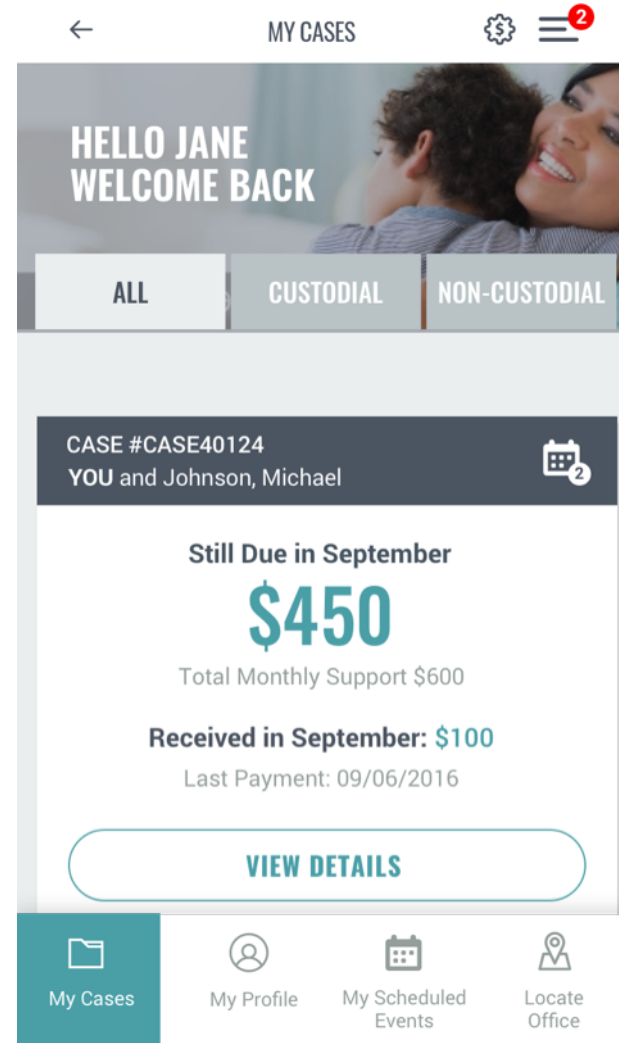
Simplify where possible



Simplify where possible



Previous app



New app

Cleaner and friendlier

Empathy Mapping





What is it?

A tool helps teams develop deep, shared understanding and empathy for other people. People use it to help them improve customer experience, to navigate organizational politics, to design better work environments, and a host of other things

Activity: Empathy Mapping

GOAL: To view the problem you are trying to solve through the lens of your users to better service their needs.

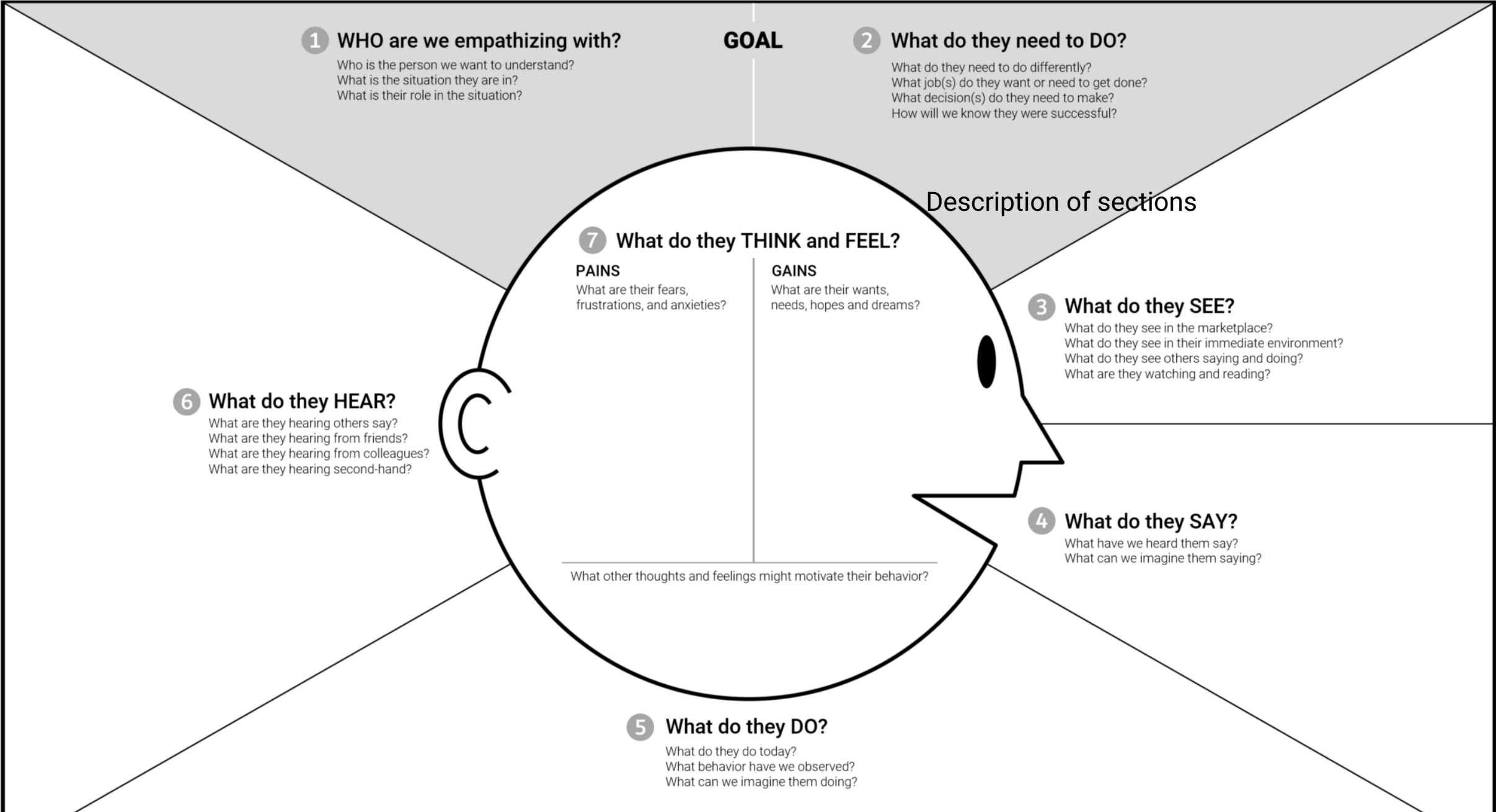
Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



Activity: Empathy Mapping

GOAL: To view the problem you are trying to solve through the lens of your users to better service their needs.

THINKING AND FEELING?

What really matters to the user?

What occupies her thinking?

What worries and aspirations does she have?

HEAR?

What are friends, family and other influencers saying to her that impact her thinking?

SEE?

What things in the environment influence her?

What competitors is she seeing?

What is she seeing friends do?

PAIN

What fears, frustrations or

SAY AND DO?

GAIN

What is she hoping to get?



How we use it

- 1.** Start with the GOAL section, by defining WHO will be the subject of the Empathy Map and what you want them to DO
- 2.** Once you have clarified the goal, work your way clockwise around the canvas, until you have covered Seeing, Saying, Doing, and Hearing
- 3.** Only AFTER you have made the circuit of outside elements do you focus on what's going on inside their head



Finding after school care for children

Group Activity





Group Presentations

Wrap-up



A grayscale background image showing a hand pointing at a design sketch on a table. The sketch includes various icons and a small square with the letters 'dk'. The text is overlaid on the upper right portion of the image.

**To harvest the power of design thinking, individuals,
teams, and whole organizations have to cultivate
optimism.**

Tim Brown, Change by Design

Get in touch



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