



Design Thinking

A User-Centered Approach to
Problem Solving



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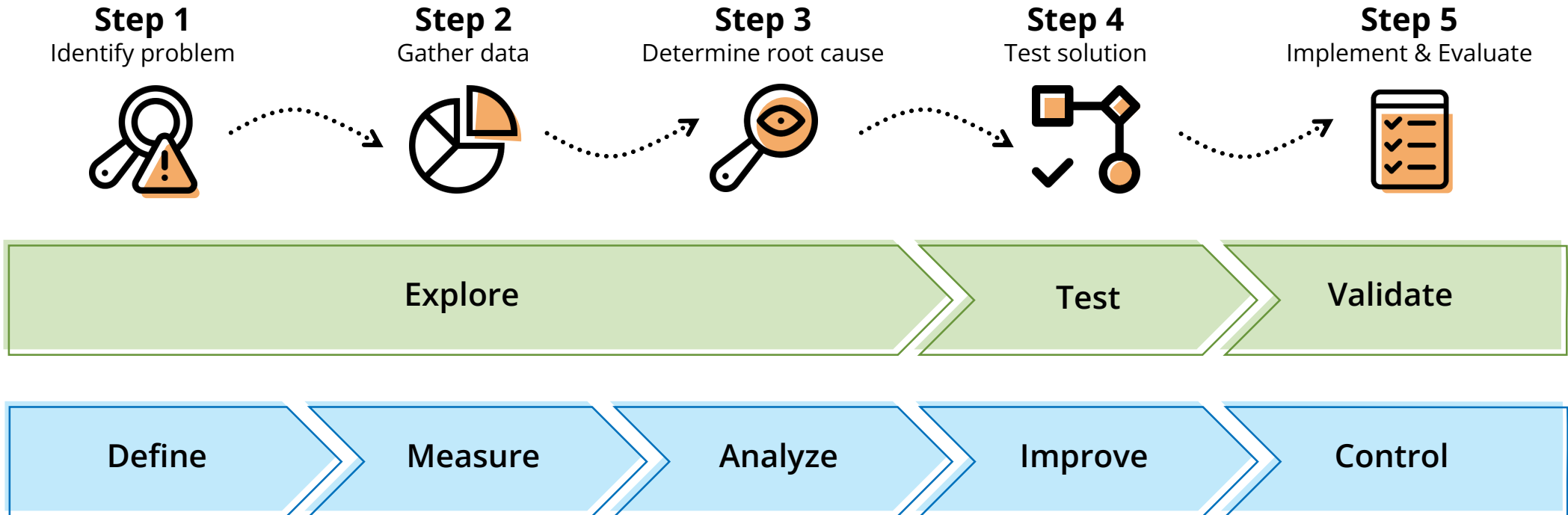
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WA DCS' Process Improvement Journey



Incorporating Design Thinking into Problem Solving





Explore

Using user-centered tools to help identify the problem, gather data and determine the root cause

Scenario



The Division of Child Support

The Situation

The Division of Child Support receives multiple phone calls to find out basic information that is readily available on their website. When customers are directed to the website for this information, they say it is outdated and hard to navigate. Locating critical information is not intuitive and sometimes they must click on multiple links to find the answers that they are looking for.

Personas



Single Mom Sally

I am a 31 year old single mom of a 5 and 7 year old. I consider myself to be tech savvy, I order groceries and do most of my shopping online. I have one full time job and pick up as many extra shifts there as I can. I also make and sell diaper cakes on Etsy. The other parent doesn't help support the kids consistently. I struggle with paying my bills, not to mention extracurricular activities for the kids. I am curious what child support services are available for me.

My Needs



Consistent financial support



Flexibility



Online access to support services



Work/Life balance

What Impacts My Decisions



Schedule



Family impact



Accessibility

My Frustrations

- Financial restrictions
- Over busy schedule
- Complicated process that takes too much time to complete

Empathy Map



What do they think & feel?

Motivators, concerns & emotions

- Frustrated and overwhelmed
- Disappointed and let down
- Stuck
- Wants the best for her kids

What do they See?

Environment Trends, watching & reading



- Other kids thriving
- Positive co-parenting relationships around her
- Social media pressure
- Inflation – the cost of everything is going up



What do they hear?

Family, friends & influencers

- The other parent needs to step up
- The government shouldn't be involved
- Get a lawyer
- Spend more time with your kids

What do they Say & do?

Attitude, behavior & expressions



- Negative self talk
- Hesitant to seek out services
- Shame that she's not doing enough for the kids
- Negative talk about co-parent



Pains?

Fears, frustrations & anxieties

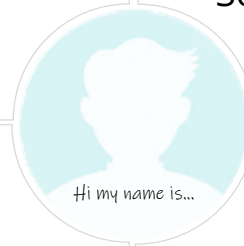
- Financial uncertainty, poor relationship with co-parent

Gains?

Wants, needs & goals

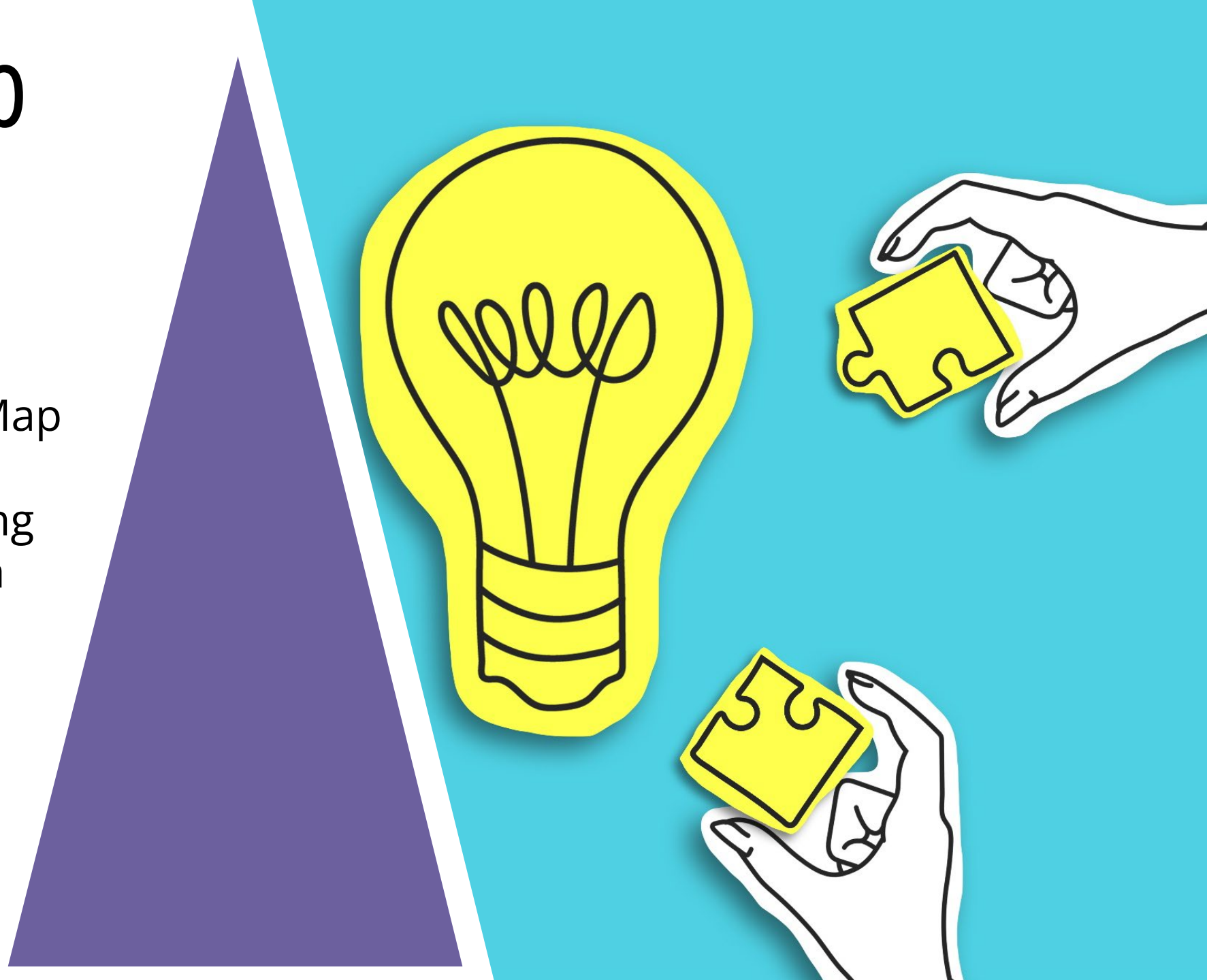


- Thriving kids, easy access to services



Empathy Map Activity

- Split into groups
- Complete Empathy Map for the child support website scenario using your group's persona
- 15 minutes



Equity Pause

Questions to Ask

- ✓ What would we like to say that hasn't been said?
- ✓ Who are we not hearing from? Why?
- ✓ How are we building relationships?
- ✓ Is it in service to the organization, office, team, community?
- ✓ Are we placing extra burden on any of our users, customers or staff?
- ✓ What practices do we need to update to update or improve to ensure all voices are heard?
- ✓ Where are our blind spots, biases and assumptions?

Facilitating the Discussion

Notice

Ask yourself, if what I'm about to do valuing diversity, inclusive, accessible and equitable?

Reflect

Build equity pauses and questions into meetings where you are designing processes, developing solutions, or determining services. Building in an equity pause sets the standard that it is OK to speak up and discuss EDAI.

Acknowledge

Acknowledge staff and customer experiences and history that form their opinions. Acknowledge your personal biases. Move forward through discomfort and seek to learn.

User Interviews

Interviewing Tips

- ✓ Ask Questions that keep Users talking
- ✓ Avoid yes / no questions
- ✓ Ask why?
- ✓ Avoid over-stuffing the question; keep it simple
- ✓ Don't be afraid of silence
- ✓ A little small talk goes a long way
- ✓ Be prompt and professional
- ✓ Stay neutral; it's not about you

Question Starters

Recall

Tell me about the last time you did ____, what was the experience like?

Comparison

If you had to compare this tool to others you use, what would you say about it?

Apprenticeship

Can you show me how you would do that? You can pretend I'm a new employee.

Future Forward

If there was one thing you could change about ____ (this tool, this task, the organization) what would it be?

Explore Tools in Action

WA DCS KIDS Line

- Persona
- Empathy map
- Equity pause
- User interviews



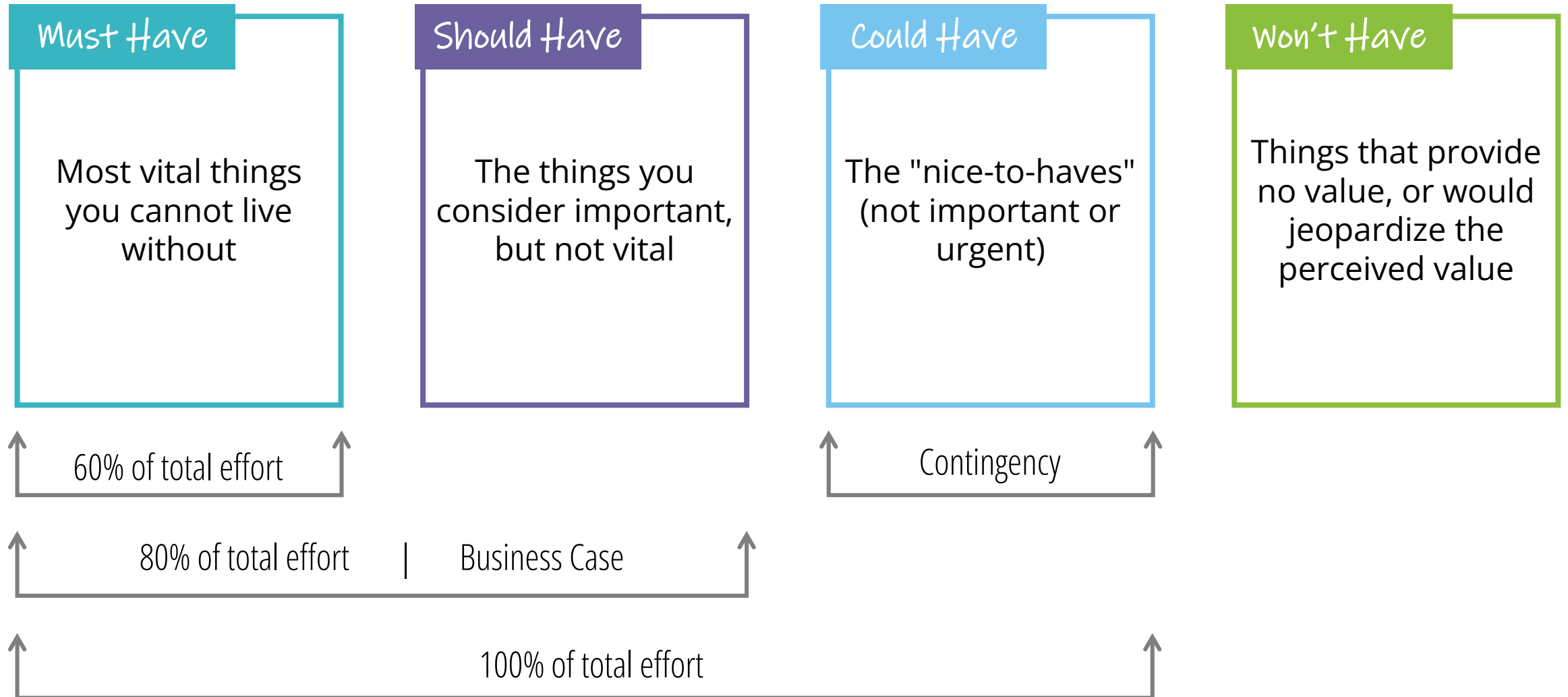
A faint background graphic on the left side of the slide. It features a central gear with a circular arrow around it, and eight straight arrows pointing outwards in a circular pattern. The word "Test" is written in a green, handwritten-style font over the gear.

Test

Using user-centered tools to
help test your solution

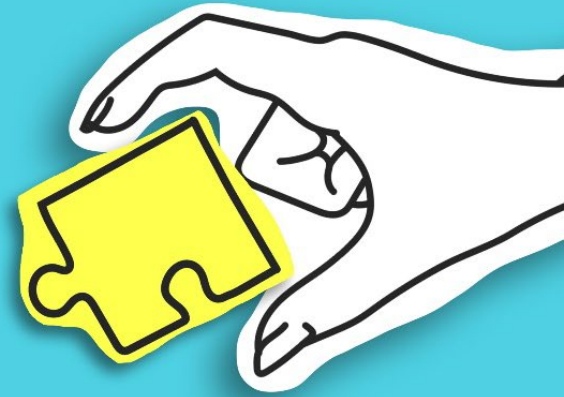
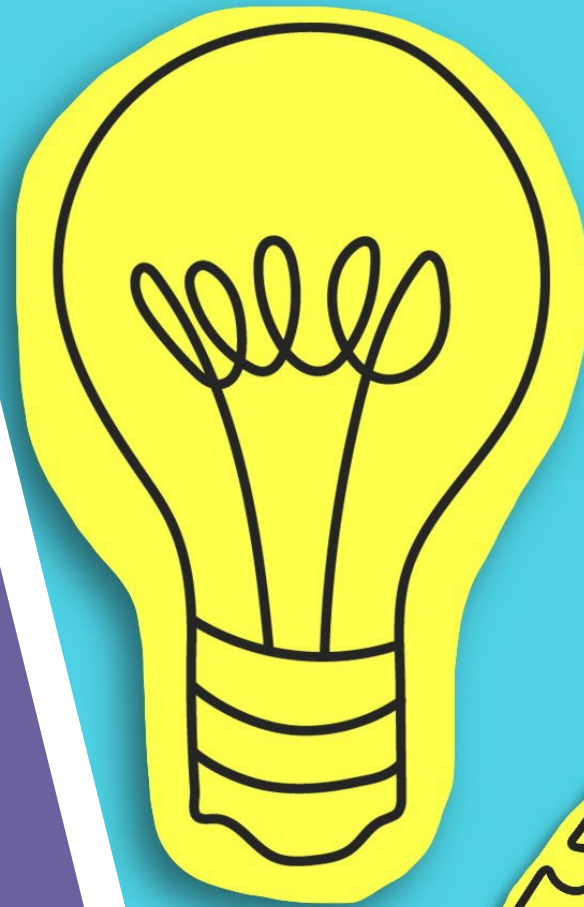
Three large, overlapping geometric shapes on the right side of the slide. From left to right, they are a purple triangle pointing right, a light blue triangle pointing left, and a green triangle pointing left. They are separated by thin white lines.

MoSCoW



MoSCoW Activity

- Break up into the same empathy map groups
- Complete a MoSCoW for the child support website scenario
- 15 Minutes



What, So What, Now What (W3)

What?

The Past

Describe what happened

Questions

...was your experience?

...did you notice?

...worked well and what didn't?

...were people's roles in the situation?

...were the consequences?

So What?

The Present

Analyze and make sense

Questions

...did you feel when it happened?

...were you thinking about?

...could have been done differently?

...did you learn, if anything?

...surprised you or deviated from your expectations?

Now What?

The Future

Effective next steps

Questions

...do you need to improve things next time?

...might the root causes of any identified issues be?

...follow-up is needed to address any challenges or difficulties

...would you do differently if you could do it again?

...learning can be applied to future iterations of this activity?

W3 In Action

IT Software Development Life Cycle – Submit Deployment Request to The Change Advisory Board (CAB)

What?

What is occurring?

- The purpose is not clear
- The process is not clear
- The process step was added by Security but we don't know why

So What?

What are the implications?

- We don't know why we need it so we don't know what happens if we don't do it

Now What?

What can be done about it?

- Identify specific requirement that needs to be met by Security
- Incorporate into workflow to minimize potential barriers and confusion



Validate

Using user-centered tools to help implement and continually evaluate your results

Continuous Customer Feedback



Discussion

What are you doing?

What struggles/barriers have you encountered?

What has worked well for you?





What questions
do you have?

Thank You



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