

Why Human-Centered Design? Why LUMA?

THE NEED for more people to be more innovative more often is a global, social and economic imperative. Any individual, team or organization has the potential to innovate and the best innovations are designed to serve people in new and meaningful ways. Fortunately, there is a deliberate and repeatable way to promote a focus on people when developing new products and services, and it's called Human-Centered Design.

LUMA defines Human-Centered Design as the discipline of developing solutions in the service of people. In general, it's an activities-based approach to creative problem-solving that focuses on people above other factors — whether the challenge is making a better product, process, service or anything else.

But there are so many approaches to Human-Centered Design (also known as Design Thinking) that identifying the best one for a certain situation can become overwhelming, eating up precious time.

We set out to create a simpler, easier way for anyone to learn to apply Human-Centered Design in their daily work. We researched the world's most innovative organizations, reviewed findings from top researchers, and tested and evaluated hundreds of individual methods.

From that work, the LUMA System of Innovation was born. We curated 36 simple methods around three key design skills: *Looking*, *Understanding*, and *Making*...

The LUMA System of Innovation is based on three key design skills:

 **Looking**
Methods for Observing Human Experience



INNOVATION begins and ends with people — it calls for keen and caring observation.

The disciplined practice of Human-Centered Design involves careful investigation. It requires curiosity, objectivity, and empathy. You need to engage all your senses (looking, listening, and so forth) in pursuit of meaningful findings. The three categories of Looking methods are *Ethnographic*, *Participatory*, and *Evaluative Research*.

 **Understanding**
Methods for Analyzing Challenges and Opportunities



INNOVATION is not a lightbulb moment of genius — it calls for deep understanding and rigorous discernment.

The disciplined practice of Human-Centered Design involves thoughtful analysis. It requires critical thinking and problem framing. You need to identify patterns, determine priorities, and translate your research into actionable insights. Understanding methods can be broken into the following types: *People & Systems*, *Patterns & Priorities*, and *Problem Framing*.

 **Making**
Methods for Envisioning Future Possibilities



INNOVATION puts great ideas into action — it calls for making things happen in a resourceful and resonant manner.

The disciplined practice of Human-Centered Design involves imaginative, visual expression. It requires a commitment to successive improvement through frequent iteration. You need to think with your hands to bring new ideas to life. This can be accomplished through *Concept Ideation*, *Modeling & Prototyping*, and *Design Rationale*.