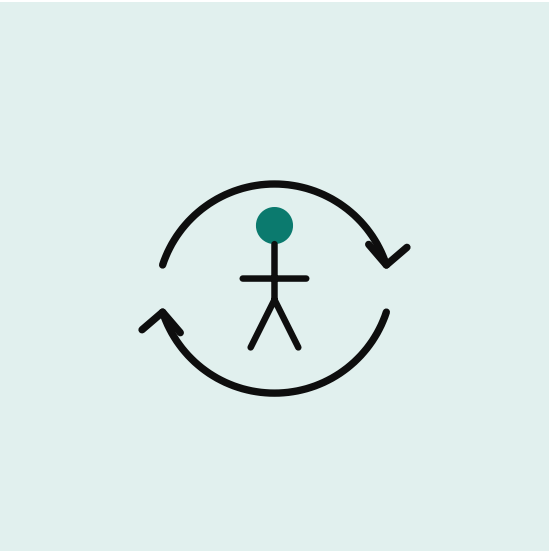
Approach

Human-centered design

An approach that designs from the people who will use something: understand their context, involve them, test with them and repeat until it works.



In Spanish

Diseño centrado en las personas

Origin

Roots in Cooley's human-centred systems (1982); standardized in ISO 13407 (1999), now ISO 9241-210 (2010, revised in 2019); spread by IDEO (2009) and IDEO.org (2015)

What it's for

It avoids designing from what the team assumes and discovering the flaws once it is already built.

Principles

Understand the context

Who uses it, what for and in what situation.

Involve people

Throughout the project, not just at the start.

Evaluate and repeat

Test with them and improve in cycles.

A diverse team

Several disciplines and points of view.

How it's done

1 

Understand people and their context.

2 

Propose ideas and prototypes.

3 

Test with them and start again.

Applications in design

When to use it

In any project that other people will use or feel the effects of, from the start and in every round.

Avoid

Calling a project human-centered when nobody has talked to the people it serves.

Don't fall for it

It is not only users who count: also think of those who are affected by the product without using it.

Connections

Builds on

- Social model of design
- Product semantics

Used by

- AI design
- Social design
- UX design
- Design research

Related to

- Co-design
- Design thinking
- User-centered design
- Value sensitive design
- Usability testing

Authors and works

1982	**Mike Cooley**	Coined the term "human-centred systems" as technical drawing moved from the drawing board to the computer.
1999	**ISO 13407**	The first international standard on human-centered design for interactive systems.
2019	**ISO 9241-210**	Its current version sets out its principles: understand the context, involve people, evaluate with them, iterate, consider the whole experience and work in multidisciplinary teams.
2009	**IDEO**	Spread it as a practical method in a toolkit with three phases: hear, create and deliver.
2015	**IDEO.org**	Updated it in a field guide with three phases: inspiration, ideation and implementation.

Sources

Original sources

- Cooley, M. (1982). Architect or bee? The human/technology relationship. South End Press.
- International Organization for Standardization (1999). ISO 13407:1999. Human-centred design processes for interactive systems. ISO. View source (https://www.sis.se/en/produkter/environment-health-protection-safety/ergonomics/iso134071999)
- International Organization for Standardization (2019). ISO 9241-210:2019. Ergonomics of human-system interaction, Part 210: Human-centred design for interactive systems. ISO. View source (https://www.iso.org/standard/77520.html)

Secondary sources

- IDEO (2009). Human-centered design toolkit. IDEO.
- IDEO.org (2015). The field guide to human-centered design. IDEO.org.

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