



Innovating for People: Human-Centered Design Planning Cards

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Innovation is an economic imperative that calls for more people to be innovating, more often. These cards equip people in various lines of work to become more innovative. They enable practical planning in order to bring new and lasting value into the world.

The key ingredient to successful innovation is the everyday practice of Human-Centered Design: the discipline of developing solutions in the service of people. Every story of a good innovation--whether it's a new product, a new service, a new business model or a new form of governance-- begins and ends with people. It starts with careful discernment of human needs, and concludes with solutions that meet or exceed personal expectations.

This deck of cards is an essential resource for innovation. It's a set of planning cards describing thirty-six methods of Human-Centered Design, organized by way of three key design skills:

- Looking: Methods for observing human experience
- Understanding: Methods for analyzing challenges and opportunities
- Making: Methods for envisioning future possibilities

Each featured method includes a brief description, a pictorial example and a quick guide with helpful hints for initial application. The full collection of methods is small enough to digest quickly, yet large enough to address myriad challenges. This deck does not prescribe a formulaic innovation process. Rather, it introduces a versatile set of methods for practicing Human-Centered Design as a daily discipline in order to be more innovative and drive sustainable growth.

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