

Hi, nice to meet you.

Wendy Fong, she/her

San Francisco-based
Senior Design Researcher at Nava

10+ years design for social change
Exploring cities & coffee



Nava

Making government services simple, effective, and accessible to all

[See our work](#)



Setting the standard for human-centered digital services



Centers for Medicare & Medicaid Services

Modernizing legacy systems to make data more usable

Our work with CMS shows that modernizing legacy systems by adopting cloud-based infrastructure is key to better data engineering practices.



U.S. Department of Veterans Affairs

How small pilots helped us prototype a benefits claim fast tracker

We built tools to help get Veterans critical healthcare when they need it.



State of Montana

Designing an eligibility screener tool for Montana WIC

Nava worked with Montana's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) agency to help ease the enrollment process.



Commonwealth of Massachusetts

Using a pilot to minimize risk and rapidly deliver new services

Using pilots to minimize risk, Nava support the launch of the Commonwealth of Massachusetts' new Paid Family Medical Leave (PFML) program.

**I hope you leave this talk
with...**



I hope you leave this talk with...

Motivation to challenge
yourself and your team to
adapt a **holistic**
human-centered approach.



**I hope you leave this talk
with...**

Inspiration to **create
opportunities** for working
alongside community, with
equal representation
throughout the design process.

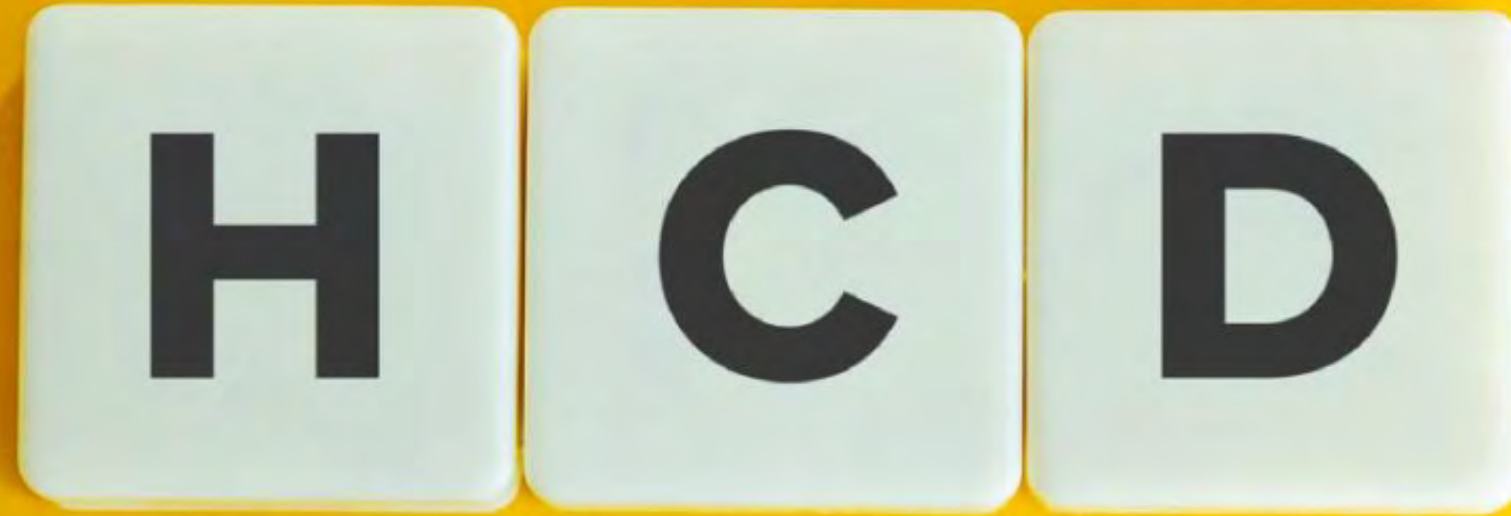


“Human-centered design (HCD) is a philosophy, not a precise set of methods, but one that assumes that innovation should start by **getting close** to users and **observing** their activities.”

– Donald A. Norman

“HCD” was first coined in the late 1970s

Popularized in *The Design of Everyday Things* (1988)



HUMAN-CENTERED DESIGN

Learning from user's lived experiences: cultural & institutional knowledge

Established strategies can lead to new innovation and solutions

Democratic process: designing with, not for

Raise your hand if...

**You have used an HCD
approach on your
projects?**



Keep your hand up if...

Things didn't go quite as
expected...



“It’s not ‘us versus them’ or even ‘us on behalf of them.’ For a design thinker it has to be ‘us with them’”

-Tim Brown



“It’s not ‘us versus them’ or even ‘us on behalf of them.’ For a design thinker it has to be ‘~~us~~ **them** with ~~them~~ **us**’”

Why might this be problematic?

When participatory design becomes an unequal power dynamic.

Designers are imposing the problem onto the community.



Use case:

KOFAVIV, Port Au Prince

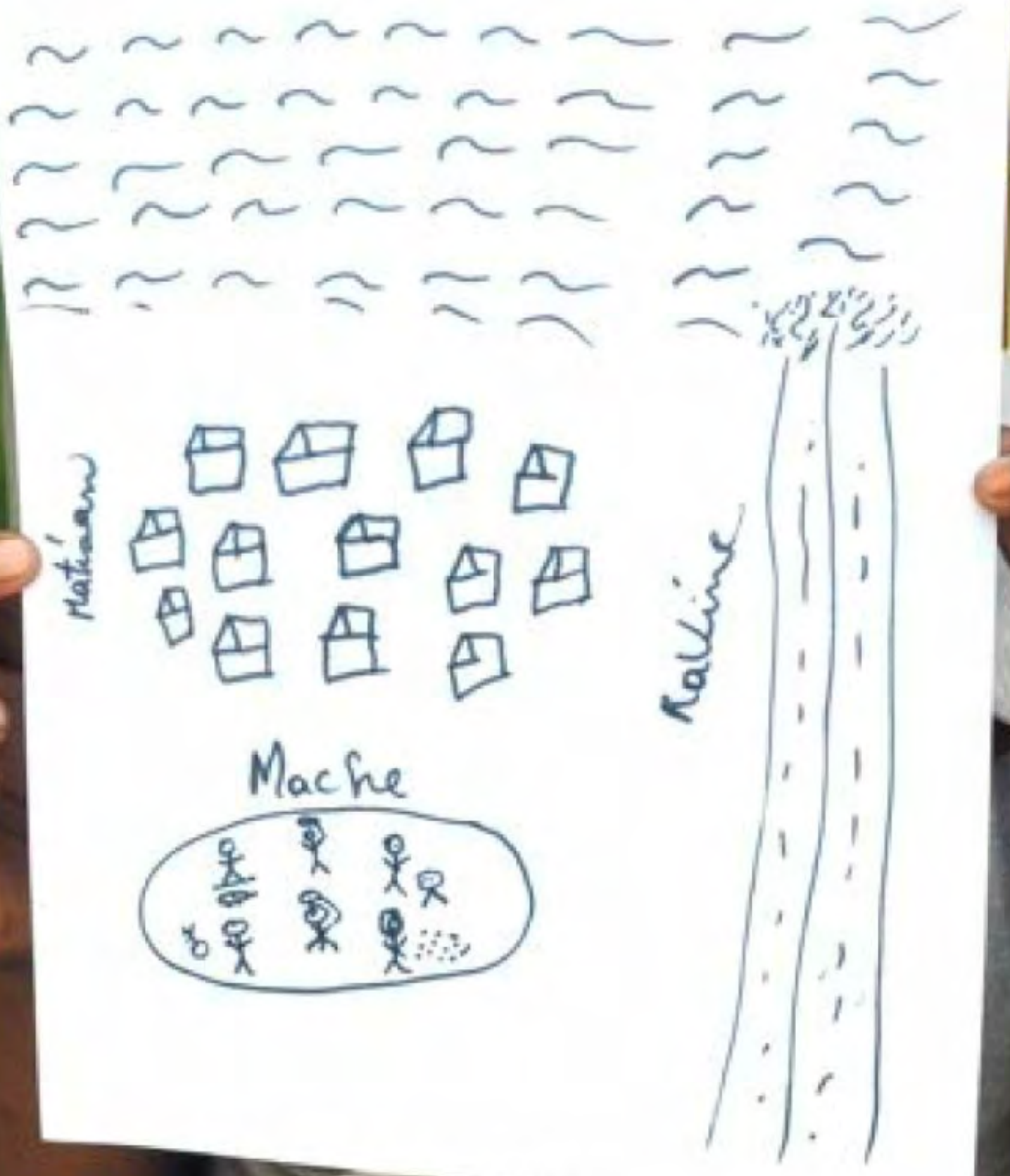
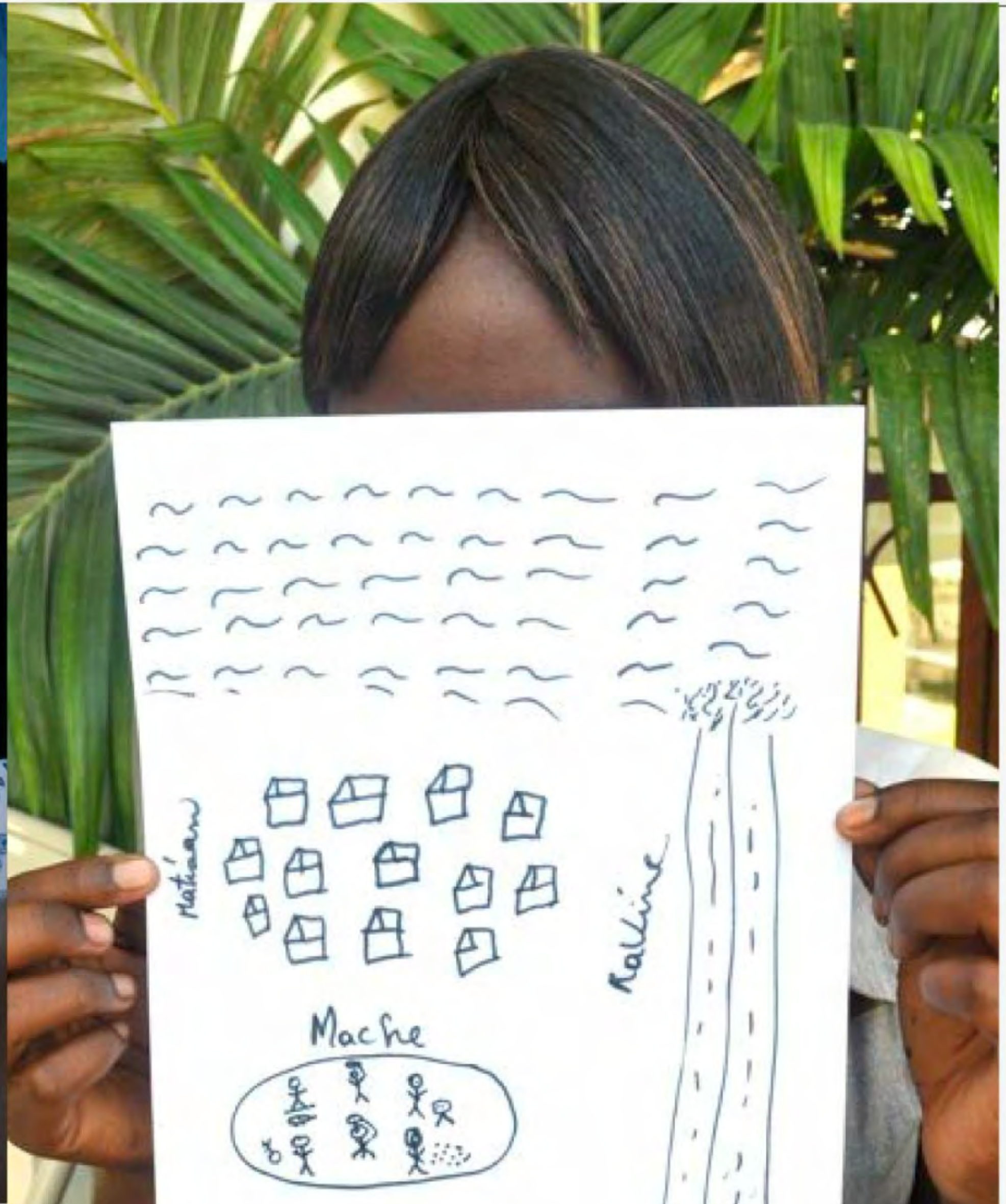


2010, a 7.0 magnitude earthquake shook Haiti, killing an estimated 250,000 people and displacing more than one million.

KOFAVIV, a local women's group with a strong track record for addressing gender based violence (GBV) had their facilities and records destroyed.







Solutions

Call Center

Launched the *572 GBV Emergency Response Call Center*, Haiti's first emergency hotline for GBV. The call center was open 24 hours a day and **connected hundreds of GBV victims to free medical, legal and psychosocial services.**

GBV Data collection

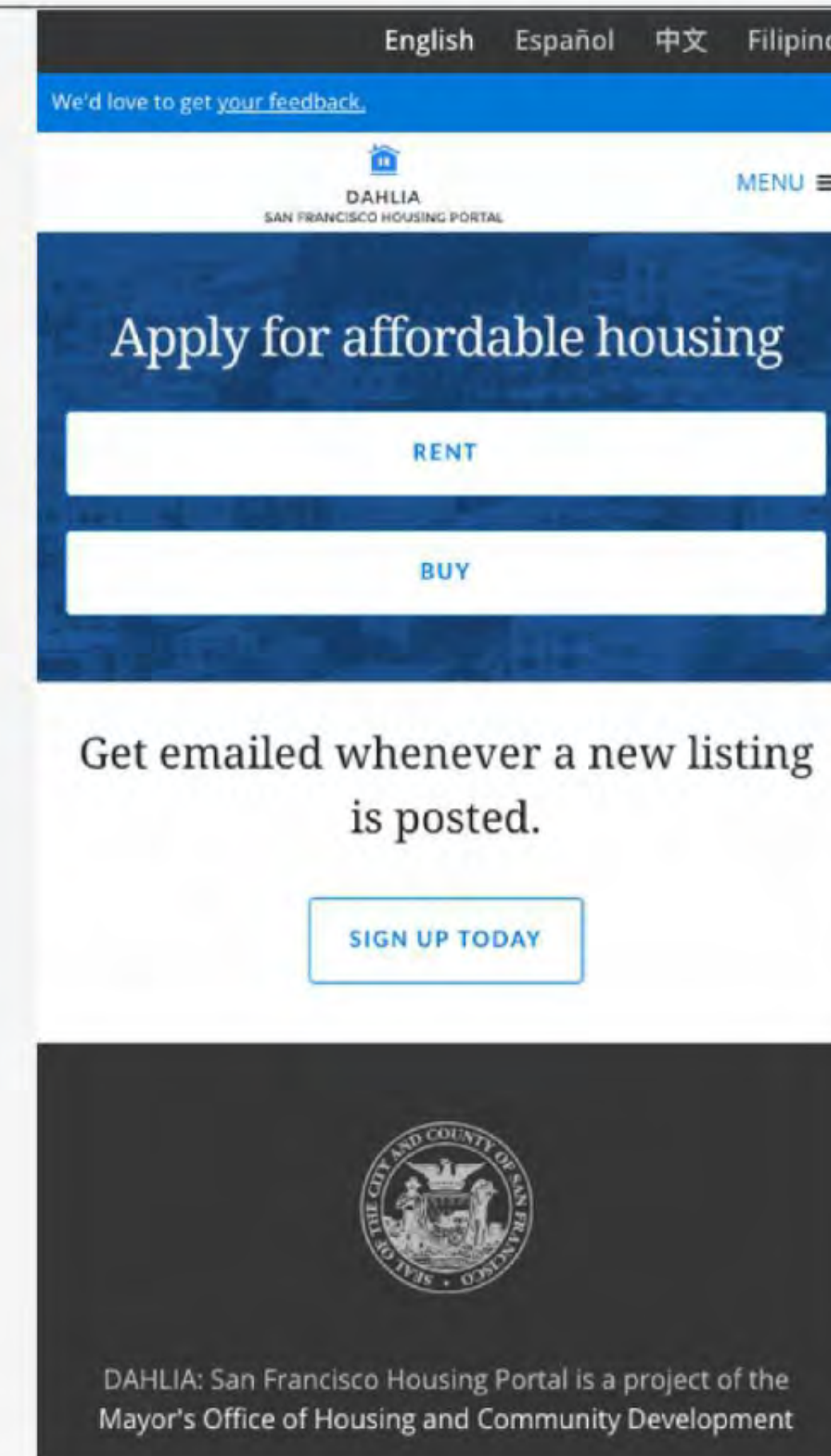
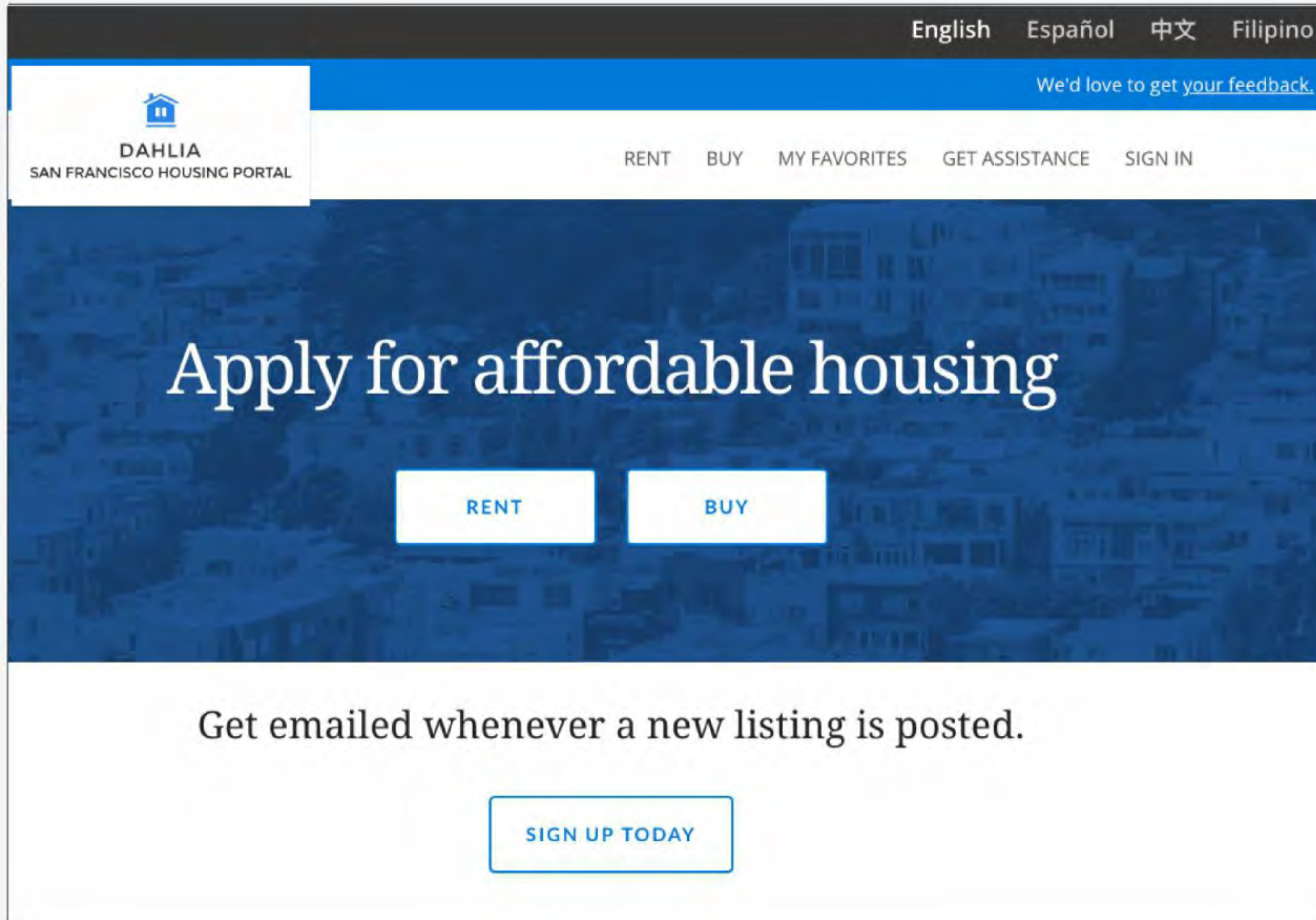
Built a secure system to collect GBV data, allowing local women to track, analyze, map and share data on incidents of violence. Information collected from the hotline was **sent to government and international bodies to secure additional security.**

Use case:

Affordable Housing Platform, SF Bay Area



In the Bay Area, finding affordable housing with ease and transparency was a challenge. Applicants faced many hurdles, including lack of information and clarity about housing options, and eligibility criteria, a tedious, paper-based application process, and an obscure selection process.



Mobile-first

Human translation of 4 primary languages

"No dead ends"



Estimate Your Eligibility

Enter details about your household size and income and we'll highlight listings for which you may be eligible.

Household Size

Household is defined as anyone living with you in the residence, including spouse, roommates, parents and children.

2 people

Yes, this includes children under 6

Household Pre-Tax Income

Next add up your total gross (pre-tax) household income from wages, benefits and other sources from all household members.

\$ 3,500.00

per month per year

[Reset](#)

VIEW MATCHING LISTINGS

Many people were working gig economy jobs, like driving for uber, and yearly income was unpredictable.

Showing matching units for rent

for 2 people at \$3,500 per month

EDIT ELIGIBILITY ▾

CLEAR ✕



MATCHED

Based on information you entered, you may be eligible for units at the following property.



2000 Post Apartments Unit 89

2000 Post St, San Francisco, CA 94115

Available Units

| UNITS | INCOME RANGE | RENT |
|-----------------------|---------------------------------|----------------------|
| Studio 1 available | \$2,750 to \$6,495 per month | \$1,375 per month |

SEE DETAILS

✓ Matched

The design seems straightforward, but consider the previous paper-based system didn't include images of the building.

We'd love to get your feedback.

DAHLIA
SAN FRANCISCO HOUSING PORTAL

RENT BUY MY FAVORITES GET ASSISTANCE SIGN IN

🕒 Application Deadline May 31, 2024 at 5:00 PM

OPEN HOUSES

May 25, 2024 10 AM - 2 PM

HOW TO APPLY

APPLY ONLINE

COVID-19 update:

Paper applications are not currently being accepted due to COVID-19. All applications must be submitted online via the link above

NEED HELP?

Visit a local housing counselor for help with your application.

FIND A HOUSING COUNSELOR

PUBLIC LOTTERY

JUNE 14, 2024 02:00pm
Virtual lottery (not in person). We will post a link to the virtual lottery on June 14th. Check back then.

WHAT TO EXPECT

Applicants will be contacted by the agent in lottery rank order until vacancies are filled.

Show more ▾



2000 Post Apartments Unit 89

2000 Post St, San Francisco, CA 94115

UDR

View on Map



1 person in household Income \$2,750 to \$5,683 per month ▾

2 people in household Income \$2,750 to \$6,495 per month ▾



Eligibility

Income, occupancy, preferences, and subsidies

1 Household Maximum Income

For income calculations, household size includes everyone (all ages) living in the unit.

People in your household may need [special income calculations](#) if they:

- Are full-time students (but not the primary applicant).
- Receive non-taxable income (non-taxable income might include SSI, SSDI, child support payments, and worker's compensation benefits).

| HOUSEHOLD SIZE | MAXIMUM INCOME PER MONTH | MAXIMUM INCOME PER YEAR |
|----------------|--------------------------|-------------------------|
| 1 person | \$5,683 per month | \$68,200 per year |
| 2 people | \$6,495 per month | \$77,950 per year |

[Show more](#) ▾

2 Occupancy

Occupancy limits for this building differ from household size, and do not include children under 6.

| UNIT TYPE | OCCUPANCY |
|-----------|------------|
| Studio | 1-2 people |

3 Lottery Preferences

Lottery preferences are programs that help you rank higher in the lottery. If you qualify for a preference, you have a better chance in the lottery. If you do not qualify for a preference, you will be ranked below those who do.

We contact applicants in the order of the lottery results. If your household qualifies for one of the following preferences, you will be considered in the order shown here.

CONTACT

MaryJo Andrews

Leasing Agent

[Call 415-922-2006](#)

Due to high call volume you may hear a message.

[Email](#)

OFFICE HOURS

Monday - Friday 9:00 AM - 5:00 PM

Listing Updated: May 28, 2024

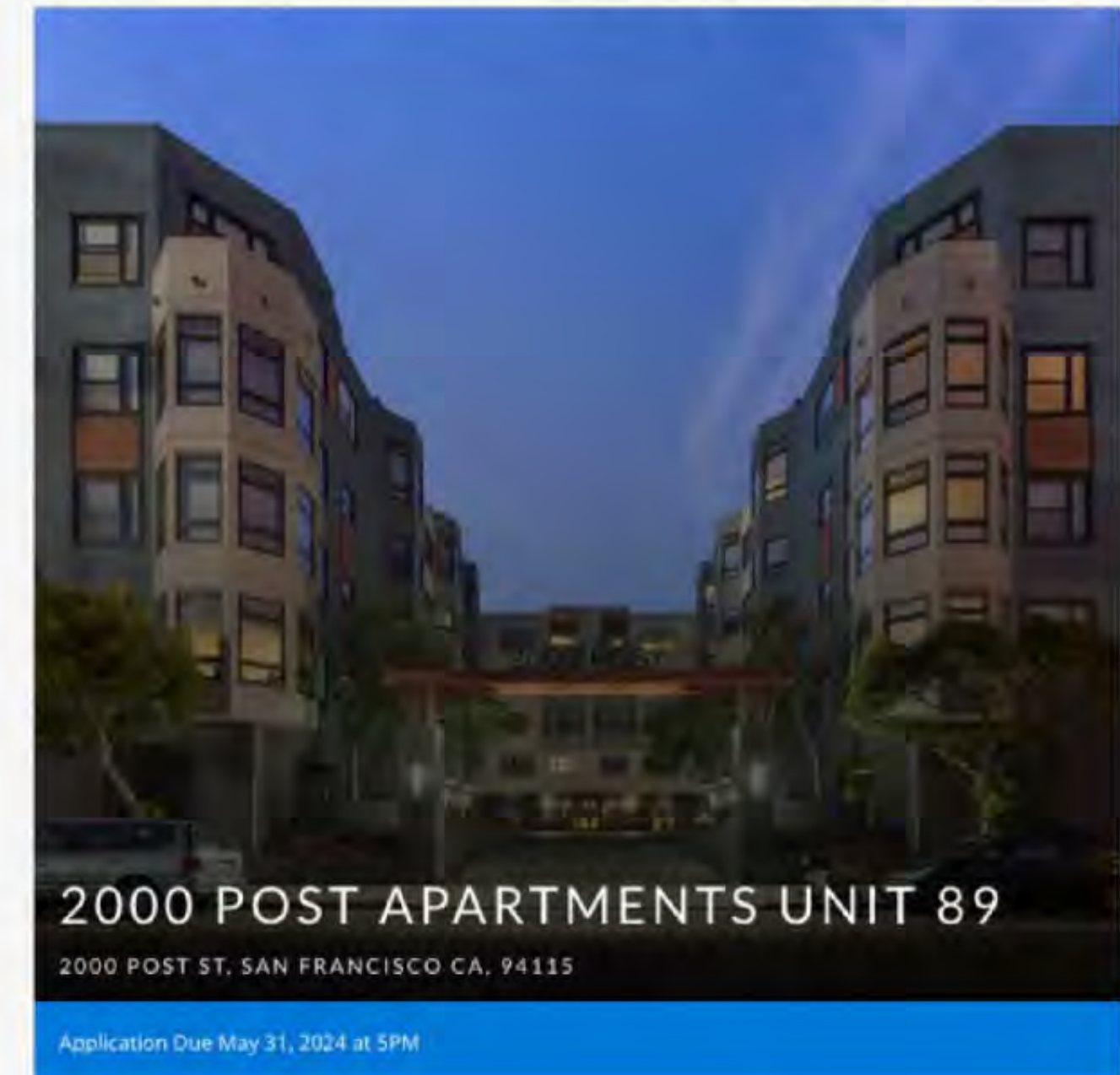


DAHLIA
SAN FRANCISCO HOUSING PORTAL

[We'd love to get your feedback.](#)

[RENT](#) [BUY](#) [MY FAVORITES](#) [GET ASSISTANCE](#) [SIGN IN](#)

Let's get started on your application



CHOOSE YOUR LANGUAGE

- [BEGIN](#)
- [EMPEZAR](#)
- [開始](#)
- [MAGSIMULA](#)

After a few iterations, we were able to save the application to a user's account. It was not uncommon to have multiple housing applications at the same time.

Get assistance

Get help with your application, find other services, and learn how the lottery works.



Housing counselors

Counselors can help you with your DAHLIA application and housing search.

[FIND A HOUSING COUNSELOR](#)



Additional housing opportunities

Homeless resources in San Francisco. More housing options in the greater Bay Area.

[VIEW ADDITIONAL HOUSING OPPORTUNITIES](#)



Other services in San Francisco

Use the SF Service Guide to find essential services in San Francisco.

[VISIT THE SF SERVICE GUIDE](#)

We learned from counselors that applicants who qualify for affordable housing often qualify for other social services, like food assistance. We prioritized this by including "Other Services in San Francisco".

What made the portal successful was expanding our team to include applicants, housing counselors, city staff members, and leasing agents to help co-design and inform processes.

They were integral in leading community discussions, representing voices at the table, and co-creating the platform.

“You can design and create, and build the most wonderful place in the world.

But it takes **people** to make the dream a reality.”

-Walt Disney





Takeaways

Stay genuine and humble in your HCD journey.

Integrate community onto your team and collaborate on the problem you're trying to solve.

Be intentional about who initiates, who leads, and who participates.

Go forth...

Challenge yourself and your team to adapt a **holistic** human-centered approach.

Create opportunities for working alongside community, with **equal representation** throughout the design process.



Thanks!

<https://www.linkedin.com/in/wendymfong/>

