

# What is Human-centered Design?

In short, **human-centered design is innovation inspired by people.**

Many organizations looking to become innovative begin with technology, i.e. medical devices and new drug discoveries, rather than start with a fundamental human problem that needs to be addressed.

Why is this important? Eric Von Hippel of the MIT Business School has noted that “70% to 80% of new product development that fails does so not for lack of advanced technology, but because of a failure to understand users’ needs.”<sup>1</sup> There is little need to cite examples because weak products are all around us.

Now consider all of the products, technologies, services, experiences, processes and systems that fail to have lasting, positive impact in healthcare. Although there is much talk of being patient-centered, for example, it is difficult to see the priority of putting patients first when their experiences are defined by ‘waiting’ room queues, unclear ‘discharge’ processes, and confusing billing forms. **At University Hospitals, we excel at clinical care through state-of-the art procedures delivered by the finest of care providers; however, we often fall short in the rendering of quality human interactions that people have come to expect from other industries that shine in service excellence.**<sup>2</sup>

Of course, healthcare innovation cannot just be about fulfilling the needs of patients and families; it must also be about serving our own people. That is why the innovation work at University Hospitals is committed to *human-centered design* rather than just patient-centered design.

Please join us in designing for all of the individuals and communities served by University Hospitals.

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<sup>1</sup> Von Hippel, E. 2007, An emerging hotbed of user-centered innovation, Breakthrough ideas for 2007, Harvard Business Review, Article R0702A, February.

<sup>2</sup> This phenomenon, when consumer experiences seep over from one industry to another, has been called “liquid expectations.” See “The Era of Living Services,” Accenture, June 2015.