



ADMINISTRATION FOR
CHILDREN & FAMILIES

 Office of Child Care

Infant/Toddler Child Care Community of Practice Gathering

**The Royal Sonesta
Washington DC
Dupont Circle
December 4–6, 2024**

Creative Problem Solving Through Human-Centered Design

Presented by the Consumer Education and ChildCare.gov Team



The State Capacity Building Center Consumer Education Team



We have the following areas of expertise:

- Consumer education websites
- Child care search tools
- Monitoring and inspection reports
- Consumer statements
- Communication strategies
- Human-centered design





What Is Human-Centered Design?



It centers human experience in all stages of problem-solving and improvement processes.



It ensures those most affected by a service or product remain at the center of planning.



Benefits of Human-Centered Design

- Is more responsive to your customers' needs.
- Gives your customers a voice in the development of your child care system.
- Makes services and products easier to access, understand, and use.
- Creates more efficient processes for staff.





Core Principles



Keep the work anchored to people and their experiences.



Identify and solve the problem, not the symptoms.



**Pursue small solutions you can build upon through iteration
(i.e., doing repeatedly).**



Identify Key Problems to Resolve



Service Delivery

- ✓ Applying for child care assistance
- ✓ Becoming a licensed provider
- ✓ Completing forms and documents needed to access services

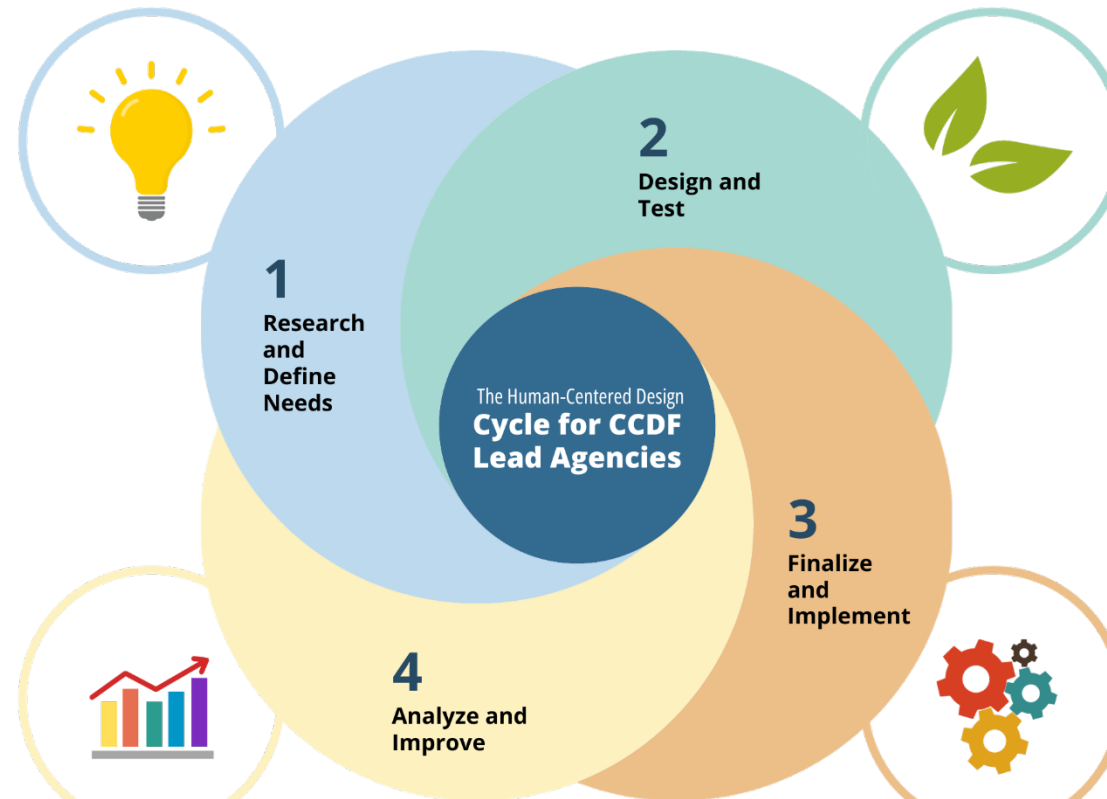


Products

- ✓ Published resources
- ✓ Web content
- ✓ Online applications
- ✓ Trainings for child care providers



Time to Get Started





Phase 1. Research and Define Needs

- Build an understanding of customer experience.
- Identify customer pain points.
- Research similar products or processes to gain insight.
- Meet with staff members to collect feedback.





Phase 2. Design and Test

- Review feedback and plan.
- Design solutions.
- Test design prototypes.





Phase 3. Finalize and Implement

- Finalize the design.
- Communicate how this work adds value.
- Implement and consider how to measure success.





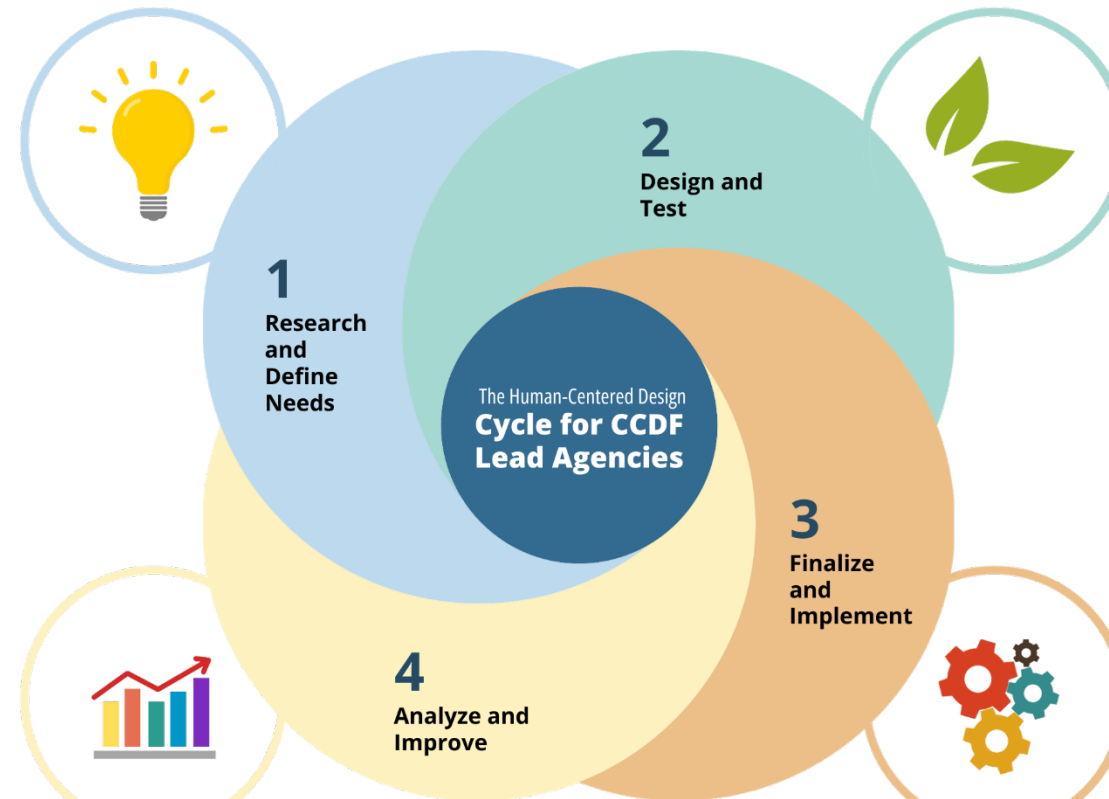
Phase 4. Analyze and Improve

- Measure your success.
- Adjust and improve the product as needed.





Remember to Revisit the Process





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Where Do I Start?



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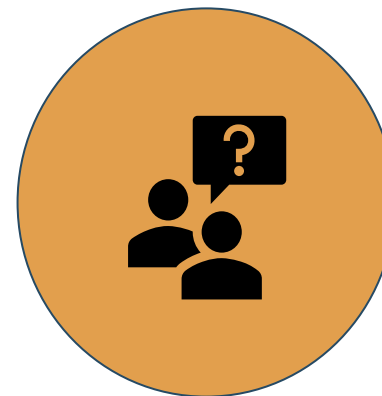
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We Are Here for You!



**Human-Centered Design
Resource Suite**



**Request Technical
Assistance**



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