

Department of the Air Force

Integrity - Service - Excellence

Applying Human Centered Design (HCD) to Address Airmen Needs



Maj Kimberly Russo
HAF/A1X
30 Aug 2023
Version 1



Introductions

Panel Moderator

SrA Christopher Hodge

BESPIN Designer

Maj Kim Russo

Director of Design Mgmt.
& Experience Strategy

HAF/A1X



Aileen Laughlin

Chief Experience Officer

A1/DTA



Colt Whittall

DAF
Chief Experience Officer

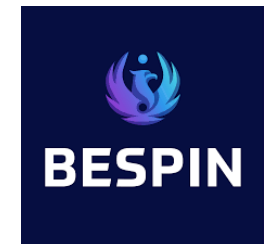
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Liz Fox

BESPIN Design Studio
Delivery Manager

AFLCMC/GBO





Panel Questions

1. How would you define HCD?
2. What HCD practices are being used by A1?
3. Where do you see HCD driving A1-decisions or contributing to success?
4. What HCD-takeaway do you have for attendees?

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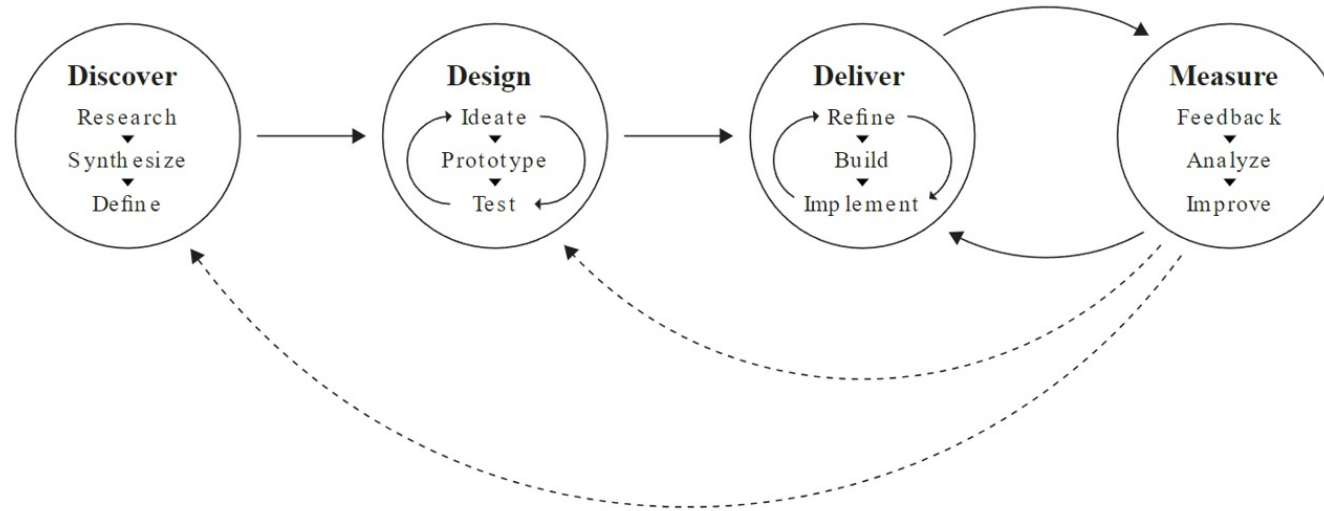
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How would you define HCD?



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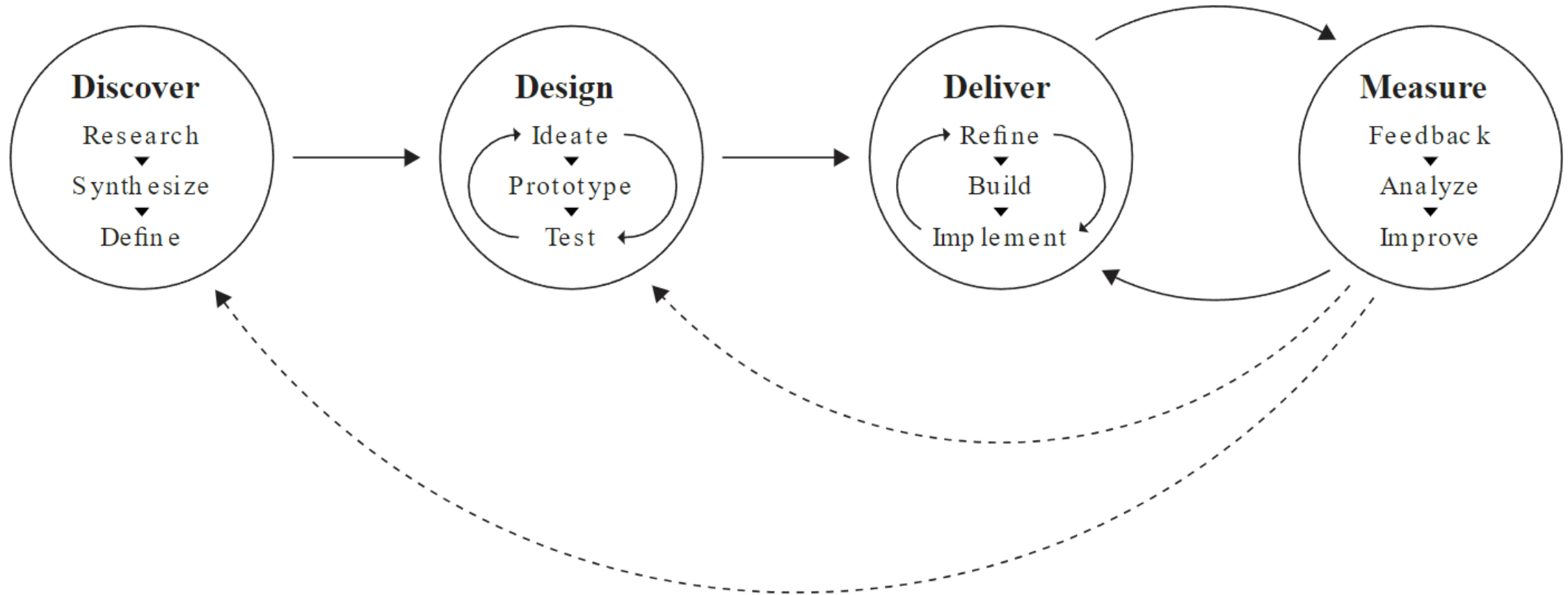
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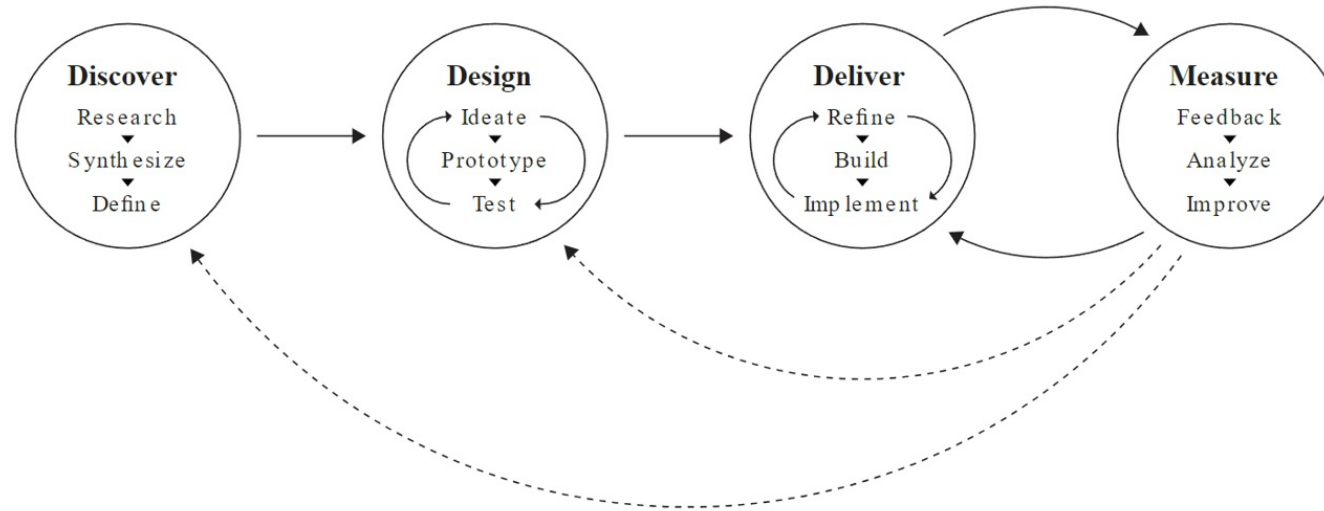
HCD Phases: A Breakdown



Graphic from GSA/Lab OPM: HCD Field Guide



What HCD practices are being used by A1?



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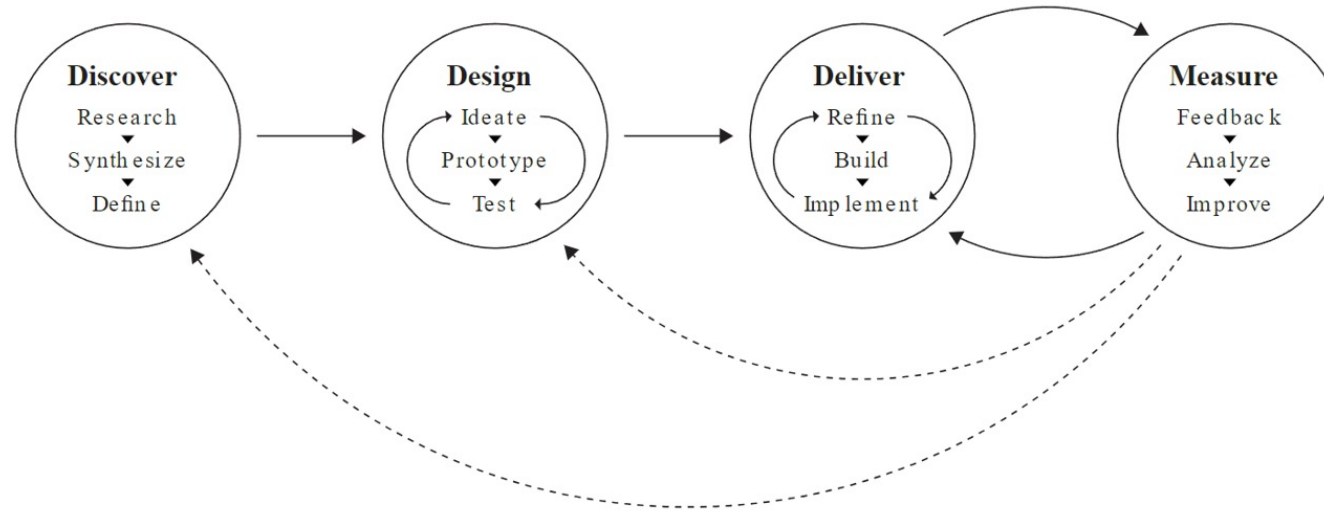
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Where do you see HCD driving A1-decisions or contributing to success?



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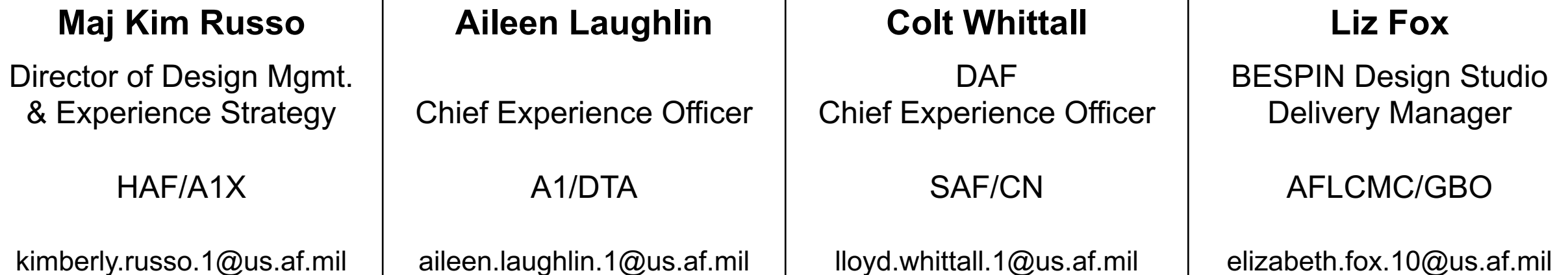
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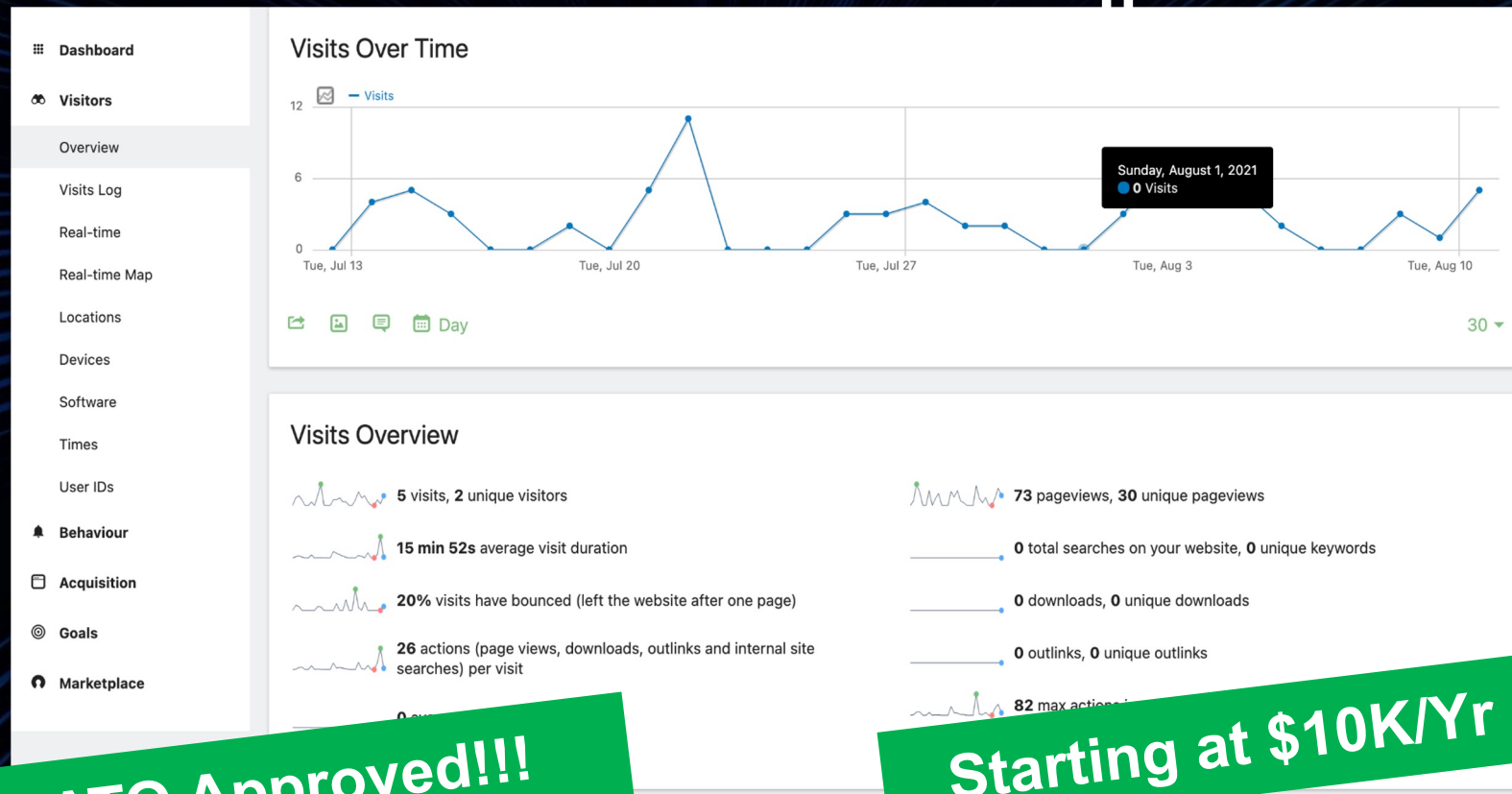
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Q&A

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