

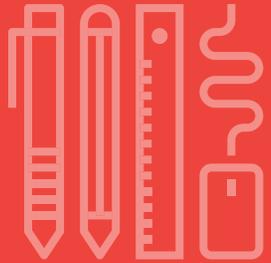
**Greater
Good
Studio**



Greater Good Studio **is a strategic design firm** **focused on advancing equity.**

We do this by creating human-centered programs, tools and experiences, and by teaching design to changemakers in organizations and communities. Our ultimate goal is to build the capacity of mission-driven clients to solve old problems in new ways.

Greater Good Studio believes in the capacity of all people to create solutions that improve society. We envision a world where there is opportunity to do so regardless of race, gender, income, age or zip code.



Human-centered design is a problem-solving process grounded in empathy and iteration. It's a powerful framework for creating alignment among people from diverse backgrounds, and for turning ideas into action.

FRAMING

The first thing we design is the project. Every engagement is intentionally framed to maximize ownership, implementation and impact. We do this by identifying key stakeholders and planning their participation.

RESEARCH

Our learning happens in the real world. Rather than surveys or focus groups, design research is about observing behavior in context. We believe that seeing and learning from people's actions in real time is the best way to build empathy—the key to good design.

SYNTHESIS

At this stage, we define opportunities around patterns of both unmet needs and underutilized assets—the existing tools, habits and relationships we can support and scale through design. Synthesis creates focused design goals.

CONCEPTING

The best way to have a good idea is to have a lot of ideas. We use brainstorming as a tool for inclusion. Our ideation sessions engage diverse stakeholders in sketching and storyboarding new tools, programs and experiences.

PROTOTYPING

Prototypes are questions in physical form. By finding fast, affordable ways to make our ideas tangible, we get closer to knowing what will work, what won't and why. By sharing prototypes with potential end users, we reduce the risk of trying something new.

PILOT PLANNING

At this stage, our work often transitions into planning for implementation. We identify impact metrics and plan cycles of rapid, iterative pilot testing.

Now let's see what human-centered design looks like in action!

What does human-centered design look like?

We want teens leaving jail
to stay connected to the arts.

CLIENT Chicago Community Trust

OUTCOMES Arts education programs help teens in Chicago's Juvenile Temporary Detention Center pursue creative expression and develop new outlooks on life. But once released, these teens can easily lose touch with the arts. We designed a digital resource to bridge that gap. Our team built and distributed a hard-coded website that lives on a USB drive, making it accessible with or without internet. 1,000 Drives were handed out to teens upon release, and the website is live at getdrive.org, where it continues to serve as a resource for youth across the city.



What does human-centered design look like?



We want our grantees to creatively address their challenges.

CLIENT AD3, a collaborative of Chicago-based foundations focused on the arts

OUTCOMES Our design curriculum trains impact leaders in the design process, helping them apply human-centered design to their specific, often longstanding, organizational challenges.

We customized our curriculum for a cohort of arts organizations, and supported them in researching, brainstorming and prototyping new solutions.



We want health care providers to build trust with complex patients.

CLIENT Hennepin County Medical Center

OUTCOMES Lack of trust is a key reason why complex patients fall through the cracks of our modern health care system. We designed and prototyped a new model of care, built on trust. This included a protocol for understanding patient priorities, services that respond to their capacities, and programs that provide them with meaningful opportunities to contribute to their communities.

Interested in a human-centered approach? Start by thinking about who your organization serves and what positive change could improve their quality of life.

We want *(people)*

to *(new behavior)*

We work with incredible mission-driven organizations on all sorts of challenges, big and small. Got something you've been stuck on? We want to hear about it.

Contact us at change@greatergoodstudio.com or give us a call at (773) 599-9717.

