As you prepare to join us . . . a few reminders

- This webinar is being recorded. The recording, slides, and a transcript will be posted at **nc4mm.org/design-challenge-2022/**

- All participants are joining in listen-only mode.

- Audience questions are encouraged. Please use the **Q&A box** to post any questions you have.

- You may enable the captioning feature for this webinar by clicking on the option at the bottom of your screen.

NCMM
National Center for Mobility Management

The National Center for Mobility Management (NCMM) is a technical assistance center funded by the Federal Transit Administration

We work daily to promote customer-centered mobility strategies to advance good health, economic vitality, self-sufficiency, and community.

easterseals

ctaa
COMMUNITY TRANSPORTATION ASSOCIATION OF AMERICA

APTA
AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

Webinar Agenda

Grant webpage – nc4mm.org/design-challenge-2022

- Review key activities of the grant proposal

- Review application process, eligibility, etc.

- An introduction to human-centered design
  and ethnographic-style interviewing

- Respond to questions

Goals of the Design Challenge Grants

- Support communities in creating mobility solutions for community members who face transportation barriers in advancing their personal well-being.

- Support the development of cross-sector partnerships that work together on transportation solutions for their community.

- Prepare communities to apply for funding opportunities to implement community transportation solutions

Timeline for Design Challenge Grants

Applications Due

July 15, 2022

Successful Applicants Notified

Sept 2022

Kick-Off Meeting for Selected Participants

Sept 2022

NCMM Facilitated Team Meetings

Oct-Nov 2022

Activities Completed

Feb 2023

Key Facts

- Duration of grants: 6 mos.

- Applicants Selected: Four (4)

- Funding support: up to $25,000
(travel, personnel, meeting expenses, secondary research, development of prototypes and final pitch slides)

- Two in-person meetings in one week (Oct - Nov)

- NCMM facilitator for each team

- Periodic all team meetings

Challenge Areas

- Access economic opportunity (e.g., training, education, jobs)

- Access health care–related destinations

- Access community and peer support opportunities (e.g., substance use peer recovery groups, behavioral health peer groups)

- Address other social determinants of health, not listed above

Define Your Community

- "Community" may include a formal or informally defined region, tribal nation, multi-county region, single county, city/town, neighborhood, or corridor, etc.

- Choose a "community" that presents a manageable scope for the project

- Should be feasible to gather primary data (interviews, observations) and define the impact of your solution for the community you have chosen

Define Your Target Population

- Teams will address populations that currently do not have access to equitable transportation because of income status, minority status, location, a pre-existing condition, or other reason.

- Teams are encouraged to be as specific as possible in defining their target population

Team Lead(s)

- Team lead from the applicant organization who will:
  - convene the team
  - maintain the team's momentum during the project
  - serve as the main point of contact with NCMM staff

- Having a co-lead from another partner organization is encouraged (but not required)

Team Composition

- Team members must consist of a multi-sector partnership drawn from organizations most relevant to the mobility challenge the team will address

- Team must include at a minimum:
  - 1 customer from the target population
  - 2 members drawn from community-based organizations
  - 1 public or non-profit transportation provider

- Each team should have a minimum of five and a maximum of ten members from a diverse group of partner organizations.
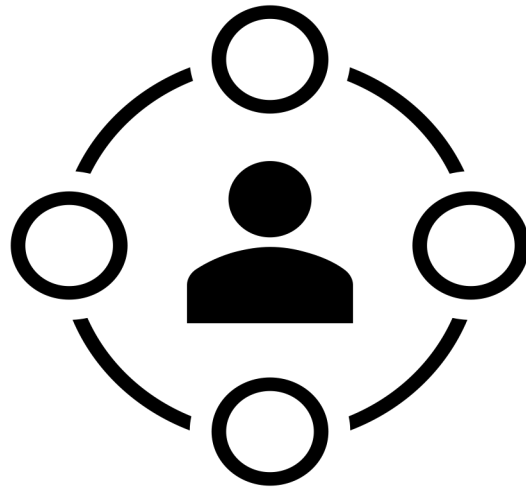
Pre-Application Activities

1. Assemble your team

2. Choose a challenge area

3. Create a focus question

4. Identify the needed one-on-one primary research with a target of 8 to 10 in-depth interviews.

5. Gather secondary research (e.g., Census data, other existing data sources)

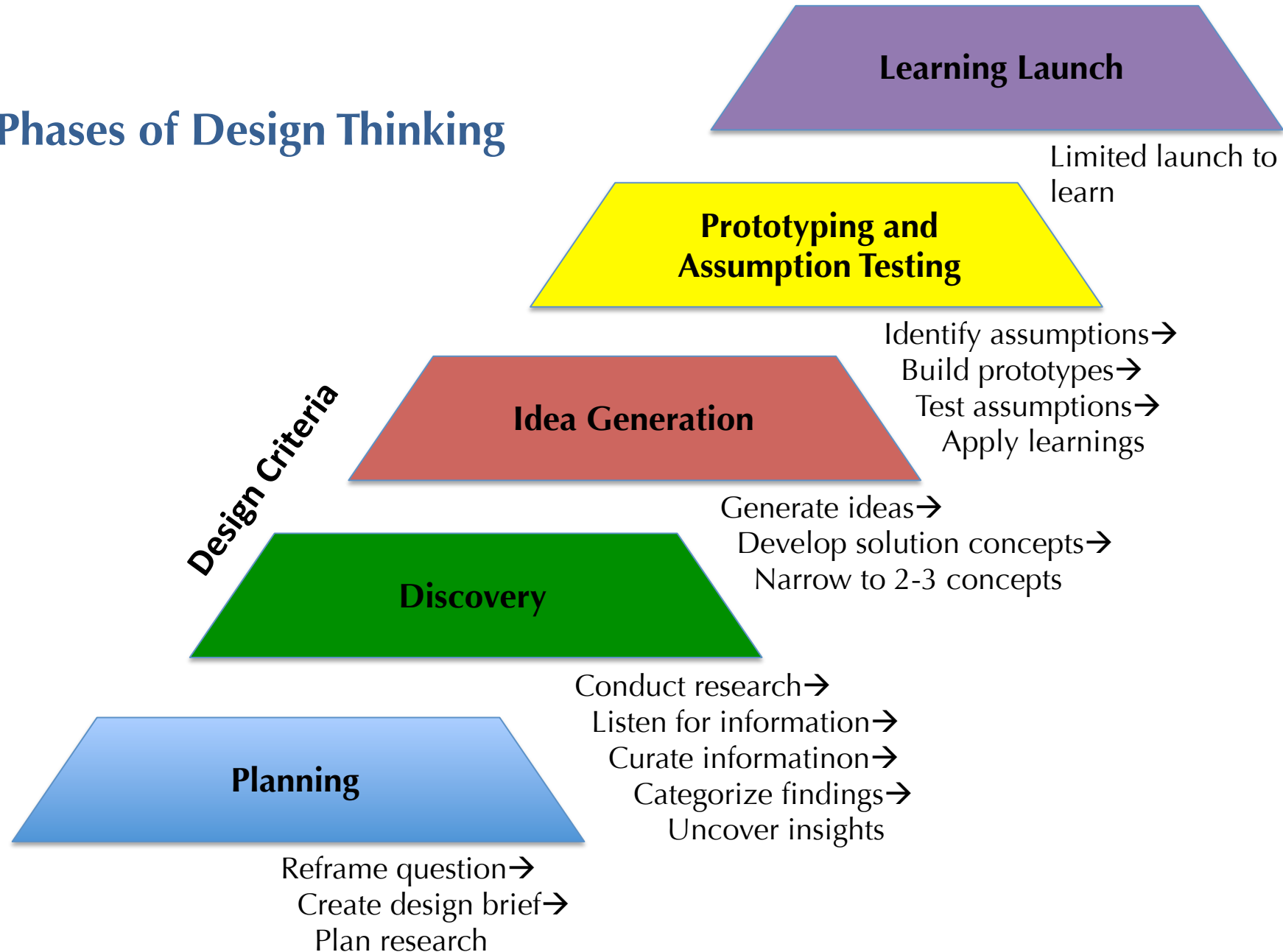6. Other Requirements - **nc4mm.org/design-challenge-2022**

Optional: Complete Modules 1 and 2 of the "Creating Innovative Transportation Solutions" course (nc4mm.org/e-learning)

About the Human-Centered Design Process

Phases of Design Thinking

Learning Launch

Limited launch to learn

Prototyping and Assumption Testing

Identify assumptions→
Build prototypes→
Test assumptions→
Apply learnings

Idea Generation

Generate ideas→
Develop solution concepts→
Narrow to 2-3 concepts

Design Criteria

Discovery

Conduct research→
Listen for information→
Curate informatinon→
Categorize findings→
Uncover insights

Planning

Reframe question→
Create design brief→
Plan research

The Phases of Human-Centered Design

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Planning and Discovery
- Reframe questions
- Conduct research

Sensemaking
- Listen for information
- Categorize findings
- Uncover insights
- Create design criteria

Idea Generation
- Generate ideas
- Analogize situations
- Create concepts

Prototyping and Assumption Testing
- Identify assumptions
- Build prototypes
- Test assumptions
- Refine concepts

The Meetings

Day 1: Sensemaking

- Digest the primary research

- Scope the project

- Find Insights

- Create Design Criteria

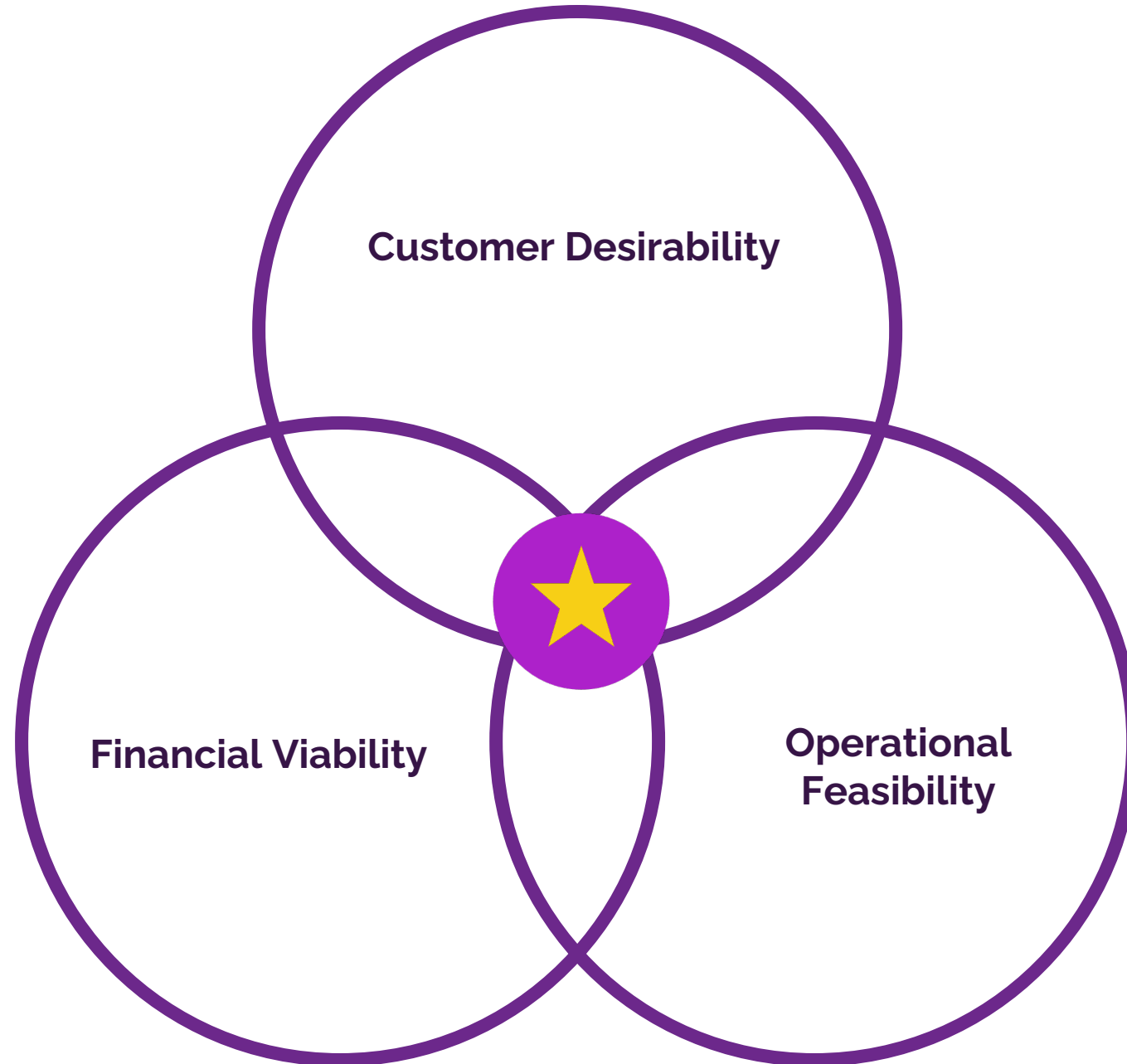## Day 2: Idea Generation

- Brainstorm

- Create building blocks

- Concept Generation

The Result

Customer Desirability

Financial Viability

Operational Feasibility
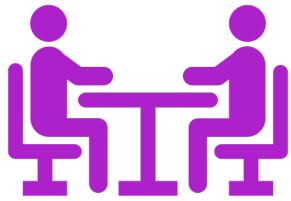
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About The Research

What does Primary Research look like?

Conducting original primary research is the best way to understand the needs and desires of your customers. **One-on-one** interaction is paramount.

Interviews

Journaling

Observations

For teams that are selected, we'll work hand-in-hand to conduct the primary research required. This could involve:

- Discussion on who to interview
- Individualized training on how to interview
- Examples of do's and dont's

Ethnographic-Style Interviewing

"Ethnography is the branch of anthropology that involves trying to understand how people live their lives. Unlike traditional market researchers, who ask specific, highly practical questions, ethnographic researchers visit customers in their homes or offices to observe and listen in a nondirected way. Our goal is to see people's behavior on their terms, not ours. While this observational method may appear inefficient, it enlightens us about the context in which customers would use a new product and the meaning that product might hold in their lives."

Source: Ken Anderson, Ethnographic Research: A Key to Strategy, *Harvard Business Review* March 2009

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Questions?

All questions should be emailed directly to William Reckley:

Reckley@ctaa.org

All answers will be posted on the Design Challenge 2022 webpage:

www.nc4mm.org/design-challenge-2022

Thank You!

www.nc4mm.org/design-challenge-2022

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