CUSTOMER
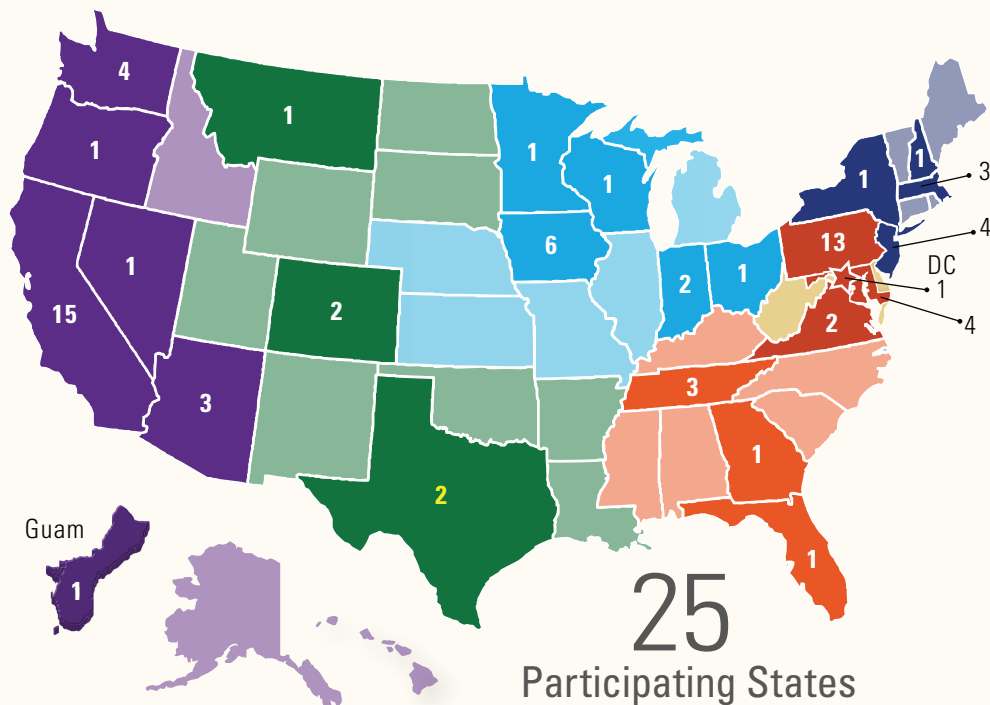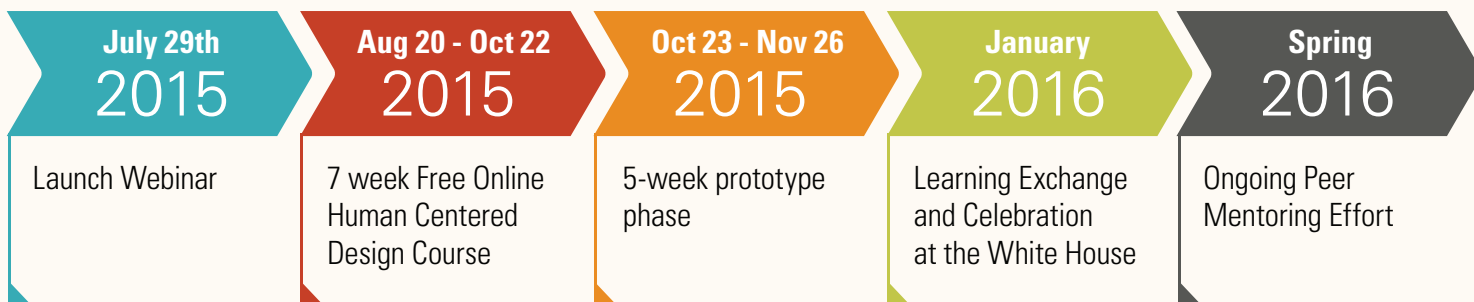## CENTERED DESIGN

CCD is an amazingly generative process, and one that starts with people and ends with surprising answers tailor-made to put our customers' needs at the center.

We can use it to directly learn from the communities we serve and to rapidly come up with innovative new concepts, quickly prototype them, and then make our ideas come to life with results for our customers.

Guam

25
Participating States

Map values:
- 4
- 1
- 1
- 1
- 1
- 6
- 13
- 3
- 4
- DC
- 1
- 4
- 2
- 1
- 1
- 1
- 15
- 1
- 2
- 2
- 3
- 3
- 2
- 1
- 1
- Guam 1

Event Timeline

July 29th 2015	Aug 20 - Oct 22 2015	Oct 23 - Nov 26 2015	January 2016	Spring 2016
Launch Webinar	7 week Free Online Human Centered Design Course	5-week prototype phase	Learning Exchange and Celebration at the White House	Ongoing Peer Mentoring Effort

Key Questions and Challanges

How might we design services and programs for out-of-school youth that will engage them and produce great outcomes?

How might we improve the customer experience and outcomes for our shared One-Stop Customers?

How might we put employers in the center of sector strategies and career pathway work?

Six Regions

6

1
2
3
4
5
6

Region 1
6 (8%)

Region 2
20 (28%)

Region 3
5 (7%)

Region 4
5 (7%)

Region 5
11 (15%)

Region 6
25 (35%)