

INTRODUCTION TO HUMAN- CENTERED DESIGN

1 Days Classroom
1 Days Live Online

Individual: \$695

Group: \$595

GSA: \$585

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www.cprime.com/learning

COURSE OVERVIEW

Human-centered design (HCD) is a mindset that approaches problem-solving with a focus on the users. It requires that projects begin from a place of empathy to make sure what's created is something people need. The goal of HCD is a product or service that meets these needs in the long run or seeks to improve the experience of something already in existence.

This human-centered design course will teach you techniques and tools for staying user-centered. You will learn a straightforward process for inspiration, ideation, and implementation and work through the practical application of an HCD process – even if “design” is not part of your job title.

COURSE OUTLINE

Part 1: Inspiration

1. The beginner's mindset is key
2. Learning from users
3. Throwing away assumptions
4. Staying open to the possibilities
5. Cultivating curiosity
6. What people think, say, and do.
7. Interview techniques
8. Sitting with your ideas
9. **Exercise:** Identifying your user
10. **Exercise:** The discovery process

Part 2: Ideation

1. Collecting your ideas
2. Removing the limits
3. Why “ridiculous” is a good thing
4. Brainstorming has a bad rap
5. Keeping it simple
6. Building on ideas
7. Establishing a shared framework
8. Solution-focused, not problem-focused
9. How to “see” an idea

10. Keeping the users involved

11. When to cut your loss

12. Exercise: How to build on ideas

Part 3: Implementation

1. Delivery
2. Pilot testing
3. Iteration
4. Continued feedback
5. Determining long-term impact
6. Measuring the impact
7. **Exercise:** Tips to evaluate and measure

[See website for complete outline...](#)

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