

## MODULE 3: HUMAN CENTERED DESIGNS

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### SESSIONS

#### Session 1: Week 1

Introduction to Human Centered Design

Inspiration

#### Session 2: Week 2

Ideation

#### Session 3: Week 3

Prototyping

#### Session 4: Week 4

Implementation

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### MODULE RESUME

Human-centered design is focused on interactive rather than passive systems, anything that a human may interact with regardless of technology, process of communication. **Humans** rather than users are now the important centre of consideration as many humans have lost their importance and opportunity to gain efficiency by projects only focusing on one user group, the end users.

Human-centered design is an approach to interactive services, products and systems, research, design, development and management that aims to make them usable and useful by focusing on all the users, their needs and requirements, and by applying human factors/ergonomics and usability knowledge and techniques. This approach enhances effectiveness and efficiency, improves human well-being, user satisfaction, accessibility and sustainability; and counteracts possible adverse effects of use on human health, safety and performance.<sup>1</sup>

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<sup>1</sup> <http://human-centered-design.org/> accessed on 19<sup>th</sup> August 2020

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HCD has been championed by Nobel Prize laureate Herbert Simon, with the key distinguishing factor from other problem solving approaches on understanding the perspective of the person who experiences a problem, their needs, and whether the solution that has been designed for them is truly meeting their needs effectively or not. At its most effective, the very people who experience a problem the most are a constant part of the design process and when possible, become part of the design team itself.

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**MODULE OBJECTIVES:**

At the end of the training, the participant should be able to;

1. To understand customers or users pain points and challenges
  2. To understand users needs, expectations and relationships
  3. To be able to draw possible assumptions and scenarios on solving the challenges for the users
  4. To be able to design, prototype and share an 'ideal world' for the user
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