



Introduction to Human-Centered Design

Learn from IDEO.org to use human-centered design for social innovation

What You'll Learn:

- Master the 4 steps of the human-centered design process to create innovative solutions to real-world challenges
- Build an effective interview guide to learn and document your use research
- Gain strategies for synthesizing your user research and identifying opportunities for design
- Practice creative techniques to build rapid prototypes and make your ideas come to life
- Learn to effectively test your prototypes with real users and identify promising solutions to begin implementing

Description:

Human-centered design (HCD) is a creative approach to problem solving pioneered by the design firm IDEO.

This is an intensive, hands-on learning experience that will challenge you to get out of your chair and out into the real world to talk to people and test your ideas. You'll leave this experience equipped and energized to apply the human-centered design process to challenges across industries, sectors, and geographies to generate breakthrough ideas.

Format: Project-Based Course

Curriculum:

- **LEARNING TOOLS**
 - 5 reading guides
 - 5 workshop guides to structure your own human-centered design project
 - 7 videos featuring Tim Brown, David Kelley, Patrice Martin of IDEO, and more
 - Supplemental resources
- **Section 1: Introduction to Human-Centered Design**
 - Introduction and the Beginner's Mind
 - Icebreaker: Visual Telephone

- Discussion: Introduction to Human-Centered Design
- Activity: Mini Design Challenge to Design a Better Commute
- **Section 2: Inspiration Phase**
 - Activity: Choose Your Design Challenge
 - Discussion: Team Knowledge and Key Assumptions
 - Activity: Plan Your Research
 - Activity: Build an Interview Guide
 - Activity: Conduct Your Research
- **Section 3: Ideation Phase**
 - Discussion: Share Stories and Learnings from User Research
 - Activity: Cluster Insights into Themes
 - Activity: Create Insights Statements
 - Activity: Create ‘How Might We’ Questions
- **Section 4: Prototyping Phase**
 - Activity: Brainstorm
 - Activity: Select Your Best Ideas
 - Activity: Gut Check
 - Activity: Create a Storyboard
 - Discussion: Determine What to Prototype
 - Activity: Start Prototyping
 - Activity: Test Your Prototype and Get Feedback
- **Section 5: Implementation Phase**
 - Activity: Create an Action Plan
 - Activity: Create a Pitch
 - Activity: Share Your Solution
 - Reflection
 - Discussion: Moving Forward

About the Course Partner

IDEO.org is the nonprofit arm of the world-renowned design firm, IDEO. They design products, services, and experiences to improve the lives of people in poor and vulnerable communities. They are experts in human-centered design, a creative approach to problem solving.