

Human-Centred Design Public Workshop London, UK.



THIS 2-DAY WORKSHOP introduces participants to the discipline of Human-Centred Design. It covers a wide range of methods for designing solutions that are driven by and focused on the needs, desires, and contexts of people.

Through a dynamic mix of short lectures and hands-on activities you will learn methods that help:

- Provide your teams with a repeatable way to innovate
- Reduce overall development costs
- Promote productive interdisciplinary collaboration
- Tame the complexity of your products, services or policies

For more information, see :

www.pdd.co.uk/en/services/luma_institute

For questions or to register your interest,

email luma@pdd.co.uk

or call PDD +44 (0)20 8735 1111

For more information on LUMA Workshops,

check out luma-institute.com/workshops

AGENDA

DAY 1

Breakfast & Sign-In:

Meet and connect with other participants

Introduction

- Opening Remarks
- Introductory Exercise
- What is Human-Centred Design and Why is it Important?
- Introduction to Workshop Challenge

METHOD SET 1

Putting People First

- Stakeholder Mapping
- Ethnographic Research (Part 1)
- Ethnographic Research (Part 2)
- Rose, Bud, Thorn
- Affinity Clustering
- Review, Reflection & Wrap-Up

DAY 2

Breakfast & Sign-In:

Meet and connect with other participants

METHOD SET 2

Usability Inspection

- Heuristic Review
- Affinity Clustering
- Importance/Difficulty Matrix

METHOD SET 3

Envisioning Possibilities

- Creative Matrix
- Visualize-the-Vote
- Storyboarding

METHOD SET 4

Rapid Iteration

- Rough and Ready Prototyping
- Usability Testing

Putting HCD Into Action

- Introduction to Method Cards
- Method Cards Exercises
- Presentations & Group Discussion
- Wrap-Up & Feedback Survey
- Post-Workshop Reception

