Foundations of Human-Centred Design for Innovation

WORKSHOP OVERVIEW
Through a dynamic mix of short lectures and hands-on activities, this two-day workshop introduces participants to a flexible framework for practicing the discipline of Human-Centred Design. Participants will learn how HCD can be used to:

• Understand the needs of the different stakeholders.
• Encourage frequent prototyping and sense-checking of ideas.
• Promote effective interdisciplinary collaboration.
• Provide teams with a repeatable way to innovate.

WHO SHOULD ATTEND?
Those who wish to accelerate innovation within their organization, are interested in Human-Centred Design (Design Thinking), or who want to improve their skills in these areas, including:

• Product managers, designers, researchers, user experience professionals, marketers, consultants, engineers, and learning professionals interested in improving their skills in Human-Centred Design.
• Business, non-profit, government, and academic leaders interested in building a culture of innovation or otherwise creating new value through Human-Centred Design.

WHAT DO YOU TEACH?
Examples of methods we typically teach include:

PUTTING PEOPLE FIRST
• Stakeholder Mapping
• Interviewing
• Persona Profiles

FROM EMPATHY TO INSIGHT
• Contextual Inquiry
• Experience Diagramming
• Rose, Bud, Thorn

USABILITY INSPECTION
• Heuristic Review
• Affinity Clustering
• Importance/Difficulty Matrix

ENVISIONING POSSIBILITIES
• Abstraction Laddering
• Creative Matrix
• Concept Posters
• Visualize-the-Vote
• Video Scenarios

RAPID ITERATION
• Bull’s-eye Diagramming
• Schematic Diagramming
• Rough and Ready Prototyping
• Usability Testing

PUBLIC AND PRIVATE WORKSHOPS
WHAT ELSE DO I GET?
Included in your registration fee, you'll receive LUMA Institute’s “Innovating for People: Handbook of Human-Centred Design Methods” and “Innovating for People: Human-Centred Design Planning Cards”.

HOW IS THIS COURSE DIFFERENT?
Practical and hands-on with a focus on learning-by-doing, using several different practice exercises that combine individual work with small group collaboration.

Taught by experienced practitioners (not professional facilitators who teach the material but have never practiced it themselves) working in product, service and experience design.

Flexible framework and methods relevant to different industries and design challenges, including digital products, physical products, services, processes and policies, and applicable across the entire product/service development lifestyle (front end and back end).

Small class size (max of 12) for more individual attention.

WHERE IS IT, WHEN DOES IT START, WHAT ABOUT LUNCH?
• Workshops run from 8:30 AM to 5:15 PM over two days.
• London workshops take place at our office in Hammersmith: PDD Group, 87 Richford Street, W6 7HJ, on the first floor, up one flight of stairs (no lift).

WHAT HAVE PAST ATTENDEES SAID?
“Fantastic introduction to the benefits of design thinking for any business. It makes what could be seen as foreign activities to “non-designers” accessible and easy to take away and introduce to your company.”

“Gave great insights into tools and applications that can be directly applied with speed and ease into my organisation. Instructors were really knowledgeable and approachable.”

“Good set of tools that can help shorten time to market and reduce development costs.”

“A great interactive course - I liked the hands-on nature to allow the process to be absorbed in a practical way.”

“We’ve used the methods from the course to develop new products and to make a number of current products more consumer-friendly, improving the out-of-box experience, and making instructions easier, with the ultimate objective of reducing product returns and the associated financial impact.”

• Breakfast and lunch are included.
• After you register, we will provide information on hotels and transportation, reserve a parking space and ensure that we are aware of any dietary restrictions or other special needs.

PRICES, PAYMENT AND REFUNDS
£1295 + VAT. Discounts are available on group bookings. Payment via Eventbrite, Visa and MasterCard, or invoice. There are no refunds on bookings, however you can transfer your ticket to a workshop at a later date or send someone else in your place.

FOR MORE INFORMATION
www.pdd.co.uk/HCD
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 Institute Workshops, check out luma-institute.com/workshops

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