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Human Centered Design

What is Human Centered Design?

A formal creative process to problem solving; identifying issues and/or problems, designing and delivering services and/or products that begins with the people you're designing for and ends with innovative solutions tailor-made to suit their needs.

What's it all about?

It's about building a deep empathy with the people you're designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative new solution out in the world.

What's The Benefit of Human Centered Design?

- 1. It fuels engagement in the process by end users and ensures that when solutions are implemented, target audiences are receptive and respond favourably.**
- 2. It creates more effective, innovative problem solvers.**
- 3. It eliminates the possibility of spending time, effort and money creating solutions to a problem only to find end users don't share your perception of the problem.**

The 3 Phases:

Phase 1

INSPIRATION

- **Opening yourself up to others ideas, letting go of the 'We are the experts' mentality**
- **Accepting that what you set out to resolve may be re-defined by what end users experience as problematic thus changing your focus**

The 3 Phases:

Phase 2

IDEATION

- **Brainstorming, imagining the practical and the fantastic**
- **Prototyping, testing and rolling out ideas, gathering feedback from the people you're designing for, revising and checking**

The 3 Phases:

Phase 3

IMPLEMENTATION

- Partnering and getting the idea out
- Here the best ideas generated in the Ideation Phase are morphed into concrete fully developed action plan
- Prototyping is at the core of this stage moving ideas to actual services/products that are tested, iterated and refined