

Introduction to Human Centered Design

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IDEO



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The Field Guide to Human-Centered Design

The Textbook

At IDEO.org, part of our mission is to spread human-centered design to social sector practitioners around the world. The Field Guide to Human-Centered Design reveals our process with the key mindsets that underpin how and why we think about design for the social sector, 57 clear-to-use design methods for new and experienced practitioners, and from-the-field case studies of human-centered design in action.



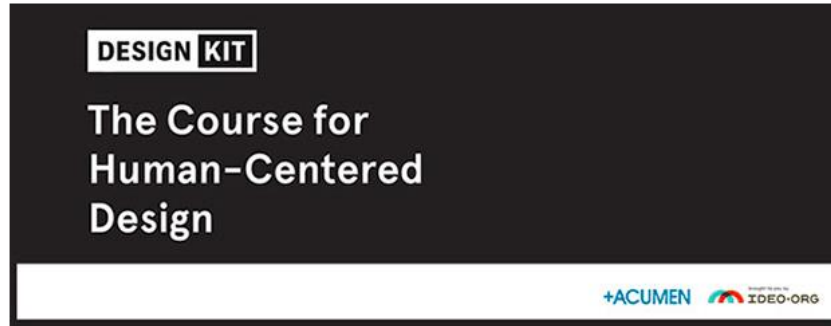
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The Course for Human-Centered Design

The Course

IDEO.org's Human-Centered Design for Social Innovation course introduces the concepts of human-centered design to those working towards social change. Over the duration of the seven-week course, participants collaborate in design teams to complete online and offline coursework, and are then encouraged to apply human-centered design to design challenges of their own. Visit +Acumen to find out when the next round starts!

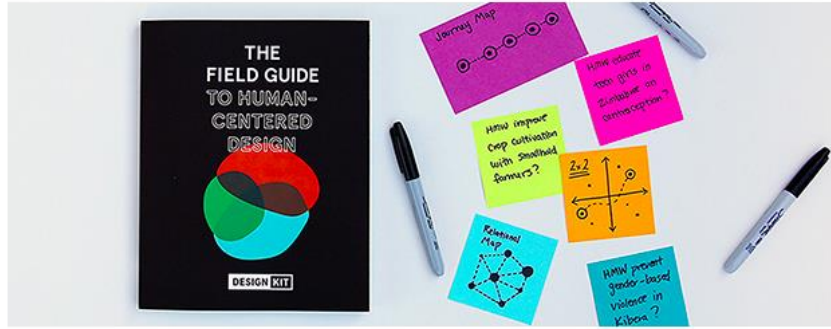


SIGN UP

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Methods



INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.



INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



Methods



- Don't ask. Observe.
- Keep asking 'Why'?
- Look for behaviors.

Activities



- Planning
 - Framing your design challenge
 - Forming a design team

- Engaging
 - Interviews
 - Immersion
 - Creative thinking



IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.

Methods



- Map a journey, not a process.
- Borrow shamelessly.
- Embrace absurdity.

Activities



- Brainstorm
- Group ideas / find themes
- Create a concept



IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.

Methods



- Prototype. Right here. Right now.
- Prototype. Evolve the idea together.
- Iterate
- Include learning metrics.

Activity