Introduction to Human-Centred Design Product Development
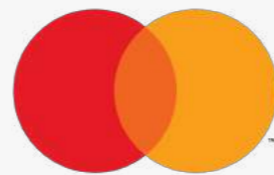
A Beginner's Guide to Understanding User Needs and Market Demand

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Co-Creation Hub

In partnership with

mastercard foundation

What is Human Centred Design?

Human-Centered Design (HCD) is an iterative problem-solving approach that prioritizes understanding and addressing the needs, behaviors, and preferences of end-users throughout the design process. Its goal is to create intuitive, accessible solutions that effectively address real-world challenges, resulting in enhanced user experiences and satisfaction.

Human Centred Design is a Framwork

The goal of Human-Centred Design is to create products, services, or systems that are intuitive, accessible, and effectively address the real-world challenges faced by users, resulting in enhanced user experiences and satisfaction.

| Research | → | Ideate | → | Prototype | → | Evaluate | → | Launch |

ITERATE
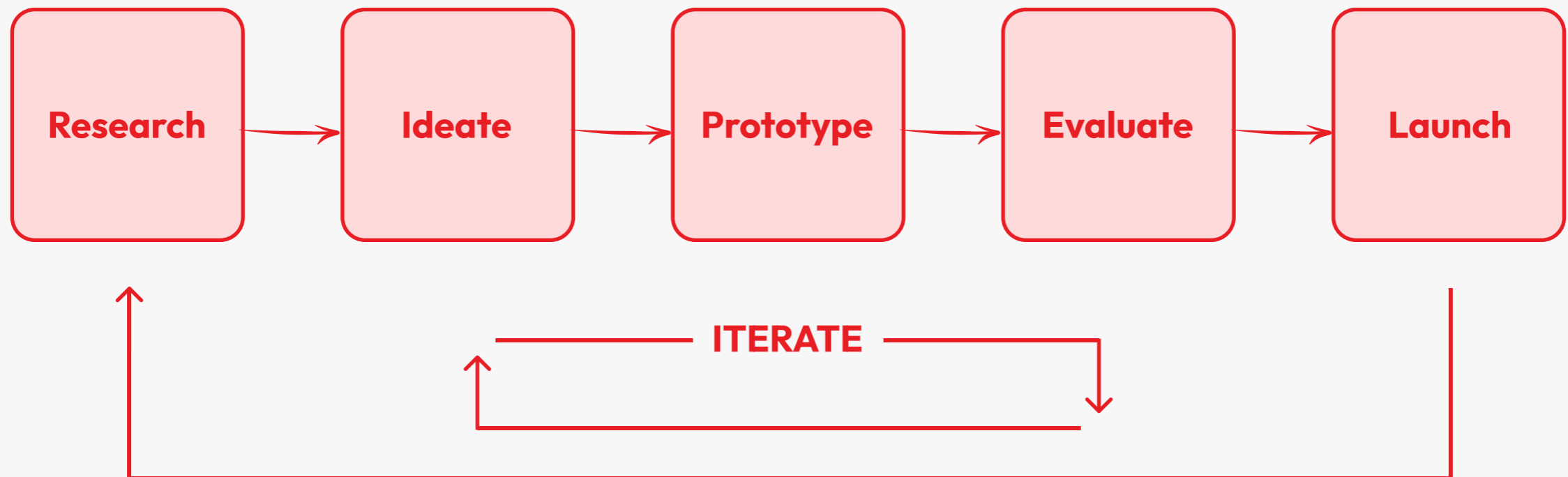
Since Design is Human Centred, Why Can't I use my own experiences to build a Product?
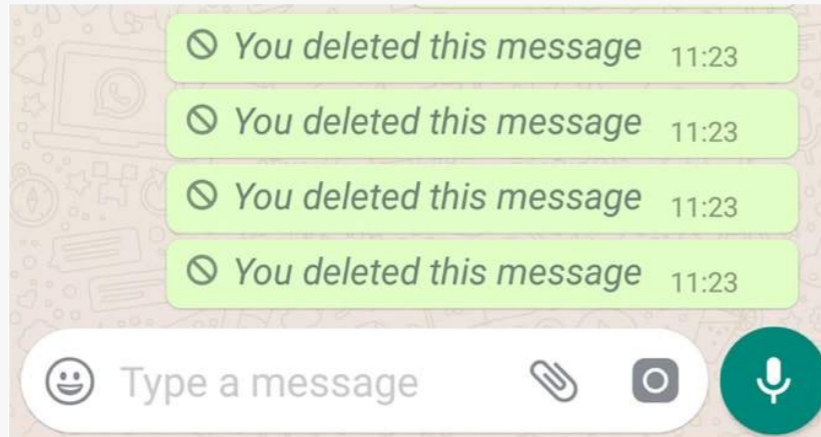
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Merely being the Victim of a Particular Problem does not automatically bestow on you the power to see its solution

Alan Cooper, Award winning writer of "The Inmates are Running the Asylum

BAD UX

Let's look at examples of some popular bad UX

Whatsapp's Deleted Message

Apple Mouse's Charger

Netflix Auto Play Feature

Design is not what it looks and feels like. Design is how it works!

Steve Jobs, Founder Apple Inc.

Why use the HCD Framework?

You know where to begin the journey

Allows you keep your Users at the centre of your decisions

It's more reliable than intuition

Reminds you to continuously improve your product offering

Phase 1: Research

You get to learn who your target Audience is

You get to know their goals & needs

You get to know the problems you can solve

Phase 1: Research Types

Interviews

AB testing

Diary Studies

Observing

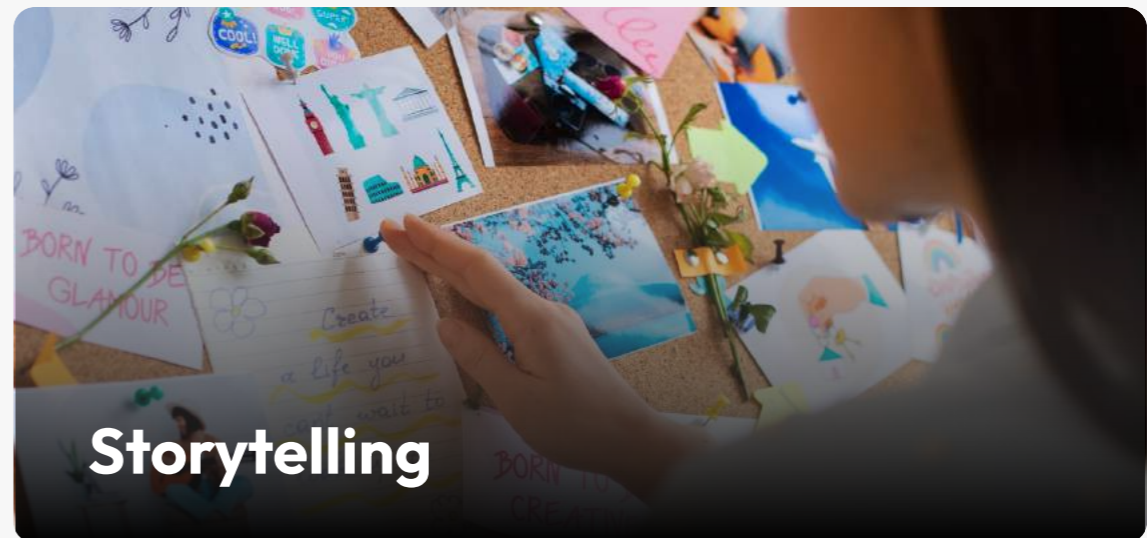Usuability

Analytics

Surveys

Card Sorts

Phase 2: Ideate

Generate Ideas

Explore all Possibilities

Leverage Network to spin up Ideas

Phase 2: Ideation Sessions

Brainstorming

Storytelling

Sketching

Phase 3: Prototype

Ideas can be tested with Users

Faster than Coding

It uncovers subtleties & nuances

Cheaper to fix and creates room for faster iteration

Phase 3: Prototyping Sessions

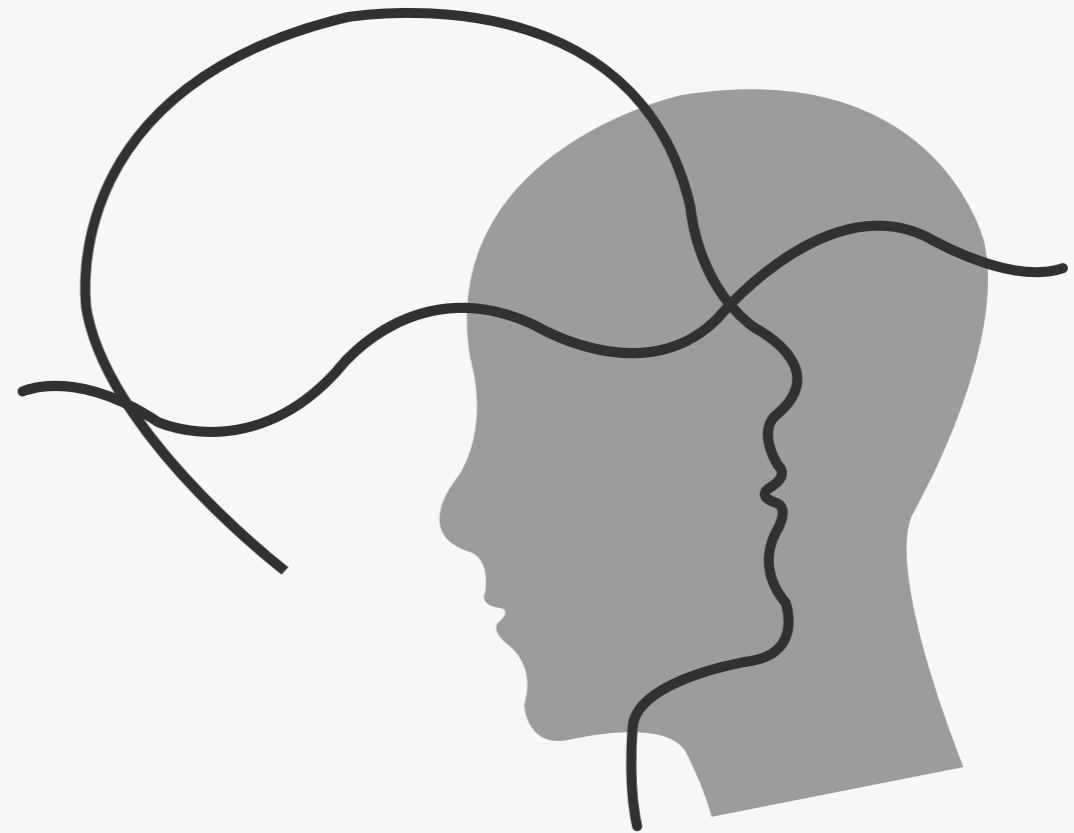
Paper Prototyping

Video Sketching

Wizard of Oz

Phase 4: Evaluate

Does it address the User's needs?

Is it easy to Use?
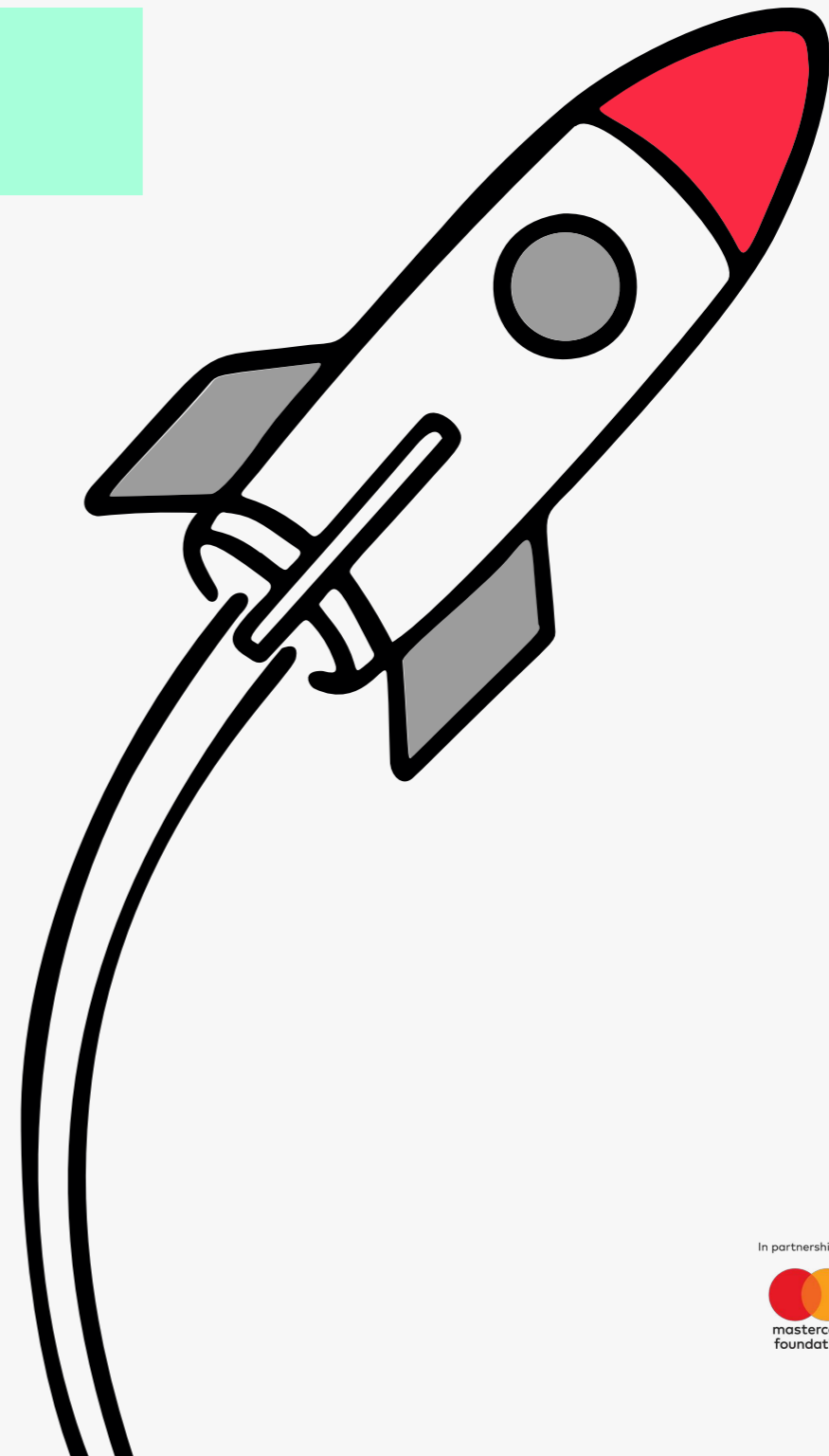
What works?

What needs Improvement

What is missing?

Phase 5: Launch & Measure

Helps you answer "Did we get it Right?"

Being used by your Customers

Used in the real World

Phase 5: How to Measure

Talk to people who use your Product

Use Analytical tools like Mixpanel
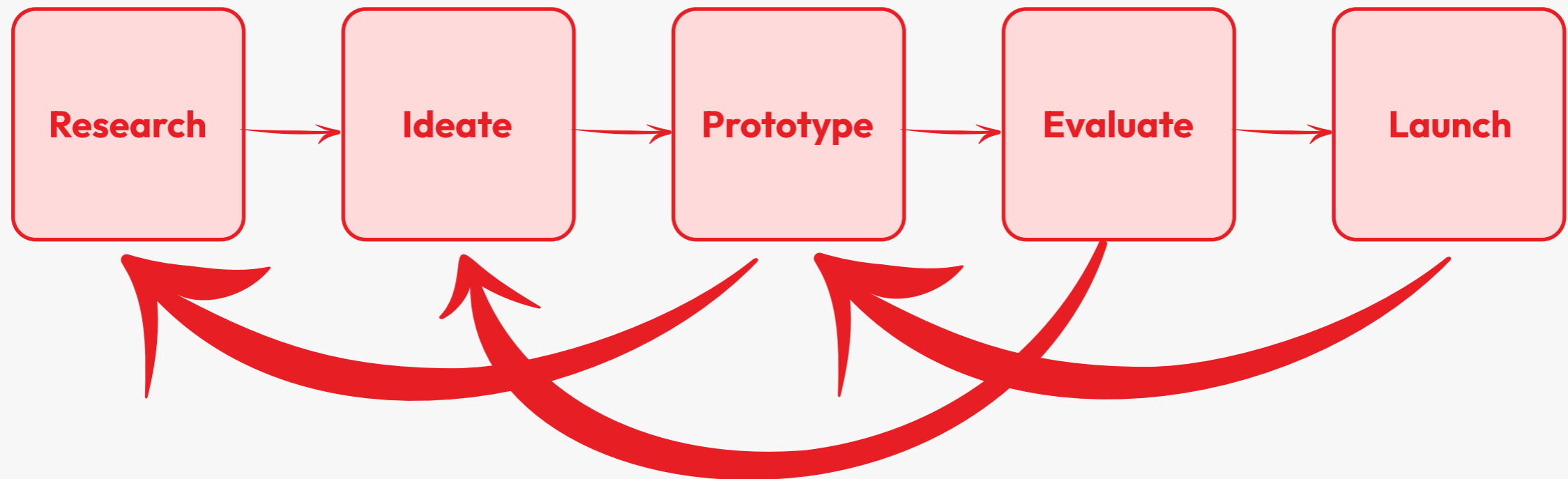
Run Surveys

Run A/B or Multivariate Testing

Summarily:

Keep your Users at the Centre of your Design Decisions

Something to note :


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Research → Ideate → Prototype → Evaluate → Launch
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Sometimes, you:

- Skip steps
- Go Backward
- Start in the middle

Thank You