

Human-centred design

Past, present and future methods

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“Breakfast”

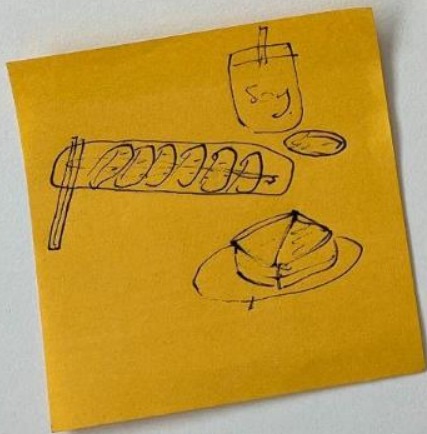
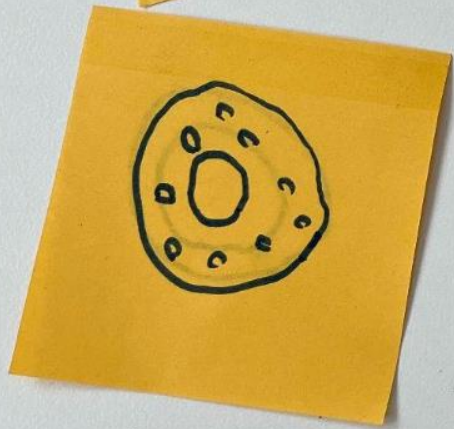
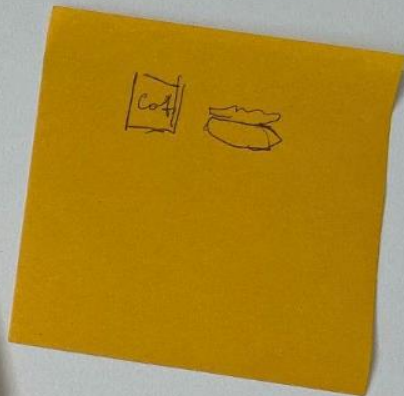
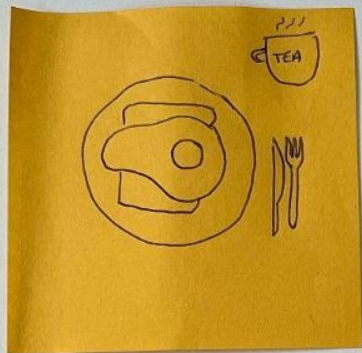
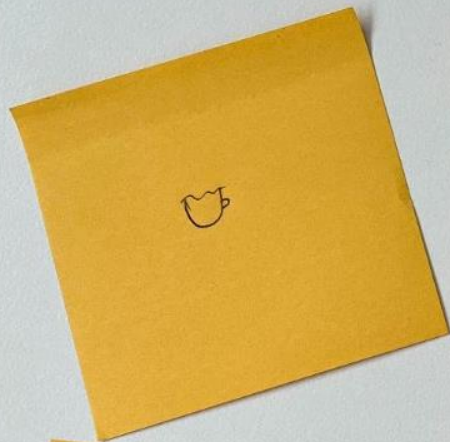








Image from: <https://medium.com/@tammyh0/hcde-451-model-prototype-7751c34b1803>



Image from: https://www.gsmarena.com/apple_iphone_12-review-2187p4.php



Image from: <https://blueskydesigngroup.com.au/portfolio/commonwealth-bank-future-retail-banking/>



Image from: <https://newsroom.unsw.edu.au/news/science-tech/carbon-footprint-airbnb-likely-bigger-you-think>



Image from: <https://www.mobihealthnews.com/news/sleep-device-maker-resmed-releases-newest-connected-cpap-machine>



Image from: <https://www.robertwalters.com.au/career-advice/why-you-need-to-take-an-interview-with-HR-seriously.html>



Image from: <https://medium.com/@catherinelegros/designing-cultural-probes-31f2c62b9def>



Image from: <https://www.liveworkstudio.com/tools/shadowing/>



Image from: <https://bip.inesctec.pt/en/noticias/inesctec-promoted-an-initiative-to-raise-awareness-of-the-challenges-experienced-by-blind-people/>

TRACY CHADWICK



"I'm looking for a forward thinking, forward way of communicating information."

AGE 29
OCCUPATION Director of Sales
LOCATION Portsmouth, NH

Bio

Tracy is a Director of Sales for an ad agency. Her problem is that traditional ads look boring. She is specifically looking for highly customizable designs that can be used to create slides for a presentation. She is motivated to be more creative and have her work stand out.

Goals

- Sed ut perspiciatis unde omnis iste
- Emo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit
- Quis autem vel eum iure

Frustrations

- Ut enim ad minima veniam
- Neque porro quisquam est, qui dolorem ipsum
- At vero eos et accusamus et iusto odio

Motivations

Price

Saves Time

Ease of Use

Creativity

Uniqueness

Technology

Personality

Introvert Extrovert

Intuitive Sensing

Thinking Feeling

Judging Perceiving

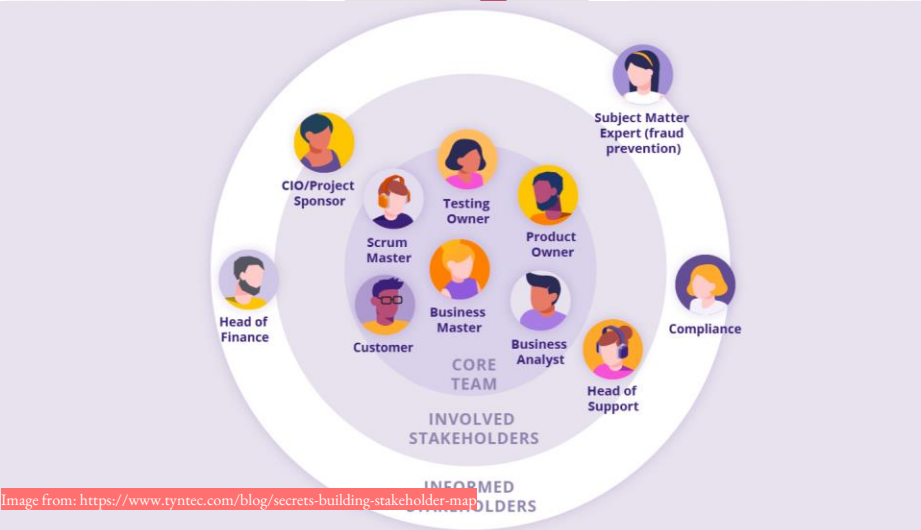


Image from: <https://www.tyntec.com/blog/secrets-building-stakeholder-map>

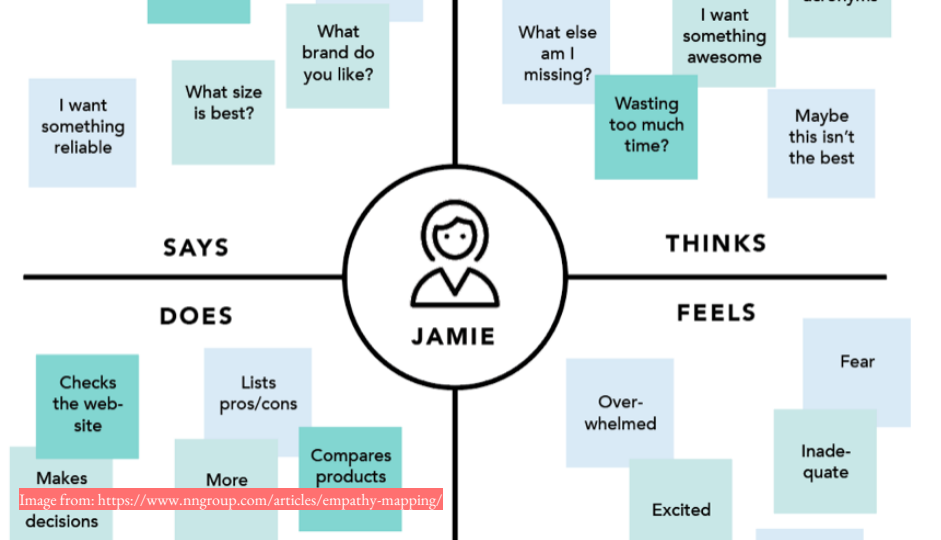


Image from: <https://www.nngroup.com/articles/empathy-mapping/>



Image from: <https://www.peterfisk.com/2017/05/storyboarding-bringing-ideas-to-life-in-a-visual-story-by-adapting-movie-making-techniques-to-business-and-brands/>



Image from: <https://spotify.design/article/the-story-of-spotify-personas>

An enjoyable meal

Efficiency \neq Enjoyment





Image from: <https://npsnw.org.au/2018/08/29/abc-revelations-highlight-environmental-destruction-of-native-forest-logging-that-is-set-to-dramatically-worsen/>



Image from: <https://www.ft.com/content/06d1cf79-3e49-4167-8a7f-42e20dd31fbc>



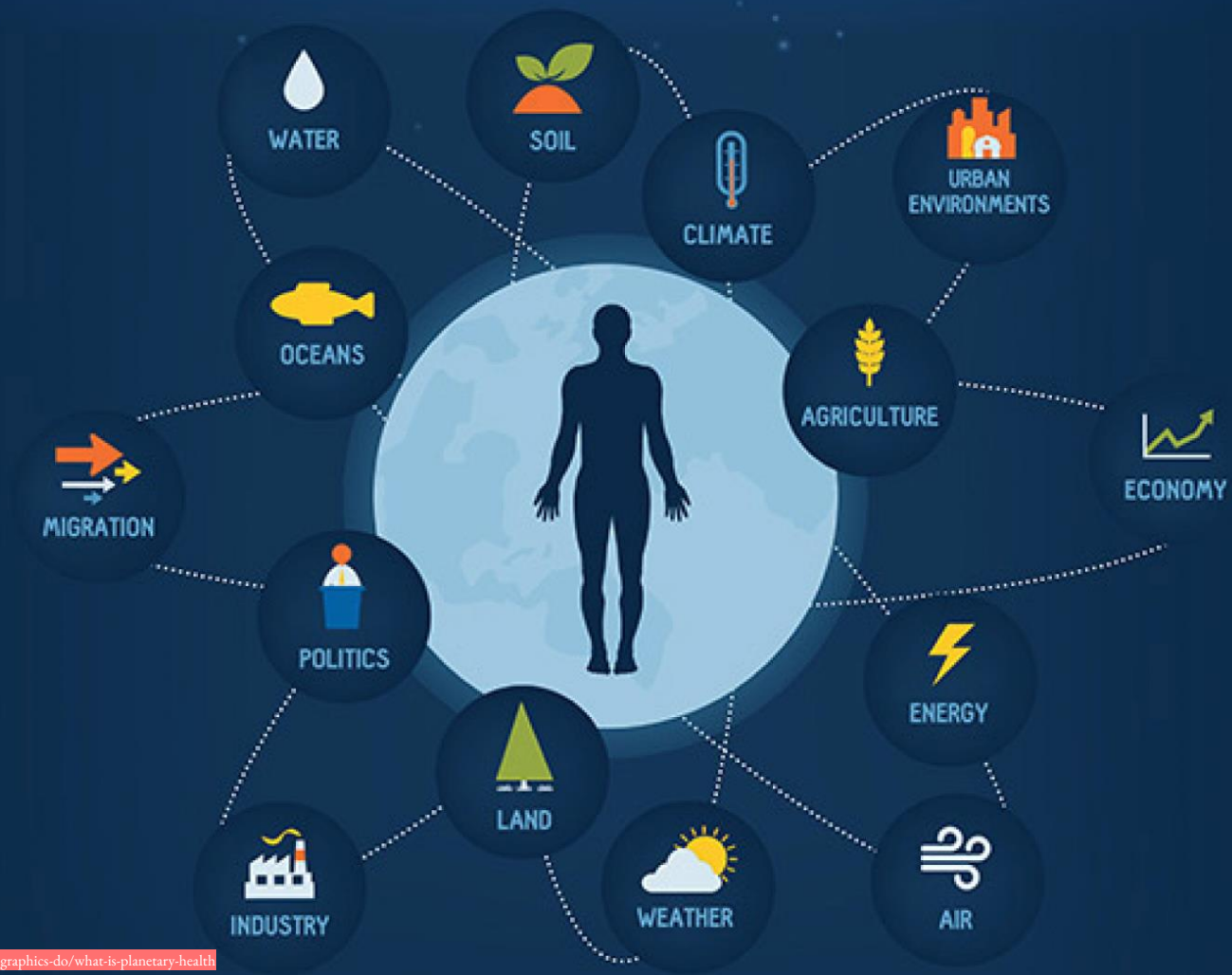
~~Sharing Economy~~
SELFISH
Economy

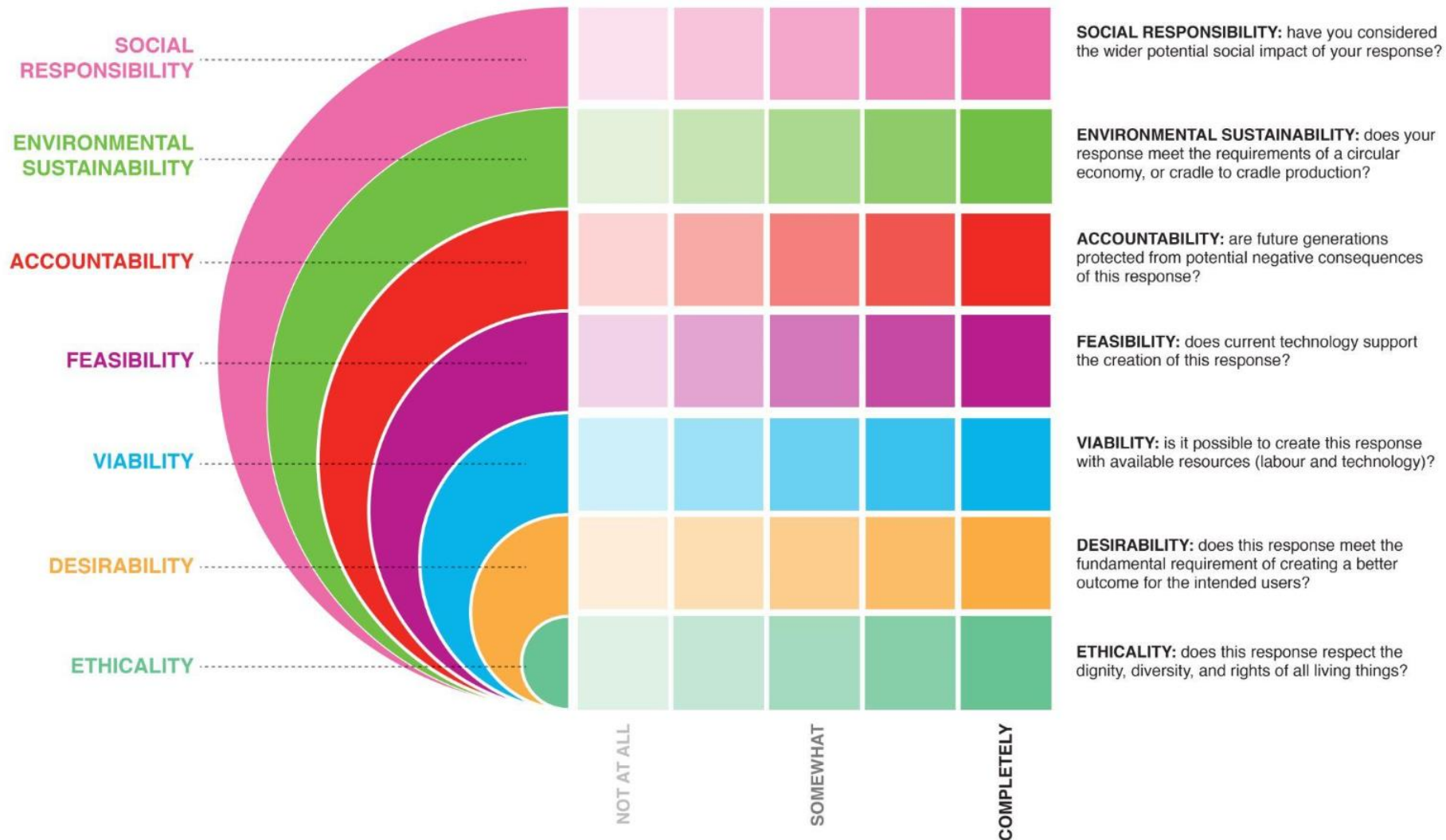
HOMES
"NOT"
HOTELS

airbnb

HOTELS

SELFISH





Dig deeper

State Government of Victoria (n.d.). *Human-centred design playbook*.
<https://www.vic.gov.au/introduction-human-centred-design>

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Thanks

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