



HUMAN CENTERED DESIGN 2.0

A project competition for ALL engineering disciplines of UET (all campuses)



WINNIG PRIZE
100,000 PKR

FIRST RUNNER-UP 70,000 PKR
SECOND RUNNER-UP 50,000 PKR
SEED-MONEY FOR FINALIST 20,000 PKR



Oral-B



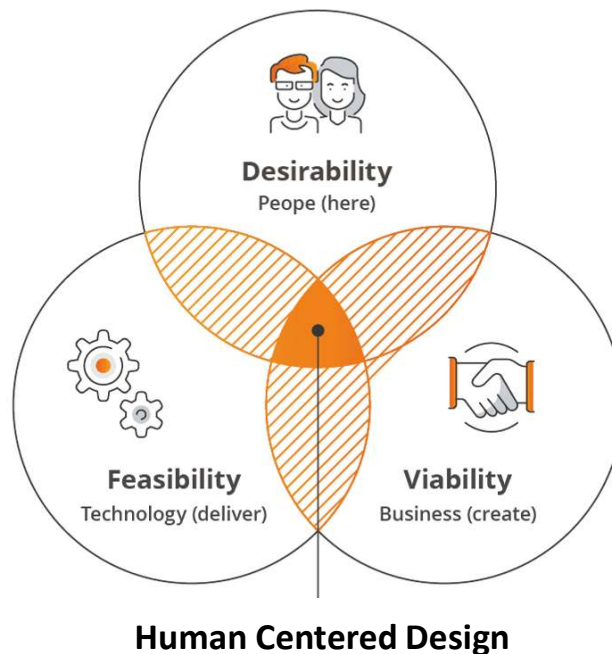
Node-IDEO

Human-Centered Design: Definition

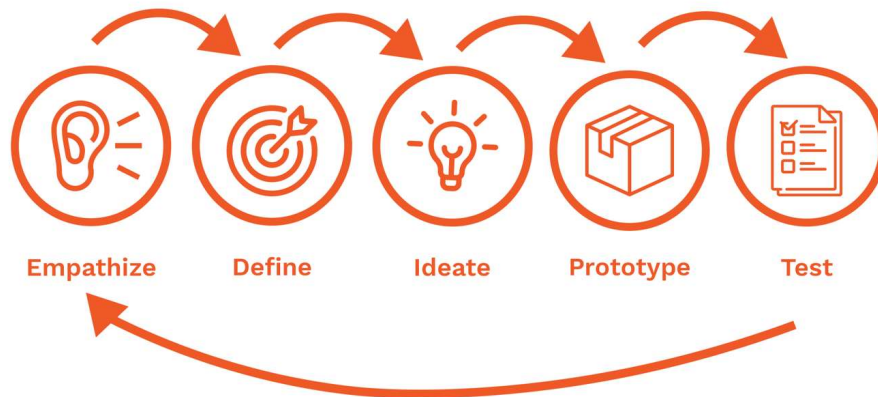
Human-centered design is an approach to interactive systems development that aims to make systems **usable** and **useful** by focusing on the **users**, their **needs** and **requirements**, and by applying **human factors/ergonomics**, and **usability knowledge** and **techniques**.

This approach enhances effectiveness and efficiency, improves human well-being, user satisfaction, accessibility and sustainability; and counteracts possible adverse effects of use on human health, safety and performance.

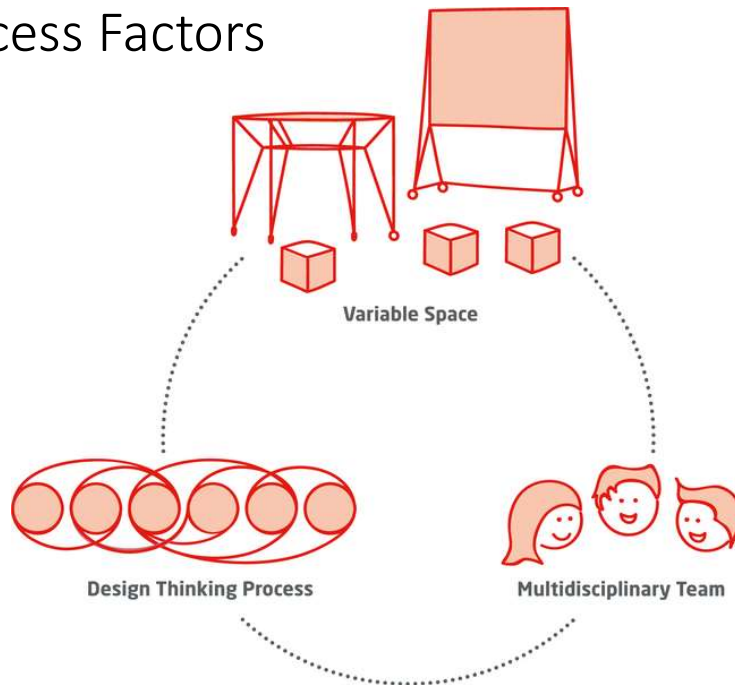
(ISO 9241-210:2019(E))



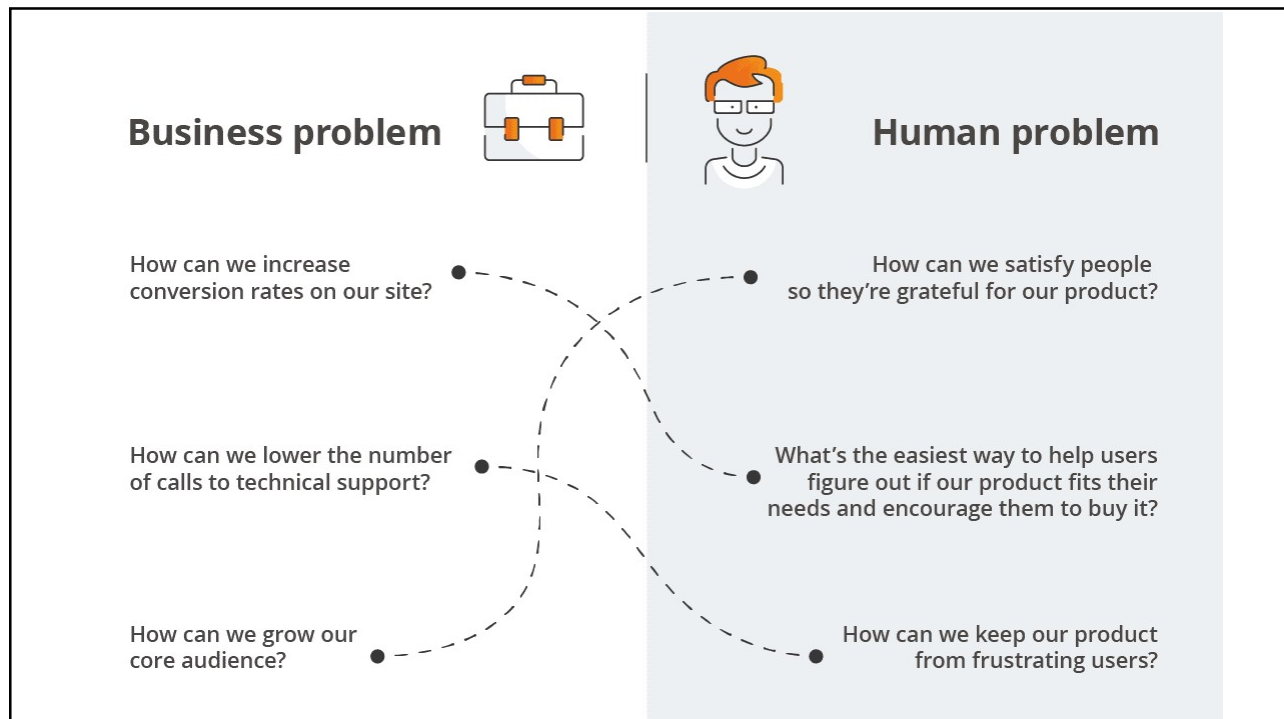
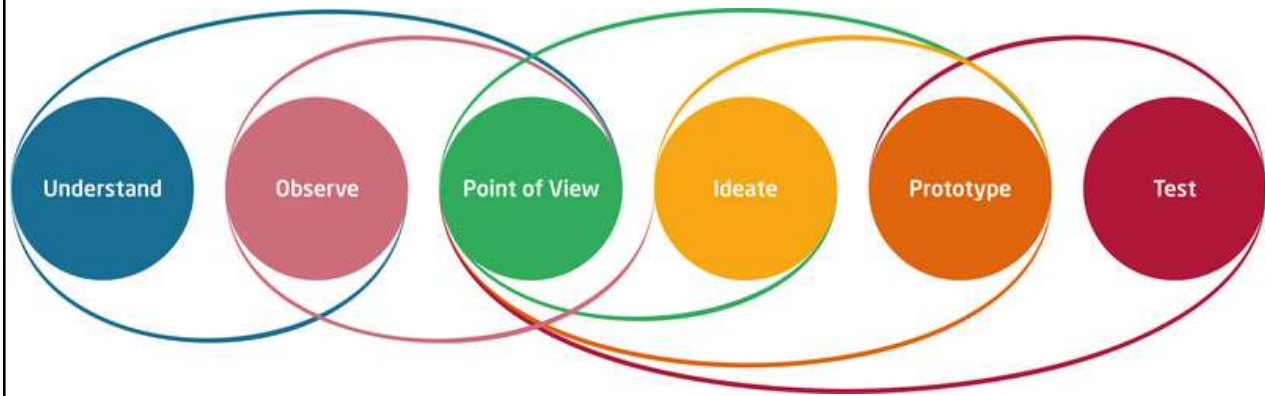
Human Centered Design (for example)

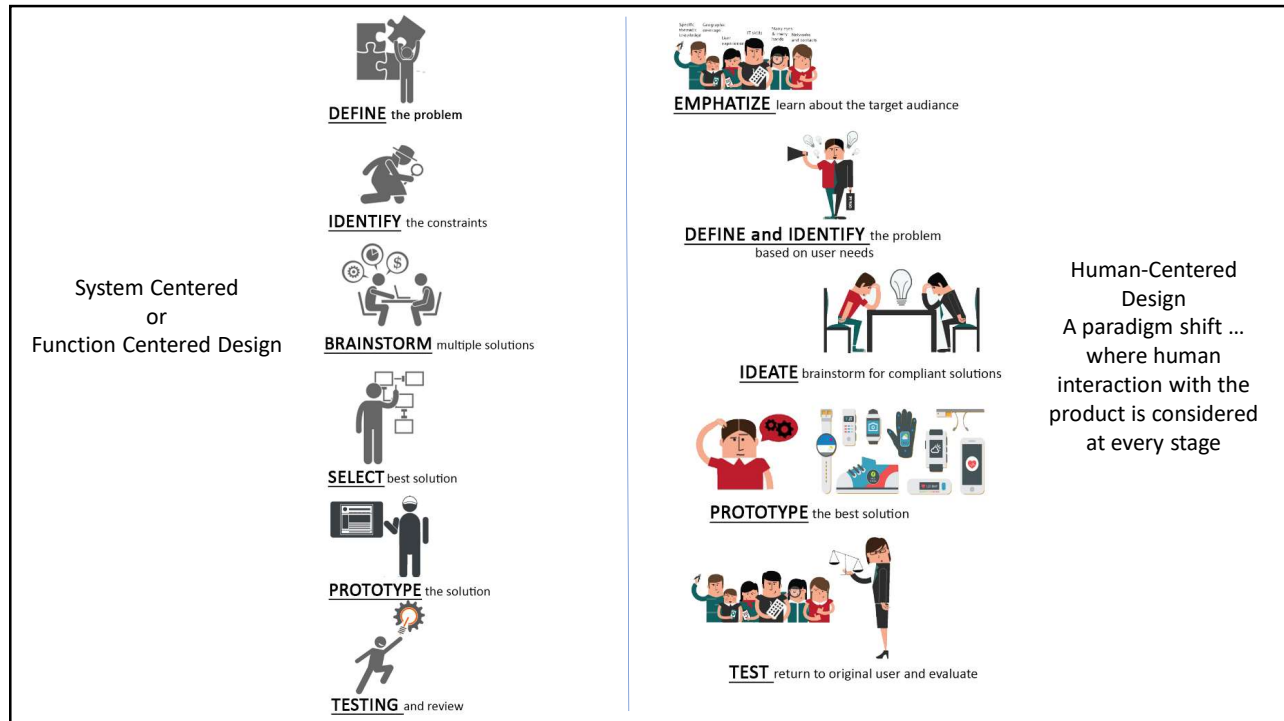


The Success Factors



The Process





What are the stages?



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.

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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.

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IDEATION

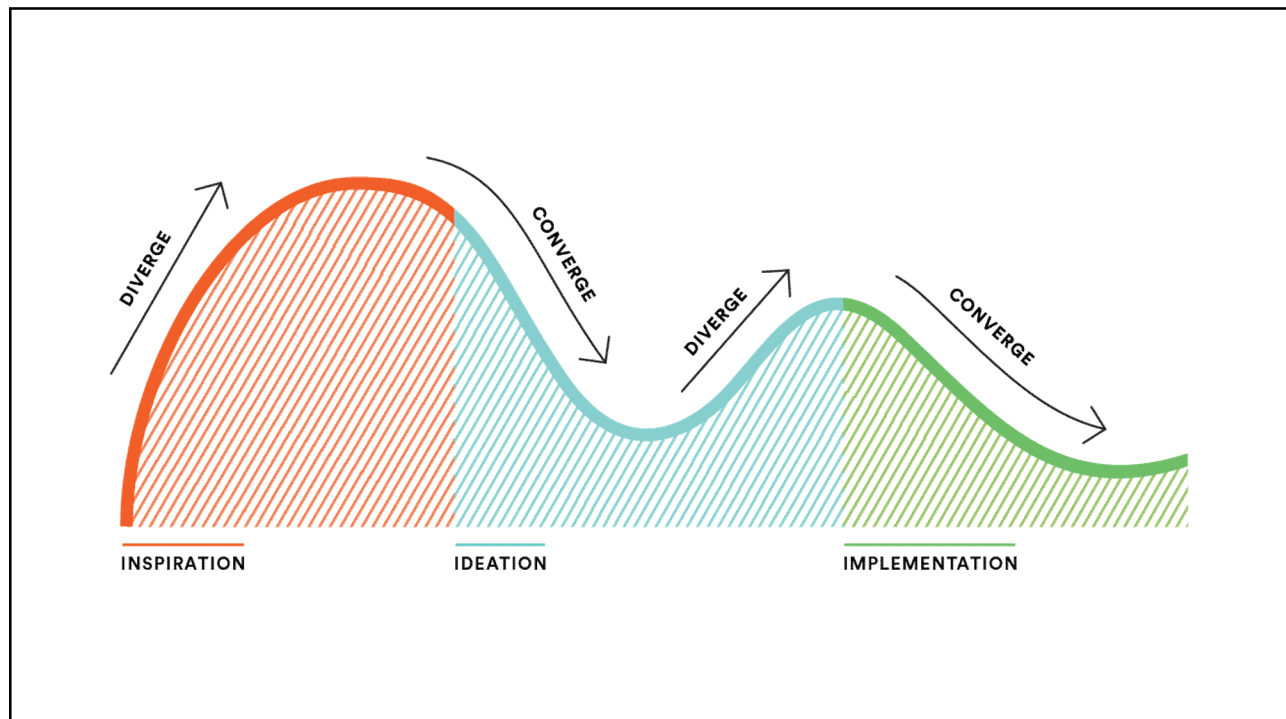
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IMPLEMENTATION

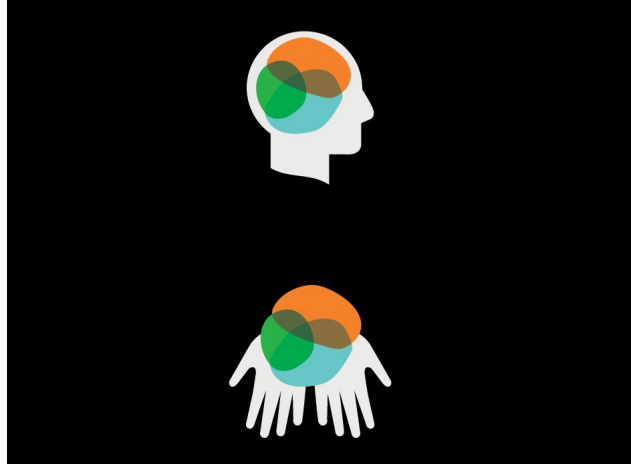
Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.

These three stages when combined
with *double-diamond* approach ...



تخیل

عمل



What is needed for HCD?

Creative Confidence

Creative confidence is the notion that you have big ideas, and that you have the ability to act on them.

—David Kelley, Founder, IDEO

Make It

You're taking risk out of the process by making something simple first. And you always learn lessons from it.

—Krista Donaldson, CEO, D-Rev

Learn from Failure

Don't think of it as failure,
think of it as designing
experiments through which
you're going to learn.

—Tim Brown, CEO, IDEO

Empathy

In order to get to new
solutions, you have to get
to know different people,
different scenarios,
different places.

—Emi Kolawole, Editor-in-Residence,
Stanford University d.school

Embrace Ambiguity

We want to give ourselves
the permission to explore
lots of different possibilities
so that the right answer
can reveal itself.

—Patrice Martin, Co-Lead and Creative Director,
IDEO.org

Optimism

Optimism is the thing
that drives you forward.

—John Bielenberg, Founder, Future Partners

Iterate, Iterate, Iterate

By iterating, we validate
our ideas along the way
because we're hearing from
the people we're actually
designing for.

—Gaby Brink, Founder, Tomorrow Partners



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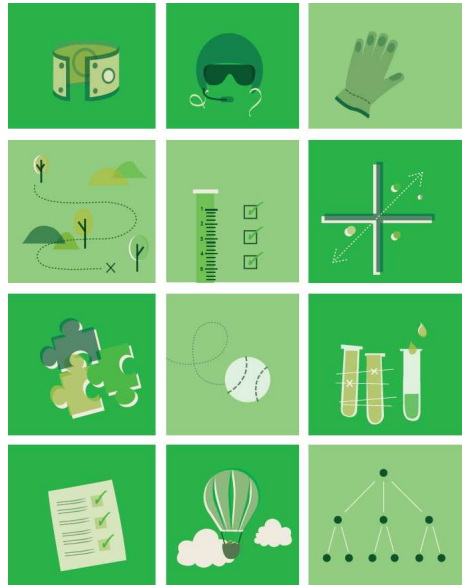
Inspiration



Ideation



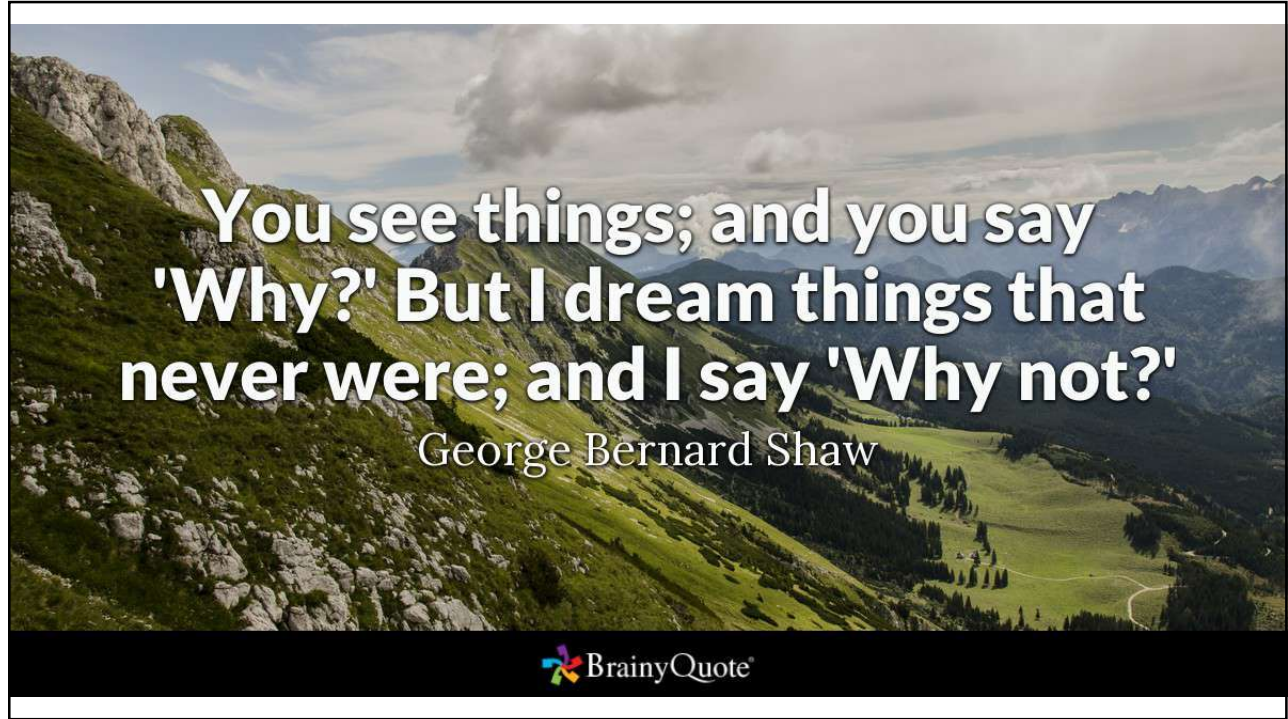
Implementation



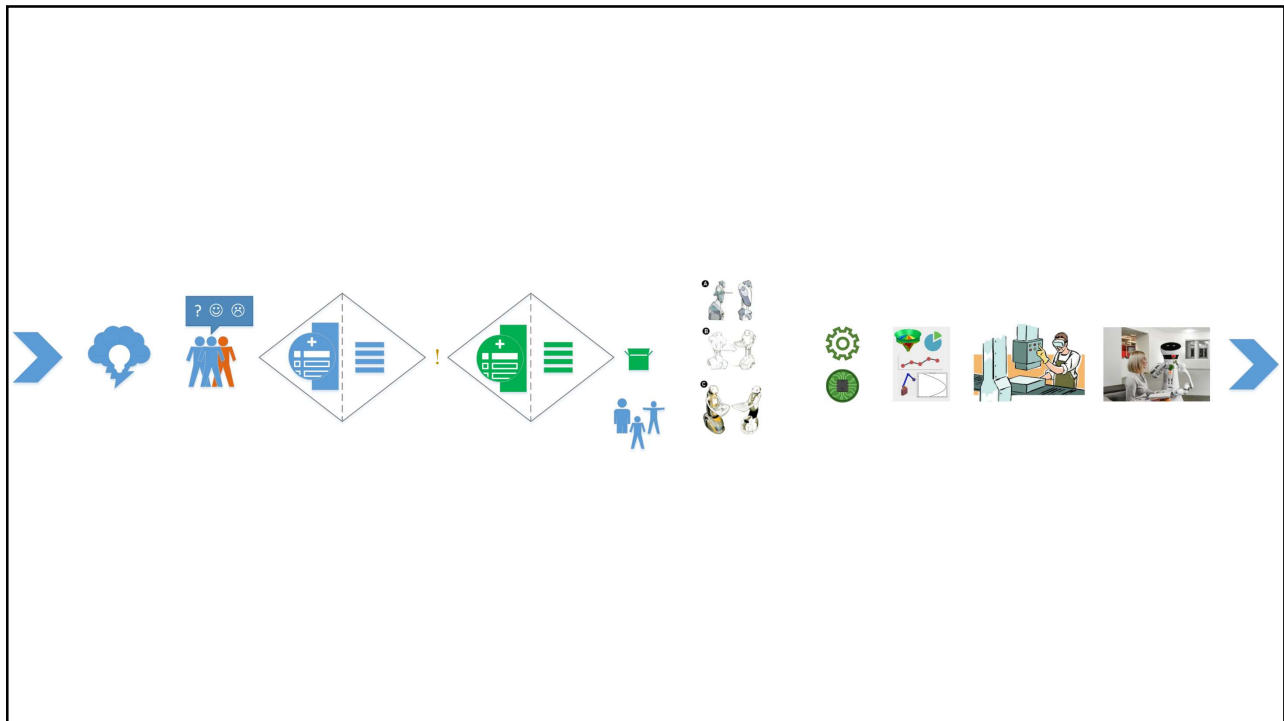
THE FIELD GUIDE TO HUMAN- CENTERED DESIGN

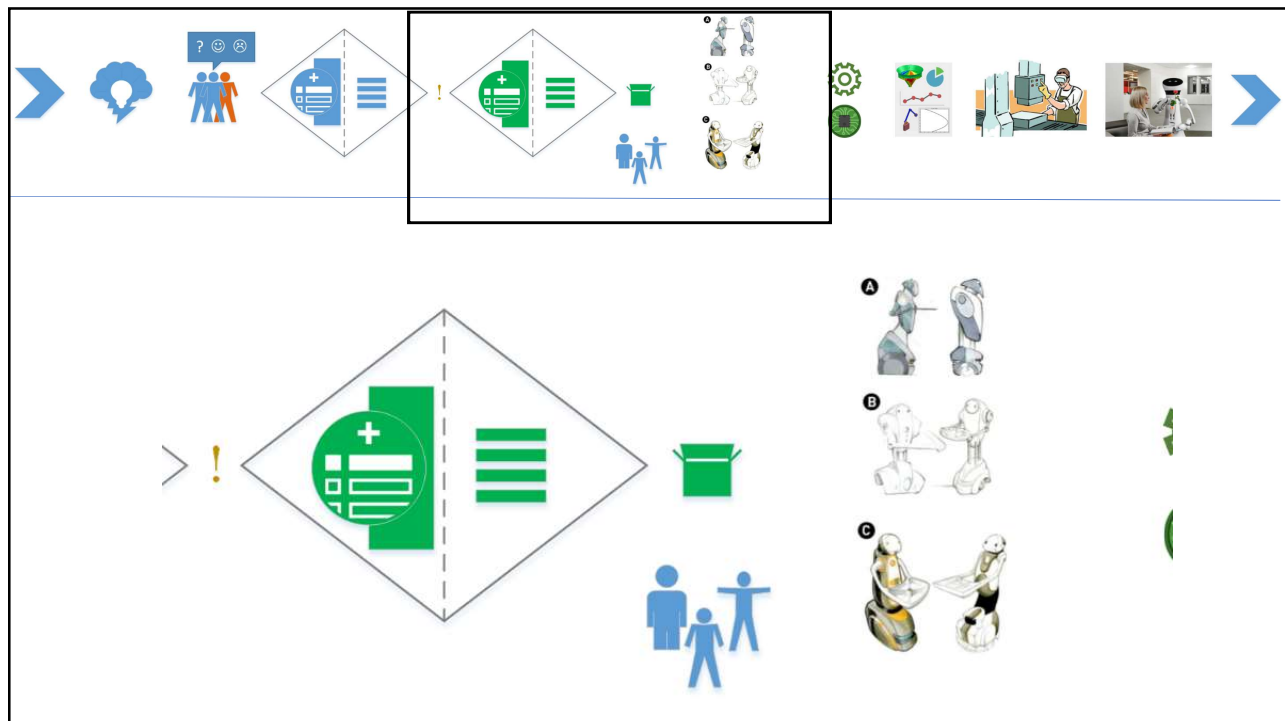


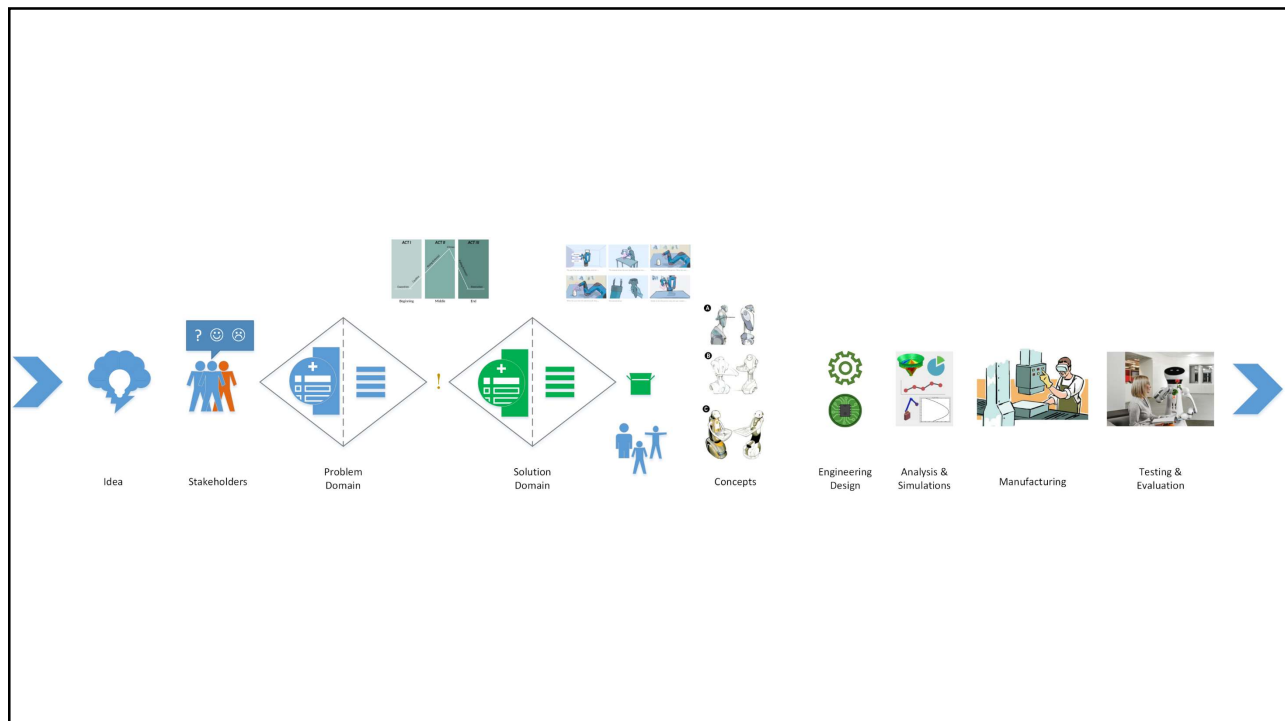
DESIGN KIT



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کہ آرہی ہے دما دم صدائے کُنْ فَيَكُونْ













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IDEATION

IMPLEMENTATION



Registration deadline: 31st January

- Max. 5 members per team.
- Divided into three rounds.
- For more details scan the QR code.

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Timeline of Human Centered Design 2.0

Seminar: 24th January, 2024
1st Round: 21st February, 2024
2nd Round: 27th March, 2024
Final Round: 24th April, 2024
Venue: Seminar Hall, Mechatronics Dept, UET Lhr

Round1 (Inspiration): Proposal submission

Round2 (Ideation): submit/showcase proof of concept.

Round3 (Implementation): develop, refine and deploy (project exhibition).

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(03088630553)

 Mechatronicsclub
  Mechatronicsuet-club
  MechatronicsclubUET

Questions



Piaggio Vespa Scooter
By Corradino D'Ascanio

