



SmartGirlz ICT Competition

HCD TRAINING

|Feb 2021|

Week 1

(Introduction to HCD and team formation)

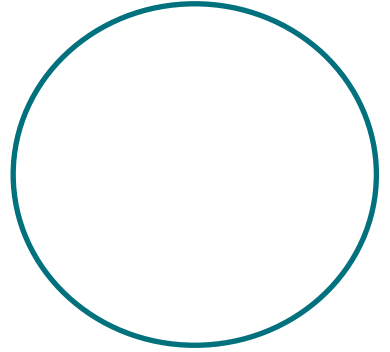
Introducing ourselves

- What is your name?
- What class are you in and which subjects are you taking? (*Science, Arts, Business*)
- Who do you want to become when you grow up?





- Think of a circle or a sphere



- Think of any item/object you can make from the circle or a sphere
- Then draw 5 different items/objects that you can get from a circle or a sphere (5 mins)



What is Innovation?

Something **new** or **different** that creates or **adds value**.



What is Design?



This is the **intentional** arrangement of **resources** towards a **particular purpose**.

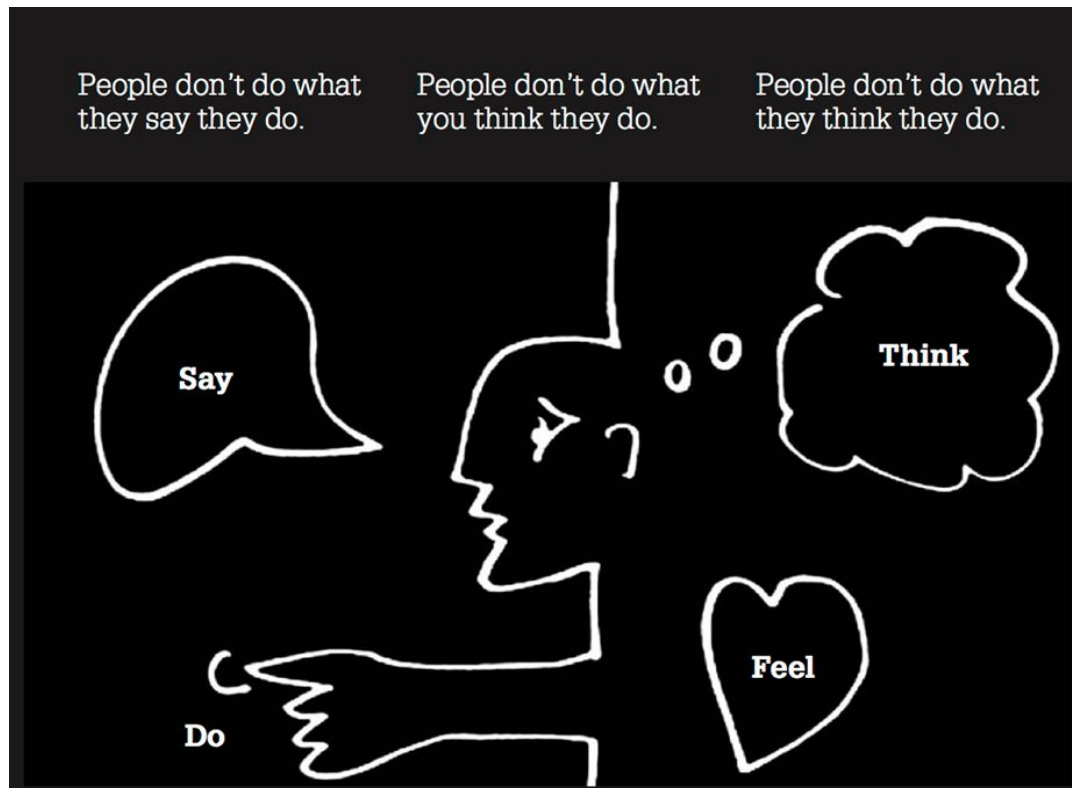


Human Centered design (HCD)

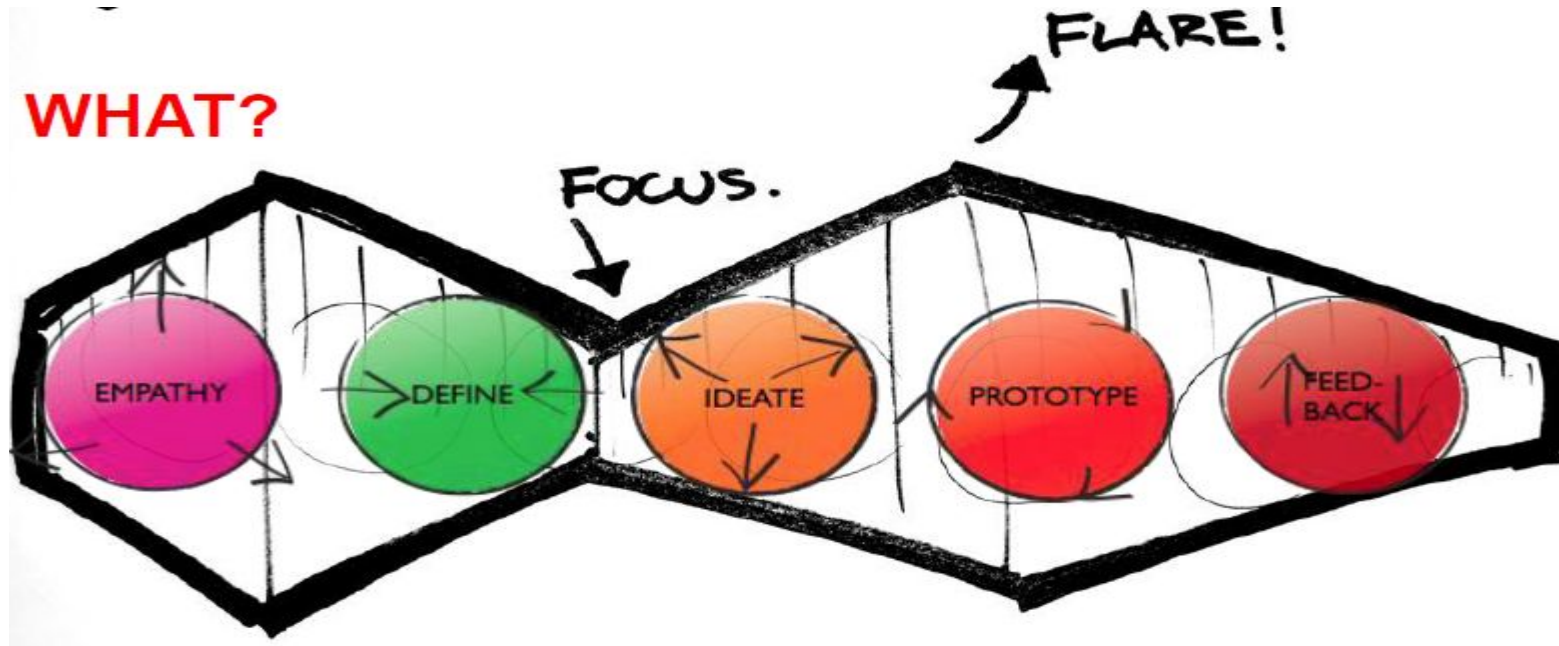
Creative problem solving that starts with people and work along with them towards solution.

Why

HCD?



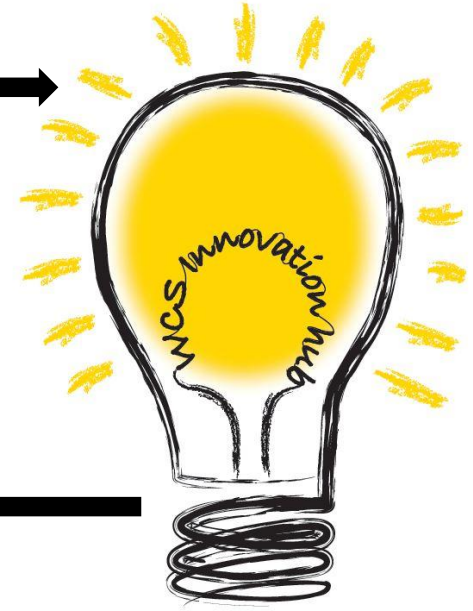
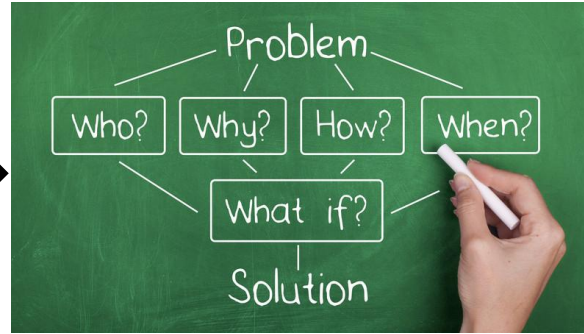
HCD process



1. Empathy



2. Define



3. Ideate



4. Prototype



5. Feedback

Forming teams

- Form teams of 4-5 students
- Team name
- Team leader



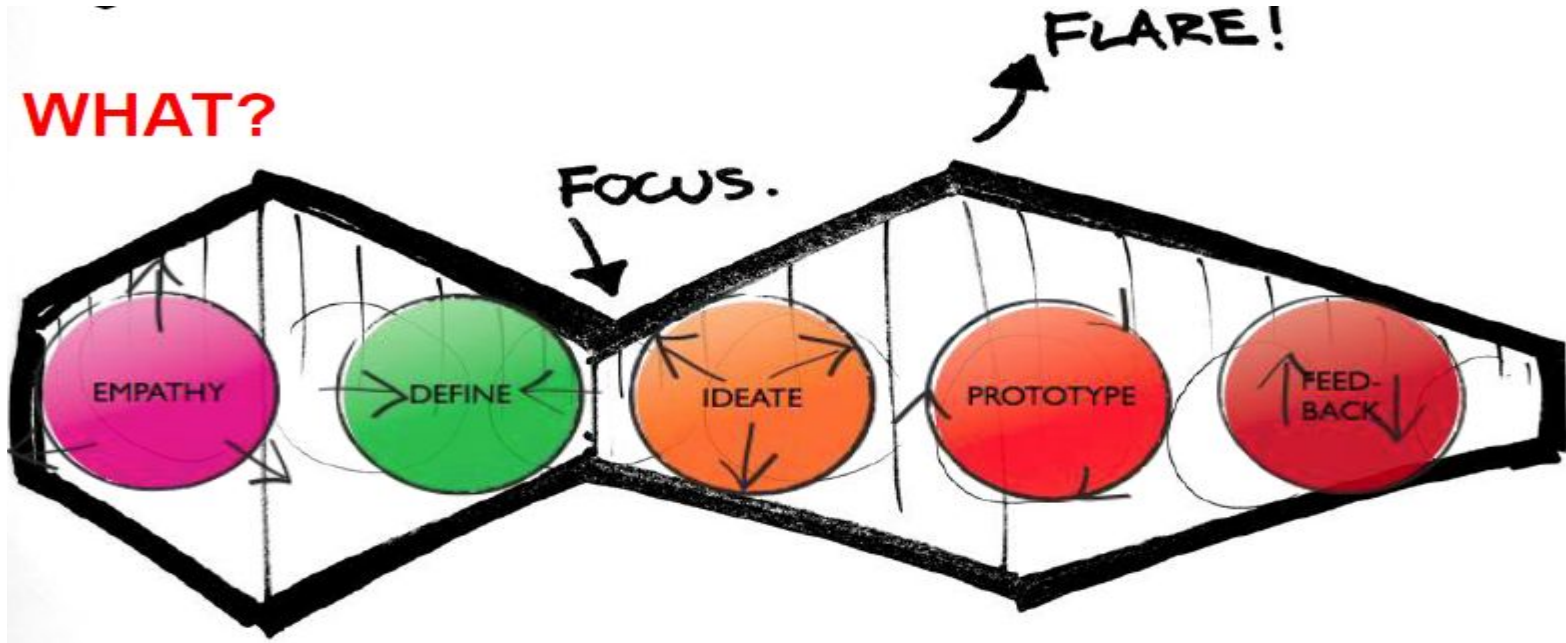


Hold on, what is
the challenge
though?

“How can we make ICT learning contents more appealing to young people ~ on pandemics and climate change”



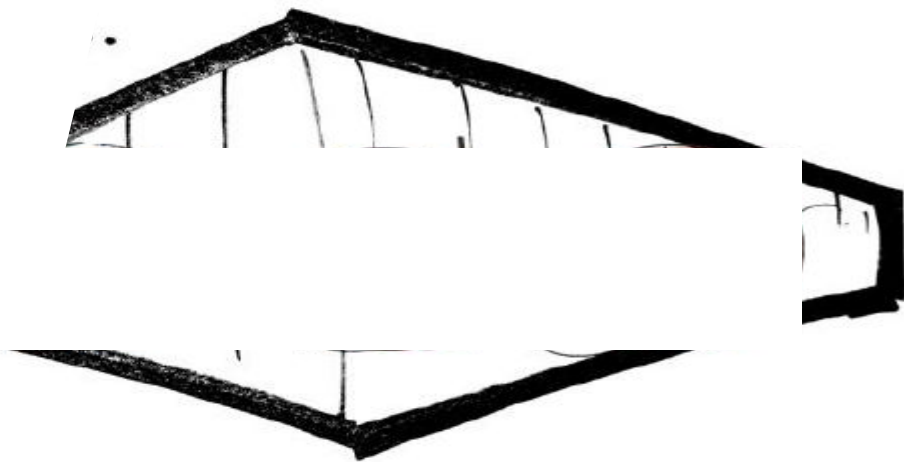
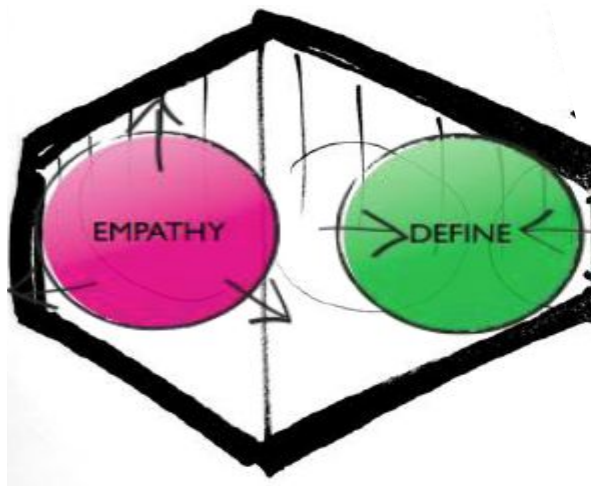
HCD process



Always

- Seek **STORIES**
- Talk about **FEELINGS**
- Follow-up with **WHY? WHY? WHY? ...**





What do you already know?

What do you need to know?

How will you fill the gap?

Stakeholders

Who will you ask the questions?



Method

What method will you use?

Design Research

Design research is a collection of **activities** undertaken to **inform** and **inspire** the design of strategies, services, and products

Quantitative research helps us understand numbers

Qualitative helps us understand “why”, “how”, “when”, etc

Quantitative

- Numerical and statistical data about behavior
- Demographic data
- Market size and spend

Methods:

Surveys

Analytics

A/B tests

Etc.

Qualitative

- Patterns in human goals and behavior
- Details about context
- Personal experiences and perceptions

Methods:

Cultural probes

Ethnography

Observation

Interviews



Homework

At your free time, continue with the previous activity for the remaining stakeholders.

Remember to note down the following;

1. Observations
2. User stories
3. Places
4. Information

End of
week
One!

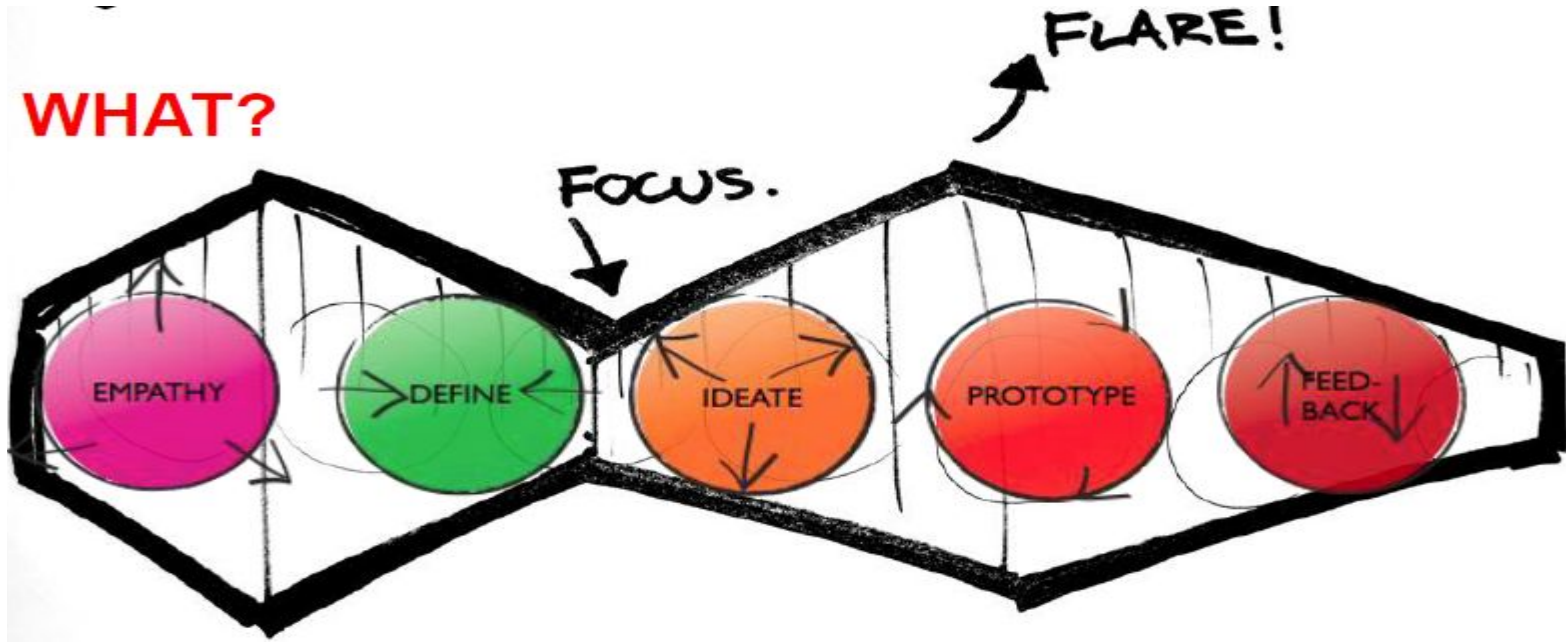


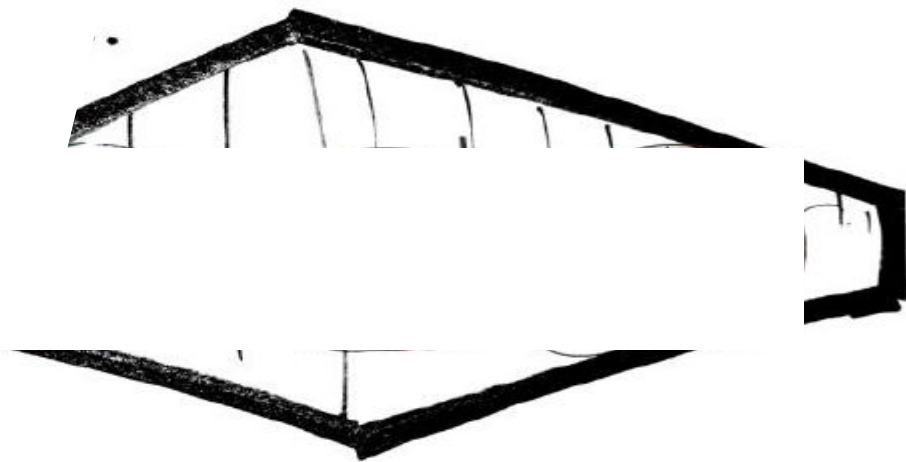
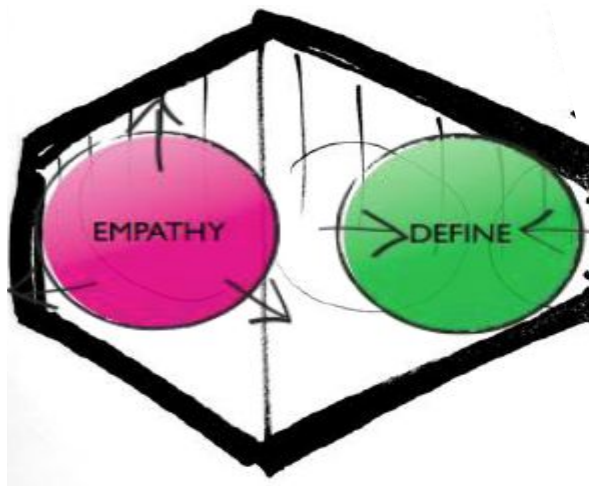
Week 2

(Design Research Part II and User Understanding)

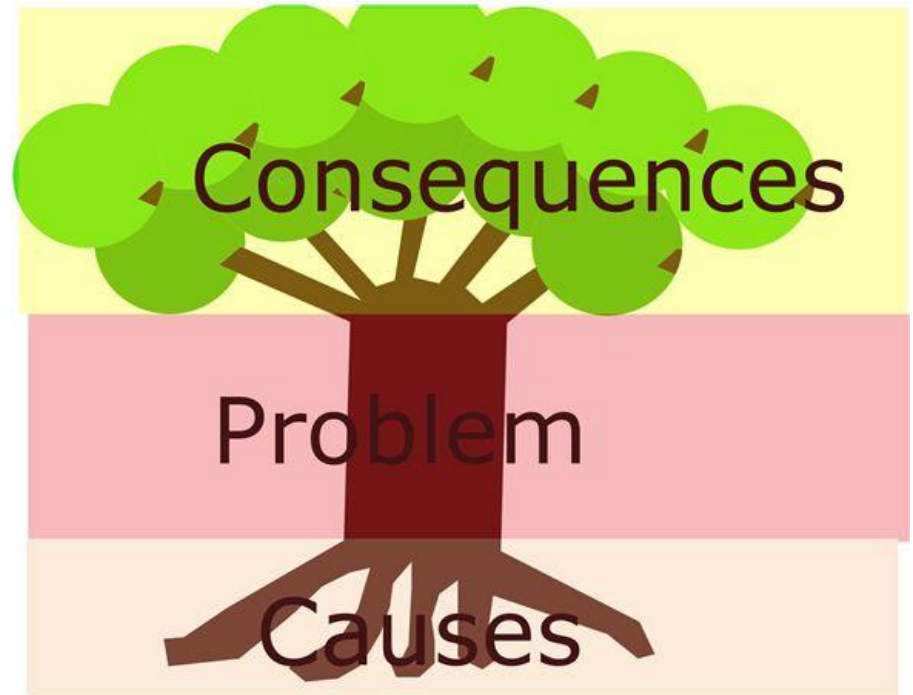


HCD process

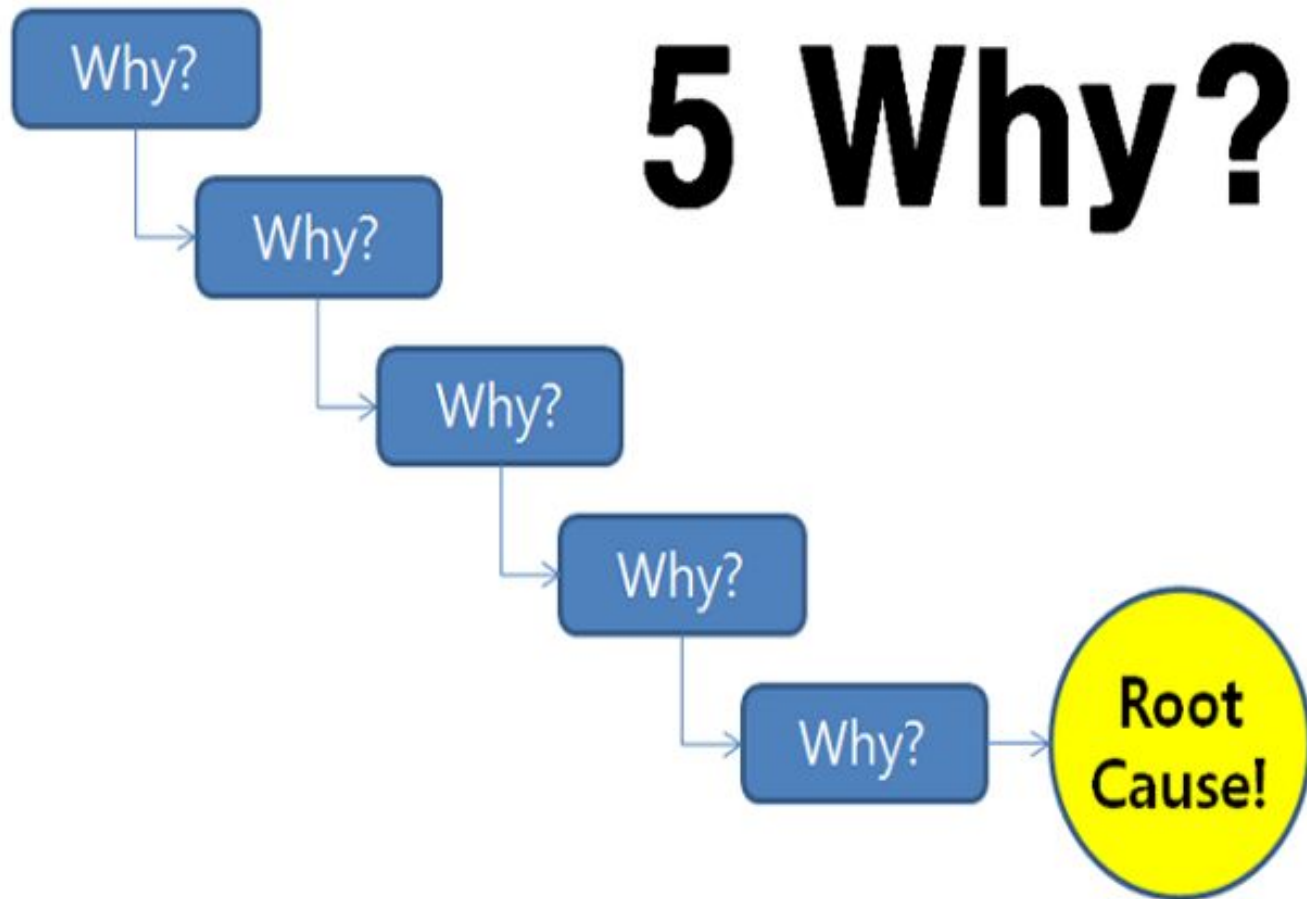




Problem tree



5 Why?



Persona

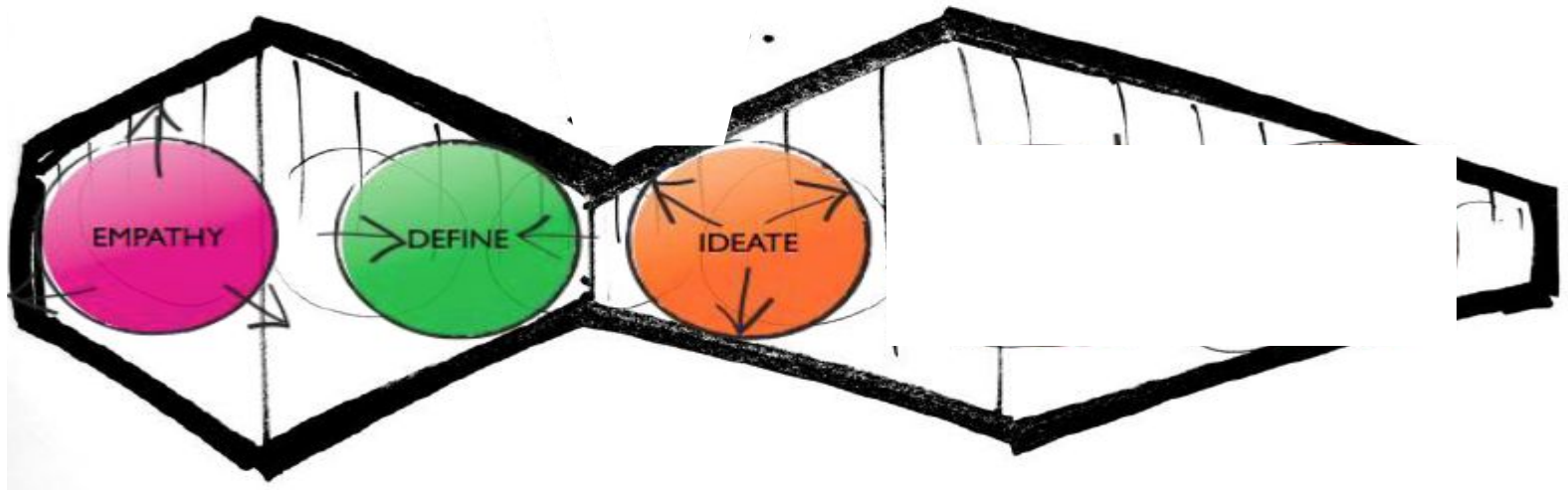


- Be detailed and specific
- Put yourself in your persona's shoes
- Draw your persona on the flipchart paper and add keywords and behaviours



How Are We Doing?





Design challenge



How might we (ACTION WHAT)

_____ for (WHO) _____

in order (TO CHANGE SOMETHING).

Brainstorming

- Write as many ideas as you can!
- Be as crazy as you want to be.
- Remember there are no bad ideas.
- Make sure everyone in your group speaks.



User stories

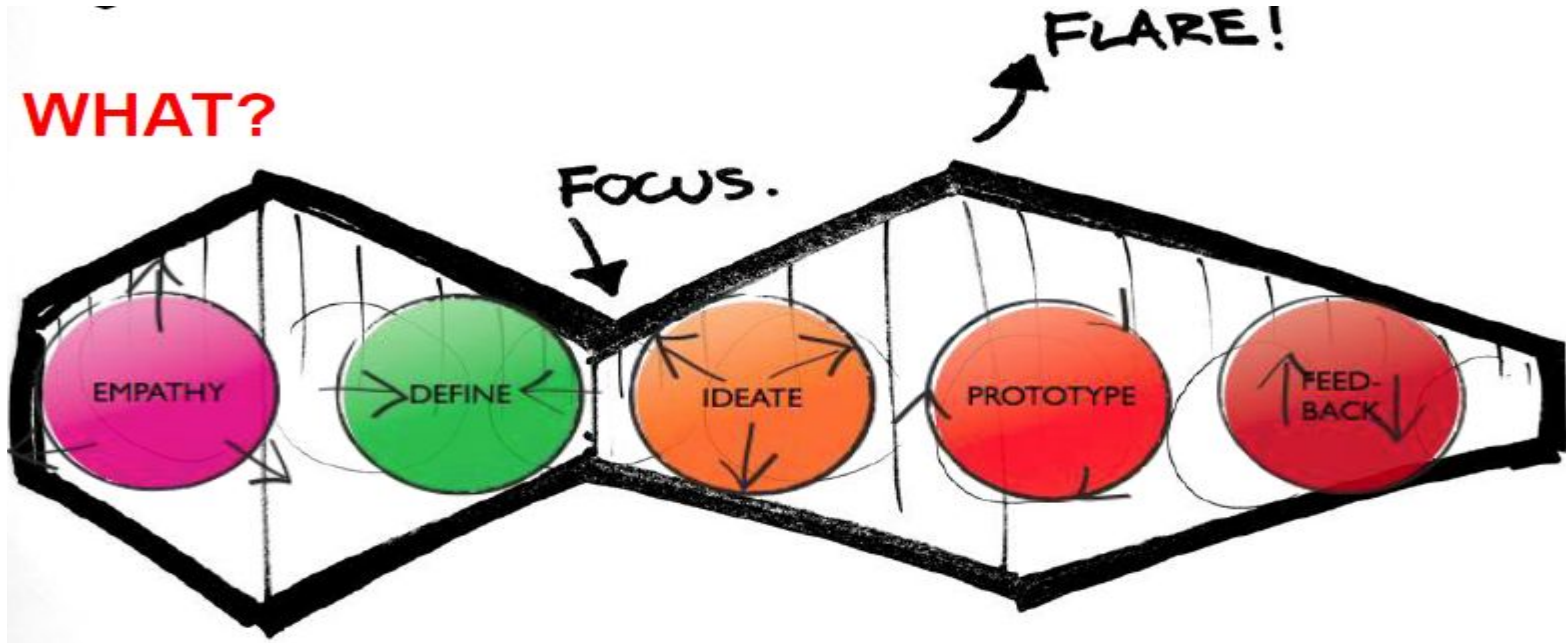
The aim of the user story is to identify and elaborate features of your solutions that will be required by users.

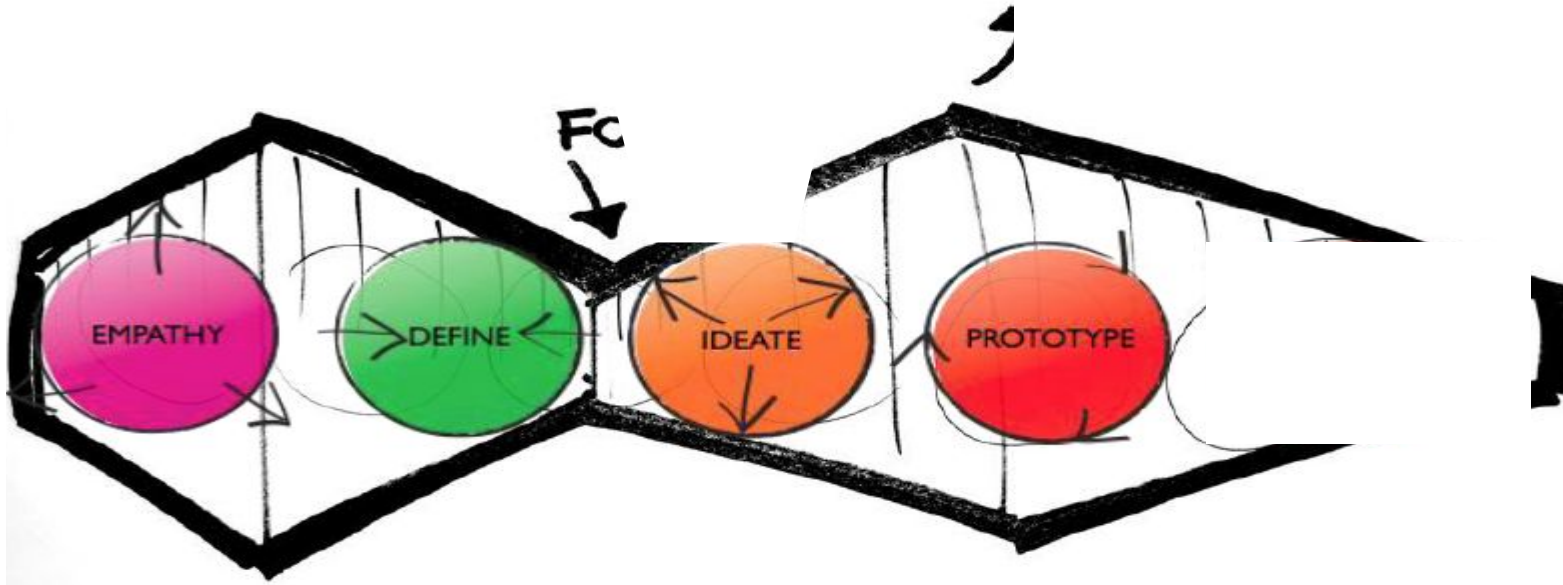
You need to be able to understand, know and share your personas needs.





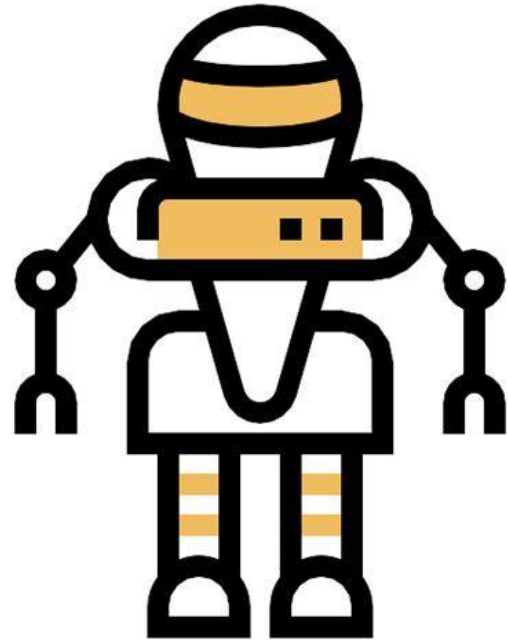
HCD process





Methods of prototyping

- Paper Prototypes
- Physical Models
- Storyboards for services
- Role plays for interactions



- Paper Prototypes



- Physical Models



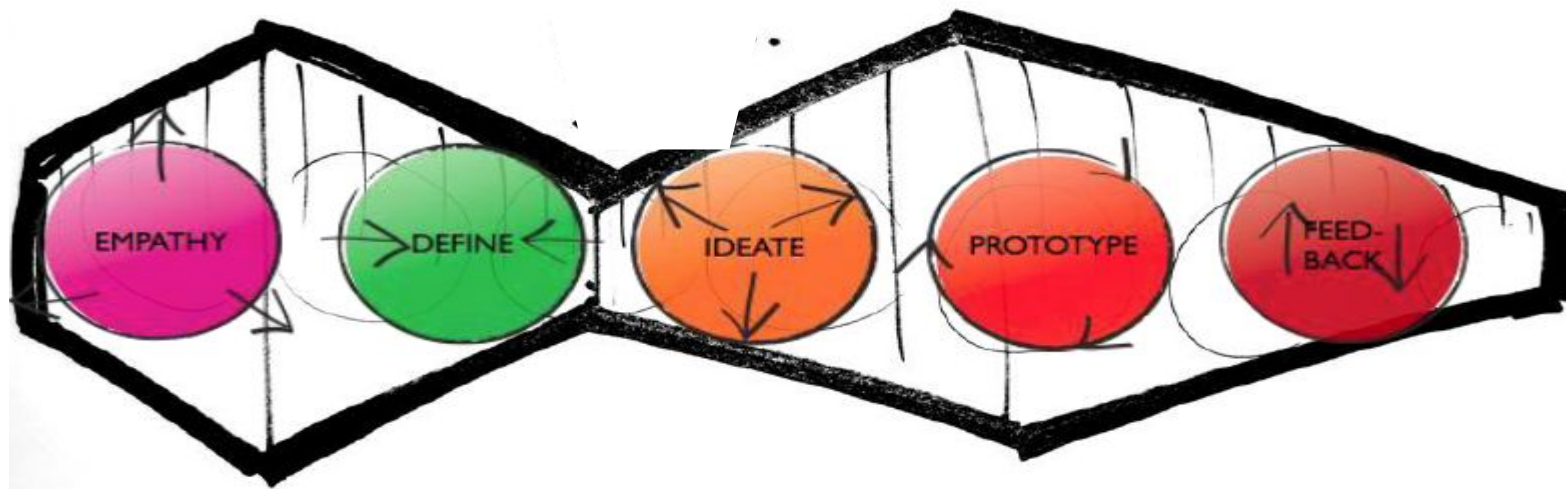
- Storyboards



- Role plays







Testing and feedback

Activity:

1. Identify 3 questions you want to ask your user
2. Test your prototype with at least 2 users - get their feedback. Record the feedback from the user.



incorporating feedbacks

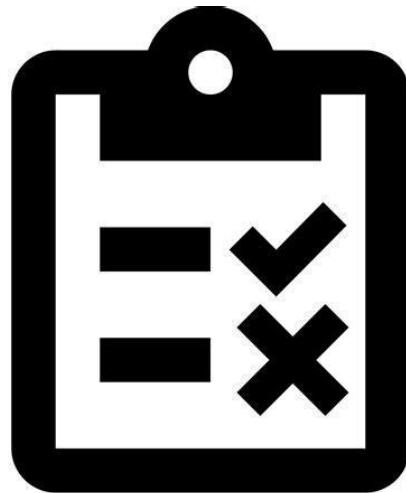
Activity

Review your feedback and observations, and make a note of all significant and interesting things you heard and noticed.

What went well?

What parts of your solution were difficult for your users?

Did you meet the criteria you identified in your User Stories?



End of
week
Two!

