

# Introduction to Human Centered Design

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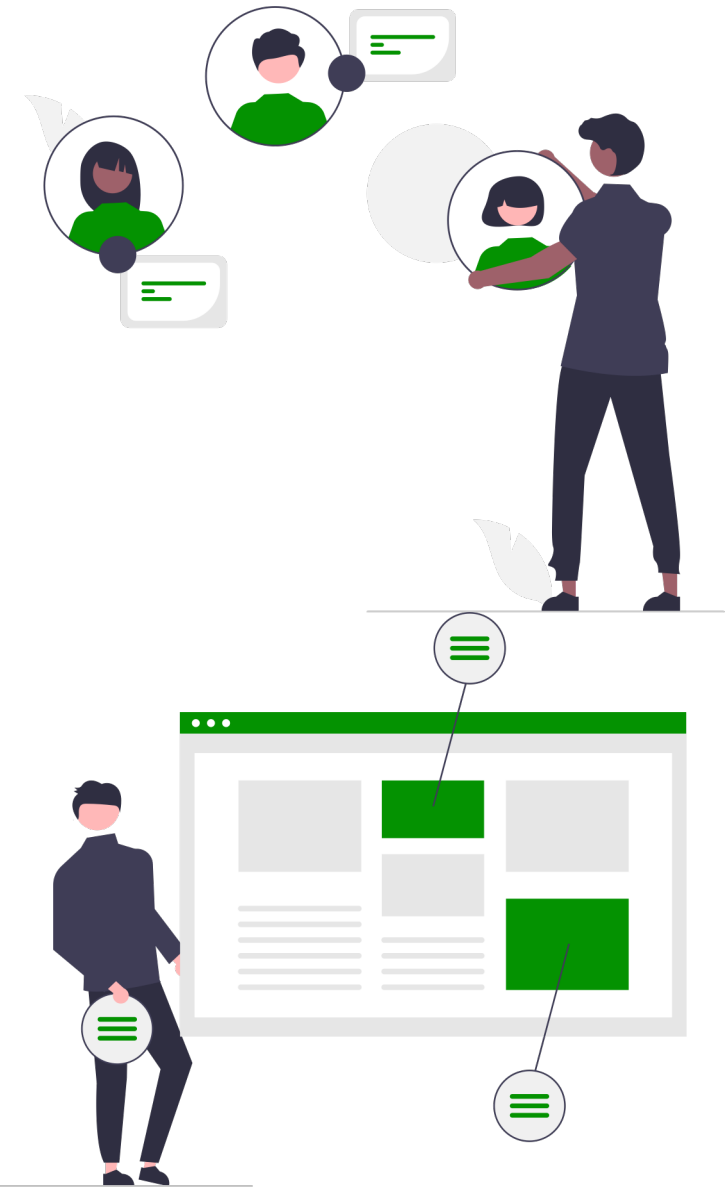
## What is human centered design?

Human-Centered Design, or HCD, is a design approach that prioritizes the:

- Needs
- Preferences
- behaviors

of the end-users throughout the design process.

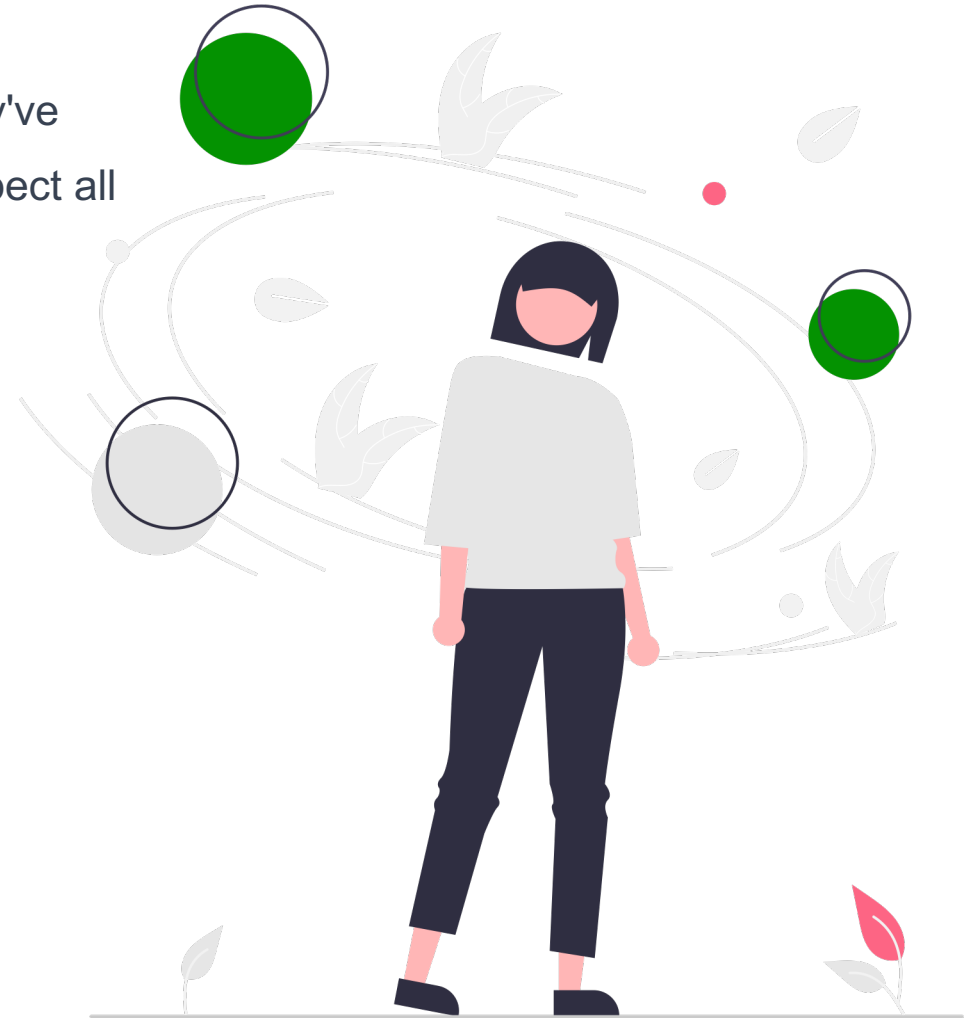
HCD ensures that products and services are not just functional but also user-friendly and delightful.



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## Why human centered design?

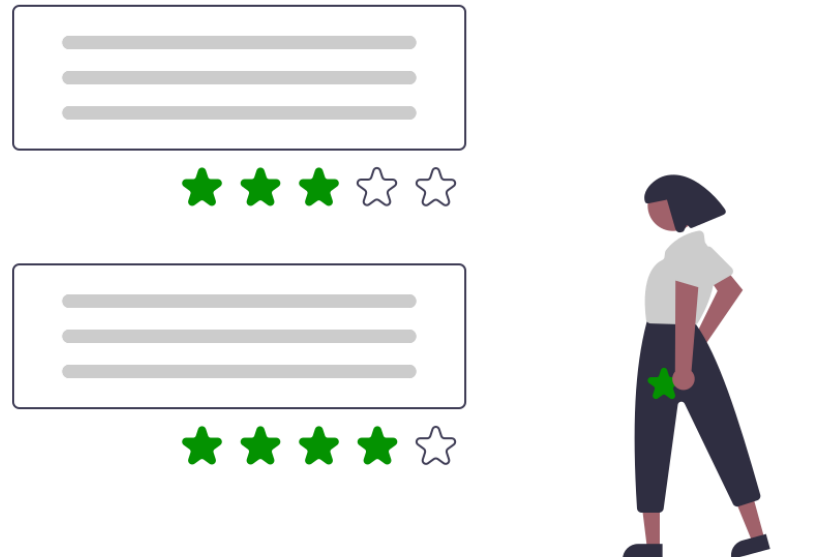
**User Expectations:** In today's world, users have high expectations. They've experienced user-friendly platforms like smartphones and apps. They expect all products and services to be equally user-centric.



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## Why human centered design?

**Competition:** The market is highly competitive. Companies that invest in HCD gain a significant edge. They can create products that stand out, fostering customer loyalty.



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## Why human centered design?

**Cost-Efficiency:** HCD can save costs in the long run. By addressing user needs upfront, we avoid costly redesigns and iterations.



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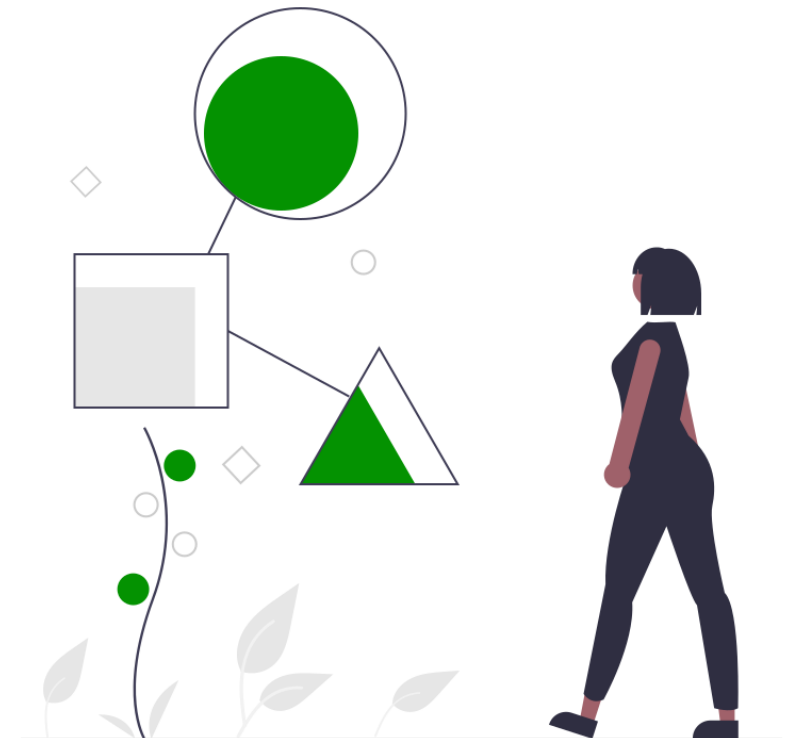
**Risk:** Failing to account for user's needs and behavior when designing can result in a variety of risks impacting security, human lives, financials, reputations and more.



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## Why human centered design?

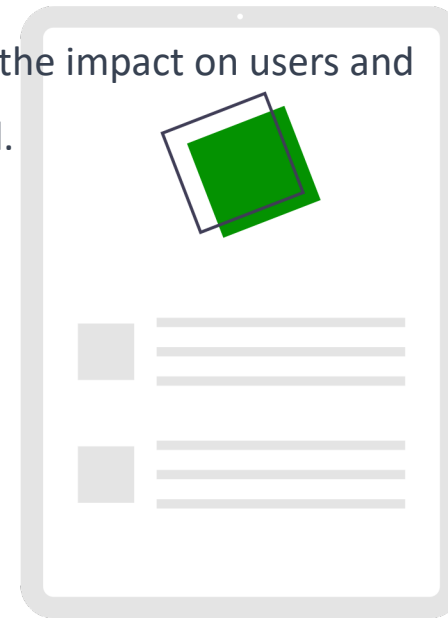
**Innovation:** HCD fuels innovation. By understanding users deeply, we can develop solutions that truly address their pain points and desires.



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## Why human centered design?

**Ethics and Inclusivity:** HCD promotes ethical design by considering the impact on users and society. It encourages inclusivity, ensuring that no one is left behind.





**Let's think of some examples...**



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## What will be covered in this class?

### Design Critique

Session 1: Introduction to HCD and Course Overview

Session 2: Fundamentals of Design Review and Critique

Session 3: Visual Design Critique

Session 4: Interaction Design Critique

Session 5: Accessibility in Design

Session 6: Heuristic Evaluations

Session 7: Midterm

### HCD Design Process

Session 8: User Research- Understanding & Critique of Persona

Session 9: Understanding User Needs and Empathy

Session 10: Defining the Problem Statement

Session 11: Ideation and Brainstorming

Session 12: Prototyping and Iteration

Session 13: User Testing and Feedback

Session 14: Final