

Introduction to

Human-centred Design

Creating solutions with lasting impact.

Our Sponsors



A photograph showing four people in a workshop or classroom setting. They are gathered around a table covered with a variety of materials, including photographs, printed documents, and patterned fabrics. One person is holding a pair of scissors and appears to be cutting a piece of paper. The scene suggests a collaborative design or planning session.

What is Human-centred Design (HCD)?

Chris Macrae, @chrismacrae



A photograph showing four people in a workshop or classroom setting. They are gathered around a table covered with a variety of items, including papers, photographs, and what appears to be a small electronic device. One person in the foreground is holding a piece of paper with a red cross on it. The people are dressed in casual clothing, and the overall atmosphere suggests a collaborative or educational environment.

Designing for humans

Chris Macrae, @chrisdmacrae



A photograph of four people in a workshop or classroom setting. They are gathered around a table covered with various items, including papers, photographs, and a calculator. One person is holding a piece of paper up, while others look on attentively. The background shows shelves filled with books and supplies.

Designing software for humans

Chris Macrae, @chrismacrae



A photograph showing four people in a workshop or classroom setting. They are gathered around a table covered with a variety of items: photographs, printed documents, a calculator, and what appears to be a patterned cloth or map. One person in the foreground is holding a small red object. The background shows shelves filled with books and other supplies.

Designing experiences for humans

Chris Macrae, @chrismacrae



A photograph showing four people in a workshop or design studio. They are gathered around a table covered with a variety of materials, including photographs, drawings, and printed documents. One person is holding a pair of scissors, suggesting they are working on a physical craft or design project. The environment appears to be a creative workspace with shelves of books and supplies in the background.

Designing products for humans

Chris Macrae, @chrismacrae

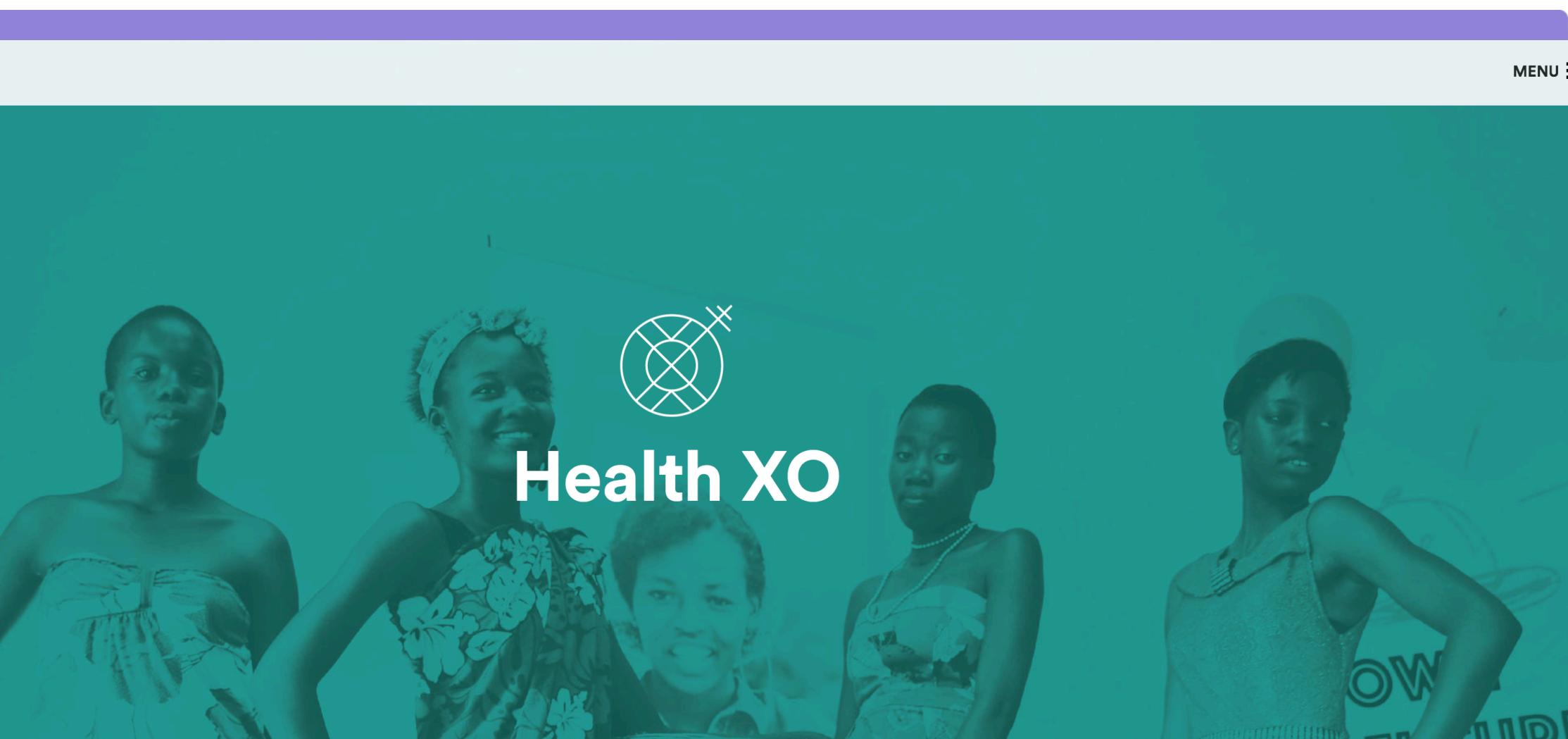


A photograph of a group of people in a workshop setting. In the foreground, several hands are visible, holding and pointing at various printed prototypes or designs. One person on the left is holding a small electronic device. The background shows more people, some wearing traditional headwraps, looking towards the camera or the prototypes. The overall atmosphere is one of collaborative design and discussion.

Designing for other humans

Chris Macrae, @chrismacrae





A large background image shows a group of diverse young women of color smiling and posing together. Overlaid on this image is a white graphic element: a globe icon with a network of lines and dots, followed by the text "Health XO" in a bold, sans-serif font.

Sexual reproductive health solutions for teens, on their terms.

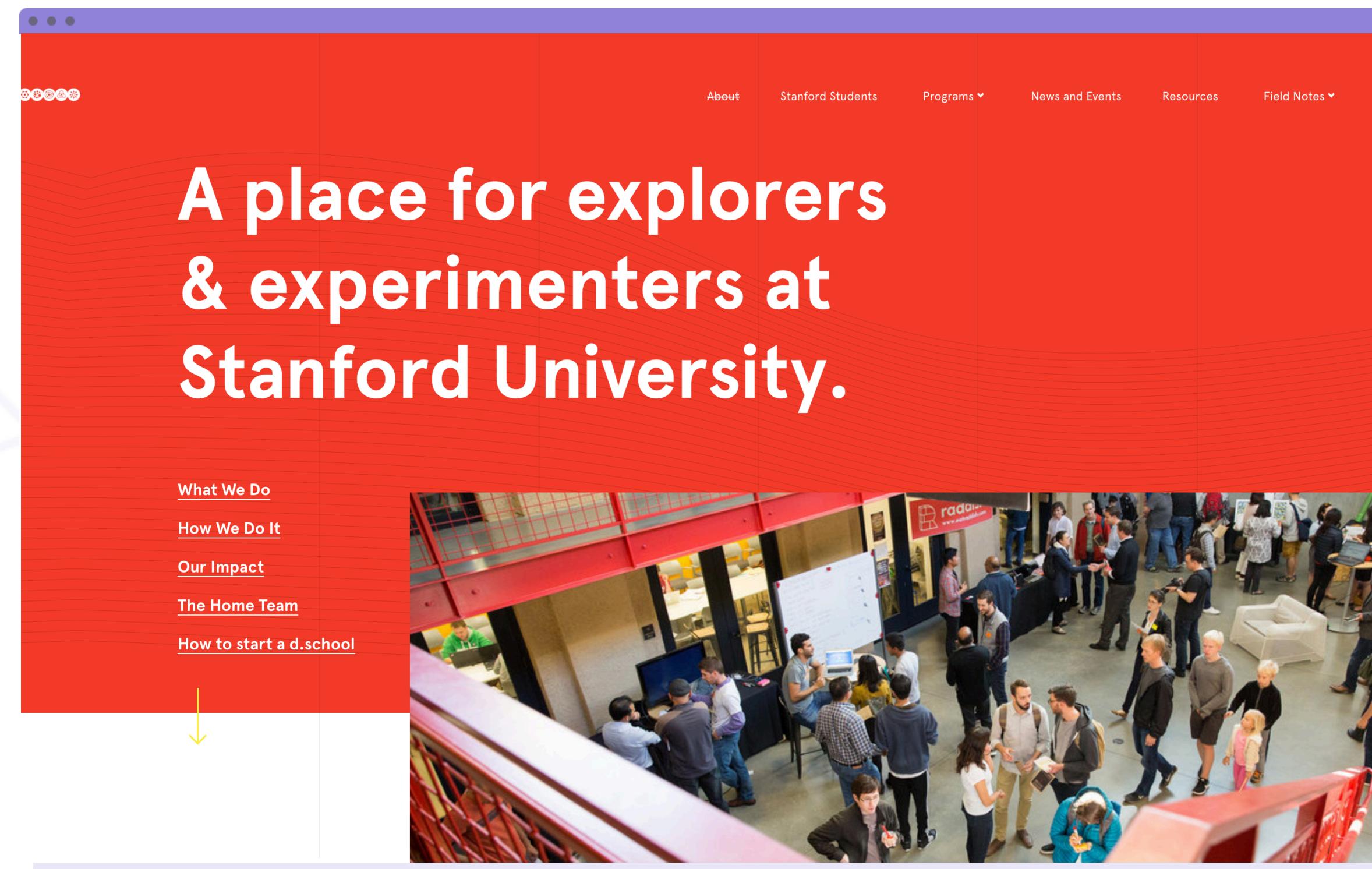
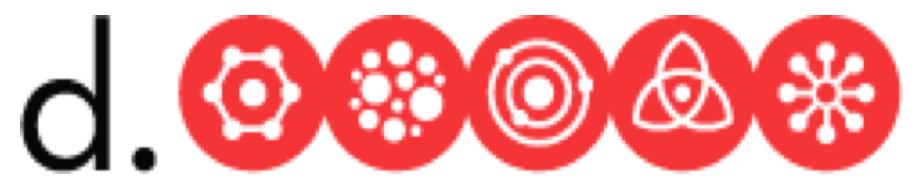
We're out to redesign reproductive health so that it fits seamlessly into the lives of teens, because when girls take charge of their bodies, they take charge of their futures. The

MENU

• • •

About Stanford Students Programs News and Events Resources Field Notes

Author name, @handle



A screenshot of the d.school website homepage. The header features the d.school logo and navigation links: About, Stanford Students, Programs, News and Events, Resources, and Field Notes. Below the header, a large white text area on a red background reads: "A place for explorers & experimenters at Stanford University." To the left of this text is a vertical menu with links: What We Do, How We Do It, Our Impact, The Home Team, and How to start a d.school. A yellow arrow points downwards from the "How to start a d.school" link towards the bottom of the page. On the right side, there is a photograph showing a group of people gathered in a modern, open-plan office or workshop space, engaged in various activities.



Where is Human-centred Design Being used?



The image shows a screenshot of the Ball website's product page for the Ball® freshTECH Automatic Home Canning System. The page features a large, stylized 'Ball' logo at the top. Below it is a navigation bar with links for Contact Us, social media icons (Facebook, Pinterest, Instagram, Twitter, YouTube, and Tumblr), a search bar, and a language selector. The main content area includes a breadcrumb trail (Home | Appliances | freshTECH Appliances | Ball® freshTECH Automatic Home Canning System) and a link to See All Photos. A large image of the canning system is displayed next to a variety of fresh fruits and vegetables. Below the main image are five smaller thumbnail images showing different uses of the product. To the right of the image, the product name 'BALL® FRESHTECH AUTOMATIC HOME CANNING SYSTEM' is written in green capital letters. Below the name, the item number 'Item #1034048' and a rating of '3.6 | 109 Reviews' are shown. A note indicates that 76 out of 106 (72%) reviewers recommend the product. A 'Write a review' button is located below the rating. A detailed product description follows, mentioning it is an Edison Awards finalist and describes its SmartPRESERVE Technology. At the bottom of the page, there is a note about preparing jams, jellies, and sauces using the included recipe book and online collection.

for www.facebook.com...



Greater
Good
Studio



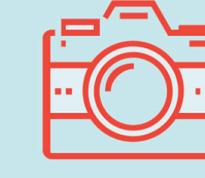
Greater
Good
Studio

Approach Case Studies Team Working With Us Contact

The Human-Centered Design Process



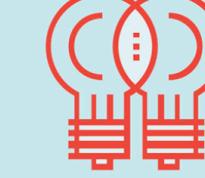
FRAMING
Defining questions
to answer and
people to engage



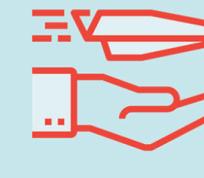
RESEARCH
Learning from
people about their
needs and values



SYNTHESIS
Finding patterns
and areas of
opportunity

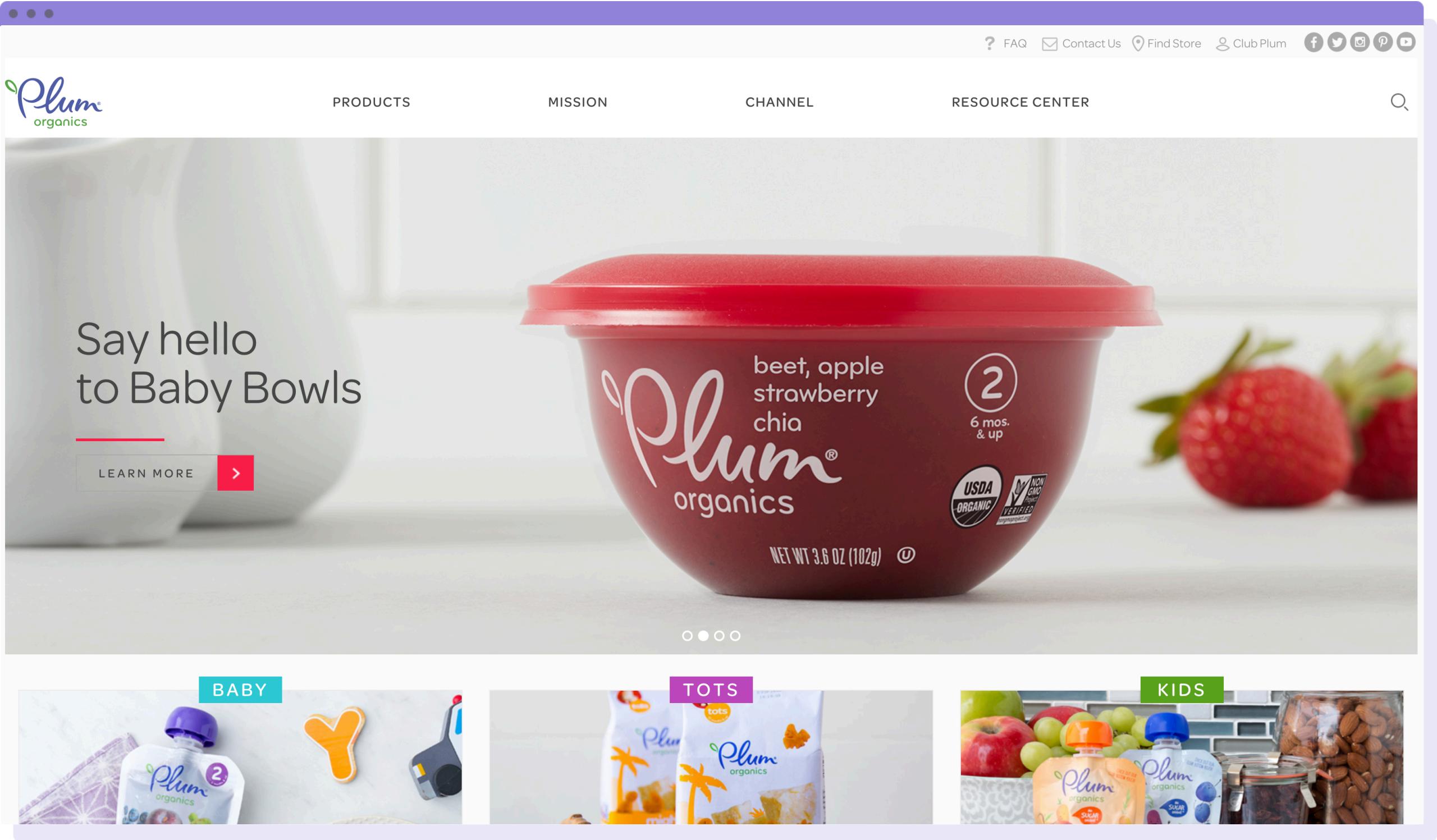


CONCEPTING
Creating a high
volume of
new ideas



PROTOTYPING
Making tangible
mock-ups and
gathering feedback

Human-centered design is a problem-solving process grounded in



The screenshot shows the Plum organics homepage. At the top, there's a navigation bar with links for PRODUCTS, MISSION, CHANNEL, RESOURCE CENTER, and a search icon. Below the navigation is a large hero image of a red baby bowl containing a fruit puree. The bowl is labeled "beet, apple strawberry chia", "Plum organics", "NET WT 3.6 OZ (102g)", and "6 mos. & up". To the left of the bowl, there's a white baby bottle and the text "Say hello to Baby Bowls" with a "LEARN MORE" button. Below the hero image is a horizontal banner with three categories: "BABY", "TOTS", and "KIDS", each showing small product images.

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Why is Human-centred Design So useful?

Chris Macrae, @chrismacrae





Author name, @handle

**End users are
the experts.**



Hands-on experience is the best teacher

Author name, @handle





Author name, @handle

**We build for humans,
not for other reasons**





Who Does Human-centred Design Apply to?

Chris Macrae, @chrismacrae



Anyone designing anything



Author name, @handle



building Anyone ~~designing~~ anything



creating Anyone ~~designing~~ anything





When Can I Human-centred Design

Start Applying Human-centred Design?

Chris Macrae, @chrismacrae



Right now!

