inceodia — CONSULTING 4 INNOVATION

Human-Centered Innovation
10-Week Program

Overview

Human-centered design has the power to transform the culture of an organization and harness the energy, enthusiasm and insight of a workforce engaged in service to the "human" at the center. This course teaches teams human-centered design methodologies and how to apply them in organizations that have ideas for innovating their business.

We will start with a Bootcamp to teach the methodologies of human-centered design, learning how to develop empathy for customers. Participants will select a particular pain point of their customers they want to address in this course, either with a team or on their own. Each subsequent week, participants will learn how to integrate customer insight in the design and prototype of the solution they develop to address that pain point. The course ends with a capstone that creates a customer-centered "pitch" for their project that they can deliver to stakeholders.

Key Learning Outcomes

At the end of the course, participants will be able to:

- Apply human-centered design methodologies to development of internal processes and external services
- Create metrics that measure the impact of their efforts and guide continuous improvement through a systematic review process
- Build an innovation development methodology for your organization that allows projects to be deployed quickly, tested with customers and refined as needed
- Bring customer data into the strategic decision-making process for project investment
- Lead a team primed to solve clearly identified customer problems
- Create a proposal that captures your learning about a real internal or external problem in for your team to solve

Who Should Attend

Organization leaders looking to create a team of "customer problem solvers"

Lean practitioners who want to design processes that are simple and intuitive, and solve real customer needs

Corporate innovators who want to engage their customers to help explore and prototype new ideas

Sample Weekly Schedule

Monday – receive new materials in your inbox including topic description, exercise tools and templates, and checklist for the week.

Tuesday – create customer engagement plan for the week.

Wednesday – connect with customers and complete exercises

Thursday – meet with HCD coach to review progress

Friday – evaluate insights and refine problem & solution plan

To launch human-centered innovation with your team today, email info@inceodia.com

Accelerating Innovation

Curriculum

The course uses an experiential learning model that is action based, ensuring participants can apply the methodologies to solving problems in their organizations. Teams or individuals will bring a project to the course and develop it as they progress. The course starts with a bootcamp to immerse attendees in human-centered design methodologies. Each team or individual develops a plan for design and development of a needed solution in their organization. New materials and tools are delivered each week, and participants meet weekly with their HCD coach to apply key concepts to their project as it develops.

- o   Human-Centered Design Bootcamp (in person or online)
- o   Week 1 – Developing Your Customer Hypothesis through Stakeholder Interviews
- o   Week 2 – Building Empathy through Customer Interviews
- o   Week 3 – Analyzing Customer Insights
- o   Week 4 – Developing Personas
- o   Week 5 – Brainstorming Solutions
- o   Week 6 – Engaging Customers to Build Prototypes
- o   Week 7 – Measuring Impact
- o   Week 8 – Planning for Iterative Improvement
- o   Week 9 – Capstone: Customer Centered Decision Making

Program Highlights

We will be using a Human-Centered Design Learning Loop that incorporates the customer into the development of innovation. This lifecycle includes the following steps:

1. *Capture hypothesis of human need* – we use a research methodology that focuses on collecting facts from subject-matter experts and stakeholders. This will ensure that we are on the same page with respect to current knowledge and gaps, informing our research in the next phase. Our hypothesis will take the form, "for <user name> who need <solution need> we deliver <our solution> which benefits them by <key benefits>".
2. *Task-based observation of our customers* – we interview or observe a few customers using a task based approach. What makes them successful and what barriers or work arounds do they incur? This will allow us to develop empathy for our customers and create personas that will be focal points for our design. From there, we will articulate user stories that capture the tasks that we will enable with our solution.
3. *Co-Create* – we develop rough prototypes of the components that we think need to be part of our solutions and engage our customers to help us complete the solutions. Rather than a typical focus group approach that often doesn't yield deep insights, the co-creation approach truly engages the customer to help design a solution. These customers become vested in the solution and uncover missed components that would otherwise be overlooked.
4. *Design and test with users* – we develop the highest priority components of our solution and test them. Does our solution fit with our user's needs? By deploying a prototype early we can refine as we go, avoiding costly development of a complete solution that misses the mark. From this grounding of customer fit, we will develop and launch the complete solution.
5. *Task-based usability tests coupled with analytics* – we use digital analytics and, if needed, usability testing to periodically test and refine our solution. This will develop a systematic approach for managing project investment, reviewing impact measures and identifying when need for further development is required.