Idea Studio Africa

HUMAN CENTERED DESIGN

NEXT INTAKE
MAY 2023

Human-Centered Design is a creative approach to problem-solving by understanding evolving mindsets, behaviors, perspectives, attitudes, needs, pain-points and aspirations, and designing solutions that meet the needs of these people in the most effective and empathetic ways. Our program offers an immersive design learning experience that aims to bridge the gap between design education and the industry by bringing together learners, practitioners, changemakers, and the industry to identify challenges, validate ideas, and build solutions that meet the needs of the people in our communities.

We integrate real-time experiences into our learning program for learners to have a hands-on immersion in applying learned skills to currently existing challenges. The outcomes from the design projects are tangible, validated concepts that can be piloted and implemented in collaboration with our partners.

Cohort Preference
- Full Time (Mon - Fri)

Duration
16 weeks

Program Investment
KShs 60,000

Covers learning support and facilitation, tools and worksheets, and research and prototyping support.

What you gain by taking part in the **Human Centered Design** Program:

- Understand how to identify existing and emerging pain points, challenges, behaviors, aspirations and needs of the people you are designing for.

- Develop a systemic view lens to problem-solving by understanding how a user's social, economic and environmental ecosystem influences their experience of using a product or service.

- Ability to tailor and use diverse design research methods that enable you to gain efficient and valuable quantitative and qualitative data.

- Make sense of the data from research into insights that can be actioned into tangible ideas.

- Generate ideas quickly that can be developed into solutions that address the most pressing needs and that have the potential to have a wider reach of stakeholder impact.

- Discover and identify desirable, feasible, and viable opportunities for problem areas affecting the most pressing challenges in our communities.

- Quickly, affordably, and creatively develop concepts into prototypes that can be tested to validate product-market fit.

- Learn and practice 21st century skills such as critical thinking, problem-solving, collaboration,empathy, project management, communication, report writing, self-management and leadership.

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TIMELINE

The Human Centered Design Program is designed in 2 phases that act as building blocks to a complete learning experience at Idea Studio Africa;

Design Thinking and Doing (10-weeks)

Learning of Human Centered Innovation mindsets, principles, knowledge, tools and methodologies to problem-solving and their application to real-time design challenges.

Design Immersion Sprints (6-weeks)

Intensive client-based project design sprints to apply and advance their learnings to deliver desirable, feasible and viable outcomes to social and business challenges.

DESIGN THINKING AND DOING PHASE	10 WEEKS

WEEK 01

Inspire to create

Learning activities to spark creativity and inspire collaboration.

WEEK 02

Introduction to HCD

Develop a beginner's mindset by exhibiting a point of view that describes the role of human centered design and design thinking in the context of research, design and innovation in solving social and business challenges.

WEEK 03

Design Research

Understand the role of design research in understanding the project context and informing interventions by setting aside assumptions, developing hypotheses and reframing problems through qualitative and quantitative desk and field research.

WEEK 04

Introduction to Behavioral Research and work planning

Fundamental understanding of how to identify and predict human behavioral patterns, and positively influencing behavioral outcomes in the pursuit of changing social behavior for good from research to design.

WEEK 05

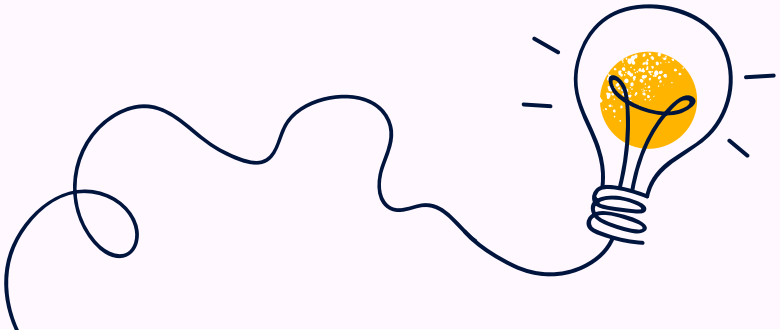
Field and Remote Research

Apply and execute learnt field design research methodologies and tools to understand the needs, pain-points, behaviors, mindsets and motivation of users when using a product, system or service.

WEEK 06

Design Synthesis

Understand the role of research, qualitative data analysis and synthesis in the design process and how to extract insights from data. Learn how to use insights to forge new design ideas or improve existing ideas out of innovative combinations of opportunities for design.



MODULE CALENDAR

DESIGN THINKING AND DOING PHASE — 10 WEEKS

WEEK 07

Business Design Basics + Storytelling

Bridge the customer desirability and business-model viability and feasibility gaps by learning the basics of innovating around new and existing models.

WEEK 08

Ideation and conceptualization

Learn how to create an environment to successfully ideate, different ideation methods and how to visualize ideas. Learn how to brainstorm through and cluster multiple ideas, and the decision-making process of selecting what ideas to prototype to align with the target audience's needs and motivations.

WEEK 09

User-testing & Concept Refinement

Learn how to conduct evaluative research to validate the desirability of your concepts and prototypes by taking your target audience through the features and functionalities of your product to validate it's desirability and help refine your product into a solution that sits closer to your target audience's needs.

WEEK 10

Report Writing, Presentations and Reflections

Creating narratives that tell stories of the end-to-end process of building your product to gain a better buy-in from your target audience.

DESIGN IMMERSION SPRINTS PHASE — 6 WEEKS

WEEK 11 - 12

Client-based Project Alignment

Conduct alignment and co-creation workshops on the design challenge brief and scope, set context, discuss key objectives, and metrics for the success of the project with the client and key stakeholders. Review secondary data and baseline reports, and leverage this to plan for design research.

WEEK 13 - 15

Leadership and Work Readiness

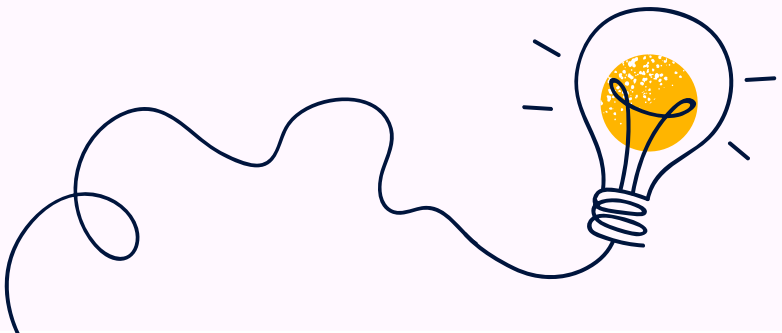
Acquire the leadership skills necessary to set you up as an adept designer in the industry as you immerse yourself in real time projects. You will learn the following skills;

Planning, organization, self-management, financial literacy, career assessment, CV and cover letter writing skills, job-seeking, interview skills and portfolio building.

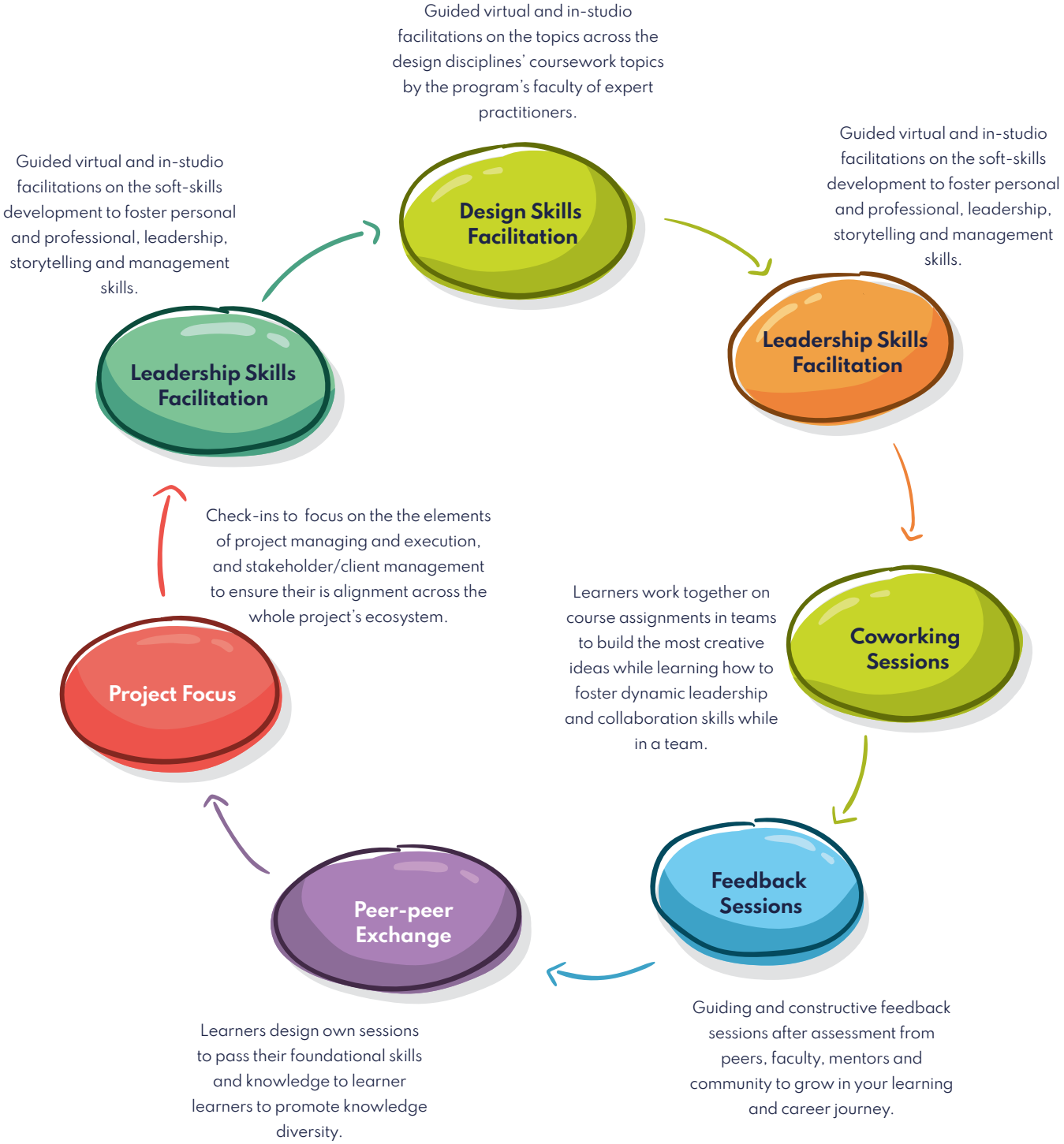
WEEK 16

Presentations + Reflections

Final project presentations and a time to reflect back on the journey that has been and in celebration of what is ahead!



OUR LEARNING MODEL:



HOW YOU WILL LEARN:

In-studio sessions

Choose between an in-person weekday and an in-person Saturday learning studio session for the duration of the program. You will interact with other participants, share reflections, get in-person feedback, and meet our network in-person.

In the field environment

You will practice your understanding by working on a real business opportunity. You will get guidance on how to go out in the field, how to talk to and interact with your customers and how to gather insights and ideas in the field.

Virtual Sessions

Take part in our virtual sessions to complement our in-person sessions. The sessions will cover topics such as leadership, project management, communication, and other 21st-century skills needed to succeed in entrepreneurship.

Self-guided resources

These will include articles, videos, podcasts, templates, and other learning materials to deepen your learning.

Expert Coaching Sessions

You will receive personalized expert support from practitioners to help you all the way in your journey.

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For any inquiries or questions, feel free to reach us on:

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