



Huddle Academy

Human-centred Design 101

Introducing the principles of human-centred design.

Human-centred design beyond the buzzwords

Solve problems in a better way.

Learn how and why human-centred design works **and apply the design process to a customer experience challenge.**



In our three hour HCD101 workshop you will learn how to take a practical human-centred approach by redesigning one of the most traditional (and for many people, simultaneously wonderful, difficult or irrelevant) experiences you have every year. You will be redesigning Christmas.

Working in groups you will take on the role of the 'designer' or 'customer' to work through a human-centred design process. Through this, you will understand how the power of curiosity, collaboration and empathy can create amazing customer experiences.

Why human-centred design?

Human-centred design focuses on understanding people's needs so you can design and deliver great customer experiences that are rooted in those needs.

As well as illuminating the customers' perspective, human-centred design also allows you to deeply understand the problem you are trying to solve and come up with effective solutions.

What you will learn:

- * How to apply human-centred design principles and values in practice.
- * Build awareness of varying motivations that drive human behaviour and how this impacts on experience and practice.
- * The power of empathy and how to put your customers at the centre of everything you do.
- * How to uncover insights to create amazing customer experiences that are rooted in people's needs.



Human-centred design is a team sport and it's fun to play. HCD101 will get you straight into it. There's a bit of theory and a lot of doing. We activate your design skills with a design challenge that will take you through the end to end HCD process.



A three hour course

Build your skills in human-centred design with this short, impactful, hands-on introduction.



What is HCD?

Learn the **background and intention** of human-centred design. See how it fits within the work you do.

Discover how to **approach problems and challenges** with the right **mindset and design principles**.

Gain an understanding of the **double diamond design process**.



Build empathy

Practice your HCD knowledge with a team-based, end-to-end design challenge.

Gain insights into the needs, values and motivations of your customer through open-ended research questions.

Reframe insights into 'how might we' questions to ideate, test and iterate solutions. It's fun!



Design Challenge

Activate your empathy for commercial, community and cultural gain.

Increase awareness of the various **listening channels** and what it really means to **listen without judgement**.

Learn how to **manage your biases** and bring more of yourself to better understand and serve your customers.

Public and private sessions

People learn best through experience.
**Attend a public program or organise
a private session for your organisation.**

Workshop format

We run HCD101 as a public program a few times a year in our Melbourne office.

This three-hour workshop can be run privately with 8–20 people. The workshop can be held at your office or at Huddle HQ in Melbourne.

“Huddle Academy opened my mind to a new way of working...a new way of thinking, planning, and solving problems. I learnt about the importance of mindset, and about tackling problems rather than jumping to solutions. It has introduced me to a whole new way of life that can easily be applied to the work that we do.”

—Advisor, Healthcare

Who should attend?

Do you work with or provide a service for other people? This program is suited for anyone who is curious about human-centred design and creative approaches to problem solving. All you need is an open, positive and curious mindset.

Please note...

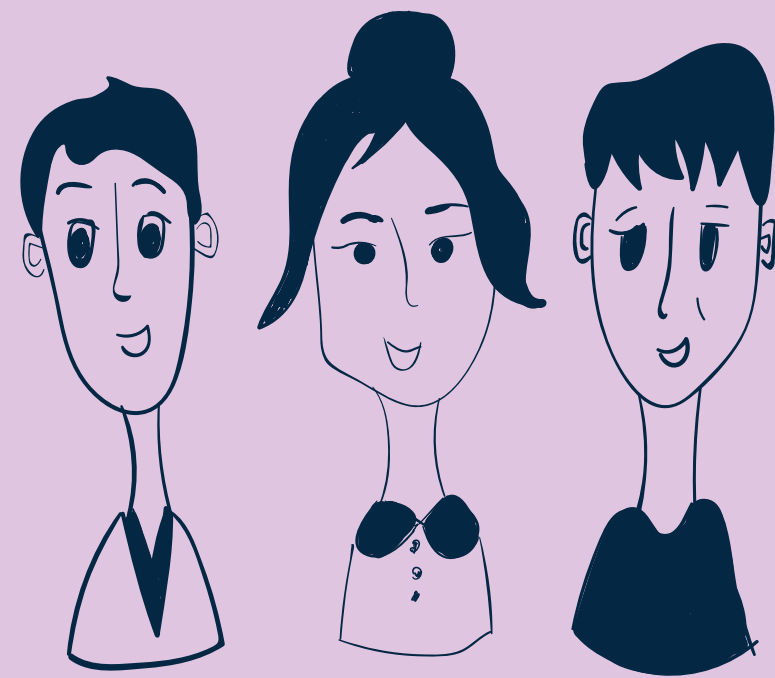
This workshop is part of our public 3-day intensive program, ‘Designing with people.’

If you’re curious about design, HCD101 is the perfect place to start. If you’ve already completed Designing with People, you’re welcome to attend HCD101 to strengthen your skillset.



Start your journey

Human-Centred Design 101



Duration

3 hours

Cost

\$4,500 ex-GST for groups of up to 25.

What's provided?

Worksheets, all materials and snacks.

What to bring

Yourself, curiosity and a good amount of energy.

For more information, you can call us on hello@wearehuddle.com

Visit <https://wearehuddle.com/huddle-academy/hcd-101> to learn more.

The world's top organisations choose to work with Huddle...

To create meaningful change in the world.



Huddle