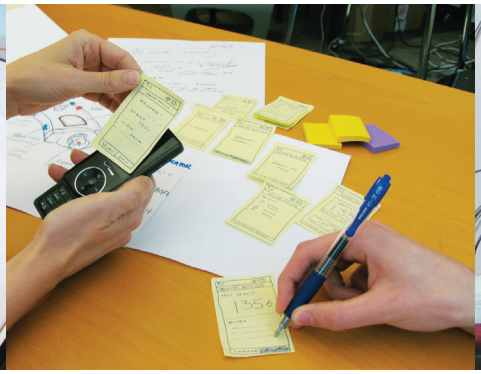
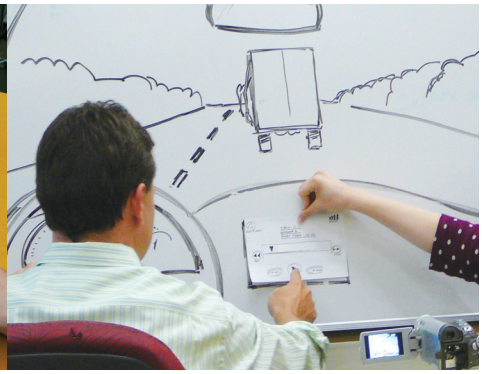
LUMA INSTITUTE℠ + Customer Experience LABS

Human-Centered Design Public Workshop Seattle, WA: April 11-12, 2012

THIS 2-DAY WORKSHOP introduces participants to the discipline of Human-Centered Design. It covers a wide range of methods for designing solutions that are driven by and focused on the needs, desires, and contexts of people.

Through a dynamic mix of short lectures and hands-on activities you will learn methods that:

- Provide teams with a repeatable way to innovate
- Help teams get more out of their direct customer research
- Measurably improve product development efforts
- Promote productive interdisciplinary collaboration
- Tame the complexity of products and services

Register or learn more here:
http://lumaworkshopseattle.eventbrite.com/

AGENDA

DAY 1

Introduction
- Opening Remarks
- Introductory Exercises
- What is Human-Centered Design?
- Benefits of Human-Centered Design

METHOD SET 1
Putting People First
- Stakeholder Mapping
- Interviewing
- Persona Profiles

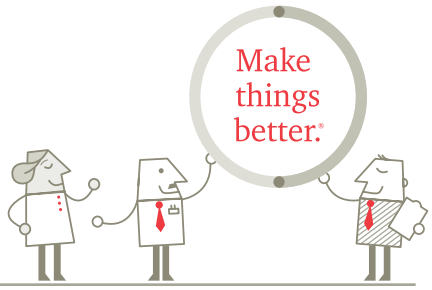
METHOD SET 2
From Empathy to Insights
- Walk-a-Mile Immersion
- Rose, Bud, Thorn
- Affinity Clustering
- Statement Starters

Post-workshop Reception

DAY 2

METHOD SET 3
Envisioning Possibilities
- Creative Matrix
- Visualize-the-Vote
- Importance/Difficulty Matrix
- Concept Posters
- Video Scenarios

METHOD SET 4
Rapid Iteration
- Schematic Diagramming
- Rough & Ready Prototyping
- Usability Testing

Putting Human-Centered Design Into Action
- Introduction to Planning Cards
- Planning Cards Exercises
- Presentations & Group Discussion
- Wrap-Up

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