

Introduction to Human-Centred Design Product Development

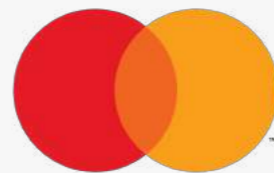
A Beginner's Guide to Understanding User Needs and Market Demand

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iHub

In partnership with



mastercard
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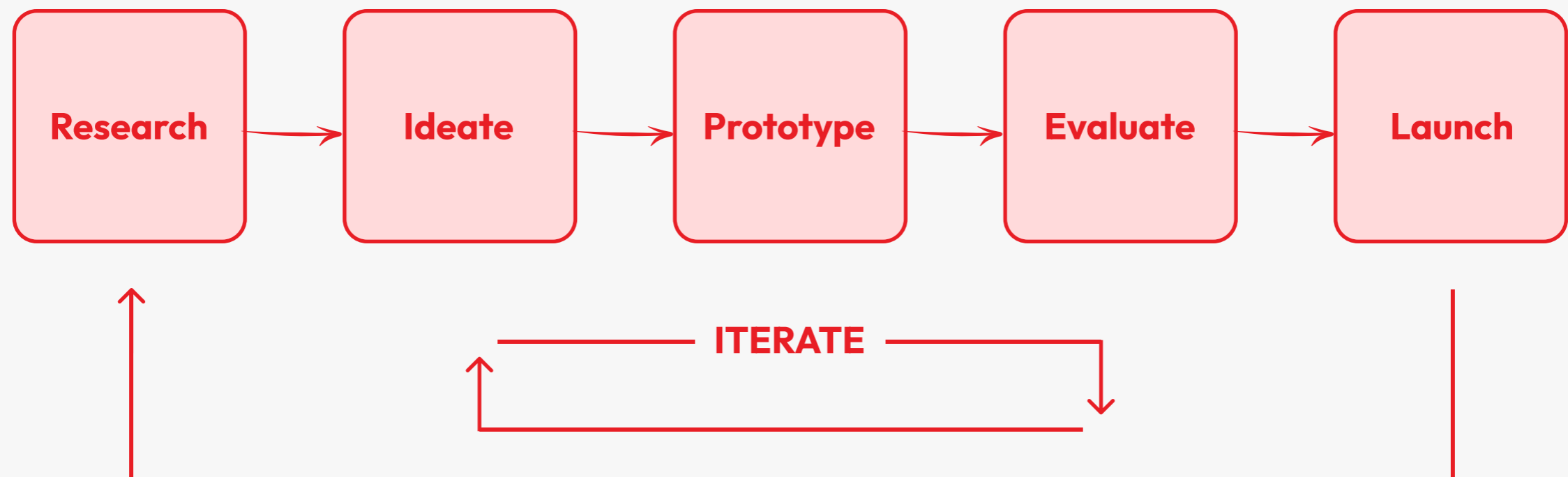
What is Human Centred Design?

Human-Centered Design (HCD) is an iterative problem-solving approach that prioritizes understanding and addressing the needs, behaviors, and preferences of end-users throughout the design process. Its goal is to create intuitive, accessible solutions that effectively address real-world challenges, resulting in enhanced user experiences and satisfaction.



Human Centred Design is a Framwork

The goal of Human-Centred Design is to create products, services, or systems that are intuitive, accessible, and effectively address the real-world challenges faced by users, resulting in enhanced user experiences and satisfaction.



**Since Design is Human Centred,
Why Can't I use my own
experiences to build a Product?**



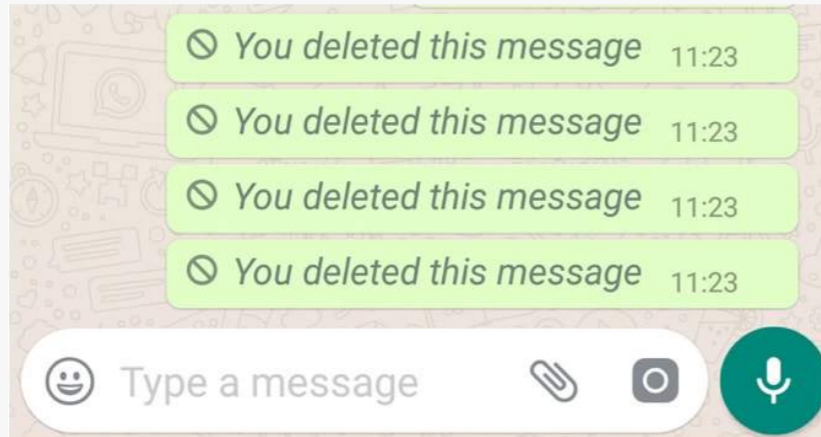
**Merely being the Victim of
a Particular Problem does
not automatically bestow
on you the power to see its
solution**

Alan Cooper, Award winning writer of
“The Inmates are Running the Asylum



BAD UX

Let's look at examples of some popular bad UX



Whatsapp's Deleted Message



Apple Mouse's Charger



Netflix Auto Play Feature



**Design is not what it looks
and feels like. Design is
how it works!**

Steve Jobs, Founder Apple Inc.



Why use the HCD Framework?

**You know where to
begin the journey**

**Allows you keep your
Users at the centre
of your decisions**

**It's more reliable
than intuition**

**Reminds you to
continuously improve
your product offering**



Phase 1: Research

You get to learn who your target Audience is

You get to know their goals & needs

You get to know the problems you can solve



Phase 1: Research Types

Interviews

AB testing

**Diary
Studies**

Observing

Usability

Analytics

Surveys

Card Sorts



Phase 2: Ideate

Generate Ideas

Explore all Possibilities

Leverage Network to spin up Ideas



Phase 2: Ideation Sessions



Phase 3: Prototype

Ideas can be tested with Users

Faster than Coding

It uncovers subtleties & nuances

Cheaper to fix and creates room for faster iteration



Phase 3: Prototyping Sessions



Phase 4: Evaluate

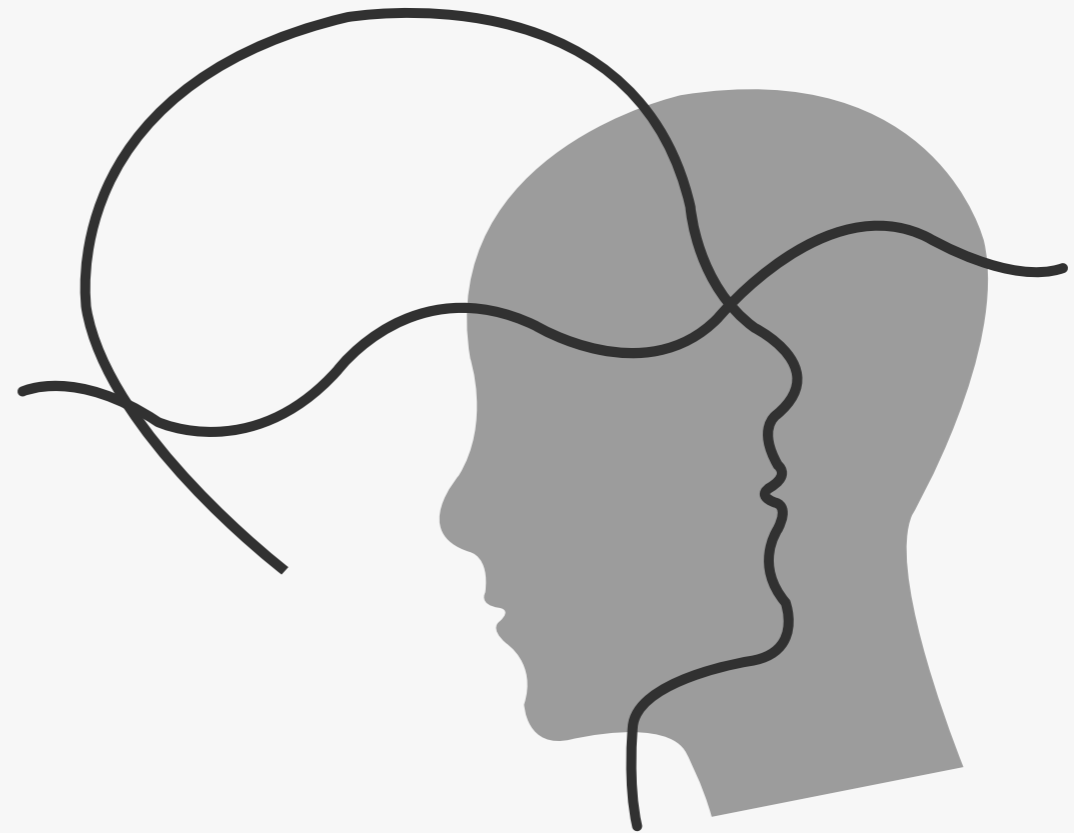
Does it address the User's needs?

Is it easy to Use?

What works?

What needs Improvement

What is missing?

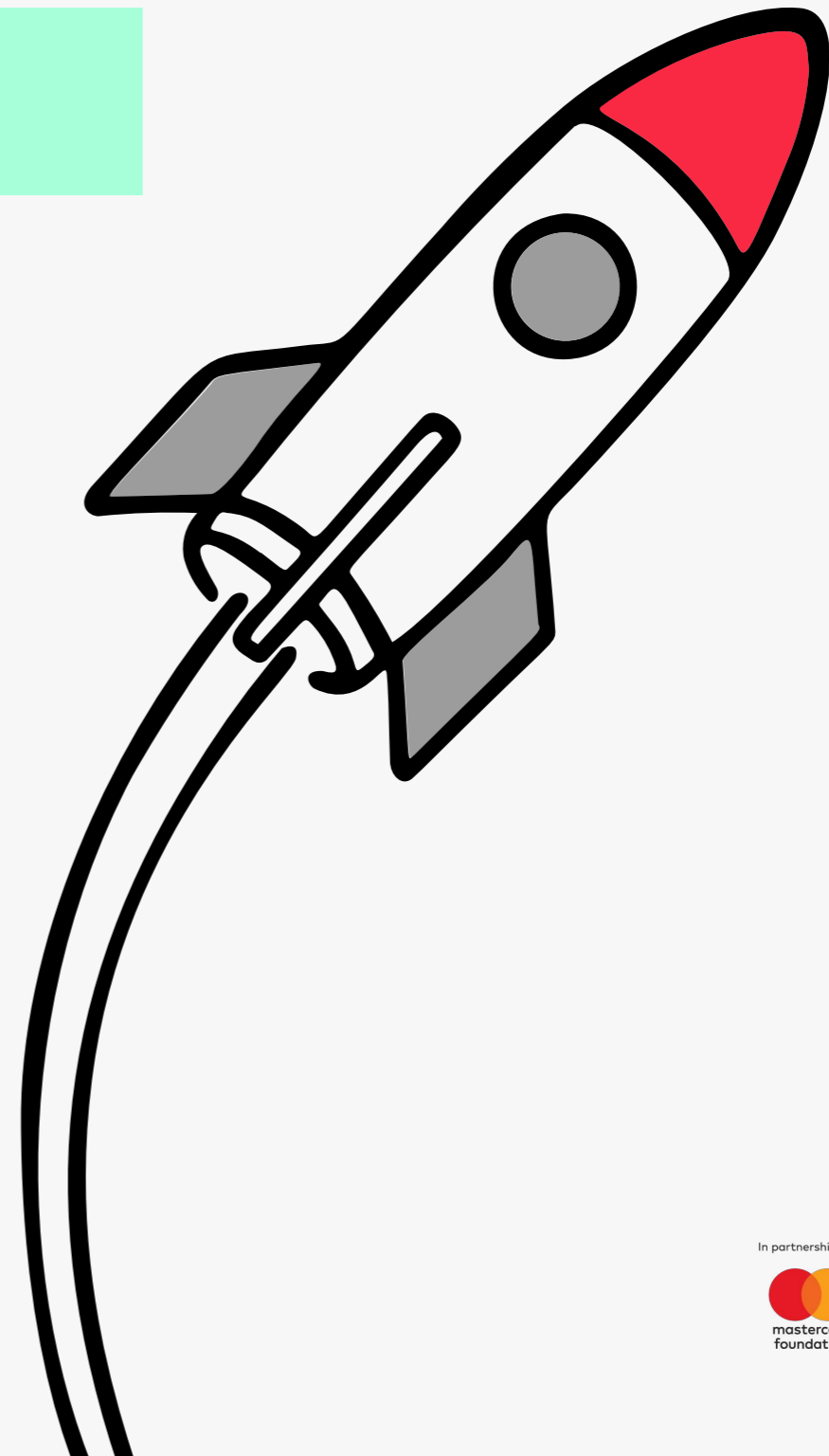


Phase 5: Launch & Measure

Helps you answer “Did we get it Right?”

Being used by your Customers

Used in the real World



Phase 5: How to Measure

Talk to people who use your Product

Use Analytical tools like Mixpanel

Run Surveys

Run A/B or Multivariate Testing

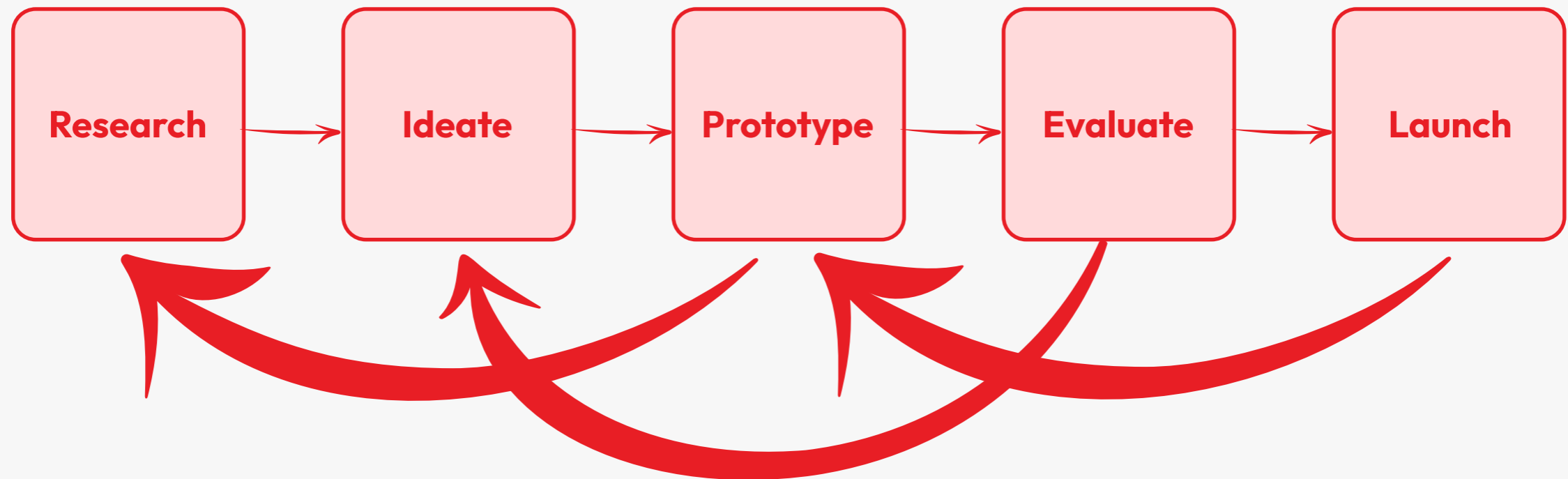


Summarily:

**Keep your Users at the Centre of
your Design Decisions**



Something to note :



Sometimes, you:

- Skip steps
- Go Backward
- Start in the middle



Thank You

