



# Introduction of Human Centered Design in Digital Transformation Strategies

## Course Overview

Embark on an enriching journey of the Comprehensive Course on Human-Centered Design in Digital Transformation Strategies where we delve into the dynamic world of digital transformation and its profound impact on businesses. Through an emphasis on Human-Centric Design, we unravel the power of putting users at the heart of digital initiatives, ensuring unparalleled experiences and transformative outcomes.

Starting with fundamental concepts, we explore the drivers, benefits, and challenges of digital transformation, with a keen focus on user needs and emotions. We then navigate through human-centric digital transformation strategies and frameworks, leveraging user research and empathy mapping to ignite innovation. Immersed in design thinking principles, we empower you to solve complex real-world challenges through iterative prototyping and user testing.

Discover the art of crafting intuitive user interfaces, designed to meet diverse needs and foster accessibility and inclusivity. Unleashing the potential of data-driven decision-making, we identify key metrics and analytics to track and measure success. Throughout, we address change management and stakeholder engagement to foster a culture of innovation. Each module equips you with practical skills through hands-on projects and real-world case studies. By course completion, you'll be a champion of Human-Centered Design, driving impactful digital transformations that resonate with users, elevate experiences, and set your organization on a trajectory of success.

## Learning Objectives

- Understand the fundamental concepts of digital transformation and its impact on businesses and industries.
- Recognise the significance of Human-Centric Design in driving successful digital transformations.
- Analyse the drivers, benefits, and challenges of digital transformation from a user-centric perspective.
- Apply Human-Centric Design principles to create innovative and user-centred digital transformation strategies.
- Utilise user research and empathy mapping techniques to identify user needs, behaviours, and emotions.
- Create a comprehensive user-centered digital transformation roadmap for organisations.
- Design digital customer experiences that resonate with users' expectations and emotions.
- Implement personalisation and customisation strategies to deliver exceptional user experiences.

## Who Should Attend

This course is designed for New Hires, Executives, Managers and identified individuals in the organisation, integral to the business objectives and targets.



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## Course Methodology

Immerse yourself in dynamic learning through group activities, demonstrations, hands-on projects, and practical work. Experience a comprehensive educational journey that combines problem-solving, interactive sessions, storytelling, and assessments to enrich your learning experience. The course can be delivered Face to Face or Virtually with Instructor Led power points

## Course Outline

DAY 1	COURSE MODULES
0900 – 1030	<p><b>1. Pre-Course Assessment</b></p> <p><b>2. Course Overview</b></p> <p><b>3. Ice Breaker Activities</b></p> <p><b>4. Introduction to Digital Transformation and Human-Centric Design</b></p> <p>“Definition of digital transformation and its significance in modern business environments “Understanding the importance of Human-Centric Design in driving successful digital transformations Key drivers and benefits of digital transformation with a focus on user needs and experiences</p>
1030 – 1045	<b>Coffee Break</b>
1045 – 1300	<p><b>5. Digital Disruption, Emerging Technologies, and User-Centered Innovation</b></p> <p>“Analyzing the impact of digital disruption on industries and markets from a user-centric perspective “Exploring emerging technologies that enhance user experiences and enable innovation</p> <p><b>6. Human-Centric Digital Transformation Strategies and Frameworks</b></p> <p>“Applying Human-Centric Design principles to digital transformation strategies “Introduction to popular Human-Centric Design frameworks (e.g., Design Thinking, Human-Centered Design Process) “Creating a user-centered digital transformation roadmap for organizations</p>
1300 – 1400	<b>Lunch Break</b>
1400 – 1530	<p><b>7. Designing Digital Customer Experiences</b></p> <p>“The pivotal role of customer experience in digital transformation from a human-centric standpoint “Analyzing customer journey maps and touchpoints through the lens of user needs and emotions</p> <ul style="list-style-type: none"><li>• Personalization and customization strategies to deliver exceptional user</li></ul>
1330 – 1345	<b>Tea Break</b>
1545 – 1700	<p><b>8. Change Management and User-Centered Innovation</b></p> <p>“Understanding the importance of change management and user-centered innovation in successful digital transformation “Strategies to involve users in the change process and foster a culture of innovation “Engaging stakeholders and users to build a change-ready organization</p>

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DAY 2	COURSE MODULES
0900 – 1030	<p><b>1. Day2 – Energizer and Recap of Day1</b></p> <p><b>2. User Research and Empathy Mapping for Human-Centric Digital Transformation</b></p> <ul style="list-style-type: none"> <li>Techniques for conducting user research with a focus on understanding user needs, behaviors, and motivations</li> <li>Creating empathy maps to deeply understand and empathize with users' perspectives and emotions</li> <li>Analyzing research findings to inform user-centric digital transformation strategies</li> </ul>
1030 – 1045	<b>Coffee Break</b>
1045 – 1300	<p><b>3. Ideation and Concept Generation with a Human-Centric Lens</b></p> <ul style="list-style-type: none"> <li>Techniques for brainstorming and ideation with an emphasis on user-centered problem-solving</li> <li>Developing innovative and user-centered concepts that align with user research insights</li> <li>Prioritizing and refining concepts based on user feedback and validation</li> <li>Group Activity: Group to brainstorm idea validation process</li> </ul> <p><b>4. Design Thinking and User-Centered Innovation</b></p> <ul style="list-style-type: none"> <li>Introducing the design thinking process and its stages in the context of Human-Centric Digital Transformation</li> <li>Applying design thinking principles to solve real-world digital transformation challenges from a user-centered perspective</li> <li>Facilitating design thinking workshops with a focus on collaborative, user-centric problem-solving</li> </ul>
1300 – 1400	<b>Lunch Break</b>
1400 – 1700	<p><b>5. Prototyping and Testing for User-Centered Digital Transformation</b></p> <ul style="list-style-type: none"> <li>Prototyping methods for digital products and services with a focus on delivering better user experiences</li> <li>Conducting usability testing to validate and refine design concepts with real users</li> <li>Iterative prototyping and incorporating user feedback into the design process</li> </ul> <p><b>6. Design challenge</b></p> <ul style="list-style-type: none"> <li>Develop user experience design solutions for a real-world problem based on user research findings</li> <li>User flow creation: Create a user flow that outlines the steps a user will take to complete a specific task</li> <li>Prototype creation: Create a low-fidelity prototype of the user experience design solution</li> </ul> <p><b>7. Wrap-up and Conclusion</b></p> <p>Recommended Reading List for Day2</p> <p>Post-Course Assessment</p> <p>Q&amp;A</p> <p>Key takeaways</p>