

# CET217 Human-Centred Design: Re-Imagined

**Level:** 2

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY SEMESTER

## Synopsis:

Transformation is a big word but to put it simply, it means change. Change is a natural state of mind and the only constant. Change requires us to take a step back, reflect and re-imagine the future, not as an abstraction, but in the context of humankind and society. When we re-imagine, we create. An area that will be very disrupted and transformed will be Services which come in many forms and affects everybody. This 3-day course examines how services, once largely physical transactions between buyers and sellers, have now evolved to become digital. Technology is applied to maximise service offerings for greater effectiveness and efficiency. Yet service is essentially human-centred and Human-Centred Design (HCD) is the thread that weaves together many valued co-creations in today's digital landscape. This course will equip learners with the skills to match today's work demands through applying HCD skills which emphasise customer-centric interactions based on users' needs, wants and desires.

## Topics:

- The Human-Centered Design Process
- The 3 phases of UET (Design Thinking)
- What "Services" are about
- Understanding Users' Needs, Wants and Desires
- Information Harnessing
- Contextual Inquiry
- Ideation (Re:Imagined)
- Reframing (Re:Create)
- Prototyping
- Concept Storytelling
- Testing & re-iteration
- Concept Development for Service blueprint

## Learning Outcome:

- Implement the 'UNDERSTAND' stage of the Design Thinking process to gather insights.
- Explain the principles of the 'EXPLORE' stage of the Design Thinking process, so as to propagate potential solutions
- Describe the theory and function of the 'TEST' stage of the Design Thinking process, which includes learning how to refine and re-iterate concepts so as to achieve a design blue-print.
- Appraise the problem
- Define Users' Needs, Wants & Desires
- Collect and use data
- Hypothesize with HMWs or 'How Might We' questions
- Create and User-Test

## Assessment Strategies:

Continuous Assessment Component	Weightage (%)
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<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
GROUP BASED ASSIGNMENT	50
TUTOR-MARKED ASSIGNMENT	30
QUIZ	20
<b>Sub-Total</b>	<b>100</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
<b>Sub-Total</b>	

**Weightage Total** **100**