



Building Rich and Powerful Qualitative User Insight

TRAINING

Applying Human Centred Design principles to transform service delivery



Facilitated by
MAURICIO PEREZ
Human Centred Design (HCD) Strategist

Online → 22 March & 29 March 2023



PUBLIC
SECTOR
NETWORK



Certified
B
Corporation

Understanding users' needs to identify the problems that need to be solved

With the recent embrace of striving for accessibility, usability and inclusion in their physical and digital products and services, the public sector is increasingly adopting a user-centred approach to product and service design. However, budgets and headcount continue to be tight. As a project manager and CX practitioner, now is the chance to optimise your time and resources, and Building Rich and Powerful Qualitative User Insight is where you can channel it!

Our User Centred Research and Discover two-day training workshop will allow you to explore insights into integrating tried and testing methods and principles that will help you understand your users, whilst uncovering ideas that will help you to better frame your problem to plan the rest of your journey.

Many of these techniques you'll learn don't involve massive set-up costs or tools, and can be easily implemented. Plus it will enable you to look at the challenges and plan your journey with the users and other key stakeholders in mind. You will leave this training with a greater and holistic understanding of User-Centred Research and Discovery techniques and frameworks that you can implement immediately.

Why Attend

- Learn techniques to uncover your user needs to identify the problem that needs solving
- Build your knowledge on key techniques including Affinity Mapping, Stakeholder Relationship Mapping, Ethnographic Research
- Understand how to synthesize and present research data to unlock key insights
- A public sector-focused program that will help you navigate the complexities of research and discovery

Learning Outcomes

- Build your knowledge of practical application of research and discovery techniques
- Ethnographic research for deep insights
- Learn how to synthesize your design research into actionable insights
- Understand how to overcome the challenges of presenting and structuring qualitative research
- Insights that will help you start building a suite of research and discovery techniques

Who Should Attend

This is targeted to people who are new to the HCD; those who have a moderate knowledge and wanting to build their knowledge on research and discovery.

Plus :

- Project Manager and Project Leads
- Business Process Improvement Managers, Leads, Officers
- Service Designers
- UX Managers and Leads
- Product Managers and Leads

Meet Your Facilitator



Facilitated by
MAURICIO PEREZ
Human Centred Design (HCD) Strategist

Mauricio Perez is a Human Centred Design (HCD) strategist in Sydney, Australia. He specialises in Service Design, User Experience (UX) and Customer experience (CX). He is focused on making products and services better for your users, customers, citizens and even staff by placing their needs at the centre of the design process.

He works to find the right problem through research, analysis and synthesis before finding the right solutions through design, testing and iteration. He works across government, financial, health and communication sectors. He also has a passion for inclusive, environmental and ethical design practices.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 13 th Jan	Register by 3 rd Mar	Register by 22 nd Mar
\$795 + GST	\$995 + GST	\$1195 + GST
Save \$400	Save \$200	-

CLICK HERE TO REGISTER

*Group Discounts Available - Contact Registration at
registrations@publicsectornetwork.co or Call on **(02) 9057 9070**

Module One Seeing the World Through the Eyes of Your Users

10:00am	PSN Welcome and Introductions
10:20am	An Introduction to Human Centred Design <ul style="list-style-type: none">• The Application of HCD Principles to develop and improve products, services, policy and experiences• Understanding popular approaches to HCD from Double Diamond to the Swiggle• Unpacking the HCD Framework from Investigation, Ideation, Iteration and Implementation
10:50am	Investigation: Starting off Discovery and Research <ul style="list-style-type: none">• Uncovering unmet needs and framing the problem that needs solving• Discovery and Research to build empathy and creativity• An overview of popular techniques and tools i.e. interviews; card-sorting, service safari

Module Two Ethnographic Research and Stakeholder Mapping

11:35am	Understanding Ethnographic Research and Building Deep Insights <ul style="list-style-type: none">• Using ethnographic research to understand users or a community from the bottom-up• Evaluating the benefits of ethnographic research and its weaknesses• What does ethnographic research look like in practice
12:20pm	Lunch Break
12:50pm	Who are your Stakeholders: Establishing as Clear a Consensus as Possible <ul style="list-style-type: none">• What is Stakeholder Relationship Mapping and why it is important• How to visualise the internal and external stakeholders who are most impacted by the problem• Dealing with siloes and hierarchies
1:35pm	Suggested Activity: Stakeholder Mapping in Practice <p>Using the key learnings from the previous session to start mapping out the key stakeholders of a common service or product that you use on a day-to-day basis.</p>
2:15pm	Summary and Closing Remarks from the Trainer
2:30pm	End of Day 1

Module Three Refining your writing with editing and proofreading

10:00am PSN Welcome and Introductions

10:45am Exploring Additional Research and Discovery Methods

- Evaluating the pros and cons of various research and discovery methods
- Diary Study, Expert Interviews, Landscape review, Survey
- What do these look like in practice
- Pitfalls and how to overcome them

11:25am **Suggested Activity:** Build a suite of research and discovery method that you would like to conduct in your own work. Think about why you have chosen these over the others and what are the potential pitfalls.

12:05pm Lunch

Module Four Synthesising Data and Unlocking Insights

12:35pm Making Sense of Research Data to Identify Patterns and Trends

- Techniques to synthesize qualitative data: insight reports, journey maps persona
- Understanding the pros, cons, common pitfalls and how to address them
- Developing key insights

1:10pm Affinity Mapping to Unlock Trends and Patterns in Your Data

- What does Affinity Mapping look like
- Practical tips to optimise your data and insights
- Addressing common challenges and how you can overcome them

1:45pm **Group Activity:** Using Miro/Mural board and the learnings from the previous session' create an affinity map. This could be of a common product or service that you use on a daily basis, or something that you are working on.

2:15pm Wrap-up and Closing Remarks from the Trainer

2:30pm End of Training



Get In Contact

CONNECTING GOVERNMENT
PUBLICSECTORNETWORK.COM

AUSTRALIA / NEW ZEALAND

P +61 2 9057 9070

E info@publicsectornetwork.com

USA / CANADA

P +1 (647) 969 4509

E contact@publicsectornetwork.com

JOIN THE SOCIAL LEARNING PLATFORM FOR FREE AT PUBLICSECTORNETWORK.COM