



Building Rich and Powerful Qualitative User Insights

TRAINING

Human Centred-Design: Research and Discovery to transform service delivery



Facilitated by
MAURICIO PEREZ
Human Centred Design Strategist

Online → 11 & 18 October 2023



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 Insights is where you can channel it!

This online 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 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 18 th Aug	Register by 08 th Sep	Register by 10 th Oct
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

[CLICK HERE TO REGISTER](#)

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

Explore the Agenda

DAY 1 | Wednesday, October 11, 2023, 10:00am – 2:30pm AEDT

10:00am Welcome, Overview and Introductions

10:15am Module 1: Human Centred-Design & Research Planning

An introduction to Human Centred-Design and its benefits

- The application of HCD principles to develop and improve products, services, policies, processes and experiences
- Keeping humans at the centre
- Understanding the Double Diamond
- Test, learn and iterate
- Activity

11:00am Influencing mindsets & behaviours

- Defining success exercise
- Aligning stakeholder goals
- Silos and shared understanding
- Stakeholder intelligence gathering
- Activity

10:40am Research planning: Methods and Tools

- Planning research, analysis and synthesis
- Research methods and tools
- Quantitative research vs. qualitative research

12:20pm Lunch

01:00pm Module 2: Researching People and Synthesis

Researching People: Best practice and tips

- Field Study / Contextual Enquiry / Ethnographic study
- Interviews, Observations, User Testing
- Discussing other option including card sorting, hotjar, etc

01:30pm Analysing and Synthesizing

- Understanding people types
- Persona creation workshop
- Service safari and empathy maps

02:00pm Prioritising problem spaces

- Problem space workshop
- Problem severity workshop
- Activity

02:25pm Reflections and Closing remarks

02:30pm End of Day 1

Explore the Agenda

DAY 2 | Wednesday, October 18, 2023, 10:00am - 2:30pm AEDT

10:00am Welcome and Recap

10:15am Module 3: Structuring qualitative research

Structuring qualitative research

- Define objectives, Identify participants, Scheduling interviews
 - 5 minutes with your participant
 - Your research methods
-

11:15am Break

11:20am Conducting the research

- Service recipient experiences, Service Provider delivery
 - Front and back stage exploration
 - Best practices on interview techniques
-

12:00pm Lunch Break

12:30pm Module 4: Synthesising data and unlocking Insights

Analysis & synthesis

- Techniques to synthesise qualitative data: findings to insights
 - Data preparation, analysis and coding
 - Developing key insights with Affinity Mapping
-

01:30pm Tea break

01:45pm Human Centred Design maturity

- Identifying where your organisation is in HCD maturity
 - What steps to take next
 - Understanding the HCD maturity path
-

02:15pm Reflections and Closing remarks

02:30pm End of Day 2



Get In Contact

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