BACK BY POPULAR DEMAND!

Framing & Solving Problems with Human Centred Design

TRAINING

Creating and Improving Physical & Digital Products, Services and Experiences

Facilitated by
MAURICIO PEREZ
Human Centred Design (HCD) Strategist
Good HCD

Online → 15 & 22 November

PUBLIC SECTOR NETWORK

Certified B Corporation

Creating and Improving Physical & Digital Products and Services

As a Project Manager in the Public Sector you have to navigate a whole host of complexities: multiple stakeholders (often with conflicting interests), tight budgets, changing work environments and end-users with diverse needs.

Human-centred design (HCD) offers an antidote to address the complexity. Commonly used in design and management frameworks HCD enables you to develop solutions to problems by involving the human perspective in all steps of the problem-solving process.

Evidence based decisions are made throughout, and the specialist skills are in effectively selecting method combinations and applying them in skilful ways.

This 8-hour training course aims to provide time poor, public sector project managers with the tools to unlock better social outcomes and solve problems with Human Centred Design.

You will learn how to apply HCD towards designing and improving products, services, digital and physical experiences. You will leave this training course knowing how to address mindsets and behaviours with a people-first perspective; an ability to tap into the power of iteration and working visually; as well as frameworks to help guide divergent and convergent thinking.

Interested in running this in-house?
Contact info@publicsectornetwork.com

Not Just a Training Session

- **This activity-based program has been developed so that you learn through doing.**

- **Build a in-dept understanding** of internal and external stakeholders.

- **Gaining an understanding of the HCD methodologies** with a view of identifying the best combination for you.

- **Setting up a plan for continuous improvement**

- **Intimate, small class with no more than 25 participants**

Who Attends

This course is designed for project managers and cross-functional business leads charged with driving transformation change in all three levels of government including:

- **Project Manager and Project Leads**

- **Business Process Improvement Managers, Leads, Officers**

- **Service Designers**

- **UX Managers and Leads**

- **Product Managers and Leads**

Meet Your Facilitator

MAURICIO PEREZ
Human Centred Design (HCD) Strategist
Good HCD

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 synthesise – to find the right solutions through design, testing and iteration. He works across government, financial, health and communication sectors. He has a passion for accessibility, 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 face in your organisation.

To participate you'll need:

- A computer with camera and microphone

- Strong internet connection

- Quiet, well-lit space

- Current product or service challenges you facing

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 8th Sep	Register by 6th Oct	Register by 14th Nov
$795 + GST	$995 + GST	$1,195 + GST
Save $400	Save $200	-

CLICK HERE TO REGISTER

*Group Discounts Available - Contact Registration at

registrations@publicsectornetwork.co or Call on **(02) 9057 9070**

Explore the Agenda

Module 1 – An Introduction to Human Centred Design

10:00am   **PSN Welcome**

10:15am   **Overview, Objectives and Outcomes**
- Why are you here?
- How to get the most of out of this session
- Participation principles and tools

10:30am   **An Introduction to Human Centred Design and Its Benefits**
- Human Centred Design and the power of the human perspective
- Understanding how to apply HCD to design products, services, digital and physical experiences
- Learning the difference between HCD for improvement and HCD for creation

11:15am   **Morning Break**

11:30am   **Influencing Mindsets and Behaviours**
- How to define success
- Understanding how to to gain buy-in
- An exercie in aligning stakeholder goals

12:15pm   **Lunch Break**

Module 2 – Exploring the Problem

12:45pm   **Exploring and the Problem**
- Understanding problem spaces and identifying your problem space
- Enagging with the the community/ users and mapping out the pain points and challegens that they face
- Synthesizing and processing this information

1:30pm   **Break**

1:35pm   **Understanding your Community and/or Users**
- Unpacking persona creation
- What are the questions that you need to ask
- Creating a user journey map and other artefacts to extract key information

2:15pm   **Resources, Reflection and Feedback**

2:30pm   **End of Day 1**

You may also be interested in PSN's Building Rich and Powerful Qualitative User Insights online workshop

Module 3 – Ideation, Feasability and Viability

10:00am   **PSN Welcome and Recap**

10:15am   **Concept ideation: Evaluating your Current State and Disussing Possible Solutions**
- Assessing where you are at presently
- Applying a blueprint exercise
- Developing solutions

11:00am   **Break**

11:15am   **Practical Guide: Internal Valuation and Testing**
- Running a feasibility and viability exercise with internal stakeholders
- Running a User Testing
- Gathering and synthesing feeback
- Planning next steps

12:15pm   **Lunch Break**

Module 4 – Making HCD a Part of Your Everyday Work and Life

12:45pm   **Understanding Jounrey Maps and their Pratical Application**
- Exploring task models
- Planning a blue print for your Future State
- Identifying gaps and areas for improvement

1:30pm   **Making HCD part of BAU: Planning for Continuous Improvement**
- Outlining next steps
- Plannning a Human-Centred Design sprint workshop
- Lessons learned and takeaways

2:15pm   **Resources, Reflection and Feedback**

2:30pm   **End of Day 2**

CONNECTING GOVERNMENT
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