



**HUMAN-CENTERED PROBLEM SOLVING**



**This program is for people who are:**

- Human-centered design newbies
- Familiar with design tools and techniques and are seeking some support
- Working in an industry that cares about the human experience
- Personally interested in and care about the human experience

**During this program, participants will:**

- Explore empathy and experience gather consumer insights
- Examine the process to frame consumer needs, problems, and opportunities
- Ideate and generate potential solutions to meet consumer needs
- Prototype and test new ideas
- Pitch a new idea in a compelling way

**Format**

- Class size: 21 people max
- Duration: 3 weeks
- 6 facilitated group sessions
  - 2 sessions/week
  - 2.5 hours/session

