

# CET217 Human-Centred Design: Re-Imagined

**Level:** 2

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** ALL SEMESTERS

## 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

## Textbooks:

CET217 Study Guide (UDC - SUSS)

ISBN-13: SG-2015

The design thinking playbook: mindful digital transformation of teams, products, services, businesses and ecosystems 2018 Michael Lewrick, Patrick Link, Larry Leifer John Wiley  
ISBN-13: 9781119467489

**Learning Outcome:**

- Discuss the Understand and Observe stages of the Design Thinking process to gather insights.
- Demonstrate the principles of the Point of View and Ideation stage of the Design Thinking process to generate potential solutions.
- Debate the theory and function of the Prototyping and Testing of the Design Thinking process to derive a service design blueprint.
- Describe the problem statement of users.
- Inspect the Users' needs, wants and desires.
- Interpret the User's data and experiment with the ideation methods.
- Appraise the suitability of the initial solution and its subsequent iteration.

**Assessment Strategies - Regular Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	QUIZ 1	15
	TUTOR-MARKED ASSIGNMENT 1	30
	GROUP BASED ASSIGNMENT 1	40
	PARTICIPATION 1	15
<b>Total</b>		<b>100</b>

**Assessment Strategies - Special Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	QUIZ 1	15
	TUTOR-MARKED ASSIGNMENT 1	30
	GROUP BASED ASSIGNMENT 1	40
	PARTICIPATION 1	15
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.

