

Human-Centred Design Workshops for Digital Health Companies

HOSTED BY THE HEALTH DESIGN LAB, EMILY CARR UNIVERSITY OF ART + DESIGN
SUPPORTED BY IRAP

The Health Design Lab will be leading a series of workshops to introduce digital health firms to design thinking and human-centred design tools and methods. These workshops will support companies with: uncovering customer insights, prototyping and user-testing and strategies for product development and branding with an emphasis on usability and customer experience.

SPACE IS LIMITED!

We will be running two sets of workshops, open to companies focused on developing health or medical related products, application or services. Register to participate in Workshop Series A, Workshop Series B, or both. Enrollment for each workshop series is limited to a maximum of five companies. In these team-based workshops, each participating firms can bring up to four employees.

The workshops will be facilitated by *Haig Armen*, Assistant Professor of Design and Dynamic Media, and *Caylee Raber*, Director, Health Design Lab at Emily Carr University. Each two-hour workshop will consist of a mix of presentations, demonstrations and guided hands-on work with faculty and students.

THE HEALTH DESIGN LAB at Emily Carr University of Art + Design is a research and design centre that supports industry partners with design services and research through collaborative partnerships with our faculty and students. We offer expertise with human-centred design methodologies, product design, interaction design/UX, and communication design.

www.healthdesignlab.ca



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WORKSHOP SERIES A

Cost: \$150 for up to 4 employees per company

Designing Your Value Propositions: Human-Centred Design Methods for Client Discovery and Product Feature Prioritization

Uncover insights about users/customers that can drive innovation by understanding pain points, needs, behaviours and desires. Discussion and activities will include: empathy mapping, personas, and ethnographic research and feature prioritization.

Wednesday, October 26, 2:30pm–4:30pm at Emily Carr University

Product Development: Rapid Prototyping and Guerilla Testing

Learn new approaches to quick usability, ergonomics and human factors prototyping and testing. Unlike formal testing that focuses on quantitative evaluation, this workshop centers around a human centred approach: evaluating first responses and emotional impressions of products and services. Discussion and activities will include: usability assessment, ideation and sketching, rapid prototyping, user engagement and user testing.

Wednesday, November 2, 2:30pm–4:30pm at Emily Carr University

WORKSHOP SERIES B:

Cost: \$150 for up to 4 employees per company

Mapping the User Experience + Service Beyond the Product

Take a holistic view of the customer experience surrounding the use of your product and/or service. Discussion and activities will include: journey mapping, service blueprints, scenarios and insight discovery.

Wednesday, November 9, 2:30pm–4:30pm at Emily Carr University

Cohesive Brand Experience

Discover strategies and approaches to creating consistent and effective brand experiences across the multiple touch-points of your product/service. Critique and ideation focused on customer experience. Discussion and activities include: journey map analysis and insight gathering, service design brainstorming and experience evaluation through role play.

Wednesday, November 16, 2:30pm–4:30pm at Emily Carr University

WORKSHOP REGISTRATION

To inquire or register for the workshops please contact:

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Health Design Lab

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