



The Human Centered Design School

Syllabus

What

No fancy titles, just a backpack

(from The HCD School Manifesto)

At the HCD School you'll learn how to use people's expectations and aspirations as a basis to plan, design and create services that are more competitive on the market.

The HCD School:

- Trains human design strategists: a new professional role for people with the ability to connect customers' needs with the organisation's internal functions and operations.
- Turns teaching on its head: each participant builds their own personal learning pathway with their team.
- Works on real problems, of a real organisation, set in real scenarios.
- Rewards the best project by refunding 50% of the cost of the course to participants, 3.200 euros + IVA (if applicable).

Who with

No gurus, just expert guides, there when you need them (from The HCD School Manifesto)

Each member will be in direct contact with the tutor who organizes the activities of each teacher.

The teams will be created with the aim of creating groups functional to the project: collaboration will be facilitated by the tools made available to each individual team.

More details on the technical and operational aspects will be provided before the start of the training activities.

The HCD School is coordinated by Maria Cristina Lavazza

Maria Cristina Lavazza (HCD strategist)

Mantras: Life is about the people you meet and the things you create with them

Stefano Dominici (HCD strategist)

Mantras: People pass by, the things they have done are the ones that remain, that speak for them

Paolo Lorini (Product strategist)

Mantras: Good Design is Good Business

Vincenzo Di Maria (Service designer)

Mantras: Be ready to change

Nicola Bonora (Content designer)

Mantras: What's past is prologue

Nima Gazestani (Technology expert)

Mantras: Make things, not slides

Francesca Pannuti (Brand designer)

Mantras: If you can dream it you can do it

Flavia Rubino (Strategic marketing designer)

Mantras: Things never go as planned, but to get them started you need a plan

Who for

No expertise required, just a beginner's mindset (from The HCD School Manifesto)

The HCD School is intended for heads of communications, marketing managers, product and business managers, and all roles that create connections between the organisation and the market.

To enrich and expand their vertical skills towards a mindset and a vision of the company or administration as a connected, fluid, happy whole, in which people design and create thinking about the people they will choose and buy.

The value is in simpler processes and systems, discovery of unexpected resources, a new voice to speak to the market.

How

No mission, just sleeves rolled up

(from The HCD School Manifesto)

Only 12 participants, divided into 4 teams, alternate online training with teachers with field activities.

Each team has its own goal, its own project to bring up. 6 months, over 144 hours of activity together with the group, the teachers and the client company. Choosing strategy, tools, methods from time to time. Even making mistakes and taking the course again.

Comparing with the organization on strategic decisions and deliveries, with suppliers for the resources to be put in place, with end customers especially in the initial research phase.

A jury of teachers will evaluate the best project in terms of strategy, processes, collaboration and ideas.

Program

Module 1

Module 2

Opening and presentation of the challenge

4 hours

The first module introduces the design path, the individual projects to be tackled, the topics will be detailed, and the experts presented. In this first meeting, the participants will interact to form work teams.

Skills you will gain: to guide you along the way, learn about teachers and topics, team up with your team members.

Who with: Maria Cristina Lavazza, Stefano Dominici

Identify the challenge and strategy

14 hours

The second module is dedicated to problem setting, to the identification of the challenges to be faced in each individual project, from the operational involvement of the stakeholders in the collection of needs and expectations, up to the analysis of the challenge and the obstacles to be faced.

Skills you will gain: to scan a project, identify and classify the problems to be solved, involve clients in the shared definition of objectives, plan and facilitate remote and face-to-face collaborative sessions.

Who with: Maria Cristina Lavazza, Stefano Dominici

Module 3

Involving users

10 hours

The third module provides an immersion in research techniques with the users of the service: from strategy to practice, where participants will experience the collection of information. The final part of the module is dedicated to organizing the research results for the purposes of the project.

Skills you will gain: to design the most suitable research activity for the project, developing a recruiting plan, planning checklists, materials and tools to go into the field, conducting interviews, managing people during the research, collecting the results.

Who with: Maria Cristina Lavazza, Stefano Dominici

Map and communicate research results

16 hours

The fourth module is dedicated to the transformation of results into actionable tools such as personas, scenarios and maps, from data to the semantic and visual representation of specific information.

Skills you will gain: to organize and classify research results, create empathy maps, personas and scenarios, develop ecosystem, touchpoints, customer and opportunity maps, design collaborative sessions for the shared development of all tools.

Who with: Maria Cristina Lavazza, Stefano Dominici

Module 4

Module 5

Module 6

Learn more about specific topics

48 hours

The fifth module deals with specific aspects of each project. Experts from different fields will accompany the participants in vertical insights related to product, service, content, brand, technological and on life design. Plenary sessions will alternate with specific coaching at the request of the team: coaching by the teacher dedicated to the single design challenge.

Skills you will gain: to refine the ability to analyze individual aspects of a project, identify opportunities and critical issues for further study, understand when and what needs to be enriched and supported by vertical expertise.

Who with: Paolo Lorini, Vincenzo Di Maria, Nicola Bonora, Nima Gazestani, Francesca Pannuti, Flavia Rubino

Development of design solutions

14 hours

The sixth module accompanies the participants in the exploration and synthesis of the most effective ideas for the assigned project. Each team is guided in the development and systemisation of what is produced, verified and validated together with the experts.

Skills you will gain: to identify and refine the solutions that have emerged to convey them in the construction of the final project. To interact with the experts in the communication and the synthesis of the results. To build effective and engaging reports and documentation.

Who with: Maria Cristina Lavazza, Stefano Dominici

Module 7

Module 8

Evaluation of ideas

14 hours

The seventh module is dedicated to the presentation of the project. Part of the session will be aimed at effective communication of information and part at representing the design process of each individual team.

Skills you will gain: to present and share the work carried out through different supports and methods. To develop presentations, posters, infographics, and narratives that capture the viewer's attention.

Who with: Maria Cristina Lavazza, Stefano Dominici

Closing challenges

4 hours

Each group is called to present the elaborated work, at the end of which the project and the winning team of the challenge will be decreed.

Skills you will gain: to manage a project right from the start stand on your feet on the market.

Who with: Maria Cristina Lavazza, Stefano Dominici



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