Human-Centered Design

HCD is a process for designing products and services that respond directly to clients' needs. It goes beyond typical market research to learn directly from clients in their own environments and test product ideas with immediate client feedback.

The design process typically involves three steps:

1. Client observation and conversations: designers learn from clients by observing and recording what they do in real life (e.g., watching customers interact with a bank teller).
2. Analysis and brainstorming: designers discuss their in-depth observations and brainstorm innovative design concepts, considering all ideas, no matter how unconventional.
3. Prototyping and testing: A few design concepts are translated into simple prototypes that are tested with customers. As more feedback is gathered, the prototype is modified, responding quickly to client input.

HCD requires more resources than typical market research, as designers must spend intensive time observing and talking to clients. However, experience has shown that the process is highly responsive to clients' real lives, and it may lead to products that are better suited to clients' needs.