RA801   **DESIGN FOR PEOPLE : PRINCIPLES AND PRACTICES OF**

HUMAN CENTERED DESIGN   **3-0-0-3**

The need for Designing for People. What is Human Centered Design. Understanding User Experience. Defining UX. Usability heuristics. Types of human error. Designing for human error. Personas, Agile users, users stories, epics and scenarios. Day 1 vs Day 100. Measuring users' demographics, technographics, psychographics. Interviews, field observation, laboratory observation. Working with qualitative data. Communicating user insights to Developers, Planners, QA and Project Managers and Product Managers. Project Managing user-centered research. Blending HCD with Business and Technical goals.

TEXT BOOKS / REFERENCES:

1. Norman D., "The Design of Everyday Things", Basic Books, 2013.
2. Gothelf J. Lean, "UX Applying Lean Principles to Improve User Experience", O'Reilly Media, 2013.
3. Pruitt J. and Adlin T. "The Personas Lifecycle: Keeping People in Mind Throughout Product Design", Morgan Kaufmann: 2006.