



Human-Centered Design

Human-Centered Design Considered Harmful ([Norman, 2008](#))

describe **human-centered** design
describe **activity-centered** design
make an **hcd** one-sheet

one-sheet: a single document that summarizes an idea or process or product...



CleverTap
Startup Program

This program is designed to increase customer acquisition, engagement and retention, and create "smarter apps" with more customized user experiences.

Startups are constantly looking for innovative ways to gain and retain customers, but they're typically last to get big enterprise love

Joining this program will unlock a variety of benefits for startups looking to gain momentum with their apps and users at various points in their growth

***Gain Access to a variety of benefits**

- Unlimited Free push notifications, in-app messages, emails and web notifications for up to 1 Million users every month
- Developer SDK consultation to integrate with CleverTap
- First look into prescriptive in-app campaigns for developers and marketers
- Access to eBooks, webinars and live tutorials that dive deep into mobile marketing best practices, by vertical
- Highlighted startup on the CleverTap TV channel invite-only access to the CleverTap Slack channel

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Increased engagement with over 10 million users per month **dealsplus**

Increased traffic over 50% in just a few months **bookmyshow**

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design brief

Using Adobe Photoshop, create a one-sheet explaining/describing the main principles of human-centered design to non-designers. Export the one-sheet as a PDF and upload it to Canvas.

The one-sheet must make use of one primary image and 2-3 supporting (secondary) images. The one-sheet must somehow take the limitations Norman outlines in his text into account. Source your images from **creativecommons.org** and place the URL for the source image on your one sheet. It can be discrete, but it has to be there. No blur.

benefits

Critical Reading (Don Norman does not simply list the principles or limitations to HCD. You have to read carefully in order to synthesize the whole picture.)

Visual Thinking (You translate the text into images, which means you start thinking about how to represent concepts with images.)

Visual Design (You establish a baseline for students' visual design knowledge and skills. What do they know? What do they need to know?)

Photoshop (You learn whether students are fluent with Photoshop and what they need to know to complete future projects.)



**make strong first drafts. i will
distribute them to designers in
my network. we will get
feedback and iterate.**