



OUR GOAL

To embed a citizen centric approach within the APS to strengthen evidence based policy, program and service design.

WHAT IS HUMAN CENTRED DESIGN?

Human Centred Design (HCD) puts humans at the centre of the process and provides a creative and strategic way to solve problem. This approach helps organisations generate empathy based ideas, test prototypes that take into account the complex behaviours, mental models and needs of the people they are designing for.

The key to HCD is to truly understand the problem, who you are designing for, their environment and how a change might impact their lives.

Taking a citizen centred approach is becoming increasingly necessary within Government. Listening to the community and co-designing solutions with them, ensures that we deliver on the Government's intent, maximising the impact in a way that fits into people's already busy lives.

BIZLAB ACADEMY

BizLab Academy offers a variety of levels of HCD training depending on the role and needs of staff members. If you are developing policies, services or programs, BizLab Academy can teach you tools and techniques to help deliver effective products to the people who need them.

We teach specific HCD techniques and design thinking skills to staff who can use them throughout a project or in their everyday work.

We have several training options ranging from a 90 minute information course for senior leaders, to alumni support programs for the participants of our three day hands-on course.

Dates and registration requirements can be found at <http://bit.ly/bizlab101>.

Department of Industry, Innovation and Science staff should register via PageUp.

BUILDING CAPABILITY

The Academy's goal is to embed a citizen-centric approach into all aspects of our work in the APS. It is designed to equip participants with practical skills that they can take back to their workplace and share with others.

Our most popular HCD 1.01 has alumni program that provides:

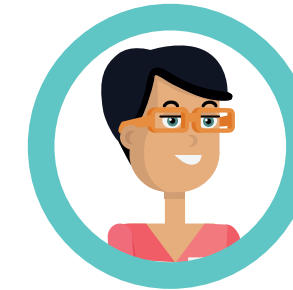
- ongoing mentoring for past participants;
- opportunities for additional training in particular HCD tools; and
- training design practitioners across the APS so they can modify and deliver the training to their own staff.

Contact us:

bizlab@industry.gov.au



BIZLAB ACADEMY



EXEC OVERVIEW

What

- 90-minute overview of Human Centred Design (HCD) principles

Who

- Executive and senior managers only

Outcome

- Understand the language of HCD
- Understand the benefits of an HCD approach
- Actively encourage staff to learn and apply HCD principles and techniques

HCD 1.01

What

- Hands-on training delivered over 3 full-day sessions
- An action-based learning environment focused on HCD tools and techniques

Who

- All DIIS and APS staff

Outcome

- Understand how to apply HCD principles
- Understand how to plan and manage projects using HCD tools and techniques
- Gain additional skills to successfully drive innovation in Government
- Gain an understanding of HCD toolkit to apply in everyday work

ALUMNI

What

- A community of practice for BizLab Academy graduates supported through a GovTeams dedicated discussion and collaboration space

Who

- HCD 1.01 graduates
- HCD 1.01 facilitators

Outcome

- Continue to grow your knowledge and HCD mindset
- Gain confidence in applying HCD
- Make connections with others trained in HCD
- Access to mentors
- Workshop materials

DEEP DIVES

What

- 2-hour facilitated sessions focusing on specific HCD techniques. Modules will include:
 - journey mapping
 - success metrics
 - persona and proto-persona development
 - innovation mash-up
 - problem framing
 - story-telling

Who

- Graduates of HCD 1.01

Outcome

- Build on knowledge gained in HCD 1.01
- Delve deeper into tools used in the HCD process

TRAIN THE TRAINER

What

- Provide experienced designers with tools to deliver BizLab HCD training with their own teams
- Observe and co-facilitate the HCD 1.01 program with BizLab Academy

Who

- Design practitioners and people who have experience in:
 - Human Centred Design
 - Service Design
 - User Centred Design
 - User Experience (UX) Design
 - Customer Experience (CX) Design
 - Design Thinking

Outcome

- Supplied with the full pack of course materials to tailor and delivery in your own agency
- Mentoring opportunities during and after the training

