
Professional Certificate in Introduction to Social Impact Design

Human-Centered Design Process

A/B Testing refers to a method of comparing two versions of a product, service, or design to determine which one performs better, it involves creating two distinct versions and measuring their effectiveness to make data-driven decisions.

Accessibility in the context of Human-Centered Design Process means designing products, services, or environments that are usable by people with diverse abilities, it involves creating inclusive designs that provide equal access to information and opportunities for all users.

Active Listening is a crucial skill in the Human-Centered Design Process, it involves fully engaging with users, understanding their needs and concerns, and responding in a way that shows empathy and understanding.

Affinity Diagramming is a visual tool used to organize and analyze large amounts of data, it involves grouping related ideas and concepts together to identify patterns and themes.

Anthropology is the study of human behavior, culture, and society, it provides valuable insights into user behavior and culture that can inform design decisions.

Assumptions in the Human-Centered Design Process refer to the beliefs or hypotheses that designers make about users, their needs, and behaviors, it is essential to test and validate these assumptions to ensure that designs are effective.

Behavioral Change is a key objective of many social impact design projects, it involves designing interventions that influence user behavior and lead to positive outcomes.

Benchmarking is the process of comparing one's own design or organization to best practices or industry leaders, it helps designers to identify areas for improvement and innovation.

Brainstorming is a collaborative technique used to generate a large number of ideas in a short amount of time, it involves free-thinking and open-mindedness to produce innovative solutions.

Business Model Canvas is a visual tool used to describe and design business models, it involves mapping out key elements such as revenue streams, cost structures, and value propositions.

Capacity Building refers to the process of strengthening the capacity of individuals, organizations, or communities to achieve their goals and objectives.

Card Sorting is a research technique used to understand how users categorize and organize information, it involves asking users to group related items together and identify patterns and themes.

Changemaker is an individual who strives to create positive change in the world, they are often passionate about social causes and determined to make a difference.

Circumstance Mapping is a visual tool used to map out the context and circumstances surrounding a particular problem or opportunity.

Co-Creation is a collaborative approach to design that involves users and stakeholders in the design process, it helps to ensure that designs are relevant and effective.

Co-Design is a collaborative approach to design that involves users and stakeholders in the design process, it helps to ensure that designs are inclusive and user-centered.

Cognitive Biases refer to the systematic errors or distortions in thinking and decision-making, designers

should be aware of these biases to make more informed decisions.

Cognitive Mapping is a visual tool used to map out thoughts and concepts, it helps designers to organize and analyze complex information.

Collaboration is a key aspect of the Human-Centered Design Process, it involves working together with stakeholders and users to achieve a common goal.

Communication Plan is a document that outlines how designers will communicate with stakeholders and users throughout the design process.

Community Engagement refers to the process of building and sustaining relationships with communities and stakeholders, it is essential for effective social impact design.

Community-Led Design is an approach to design that empowers communities to take the lead in designing solutions to their own problems.

Concept Mapping is a visual tool used to map out concepts and ideas, it helps designers to organize and analyze complex information.

Contextual Inquiry is a research technique used to understand users in the context of their daily lives, it involves observing and interviewing users in their natural environments.

Co-Production is a collaborative approach to design that involves users and stakeholders in the design and delivery of services.

Creative Problem Solving is a process that involves generating and evaluating ideas to solve complex problems, it involves thinking outside the box and considering novel solutions.

Cross-Cultural Design is an approach to design that takes into account the cultural context and nuances of different communities, it involves designing solutions that are inclusive and respectful of cultural differences.

Crowdsourcing is a method of gathering ideas or solutions from a large group of people, often through online platforms.

Customer Journey Mapping is a visual tool used to map out the experience of users as they interact with a product, service, or organization.

Data Analysis is the process of examining and interpreting data to identify patterns, trends, and insights, it involves using statistical methods and tools to make sense of complex data.

Data Visualization is the process of representing data in a visual format, such as charts, graphs, or maps, to help communicate insights and findings.

Decolonizing Design is an approach to design that challenges dominant Western paradigms and power structures, it involves designing solutions that are inclusive and respectful of diverse cultures and perspectives.

Design Brief is a document that outlines the objectives, scope, and deliverables of a design project, it helps to ensure that designers and stakeholders are on the same page.

Design for Social Impact is an approach to design that focuses on creating solutions that have a positive impact on society, it involves designing products, services, and experiences that address social challenges.

Design Justice is an approach to design that prioritizes social justice and equity, it involves designing solutions that are inclusive and respectful of diverse cultures and perspectives.

Design Research is a method of investigating users and their needs, it involves gathering and analyzing data to inform design decisions.

Design Thinking is a problem-solving approach that involves empathy, ideation, prototyping, and testing, it

is a key component of the Human-Centered Design Process.

Disaster Response is the process of responding to and recovering from natural or human-made disasters, it involves designing solutions that are resilient and effective in emergency situations.

Diversity, Equity, and Inclusion are essential principles of the Human-Centered Design Process, they involve designing solutions that are inclusive and respectful of diverse cultures and perspectives.

Ecological Design is an approach to design that prioritizes environmental sustainability and stewardship, it involves designing solutions that are regenerative and resilient.

Ecosystem Mapping is a visual tool used to map out the relationships and interactions within a complex system, it helps designers to understand and analyze complex ecosystems.

Emotional Intelligence is the ability to recognize and understand emotions in oneself and others, it is an essential skill for designers to empathize with users and stakeholders.

Empathy is the ability to understand and share the feelings of others, it is a key component of the Human-Centered Design Process.

Empathy Mapping is a visual tool used to map out the emotions and experiences of users, it helps designers to understand and empathize with users.

Environmental Sustainability is the ability to maintain or a process without depleting natural resources, it involves designing solutions that are regenerative and resilient.

Evaluation is the process of assessing and judging the effectiveness of a design solution, it involves gathering and analyzing data to inform design decisions.

Evidence-Based Design is an approach to design that involves using data and evidence to inform design decisions, it helps designers to create solutions that are effective and impactful.

Experiential Design is an approach to design that focuses on creating immersive and engaging experiences for users, it involves designing solutions that are interactive and dynamic.

Facilitation is the process of guiding and supporting groups or teams to achieve a common goal, it involves creating a safe and inclusive environment for collaboration and co-creation.

Feedback Loop is a process of gathering and incorporating feedback from users and stakeholders, it helps designers to refine and improve their designs.

Futures Thinking is an approach to design that involves imagining and envisioning potential futures, it helps designers to create solutions that are forward-thinking and innovative.

Game Design is the process of creating and developing games that are engaging and interactive, it involves designing solutions that are fun and challenging.

Generative Design is an approach to design that involves using algorithms and artificial intelligence to generate designs, it helps designers to create solutions that are innovative and optimized.

Global Health is a field of study that focuses on improving health outcomes and reducing health disparities around the world, it involves designing solutions that are culturally sensitive and effective.

Graphic Design is the process of communicating and visualizing ideas through visual elements such as typography, color, and imagery.

Human-Centered Design is an approach to design that prioritizes human needs and welfare, it involves designing solutions that are intuitive and user-friendly.

Impact Evaluation is the process of assessing and judging the impact of a design solution, it involves gathering and analyzing data to inform design decisions.

Inclusive Design is an approach to design that prioritizes inclusion and accessibility, it involves designing

solutions that are usable by people with diverse abilities.

Information Architecture is the process of organizing and structuring information to make it accessible and usable, it involves designing solutions that are intuitive and navigable.

Interaction Design is the process of designing and developing interactive systems that are intuitive and user-friendly.

Interviews are a research technique used to gather in-depth information from users and stakeholders, they involve asking open-ended questions to gather rich and detailed information.

Iterative Design is an approach to design that involves refining and improving designs through continuous testing and feedback.

Journey Mapping is a visual tool used to map out the experience of users as they interact with a product, service, or organization.

Knowledge Management is the process of capturing, organizing, and sharing knowledge and information within an organization, it involves designing solutions that are accessible and usable.

Leadership is the process of guiding and inspiring others to achieve a common goal, it involves creating a vision and strategy for a design project or organization.

Lean Startup is an approach to entrepreneurship that involves building and launching products or services quickly and iteratively, it involves designing solutions that are agile and adaptive.

Life Cycle Assessment is a method of evaluating the environmental impacts of a product or service throughout its entire life cycle, it involves designing solutions that are sustainable and resilient.

Low-Fidelity Prototyping is a method of creating rough and low-cost prototypes to test and refine design ideas, it involves using simple materials and techniques to create prototypes.

Mental Models are the cognitive frameworks that people use to understand and interpret the world, designers should be aware of these models to create solutions that are intuitive and user-friendly.

Mind Mapping is a visual tool used to map out ideas and concepts, it helps designers to organize and analyze complex information.

Mixed Methods Research is a research approach that combines qualitative and quantitative methods to gather and analyze data, it involves using multiple methods to gain a comprehensive understanding of a research question.

Mobile Design is the process of designing and developing mobile applications and websites that are intuitive and user-friendly.

Needs Assessment is a process of identifying and prioritizing the needs of users and stakeholders, it involves gathering and analyzing data to inform design decisions.

Network Analysis is a method of studying the relationships and interactions within a complex system, it helps designers to understand and analyze complex networks.

Non-Verbal Communication is the process of conveying and interpreting information through non-verbal cues such as body language and facial expressions.

Open-Source Design is an approach to design that involves sharing and collaborating on design processes and outcomes, it helps designers to create solutions that are inclusive and accessible.

Participatory Action Research is a research approach that involves collaborating with stakeholders and users to identify and address social problems.

Participatory Design is an approach to design that involves users and stakeholders in the design process, it helps designers to create solutions that are inclusive and user-centered.

Personas are fictional characters that represent real users, they help designers to understand and empathize with users.

Placemaking is the process of creating and activating public spaces that are vibrant and inclusive, it involves designing solutions that are contextual and responsive to the needs of users.

Policy Design is the process of designing and developing policies that are effective and inclusive, it involves designing solutions that are responsive to the needs of users and stakeholders.

Porter's Five Forces is a framework used to analyze the competitive environment of an organization, it helps designers to understand and analyze complex systems.

Primary Research is a method of gathering original data through surveys, interviews, and observations, it helps designers to gather rich and detailed information about users and stakeholders.

Problem Definition is the process of identifying and defining a problem or opportunity, it involves gathering and analyzing data to inform design decisions.

Problem Framing is the process of defining and reframing a problem or opportunity, it involves using creative and critical thinking to identify novel solutions.

Project Management is the process of planning, organizing, and controlling resources to achieve a specific goal, it involves designing solutions that are efficient and effective.

Prototyping is the process of creating and testing prototypes to refine and improve design ideas, it involves using iterative and agile methods to create solutions that are user-centered and effective.

Public Policy is the process of designing and developing policies that are effective and inclusive, it involves designing solutions that are responsive to the needs of users and stakeholders.

Qualitative Research is a method of gathering and analyzing non-numerical to gain a deep understanding of a research question, it involves using open-ended questions and observations to gather rich and detailed information.

Quantitative Research is a method of gathering and analyzing numerical to identify patterns and trends, it involves using statistical methods and tools to make sense of complex data.

Rapid Prototyping is a method of creating and testing prototypes quickly and iteratively, it involves using agile and flexible methods to create solutions that are user-centered and effective.

Reframing is the process of defining and redefining a problem or opportunity, it involves using creative and critical thinking to identify novel solutions.

Regulatory Environment is the set of rules and regulations that govern an organization or industry, it involves designing solutions that are compliant and responsive to regulatory requirements.

Resilience is the ability to withstand and recover from challenges and setbacks, it involves designing solutions that are robust and adaptive.

Reverse Brainstorming is a technique used to generate ideas by identifying and solving the opposite of a problem, it involves using creative and critical thinking to identify novel solutions.

Scalability is the ability of a design solution to be replicated and scaled up or down, it involves designing solutions that are flexible and adaptable.

Scenarios are fictional stories that describe possible futures, they help designers to envision and anticipate future challenges and opportunities.

Service Blueprint is a visual tool used to map out the experience of users as they interact with a service or organization, it helps designers to understand and analyze complex systems.

Service Design is the process of designing and developing services that are intuitive and user-friendly, it

involves designing solutions that are responsive to the needs of users and stakeholders.

Social Impact is the effect of a design solution on society, it involves designing solutions that have a positive impact on communities and individuals.

Social Innovation is the process of developing and implementing new solutions to social problems, it involves designing solutions that are novel and effective.

Stakeholder Analysis is the process of identifying and analyzing the interests and needs of stakeholders, it involves designing solutions that are responsive to the needs of users and stakeholders.

Stakeholder Engagement is the process of engaging and involving stakeholders in the design process, it involves designing solutions that are inclusive and user-centered.

Storytelling is the process of creating and sharing stories that are engaging and meaningful, it involves using narrative techniques to communicate ideas and values.

Strategic Design is the process of designing and developing strategies that are aligned with the goals and objectives of an organization, it involves designing solutions that are effective and sustainable.

Sustainability is the ability to maintain or support a process without depleting natural resources, it involves designing solutions that are regenerative and resilient.

Systems Thinking is the process of understanding and analyzing complex systems, it involves designing solutions that are holistic and integrated.

Tactical Design is the process of designing and developing solutions that are practical and effective, it involves designing solutions that are responsive to the needs of users and stakeholders.

Taxonomy is a system of classification and categorization, it helps designers to organize and analyze complex information.

Technical Feasibility is the ability of a design solution to be technically possible, it involves designing solutions that are practical and effective.

Theories of Change are frameworks used to describe and analyze how a design solution will achieve its goals and objectives, they help designers to understand and evaluate the impact of their designs.

Transdisciplinary Design is an approach to design that involves collaborating with multiple disciplines and stakeholders to create solutions that are holistic and integrated.

Usability is the ability of a design solution to be easy to use and understand, it involves designing solutions that are intuitive and user-friendly.

User Experience is the experience of a user as they interact with a product, service, or organization, it involves designing solutions that are responsive to the needs of users and stakeholders.

User Research is the process of gathering and analyzing data about users to inform design decisions, it involves using qualitative and quantitative methods to gain a deep understanding of users.

Value Chain is a series of activities that create value for users and stakeholders, it involves designing solutions that are responsive to the needs of users and stakeholders.

Value Proposition is a statement that describes the value of a design solution, it involves designing solutions that are unique and compelling.

Visualization is the process of representing data or information in a visual format, it helps designers to communicate and share insights and findings with others.

Wicked Problems are complex and intractable problems that are difficult to solve, they involve designing solutions that are novel and effective.

Workshop Facilitation is the process of guiding and supporting groups or teams to achieve a common goal,

it involves creating a safe and inclusive environment for collaboration and co-creation.