



भारतीय प्रबन्धन संस्थान राँची
Indian Institute of Management Ranchi

FACULTY DEVELOPMENT PROGRAMME

ON
INTRODUCTION TO HUMAN-CENTERED
DESIGN METHODS

AT NATIONAL INSTITUTE OF MICRO SMALL AND
MEDIUM ENTERPRISES, HYDERABAD
(A SATELLITE CAMPUS OF IIM RANCHI)



Last Date to
Register :
November 02,
2023

Date of FDP: From November 04th to November 05th, 2023

Timing: From 10am to 5pm

Mode: Offline

ABOUT THIS FDP

FDP

The human-centered design approach provides the most efficient and effective way to understand humans – consumers or employees. This course will introduce academicians and researchers involved in industry-based teaching, research, and consultancy to the new age human-centered design research methods such as ethnography, netnography, persona-based walkthroughs, and journey mapping. This highly experiential FDP will teach participants how to solve a real-life business question via observation and journey-mapping research. You will learn how to set up a human-centered research project; collect, analyze, and tell a story around deep data; and build influence and alignment around your recommendations. This FDP uses a combination of lectures, case studies, and in-class exercises to prepare participants for studying human-centered research projects.

OBJECTIVES

FDP

- To introduce human-centered design methodology and its applicability for studying human behaviour to the participants.
- To demonstrate, using examples, how research questions are formulated using human-centered design methods.
- To provide hands-on experience for students in deep data analysis, primarily based on human-centered methods.
- To help the participants identify the potential of using various human-centered design methods in designing their research and in analyzing the data they collect as part of the research.

INTENDED AUDIENCE

FDP

This FDP is helpful to:

- Audiences from the academic community, such as professors, research assistants, academic associates, and doctoral students interested in learning new methods to study human behaviour, especially working in the domain of management, psychology, and humanities.
- Trainers from the industry interested in enhancing their knowledge and skill, incorporating newer approaches to organization, motivation, and communication in their program.

- Registration link: Interested participants can register for FDP by the following link:
<https://docs.google.com/forms/d/e/1FAIpQLSfZ5a9-0XEEeYIIQC9TRzAUD4JbNaYPUbLO2cDenWGEOg54Rg/viewform>
- Registration Fees: Rs 12,000 + 18% GST charges per participant for the two day programme.
Payment Link: <https://www.onlinesbi.sbi/sbicollect/icollecthome.htm?saralID=-997825186>
- Boarding and Lodging will be charged extra as per actuals.

ACCOMMODATION: The programme will be organized in NIMSME campus, Yusufguda, Hyderabad. Food and Lodging will be charged as per actual and will be paid directly to Ni-MSME.

ABOUT THE SPEAKER

Shilpi Saxena is an Assistant Professor of Marketing at IIM Ranchi. Shilpi Saxena received her PhD in Marketing from IIT Madras. She was awarded the Erasmus Mundus Scholarship for Doctoral Program in Europe during her PhD. Her current research interests include human-centered research design, AI-empowered Customer Service, Product Return Service Quality, and Service Design Thinking. Her research has been published in top-tier service marketing journals such as the Journal of Service Theory and Practice and The Service Industries Journal. Her research work has also appeared in leading marketing conferences, including American Marketing Association (USA), SERVSIG (Australia), NATCOD (Europe), NASMEI and AIM-AMA (India).