



HUMAN-CENTERED DESIGN

Thought Leader | Trusted Partner | Transformation Agent

Our Human-Centered Design Center of Excellence allows us to deliver compelling digital experiences with real-time analytics to measure and track performance.



Human-Centered Design (HCD) is a holistic approach to problem solving and product development that involves people throughout the entire development process. This process is focused on gaining a deep understanding of the people that use your product, service or digital experience through interviews and observational research to understand what is working, what is not working and to identify opportunities to improve the experience.

C-HIT has an iterative Human-Centered Design methodology to partner with our customers to develop interactive mobile, computer, and cloud based digital experiences. This is a visual representation of our Human-Centered Design methodology, where we continuously evolve and refine our process to meet the evolving needs of people, technology and our partners.



PLANNING: C-HIT's Human-Centered Design team partners with clients to initiate the process through our planning phase where we evaluate existing customer research, then find the best research methodology to identify user needs.

DISCOVER: The C-HIT team immerses themselves in the end user journey to develop a research plan. We work with you to understand the needs of your customers, users and stakeholders. We use these insights to inform our cross-functional software development teams as they are creating concepts of your software experience.

SYNTHESIZE: We analyze and use stakeholder and user research to inform an end to end holistic journey map that documents each touchpoint along the experience. The journey map will help our teams collaborate to understand how to tailor and personalize the digital experience to generate the desired behaviors and drive the right results.

CO-CREATE: C-HIT has a purpose-built space to facilitate co-creation and idea sessions with customer and users at our headquarters in Columbia, Maryland. We bring our cross functional team to collaborate with your team using user needs and insights to inform digital experience solutions

DESIGN: We filter and prioritize ideas from co-creation to inform details specifications and designs, sometimes called prototypes. The design process is iterative allowing for feedback to refine the design solutions.

LAUNCH: We work with customers to implement the products or services. During this stage, we build and test minimum viable products with customers and users to confirm we have the right solutions.

HUMAN-CENTERED DESIGN TOOLS

Opportunity framing

Journey Map

Stakeholder Map

User research

User needs

Jobs to be done

Competitive Landscape

Emerging Technology Map

Virtual, real-time co-creation using Mural

Concepts

Wireframes

User stories

Sketches

UX flow

Design requirements

MVP Designs

IMPROVING CUSTOMER EXPERIENCE

C-HIT's Human-Centered Design approach will help your team discover and address what is important to users then design and deliver compelling digital experiences with real time analytics to measure and track performance.

ENGAGE WITH US

For more information about C-HIT and our HCD capabilities:

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