

A group of people are gathered around a table, engaged in a collaborative meeting. One person is pointing at a laptop screen displaying a dashboard with various charts and graphs. Another person is holding a pen over a piece of paper with handwritten notes. The scene is dimly lit, focusing on the participants and their work.

HUMAN CENTERED DESIGN

HYPER ISLAND

IBF The Institute of
Banking & Finance
Singapore

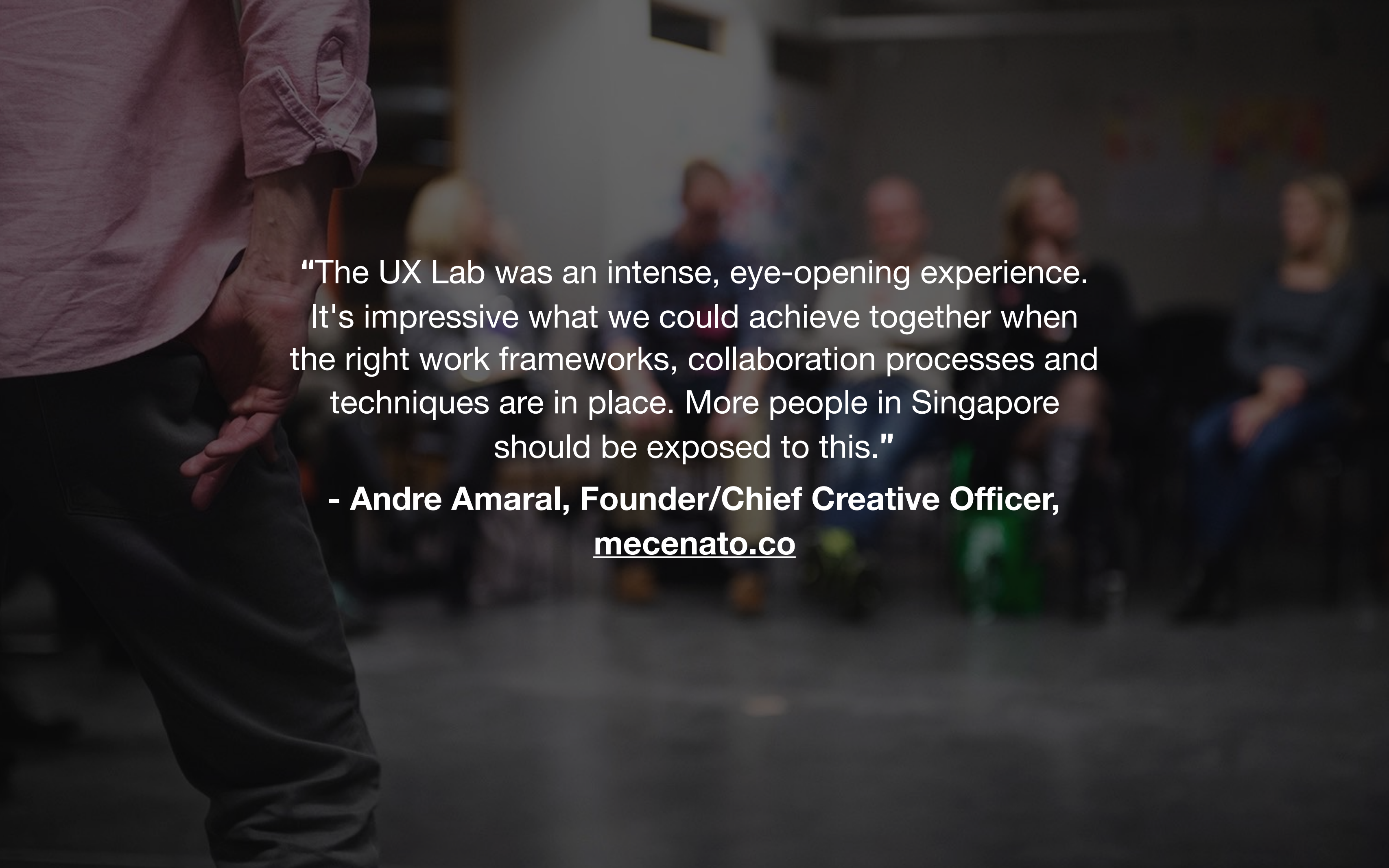
This programme has been accredited by
The Institute of Banking and Finance (IBF)
under the IBF Standards.

Hyper Island believes in lifelong learning and designing learning experiences for your needs. We empower individuals and organisations to learn, adapt and lead in a world of constant change. We are a creative business school with consulting services.



Hello!

I'm Paviter Singh, Partnership Manager at Hyper Island in Singapore. I head up our Labs and will be happy to answer any questions which you may have via email or over a coffee.



"The UX Lab was an intense, eye-opening experience. It's impressive what we could achieve together when the right work frameworks, collaboration processes and techniques are in place. More people in Singapore should be exposed to this."

- **Andre Amaral, Founder/Chief Creative Officer,**
mecenato.co

COURSE TIMELINE

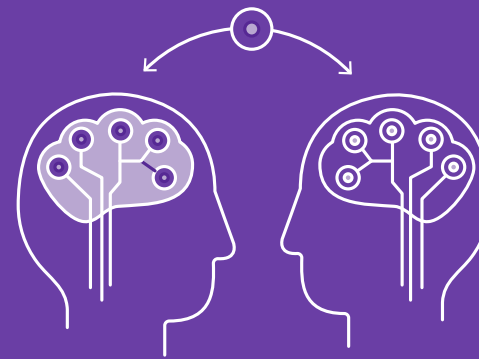
You will attend a 3 day workshop with both preparatory work and a post course assignment. The assignment will be designed to allow you to demonstrate that you have been able to apply your learnings back at work. The focus will be on practical exploration of tools and ideas and application back to your own organisation.

You will be supported by the SmartUp mobile app with stimulus content, reading materials and quizzes to help them prepare for the course and continue their learning afterwards.



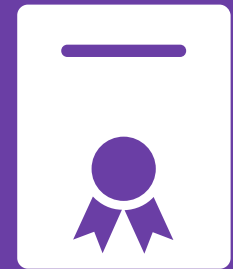
GET READY

One week before the course starts you'll be given preparatory work and readings as stimulus.



ATTEND THE LAB

Throughout the 3-days you will have plenty of discussions with your peers, this is where a lot of the learnings happen.



RECEIVE YOUR CERTIFICATE

Complete the assignment given to you within 2 weeks and receive your certificate of completion

WHAT TO EXPECT

DAY 1:

Big Picture UX & The Fundamentals of Design Thinking in Practice

- Describe how UX thinking provides business benefits
- Explore human centered design thinking and customer journey mapping to generate insights
- Discuss the impact of UX thinking on their marketing and advertising campaigns
- Understand emerging and established technologies for creating experiences
- Design for multi-platform experiences

DAY 2:

Turning Observations into insights, Psychology of UX, Rapid Iteration and Prototyping

- Use scenarios and storyboarding to craft and develop the user experience
- Design your Solution
- Test it on Users
- Tweak the Design
- Study existing customer journey, determine good/bad user experience
- Developing customer interview techniques through Jobs-To-Be-Done
- Embark on idea generation, selection and development
- Understand behavioural psychology

DAY 3:

Bringing It Home, Future Planning Workshop

- Extend experiences into the physical world
- Measure user experience: tools, analytics and heat maps
- Discuss and identify key learnings and insights from the Lab;
- Discuss opportunities for implementation and application of these learnings, including how to engage colleagues in these ideas (pass-it-on)

HOW TO QUALIFY FOR IBF FUNDING

This course is accredited by the Institute of Banking & Finance Singapore (IBF). To qualify for funding, you would need to fit following criteria:

- Singaporean/PR
- If you are less than 40 years of age, you qualify for 70% funding off the course fee
- If you are 40 years of age or more, you qualify for 90% funding off the course fee

Along with either of these criteria:

1) Company-Sponsored Participants

- Working in a Financial Institution

2) Non-Company Sponsored Participants

- Working in an organisation based in Singapore

For full details on claim submission process, please visit the IBF website [here](#).

QUESTIONS?

If you have any questions regarding IBF Funding for this course, please contact our Partnership Manager, Paviter Singh, for more details:

Email: paviter.singh@hyperisland.com

Phone: +65 9299 1544



COURSE FEE WITH IBF FUNDING

S\$874.73 w/GST (with 70% funding)

S\$291.58 w/GST (with 90% funding)

FULL COURSE FEES

S\$2,915.75 w/GST (S\$2,725)



SAY HELLO

For more information and to meet us, contact our Partnership Manager, Paviter Singh.

Email: paviter.singh@hyperisland.com

Phone: +65 9299 1544

Visit us: 991B Alexandra Road #03-08/11 Singapore 119970

THANK YOU

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