

Accessible by Design Online Learning / Human-Centered Design

Lesson Overview:

1. Definition
2. Process
3. Implementation
4. Case Study
5. Next Steps

**HUMAN-CENTERED
DESIGN**



Definition

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DESIGN

01

Human-Centered Design (HCD)

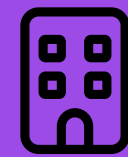
“... is a creative approach to problem-solving that starts with the people you’re designing for and ends with new solutions that are tailor-made to suit their needs.”

— IDEO.org



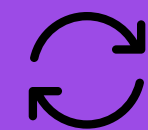
EMPATHY

Deep understanding of learners’ experiences, emotions, and goals.



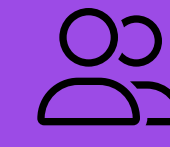
CONTEXT

Design is shaped by real environments and lived experiences.



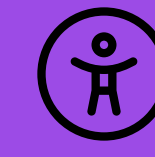
ITERATION

Refining solutions through repeated testing and feedback.



CO-DESIGN

Involving real learners in generating ideas and validating solutions.



ACCESSIBILITY

Designing for diverse learner needs from the start.

Process

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02

Iterative Design Process



DISCOVER

Engage with learners to uncover insights and needs.



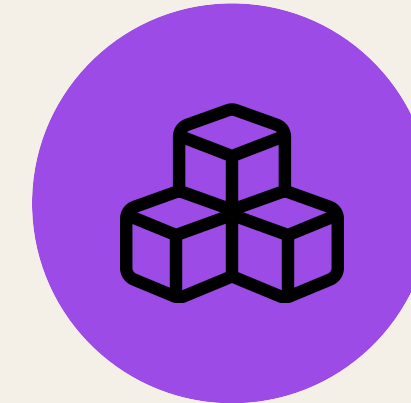
DEFINE

Identify learner pain points and reframe challenges.



IDEATE

Brainstorm a wide range of ideas with the learner in mind.



PROTOTYPE

Build rough versions of solutions quickly and cheaply.



TEST

Gather feedback from learners and revise.

Implementation

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03



HOW TO APPLY

- Start with a learner persona to understand needs and goals
- Let learner insights guide content format and course pacing
- Use learner language and tone in instructions
- Build feedback loops into the course (e.g., mid-course check-ins)
- Iterate based on real learner behavior or feedback

IMPACT ON LEARNERS

- Increases relevance and engagement
- Reduces frustration and confusion
- Builds trust and confidence in the learning environment

ROI / BUSINESS CASE

- Reduces revisions and support tickets
- Improves retention and satisfaction
- Strengthens alignment with accessibility and inclusivity goals

Case Study

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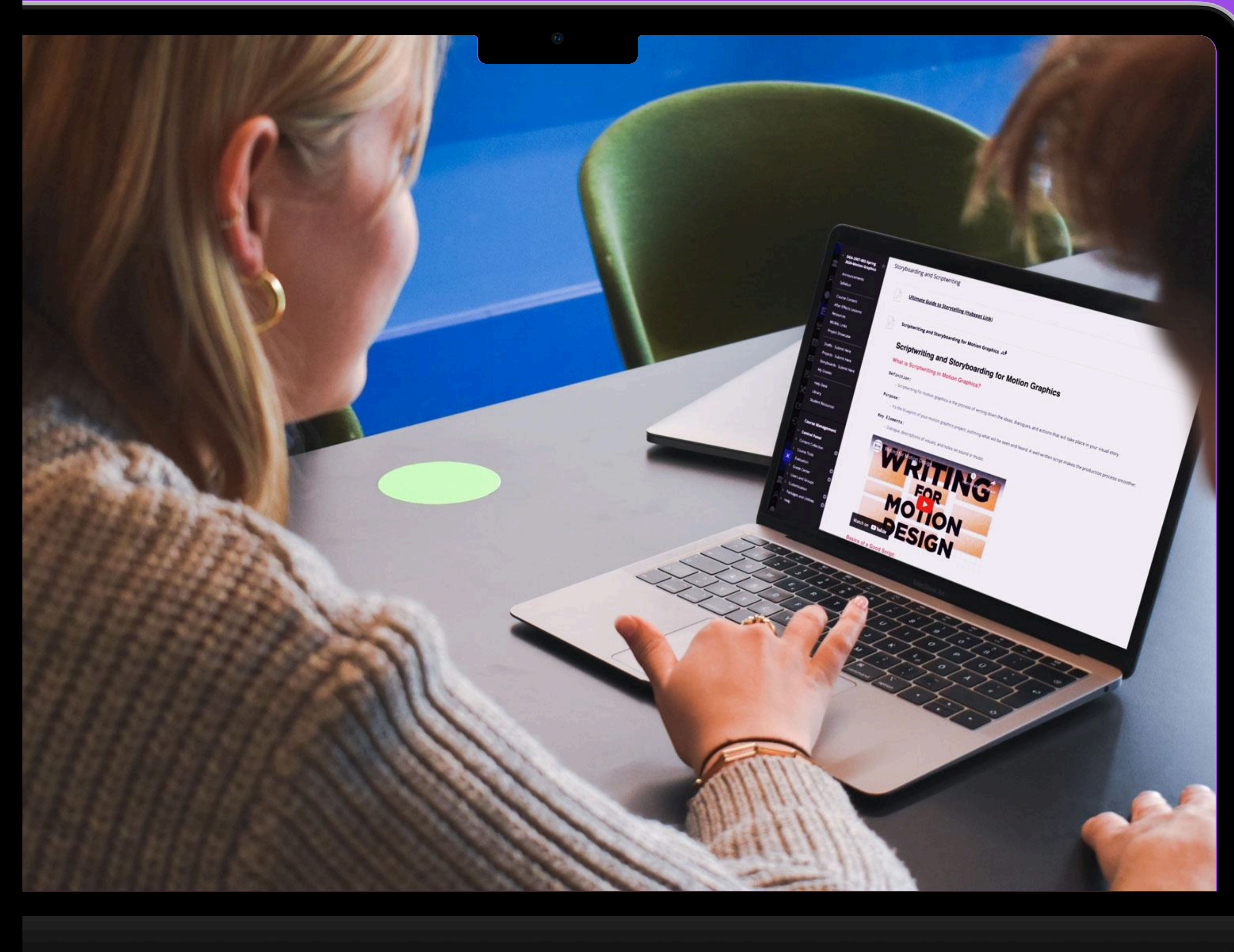
04

CT State Tunxis Motion Graphics Course

[VIEW CASE STUDY →](#)

LEARNER RESEARCH

- Asked students for feedback during class to guide design decisions
- Adjusted pacing and tools based on real-time student needs
- Gave flexible assignment formats (video, slides, or written)
- Reorganized lessons after noticing confusion or drop-off
- Collected mid-course feedback to make ongoing improvements



Next Steps

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05



Who are your potential learners and what specific needs might they have?

Identify 2–3 characteristics that will influence how you design your course.