

IBF Standards: Checklist Submission

Industry Segment	Future-Enabled Skills
Job Specialisation	Human Centered Design
Proposed Objective Statement	Understand how to design products and services from a customer perspective

Competency Unit	1	Human Centered Design
Performance Criteria		
1.1	Describe how Human Centered Design provides business benefits	
1.2	Understand the importance of creative behaviour	
1.3	Understand Human Centered Design Process (e.g. design thinking, user experience, innovation)	
1.4	Understand how Human Centered Design generate insights (e.g. customer ethnography, customer journey mapping, research etc.)	
1.5	Apply idea generation, selection and development (e.g. wireframe, prototype, brainstorm etc.)	
1.6	Apply usability test techniques	