

HUMAN-CENTERED DESIGN



Being human-centered means designing and building empathetic experiences on a foundation of deep understanding.

We're endlessly curious about the experiences of real people, and we're passionate about learning their stories so we can craft better products and solutions.

Human-centered design translates stories into actionable opportunities. RSM's human-centered design team is a driven, talented group of researchers, designers, strategists, analysts and software engineers who collaborate to deliver better business outcomes and optimize results. Our tailored framework of research and co-creation allows us to develop customized solutions that center around human experience.

Great experiences can't be built without a deep understanding of the people and behaviors they serve. Our unique approach to human-centered design goes beyond conventional market research and data-driven approaches to uncover the "whys" that drive human experience. Our methodology allows us to connect the dots between research, data, emotional engagement and lived experience to drive innovation and create new realities.

At RSM, our human-centered design practice focuses on design to create a more habitable, just and equitable world. We build opportunities for impact that can be brought to life today to create ethical, sustainable global change in the future. We serve to turn human moments into cultural movements that alter how we experience the world around us.

An iterative approach

Our focus is to meet you where you are today to help you strategically redefine your future and achieve an unparalleled experience.

Discover

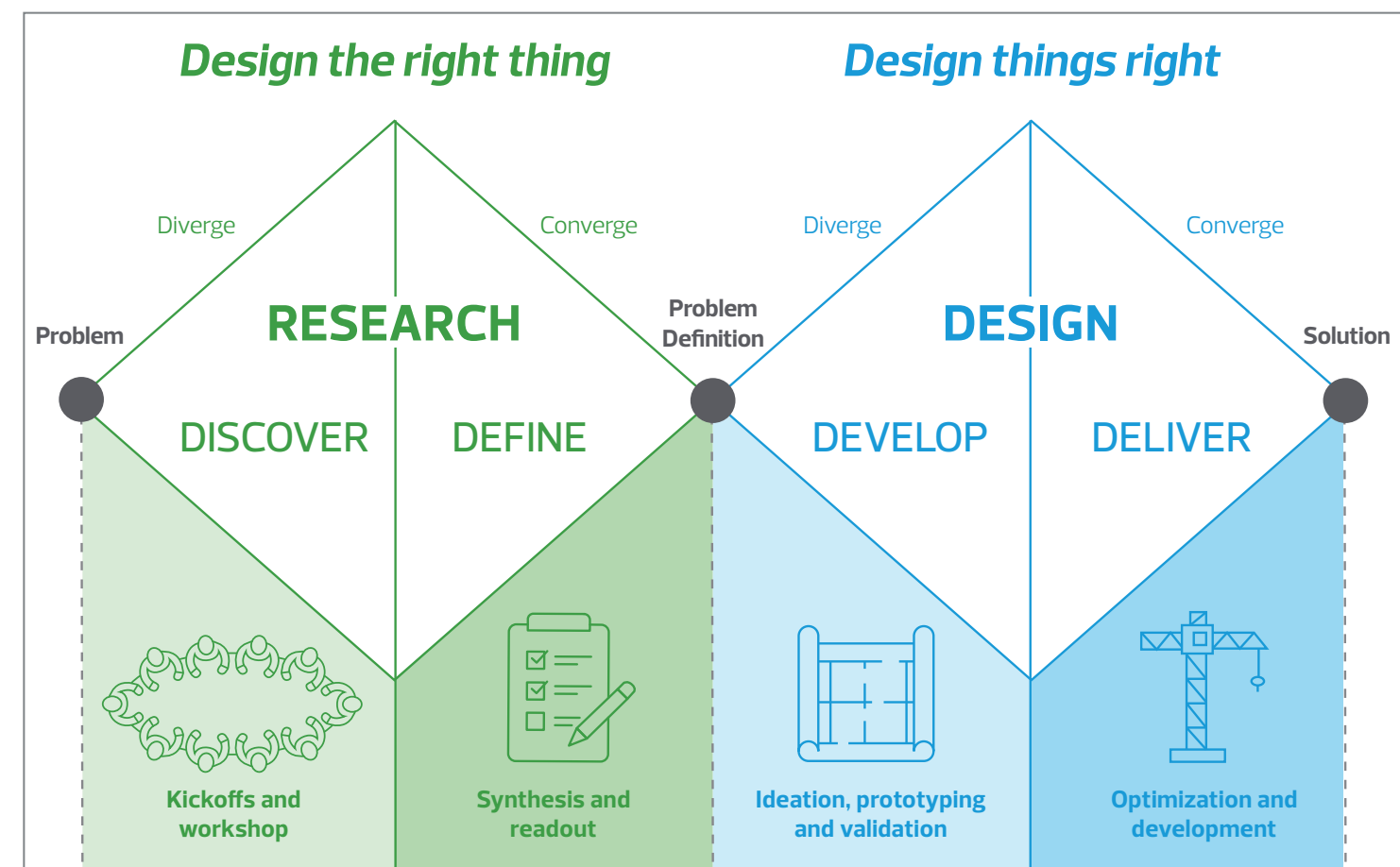
Throughout the discovery process, we gather critical information and insight. Within each cycle of the discovery process, we customize and iterate on a plan that gets to the heart of what we need to uncover. Being agile and iterative is paramount to our success, as each new insight illuminates the path ahead.

Define and develop

Design is not simply the act of creating visual compositions; it stems from envisioning both what the future should look like, and why. Answering the "why" from a well-supported rationale that is informed by audiences is how we develop flexible, actionable and valuable experiences. Design requires contextual research and market analysis to explore the unique needs and goals of the target audience. Through ideation and validation, we can define opportunities and develop solutions that align with your business and technology goals.

Deliver

Delivering solutions that are feasible, viable and desirable is critical to gaining buy-in and adoption from stakeholders. We use methods like usability testing and qualitative feedback to get closer to an audience's true motivations and emotions than ever before.

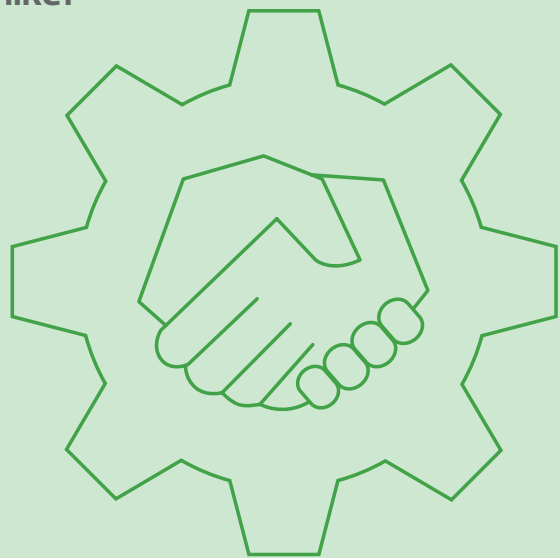


Benefits of human-centered design

- > **Human-centered design uncovers many opportunities for growth, rather than a single solution.** Taking an agile, iterative approach to design and development enables our team to align opportunities with your business goals. We quickly build, test and deploy multiple solutions—applying design research methodologies to further our insight every step of the way.
- > **There is no one right way to start.** No matter where you are in your business evolution, RSM's human-centered design practice can help your organization create radically relevant solutions focused on the people you serve.
- > **We design for today with our eye on potential futures, building solutions for both immediate and long-term success.** We're realists who design, prototype, test and ideate solutions that center around the voice of the end user in everything we create.

What does an HCD project look like?

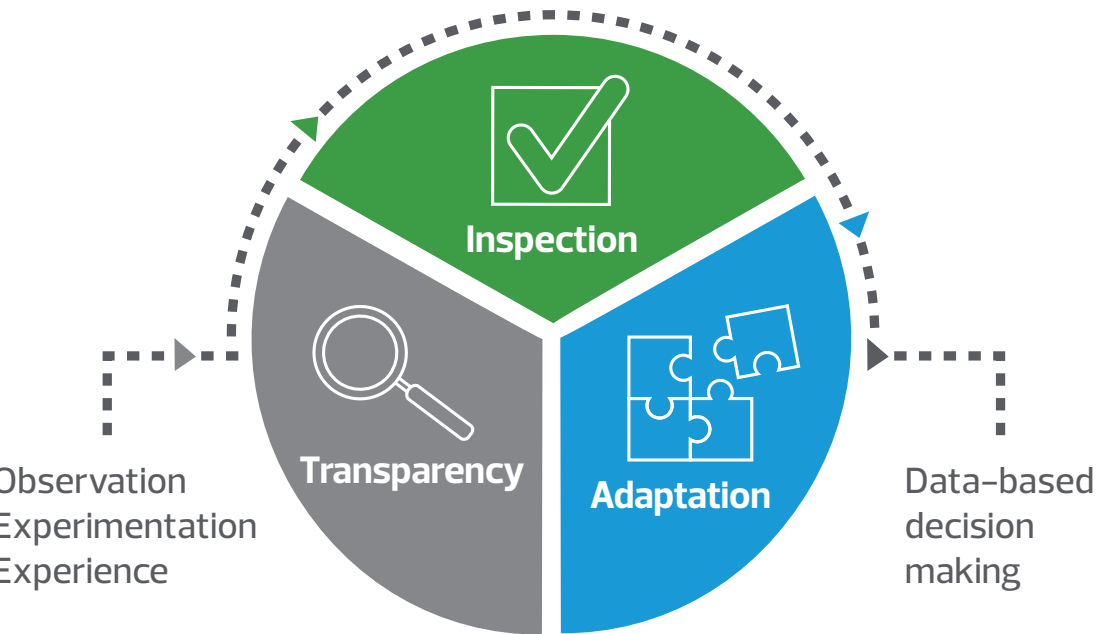
- > Designing physical and digital experiences that exceed user expectations and increase engagement
- > Building brands defined by human truth
- > Developing marketing campaigns backed by data, audience insight and emotional connections
- > Architecting technology to meet current and future business needs
- > Transforming organizational processes and technology through a people-first lens
- > Accelerating innovation and delivering strategic road maps informed by organizational dynamics



Our way of working

- > Act as one team with common goals; we insist on cooperation and collaboration
- > Focus on outcomes over deliverables, people over process, and action over analysis paralysis
- > Value multiple mindsets that challenge the status quo, eliminate groupthink and design for today with an eye on tomorrow's challenges
- > Work in distinct but connected phases, with each building upon the last and increasing the value and usability of the experience
- > Utilize small, nimble teams that get results sooner with total transparency

Solution evolves as knowledge is gained



We leverage an agile approach to development and strongly believe in empirical process control.

Transparency: We all know what's going on.

Inspection: We check our work as we go.

Adaptation: We embrace change.

Services

STRATEGIC TRANSFORMATION

- > Strategic planning, alignment and prioritization
- > Future-state visioning
- > Service design blueprinting
- > Digital transformation
- > Business modeling
- > Systems mapping
- > Innovation workshops

EXPERIENCE DESIGN

- > Digital product design and build
- > Application development
- > Website design
- > SEO and analytics
- > User interface and digital experience
- > Physical experience design

BRAND AND MARKETING

- > Content strategy and copywriting
- > Marketing strategy
- > Campaign execution
- > Brand strategy
- > Visual identity
- > Design on demand
- > Digital production
- > Agency of record