Humanising IT Foundation - Including Exam

Duration: 1 Day Course Code: GK992924 Delivery Method: Company Event

Overview:

Humanizing IT™ is a groundbreaking approach that integrates human-centered design into IT service management . It focuses on improving the way IT services are designed, delivered, and experienced by ensuring they are intuitive, efficient, and aligned with real user needs. By bridging the gap between traditional process-driven IT frameworks and user experience, Humanizing IT™ transforms IT service management into a people-first discipline.
This course is delivered as a one-day instructor-led master-class which includes a self-paced app as prework for the class.
This is not just a theory course. It's a practical, experience-led certification pathway that brings together human-centred design principles and IT service management realities.
Across three modules, you'll:
- Understand what experience really means in the IT context — and why users often feel ignored
- Learn how to see your services through a human lens, using tools like empathy mapping, journey mapping, and stakeholder analysis
- Apply a structured, evidence-based approach to discover, define, and prioritise opportunities for IT improvement
- Explore how ITSM goals like stability, compliance, and security can still support intuitive, inclusive, and effective user experiences

Company Events

These events can be delivered exclusively for your company at our locations or yours, specifically for your delegates and your needs. The Company Events can be tailored or standard course deliveries.

Target Audience:

This full certification is ideal for:
- IT professionals who want to go beyond process and compliance and focus on what users actually experience
- Service desk leaders, business relationship managers, product owners, and digital transformation leaders
- Anyone responsible for improving portals, workflows, support services, or service management processes
- Change-makers who know their IT team is technically strong — but want to be experience-strong

Whether you work in operations, delivery, or design — this course helps you bridge the gap between technical success and human success.

Objectives:

- **By completing the full certification package, you will:**
- Understand the foundations of human-centred design and how it applies to IT service delivery
- Identify and analyse gaps between what IT services promise and what users actually experience
- Use techniques like empathy mapping, stakeholder mapping, service safari, and journey mapping to uncover user needs
- Challenge assumptions and uncover hidden biases that distort how services are built
- Reframe problems using tools like problem statements and "How Might We" questions
- Transition from technical fixes to experience-led improvements that still meet operational and compliance needs
- Confidently participate in (or lead) redesign efforts using the HIT Double Diamond Framework™
- Prepare for and pass the HIT Global Certification Exam
- More than knowledge, you'll walk away with skills, language, and tools that you can bring into your team or organisation immediately — to start making IT more human.

Testing and Certification

Humanizing IT Certification

- The exam is conducted online and consists of multiple-choice questions. To achieve certification, you will need to achieve a minimum of 15 correct answers out of a total of 20 questions.

How Certification Works

This package includes all three required modules and the official certification exam — everything you need to become a certified Humanising IT™ professional.

- No separate purchases required

- Access all content immediately

- Sit your exam when you’re ready

Content:

RUNWAY 1

Foundational Concepts of IT Service Management ; Human-Centred Design

Understand core IT Service Management challenges and why Human-Centred Design is essential in modern IT Service Management.

- WHAT IS HUMANISING IT™?
- The gap between IT Service Management and the user experience
- How Humanising IT™ introduces a Human-Centred Mindset into IT Service Management
- The impact of process-driven IT approaches on service quality and user satisfaction
- WHAT IS HUMAN-CENTRED DESIGN?
- Human-Centred Design principles: Empathy, Context, Iteration, and Problem Framing
- The role of Human-Centred Design in understanding user needs and designing positive user experience
- BRIDGING IT SERVICE MANAGEMENT AND HUMAN-CENTRED DESIGN
- How Humanising IT™ applies Human-Centred Design to IT Service Management
- The difference between customer experience (CX), user experience (UX), and internal user experience (IUX) in IT Service Management
- Preparing for Runway 2, where practical tools and research techniques are introduced
- THE DOUBLE DIAMOND: A STRUCTURED APPROACH TO EXPERIENCE DESIGN AND INNOVATION
- The four phases: Discover, Define, Develop, Deliver
- Problem-solving: Why it is critical in experience design
- RESEARCH TECHNIQUES USED IN HUMAN-CENTRED DESIGN ; APPLIED TO IT SERVICE MANAGEMENT
- Qualitative vs. Quantitative Research: When to use each
- Observation vs. Asking: Gathering user insights beyond IT metrics
- Conceptual Inquiry: Exploring IT service problems beyond surface-level symptoms
- CREATIVITY ; CONFIRMATION BIAS IN IT SERVICE MANAGEMENT
- Divergent vs. Convergent Thinking: How creative problem-solving applies to IT services
- Confirmation Bias: Recognising and overcoming cognitive biases in IT Service

Human-Centred Design: The Double Diamond - Tools ; Techniques

Develop an understanding of the Human-Centred Design Double Diamond Framework. Learn structured research methods, creativity techniques, and problem-framing approaches to uncover real user needs to design user-centred IT services.

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- CREATIVITY ; CONFIRMATION BIAS IN IT SERVICE MANAGEMENT
- Divergent vs. Convergent Thinking: How

The HIT Double Diamond Framework™ (HIT DDF™) ; First Three Activities

Learn and begin applying the HIT DDF™ to IT Service Management by using core activities that bridge experience design with IT Operations.

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Management
- EMPATHY ; EXPERIENCE MAPPING
- Empathy Mapping: Understanding user pain points and perspectives
- Journey Mapping: Identifying key IT Service Management touchpoints and moments that matter
- Personas: Exploring their role in experience design and their application in IT Service Management
- INTRODUCING THE HIT DOUBLE DIAMOND FRAMEWORK™
- What is the HIT DDF™?
- How IT Service Management phases align with HCD's Double Diamond
- Why HIT DDF™ is unique: Extending beyond design to IT operations
- PHASE ALIGNMENT: HOW HIT DDF™ INTEGRATES WITH IT SERVICE MANAGEMENT
- Discover - ITSM Strategy
- Define - ITSM Plan (Design)
- Develop - ITSM Build
- Deliver - ITSM Transition
- Run/Maintain - ITSM Operations ; Support
- WHAT MAKES HIT DDF™ UNIQUE? THE MISSING "RUN/MAINTAIN" PHASE
- Explains how Human-Centred Design typically ends at delivery, missing the IT Operational phase of IT Service Management
- Covers the role of IT Service Management in maintaining services post-deployment, often without having influenced the original design
- Introduces the unique fifth phase of HIT DDF™, which ensures IT services stay reliable, secure, and user-centred over time
- THE FIRST THREE ACTIVITIES OFTHE HIT DDF™
- Recognising the Initial Perceived Problem (RIPP): Identifying how each stakeholder first defines or sees the problem before jumping to solutions
- Assumptions Analysis: Surfacing what users believe to be true—both implicit and explicit—to uncover biases and challenge untested beliefs
- Stakeholder Mapping ; Experience Lens: Mapping who is involved and understanding their role, and how they interact with IT Service Management

ACTIVITIES ; LEARNING EXERCISES FOR RUNWAY 1:

- Identifying blind spots in IT Service Management processes
- Comparing IT Service Management and Human-Centred Design approaches
- Exploring the definition of users and customers in IT services
- Applying problem-framing techniques to IT Service Management

RUNWAY 2

creative problem-solving applies to IT services
- Confirmation Bias: Recognising and overcoming cognitive biases in IT Service Management
- EMPATHY ; EXPERIENCE MAPPING
- Empathy Mapping: Understanding user pain points and perspectives
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ACTIVITIES ; LEARNING EXERCISES FOR RUNWAY 2:

- Observation vs. Asking: A guided exercise where learners classify different research techniques based on real IT

overcoming cognitive biases in IT Service Management
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Service Management scenarios
- Empathy Mapping Activity: Drag and drop predefined user statements into Think, Feel, Say, Do categories
- Divergent vs. Convergent Thinking Sort: Identify whether ideas are exploratory (divergent) or focused (convergent) in a simple sorting task
- Journey Mapping Quiz: Multiple-choice and true/false questions to reinforce the purpose and application of journey mapping in IT Service Management

RUNWAY 3

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- WHAT IS HUMAN-CENTRED DESIGN?
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ACTIVITIES ; LEARNING EXERCISES FOR RUNWAY 3:

- HIT DDF™ Phase Alignment Exercise
- RIPP Activity: Identifying and comparing stakeholder perspectives
- Assumptions Analysis Practice
- Stakeholder Mapping using the Experience Lens Template

Additional Information:

Why It Matters
In most organisations, the phrase “user experience” still doesn’t reach IT.
Even well-run IT services can leave users feeling frustrated, confused, or ignored — because traditional frameworks don’t teach us how to design for experience.
This course changes that.
You’ll learn how to:
- Diagnose why services don’t feel usable, inclusive, or helpful
- Bring evidence, empathy, and insight into service design
- Deliver improvements that are not just efficient — but trusted and valued
Humanising IT™ isn’t about soft skills or feel-good fixes. It’s about embedding experience thinking into the heart of how IT services are built and supported.

Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

training@globalknowledge.com.eg

www.globalknowledge.com/en-eg/

Global Knowledge, 16 Moustafa Refaat St. Block 1137, Sheraton Buildings, Heliopolis, Cairo