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The Institution of Engineers, Malaysia

WEBINAR TALK ON HUMAN CENTERED DESIGN

ORGANISED BY:
PROJECT MANAGEMENT TECHNICAL DIVISION, IEM

BEM APPROVED CPD: 2

REF NO: IEM23/HQ/252/T (w)

SPEAKER:

Assoc Prof. Dr. Abd Rahman Abdul Rahim



13 JUNE 2024, THURSDAY



2.00PM - 4.00PM



REGISTRATION FEE :

IEM STUDENT : FOC

IEM MEMBERS: RM15

NON IEM MEMBERS: RM70



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SYNOPSIS

Human Centred Design focus on designing new products which focus on customer's needs. The company's goal is to find a product that customers want to pay for; only products that customers purchase produce revenue for the business. Customers buy functions that fits their needs. It is based on a philosophy that empowers an individual or team to design products, services, systems, and experiences that address the core needs of those who experience a problem. What distinguishes Human-Centered Design from other problem-solving approaches is its obsessive focus on understanding the perspective of the person who experiences a problem, their needs, and whether the solution that has been designed for them is truly meeting their needs effectively or not. At its most effective, the very people who experience a problem the most are a constant part of the design process and when possible, become part of the design team itself. Not every product will appeal to every customer or client base, so defining the target market for a product is a critical component that must take place early in the product development process.

ABOUT THE COURSE LEADER

Dr. Abd Rahman Abdul Rahim is an Associate Professor at Razak Faculty of Technology and Informatics, UTM Kuala Lumpur. He is also an associate lecturer at Meiji University, Tokyo, Japan. Prior to joining UTM he has worked with two multi-national corporations in the area of manufacturing. He graduated with a B.Sc. in Mechanical Engineering and B.Sc. in Engineering Management from University of Evansville USA in 1988. He obtained his MSc in Manufacturing Systems Engineering from Warwick University in 1991 and his PhD from Universiti Teknologi Malaysia in 2006. He also received a Certificate in Occupational Safety and Health in Manufacturing Industries from Worksafe Western Australia in 1998.

He has conducted training with various multi-national and local companies throughout Malaysia in the area of Operations and Production Management, Occupational Safety and Health, Emergency Response Plan, 5-S and Housekeeping, Project Management, Total Productive Maintenance, Poka Yoke, Quality Improvement, Statistical Process Control, ISO 14000, ISO 9000, HACCP, GMP, Production Planning and Control and Method and Time Study. He is also an invited speaker at Federation of Malaysian Manufacturers (FMM), National Institute of Occupational Safety and Health (NIOSH), Malaysian Institute of Human Resource Management (MIHRM), Incorporated Society of Planters, (ISP), ALAM, International Business School (IBS), Chemical Engineering Pilot Plant (CEPP), and Business and Advanced Technology Center (BATC), Institut Pembangunan Pengurusan Johor (IPPJ), Prestariang and Pusat Pembangunan Tenaga Industri Johor (Puspatri). He has also conducted training for Sudan Master Technology (SMT) in Khartoum in 2014. He was also an examiner and interviewer for Safety and Health Officer competency certificate (NIOSH).