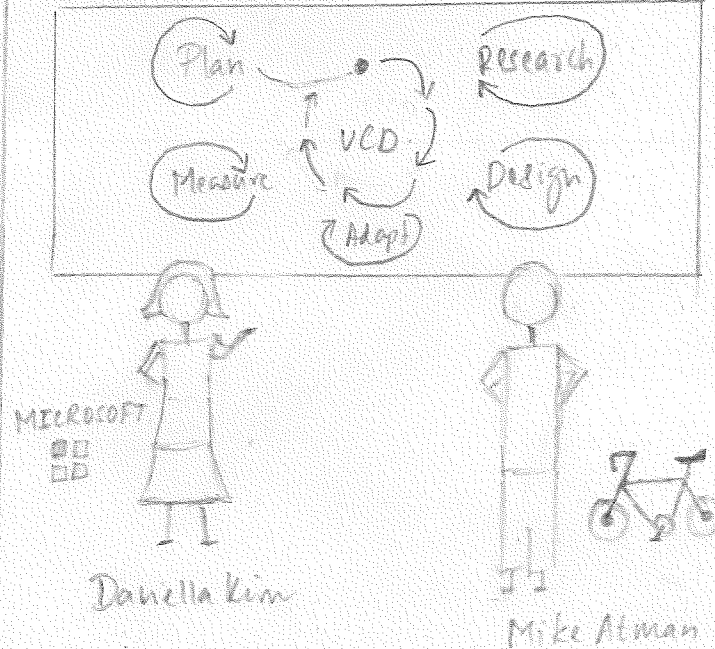


# USER CENTERED DESIGN

## FINAL REFLECTIONS

- HCDE 518A  
VISHWAS SHETTY

DESIGN MATTERS TO ME!!!!  
SO DOES USER'S OPINION.



① All about SKETCHING  
↓  
opened ②

② SCRIBBLE sketching

③ 10+10

So much sketching

④ All about buttons  
Should I press it?  
ON  
not press it at all  
ON drag slide it

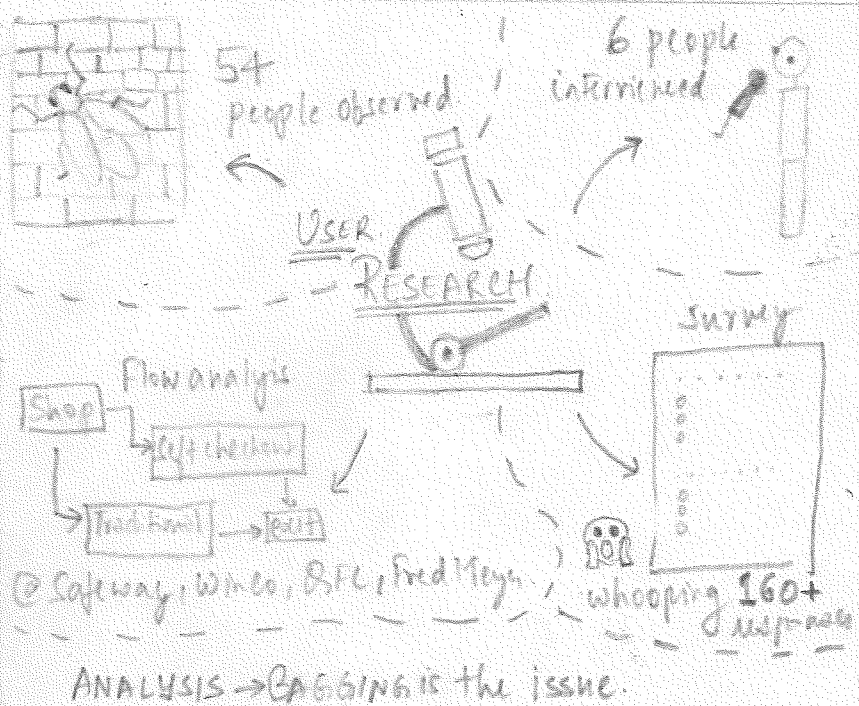
Project

Checkmate aka 518A

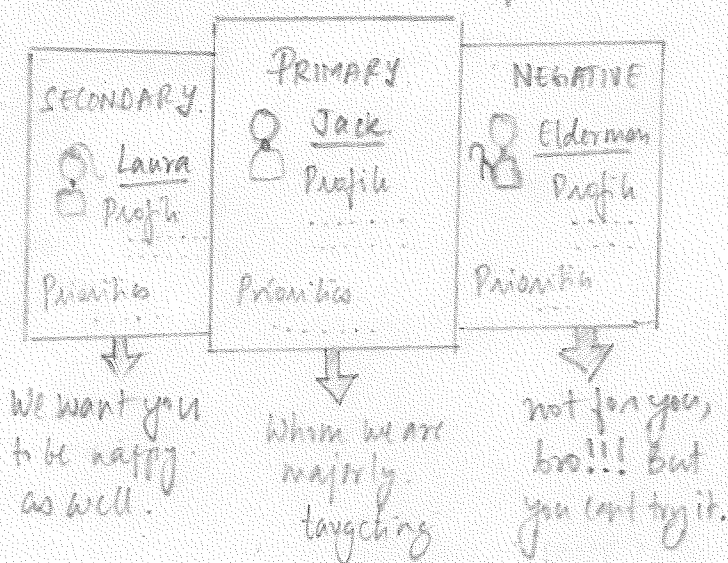
Michelle Elaine Steven Shetty

DESIGN QUESTION

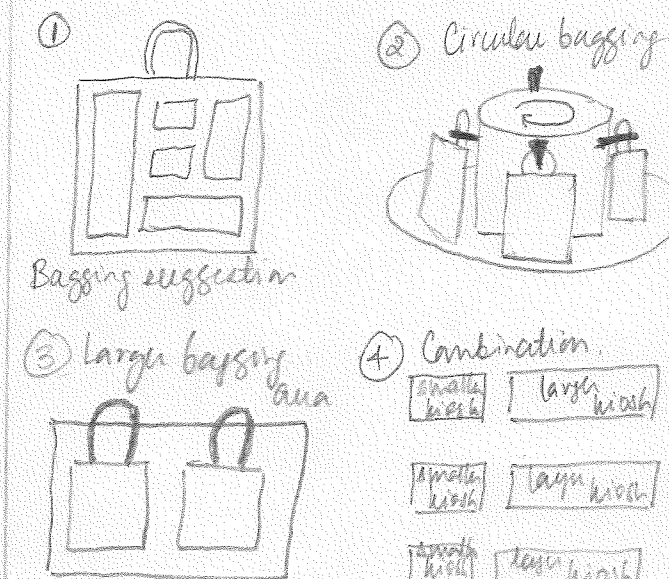
How can we make self checkout efficient for customers?



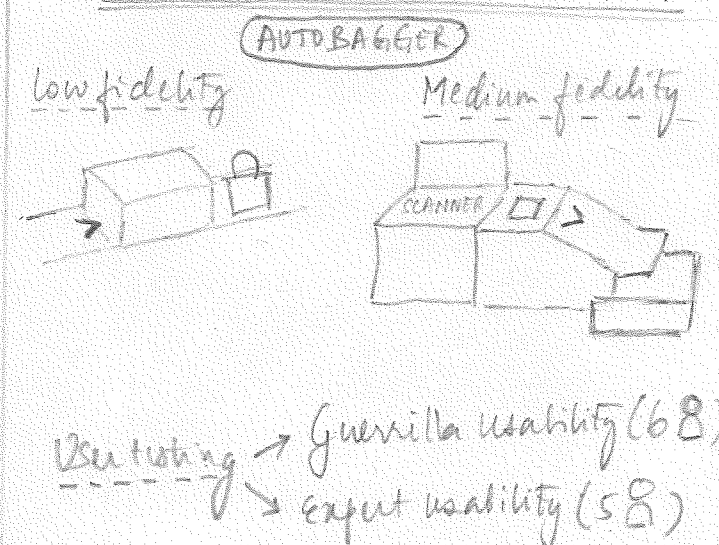
PERSONA  
Design Question: reduce hindrances in bagging process



## IDEATION

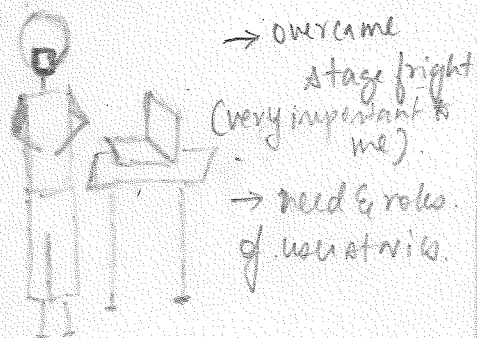


## PROTOTYPING + USER TESTING

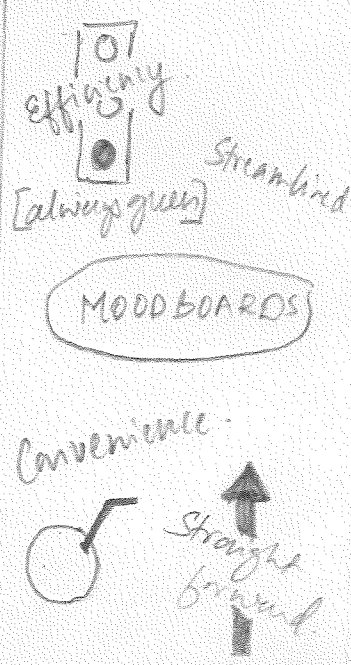
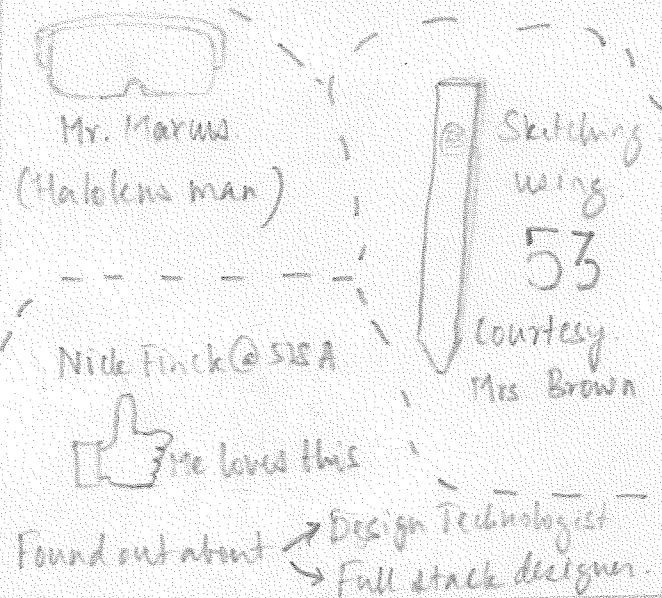


## READING PRESENTATION

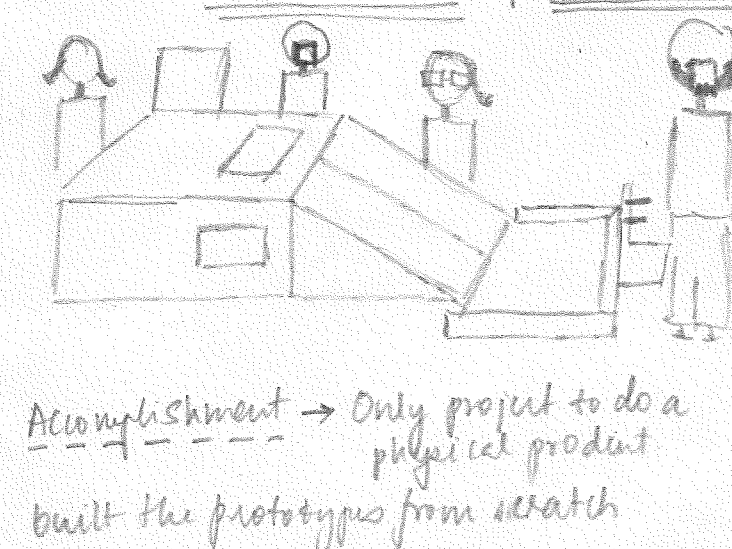
OPRAH: TALK SHOWS  
USER STORIES: UX



## GUEST SPEAKERS



## HIGH FIDELITY & FINAL PRESENTATION



## KEY TAKEAWAYS

- UCD is an iteration process
- Back your decisions and assumptions by data
- Sketch like there's no tomorrow
- Constant feedback from users
- It's all about making the right contacts.

Special Thanks -> Daniella, Mike, Steven, Elaine, Michelle