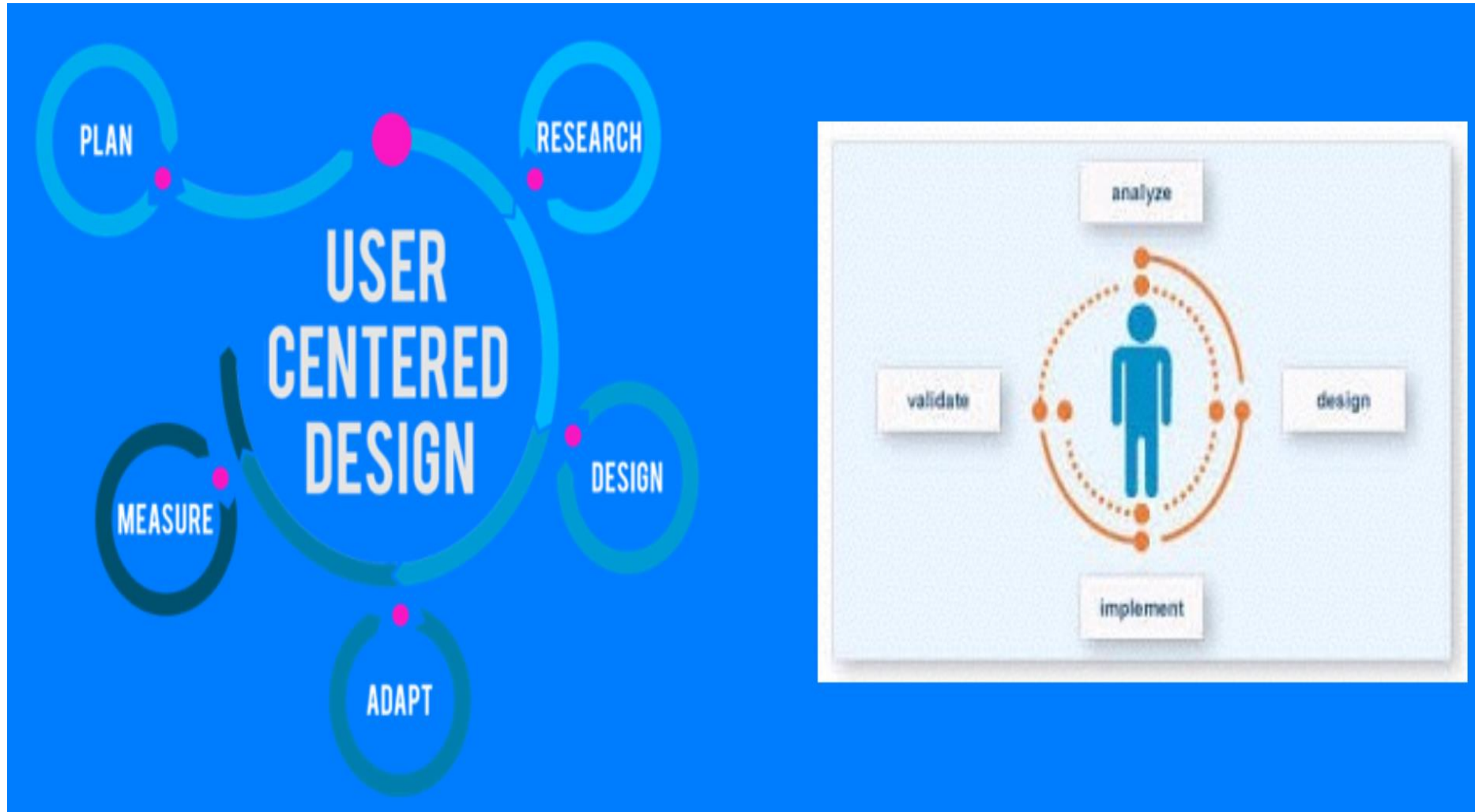


# User Centered Design

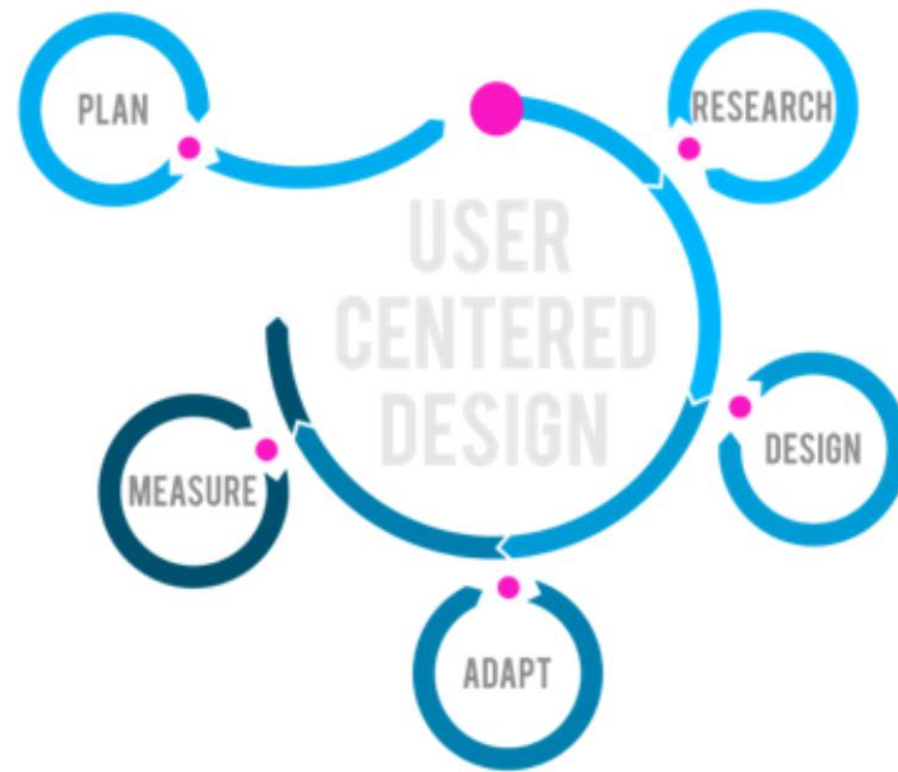
Metropolia 2023

Amir Dirin

# UCD

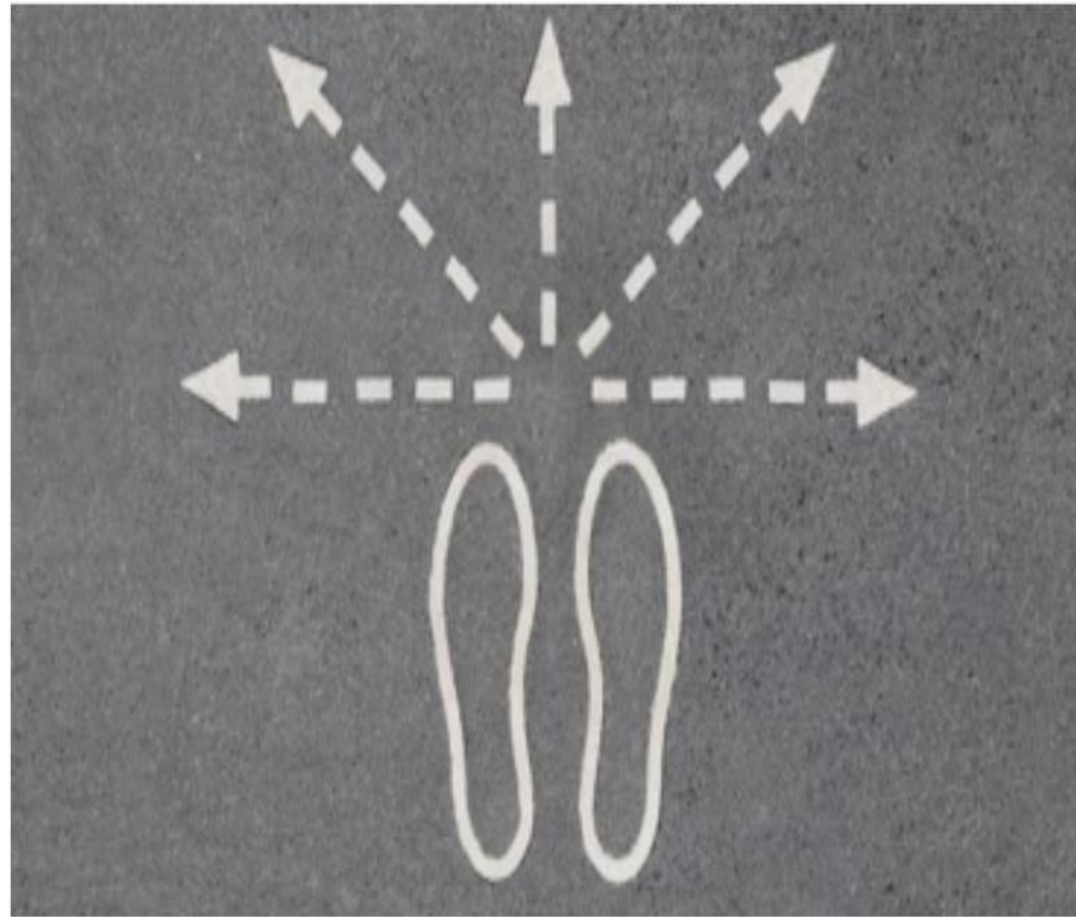


# The User

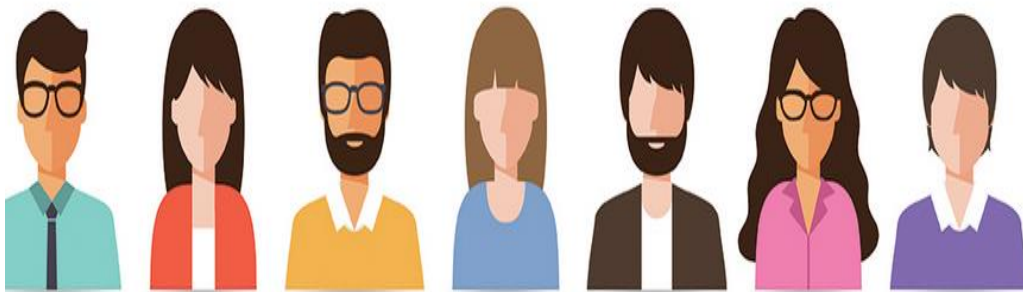
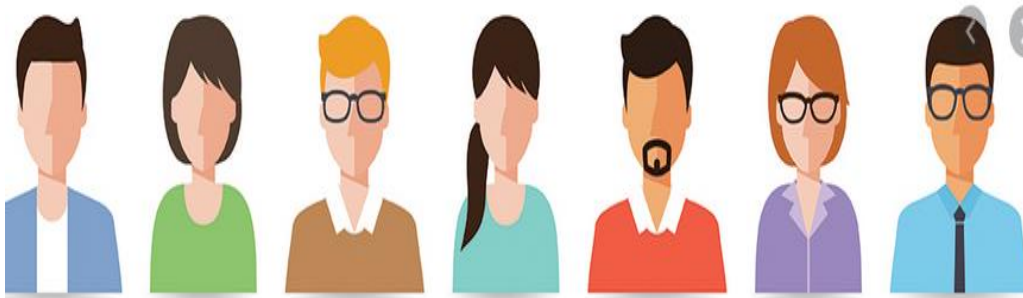


# UCD (Users)

- ▶ Do not put your shoes in users shoes
  - ▶ They may not even wearing shoes



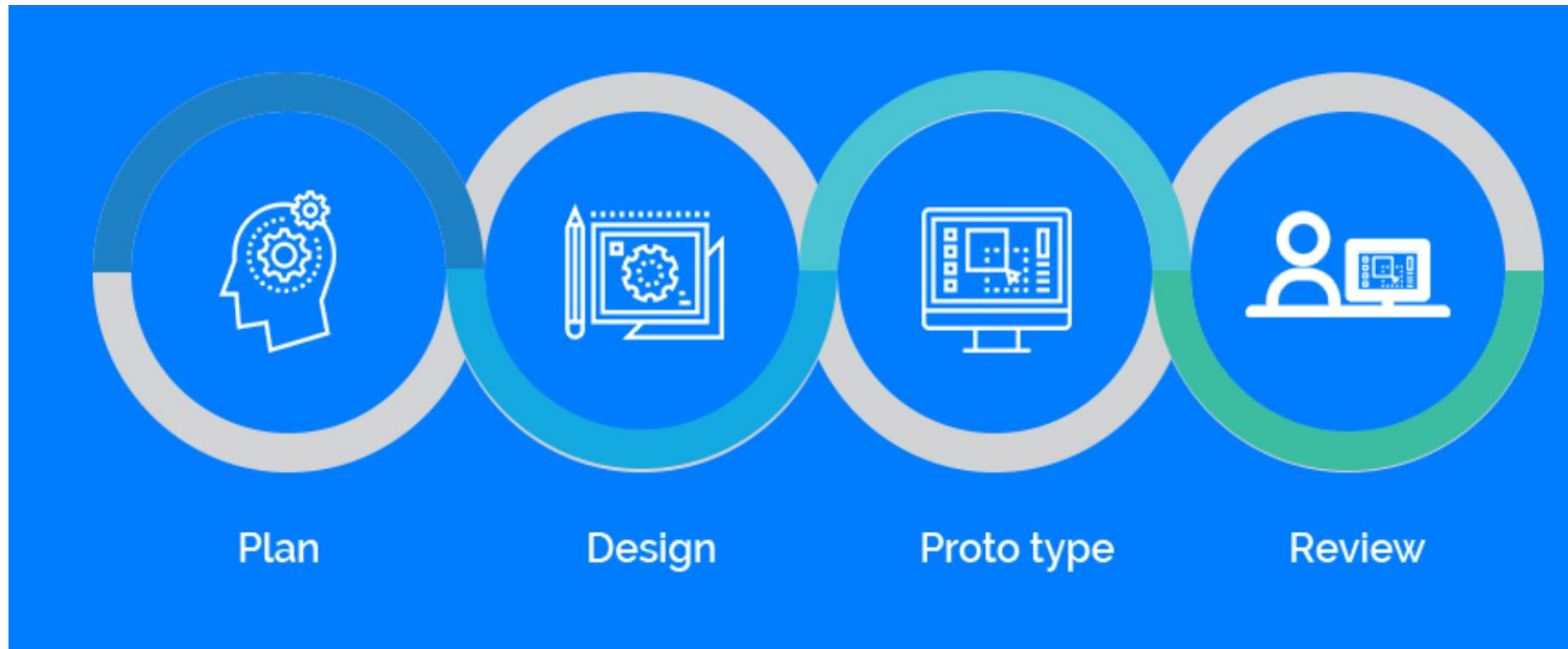
# Defining Users



Age  
Gender  
Language  
Environment  
Platform  
Technology Savviness  
Device  
Finger Size  
...and more!

# UCD Process

- To achieve the best UX





# The Process

## 1. Requirements

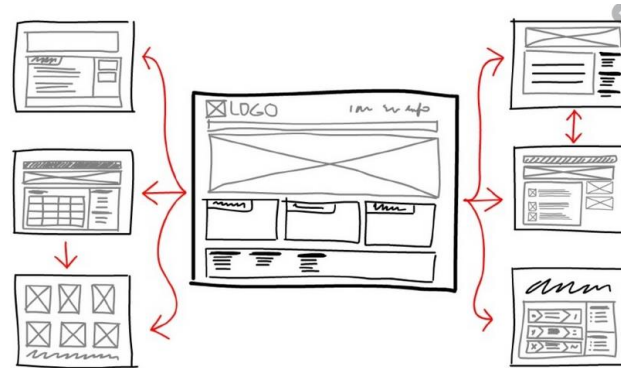
- ▶ Who, What, Where, When, Why
- ▶ Define Goals, Requirements, Research & User Stories / Scenarios

Requirements



## 2. The Art Design-Visual Magic

- ▶ User Flow, Wireframes / prototypes Designs



## 3. Evaluate / Observations

- ▶ User Testing Iterations



# Requirements

## Documentation Requirements – 2/2

- **Installation and configuration documents**

- No specific template provided, Partners are free to choose their own format.
- Required for
  - a) Mobile apps.
  - b) SUP mobile application package, if applicable.
  - c) ABAP Add-on package, if applicable.
  - d) Gateway content package, if application.

- **Documentation language**

- The Templates for the Questionnaire, TPP and PPMS Data collection will be provided by ICC.
- Irrespective of the mobile app language, the templates mentioned above as well as the test case description must be documented in English.
- If the mobile App will be sold outside the local market, the App UI as well as the complete documentation has to be provided in English language.
- If the mobile App will be sold for the local market:
  - a) It is not required to translate the mobile app screens to English
  - b) It is not required to translate the installation and configuration documents to English.
  - c) Several European language versions as well as some double-bite languages could be certified. For further information please get in touch with your Partner Manager.

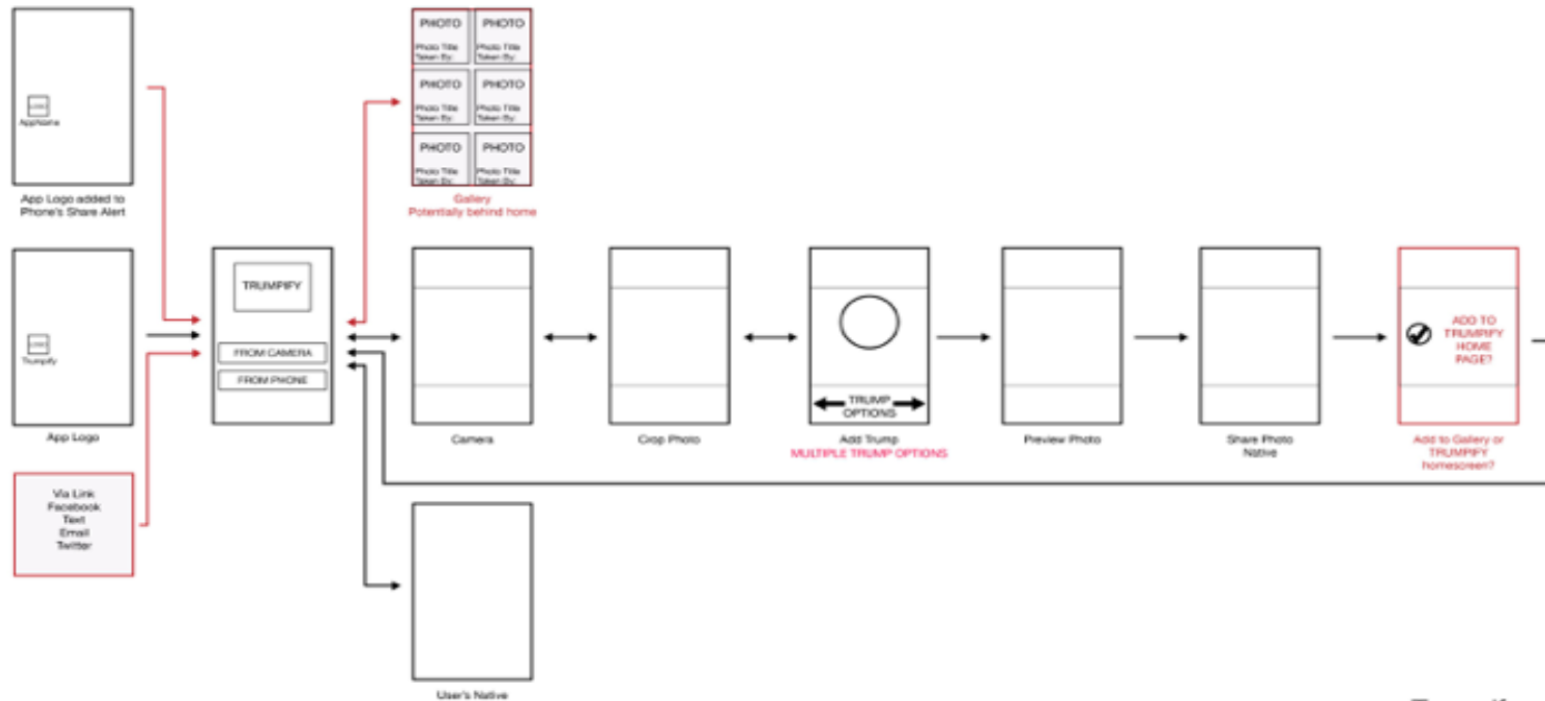
## Example requirements document



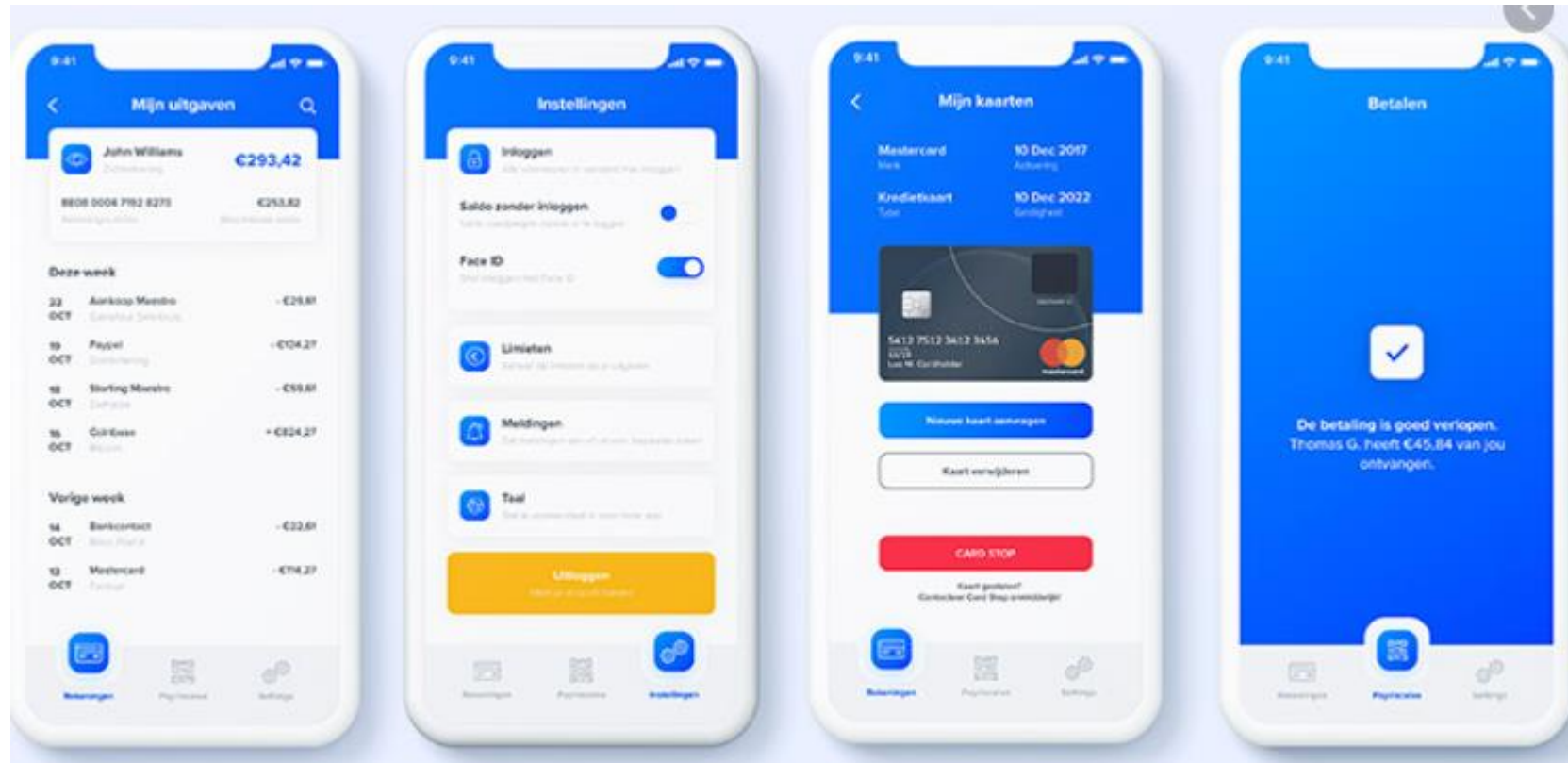
# User Stories / Scenario

- ▶ User Story” Defining your user. Follow what a user would go through Know their age, their language, their familiarity with the system you are trying to design

# User Flow



# Design



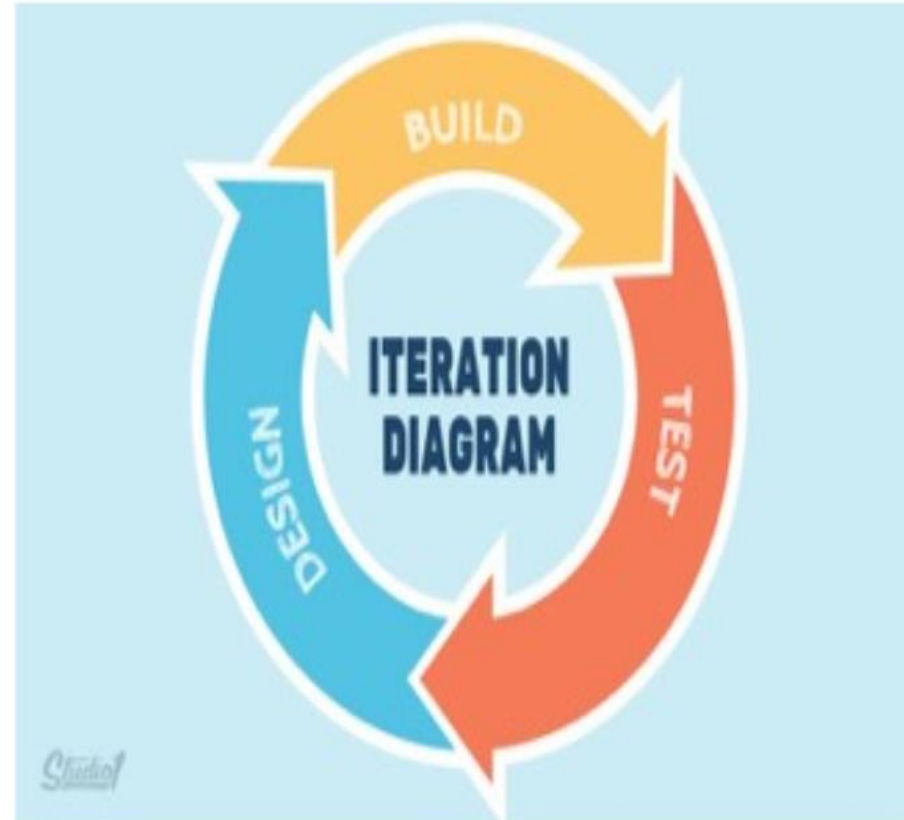
# User Testing

- Set up a user test
- Have them walk through, talking out loud.
- Sit next to them or behind them is the simplest way.
- Don't guide them.



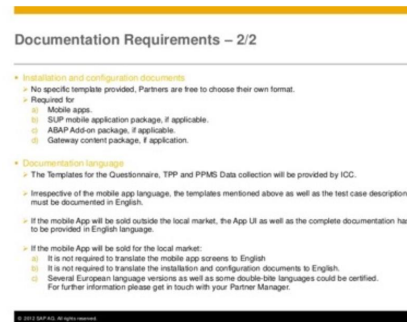
# Iterations

- ▶ Throughout Process- Testing
- ▶ You will have findings- bring them back to the designs and requirements

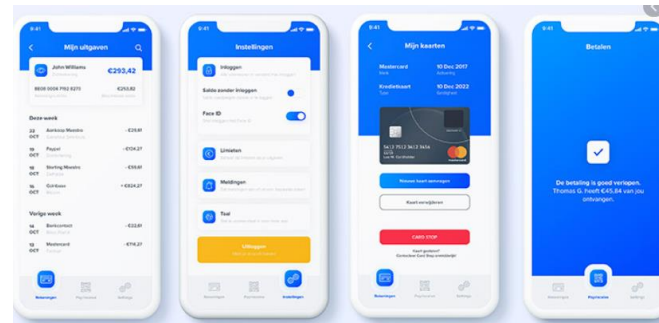


# The Process

- The process isn't always completely forwards

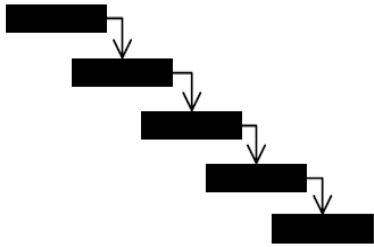


Example requirements document

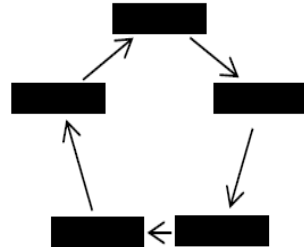




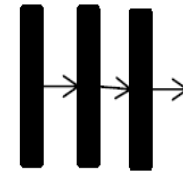
# Software engineering processes



Waterfall



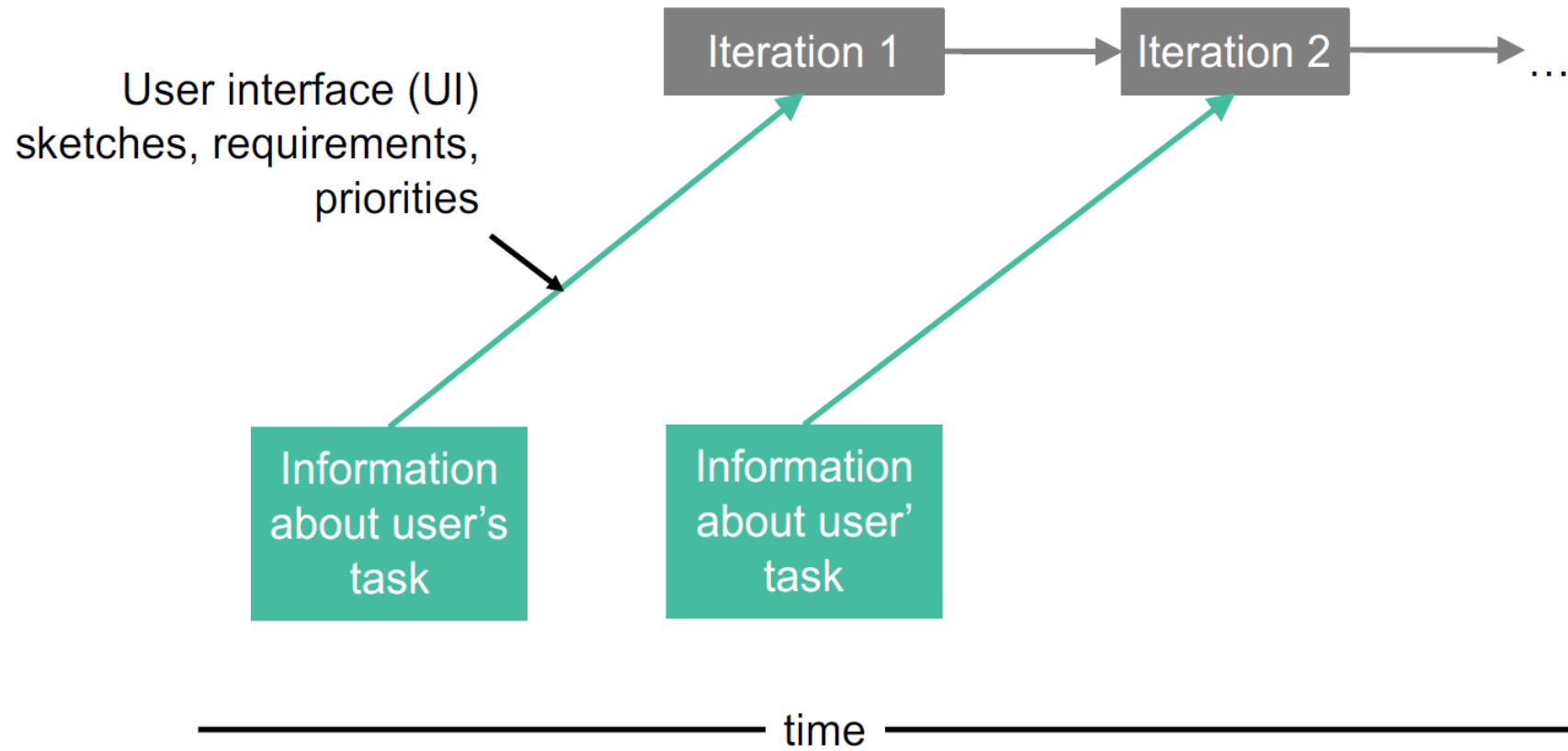
Iterative  
waterfall

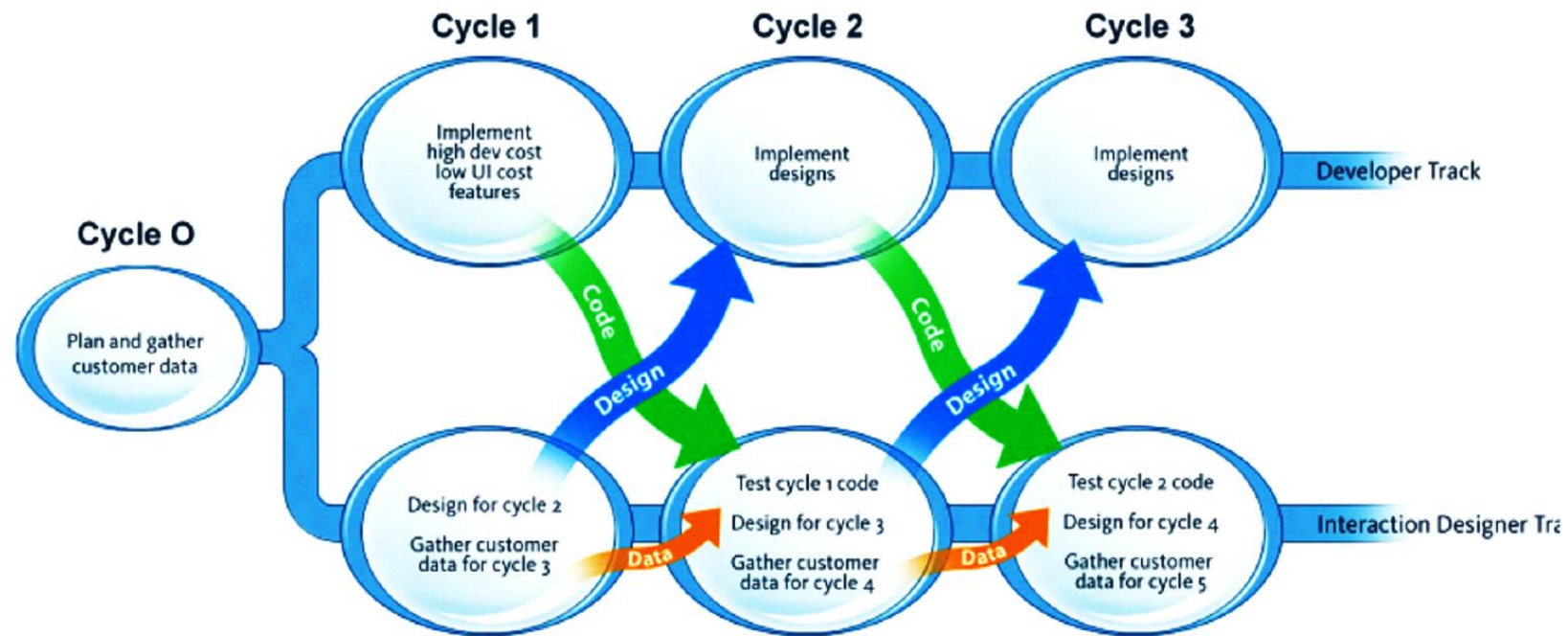


Agile  
(scrum)

How UCD fits in these process?

# Design one sprint ahead





Adapted from Sy (2007) Adapting usability investigations for agile user-centered design.

Journal of Usability Studies. Vol. 2, Issue 3, pp. 112-132.

# Why should UCD be one step ahead

1. UCD development is cheap

# Individual Assignment (Today)

- Design is all about making trade-offs and working within a set of constraints. Bad designs usually are not bad on purpose. No one sets out to design something poorly. Think about a product that you have used that has some design flaws or has had a bad user experience. Why do you think the designers ended up with that design? What constraints might they have been working up against and what trade-offs do you think they made? If you had to make that product better, what approach might you take?