

User-Centered Design

How do HCI principles influence the design of modern interfaces?

With all the changes today is impossible to deny that HCI is taking up a lot of ground in all the digital areas and has never been more important than now. The main challenges for User-Centered Design are the absence of attention to the user. If the project don't have a soul that cares for the user, doesn't have empathy in the design, a process that isn't interactive and inclusive, is not going to be sustainable through the time (FasterCapital).

Considering all the above, we should make the question: how can we make a balance between the user needs and the company needs? The answer is to put the user in the center of what the company does. In the past, it was common to think more about the product and focus the marketing on it, now they are focusing on the client in every part of the process, from start to end. Marketing oriented to the user can't be applied overnight, it needs a strategy that has in count three aspects: the content, the user that its destinated and the context of use (HubSpot).

The product needs to have a deep analysis of what the user needs and thinks, making it not only easy to use, but also pleasant. To achieve this, we need to involve the stakeholders during the process, so the vision responds to a collective vision (Tomorrow Ideation).

In my opinion, the HCI principles are very important in the creation of interfaces and are changing constantly what the user sees, because the needs of the user change itself. Today the successful is based on how adaptable a company is, and how it can respond to what the user wants, without an analysis or a structure focused on the user instead of the product the company is destinated to fail.

References

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