

## 1: Human-Centred Design

#### Learning outcomes:

- explain the importance of placing the user at the centre of the design process
- briefly describe and compare different user-centred design techniques
- demonstrate a knowledge of the principles of user-centred design.

#### A Word of Warning

AR/VR are both emerging technologies and thus they borrow language from other similar disciplines such as game development, film studies and 3D design. This appropriation of lexicons can be confusing and there will be some overlap in relation to key terms and definitions.

#### Human-Centred Design (HCD)

Sophisticated / eloquent technical solutions are less important than great user experiences.

Continuous discovery is the on-going process of engaging users during the design and development process.

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- ► Change is inevitable.
- Failures are an inevitable outcome of creativity and innovation.



# Iteration Design

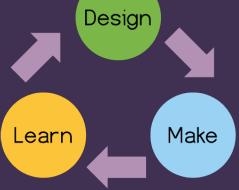


Figure: The Iteration Cycle

#### <del>Design</del> Define Stage

This stage attempts to answer the question, 'what do we want to make?' and includes everything from the high-level vision to listing requirements.

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- Vision
- Objectives
- Key Players
- Time & Costs
- Risks

- Assumptions
- Constraints
- Personas
- User Stories
- Story Boards

#### **ASK QUESTIONS**

- Feedback is crucial at the define stage.
- Ask lots of questions.
- ▶ Do not trust assumptions.



### Analysis Paralysis

#### Make Stage

This stage answers the question, 'how do we make it?' and then proceeds to make it

- Design Stage this stage attempts to answer the question, ?what do we make?? and includes everything from the high-level vision to listing requirements.
- Make Stage This stage answers the question, ?how do we make it?? and then proceeds to make it.
- Learn Stage This stage answers the question, ?what works and what does not work?? the answers are fed back into the define stage to refine what is to be made.