**Essentials:**

* Approach to Design based on the needs and interests of the users
* (Early) emphasis on making products usable and understandable
* based upon an explicit understanding of the users, tasks, and environments
* involves users in all design and evaluation phases

**UCD Project Cycle:**

1. Understand Context
2. User Requirements
3. Design Phase
4. Evaluation Phase

**1. Understand Context**

* Identify stakeholders
* Understand organisation
* Describe Culture

**2. Understand the People**

* Needs and Goals
* Values
* Skills
* Preferences

(Scenarios, Personas, Storyboards, Mood-Boards)

**3. Design**

* Sketch
* Simulate
* Prototype

Proof of concept, seek early feedback, test alternatives. Prototype early to show for feedback.

**4. Evaluate**

* Find Issues, hence improve the design
* Uncover misunderstandings, hence improve process
* Improve understanding of the design problem

**Ethics**

To speak to users, QUT ethics approval required.