User centred design

User needs, wants and values:

- Iterative approach based on feedback from the user
- Evaluations being used to assess the user experience
- Profile the users so they remain central to the project
- Needs, wants and values of the potential user need to be considered at all times, with the development of the product assessing each of theses

Purpose:

- The purpose of the product should be central to the design, otherwise the product will not meet the specification
- User is heart of decision making, the design should still fulfil its purpose though
- Although user based, functionality and environmental impact must not be compromised

Functionality:

- How the product will be used
- What functions will it perform
- Ergonomics and anthropometrics are evaluated
- The ease of use of the product
- Prototyping and user opinion to check the product is functioning as intended

Innovation:

- New designs by mixing things together (phone used battery/camera/telephone into one)
- Used to solve a problem
- Considering different materials or processes
- Developing a completely new approach to addressing the problem
- Make use of modern materials/technologies

Authenticity:

- All aspects of the process are being valued by the user
- Being truly designed with the user in mind
- Run through the entire process of user centred design