User-centered design by Aga Szóstek

After read all the theory and the investigation papers I felt very well listening to this designer. This talk was like a 12 summary about the process of user centered design.

Maybe the first explanation about her job and how she make it could be confused, but everything make sense when she gave her example. She spoke about how she with her teammates designed a special kind of lights that help the mental hospital patients to relax and feel comfortable. She design a first prototype, and it failed; the second, failed again.

The breaking point of the example was the analysis of the second prototype, a nurse tell her an explanation about why the patients had that behavior. The explanation is unnecessary, the main point is that she receive the information about the users, and she use that like a feedback to build a third and successful prototype. After that, I realized how the the process works, how the iterations and the continuous learning about the users create the best solution, not bases and the system; but based in the user and its needs.

Aga Szóstek, A. S. [TEDx Talks]. (2013, 05, 16). User-centered Design: Aga Szóstek. Recuperado de https://www.youtube.com/watch?v=k7CX2JYxfE8&t=487s