End User Categories and prototyping methodology for different forms of end user

An End User is the user that interacts directly with a piece of software or hardware. There are many types of end users and each type has its own specific way of interacting with the product, because of this, products are tested to help these people interact with the product.

An example of a software built after testing for different end user’s is Google. Google has designed their software to be easy to interact with and gives many options to change the way it looks and works, either by having a variety of themes to help the user have a personal feel when viewing the software or have a zoom feature to make sure people with sight impairments can still interact with it by having text appear at a different font size therefore easier to look at.

Google has implemented many different applications within its search engine to help professional use, for example an in-built real time stocks updater is available for professionals within that line of work. Google maps offers updates on traffic, fastest routs and times on public transport, giving many uses for end users that require any form of travel information.

When looking at End Users, the categories for end users are not just by the uses of the program, but also how they will interact with it. For example, people that have forms of mental or physical disabilities such as epilepsy must be catered for as well since how they interact with programs is different. Therefore many programs either will have a warning for epilepsy if necessary or will keep colour flashing to a minimum.

To help end users interact with a project, many programs will use behaviour modelling techniques to research the type of user behaviour towards a product. This is also called User modelling as it is learning how the user behaves when interacting with a certain program.

A study done by ‘Kissmetrics’ shows that a user will not wait more than 2 seconds for a webpage to load and that 40% of users will leave the page by 3 seconds, this information is vital for catering to end users as it gives more information on how users will behave on a webpage and therefore can design it for quicker access.

Cookies is another great way to track user behaviour, it will track the websites that a user is on and collect data on the websites it visits. With this data the program can display advertisements, certain websites and opportunities that the user might be interested in, this can boost the amount of successes a company has getting a person to invest within their product as they will be displayed to the right person.