

### Journal Paper Summary (25 points total)

Paper Title	A Closer Look On The User Centred Design
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1. What do you think the paper is about in layman's terms? Present at least two (2) reasons not mentioned in the paper why you agree or disagree with why User-Centered Design is the most popular of the four approaches summarized on page 5398[5 points]

Focus of this question
<ul style="list-style-type: none"><li>• This question encourages you to evaluate the arguments, evidence, assumptions, and conclusions about key issues (i.e. think critically about the paper)</li><li>• This question encourages you to develop your own knowledge, comprehension and conceptual understanding and to connect, synthesize, and/or transform your ideas into a new form (i.e. be a creative thinker and contribute your ideas and thoughts)</li><li>• This question challenges you to consider diverse perspectives (gender, political, ethnic, racial, etc) during class or in assignments</li></ul>

Write your answer below:

This paper discusses the pros and cons of the User-Centered Design approach. It is meant to cover the wants of the end user as closely as possible. This is the more popular approach not only due to the positive perception that can be gained by saying “we did it for you, the people,” but also due to the listed alternatives not being the best comparatively.

It should take just a few examples of modern art to see why the genius model does not work. From the single-color paintings to the Chicago Bean gaining mass criticism online, it is clear to see why having a key inspired creator does not always go well. Next is the system approach, which means less in the modern life following the increased presence of REST-APIs and Docker that obfuscate the “how” of a modern system. The user no longer needs to know the “how” to do cool things like they needed to when editing HTML on Myspace was popular, so this one is going by the wayside more and more. Finally comes the activity centered design, which focuses more on the activities to be done rather than

user need. This mindset fits better with a video game rather than a website due to the actions to goals pipeline having both a risk of single activities becoming increasingly complex and a risk of the number of activities becoming too much. A website is supposed to be a simple point a to point b affair (with maybe some ad distractions on the side for revenue), which makes it a very bad candidate for this methodology given the risks.

This then puts UCD as the front-runner for websites and similarly simple applications. Retention and turnover are common issues for modern websites, so keeping the user on the site and making it as easy as possible to use becomes a lot more important given these biases. The current paradigm puts more pressure on developers to keep the behind the scenes aspects behind the scenes, as a slow loads, lack of indication of loading, blatant website errors, lag, and other components that show issues behind the scenes can result in turnover. These items are listed specifically because they personally caused me to leave the given site in the past week. This, of course, emphasizes the importance of UCD in a website and app context, as there are clearly other contexts where the other methods would work better. Websites and apps are, however, the main systems that the average person interacts with besides video games. This means it takes up more of the market share than the other methods and, thus, is the focus of the majority of companies.

2. The authors present a discussion of differing perspectives (page 5400) on the User-Centered Design. There is the view of the ISO (2010) and there is the view of Marti and Bannon (2009). Which view do you agree with and why? [5 points]

Focus of this question
<ul style="list-style-type: none"><li>• This question encourages you to connect your learning to “real world” issues or life experiences and consider diverse perspectives for the application of concepts in the paper to the real-world</li><li>• This question encourages you to develop your own knowledge, comprehension and conceptual understanding and to connect, synthesize, and/or transform your ideas into a new form (i.e. be a creative thinker and contribute your ideas and thoughts)</li></ul>

Write your answer below:

Marti and Bannon make a more important case due to the emphasis on context. While the children with autism example did not hit as hard as it could have (given how autism is a very large diagnosis and encompasses a large range of mental aptitudes), this argument could go as far as to consider the average older person as an easier example. They grew up in a time before both the basic touchscreen actions and the typical website layout became commonplace. They also tend to have a reduced neuroplasticity, thus giving the majority of them reduced access to the standardized internet while also making it difficult for them to catch up with the standards.

On top of this, PIAAC level could also make utilizing certain websites more difficult (learn more about PIAAC here: <https://nces.ed.gov/surveys/piaac/measure.asp>.) As a summary for this issue, PIAAC not only covers issues like reading level, but the ability to grasp the concepts needed to properly navigate and understand the specified topic. The internet is estimated to have a baseline PIAAC level of 3. Over one third of American adults are at PIAAC level 2 or below, making it difficult for them to understand and navigate the internet at the most basic level.

Both groups may still be in the minority, but they are still large groups that are trampled over when complete standardization takes over. If the specified application has the public as its audience with a goal to fit in with everyone (like Google, Amazon, etc.), factors such as these must be considered in order to fully integrate into the totality of society, thus negating complete standardization. Otherwise, considering context is important for the target niche, thus negating complete standardization. This is to say, while some standards are nice to keep basic actions consistent and learnable, a more complete standardization to fit everyone cannot be done.

3. On page 5402 of the paper, the authors summarize the “operational barriers that may affect the incorporation of User-Centered Design in the real world...”. Choose one of the four highlighted categories and discuss at least three (3) implications for the implementation of User-Centered Design in the real-world not mentioned in the paper. [15 points]

Focus of this question
<ul style="list-style-type: none"><li>• This question encourages you to connect your learning to “real world” issues or life experiences and consider diverse perspectives for the application of concepts in the paper to the real-world</li><li>• This question encourages you to reflect on what you are learning</li><li>• This question encourages you to contribute your ideas and thoughts</li><li>• This question challenges you to consider diverse perspectives (gender, political, ethnic, racial, etc) during class or in assignments</li><li>• This question challenges you to develop and present your own knowledge, comprehension, and conceptual understanding</li></ul>

Write your answer below:

Chosen Barrier: Lack of Resources

- Resources mean more than money. Assumptions about what already exists and when something new needs to be build (along with how much additional time and effort that would take) can lead to either overages or a subpar product hitting the market. As such, even if new test users could be brought in every single day and the result would still end up in a mess for the users simply because implementing this one important part left no time to actually make it great for the user.
- The covid pandemic showed many employers that they can lower hours significantly, create a skeleton crew of overworked people, and all they have to do is complain that “nobody wants to work anymore” to get the public off their backs. As much as this can line pockets due to decreased labor costs, each individual comes to a point where they work at reduced capacity and face burnout. This makes cognition a limited resource, limiting what can be done each day and how valuable each minute can be.
- The market only can give so many people of the specified population who would be willing to do a survey at the abysmal rates they are trying to pay for market research nowadays. I mean, 8 cents for a 20 minute survey on Amazon Mechanical Turk after hours of starting survey after survey, being told “sorry, you do not qualify,” then going to the next one without being paid? No thank you.

- The increasingly spread-out internet makes it less likely than before that your target audience will see your content or your calls for market research than in years prior. There was a point where something could go viral and it would be everywhere, but now we are at a point where you can hardly find anybody who knows the same YouTube channels as you. Skibidi Toilet only became a main headline item due to fears from parents that it is rotting their children's brains, but the first video had well over 50 million views before it got anywhere close to the mainstream consciousness. The internet falls into niches nowadays rather than single concrete masses like existed in the early days of the internet, which take additional resources to find.