

# User centered Design



The good software engineer talks with the user to understand how the product should be

1995

John Gould proposes the first user-centered development method aimed at creating usable systems

Early and continual focus on users

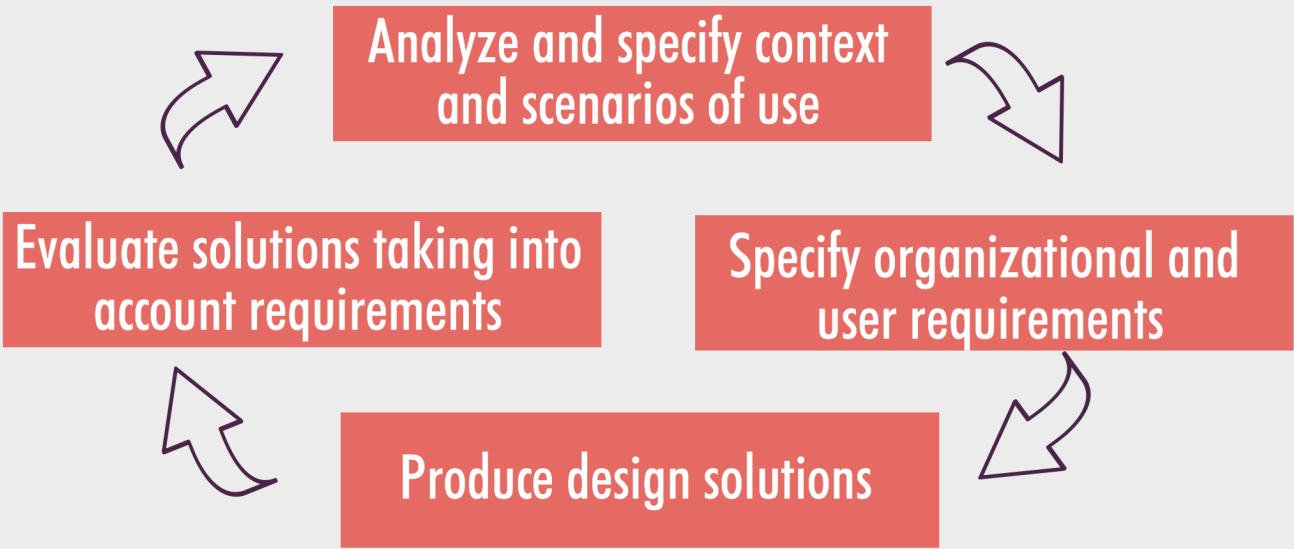
Early and continual user testing

Iterative design

Integrated design

1997

The ISO standard 13407 on “Human-centred design process for interactive systems” defines a new paradigm to design software products based on a cyclic process



## TECHNIQUES TO GET INFORMATION FROM USERS

### SURVEYS

questionnaires are used to pose a number of open or closed questions to a representative sample of users

### INTERVIEWS

a member of the design team talks with users following a more or less flexible script to explore open issues

### FOCUS GROUPS

workshops where several users, experts and members of the design team discuss design issues to look for a multidisciplinary perspective

### OBSERVATION

A rich source of information about users needs, abilities, behaviors and expectations is to observe them while doing the task we are trying to automate or whilst using our prototypes