HUMAN-CENTERED DESIGN METODOLOGY

The Human-centered design methodology is based on the approach towards the user's perspective, so, instead of looking at the problems from a business needs point of view, solutions are sought from the user's needs. Thus, ideas may become more focused on the audience they are directed to, allowing projects to obtain advantages such as usability over other products or competitors, and in the same way, increasing the probability of success of the product among their consumers.

For this methodology, 3 basic steps can be identified. Starting in the discovering and listening phase, which precisely, is dedicated to seeking the point of view, ideas and needs of the target audience. As next point, we identify the stage of ideate or create in which, based on the information collected, you think of an ingenious way to approach the problem. Finally, there is the prototyping or delivery phase, in which ideas are transformed into realistic designs, focusing on everything necessary for the solution to be successful.

The roles that we can identify are:

- Project Manager: Is the person who leads the team, being responsible for achieving the project objectives.
- UX designer: Is responsible for creating the whole user experience for a product and creates people and mockups.
- Coder: Is responsible for coding and implementing accepted mockups.
- Tester: Is responsible for evaluating the mockups.

The tracing in the Human-centered design methodology continuously supervises, perfects, and improves projects in order to guarantee user satisfaction, this is done with user experience tests and providing open feedback loops to evaluate, in this way Models can be redesigned for the most inclusive, sustainable and scalable services in all sectors, thus improving the designs already made based on scenarios that users may have in the real world.

The use of artifacts as a communication mediator. Artifacts are a central means of communication for Agile and User-Centered Design software development. They identify themselves five generic principles for the integration of Agile and User-Centered Design. The fifth principle is the "Artifact-Mediated Communication". Principle consists of the use of tangible and up-to-date artifacts– accessible to all involved stakeholders – to document and communicate product and design concepts, to provide a deeper understanding of contingency factors and their influence on design and development outcomes.

The measuring Customer Impact is the main measurement for the methodology. Business metrics are valuable and necessary, it's important to also measure our impact on people. Its key benefit is to ensure we keep the customer at the center of our experiences.
Regularly measuring customer impact metrics on a dashboard alongside business outcomes does more to create customer advocacy than another corporate presentation.

The main disadvantages that we could find when implementing the human-centered design methodology would be how expensive it could become when having to pay for the resources of conducting field research with the target audience. Likewise, certain data could become difficult to translate, as users only comment on their interests, without bothering about the feasibility of implementation. This itself leads to more time invested and in the same way, the complexity of the product could increase and become more expensive.

REFERENCES

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