CHAPTER 13:
GUIDE FOR THE PERPLEXED

By Brandon Yung

UCD vs UX

UCD
User Centered Design

designing the right product
making sure it is usable

UX
User Experience

users' needs considered at
every stage of the product

Supporting Usability Work

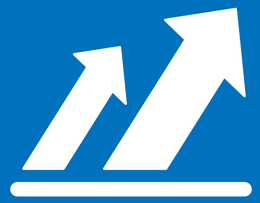
Demonstrate R.O.I.

Speak their language

If I were you...

Usability Test

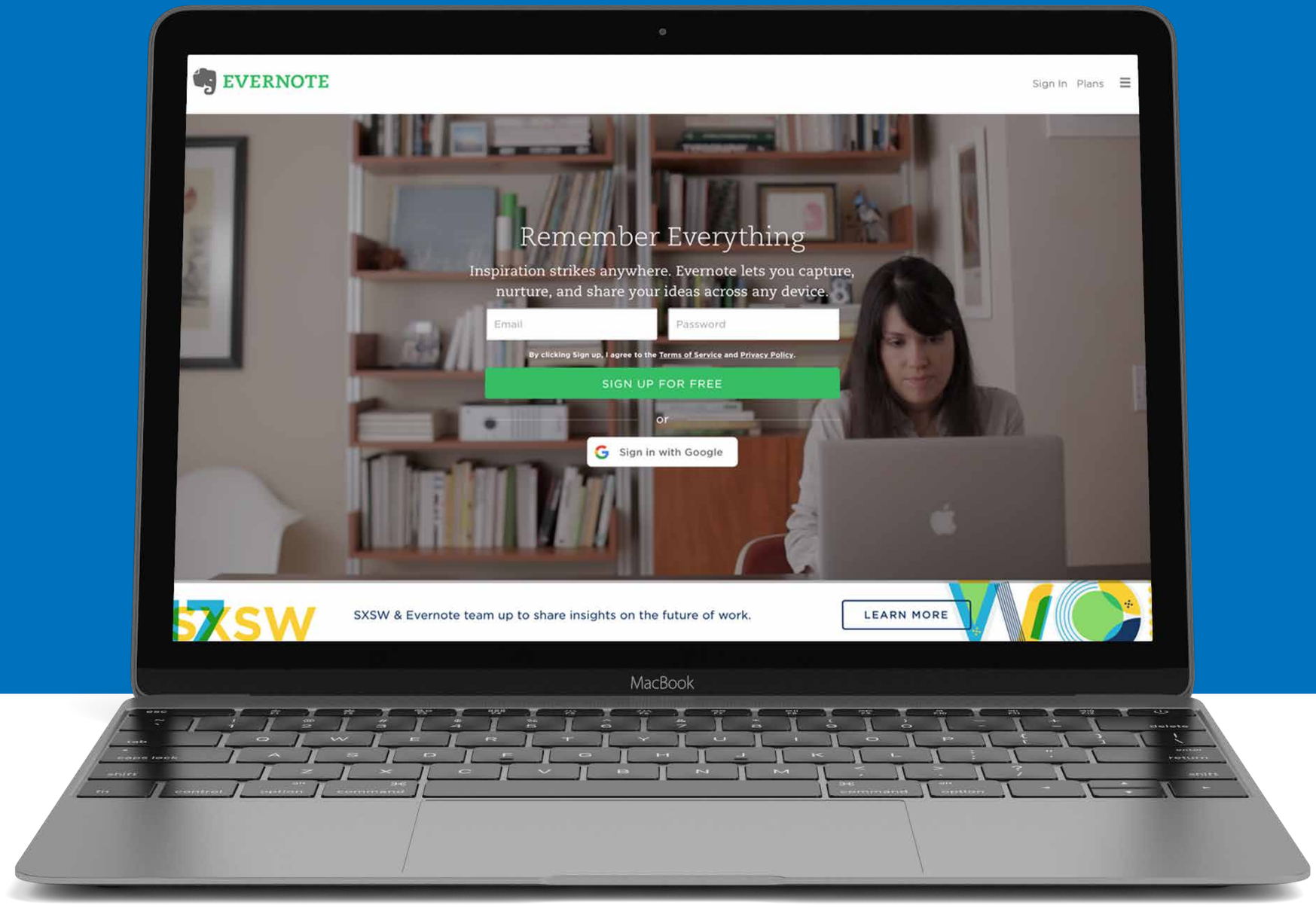
First Test



Competition Test

Empathize

Many cogs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