

Task 4.204

User Centre design techniques

- Identify communities of users
- Evaluation techniques

Are there hidden stakeholders?

- Would there be at-risk groups
- Dealing with resistance to change

Task 4.204

User Centre design techniques

- Identifying the communities of users
 - Cataloging and shopping by catalogue is used by everyone, the groups of people that use these applications can differ from the business users and the customer users.
 - As highly technical business users might create cataloging presentations for customers that aren't technical at all.
 - It is rare that a non-technical business user would design a technical catalogue for highly technical customers, it would be more so the case that the catalogue could just be complicated.
 - Catalogue creation in SMEs is most often done by the staff who are associated with sales and marketing, though these fields aren't required to be technically competent by nature, unlike the roll of a designer. In conclusion a catalogue application directed for SMEs would be more beneficial being directed to the lowest side of technical competent people.
 - Customer use of cataloguing applications, whether it's a catalogue for large corporation or tiny companies should be on the same technical level. Being towards the lower technical side would be more beneficial in terms of a universal design
 - The users I would like to cater too are the 'Passive users'
- Evaluation techniques
 - Quantitative data, from technical and non-technical users
 - Iterative user testing on mockups for business and customer users. Here we will evaluate the time that is taken to complete functions of the app, we will be able to determine how complex or complicated the app is depending if technical users took long to do a task then is complicated, if technical users took quick though non-technical users took long then is complex.
 - Questionnaire on mockups for business and customer users. Here we will evaluate frustration levels of the layout, and if users wanted to do something that they weren't able to do.
 - Questions such as, for 'task 1' were the buttons and steps in the correct places, or did you struggle to find them.
 - Questions, was there something that you wanted to do that you could figure out how to do?
 - Qualitative data, from technical and non-technical users.
 - Iterative user testing

- Questions such as, for 'task 1' were the buttons and steps in the correct places, or did you struggle to find them.
- Questions, was there something that you wanted to do that you could figure out how to do?
- Questionnaire on mockups for customer users. Here we will can information on the customer's experience.
 - Questions such as, was there to much information? When looking for further information did they find out everything they needed?

Are there hidden stakeholders?

Possible hidden stakeholders

- Retailers, in the case the business is a wholesaler, retailers could use the data for their cataloguing.
As the app would be a reference based app, and not copying the data from the content supplier, there shouldn't be any legal ramifications around this
- Content suppliers are stakeholders that are aware of usage of their api though any change in their business or api access directly effects all other stakeholders.
- Usage of the applications ability to access content suppliers api in unintended methods. As users accessing the content providers api though the app for methods not intended can cause issues in the relationship between content supplier and the app.
- Server hosts. Issues with hosting companies effect the app as well as all the users, if the server goes down for maintenance then all business user's catalogues won't be live.

How we going to present our findings

Graphs

- Stake holders effect and risk
- Quantitive findings

Lists

- Stake holders
- Summary of qualitative data