

SCC141

Seminar 3 (weeks 5 and 6)

Who we are – seminar leaders



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Seminars 3 (Weeks 5 & 6)

Each seminar has been designed to help you with the assignment (the report):

- Seminar 2 is linked to Section 1 (Weeks 1 & 2) + (Weeks 3 & 4)
- Seminar 3 is linked to Section 2 (Weeks 5 & 6) + (Weeks 7 & 8)

Please use seminars 2, 3 to work on the assigned exercises

Seminars 2, 3 are also your opportunity to ask for some initial feedback on the work you have done so far for your assessment.



Today's seminar

Topic: Good practices for human-centred design – what can we learn from bad design?

Section 2: What are good practices for human-centred design? (~400 words).

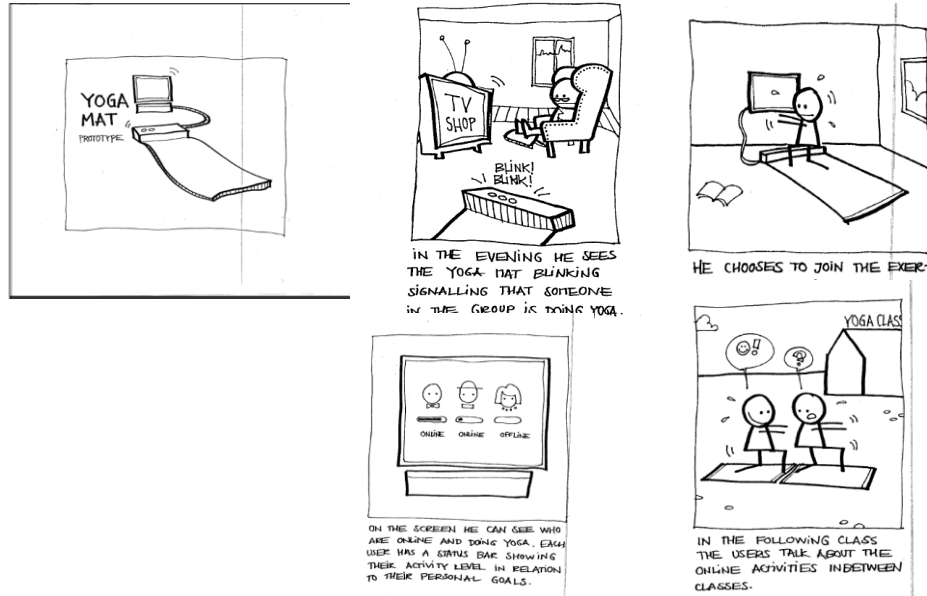
- *Guidance notes: You must include what you have learnt from at least 2 examples of bad practices (drawing on seminar 3 exercise).*

Today's seminar's activities

1. Identifying assumptions - 15 minutes
2. Avoiding assumptions – 15 minutes
3. Identifying dark patterns/deceptive design – 15 minutes

1. Identifying assumptions

Design Solution: Interactive Yoga Mat



Identify the assumptions made about users by this design for an 'interactive yoga mat'

2. Avoiding assumptions

Think back to **Week 3's lecture** and the methods for eliciting requirements. You have been given a brief to design an interactive fitness/health device that is innovative and different to what is currently on the market.

1. What methods could you use to gather requirements for an interactive health/fitness device?
2. How would you design your study? What would you need to find out?
3. What biases might you need to be aware of?

3. Identifying deceptive design ('dark patterns')

1. What examples of deceptive design ('dark patterns') have you encountered online?
2. What do examples of deceptive design teach us about good user-centered design?

Database of examples: <https://www.deceptive.design/hall-of-shame>