

## **My First Few Weeks of USERDES Class**

The biggest realization I had was about users. Before, I thought that when developing software, developers think of themselves as the “users” in creating applications or product. I realized that gathering user-data is the right approach to develop a software or product that your target users need. Another realization I had was, empathy-based concepts does not suffice to create a user-centered design for your product. These two realizations are so far the biggest I had. I always thought that developers just put their perspective in their target users and imagine what they need and what they want, their pain points and other user related data. Prototyping was a good topic. Before, when prototype is mentioned I always think it is something that is already working or something that is ready for beta testing. But as of today, I realized that prototype is not always a working software, it could be a sketch that shows how the product works, you could also be creative to make it look like as if a real functioning product. Creating personas is a creative way of understanding your users. Personas are created from real user data. You will create a persona to identify what they need, where and how they will use your product and their pain points. All these personas will help the developers to build a product that are centered around their users. I used to define design as aesthetic or just the creative part of something that you build. When I talk about design, I always think that it wasn't really a necessity, I think of it as something that is optional and a way to enhance your work rather than thinking of it as an integral part of your product. Now, I know that design is a plan to accomplish a purpose not just simply an aesthetic or something that is visually pleasing but not actually required.

My first few weeks is indeed a fruitful one. I hope that these kind of new learnings if not consistent, better because I know that once I get into the industry, my work will be centralized around users and providing them the product that they need or want. I really enjoyed the session so far, I hope I can explore more throughout the term.