

Lecture 2 User Considerations

Keeping your end user in mind 1/2

End user:

- Who are you making this product for?
- Who is going to use this product?
- » One of the most important things to consider when developing software

You could develop what you think is the greatest product ever, but if the user doesn't like the product, or if they can't navigate the product, it's going to fail.

Keeping your end user in mind 2/2

E.g., task management applications.

» users have options

In technology industry, users have so many choices.

If there is a similar product on the market, that is easier for the end user to use, they'll choose that one.

Even more critical for web applications.

Competitors are just a mere click away.

Terminology

End user or use: anyone that is going to be directly using the product.

Stakeholders

anyone who is affected by, or has an effect on the success of a project.
include the end user, also includes others:

- such as the client,
- managers of the end user,
- and system administrators.

User interface or UI: anything that the end user will be interacting with.

» E.g., elements like the windows, buttons, scroll bars, check boxes, and text boxes.

Everything that you can see when you are using the application, but not these things that goes on in the background to make it function.

More on Stakeholders 1/3

Stakeholders are usually classified into three types of users

- primary users: people who will actually be using the product.
 - » We will refer to primary users as **end users**.
- secondary users, people who will occasionally use the product, or those who use it through an intermediary.
- tertiary users: people who'll be affected by the use of the product, or make decisions about the product.
 - » Your **client** would be a tertiary user.

Example of a secondary user, in the context of our example:

- wait staff could be considered secondary users.

More on Stakeholders 2/3

the kid friendly page: for children aged 4 to 12.

This page shows the kid's menu, has games to play and is easy enough for a child to select their own food.

Primary user: the child

Secondary user: the guardian of the child

Tertiary user

- Jamie (the client), is a tertiary user.
- the restaurant owners are also tertiary users since they are affected by the success of the application.

More on Stakeholders 3/3

Successful products & the needs of all stakeholders

Example, kids' menu.

- If the primary user, the child, cannot figure out how to use the menu, they will lose interest.
- The attention span of a child isn't very long, so you have to engage them quickly.
- If the food choices are not kid friendly or if the child is able to select more than one meal, then the guardian, the secondary user, probably won't allow the child to use the application.
- If the application is too difficult to use and affects the business for restaurant owners, then they will not be satisfied and reject the product.

Quiz - stakeholder

Context

- You produce an online booking system for a hair salon.
- The system was requested and funded by the owner of the salon.
- The system allows customers of the salon to call or visit, and have the receptionist book their appointments on the system.
- Customers also have the option to create an online account and book their own appointments from the salon's website.
- Hair stylists can also ask the receptionist to check when they have appointments on a particular day.

Who, if any, are the primary users of the system?

- A. The owner of the salon.
- B. The receptionists.
- C. The customers.
- D. The hair stylists.

Quiz - stakeholder example

Who, if any, are the primary users of the system?

- A. The owner of the salon.
 - ✓ B. The receptionists.
 - ✓ C. The customers.
 - D. The hair stylists.
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- Since the owner of the salon requested and funded the system, they are the client and a tertiary user.
 - The hair stylists use the system through an intermediate, the receptionists, so they are secondary users.
 - Customers can also be considered secondary users when they call the salon and have the receptionist book the appointment for them.
 - Both the receptionist and the customers have direct access to the system. If they use it regularly, then they are both primary users.