

Lecture 2A User Considerations

User Considerations

[recall] On User Considerations

how we can cater the product to their needs

- Know who we are building the product for
- It's important to identify the primary audience for your product

This helps us to tailor the design of the product to fit the navigation and functional needs of the user.

Human Computer Interaction (HCI)

“The discipline that studies how end users interact with a technology product.”

With our kid's menu example, our primary users are children.

There are many ways that you can cater products towards children,

- such as bright colors,
- images,
- and sounds.

HCI - Difficulties

Developing for end users can be frustrating for many reasons.

- Users tend to have a hard time expressing what they need.
- But they will usually tell you what they don't like.
 - » This generally comes from them not knowing what is possible in software.

Developers must think creatively to make new, engaging products.

- Users can be biased by what they know.
- Users are often be more comfortable using a poor product that they know how to navigate
 - » rather than a superior product that is new to them.

HCI - importance

questions:

- what are we trying to do here?
- Why would we develop new products for customers that are just gonna use old ones?

developing user friendly, intuitive user interfaces is so important

- encourages users to get out of their shell,
- but that only works if the product is intuitive to learn, and easy to use.

Difference

The world of the abnormal

- developers don't think like the average end user.
- Engineers, scientist and programmers **are not representative of the mainstream population.**

Creating intuitive, user friendly products is something that developers often struggle with.

» What makes perfect sense to a developer may make no sense to a lay person!

Developers might prioritize the advancement of back end technology so it's sometimes hard for them to design an intuitive product for the wider population.

Thinking as an end-user

How your users think

As a software product manager, it's important that you understand how your users think.

It's been suggested that

- designing for the two extremes of the beginner and the expert is ideal.
- If you do that, the middle tends to take care of itself.

Keep the end-user in mind

- When you're designing the product with your developers or testing the product, keep the end-user in mind.
- Will they be able to understand how this product works?

Quiz

Context

- An association that represents senior citizens with diabetes has approached your team to develop a mobile application,
- that will allow seniors to track their blood glucose levels.
- The representative from the association specified that users will be above the age of 65.
- Also, the application must be easy enough to use without assistance.

What features could you add to the product that would better accommodate its end-user?

- Voice command.
- Many menus.
- Large text.
- Audio reminders.

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- ✓ Voice command.
- Many menus.
- ✓ Large text.
- ✓ Audio reminders.

Quiz - Developing for seniors can be difficult

- Their senses might not work well, which may pose limitations on what they can do.
- Since they didn't grow up in the age of technology, their technical skills tend to not be very advanced.
 - Therefore, a product with many menus may be hard for them to navigate.

Adding features like voice command and large text are good ways to accommodate the aging end user.

- Voice commands help those who cannot type on a small keyboard.
- And large text is easier to read.

Having reminders for them would be a great feature.

However, you may want to make the notification through multiple modes.

- Not just audio.
- Maybe have the phone make a sound,
- show a pop-up on screen,
- and vibrate.

This would catch the attention of most users.