Pere-Pau Vázquez

IDI – User-Centered Design

Outline

- Introduction
- UX
- UCD

Outline

- **Introduction**
- UX
- UCD

Introduction

- Design with your user in mind
  - Know your user:
    - Problems
    - Needs
    - Frustrations
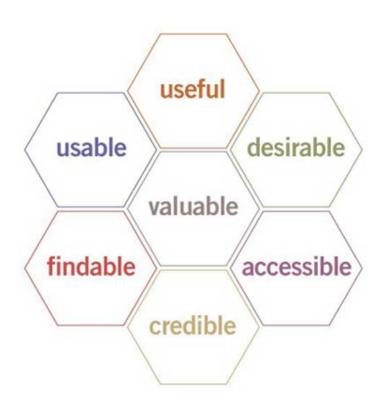   - Aspirations
    - Knowledge
    - ...

Introduction

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User Experience

- User experience (UX) focuses on:
  - Having a deep understanding of users
    - What they need, what they value, their abilities, their limitations…
- But also:
  - Business goals and objectives of the group managing the project

User Experience

- **Goal:** Improve the quality of the user's interaction with and perceptions of your product and any related services.
  - Do not forget we are building a product
  - Do not forget the product must be used by people

User Experience

- Factors influencing UX:

User Experience

- Factors influencing UX:
  - **Useful**: Your content should be original and fulfill a need
  - **Usable**: Site must be easy to use
  - **Desirable**: Image, identity, brand, and other design elements are used to evoke emotion and appreciation
  - **Findable**: Content needs to be navigable and locatable onsite and offsite
  - **Accessible**: Content needs to be accessible to people with disabilities
  - **Credible**: Users must trust and believe what you tell them

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User-Centered Design

- ISO 13407: A general process for including human-centered activities throughout a development life-cycle
- **The process of designing a tool from the perspective of how it will be understood and used by a human user**

User-Centered Design

- Typical approach:
  - **Specify the context of use:**
    - Identify the people who will use the product
    - Problems they will solve with it
    - Use conditions
  - **Specify requirements:**
    - Business requirements and user goals that must be met
  - **Create design solutions**
    - Build from rough concept to a complete design
  - **Evaluate designs:** Evaluation is as important as software quality testing
    - Ideally through usability testing with actual users

User-Centered Design

- Typical software development process. Iterate through:
  - Idea:
    - What to do? Features
    - How? Implementation details
  - Validation
  - Generate prototype
  - Validate

User-Centered Design

UCD – STEP 1

- Interview the users
  - Problems, frustrations...
- Sleep on it
  - See if you need more information
- Second interview
  - Get deeper
- Understand motivations
- Synthesize
  - Empathy is a good friend here

UCD – STEP 2

- Iterate through:
  - Idea:
    - What to do? Features
    - How? Implementation details
  - Validation
  - Generate prototype
  - Validate

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