

Postgraduate Certificate Web Design and Development 12 December 2009

User-Centred Design on the Web

Andrew Harder, Design Research Specialist, Nokia, London

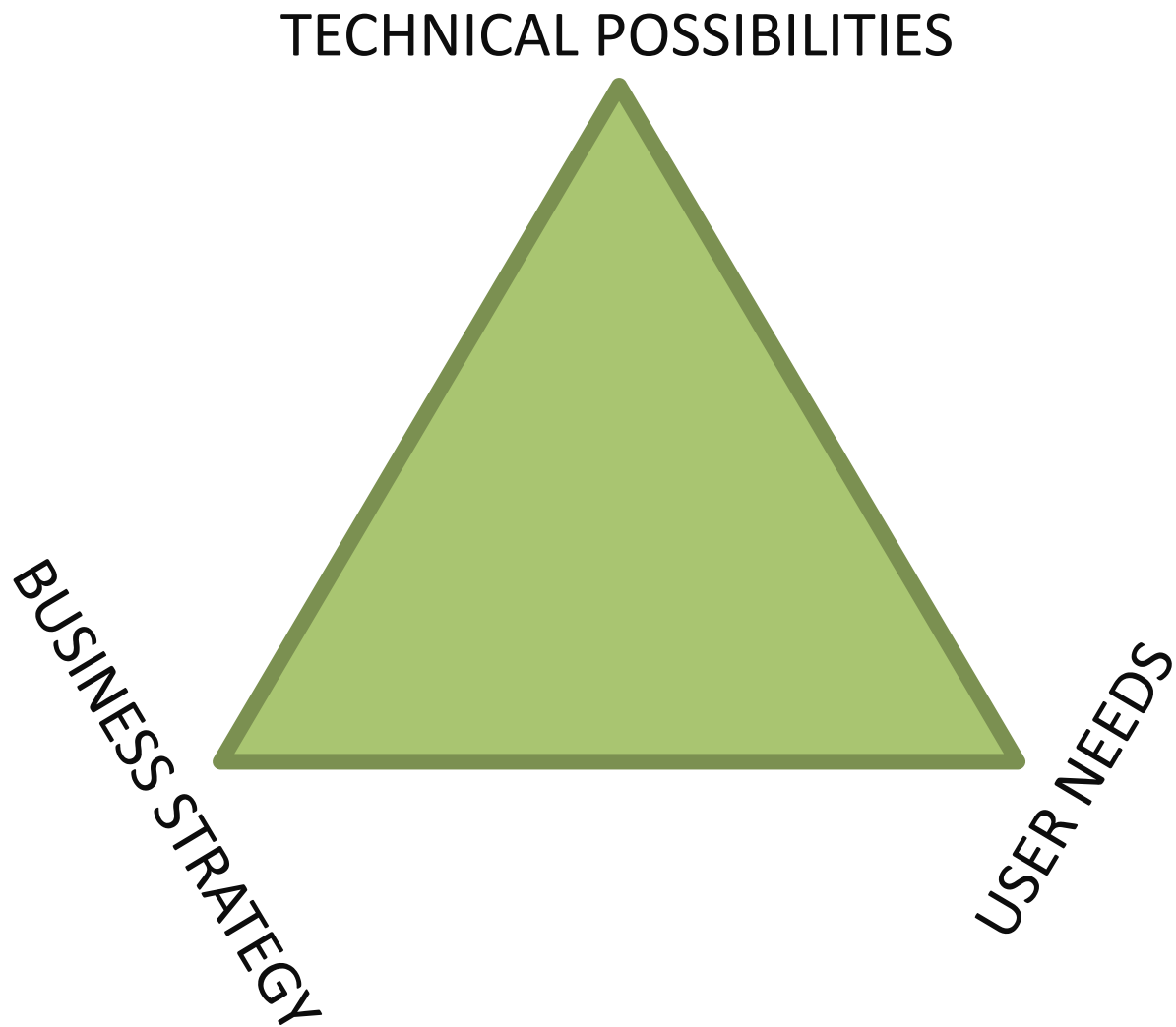
Peter Otto, Principal User Experience Consultant, Flow Interactive, London

2.1.1 Introduction

Why Michael can't have his breakfast...



So, why can't Michael have his breakfast?



This module

- In this module we teach **how to create websites with a great user experience.**
- In **WDD 2.1** we'll start with understanding **user and business needs**
- In **WDD 2.2 on 16 Jan** we'll look at how to translate those into a great **design**
- In **WDD 2.3 on 30 Jan** we'll look at how you can **evaluate your design**
- **WDD 2.4 on 13 Feb** is about **scoping and managing** your project
- **2nd Assignment due: Tuesday, 2nd March 2010**

What is User Experience?

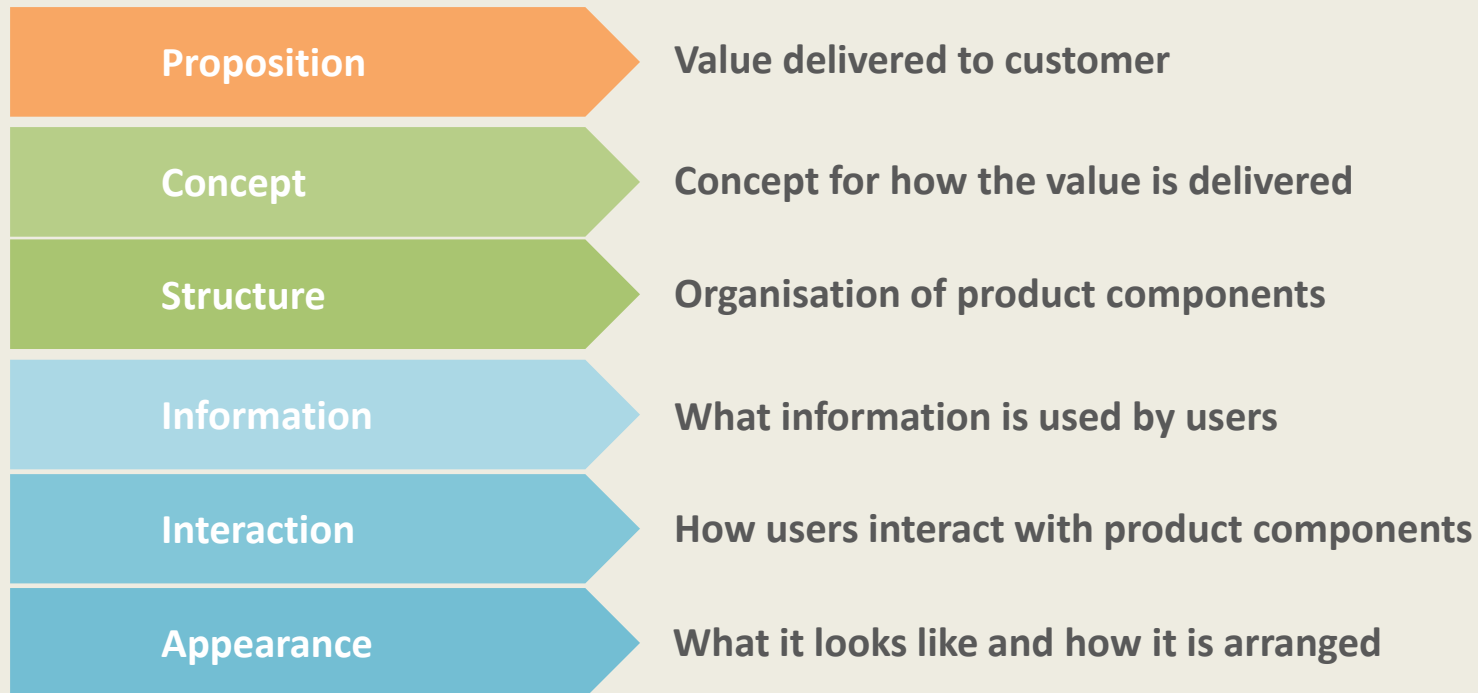
**...how users experience your product
or system...**

**...how users experience your product
or system...**

...your brand...

Two white curved arrows originate from the handwritten text '...your brand...'. One arrow points upwards and to the left, ending near the word 'system' in the bold text above. The other arrow points upwards and to the right, ending near the word 'product' in the bold text above.

The elements of user experience



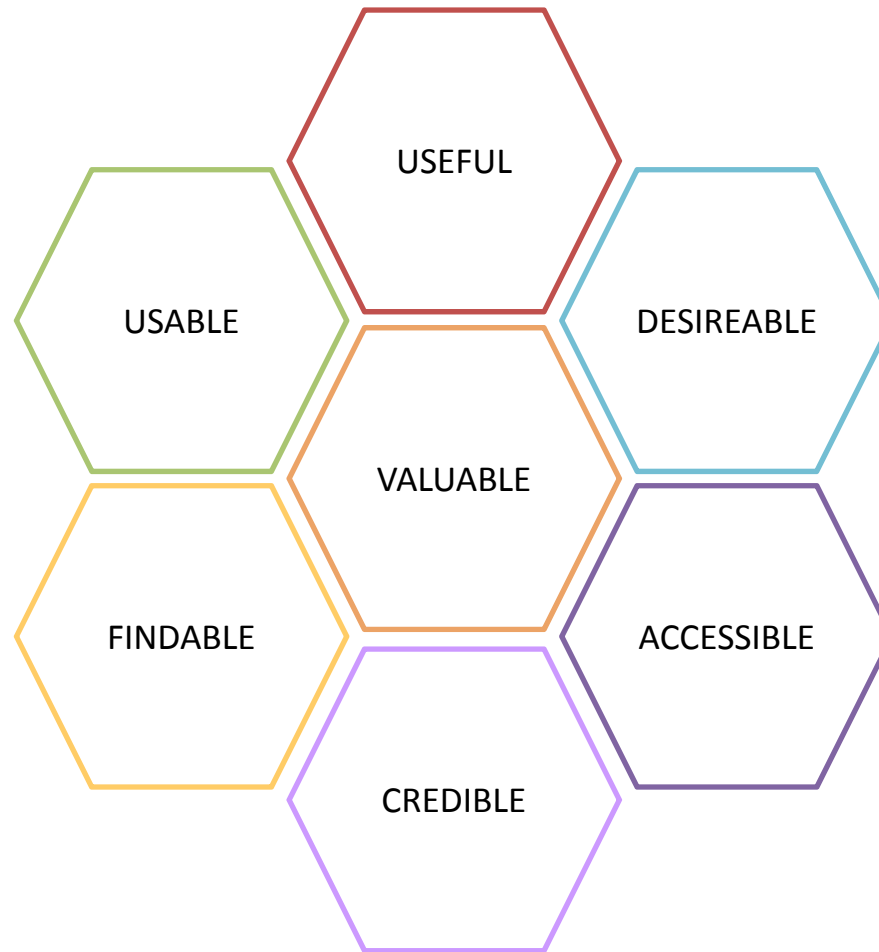
...one view of it. [Here's another one](#)

Task: Review a website

- Look at <http://www.orange.co.uk>
- What is the website's **proposition**? How relevant is it?
- What is the underlying **concept** that realises the proposition? Does the concept work?
- How is the website **structured**? Is this effective?
- What **information** is on the website? Is it sufficient and relevant?
- How does the **interaction** work? What is problematic and what is well executed?
- How does the website's **appearance** reflect its proposition, concept and brand?

What is ^{a good} User Experience?

A good user experience is...



Source: Peter Morville <http://semanticstudios.com/publications/semantics/000029.php>

It makes sense for your organisation

1. Increased effectiveness and efficiency

More page impressions, higher sales conversion, more competitive products...

2. Increased customer satisfaction

Solid brand reputation, loyalty from existing customers, word-of-mouth

3. Reduced support costs

Fewer site user will call for help

4. Effective channel migration

Encourage customers to move to more cost-effective channels

5. Differentiation

Stand out in a crowded market

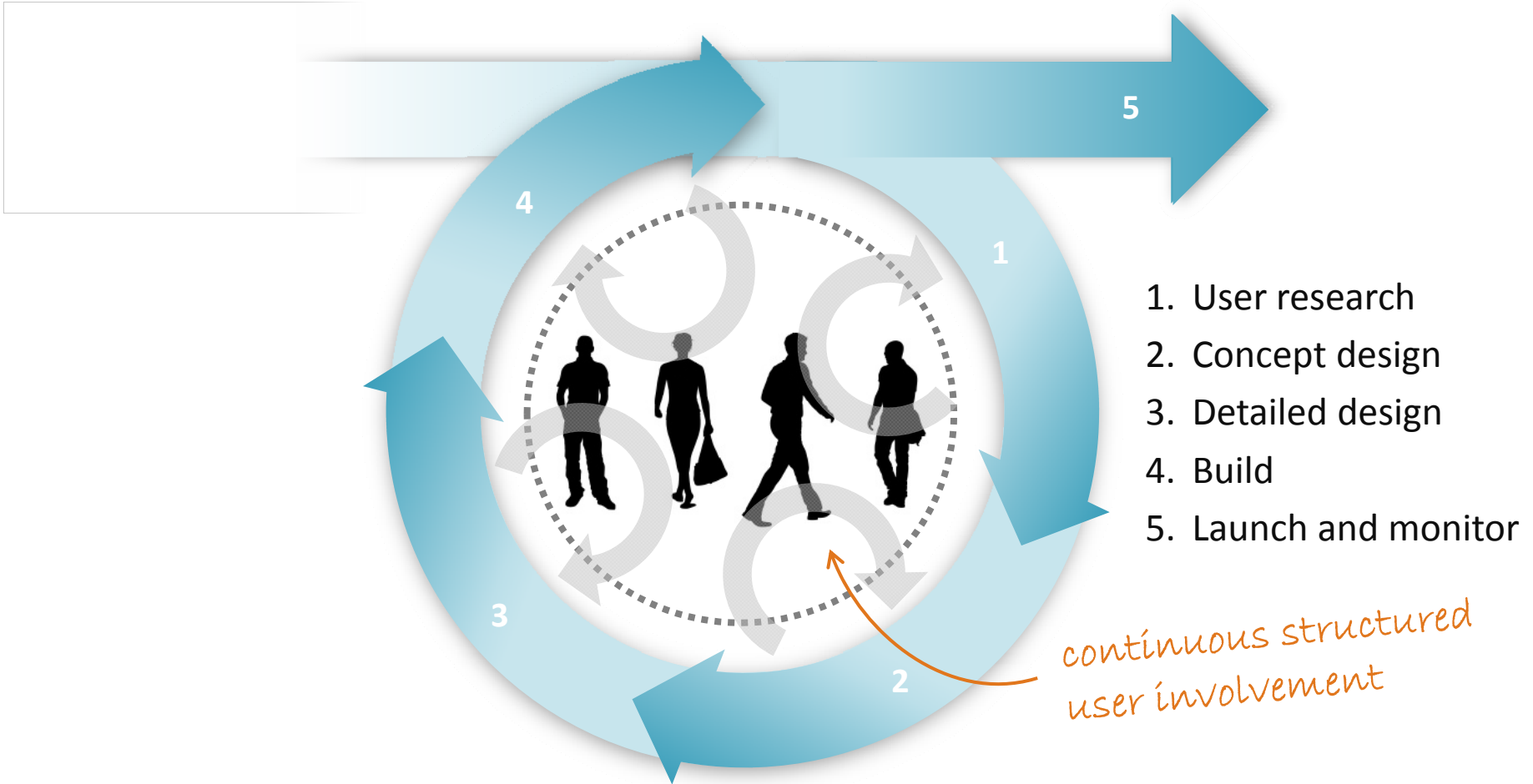
**How do you create a good
user experience?**

How do you create a good users experience?

...by involving
these people
throughout...



...this process is called **User-Centred Design**.



PROJECT TIMELINE



A horizontal timeline arrow pointing right, labeled 'PROJECT TIMELINE'. Below the arrow, four rounded rectangular boxes represent the stages of a project: 'DISCOVERY & RESEARCH', 'DESIGN & CONTENT CREATION', 'EVALUATION', and 'BUILD'. The 'EVALUATION' box is positioned above the 'DESIGN & CONTENT CREATION' box. Small circles are placed at the start and end of the timeline.

DISCOVERY & RESEARCH

DESIGN & CONTENT CREATION

EVALUATION

BUILD

User-Centred Design

- User-Centred Design (UCD) is a design process that is based on **around structured user involvement** and **iterative design**
- There are many possible UCD models, **but all follow the same sort of pattern**
- There is also an **International Standard** for user-centred design, [ISO 13407](#), which can be used to inform many Web development projects.
- **It's a toolbox:** pick and mix
- Fit for purpose – **we do not have to use every tool!**

A recap on terms...

Terms

- **User Experience** is the overall experience and satisfaction a user has when using a product or system
- **User Centred Design** is the process of how to build websites that have great user experience
- But from the users' perspective, their user experience is built on the **interactions** they have with the website.
- **Individual user interactions are the building blocks of the overall User Experience**