

Diploma Web Design and Development 7 February 2009

User-Centred Design on the Web

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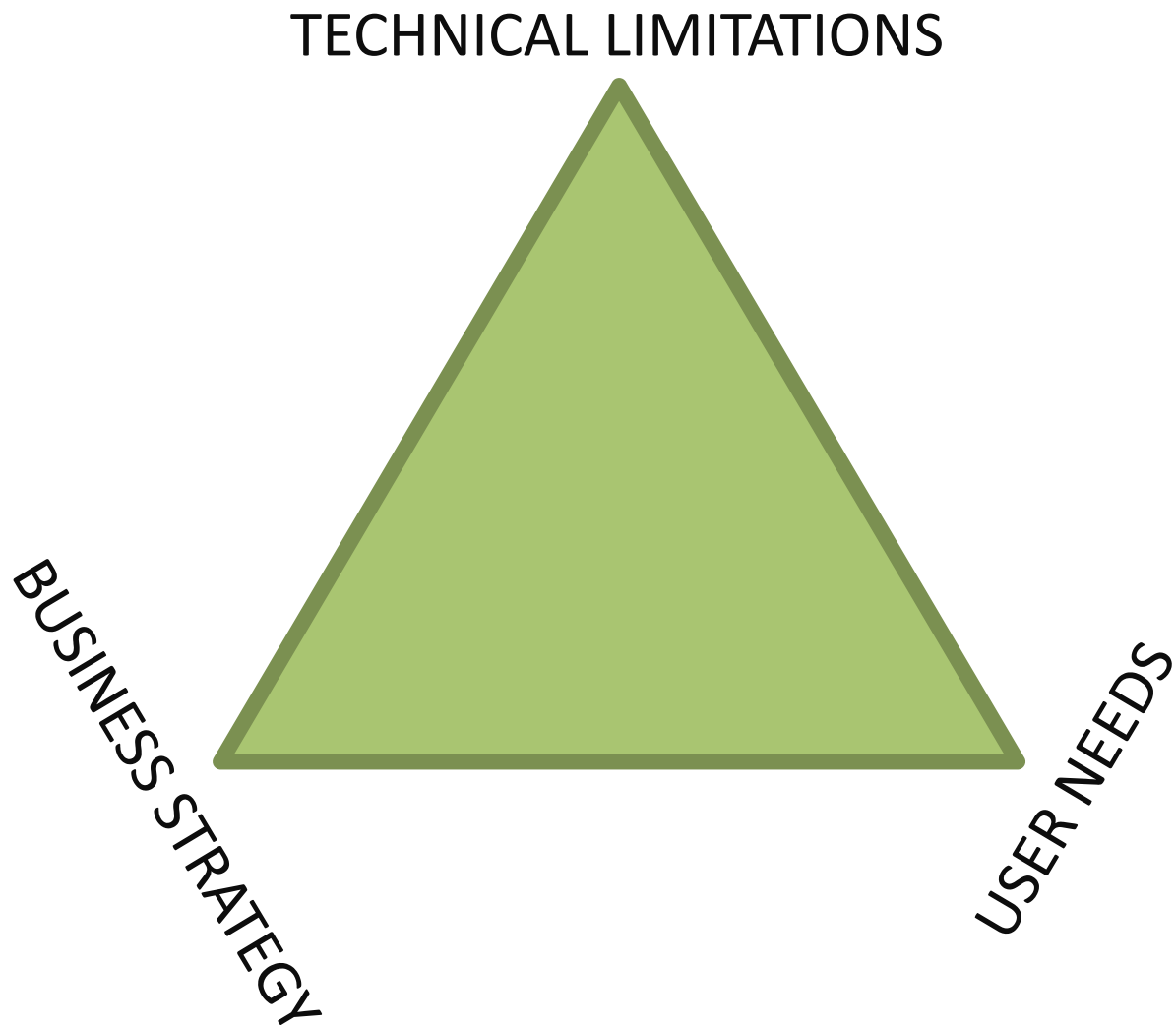
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3.1.1 Introduction

Why Michael can't have his breakfast...



So, why can't Michael have his breakfast?



What is User Experience?

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

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or service...**

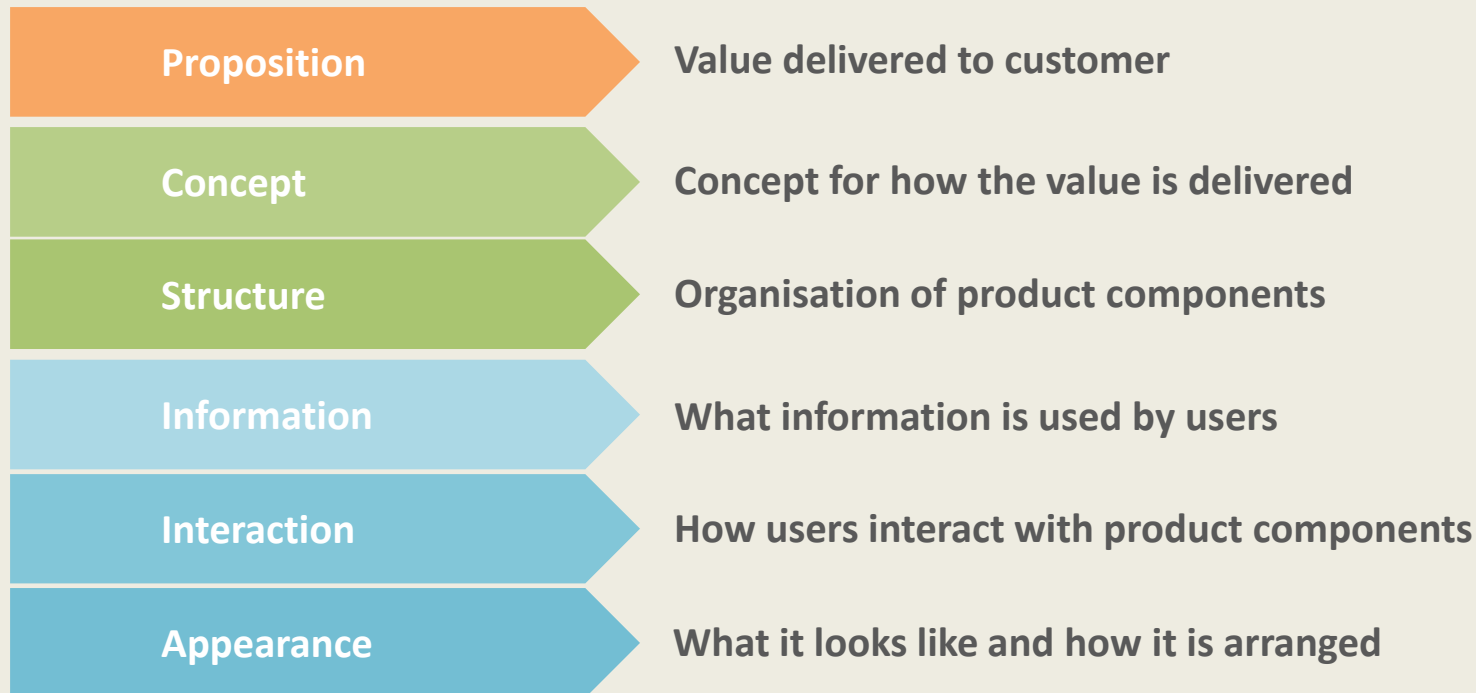
...your brand...



“User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products.”

Nielsen Norman Group

The elements of user experience



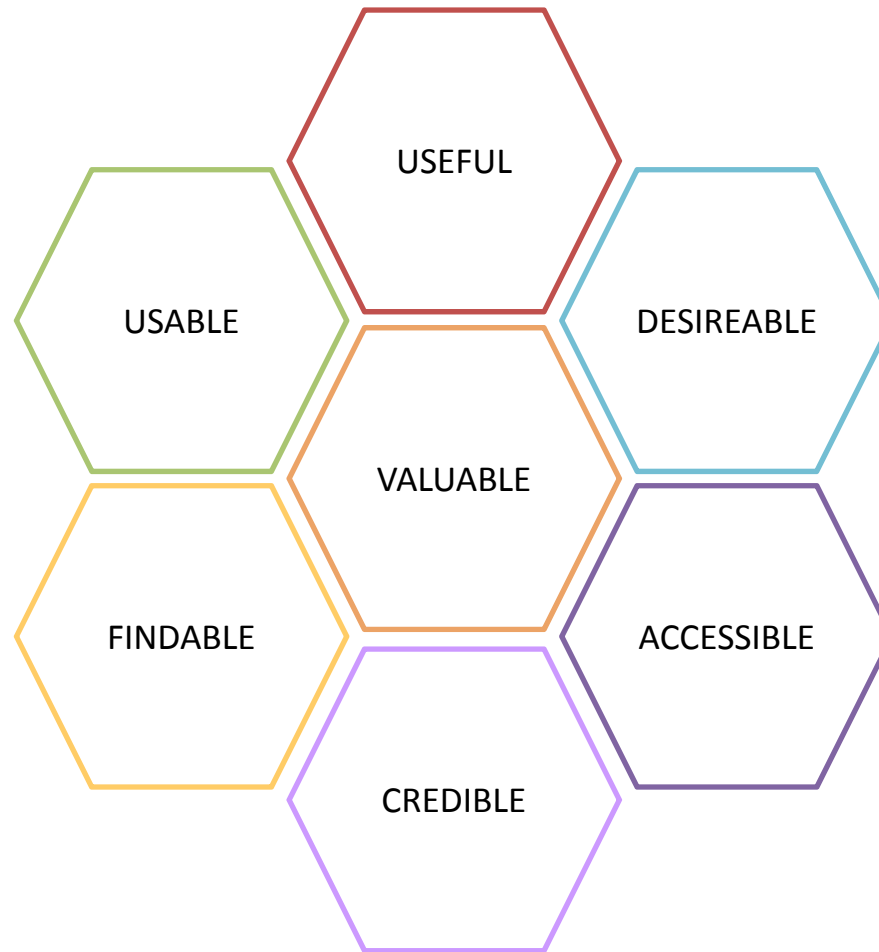
...one view of it. [Here's another one](#)

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>

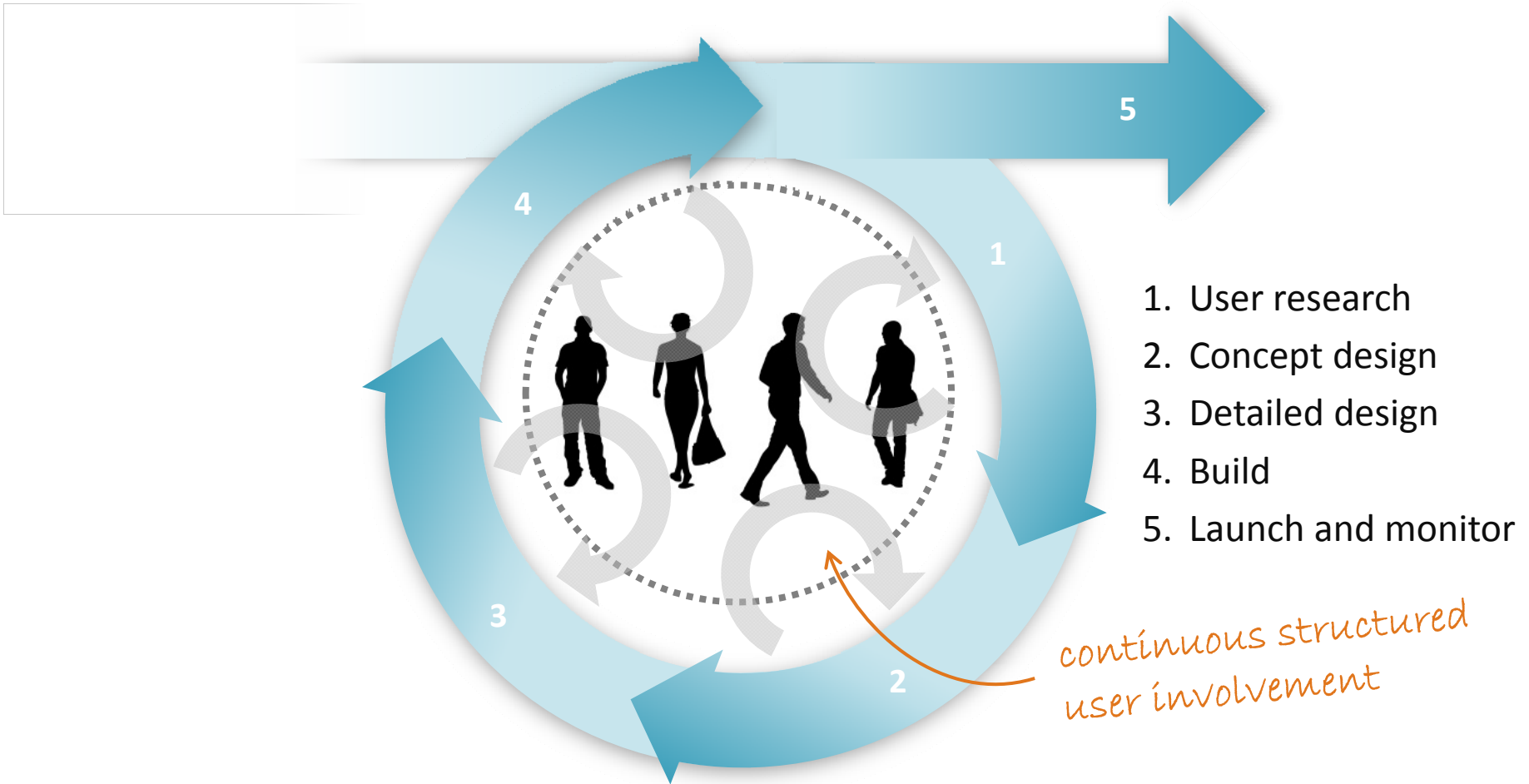
**How do you create a good
user experience?**

How do you create a good users experience?

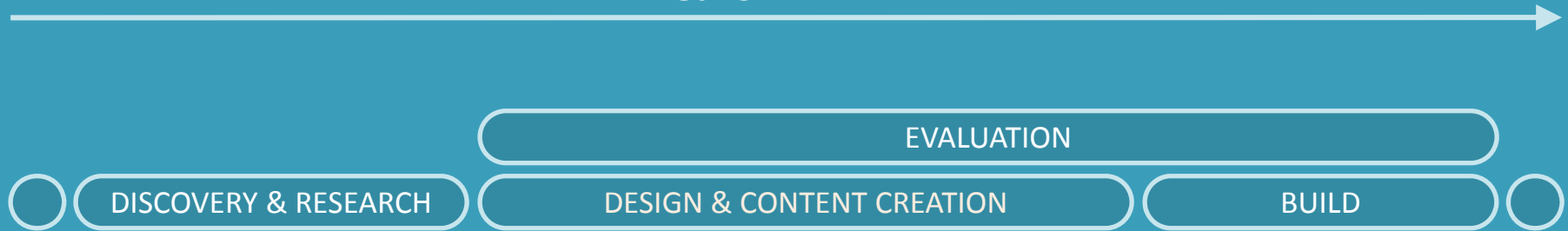
...by involving
these people
throughout...



...this process is called user-centred design.



PROJECT TIMELINE



...everything else is a bit like jumping
from a cliff and hoping for the best.



**User-centred design replaces
hope with certainty...**

**...by seeking user input at all stages
of the design process.**

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!**

Good user experience is good for business.

1. Increased sales

High conversion, more competitive products, more page impressions

2. Brand and loyalty

Loyalty from existing customers, solid reputation and word-of-mouth

3. Reduced support costs

Fewer customers 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