Postgraduate Certificate Web Design and Development 11 December 2010
User-Centred Design on the Web
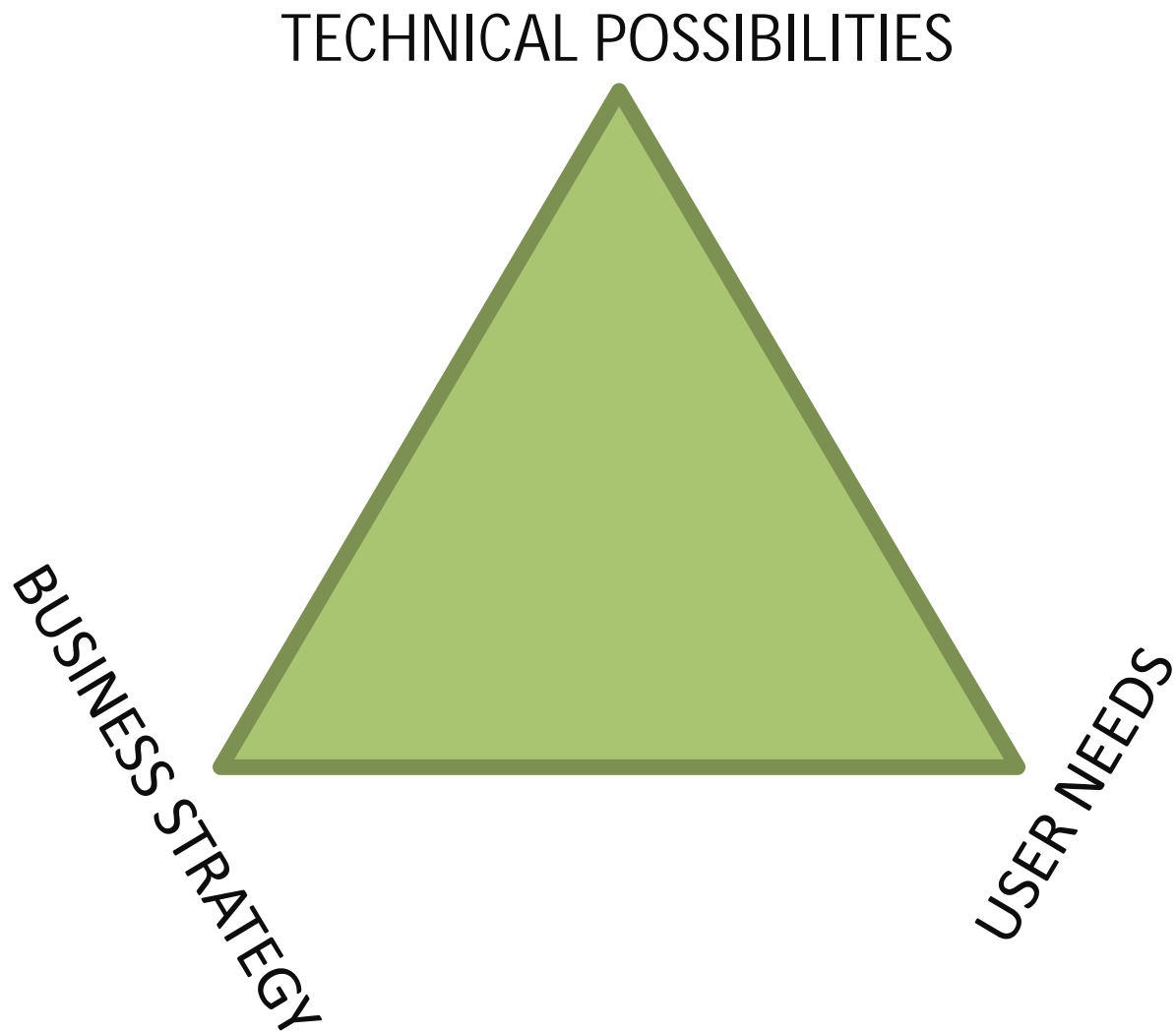
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2.1.1 Introduction

Why Michael can't have his breakfast...

So, why can't Michael have his breakfast?

TECHNICAL POSSIBILITIES

BUSINESS STRATEGY

USER NEEDS

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 15 Jan** we'll look at how to translate those into a great **design**
- In **WDD 2.3 on 29 Jan** we'll look at how you can **evaluate your design**
- **WDD 2.4 on 12 Feb** is about **scoping and managing** your project
- **2nd Assignment due: Tuesday, 1nd March 2011**
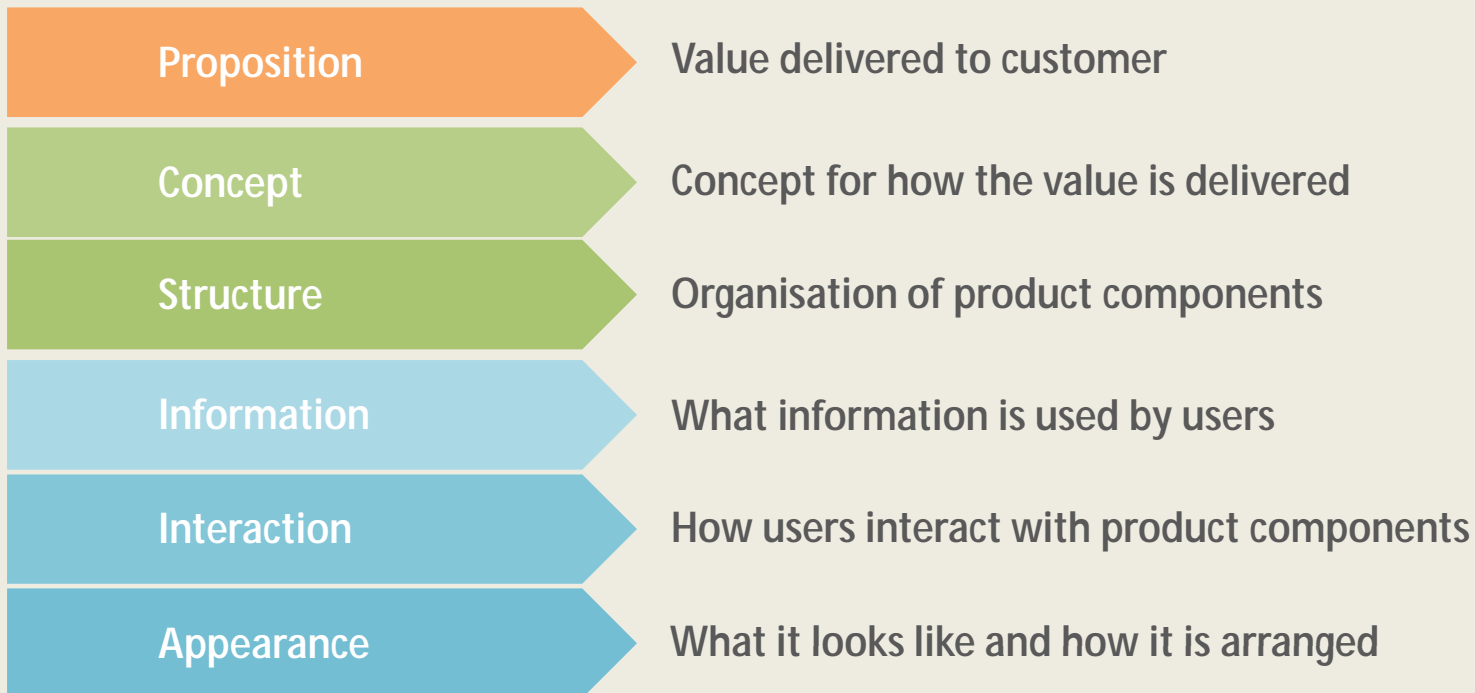
What is User Experience?

…how users experience your product or system…

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

...your brand...

The elements of user experience

Proposition	Value delivered to customer
Concept	Concept for how the value is delivered
Structure	Organisation of product components
Information	What information is used by users
Interaction	How users interact with product components
Appearance	What it looks like and how it is arranged

...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...

USEFUL

USABLE

DESIREABLE

VALUABLE

FINDABLE

ACCESSIBLE

CREDIBLE

Source: Peter Morville http://semanticstudios.com/publications/semantics/000029.php
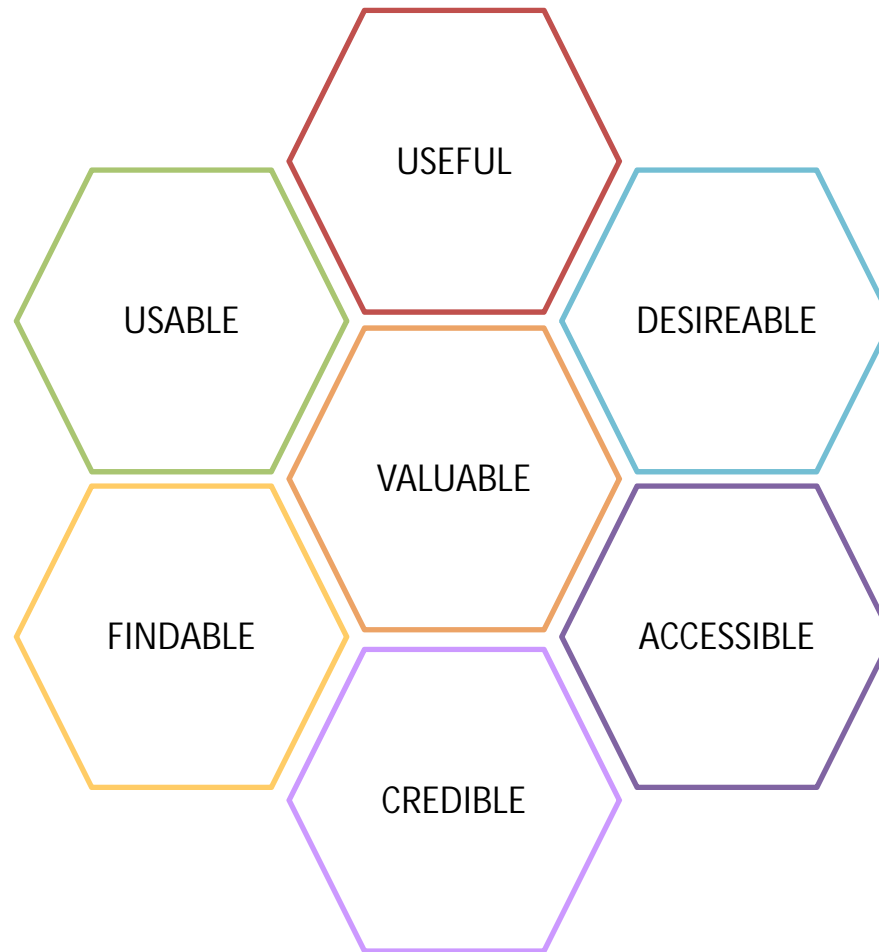
It makes sense for your organisation

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

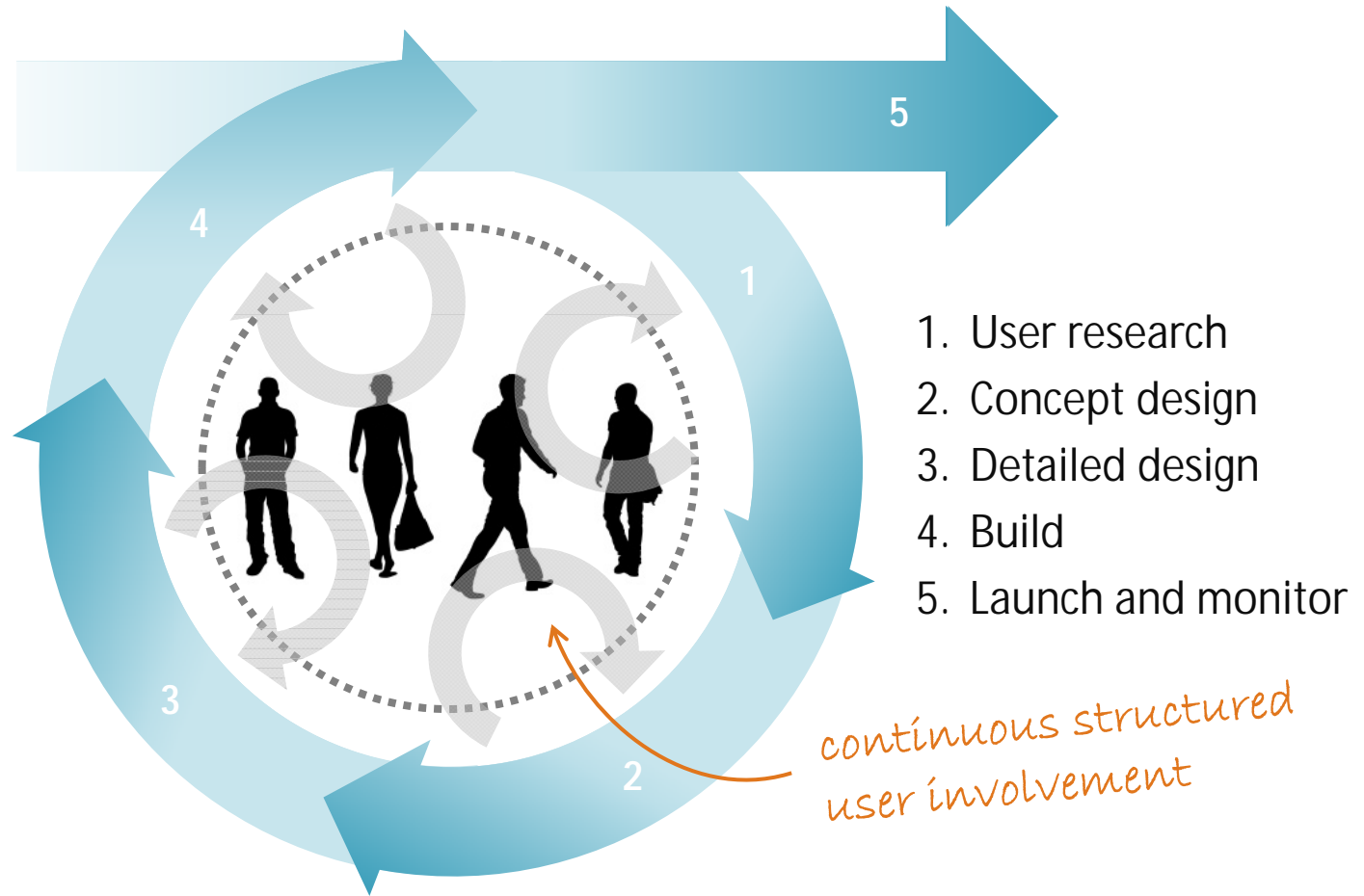5. **Differentiation**
    Stand out in a crowded market

How do you create a good user experience?

How do you create a good <u>user</u>s experience?

...by involving these people throughout...

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

1. User research
2. Concept design
3. Detailed design
4. Build
5. Launch and monitor

continuous structured user involvement

PROJECT TIMELINE

EVALUATION

DISCOVERY & RESEARCH

DESIGN & CONTENT CREATION

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**