Postgraduate Certificate Web Design and Development

User-Centred Design on the Web

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Introduction

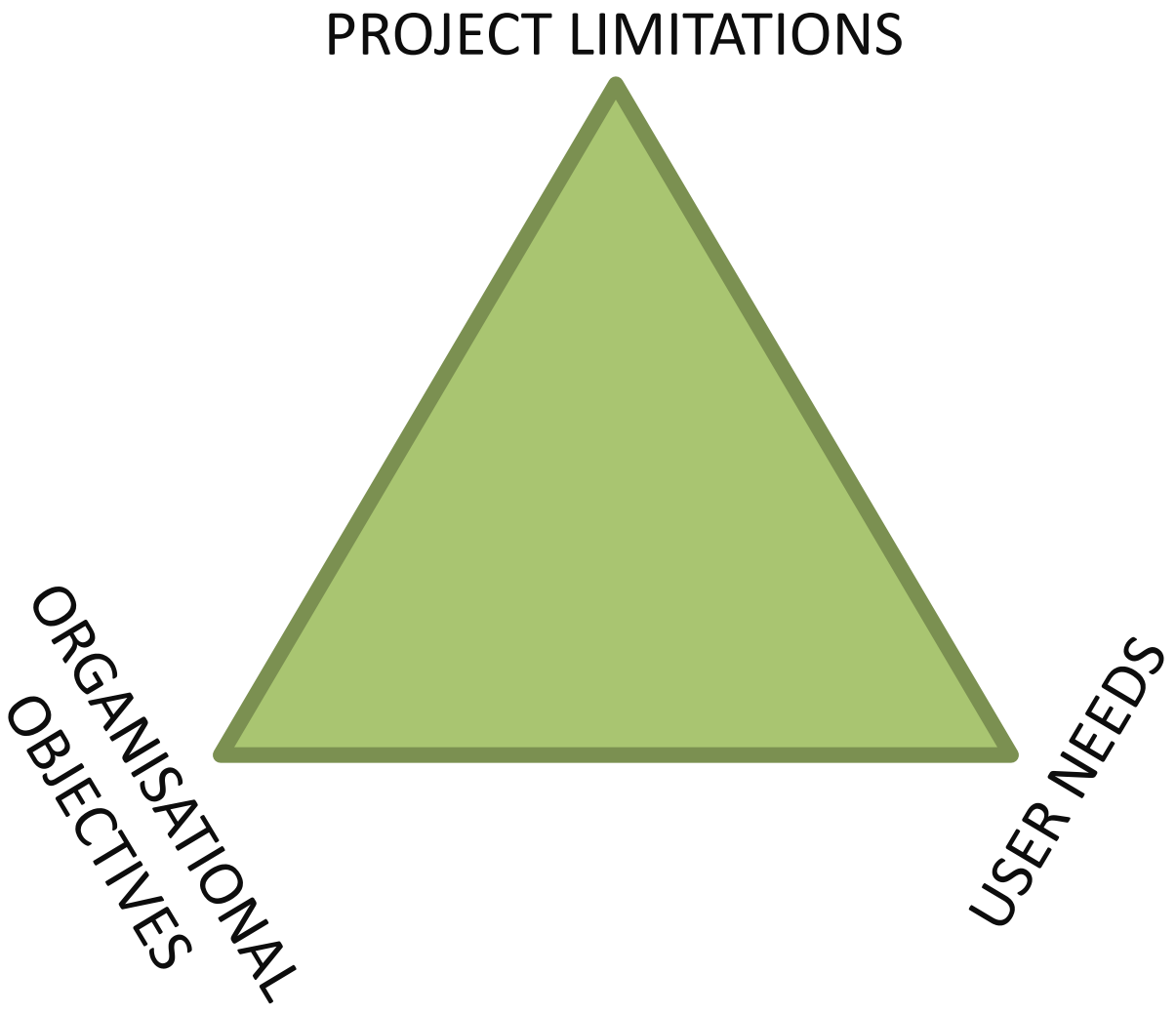
web **design** & development

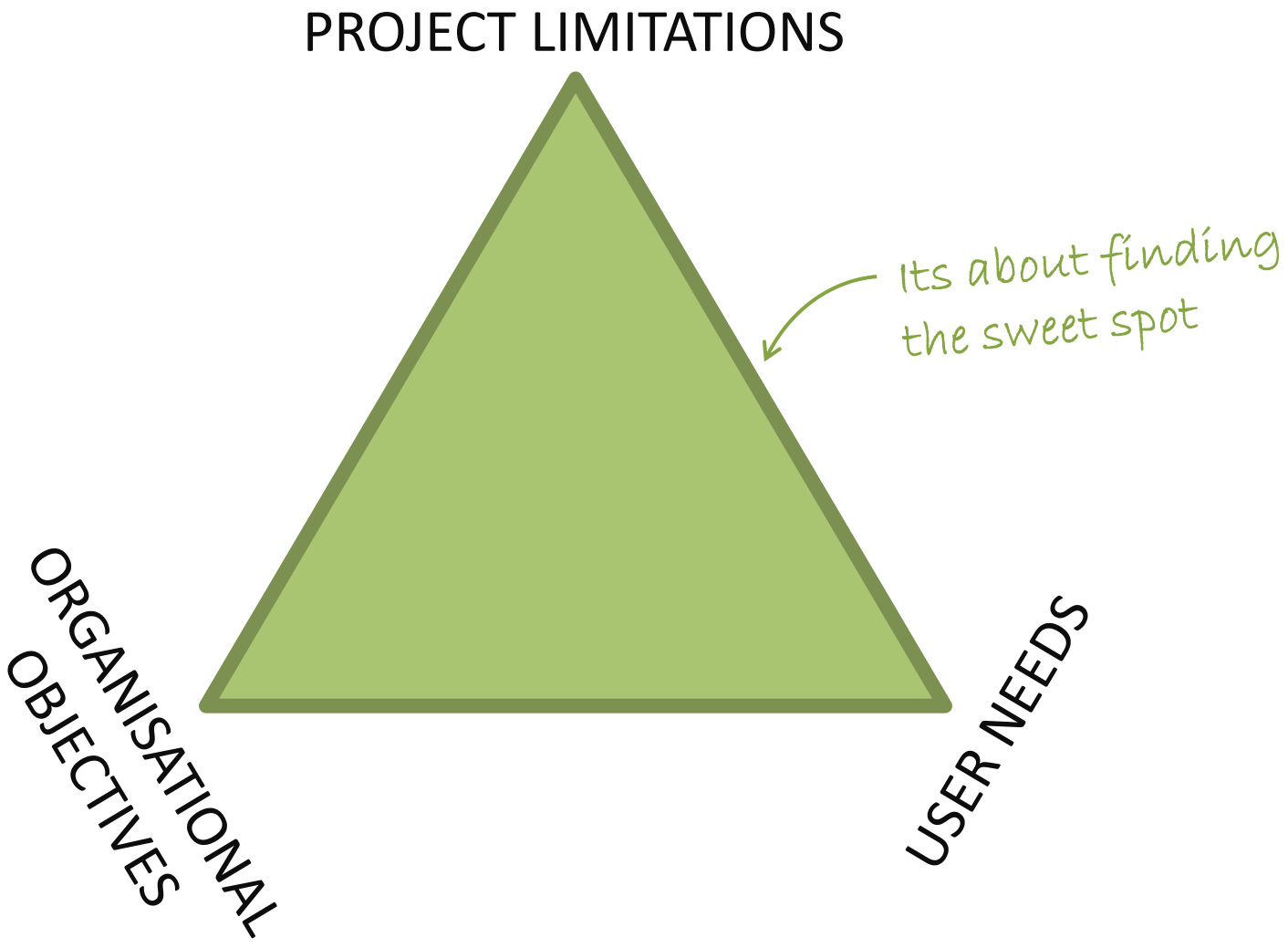
Discuss: What is design?

good
Discuss: What is design?
…think of some everyday examples of good design…

Why Michael can't have his breakfast…

So, why can’t Michael have his breakfast?


PROJECT LIMITATIONS
ORGANISATIONAL OBJECTIVES
USER NEEDS

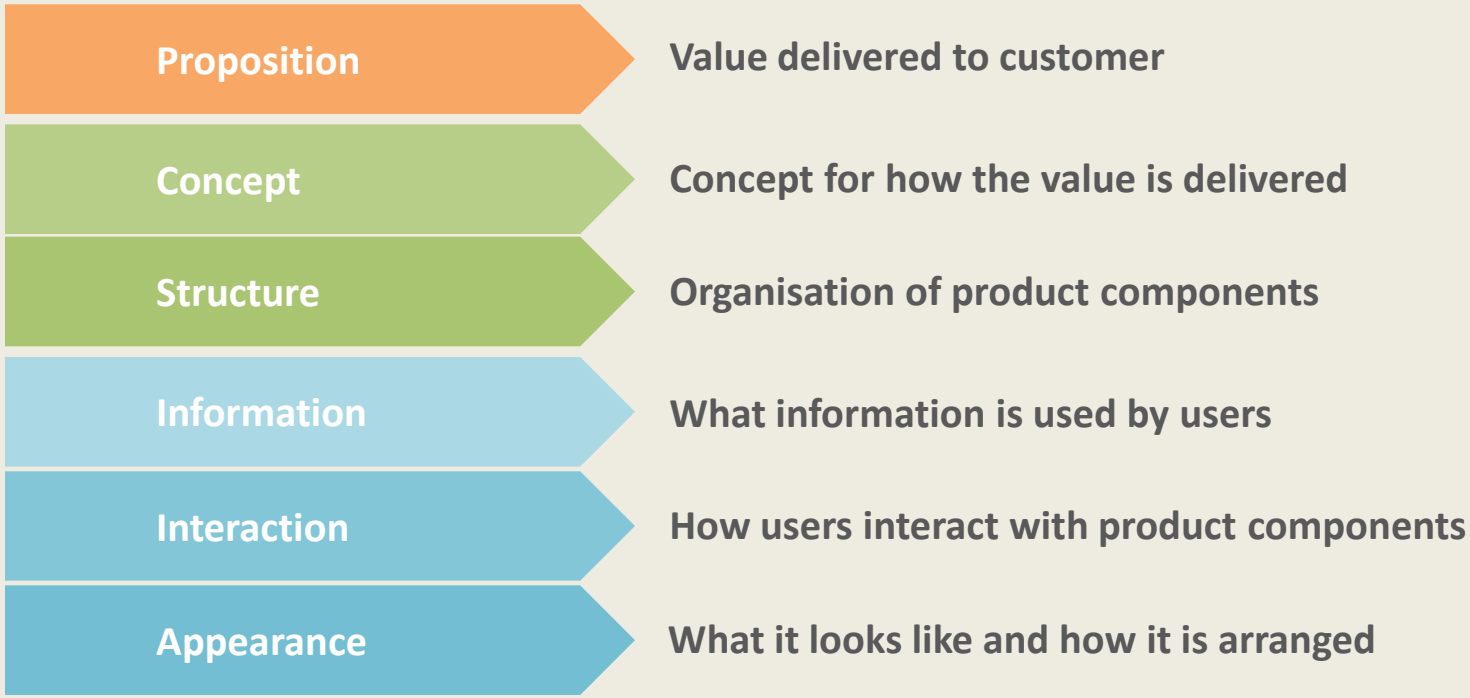

PROJECT LIMITATIONS
Its about finding the sweet spot
ORGANISATIONAL OBJECTIVES
USER NEEDS

This module

- In this module we teach **how to create websites that are well designed.**
- **WDD 2.1** was about **scoping and managing** your project
- Today in **WDD 2.2** we look at how to understand **user and business needs**
- In **WDD 2.3** we'll look at how to translate those into a **design**
- In **WDD 2.4** we'll look at how you can **test your design** to understand if it works

What is User Experience?

Elements of user experience



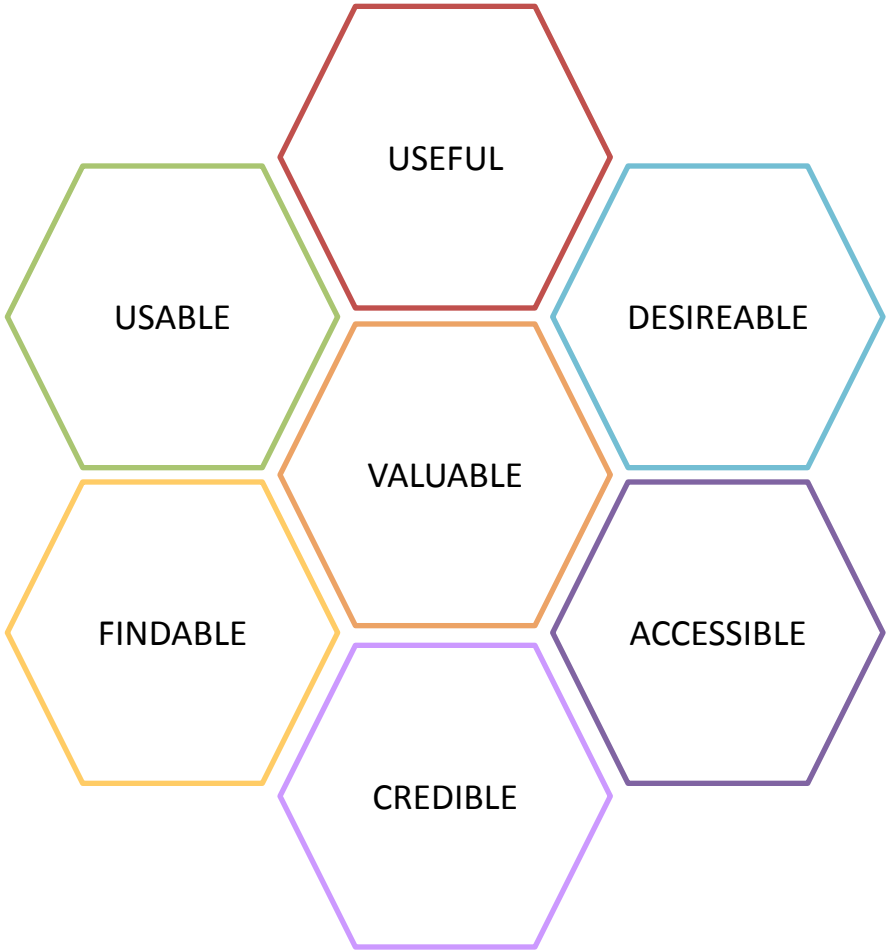
…one view of it. Here's another one

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…



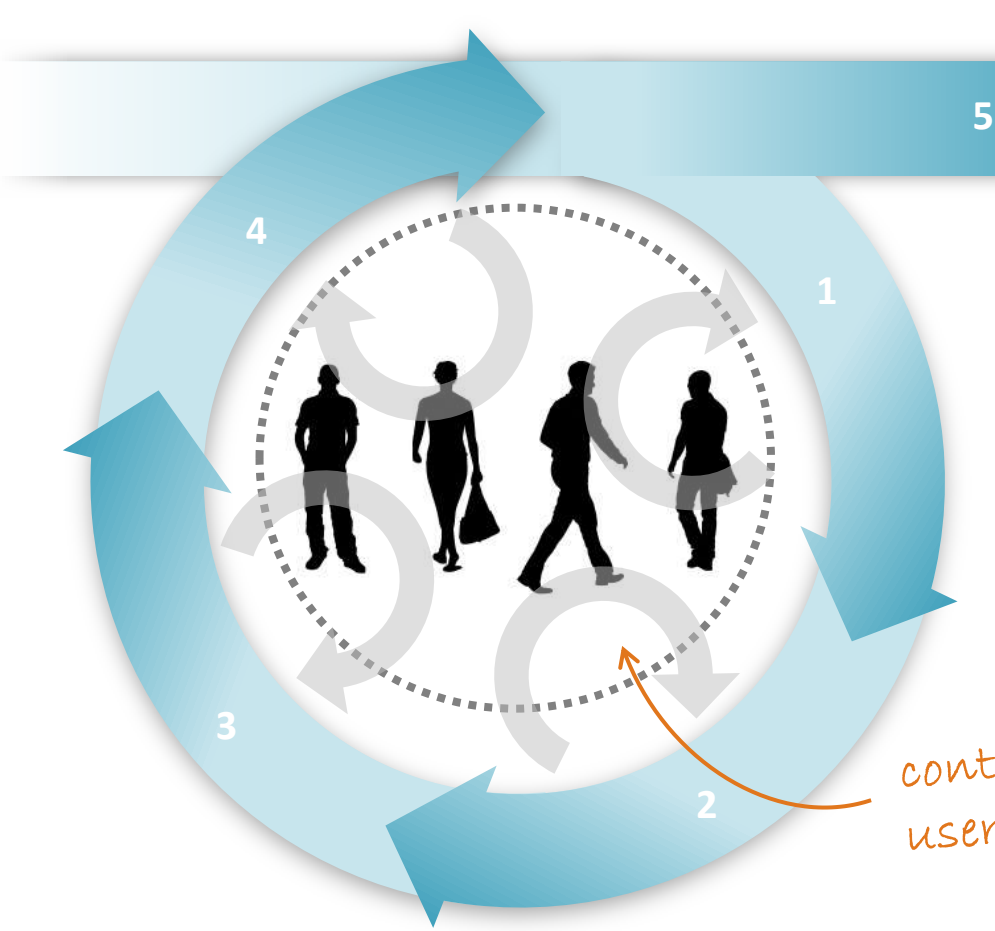
Source: Peter Morville: http://semanticstudios.com/publications/semantics/000029.php

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.



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 a process of how to design by continuously involving users.

- 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**