



**1. EMPATHISE**  
Conduct research to develop an understanding of your users.

**2. DEFINE**  
Combine all of your research and observe where users' problems exist.

**3. IDEATE**  
Generate a range of crazy, creative ideas.

**4. PROTOTYPE**  
Build real, tactile representations for a range of your ideas.

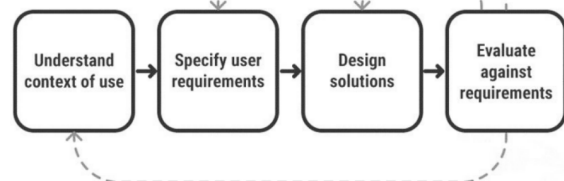
**5. TEST**  
Return to your users for feedback

**6. IMPLEMENT**  
Put the vision into effect

Design thinking process

UCD considers the whole user experience.

The specified users and context of use are given emphasis and considered in all stages of development.



UCD Design  
(this semester)

### This semester

You will learn how to apply UCD processes this semester.

- **Data collection methods**, both quantitative and qualitative.
- **User empathy** via the creation of documentation and other deliverables.
- **Features and requirements** based on established user needs.
- **Low-fidelity prototypes** that apply usability theory correctly.
- **High-fidelity prototypes** that carefully apply standards and guidelines.
- **Evaluations** to identify successes and failures in design

person's perceptions and responses resulting from the use and/or anticipated use of a product, system, or service".

ISO definition

UX  
(User Experience)

## Week1 Intro to Usability

Usability

