Slide -2

- Online user reviews and recommender systems
- Read customer reviews

Slide -1

ALUMINIUM Baseballschläger 30' American Baseball

von Outdoor 4 You - Shop

(4 Kundenrezensionen) Mehr zu diesem Artikel

Preis: EUR 17,58

Auf Lager.

Verkauf und Versand durch **NORMANI**.

Noch 5 Stück auf Lager.

4 neu ab EUR 17,58

Marken-Uhren mit Tiefpreis-Garantie finden Sie im Uhren-Shop bei Amazon.de/Uhren.

Größeres Bild

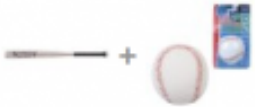
Für Kunden: Stellen Sie Ihre eigenen Bilder ein.

Produktmerkmale

- Baseballschläger aus Aluminium
- mit rutschfestem Griff
- Absoluter Hammerpreis

Wird oft zusammen gekauft

Kunden kaufen diesen Artikel zusammen mit Baseball in Official Size & Weight von IMPI Sports



Preis für beide: EUR 22,57

Beides in den Einkaufswagen

Diese Artikel werden von verschiedenen Verkäufern verkauft und versendet. Details anzeigen

Kunden, die diesen Artikel gekauft haben, kauften auch

Seite 1 von 23

Leder Quarzsandhandschuhe schwarz S-XXL

Balaclava 3-Loch

(4) EUR 3,50

Pfefferspray KO-FOG 40ML

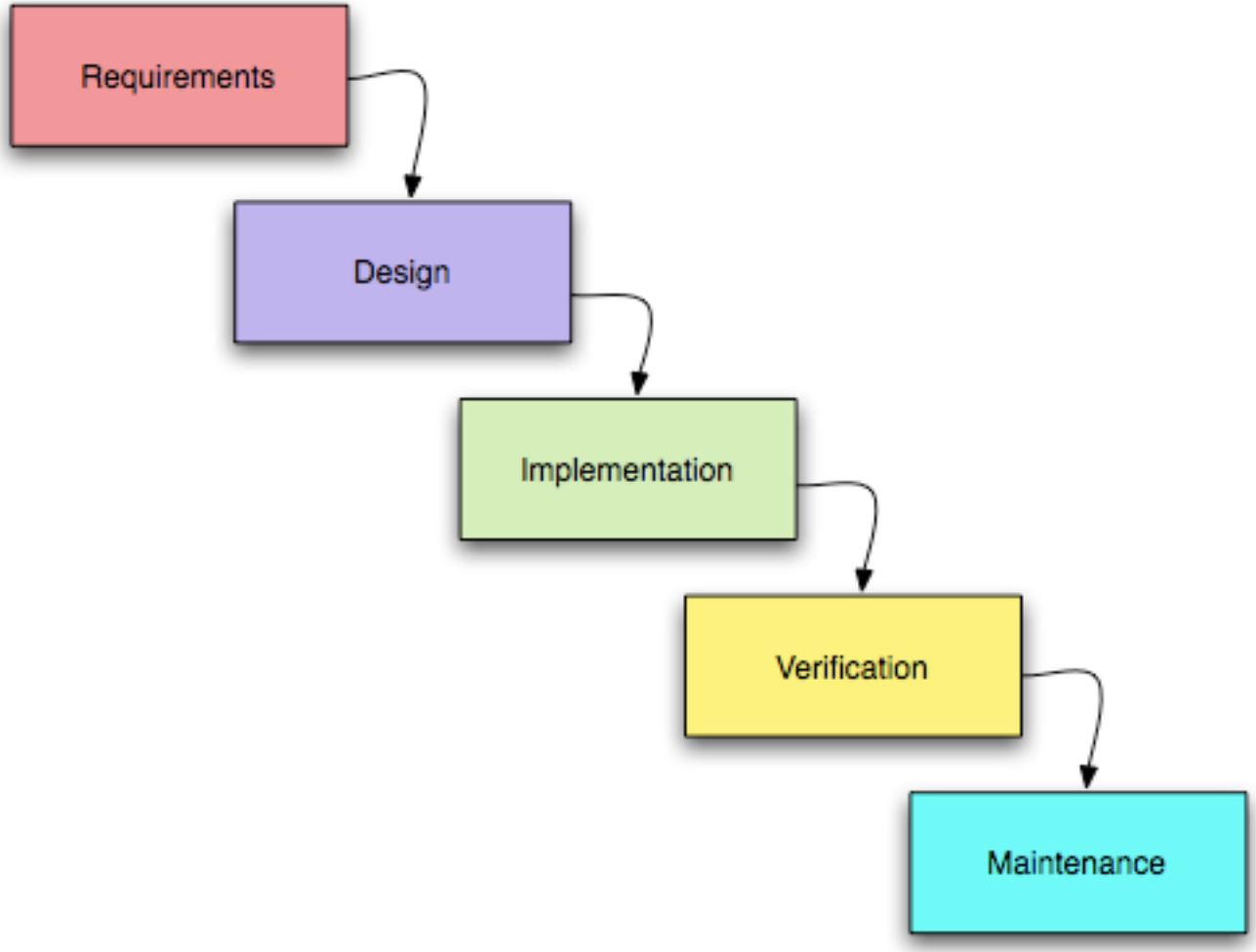
(9) EUR 5,95

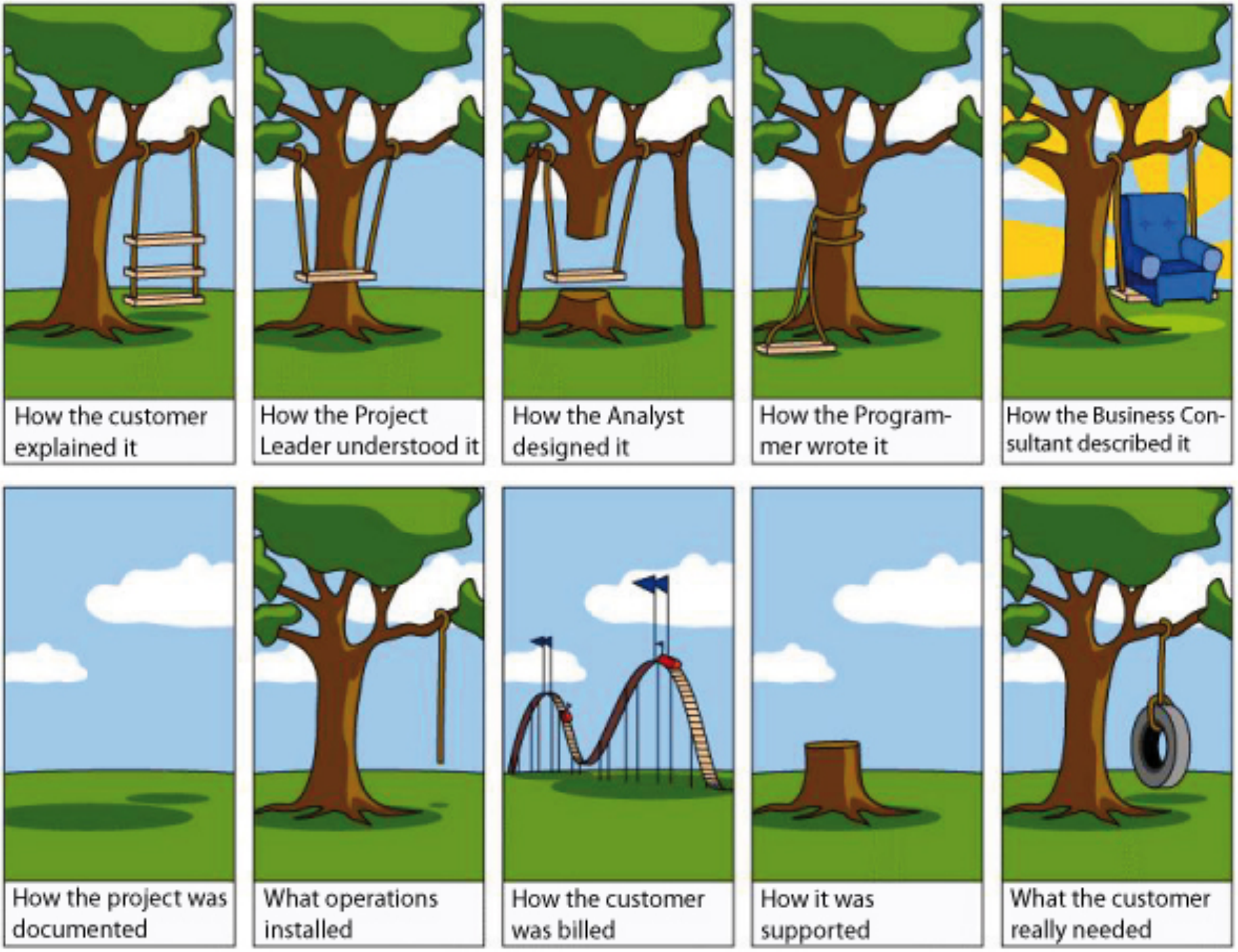
Baseballschläger Holz 32' American Baseball natur

Designing for Users

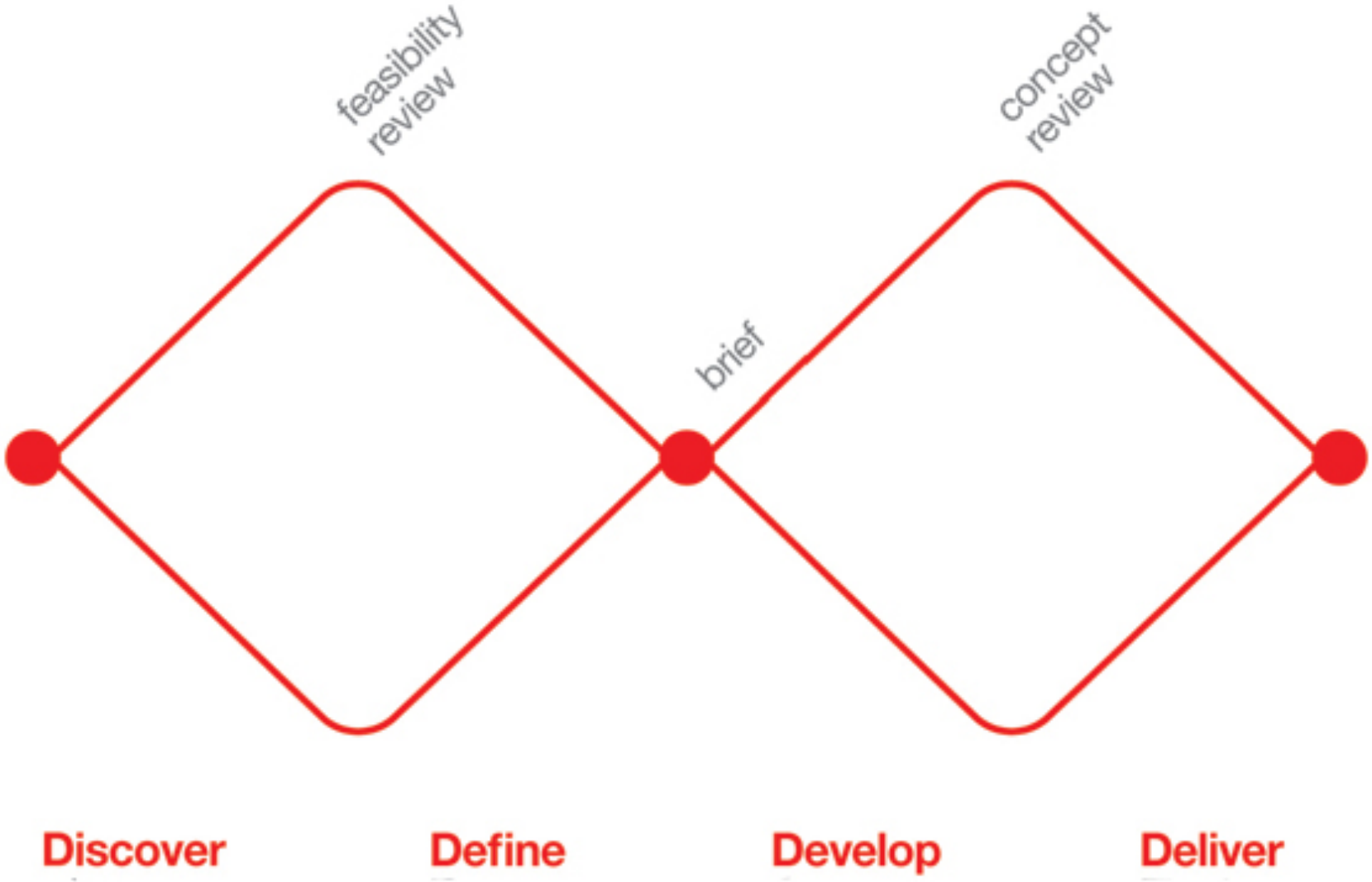
Russell Beale

Why user-centered design?

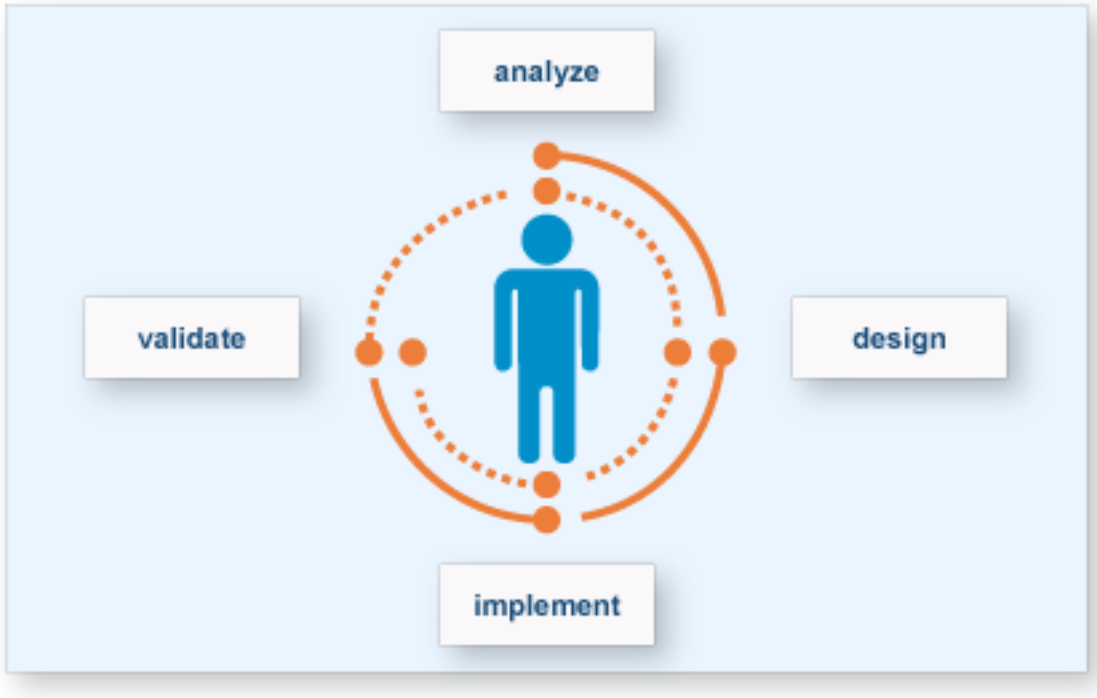

Requirements
Design
Implementation
Verification
Maintenance


How the customer explained it
How the Project Leader understood it
How the Analyst designed it
How the Programmer wrote it
How the Business Consultant described it
How the project was documented
What operations installed
How the customer was billed
How it was supported
What the customer really needed

Design process

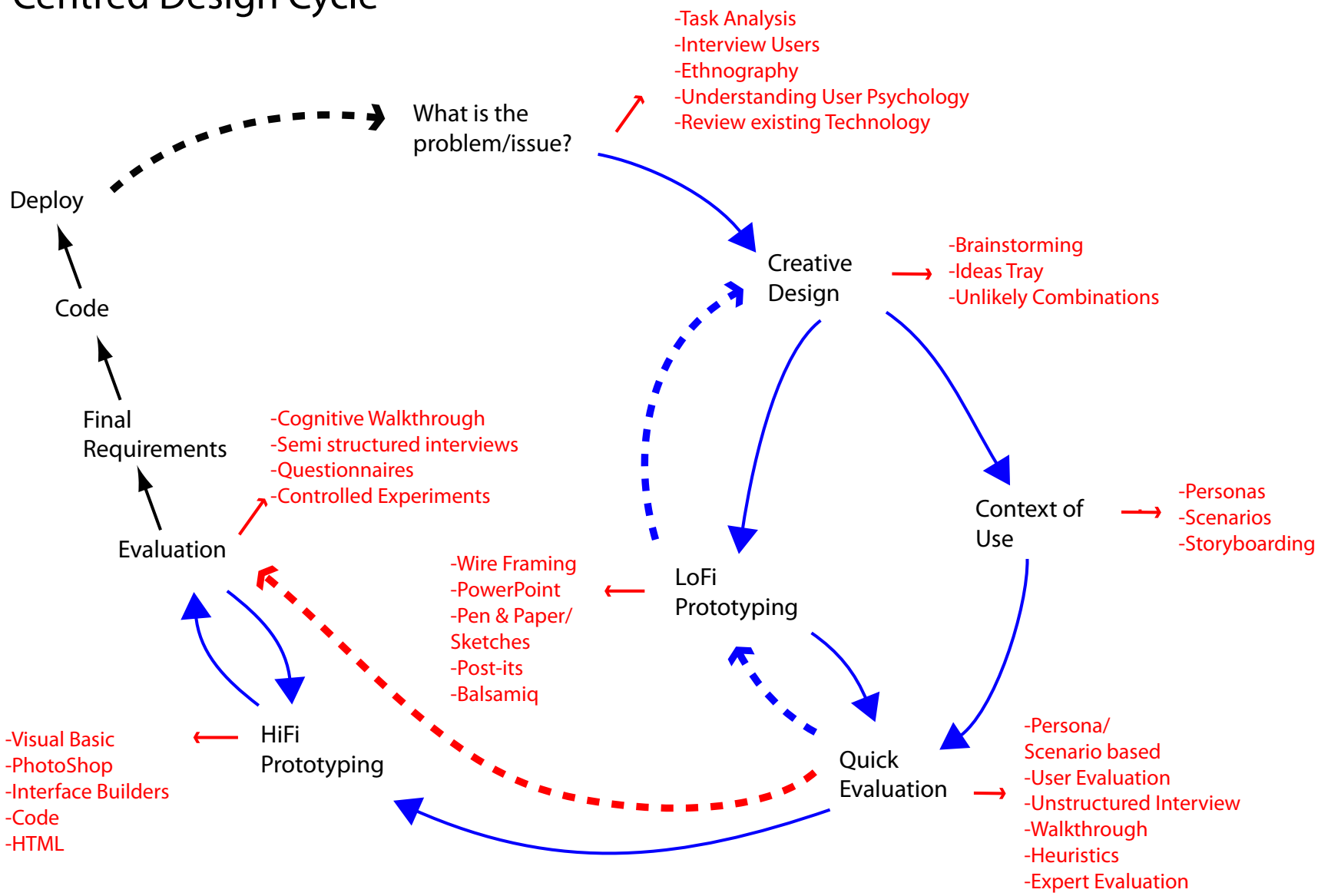


WE INTERVIEWED HUNDREDS OF USERS AND TURNED ALL OF THEIR SUGGESTIONS INTO FEATURES.
Dilbert.com DilbertCartoonist@gmail.com
AS IT TURNS OUT, EVERY USER WE TALKED TO WAS AN IDIOT, AND THEIR DUMB SUGGESTIONS RUINED OUR PRODUCT.
5-7-12 ©2012 Scott Adams, Inc./Dist. by Universal Uclick
IN HINDSIGHT, WE PROBABLY SHOULD HAVE TALKED TO PEOPLE WHO WORK OUTSIDE THIS BUILDING.


analyze
validate
design
implement

Meeting
Focus Group
Contextual Inquiry
Interview
Card Sort
Participatory Design
Paper Prototyping
Design
Critique
Usability Test
Data
Analysis

User Centred Design Cycle



Ethnography

- Define the problem
- Find the people
- Design methods for collecting data
- Collect the data
- Analyse and interpret
- Share

Ethnography

- Immersion in the situation
- Listening, observing, note-taking
- Specific techniques
  - Interviews
  - Observation/shadowing
  - Immersion
  - User self-reporting

Bronislaw Malinowski

Interviews

- One-to-one (can be group)
- Open ended questions
- Listen
- One researcher to nudge the interview along, second to take notes
- Can use AV equipment as well as notes

Observation & Shadowing

- Fly on the wall
- Watch and learn rather than talk
- Follow theme from start to end
- Can be time-consuming – many hours/weeks/ months…..
- Questions asked if vital for understanding, at opportune moments when doesn't disturb worker

Immersion

- Use product or related product for extended period
- Get to understand existing issues and advantages
- Get to understand environment and social context of the problem
- Report via notes, photo-essay, journal, blog, etc.

User self-reporting

- Users prompted to comment
- May involve customers
- Notes or photos
- Text messages
- Can use probes to understand more

Design probes

- Probes get data from users in a definite context and give insight
- Mobilise tacit knowledge from people
- People are invited, encouraged and stimulated to document parts of their own lives
- Probes are exploratory, playful, creative
- Consist of a designed kit and a task
  - E.g. digital camera; “take photo at 6pm of the thing you are doing”

record book

WASTE
WHAT DID YOU SAVE TODAY?
WHAT WAS YOUR BIGGEST WASTE TODAY?

Cultural Probe
Package

All of these probes are included in a simple, pearl textured, pastel gift bag with a few pieces of white tissue paper to resemble a gift and excite the participant while also making the contents easily revealed. Because we were meeting our participants in public spaces to avoid any intrusion into their private homes, we did not want them to be required to carry a box back to their car/bus/home. A bag is easier to transport, large enough to hold our probes, and acts as a reminder in the home of the participant.

We want to see how these participants live, and to understand what these individuals consider important in their lives through their unique interpretations of the photography.

Camera

We were curious to know how the participant would react to the Canadian flag, knowing that they moved here from China 4 to 6 years ago. We did not specifically ask any questions about the flag, but decided to leave it more open..

Canadian Flag

Postcards

Our goal is to inspire the participant to answer the questions not based on their initial thoughts or their response to the images, but a subconscious absorbing of the images and a recognized or unrecognized consideration of their implications on an answer.

Hand-made Scrap Book

A scrapbook was included in the probe kit with a number of empty pages, where the user was given the direction to sketch, write, or include images of something that remind them of home, as well as a few more specific outlined tasks:

- Family Portrait
- Collage (2 parts)
- House Layout
- Media Diary

Special Day Envelopes

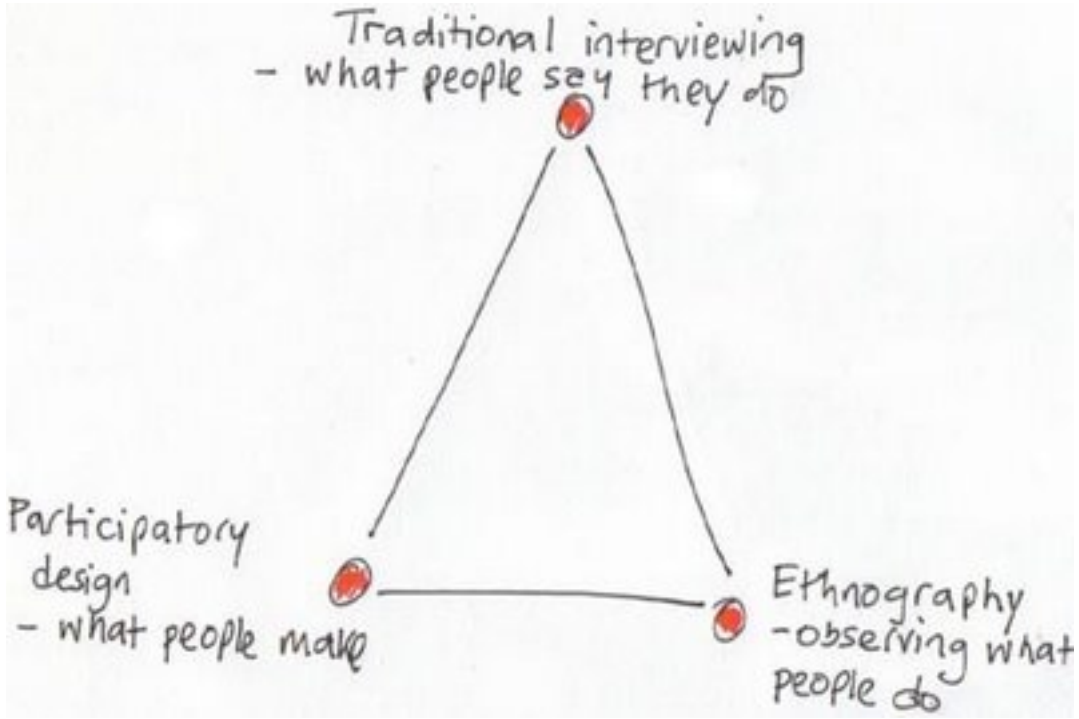
James Hseuh . Angela Ma . Rob White

Participatory Design

- Designers work with stakeholders
  - employees, partners, customers, citizens, end users, etc.
- Participatory design is an approach which is focused on processes and procedures of design
- Occurs in the early, exploratory phases and to refine ideas
- Strong Scandinavian history

PD approach

- Empowers users; democratizes design
- Creates greater understanding in designers
- Raises awareness of users



Credit: Dominic Basulto

Value Centered Design

- Focuses on values central to well-being, dignity, justice, welfare, human rights
- Highlights values pertinent to the business or specific problem
- Broader goals for judging technological systems than “will it work?” to “is it good?”

Why values?

- Business:
  - Values are product/brand differentiator
  - People consider values when making decisions
  - Provides strategic path for company development
  - When values aligned with employees, they are invested in successful outcome
    - E.g. John Lewis
- Designers
  - Understand audiences better
  - Strategic path for design
  - Encourages creativity

Example: medical records system

- Design goal: patient privacy
  - Secure login, logout procedure
- Patient care important
  - Time of nurses a critical resource
- Login/logout circumvented to save time
- Result – privacy minimised

Conflicting Values

- Stakeholders' values may conflict
- Identifying conflicts is critical
- Good designs may not be adopted due to unresolved value conflicts
- If two conflicting values can not both be addressed, one must be chosen over the other
- E.g.
  - anonymity vs accountability
  - privacy vs security
  - autonomy vs automation

Slanty Design

Slanty design process

- Identify user goals
- Identify user non-goals
  - the things users don't want to be able to do easily (such as deleting all their files)
- Identify wider goals being pursued by other stakeholders, including where they conflict with individual goals
- Follow a user-centered design process to create a system with high usability for user goals and high anti-usability for user non-goals; and
- Aim for a clean design
  - Resolve the conflicts between wider issues and individual goals, and where the wider issues win out ensure that the design meets these needs
  - solutions without unwanted side-effects that then have to have solutions designed for them

Further Reading

- Ethnography primer
  - http://chapters.aiga.org/resources/content/3/7/4/5/documents/ethnography_primer.pdf
- Ethnography blog
  - http://ethnographymatters.net/
- Slanty Design
  - http://delivery.acm.org/10.1145/1190000/1188934/p21-beale.pdf?ip=147.188.192.24&acc=ACTIVE%20SERVICE&CFID=130475142&CFTOKEN=59599639&__acm__=1350848225_fd6273a08f09d1b601ec1519127635b9