

# UCDD201: User Centred Design & Development

**15 credits**

Why are some interactive products so popular? How do you create products that everybody wants? One of the fundamental things you will learn in this module is the importance of user-centred design.

You will learn the value of moving away from your desk and 'stepping out into the world' to involve potential users in your early design ideas for interactive products. It is all too easy to assume that others think, feel and behave in the same way as we, the designer or developer, do. It is essential to take into account the diversity among users and their different perspectives and getting their feedback will help you to avoid any errors and misunderstandings that you may not have thought of. Involving users in the process is vital to creating great products and makes good business sense: after all, who wants to buy a bad product?

This module has three parts, which explore the key issues in user-centred design.

## *Part 1 - Requirements*

Who are the users and what do they want? As part of the process of defining the requirements for an interactive product we need to know the user's characteristics but we also need to be aware of the user's context – both in terms of their physical environment and in terms of the activities they are engaged in. This block studies a range of requirement gathering approaches including talking to users, observational methods including the use of technology probes, and more. You will also learn to use tools and techniques such as developing personas and scenarios, which will help you share information with the stakeholders (the team, the users, the customer) and communicate effectively about the requirements for an interactive product.

## *Part 2 – Design*

Designing is about balancing the requirements. It involves thinking through the underlying idea for the interactive product and the more concrete, physical aspects. This block tackles all these things. You will learn to use reflective tools to help you work out and communicate the main idea for a design, including what users will be able to do with it, and how they will experience it. We discuss a range of interface types, from more traditional screen-based forms of interaction to mobile, wearable, haptic and other interface types and you will learn and use a range of prototyping methods and tools.

### *Part 3 – Evaluation*

Evaluating an interactive product is essential to ensure that it meets the requirements or to identify ways in which it can be improved so that it does meet the requirements. This block presents the knowledge and techniques necessary to evaluate, including ethical considerations when evaluating with users; techniques and tips for observing users, and asking experts and users; and how to decide when to carry out field studies and when to use lab studies. You will learn how to present your findings and to reflect on the need for iteration of parts of the design life cycle.

## Skills Contributions

- [HCEV](#)
- [INCA](#)
- [PROG](#)
- [REQM](#)
- [SINT](#)

## Origin

*based on the Open University Module TM356: Interaction Design*