



TORRENS
UNIVERSITY
AUSTRALIA

HCD402

Module 10: The Breaking Point - How to Redesign with HCD in Mind



Creating Solutions that Truly Matter

Agenda

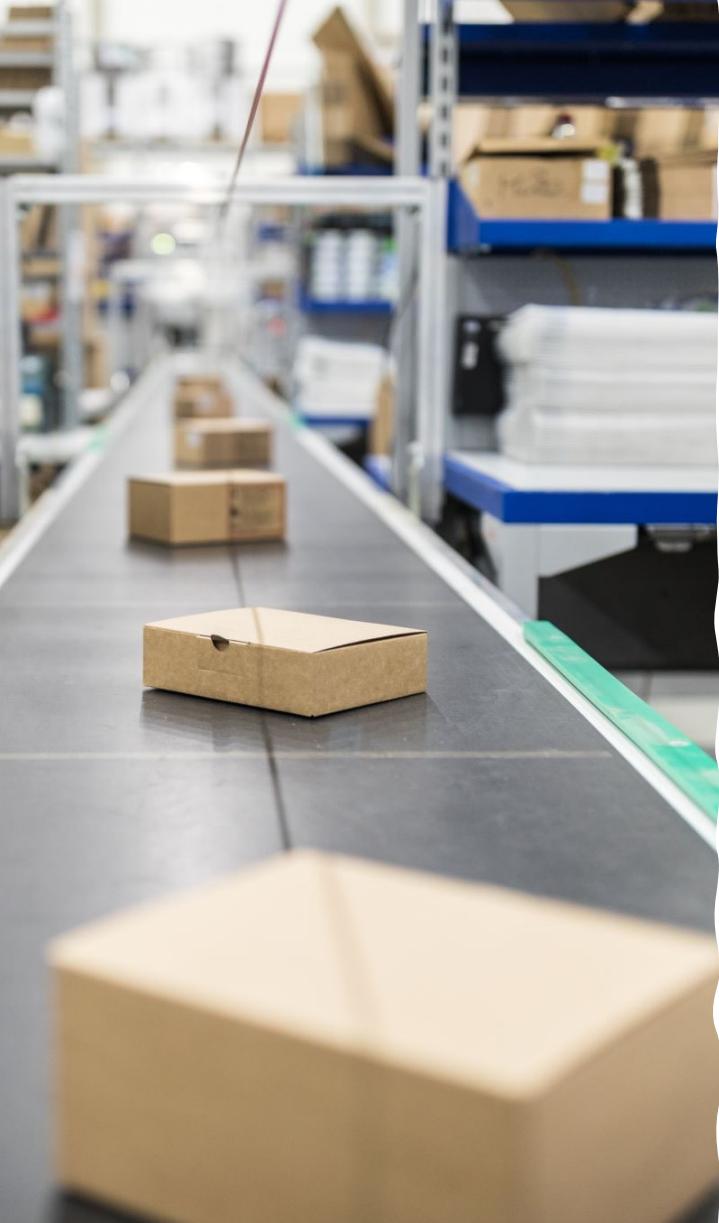
- Introduction
- Recognising the Breaking Point
- The Importance of Redesign
- Applying HCD to Redesign
- Steps to Implement HCD-Driven Redesign
- Benefits of HCD-Driven Redesign
- Overcoming Challenges
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Introduction

- **Setting the Context:** Redesign as a Vital Aspect in Product Development
- **Challenges of Post-Launch Feedback:** Limited QA testing, User Feedback, and Breaking Points
- **Key Objective:** Exploring the Redesign Process with HCD Principles





The breaking point

- Every product or service has a breaking point.
- This is the moment when it is no longer meeting the needs of its users.
- When a product reaches its breaking point, it is time for a redesign.

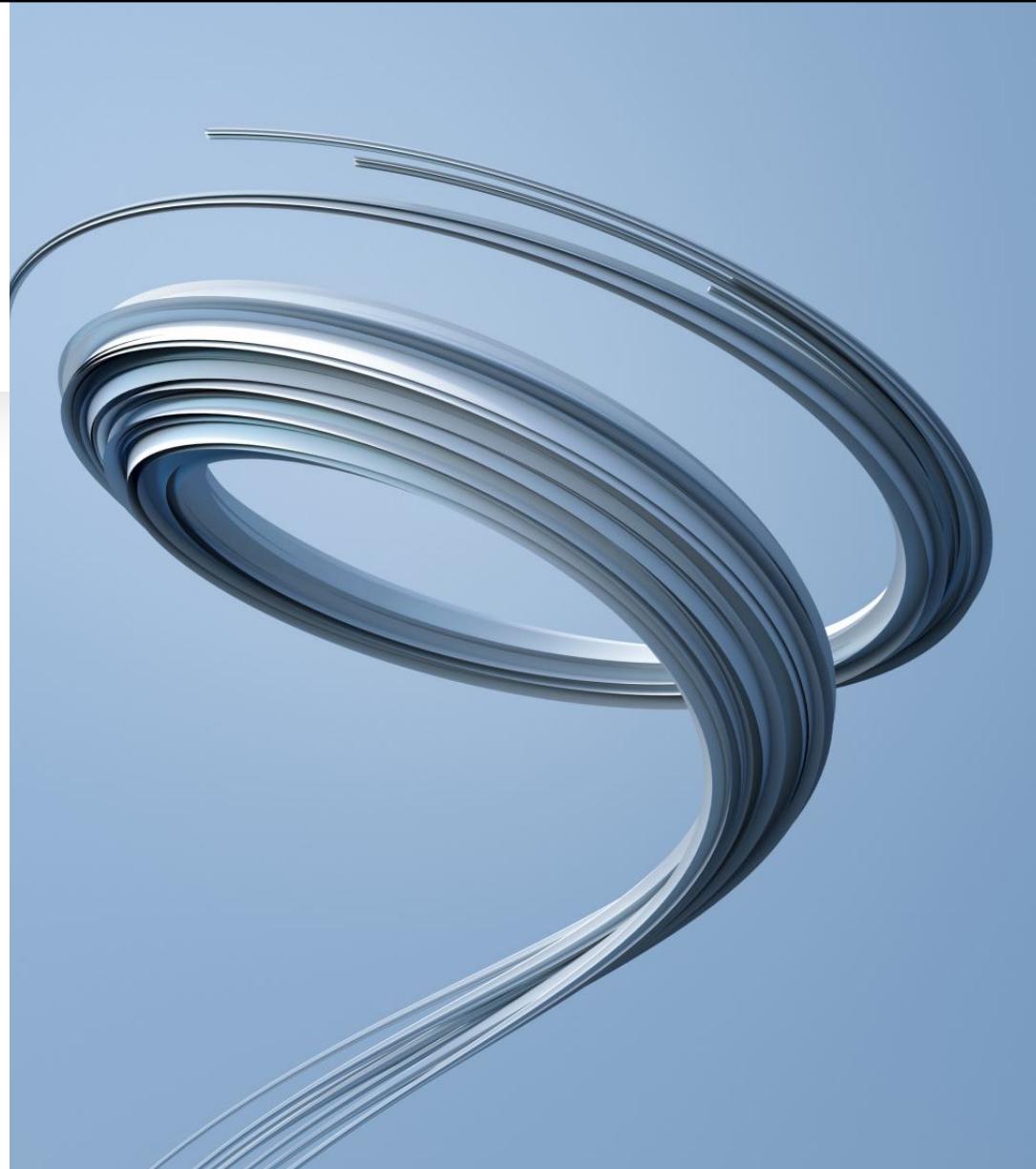


Recognising the Breaking Point

- **Defining the Breaking Point:** When existing solutions fail to meet user needs, resulting in frustration and dissatisfaction.
- **Signs of the Breaking Point:** User complaints, declining engagement, increased support requests.
- **Common Scenarios:** Security Breach, Customer Complaints, UI Overhaul
- **Redesign Decision:** Pivotal Moment for Change and Improvement
- When current solutions no longer meet user needs
- Identifying signs of user frustration or dissatisfaction

The Importance of Redesign

- Why redesign is crucial
- Staying relevant in a dynamic market
- Enhancing user satisfaction and loyalty
- **Driving Innovation:** Redesigning to stay relevant and competitive in a rapidly changing landscape.
- **Enhancing User Satisfaction:** Providing solutions that genuinely address user pain points.
- **Building Brand Loyalty:** Delivering exceptional experiences that build trust and loyalty.





The Three Core Components of Redesign

Identification: Recognizing the Trigger Event

- **Exploring the Trigger:** Identifying Critical Moments
- **Severity Assessment:** Gauging the Impact of the Trigger
- **Determining Action:** Choosing the Appropriate Redesign Approach

Iteration: Redesigning with an Existing Goal

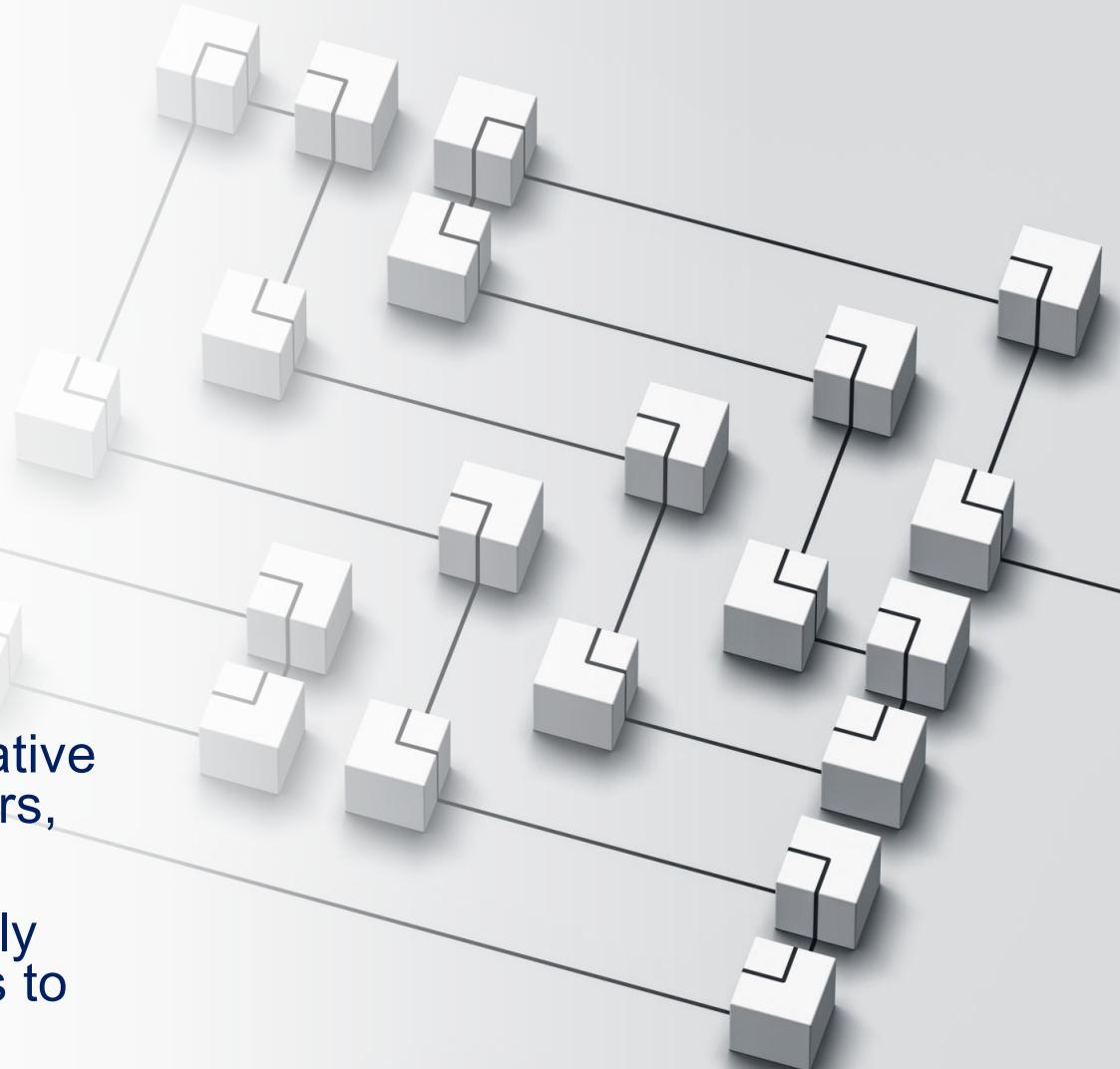
- **Adapting Iteration:** Tailoring HCD Iterative Process
- **Aligning with Goals:** Balancing Existing Objectives and Iteration
- **Grounding in Context:** Examples of Redesign Iteration in Action

Testing and Release: Ensuring Successful Redesign Implementation

- **User Impact Evaluation:** Understanding Changes on User Experience
- **Justification for Release:** Testing as a Basis for Deployment
- **Concurrent Process:** Testing and Limited Rollouts

Applying HCD to Redesign

- Integrating HCD into the redesign process
- Collaborative cross-functional teams
- Continuous user involvement and feedback
- **Cross-Functional Teams:** Collaborative efforts involving designers, developers, marketers, and users.
- **User-Centred Iteration:** Continuously involving users in the design process to validate and improve solutions.



Emphasizing the Core User Through HCD

- **HCD's User-Centred Approach:** Shifting Focus to the Human
- **Relevance to Redesign:** Aligning Redesign with User-Centric Values
- **Enhancing User Experience:** The Ultimate Goal of HCD-Driven Redesign



Steps to Implement HCD-Driven Redesign

- 1. Research and User Insights:** Gathering data to understand user behaviours, pain points, and aspirations.
- 2. Problem Definition and User Personas:** Clearly defining the problem space and creating user personas for targeted design.
- 3. Ideation and Solution Generation:** Encouraging diverse thinking to generate innovative solutions.
- 4. Prototyping and Mockups:** Creating visual representations to visualize the design direction.
- 5. Usability Testing and Iteration:** Soliciting user feedback and refining designs iteratively.
- 6. Implementation and Launch:** Developing the final product based on user-validated prototypes.



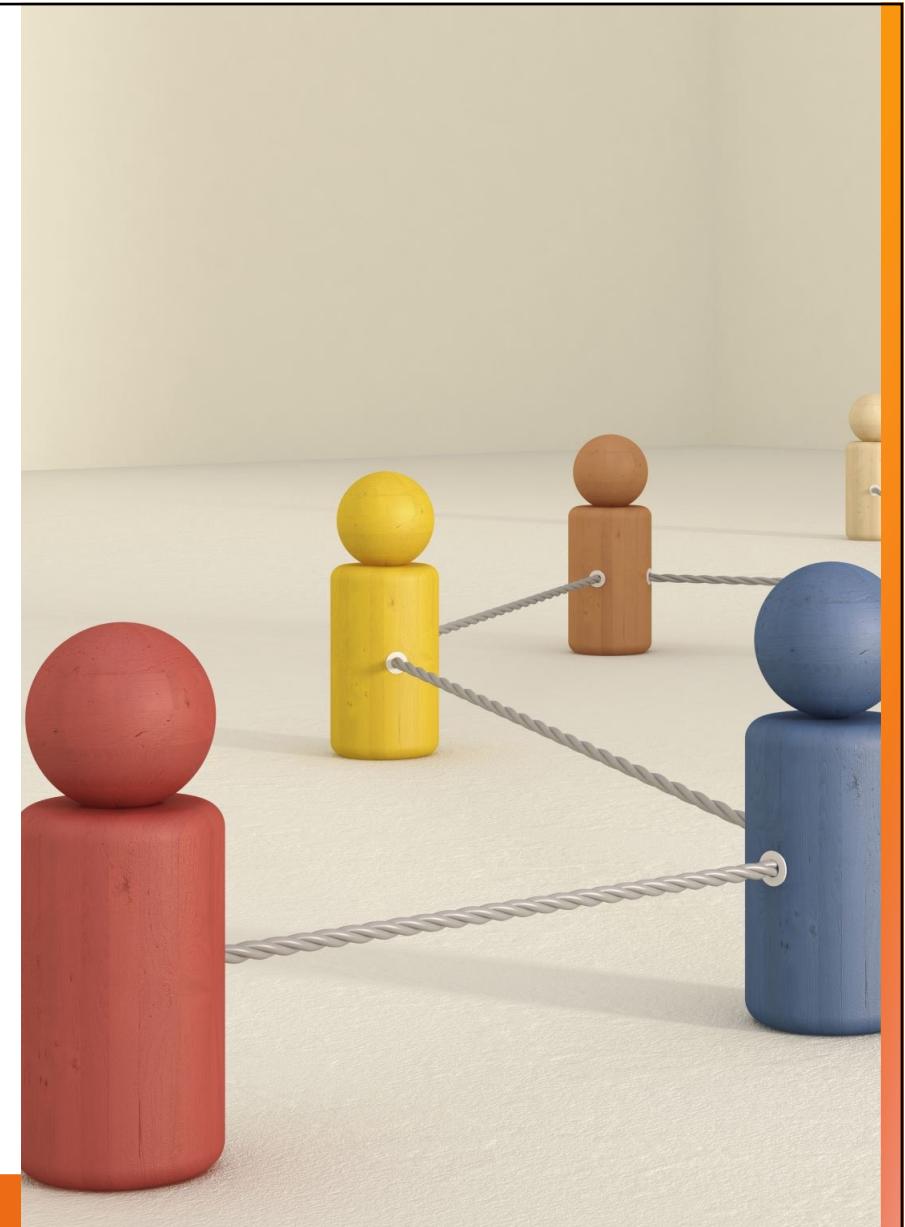
Benefits of HCD-Driven Redesign

- **Enhanced User Satisfaction:** Meeting user needs leads to happier customers.
- **Increased Adoption:** Intuitive designs encourage higher user engagement and adoption rates.
- **Reduced Risks:** Iterative testing reduces the likelihood of costly design flaws.
- **Innovation and Creativity:** HCD fosters innovative thinking, driving novel solutions.



Overcoming Challenges

- **Balancing User Needs and Business Goals:** Aligning design with both user needs and organizational objectives.
- **Resource Constraints:** Creative problem-solving to work within limited time and resources.
- **Stakeholder Management:** Effective communication to manage diverse expectations.
- **Evolving User Requirements:** Adapting designs to changes in user preferences and market dynamics.



Real World Case Studies



Case Study 1: Uber Redesign for Safety Enhancement

- **Breaking Point:** Escalating user concerns about passenger and driver safety.
- **HCD Solution:** Redesigned the app with panic buttons, real-time location sharing, and improved driver verification.
- **Outcome:** Enhanced user trust, increased safety perception, and improved crisis response.



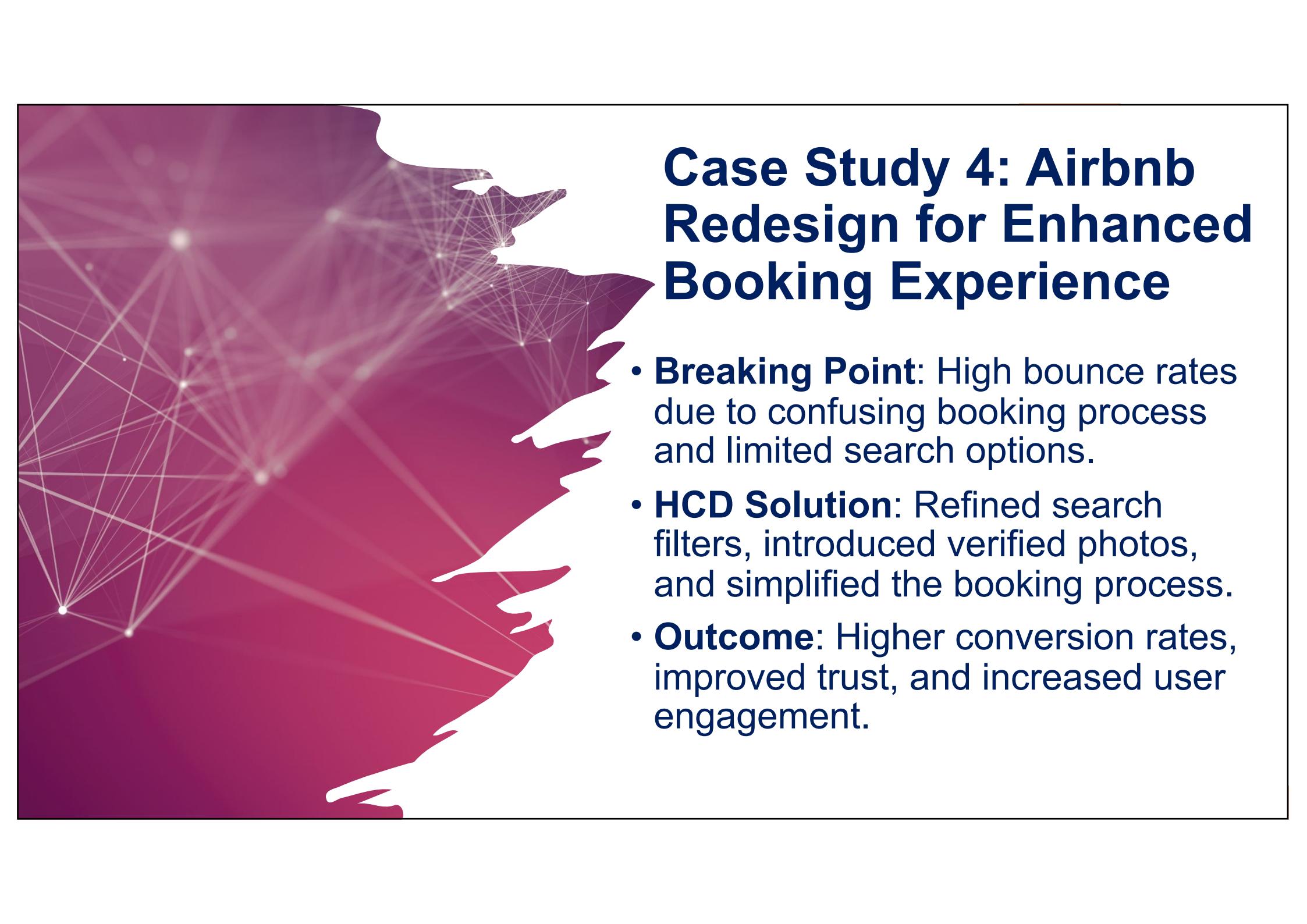
Case Study 2: Apple Maps Redesign for User-Friendly Navigation

- **Breaking Point:** Widespread user frustration due to inaccuracies and complex navigation.
- **HCD Solution:** Conducted user research, simplified UI, integrated third-party data, and introduced interactive 3D maps.
- **Outcome:** Improved mapping accuracy, better user experience, and increased adoption.

Case Study 3: Microsoft Office Redesign for Streamlined Workflows

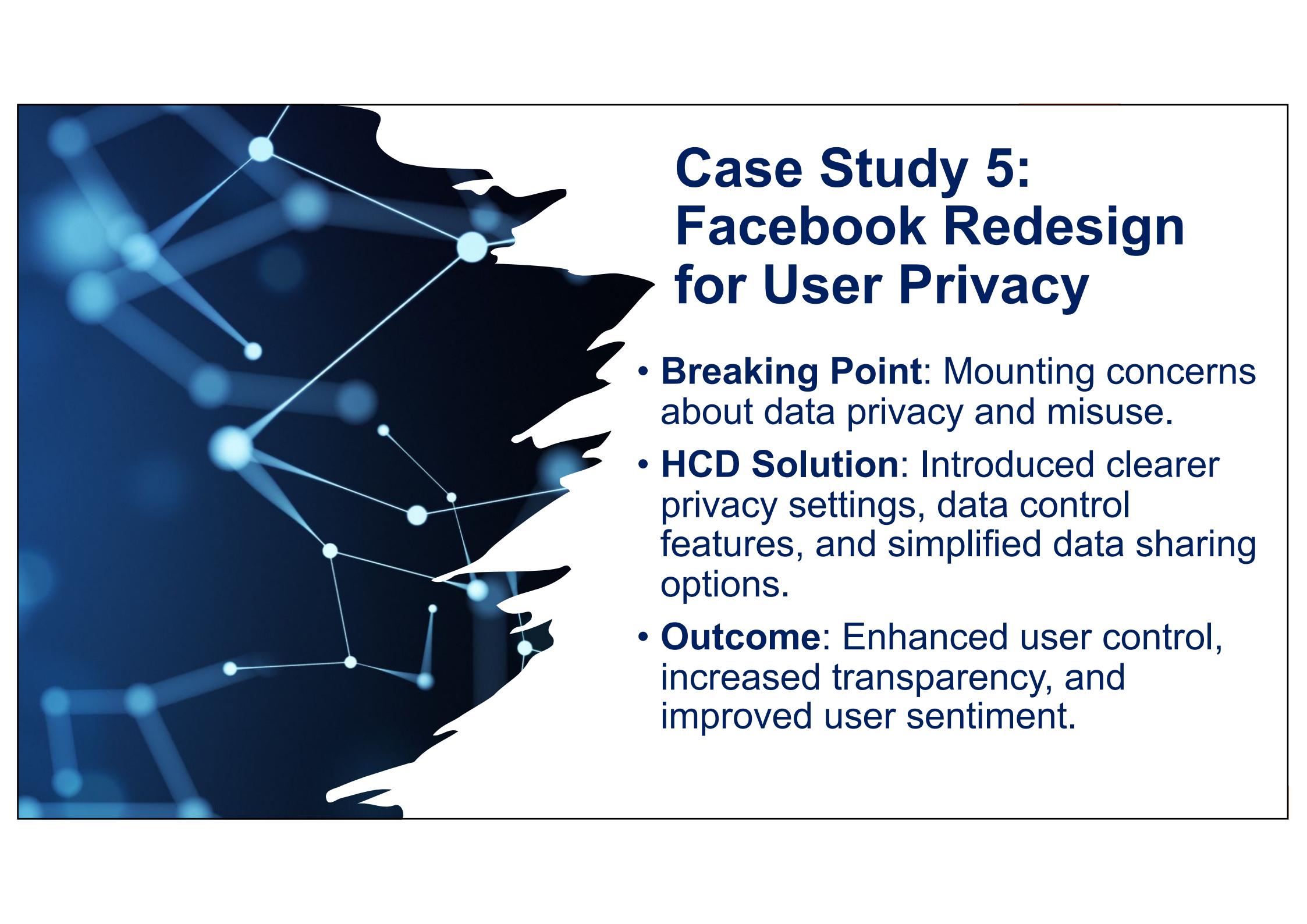
- **Breaking Point:** User complaints about feature clutter and steep learning curve.
- **HCD Solution:** Redesigned interface based on user personas, integrated collaboration tools, and focused on task-driven workflows.
- **Outcome:** Increased user productivity, reduced learning curve, and improved document collaboration.





Case Study 4: Airbnb Redesign for Enhanced Booking Experience

- **Breaking Point:** High bounce rates due to confusing booking process and limited search options.
- **HCD Solution:** Refined search filters, introduced verified photos, and simplified the booking process.
- **Outcome:** Higher conversion rates, improved trust, and increased user engagement.



Case Study 5: Facebook Redesign for User Privacy

- **Breaking Point:** Mounting concerns about data privacy and misuse.
- **HCD Solution:** Introduced clearer privacy settings, data control features, and simplified data sharing options.
- **Outcome:** Enhanced user control, increased transparency, and improved user sentiment.



Case Study 6: Slack Redesign for Seamless Collaboration

- **Breaking Point:** Users struggling with information overload and cluttered communication.
- **HCD Solution:** Redesigned channels, introduced intelligent sorting, and enhanced search capabilities.
- **Outcome:** Improved team communication, reduced noise, and increased user adoption.



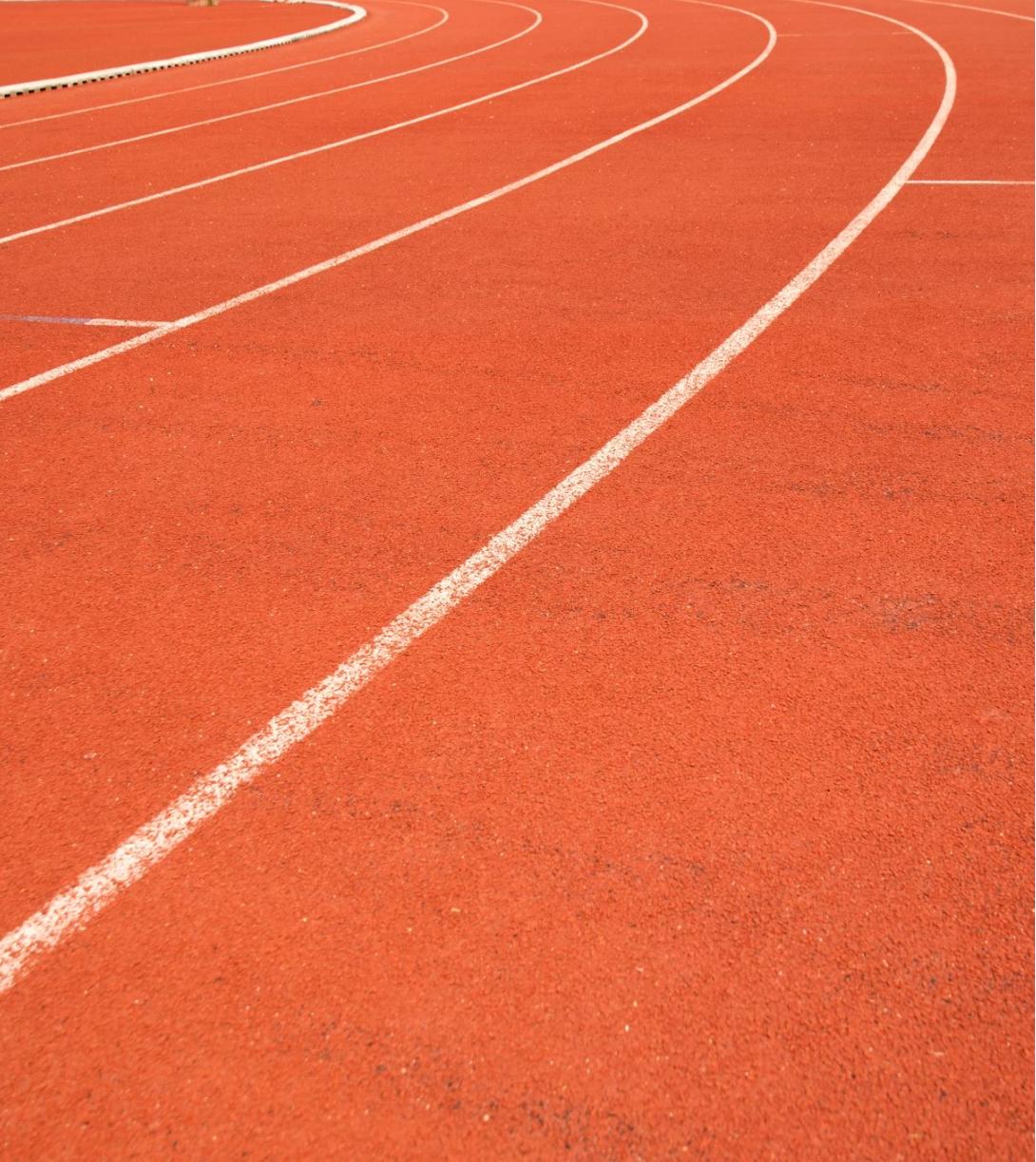
Case Study 7: Coca-Cola Packaging Redesign for Sustainability

- **Breaking Point:** Growing environmental awareness and backlash against plastic waste.
- **HCD Solution:** Designed eco-friendly packaging, introduced recycling incentives, and communicated sustainability efforts.
- **Outcome:** Enhanced brand image, reduced environmental impact, and increased consumer loyalty.

Case Study 8: Spotify Redesign for Personalization

- **Breaking Point:** User frustration with generic playlists and limited music discovery.
- **HCD Solution:** Enhanced recommendation algorithms, introduced personalized playlists, and improved user-curated playlists.
- **Outcome:** Increased user engagement, longer app usage, and higher customer satisfaction.





Case Study 9: Nike App Redesign for Enhanced Athlete Experience

- **Breaking Point:** Users finding it difficult to track progress, set goals, and find relevant training content.
- **HCD Solution:** Revamped user profiles, integrated smart training plans, and introduced interactive fitness challenges.
- **Outcome:** Improved athlete engagement, increased goal achievement, and stronger brand loyalty.

Case Study 10: Instagram Redesign for Evolving User Needs

- **Breaking Point:** User dissatisfaction with chronological feed and growing popularity of Stories.
- **HCD Solution:** Introduced algorithmic feed, emphasized Stories, and improved content discovery.
- **Outcome:** Increased user engagement, prolonged app usage, and enhanced content relevance.



Conclusion

- HCD is a powerful tool that can help businesses to create products and services that are truly user-centred.
- By understanding the needs of the user and iterating on the design, businesses can create products that are more useful, valuable, and satisfying for their users.
- When a product reaches its breaking point, it is time for a redesign.
- HCD can help businesses to redesign their products and services in a way that meets the needs of their users and ensures long-term success.
- The case studies showcase how organizations tackled breaking points through a user-centred redesign approach, leading to improved user experiences, increased engagement, and successful product evolution.



Q&A



Thanks for your attention!

