

Designing for users

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User Research

- Who is your Audience?
- What do they Need?
- What is the Context?

User Research

- Who are the stakeholders?
- End users and clients
- Meet the users
 - Interviews, workshops, surveys

Knowing your users



Personas & Scenarios

- Create fictional users
- Create fictional user stories
- Cheap and quick to generate

Personas & Scenarios

- Generalizing tool
- Useful for communicating
- Doesn't replace user testing or user research

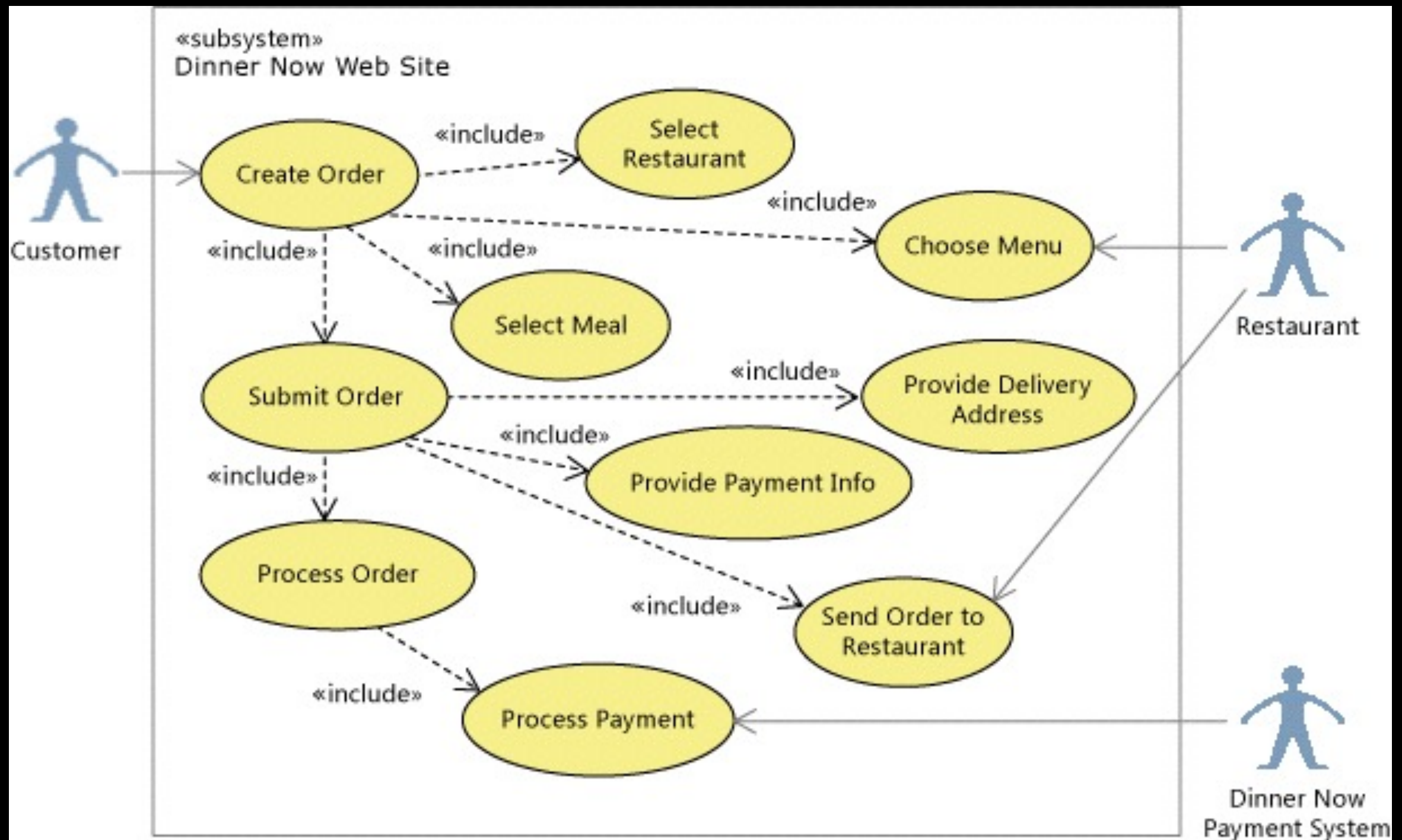
Personas

- Do the research first
- Create complete people
 - Give them a name, don't call them Power User
 - Use a picture
 - Give them hobbies
 - etc...
 - <http://personas.dk/>

Scenarios

- Who is doing what?
- What are they doing?
- Why are they doing it?
- No happy endings

Use cases



Sketching & Prototyping

- Concept sketches
- Throwaway prototyping
- Incremental prototyping

Sketch or Prototype

<u>SKETCH</u>		<u>PROTOTYPE</u>
EVOCATIVE	—————→	DIDACTIC
SUGGEST	—————→	DESCRIBE
EXPLORE	—————→	REFINE
QUESTION	—————→	ANSWER
PROPOSE	—————→	TEST
PROVOKE	—————→	RESOLVE
TENTATIVE	—————→	SPECIFIC
NONCOMMITTAL	—————→	DEPICTION

Schneiderman's 8 Golden Rules of Interface Design

- Strive for Consistency
- Enable frequent users to use Shortcuts
- Offer informative Feedback
- Design dialog to yield Closure
- Offer simple Error Handling
- Permit easy Reversal of Actions
- Support Internal Locus of Control
- Reduce Short Term Memory Load

Nielsen's Usability Heuristics

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognise, diagnose and recover from errors
- Help and documentation

User Testing

Preparations

- Find real users - Compensation?
- Make sure you have a plan
 - Who does what?
 - What do you want to know?
- What do you want to ask them?
 - Questions before the test
 - Questions after the test

Emotional Design

- If you like a product, it works better.
- Visceral feedback - How it looks and feels
- Behavioural - Function and usability
- Reflective - Self-image and personal satisfaction
- Read: Donald Norman - Emotional Design