What Is User-centered Design (UCD)?

June Leigh

Intern at DuPont

Single, no kids

Walter

Dept. Manager

Married with 2 kids

User-centered design is a process in which the needs, wants, and limitations of a user are given extensive attention at each stage of the design process.

We've already started this process by creating personas!

The Elements of
WEB DESIGN

Building and Testing Each Feature

- Identify primary feature to build based on personas

- Understand why the personas need this feature

- Research how other people have solved this problem

- Sketch and/or wireframe our ideas

- Test our designs with users in our target audience

Walter's Needs

"I only have a minute."

Walter Whalen

Dept. Manager at Wyatt Technology

Married with 2 kids

Goals

- Read about the latest trends
- Share his knowledge
- Find peer reviewers

Concerns

- Can I co-write articles?
- Can I read on my iPad?
- Can I save articles?

The Elements of
WEB DESIGN

June's Needs

"I want to make the next great discovery."

June Leigh

Intern at DuPont

Single, no kids

Goals

- Follow her peers
- Get paid to peer review
- Read stories on polymer

Concerns

- Read articles from phone
- Write articles from phone
- Be alerted on new articles

The Elements of
WEB DESIGN

Finding Our First Feature to Build

- **Users can easily find and read articles**

- Users can publish and comment on articles

- Users need a dashboard with analytics

- Users need to purchase peer reviews

"It looks like June's and Walter's needs match up with this feature."

The Elements of
WEB DESIGN

Step Two: Understand Why Users Need This

- Identify primary feature to build based on personas

- Understand why the personas need this feature

- Research how other people have solved this problem

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Why Our Personas Want This Feature

Feature: Find and read articles

We know Walter wants to quickly find and read the latest stories primarily on his iPad.

And June wants to read stories specific to her discipline and typically on her phone.

Step Three: Research How Others Solved This

- ~~Identify primary feature to build based on personas~~

- ~~Understand why the personas need this feature~~

- Research how other people have solved this problem

- Sketch and/or wireframe our ideas

- Test our designs with users in our target audience

How Tumblr Solved This

Search and category links in the top left.
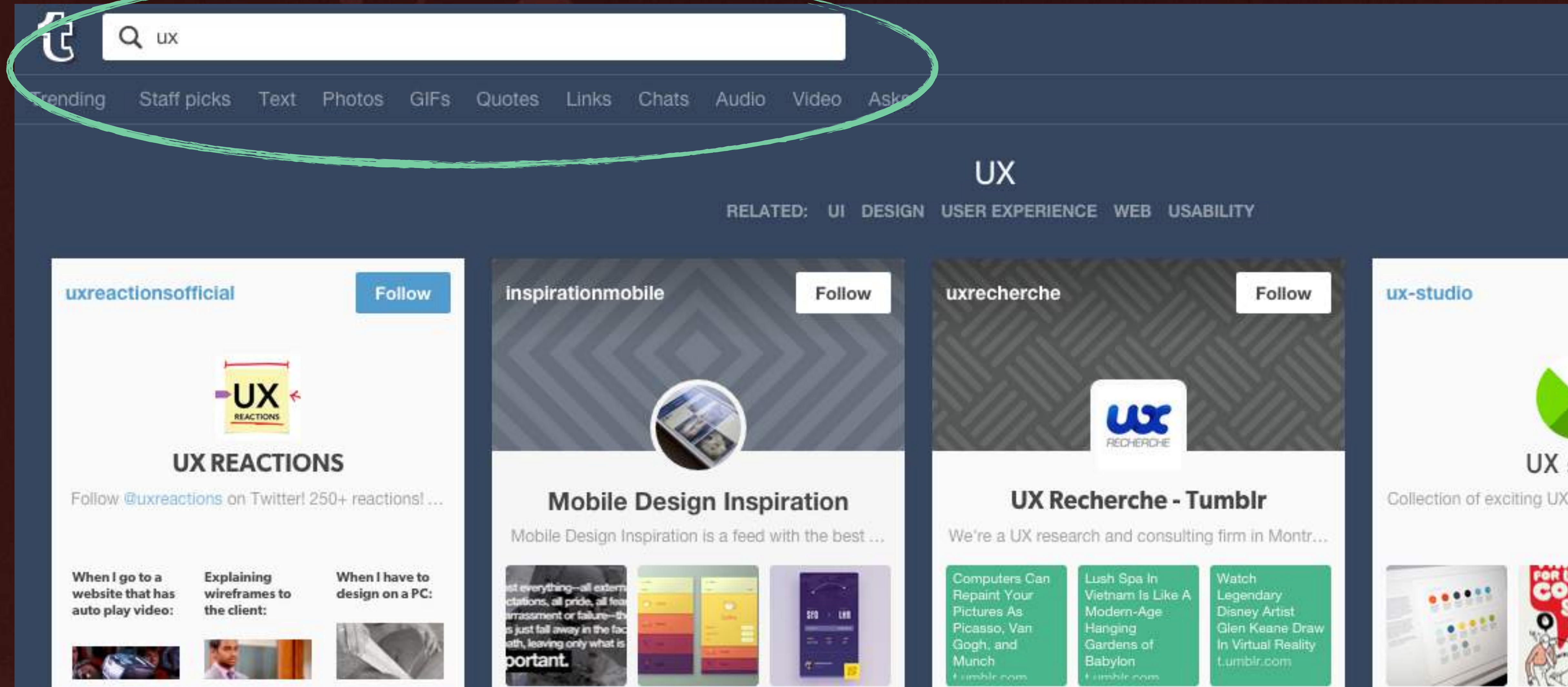
How Tumblr Solved This

Keywords associated with my search

UX REACTIONS

Follow @uxreactions on Twitter! 250+ reactions! ...

When I go to a website that has auto play video:

Explaining wireframes to the client:

When I have to design on a PC:

Mobile Design Inspiration

Mobile Design Inspiration is a feed with the best ...

UX Re

We're a UX resea

Computers Can Repaint Your Pictures As Picasso, Van Gogh, and Munch

Most popular ∨   Filter by post type ∨

Sorting and filtering options

inspirationmobile Follow

ux-studio Follow
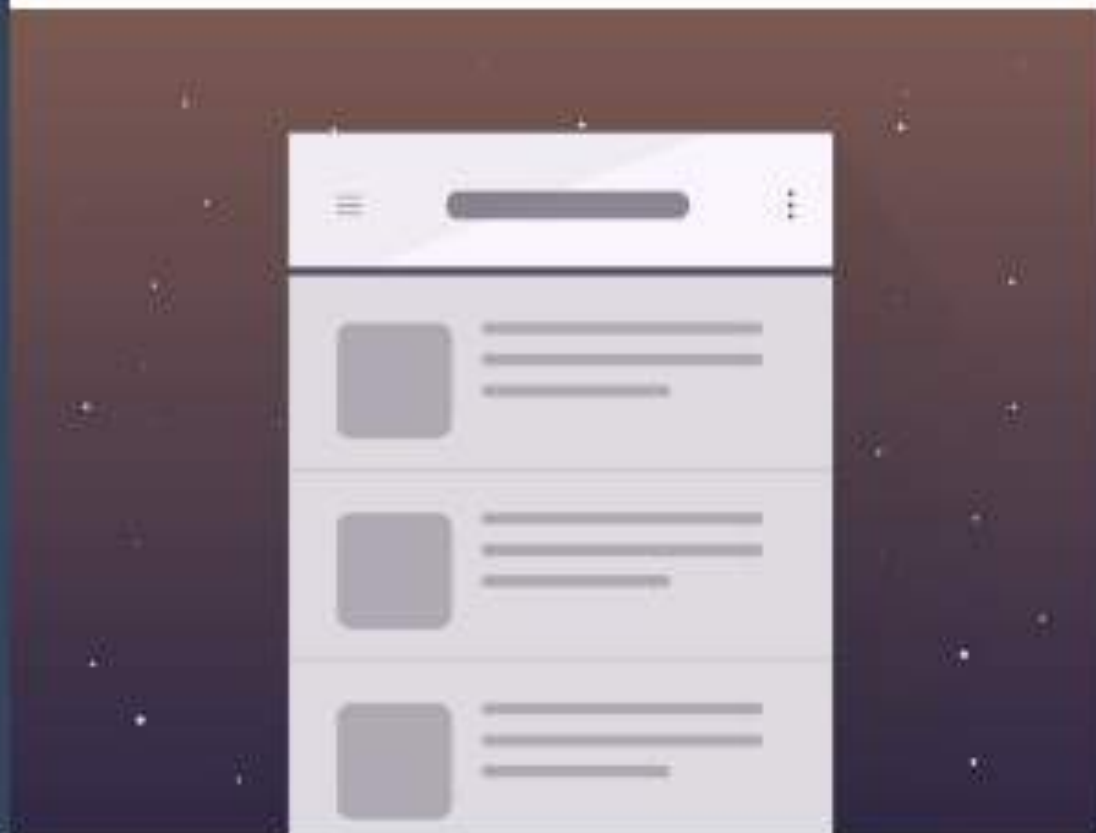
Four-column layout
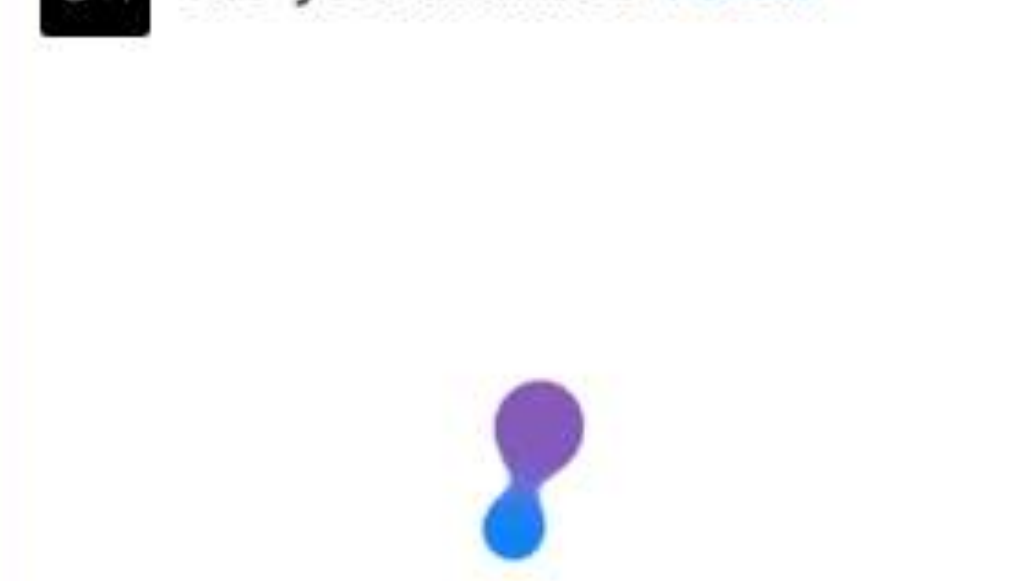
How Medium Solved This

User actions with search input

OP STORIES   BOOKMARKS

Q Search Medium   Write a story   4

ite here...
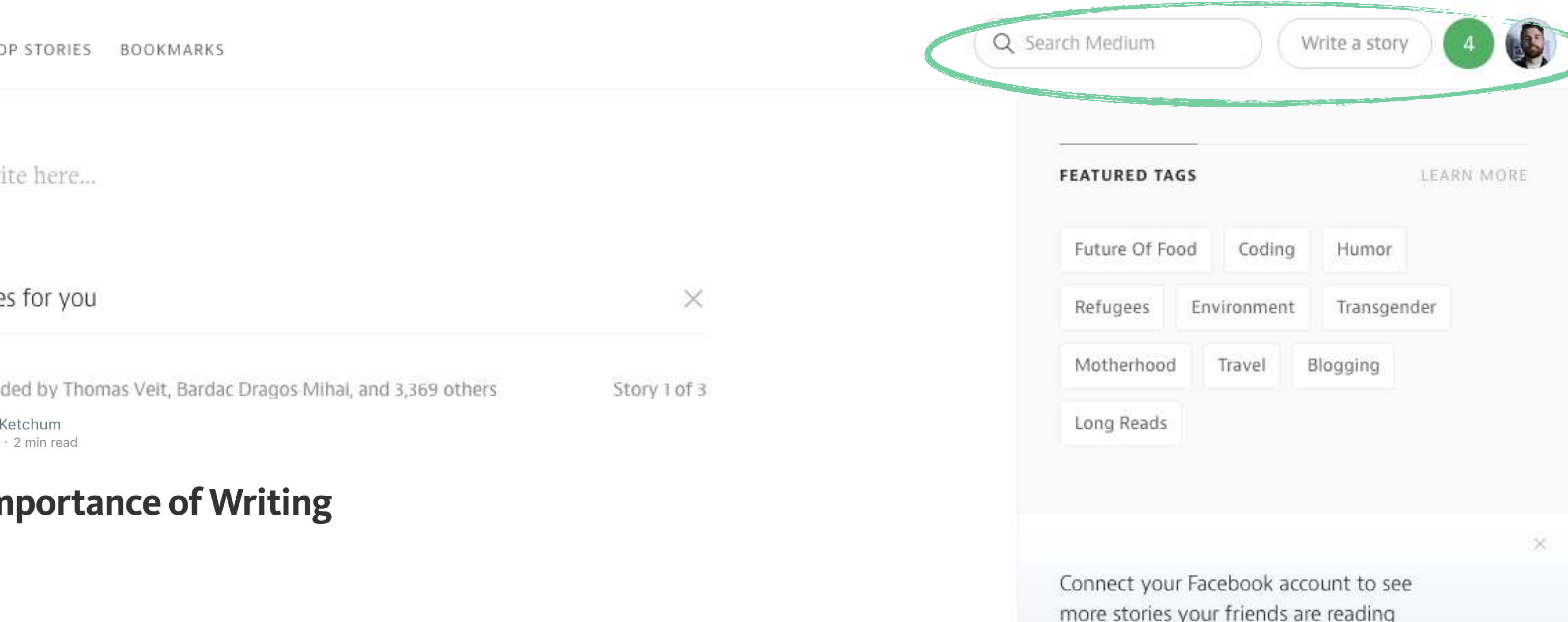
es for you   ✕

ded by Thomas Veit, Bardac Dragos Mihai, and 3,369 others   Story 1 of 3

Ketchum
· 2 min read

FEATURED TAGS   LEARN MORE

Future Of Food   Coding   Humor

Refugees   Environment   Transgender

Motherhood   Travel   Blogging

Long Reads

mportance of Writing

Connect your Facebook account to see
more stories your friends are reading

Future Of Food   Coding   Humor

Refugees   Environment   Transgender

Motherhood   Travel   Blogging

Long Reads

Story 1 of 3

Ketchum
· 2 min read

nportance of Writing

Social
connections
for personal
interactions

Connect your Facebook account to see
more stories your friends are reading
and writing.

f Connect to Facebook

TOP STORIES ON MEDIUM   SEE MORE

t writing is really important. That's probably obvious at this point.

6 min   ♥ 3371 💬 53

1   **Give it five minutes**
     Jason Fried

2   **Paul Graham's Startup Advice for the Lazy**
     Stelios Constantinides

Top trending content

TOP STORIES ON MEDIUM   SEE MORE

1   Give it five minutes
     Jason Fried

2   Paul Graham's Startup Advice for the Lazy
     Stelios Constantinides

3   Tell Me Your Story, Not Your Status
     Isaac Morehouse

4   The Murder House
     Jeff Maysh

5   The Ten Most Important Books To Expand Y...
     James Altucher

...at writing is really important. That's probably obvious at this point.

6 min 🔖   ♥ 3371   💬 53

...ded by Benjamin Adam, David Yarde, and 1,172 others   Story 2 of 3

...ias van Schneider
...3

WHY THE

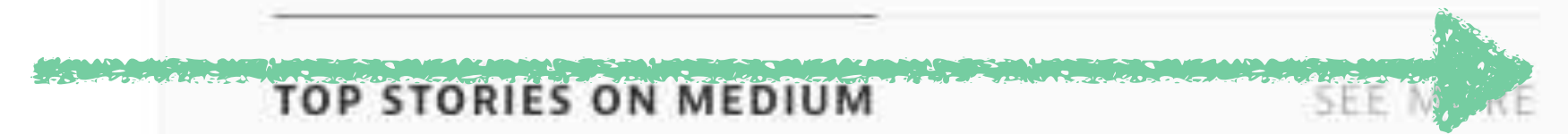# The Importance of Writing

Connect your Facebook account to see
more stories your friends are reading
and writing.

[f] Connect to Facebook

Two-column layout

I think that writing is really important. That's probably obvious at this point.

Read more 6 min ♥ 3371 💬 53

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Tobias van Schneider
Feb 3

TOP STORIES ON MEDIUM   SEE MORE

1   Give it five minutes
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    Stelios Constantinides

3   Tell Me Your Story, Not Your Status
   Isaac Morehouse

4   The Murder House
    Jeff Maysh

WHY THE

Step Four: Sketching and Wireframing

- ~~Identify primary feature to build based on Personas~~

- ~~Understand why the Persona's need this feature~~

- ~~Research how other people have solved this problem~~

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Rough Sketching Your Feature

Sketching helps quickly get ideas out with less commitment.
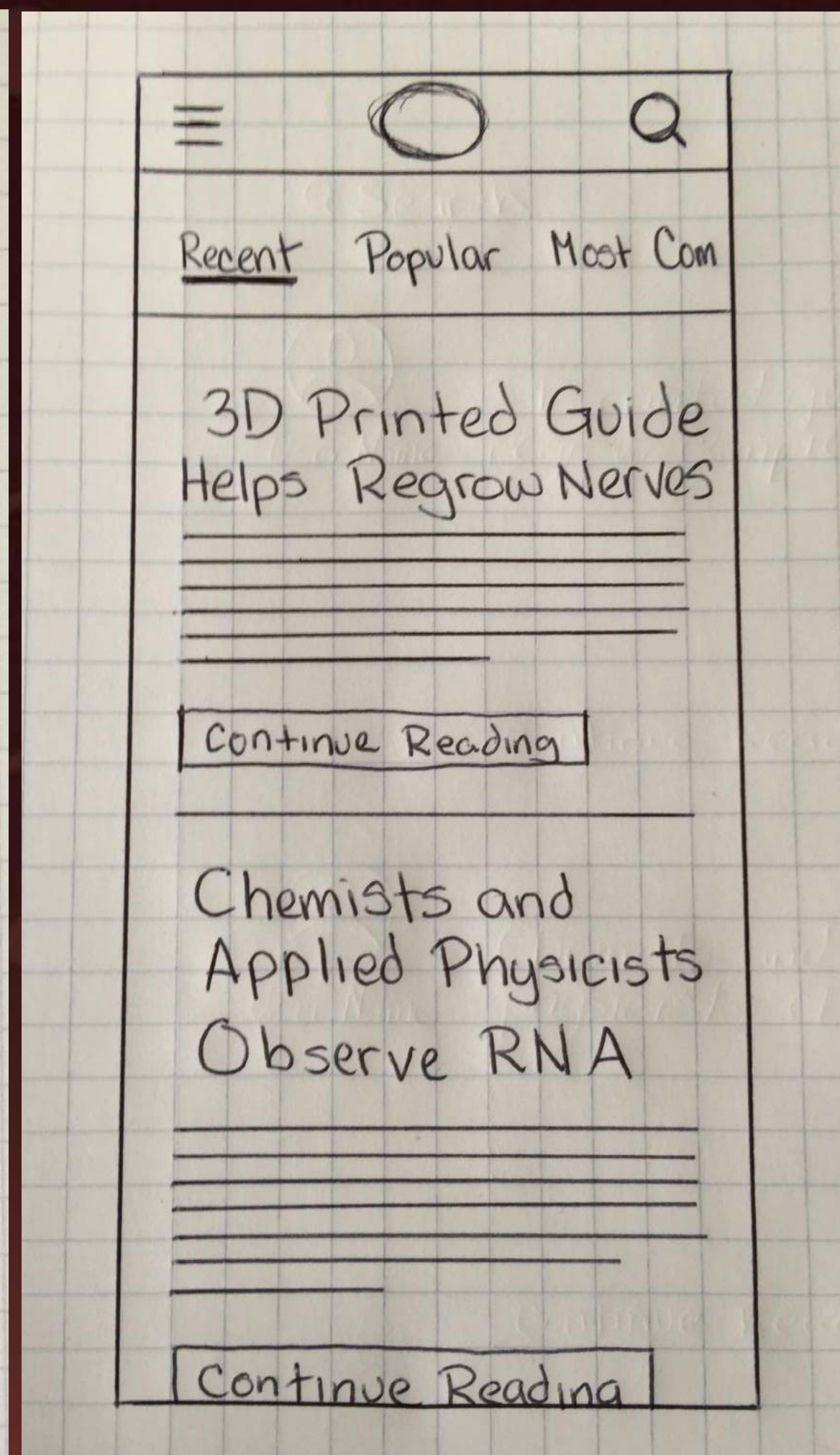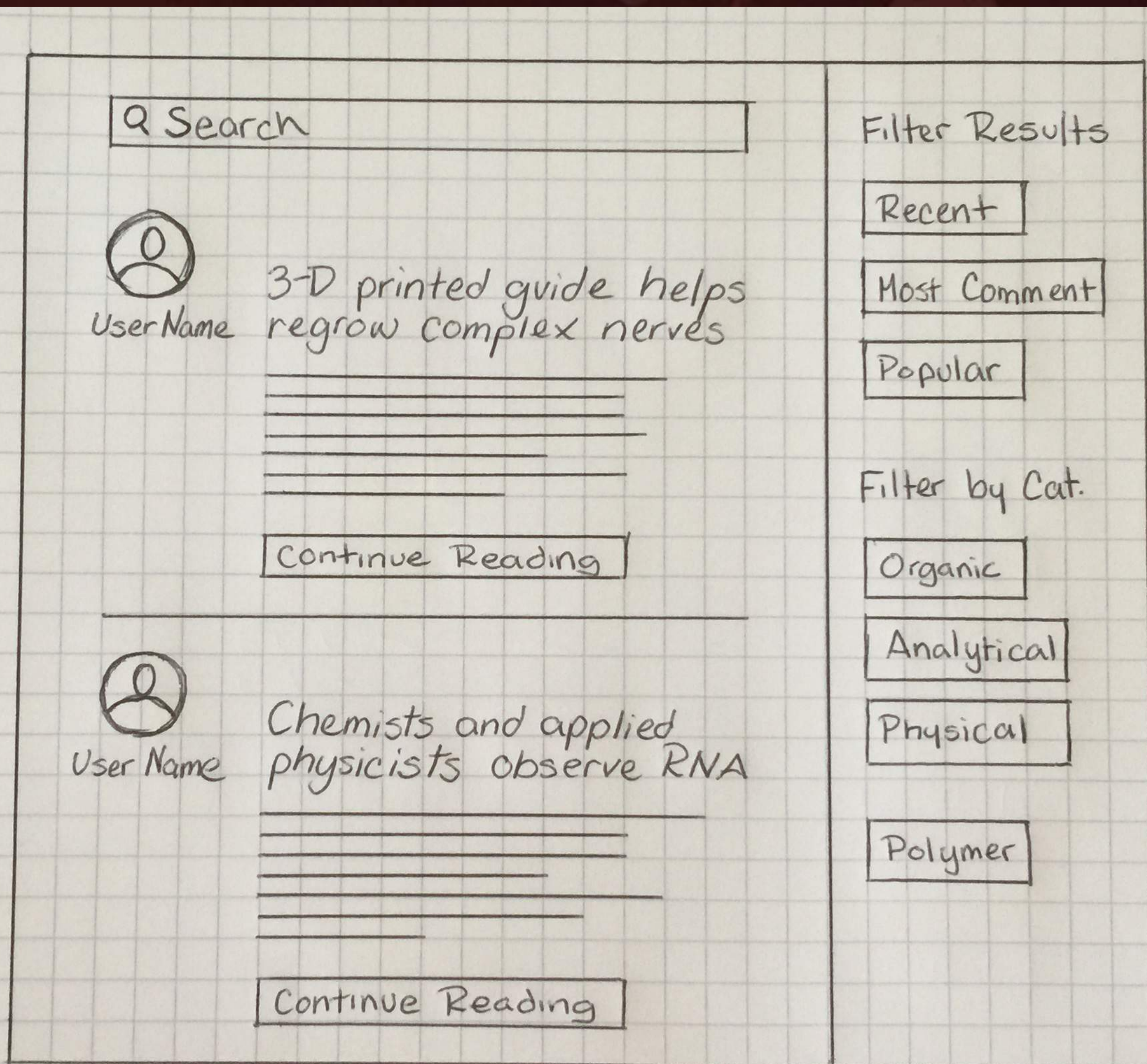
Low-fidelity sketches are great for exploring UI concepts.

Wireframing Your Feature

Wireframes are a higher fidelity, clear communication of ideas.

Wireframes are good for validating overall effectiveness of the design.

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Those who know do not speak. Those who speak do not know.

Being the savage's bowsman, that is, the person who pulled the bow-oar in his boat (the second one from forward), it was my cheerful duty to attend upon him while taking that hard-scrabble scramble upon the dead whale's back. You have seen Italian organ-boys holding a dancing-ape by a long cord. Just so, from the ship's steep side, did I hold Queequeg down there in the sea, by what is technically called in the fishery a monkey-rope, attached to a strong strip of canvas belted round his waist.

Jacqueline Olson
Stanford University

CONTINUE READING

All streams flow to the sea because it is lower than they are. Humility gives it its power.

Being the savage's bowsman, that is, the person who pulled the bow-oar in his boat (the second one from forward), it was my cheerful duty to attend upon him while taking that hard-scrabble scramble upon the dead whale's back. You have seen Italian organ-boys holding a dancing-ape by a long cord. Just so, from the ship's steep side, did I hold Queequeg down there in the sea, by what is technically called in the fishery a monkey-rope, attached to a strong strip of canvas belted round his waist.

Eugene Robertson
Dupont

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Jacqueline Olson
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Millions of patients are treated with it each year; in 2013 sales of low molecular weight heparin reached $6.5 billion. Heparin doses must be

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Activated clotting or activated partial thromboplastin time assays are currently used to

Jacqueline Olson
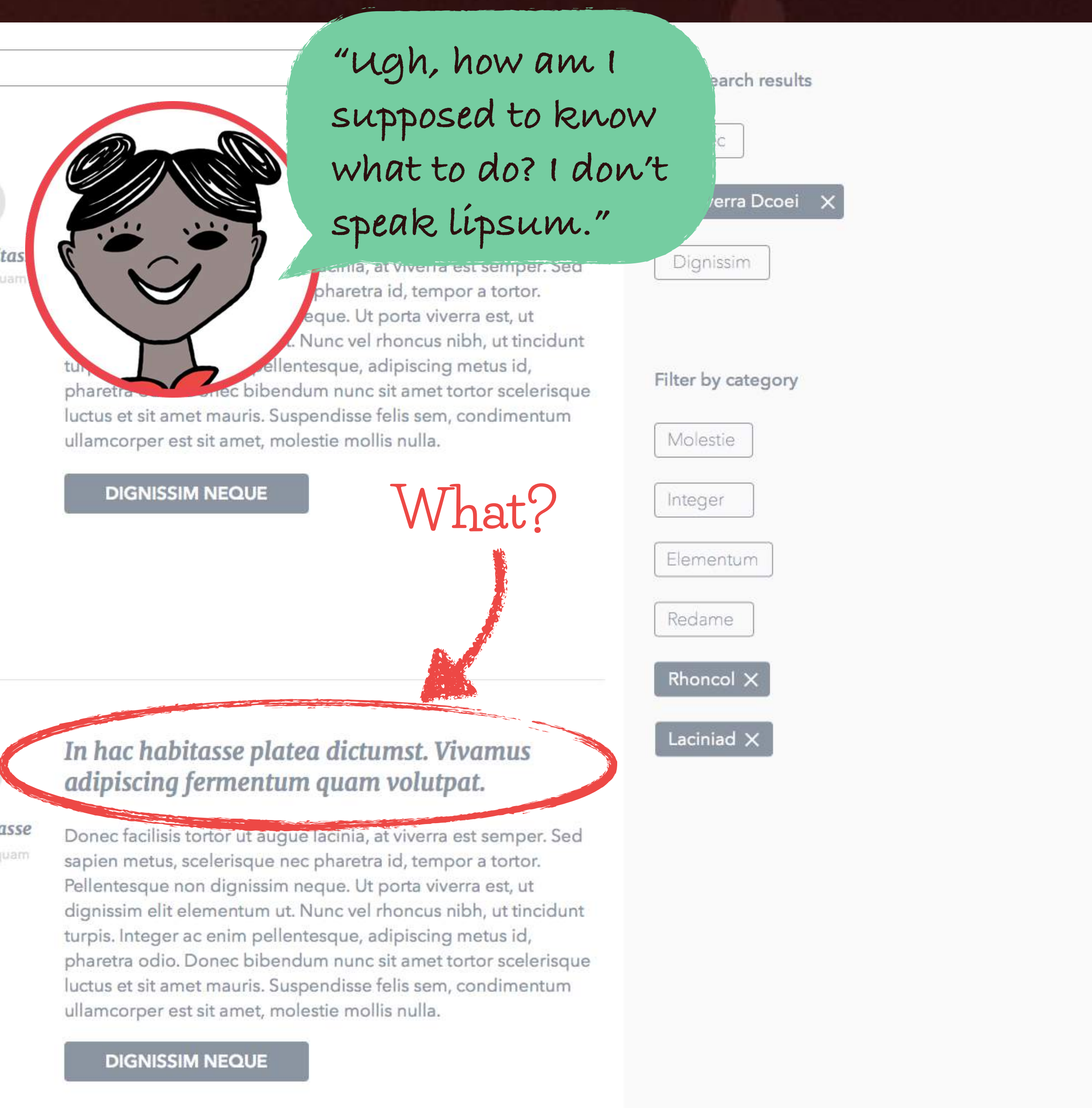Stanford University

Using a Wireframing Tool

OmniGraffle   Sketch   Balsamiq

Put Good Copy in Your Wireframe