IT Systems Design

Medium Fidelity, Design Scenarios & User Centred Design

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Methods literature

- User Centered Design
- https://en.wikipedia.org/wiki/User-centered_design
- Human Computer Interaction
- https://en.wikipedia.org/wiki/Human%E2%80%93computer_interaction
- Academic language warning:
- http://eprints.qut.edu.au/39159/1/39159.pdf

Goals for today

Understand the elements that help to satisfy the needs of your potential users.

How to use medium fidelity prototyping, as well as understanding how to leverage design scenarios.

Understand what User Centered Design is and how it is relevant to what we do in designing for IT.

User Needs
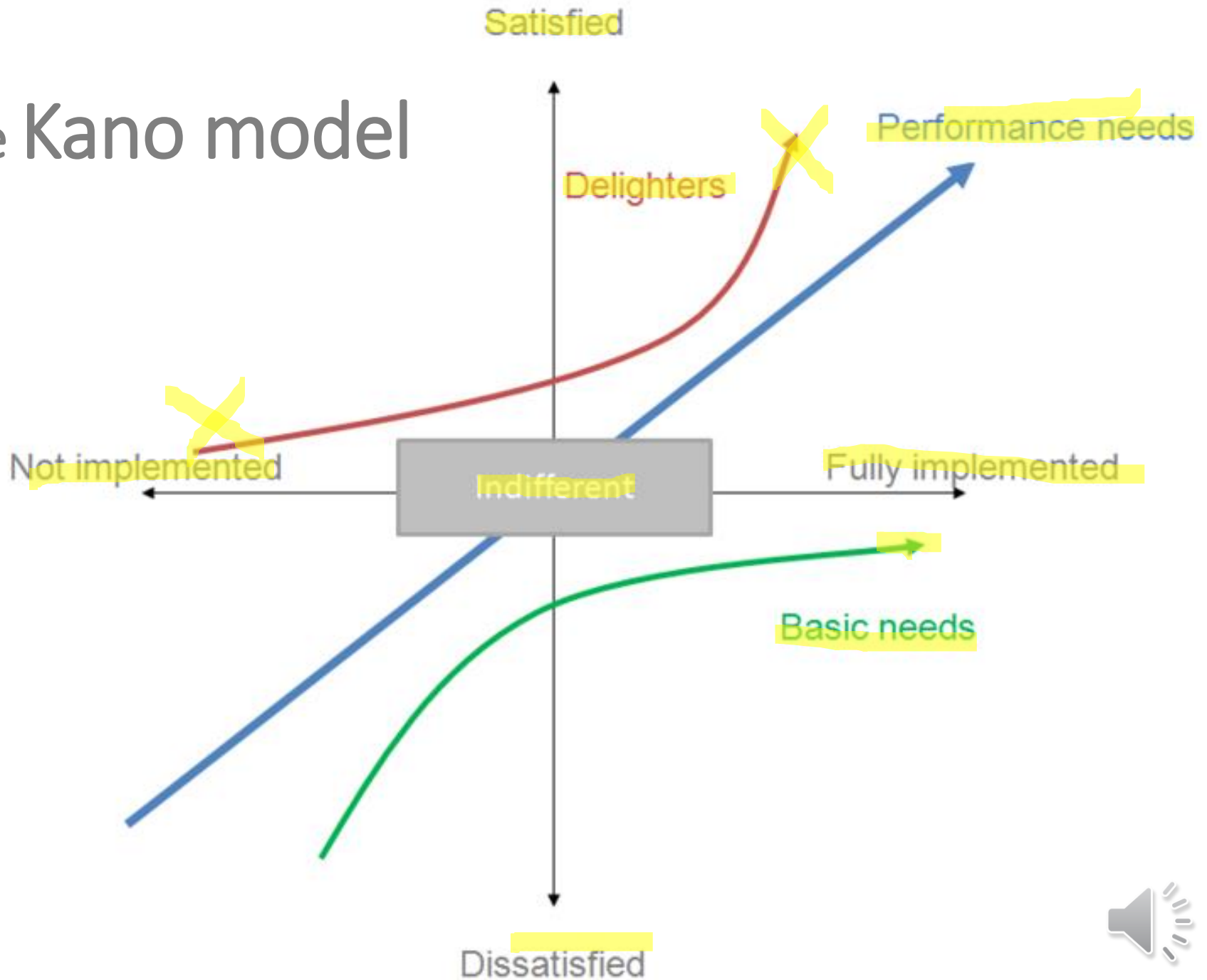
Medium Fidelity

Design Scenarios

User Centered Design

Wrap up

Understand the experience…
people are unpredictable
logic ≠ intuition

The Kano model

Satisfied

Delighters

Performance needs

Not implemented

Indifferent

Fully implemented

Basic needs

Dissatisfied

The Kano Model explained further

Thee types of need...

- When **basic needs** are missing, you can see that people become increasingly and drastically dissatisfied.

- When **performance needs** are met, there is a linear increase in their satisfaction – give me twice as much, I'll like it twice as much.

- When **delighters** are present, you can see that people are intensely satisfied due to the unexpected or unknown need they previously had that they now are aware of being satisfied.

Rate the following…

Holiday home at the beach…

No air-con

No wireless

No cable TV

Spa

Mood lighting

Champagne & chocolates on arrival

Beer fridge

Stocked beer fridge

Surfboard & fishing equipment

Guinea pigs in a guinea pig pen

Don't care || Must be || Satisfier || Delighter

Theory explained:
one size doesn't fit all...

Designed to offer accessibility to the largest possible audience (Satchell & Dourish, 2009).

Users are rarely homogeneous in their motivations, attitudes and behaviours (Upham et al., 2009).

As experience increases, the desire to deviate from what is offered at first contact (Woodruff, Hasbrouck, & Augustin, 2008).

Ask yourself…

What is the problem being faced by these users?

What is the larger context of this problem (environment, socio-cultural, economic etc)?

Who are the users?

What are their needs?

What needs don't they know about?