

What is User-Centric Design

Truth + Lies in UCD

User-centric	Activity-centered	Systems design	Genius design
<p>Puts the user at the center of the design activity</p> <p>The user experience is at heart of understanding both what and how something will be completed</p>	<p>Behaviors are at the center of the design</p> <p>Designers consider the activity (e.g. editing the film) and not the user or the environment</p>	<p>Users set the goals for the system, but the system's function is the center piece of the design</p>	<p>Rests singularly on the experience and vision of the designer</p>

Elements of UCD

Early focus on users/tasks	Empirical measurement	Iterative design
<ol style="list-style-type: none">1. User goals are the driving force behind the process2. User behavior is studied3. User characteristics are designed for4. User feedback occurs throughout the process5. User environment is considered	<ol style="list-style-type: none">1. User and experience goals are documented2. Design alternatives are built around the goals3. Evaluation methodologies are used throughout	<ol style="list-style-type: none">1. Low fidelity sketches and prototypes are created during the Design Alternative phase2. Evaluation testing completed3. High fidelity, working designs created4. Evaluation testing5. Final product development6. Evaluation testing

User-Centered Design in Practice

Fun Findings	Not So Fun Findings
<p>Likert Scale Findings:</p> <ul style="list-style-type: none">•Had a significant impact•Made products more usable•Made products more useful <p>Customers and designers were happier with each other (moderately speaking)</p>	<p>Likert Scale Findings:</p> <ul style="list-style-type: none">•Doesn't necessarily save time•Doesn't necessarily save money
<p>Ranking Scale Findings:</p> <p>The most often used methods were:</p> <ol style="list-style-type: none">1. iterative design2. usability evaluation3. task analysis4. informal expert review5. field studies	<p>Ranking Scale Findings:</p> <p>The informal expert review was cheap and easy (since it's usually done by the designer or a friend), but the results were the least helpful</p>

Evaluation Methods

	Best, by benefit	Worst, by cost
Iterative Design	Excellent results	Slow
Field Studies	Understanding context	Slow
Informal Expert Review	Fast	Poor results
Formal Heuristic Review	Fast	Poor results
Focus Group	Good results	Bad validity
Prototype (no user testing)	Low cost	Bad validity

Qualitative Findings

Good	Bad
	13% consulted users in every stage
86% believe their project is multi-disciplinary	5% of project actually used 3 or more disciplines within a project
Most respondents believe customer satisfaction is important	None had specific, targeted, evaluative goals that measured that
	Design and Development were considered to be one phase, not two distinct phases

Keep in Mind

1. Consult users throughout the entire process of your development
2. Set usability and user goals
3. Create low-fidelity prototypes and test them
4. Choose quick evaluations early and longer evaluations later (during the process)