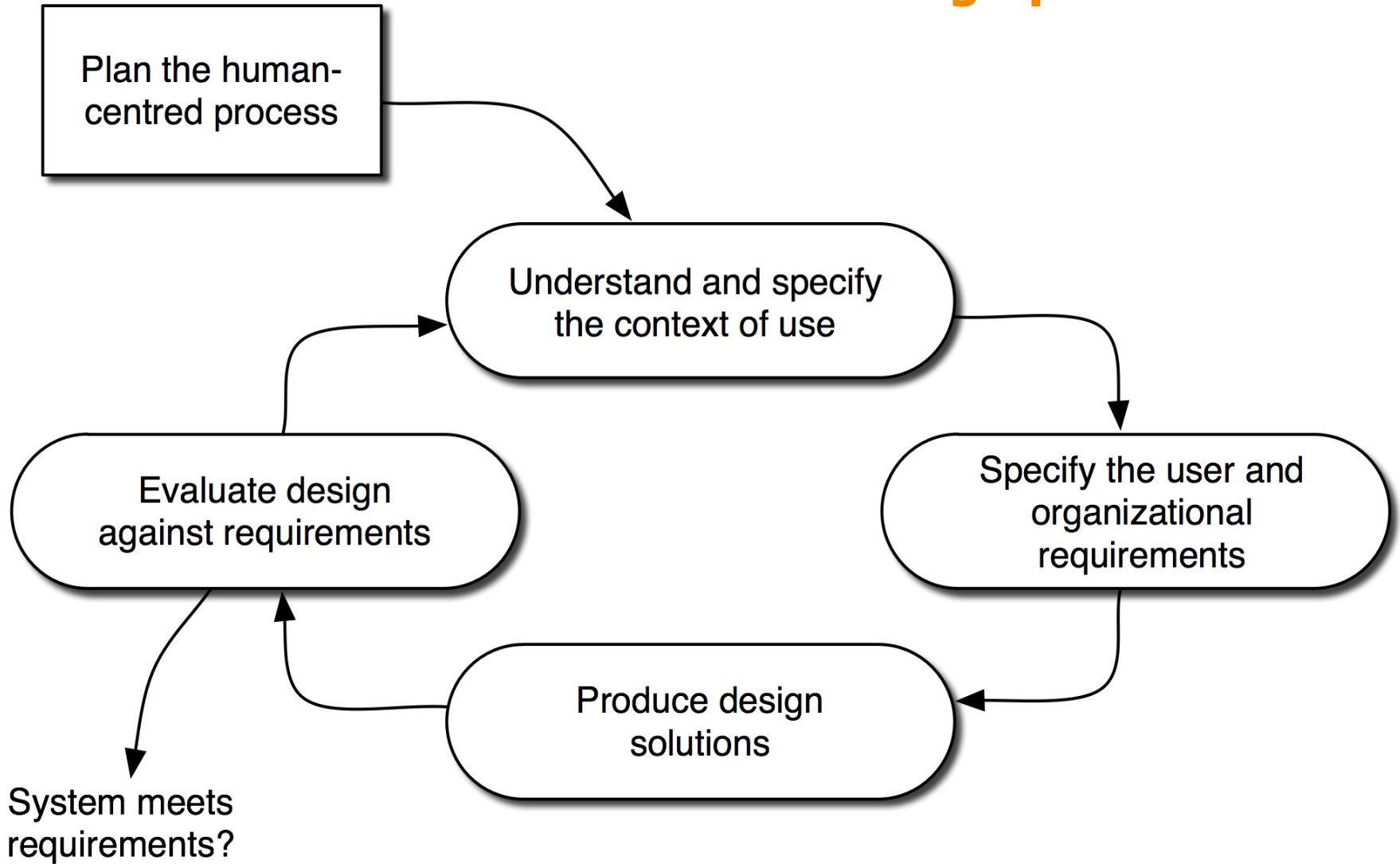




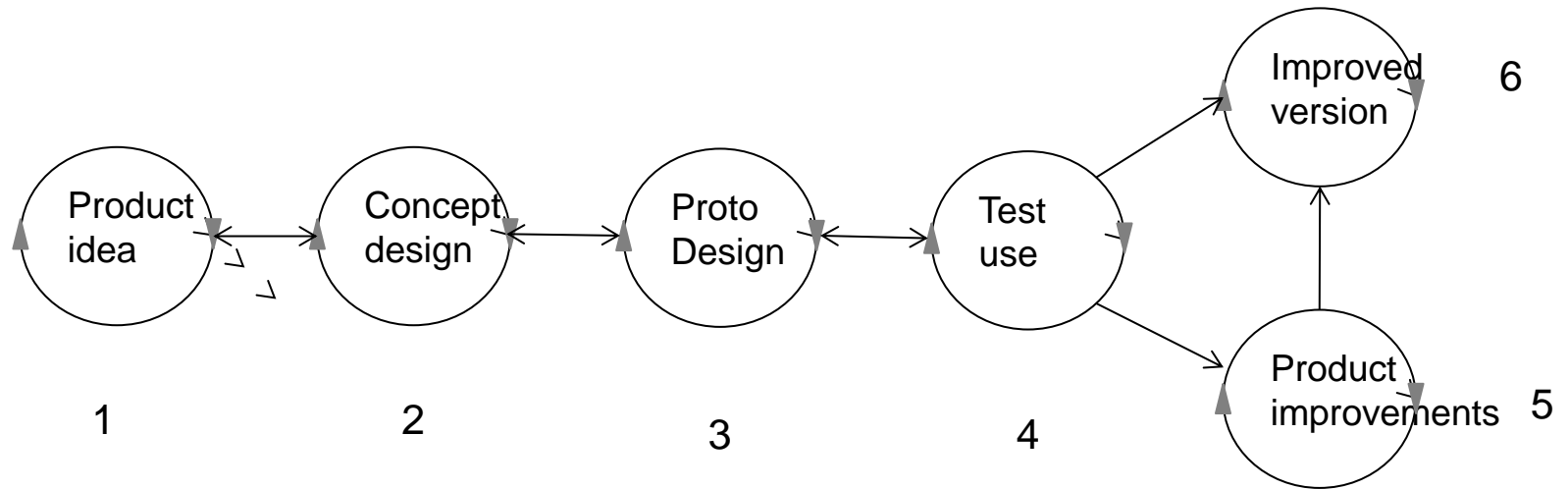
User-centered Design Process

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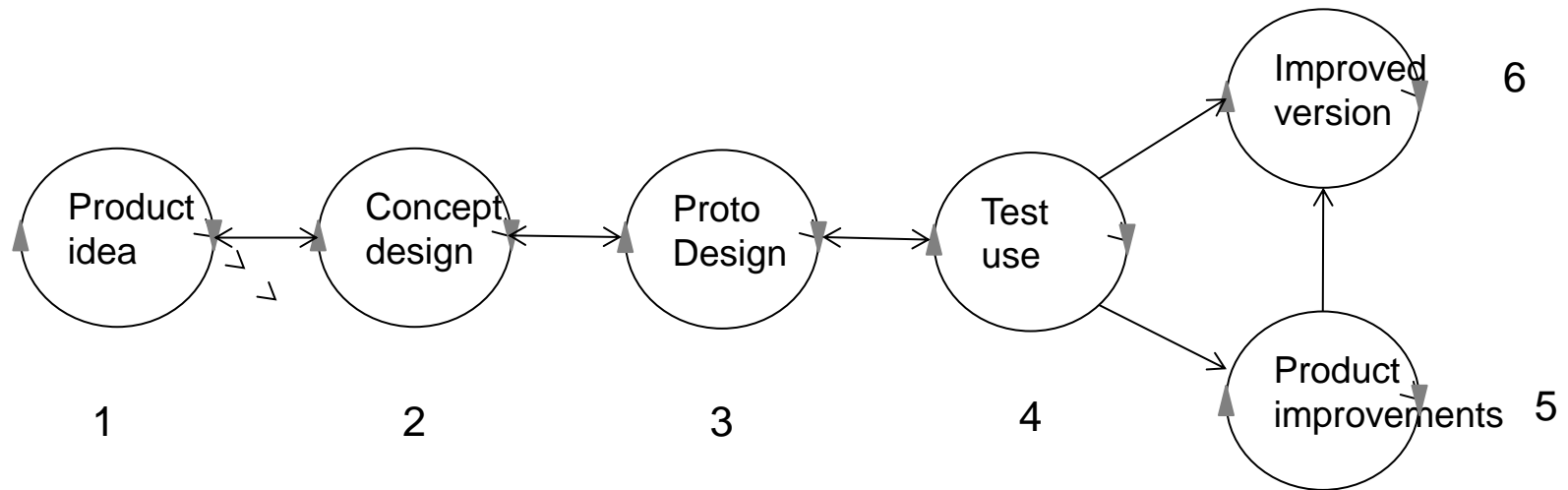
ISO 13407 standard: human centered design process



Product development process

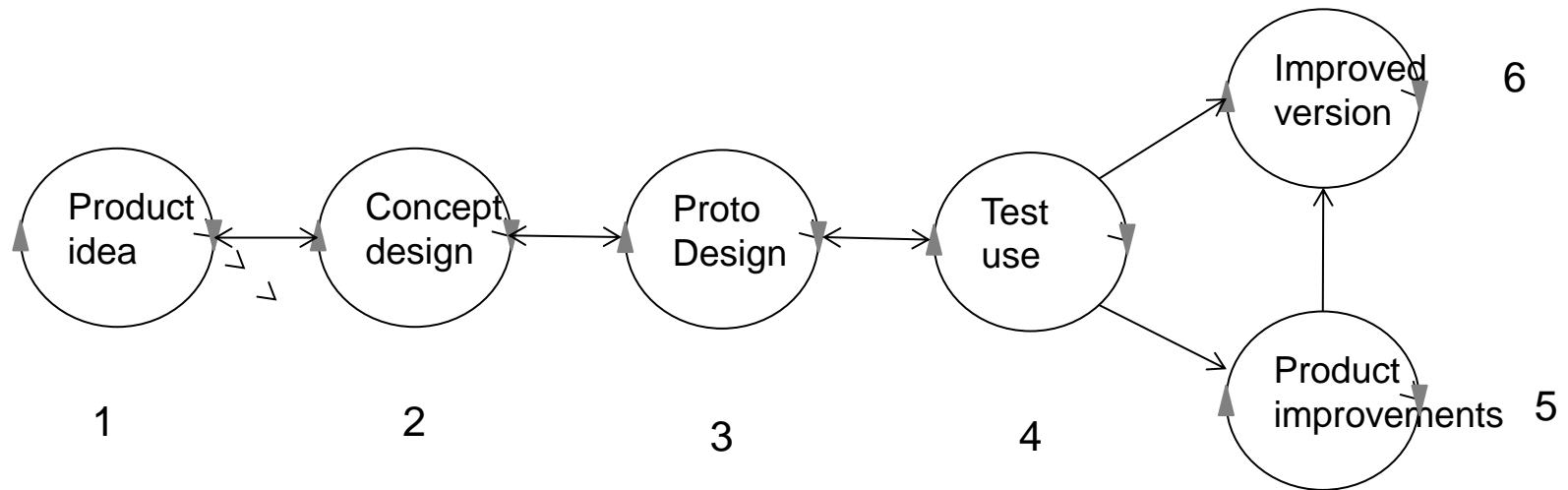


Product development process



- 1 Realization of product potential
Idea generation and selection
Decision to start designing

Product development process



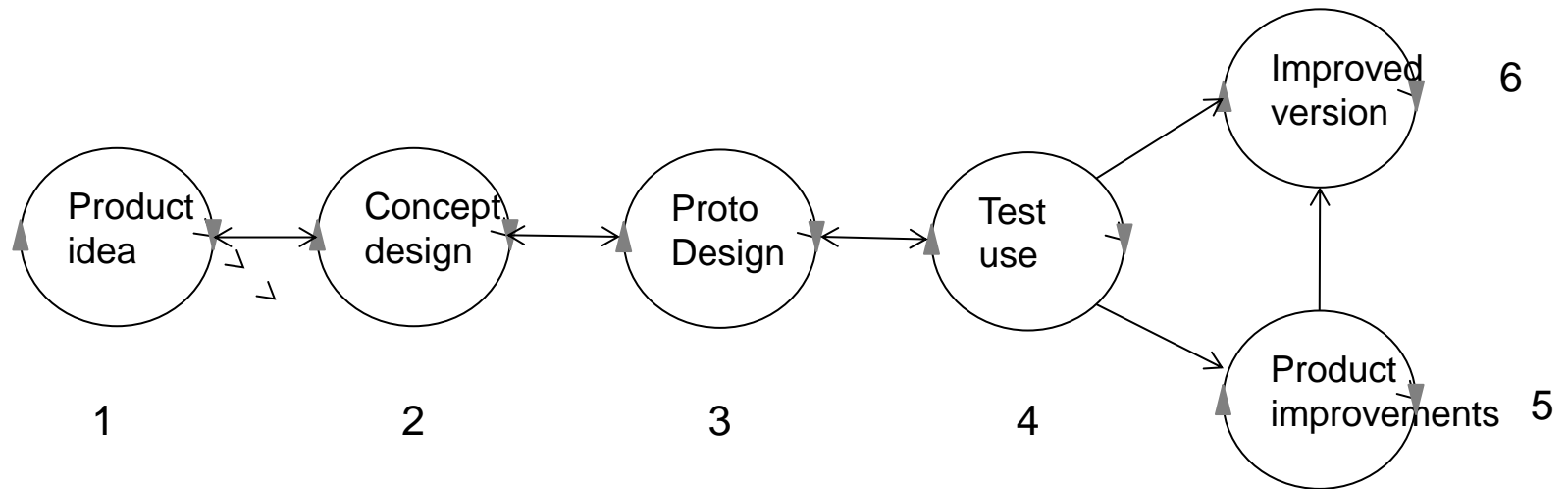
2 Understanding of user base

Use cases

Secondary users

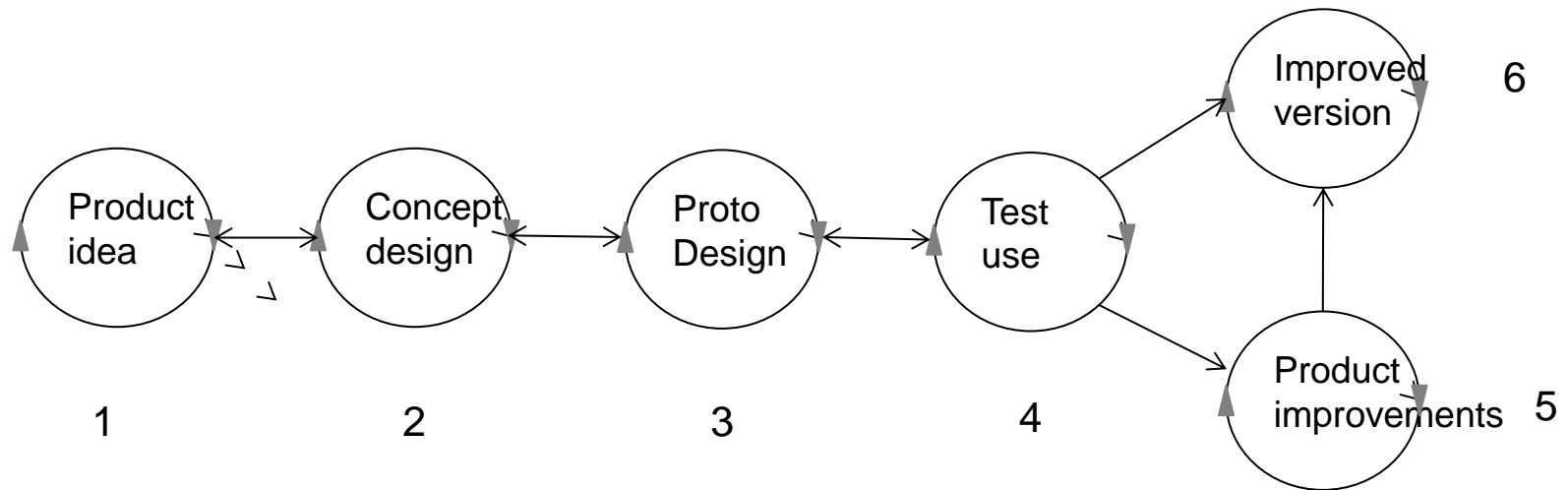
Business model

Product development process



3 Prototype design and realization of ideas Physical product

Product development process



4 Improving the product and its design

Collecting use data, understanding users better

Human centered design variations

- Human/ user inspired design
- Product-centered use analysis
- User-centered design
- User-centered product development

Ways to acquire data

- designer experience, knowledge and intuition
 - personas
- user involvement in design and product development
 - crowd intelligence
- observation
 - contextual inquiry, ethnographic research
- interviews
 - surveys, thematic interviews
- observation of artefacts and environments

Observation aims

- What are user goals and aims?
- Contexts of use: what kinds of actions are involved before, during and after use?
- Use environments?
- Interactions between users?
- What other technologies or artefacts are involved?
- Problem situations? Dependencies?
- Can you find regularities in behaviour?
- Values, atmosphere, working culture?

Observation tools

- Cameras, video cameras
- Notebooks
- Question sheets
- Participation or prompting
- and after: analysis tools