

User-centred design

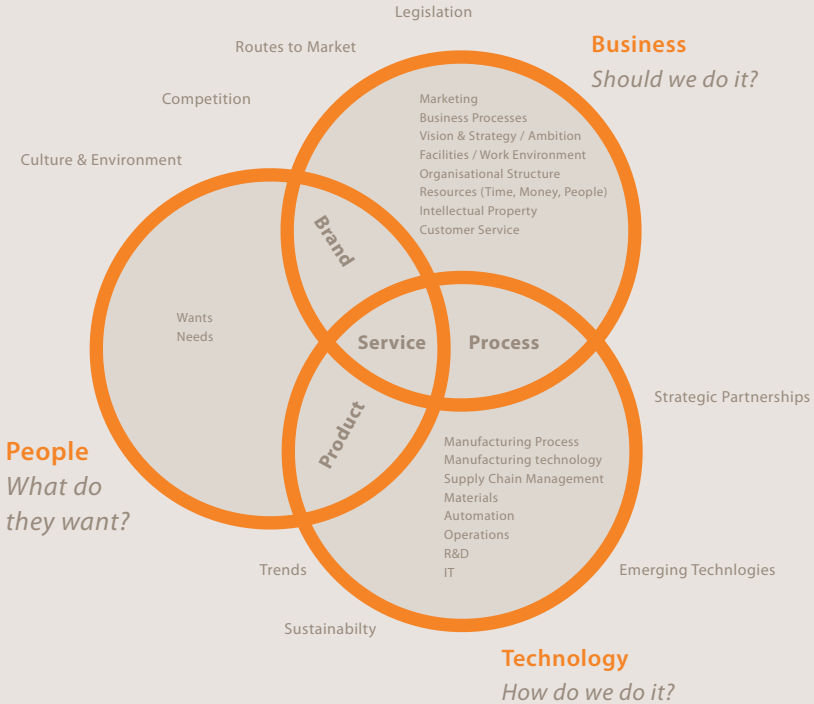
Why user-centred design?

It starts with the user.

Work from the outside in.

Balance business, technology and user.

Identify · Look · Involve · Try · Plan



Know your users

Identify

Why identify?

If you don't know who your users are,
you can't do user-centered design.

Identify · Look · Involve · Try · Plan



Who pays for it?

Who uses it day to day?

Who told someone else to buy it?

Who selects this product for retail?

Who transports or delivers it?

Who installs it?

Who sells it to the customer?

Who looks after it if it goes wrong?

Who makes it?

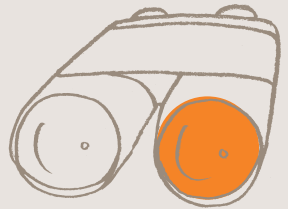
Who are your users?

Look

Why Look?

People will do things that they would never tell you.

Identify · **Look** · Involve · Try · Plan



P.O.I.N.T.S

Patterns Things you kept finding with many users

Opportunities Ideas you've had already

Insights Things that surprised you

Needs Things people want or you think they need

Troubles Things that people find difficult

Sound Things that work and can be built upon

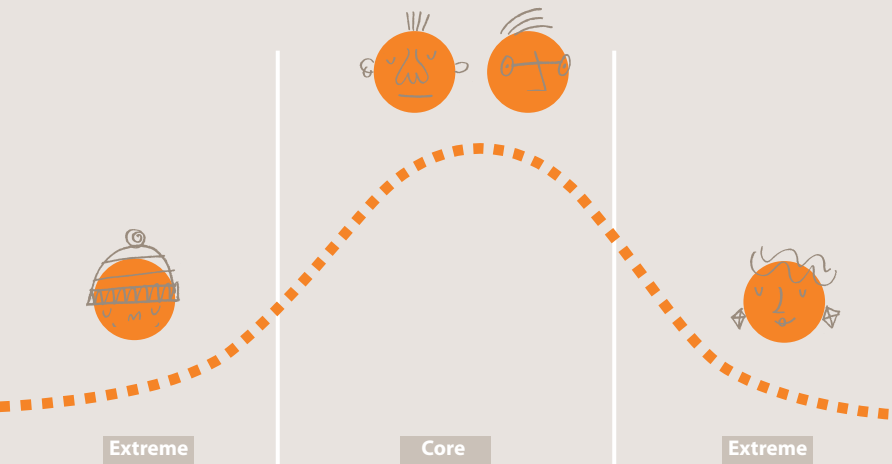
Observe your users

Involve

Why Involve?

Involve the *real* experts

Identify · Look · **Involve** · Try · Plan



Extreme users will tell you more than core users.

Ask why they are rejectors or power users? (5 Whys)

Ask users to 'draw' the experience.

Involvement your users

Try

Why try?

How can you know how good or bad your product or service is if you don't put yourself in your user's shoes?

Identify · Look · Involve · **Try** · Plan



Do rough prototypes

Do be quick, dirty and early

Don't be slow, perfect and late

Do use just enough technology to get going

Don't hesitate to throw away prototypes

*A picture is worth a thousand words...
a good prototype is worth a thousand pictures.*

Tom Kelley, IDEO

Become your users

Plan

Why plan?

You can't get from A to B if you're not all running in the same direction.

Identify · Look · Involve · Try · **Plan**

Every team needs to have four key archetypes to ensure the successful development and implementation of a project. It doesn't mean that each team has four individuals in it, but it does mean that each archetype has to be represented:



**Original
thinkers**

Do-ers

Motivators

Finishers

Create a space.

Make it visible and accessible.

What next?