

# User-centered design

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# UCD

- **User-centred design (UCD)** is a framework of processes (not restricted to interfaces or technologies) in which the needs, wants, and limitations of end user of a product, service or process are given extensive attention at each stage of the design process.
- Adapting vs. changing

# Models and approaches

- Cooperative design
- Participatory design (PD)
- Contextual design

# ISO Standards

- The design is based on wants.
- Users are involved throughout design and development.
- The design is driven and refined by user-centered evaluation.
- The process is iterative.
- The design addresses the whole user experience.
- The design team includes multidisciplinary skills and perspectives.

# The main questions?

- Who?
- What?
- How?

# Elements

- Visibility helps the user construct a mental model of the document.
- Users should be able to find information quickly and easily throughout the document, regardless of its length.
- Text should be easy to read: through analysis of the rhetorical situation, the designer should be able to determine a useful font style.
- Language

# Rhetorical situation

- The audience is the people who will be using the document. The designer must consider their age, geographical location, ethnicity, gender, education, etc.
- The purpose is what the document targets or what problem the document is trying to address.
- The context is the circumstances surrounding the situation. The context often answers the question: What situation has prompted the need for this document?

# Good example of UCD

- Madmen with Google
- by: Stinkdigital