

# User centered design A design process focusing on the needs of the user at each stage Analyse the context



# Test and evaluate the solution

- Perform user testing and evaluation.
- Improve the design based on results.

#### Create design solutions

- Create sketches, drawings, models and prototypes.
- Use an iterative design process (designing again and again to improve it).
- Develop the design based on user feedback.
- Consider the ergonomics of the design.



- A key part of user centered design.
- Understanding how people interact with products and systems.
- E.g. designing a tool handle so that it fits comfortably in the hand.

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Test and

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New design context

Analyse the context

Specify the requirements

- Identify the end user.
- Produce a user profile.
- Observe problems that the user
- faces and think of possible solutions.
- Interview the user to discuss their needs and wants.

## Specify the requirements

- Produce a brief and specification for a possible design solution.
- Discuss these with the user.
- Change as needed.

## Benefits of user centered design

- The product is more likely to meet the expectations of the user.
- Lots of user feedback is gained.
- The user has a greater sense of ownership of the product.

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