

The Art of Learning and Doing HCD...

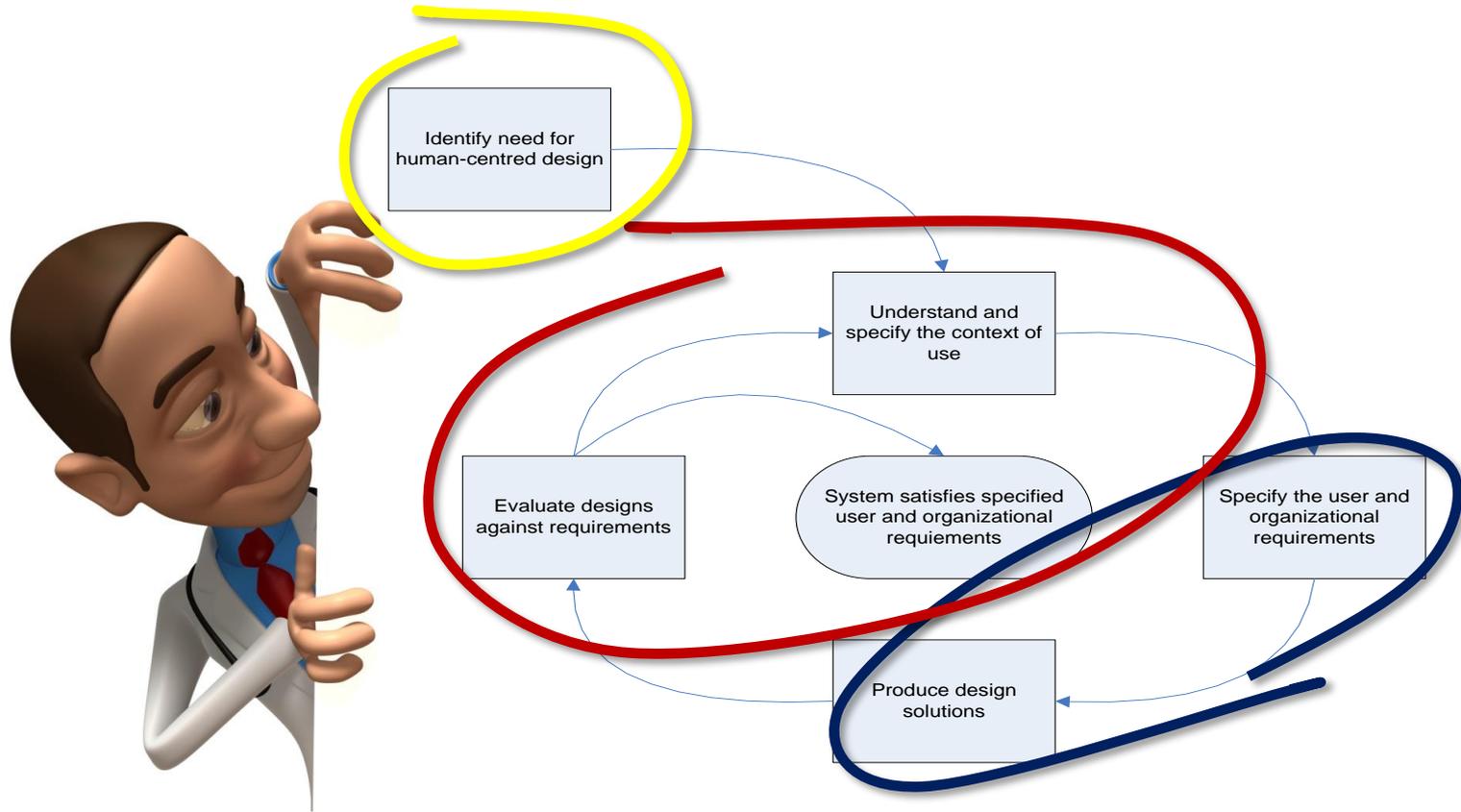
A few tips about the 'half full glass'

Professor Margareta Lutzhoft FNI

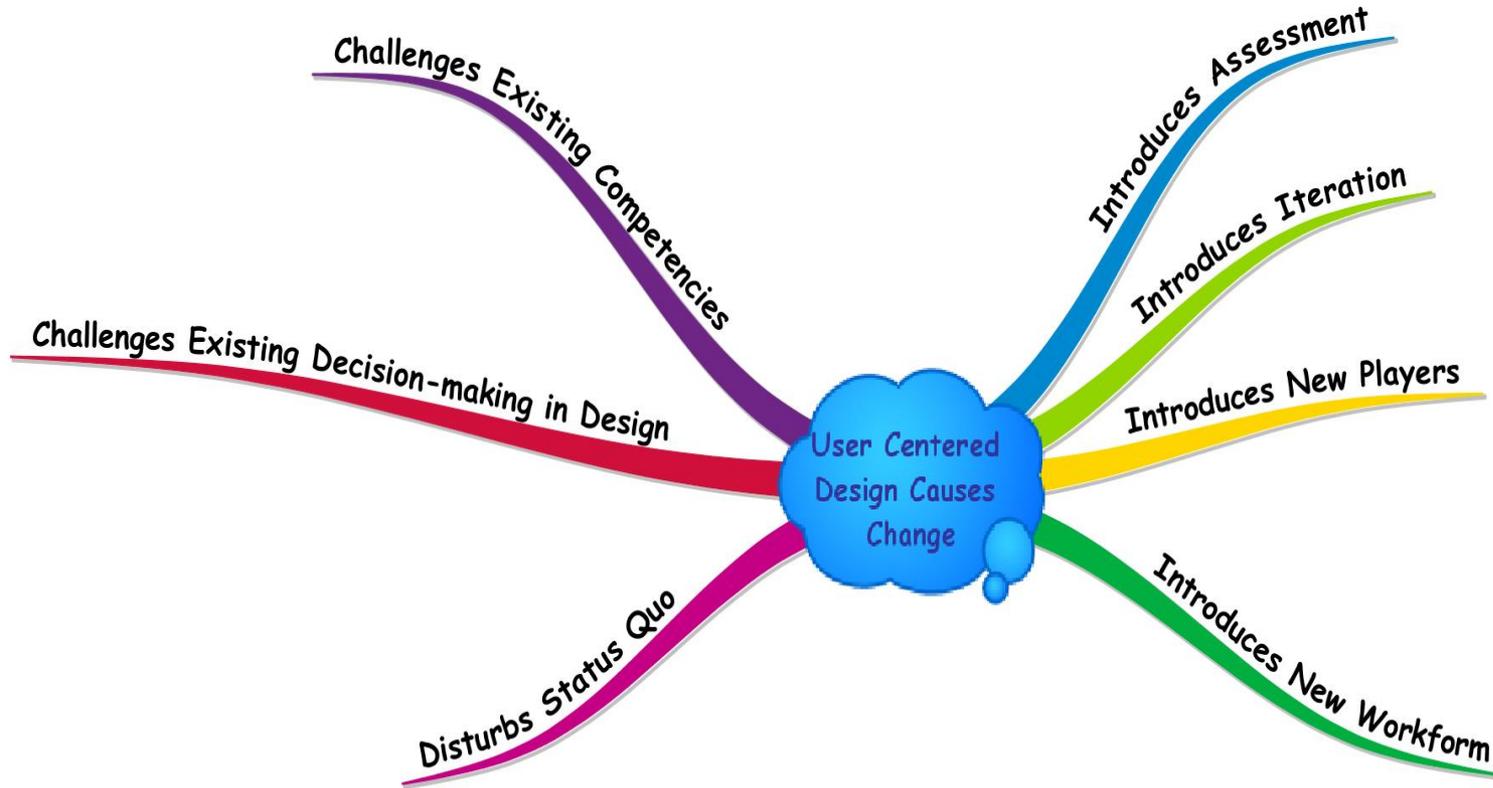
Dr Erik Styhr Petersen AFNI

University of Western Norway

UCD – familiar and unfamiliar processes...



UCD could be challenging...



The Implication of Usability Capability Maturity



The perhaps most important step:
Testing

What is the problem here?



10 second test...



5

4

3

2

1

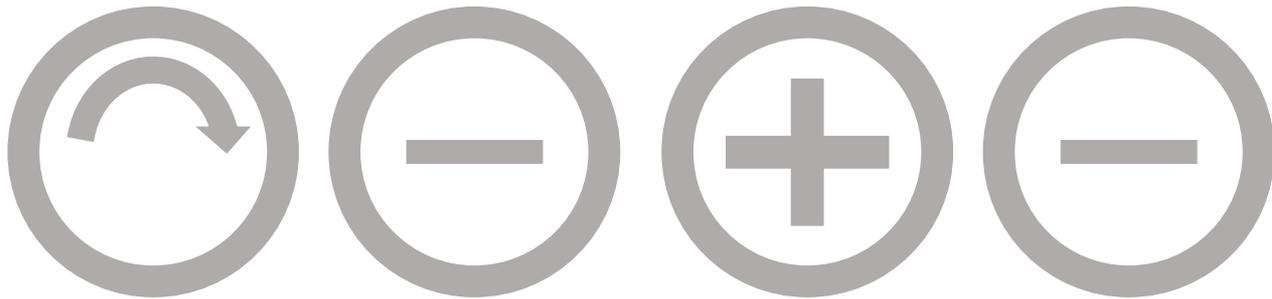
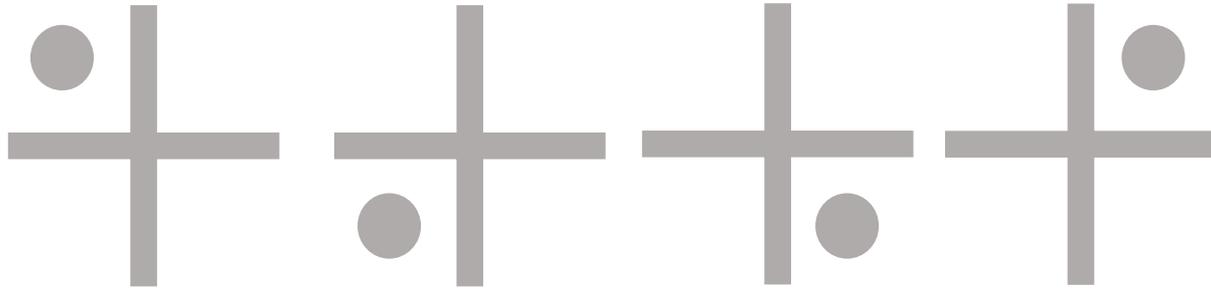
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B

Yet another 10 second test...



Yet another 10 second test...



Checklist to Success

- Talk and teach your (internal and external) market usability;
- Keep it simple when choosing your usability method: ANY usability activity is better than NONE!
- Observe your users in their environment to realize their real needs;
- Form a professional, multidisciplinary design team – and teach them about usability;
- Include extensive, iterative user testing in your design plan;
- Question design limitations (real or alleged);
- Ensure sufficient resources;
- Avoid complacency!

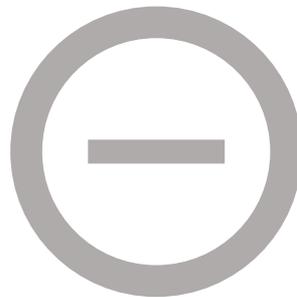
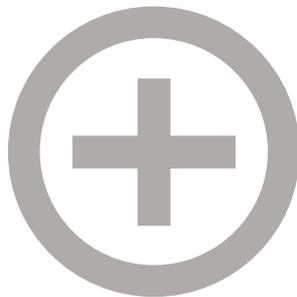
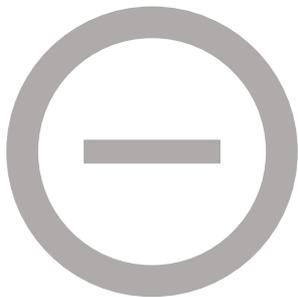
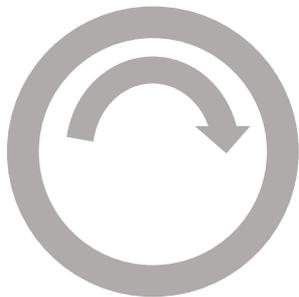


Take-home Key Points

- Make sure to understand the Context of Use
- Test with Users
- Test with Users
- Test with Users
- ...



Backup Material

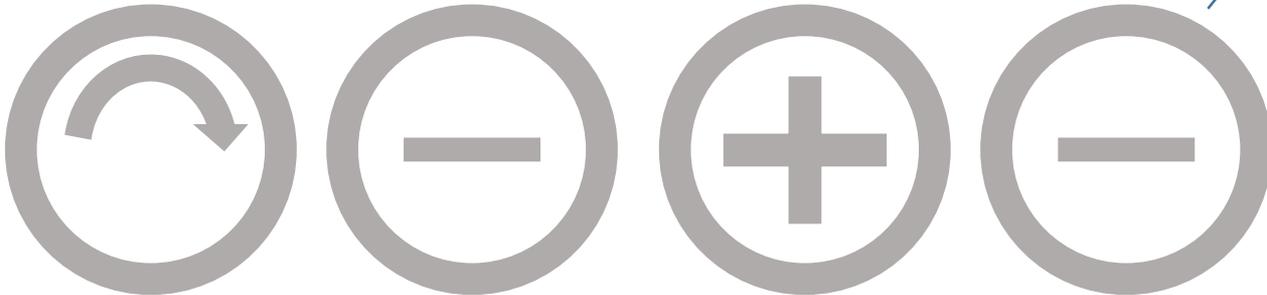




Times out after 5 seconds



1: Long Press

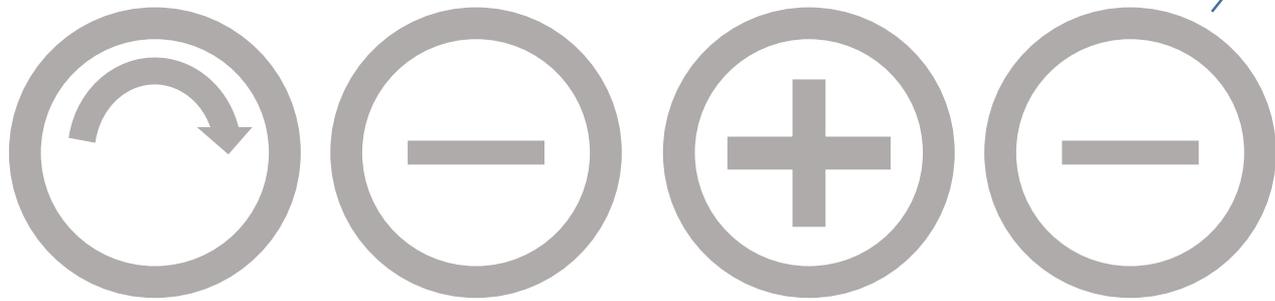




Blinks



2: Step through



1: Long Press



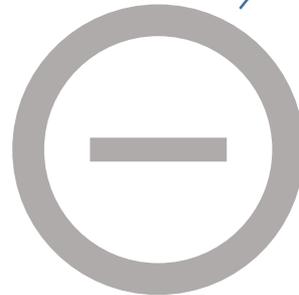
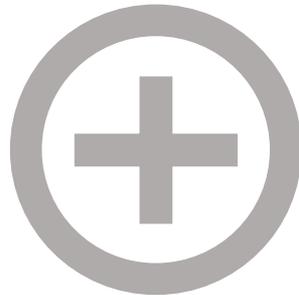
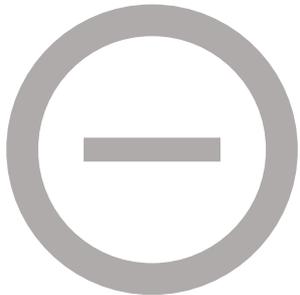
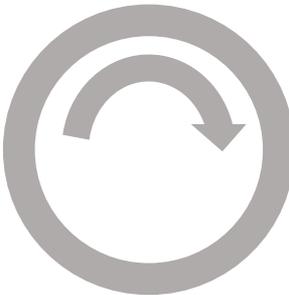
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2: Step through

1: Long Press



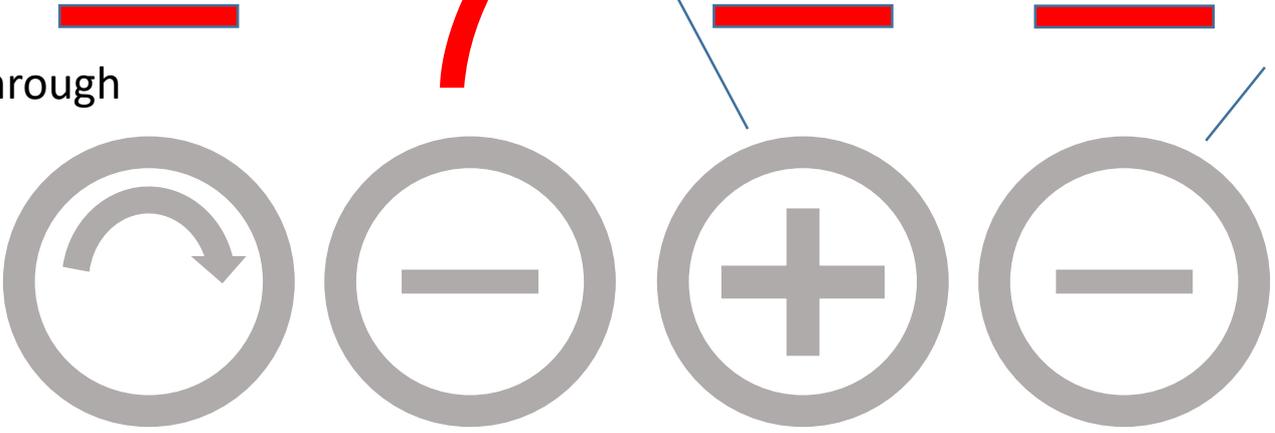


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3: Adjust – one click per step

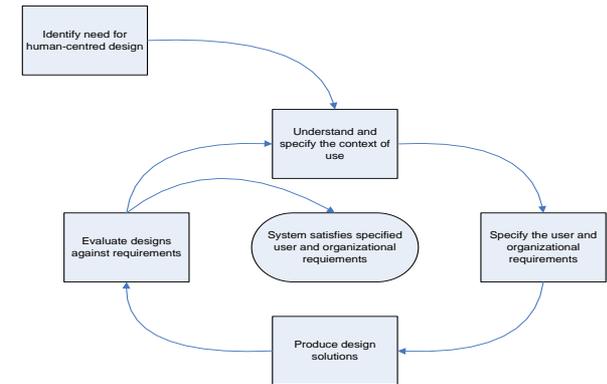
1: Long Press

2: Step through

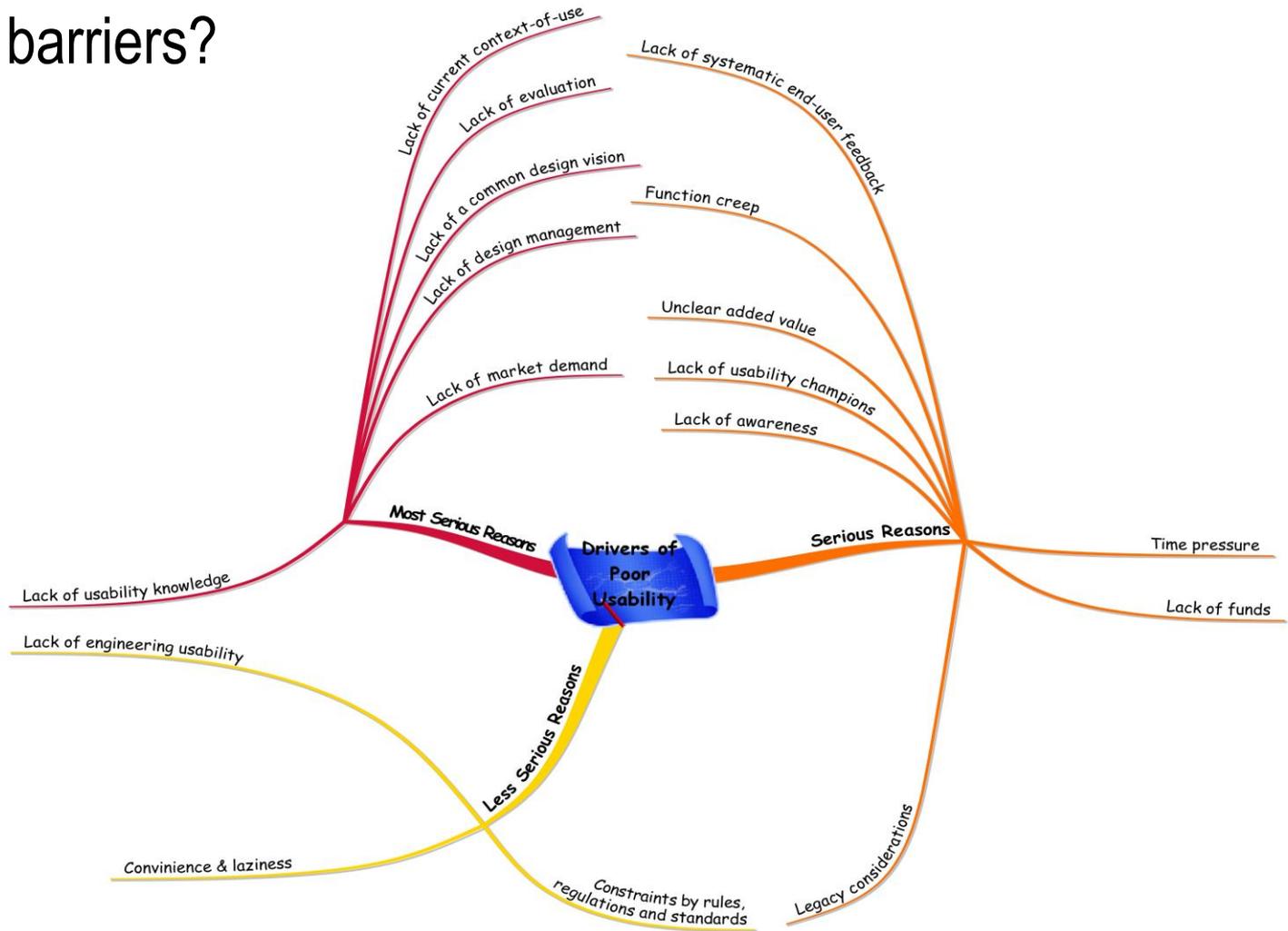


Checklist to failure

- Convenience, laziness, time pressure, insufficient resources.
- Lack of demand, no usability advocate(s).
- Lack of usability knowledge and good engineering usability methods.
- No current context-of-use knowledge.
- Lack of a common design vision; no design professionals; design by engineers (for engineers!)
- Function creep; unclear added value of design features
- Lack of evaluation; Lack of end user feedback



Pitfalls and barriers?



Usability Capability Maturity

Earthy		Nielsen	
Level	Attribute	Level	Attribute
Unrecognized	(no indicators)	Hostility towards Usability	Developers don't want to hear about users or their needs
		Developer-centered Usability	The design team rely on its own intuition
Recognized	Problem recognition; performed processes	Skunkworks Usability	Primitive, however effective, 'low-hanging fruit'
Considered	Quality in use awareness; User focus	Dedicated Usability Budget	A magic potion, but planned for
Implemented	User involvement; human factors technologies; human factors skills	Managed Usability	Usability has 'made it' in the company
		Systematic Usability Processes	The company has a user-centered design process
Integrated	Integration; Improvement; Iteration	Integrated User-centered Design	Field studies are made. Usability is 'measured' and tracked
Institutionalized	Human-centered leadership Organizational human-centeredness	User-driven Corporation	Like Stage 7, but to the hilt.