User-Centered
Design

IBM

UCD Overview

Your Name Here

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User Centered Design

What is UCD?

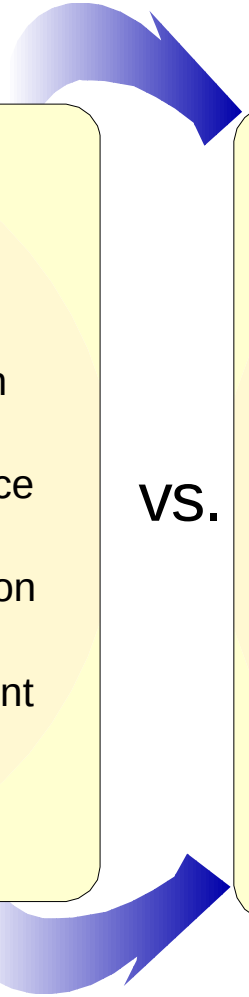
"An approach to designing ease of use into the total user experience with products and systems. It involves two fundamental elements - multidisciplinary teamwork and a set of specialized methods of acquiring user input and converting it into design."

Vredenburg, K., Isensee, S., and Righi, C. (2001). *User-Centered Design: An Integrated Approach* (Software quality institute series). Prentice Hall

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Transformation



Traditional Approach

Technology driven
Component focus
Limited multidiscipline cooperation
Focus on internals architecture
No specialization in user experience
Some competitive focus
Development prior to user validation
Product defect view of quality
Limited focus on user measurement
Focus on current customers

VS.

UCD Approach

User driven
Solutions focus
Multidisciplinary team work
Focus on externals design
Specialization in user experience
Focus on competition
Develop only user validated designs
User view of quality
Prime focus on user measurement
Focus on current and future customers

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User Centered Design

Ease of Use

Total User Experience

through

Principles

Processes

and

Tools

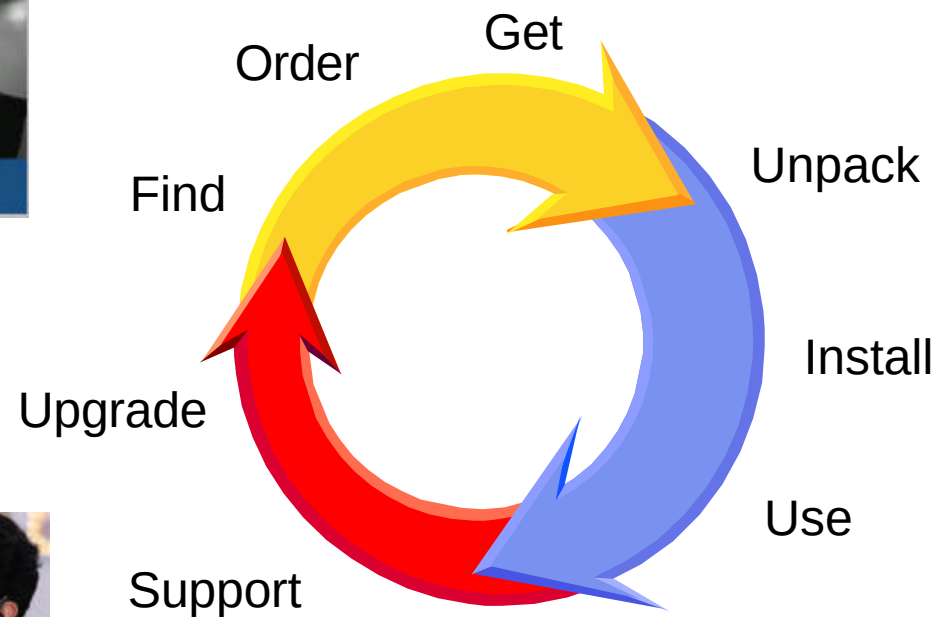
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Total User Experience

Everything the user *sees, hears, and touches*











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UCD Principles

1. **Set Business Goals**

   Determining the market, users, and competition to target is central

2. **Understand Users**

   An understanding of the users is the driving force behind all design.

3. **Design the Total User Experience**

   Everything a user sees and touches is designed together by a multidisciplinary team

4. **Evaluate Designs**

   User feedback is gathered often and drives product design and development.

5. **Assess Competitiveness**

   Competitive design requires a relentless focus on the competition and its customers.

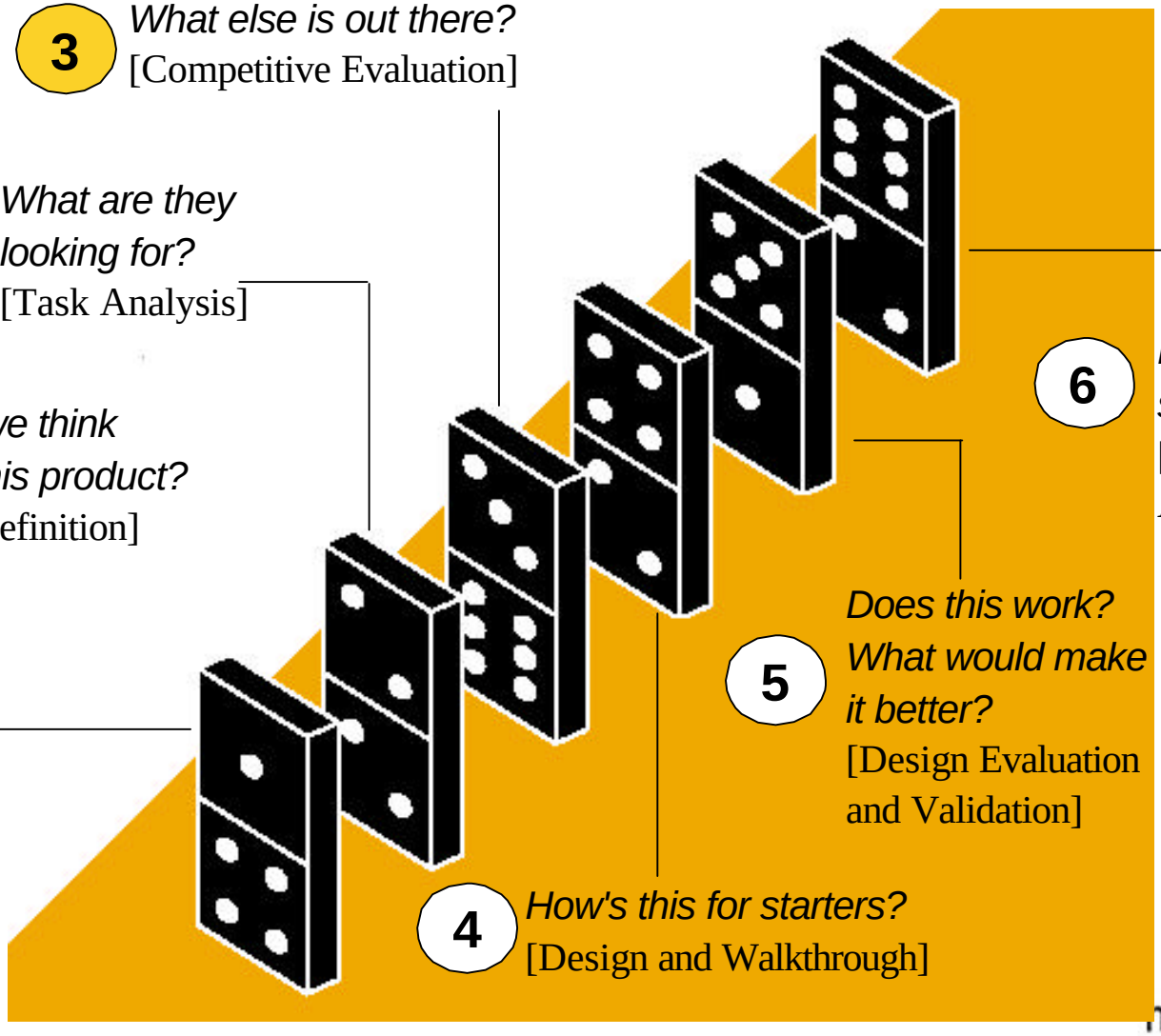
6. **Manage for Users**

   User Feedback is integral to product plans, priorities, and decision making.

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UCD Process



1. *Who do we think will use this product?* [Market Definition]
2. *What are they looking for?* [Task Analysis]
3. *What else is out there?* [Competitive Evaluation]
4. *How's this for starters?* [Design and Walkthrough]
5. *Does this work? What would make it better?* [Design Evaluation and Validation]
6. *How do we stack up?* [Benchmark Assessment]

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What UCD Isn't

UCD isn't



- × Simply conducting usability studies
- × Simply talking to users
- × Designers taking the user's perspective
- × A method just for designing user interfaces
- × A set of methods just for gathering user feedback
- × Another name for usability

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What UCD Is

UCD is

- ✓ Conducting studies to
  - ✓ *Understand users*
  - ✓ *Drive and evaluate design*
  - ✓ *Assess competitiveness*
- ✓ Multidisciplinary Design
  - ✓ *of the total user experience*
  - ✓ *based on input from representative users*
- ✓ End-to-end iterative design of solutions



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The UCD Team



Total User Experience Leader



Marketing Specialist



Visual Designer



HCI Designer



User Research Specialist



Technology Architect



Service & Support Specialist

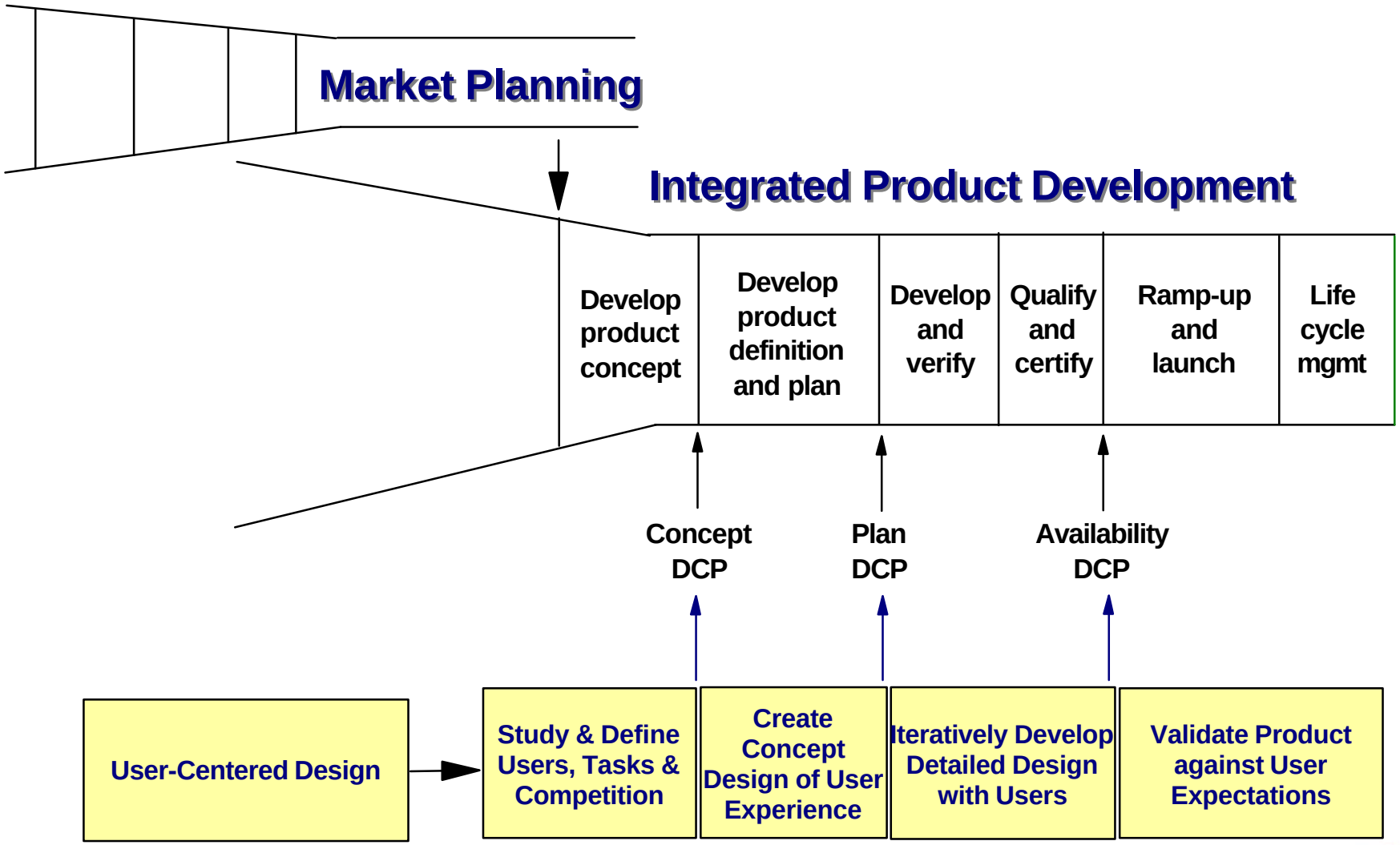


User Assitance Architect

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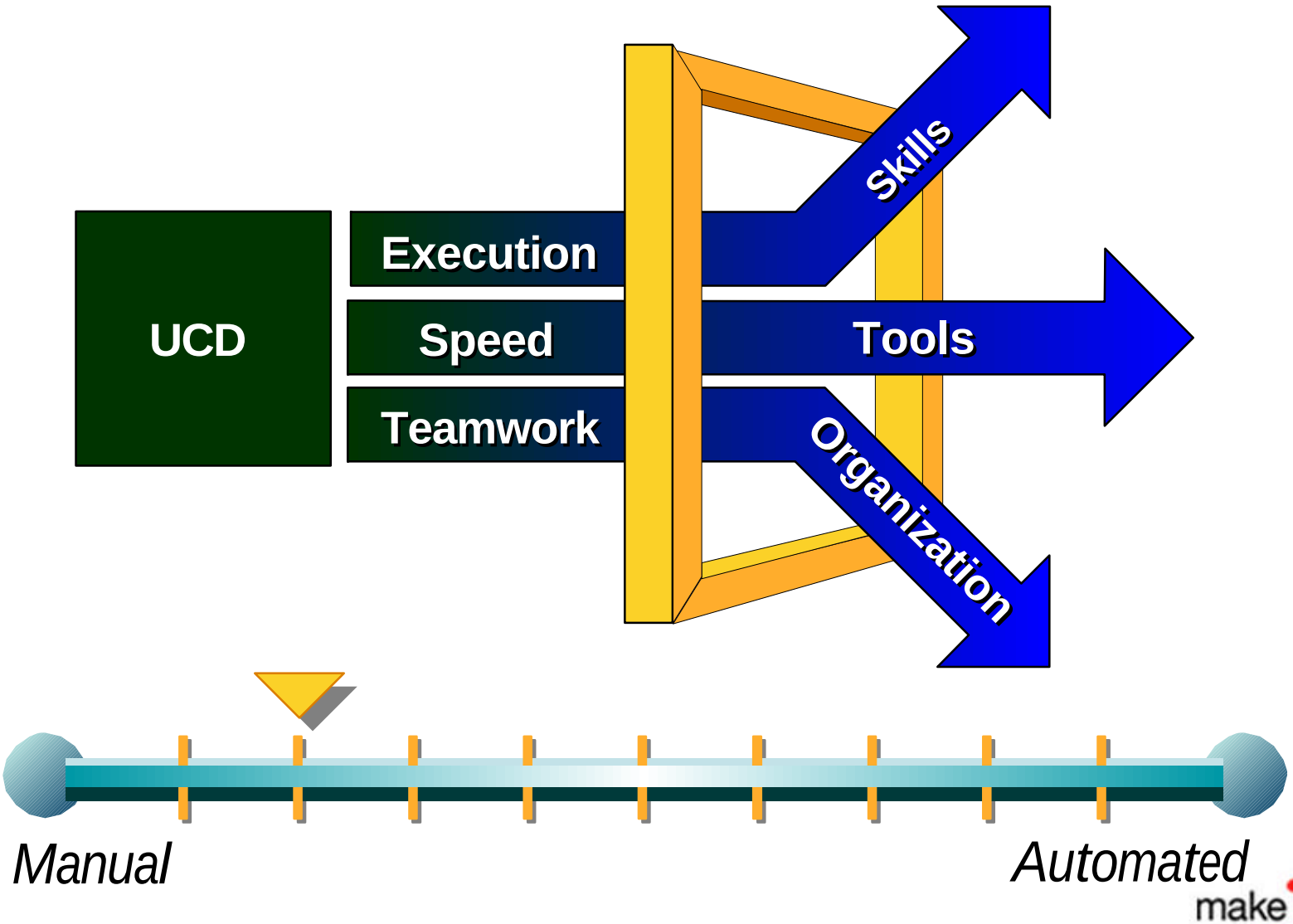
Integration



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UCD on UCD



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Skills

To get IBM teams enabled and optimized for UCD, we run...

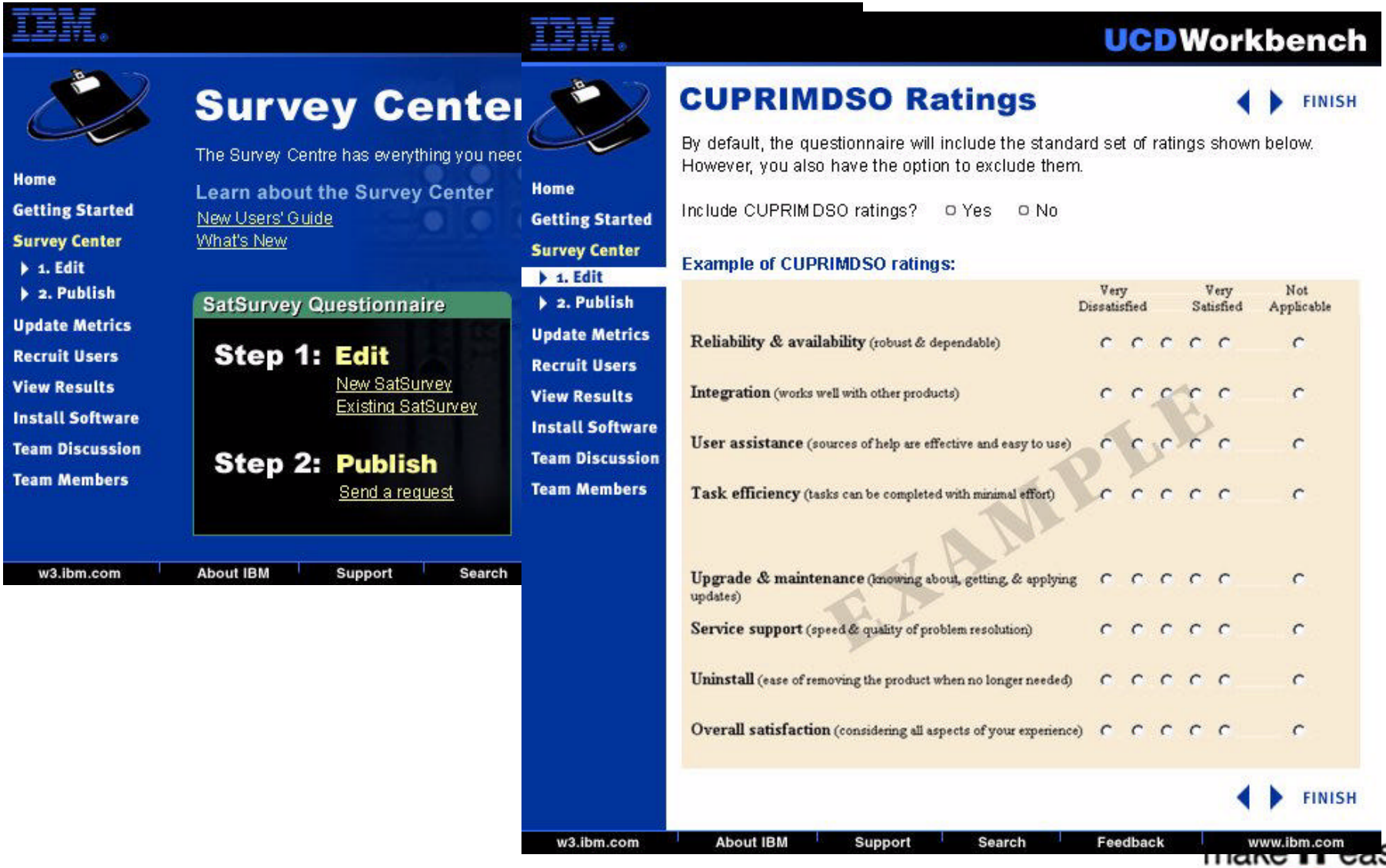
- Executive Workshops
  - *Half-day case-based session*
  - *Senior and middle management*
- Introduction to UCD Classes
  - *One-day awareness and overview*
  - *Entire product team*
- UCD Practitioner Workshops
  - *Two-day hands-on experience building*
  - *Project UCD Team*
- Monthly Technical Vitality Webcasts
- Yearly Conferences



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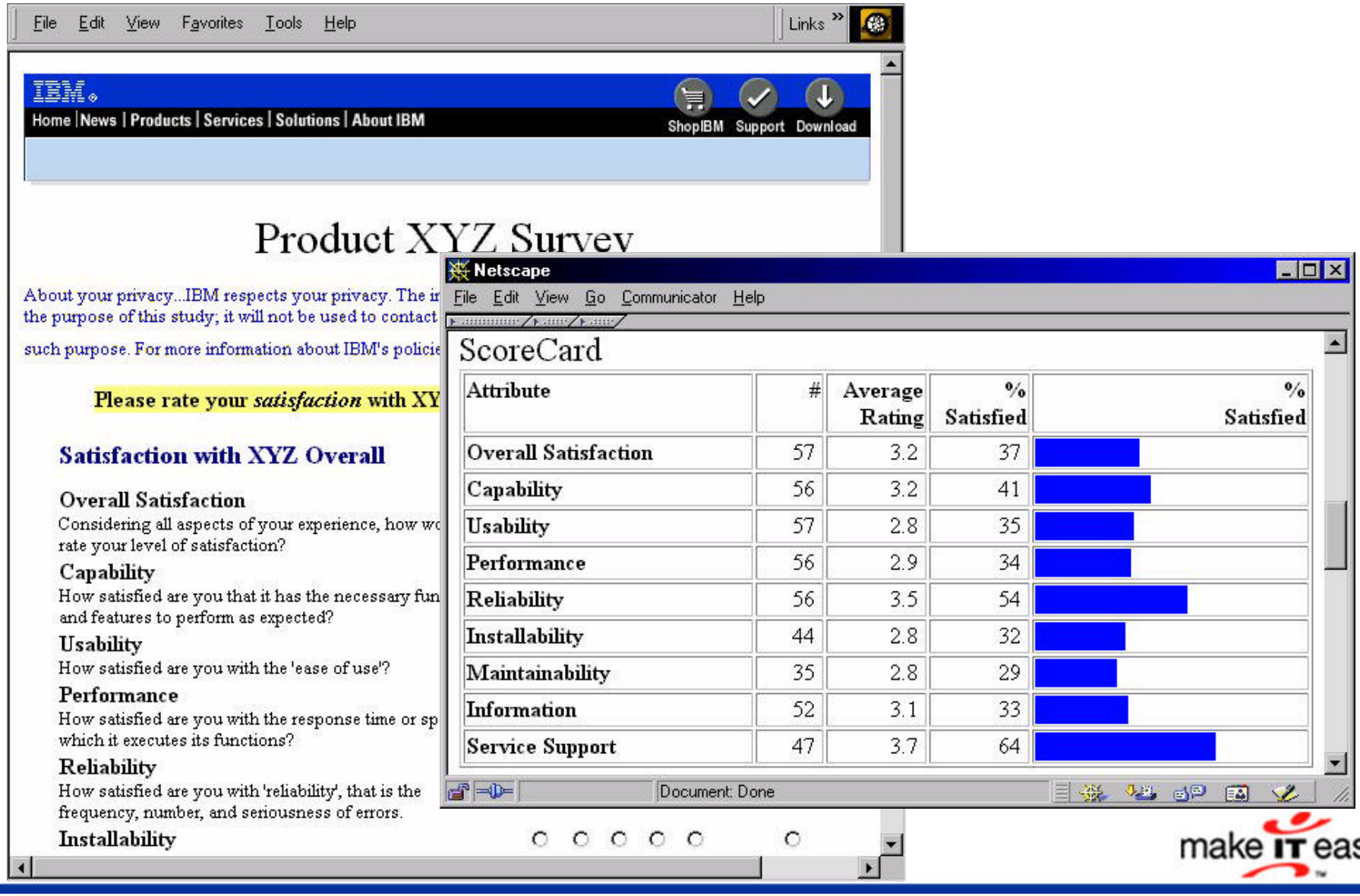
Tools



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Tools



Attribute	#	Average Rating	% Satisfied	% Satisfied
Overall Satisfaction	57	3.2	37	
Capability	56	3.2	41	
Usability	57	2.8	35	
Performance	56	2.9	34	
Reliability	56	3.5	54	
Installability	44	2.8	32	
Maintainability	35	2.8	29	
Information	52	3.1	33	
Service Support	47	3.7	64	

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Organization

IBM Ease of Use
Tony Temple

Ease of Use Champions
Susan Mills

Design Consultancy
Mark Evans

UCD Advisory Council
Karel Vredenburg

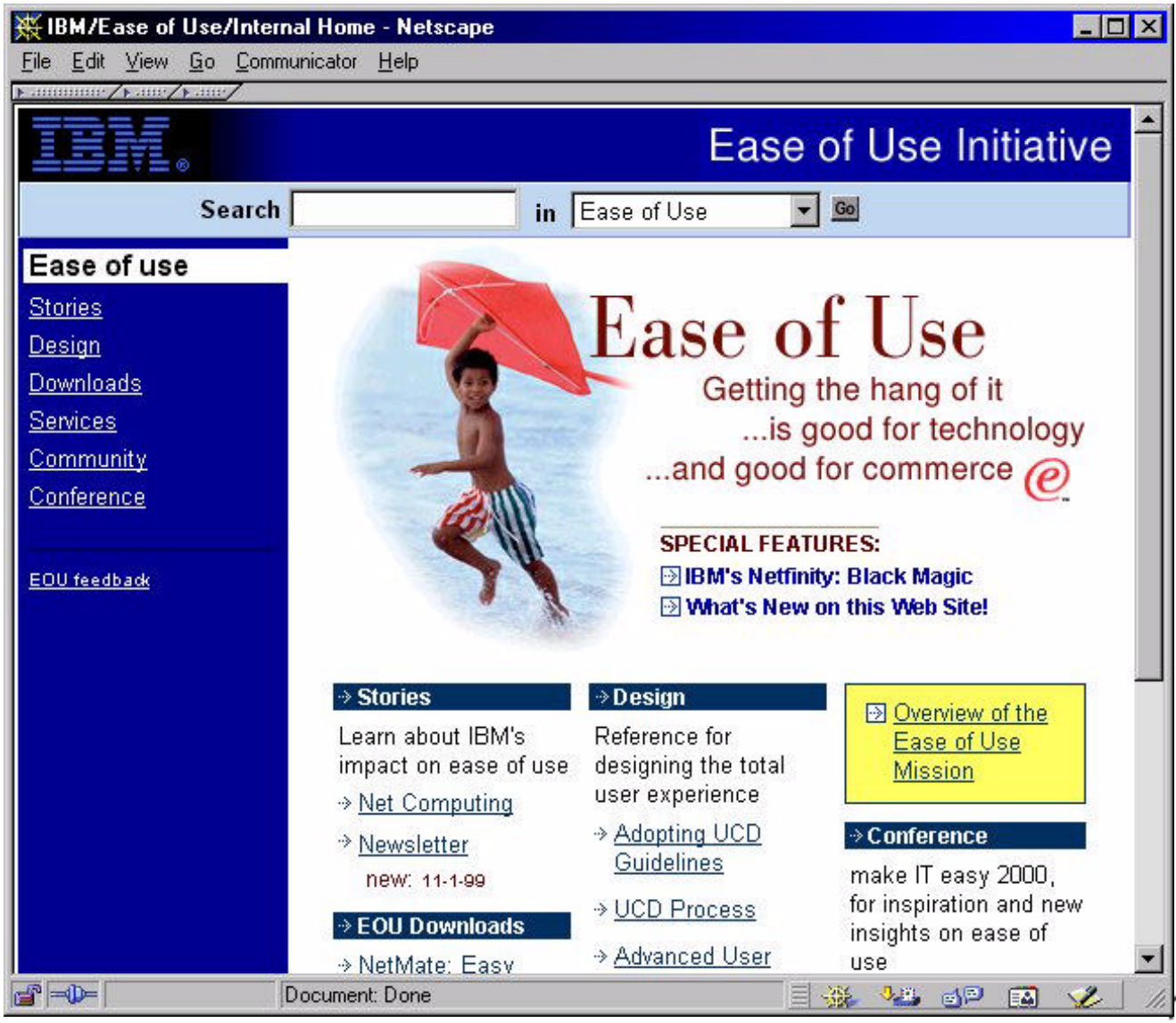
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Integrated Product Development

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Thank you.

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