HDCC208N

Design and Users: Part 1

I need help on the assignment that you said is a "no brainer." It's easy. Just skip the "interface design" phase and make everything beige. You can't go wrong with beige. I always know where to go for no-brainer decisions.
PROJECT STATUS

Due to budget cuts, our new product will have no user interface.

OUR TARGET MARKET IS PEOPLE WHO ARE TOO SHY TO RETURN PRODUCTS.

IS IT A BAD SIGN IF YOU SPEND THE DAY WONDERING WHY THERE ARE NO LAWS AGAINST WHAT YOU DO FOR A LIVING?

YOUR USER REQUIREMENTS INCLUDE FOUR HUNDRED FEATURES.

DO YOU REALIZE THAT NO HUMAN WOULD BE ABLE TO USE A PRODUCT WITH THAT LEVEL OF COMPLEXITY?

GOOD POINT. I’D BETTER ADD “EASY TO USE” TO THE LIST.
What makes design hard/infrequent?

Some institutional ideas…

– No one on the team is charged with UI or the person in charge has little power.
– It’s not given consideration until too late in the process.
– Team biases/"engineering" culture.
– Things falls behind schedule and the UI is seen as least critical.
  • In general, seen as costly in terms of time and money.
– Non-tech designers might not be connected enough to technical realities.

What makes design hard/infrequent?

Some broader ideas…

– Too many people/preferences.
– New technologies make old approaches obsolete too quickly.
Alternatives to System Centered Design

- User-Centered
- Task-Centered
- Coolness-Centered
- Joy-Centered

What can HCI researchers do to help?

Generate new ideas for interfaces, run controlled studies, provide guidelines with scientific foundation.

Investigate the design process itself, design tools to assist in the design process and even for implementation.

Build proof-of-concept prototypes that can then inspire real-world applications.
More later…