HUMAN CENTERED DESIGN
Methodology for understanding users' needs and creatively discovering the best way to meet those needs.
HUMAN CENTERED DESIGN

- products
- spaces
- systems
- services
The HCD Process

discovery

evaluate

prototype
discovery

- Some Research is Better than None
- Users in Their Environment
- Intuition is Usually Wrong
prototype

- All Ideas are Equal
- Fail Fast
- Concept Over Polish
evaluate

- What Informs Why
- Answer Questions with Questions
- Learn to Pivot
HCD Process Iterations

discovery

prototype

evaluate

Abstract

Tangible
Avoid Common Software Failures

Billions of dollars are wasted each year on entirely preventable mistakes.

Unrealistic Project Goals
Inaccurate Estimates
No Product Market Fit
Changing Requirements
Poor Team Communication
Outdated Releases
Reduce Costs and Abandonment

ROI for every $1 invested in HCD is between $2 to $100

Roger Pressman “Software Engineering: A Practitioner’s Approach”
One major e-commerce site lost $300 million in revenue because they did not allow shoppers to complete their purchase without registering or logging in.

https://articles.uie.com/three_hund_million_button/
Build Superior Products

Satisfy current needs and build products that anticipate future trends
Companies that focused on customer experience got 27% better returns over a five year period compared to the S&P 500 Index.

http://www.watermarkconsult.net/docs/Watermark-Customer-Experience-ROI-Study.pdf
Improve Customer Satisfaction

Good design makes the users self-sufficient
Stubhub increased their revenues by 2.6% and millions of dollars by testing their website with real users and acting on their feedback.

Iterative + HCD

- Iterative > Fixed
- Experiment > Planning
- Feedback > Intuition
- Collaborate > Hero
Sample Sprint (2-4 Weeks)
Advantage 1
The results of “inspect-and-adapt” approach greatly reduces both development costs and time to deliver
Advantage 2
Avoid “analysis paralysis” because teams can develop software at the same time they’re gathering real user feedback and not assumptions.
Advantage 3

Team’s limited work cycle gives the ability to **calibrate releases for success in the real world**
Advantage 4
HCD and Agile development methodology helps **build the needed product and not the wanted product**