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# User Centered Development and Usability

AKDAB

## Introduction to User Experience

- Why do we need User Experience (UX) as a discipline?
- A brief history of UX
- Introducing the hands-on example for the training

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## The User Centered Development Process

- Introducing the UCD process
  - Relation to the Software Development Process
- The Vision: Guiding the development

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## Understanding the Problem

- What is the problem the product is going to solve?
  - Potentials and limitations of working with users
  - Strategies to gather user feedback
  - How to access (potential) users
- Assessing the situation the product is used in
  - Personas
  - Situations
  - Objects
  - Roles
- Understand the users intentions
  - User Stories

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## Creating the User Experience

- Designing the Information Architecture
  - The Mental Model guides the Interaction
  - Find the right Optimization Criteria
- Creating Individual Views
  - Human perception and Information Processing
  - Gestaltgesetze
  - UX Styleguides and Pattern
- Graphic Design

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## User Testing Ideas and Solutions

- Defining the Test Strategy
- Testing Methodologies
  - Testing with Users
  - Testing with Experts
  - Learning from Log Files
- Planning a User Test
- Conducting a User Test
- Evaluating a User Test

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## Steering the Process

- Establishing a UX Strategy
- Cooperation with other Disciplines
- Creating an User Experience Profile
- Defining Good Enough
- Identifying the Most Valuable Actions

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## Wrapping it up

- User Experience as the Result of an Iterative Process
- Users as Permanent Partners in the Development?
- Challenges in the Real World

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