

CS-E4900 User-Centered Methods for Product and Service Design

2.9.2024 10:15 – 12:00 T2

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Things You Will Learn Today

- You will learn **who** are attending this course
- You will learn **what** you will learn in this course
- You will learn **where** to find information about this course
- You will learn **why** this course is important
- You will learn this course has very **many** deadlines
- You will learn why you must **read**, write and review essays
- You will learn what needs to get done by **next** Monday

Course Staff

Mika Nieminen, A226



Tomi Fischer



Course Staff, CSI Tutors

Henna Kotilainen



Students

- Computer Science SSE/SDE & HCI
- Information Networks / UDD
- EIT Digital HCID
- IDBM
- Uschool (UH, Aalto ARTS)
- IEM
- ELEC
- Aalto BIZ / ISM
- Exchange studies

- Doctoral researchers

Learning Outcomes

- After this course, you know the basic methods for user research.
- You are comfortable with reading academic articles and can write and reference an academic essay properly.
- You can list and describe different methods used in the early stages of User-Centered Design process.
- You can analytically select appropriate method for a given user research problem.
- You know how to apply common user research methods in a simple field study.
- You can find and analyze user data, and produce relevant new information.
- You can concisely present research results and user knowledge to an audience.

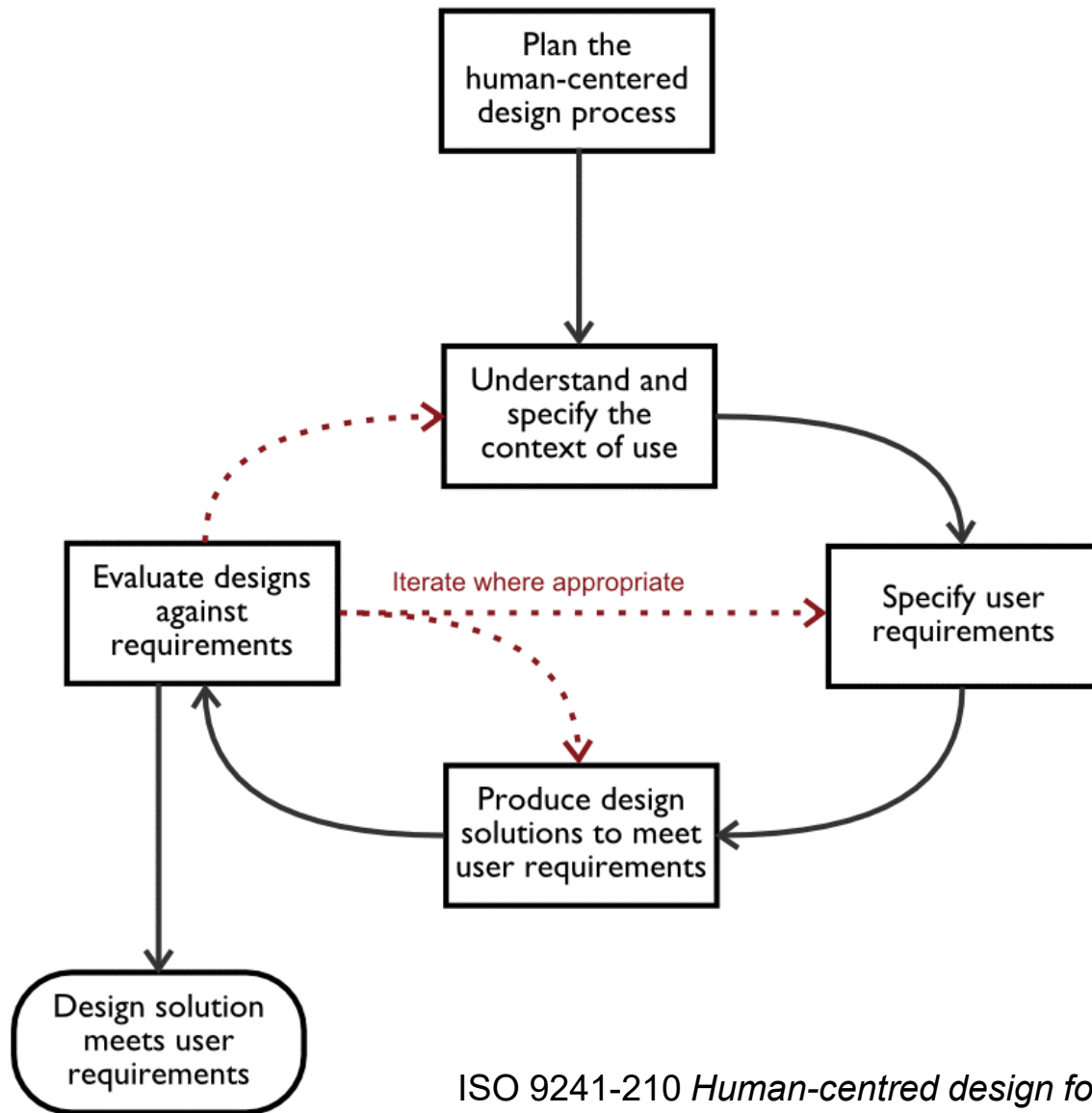
Practical Issues

- All the details are in MyCourses

<https://mycourses.aalto.fi/course/view.php?id=44809>

- Register in SISU to get added to the MyCourses

Motivation – Why UCD or SD



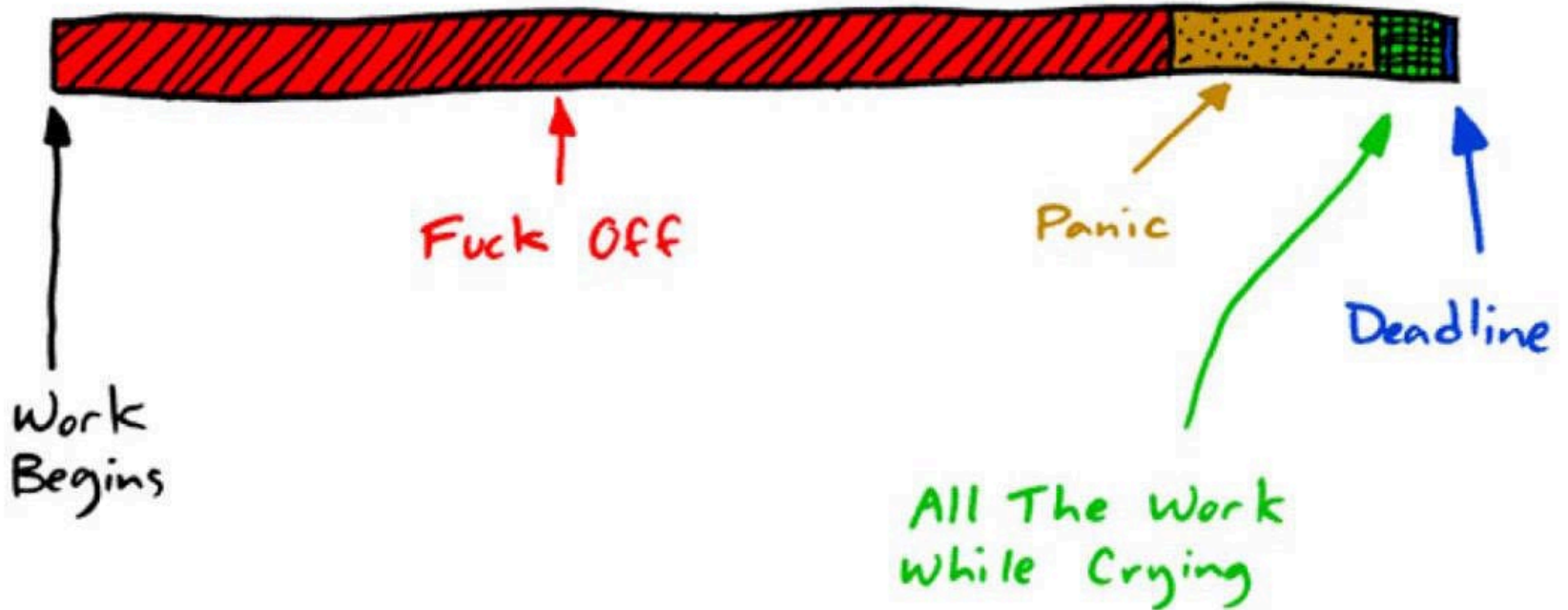
ISO 9241-210 *Human-centred design for interactive systems*

THE CREATIVE PROCESS

START ————— END

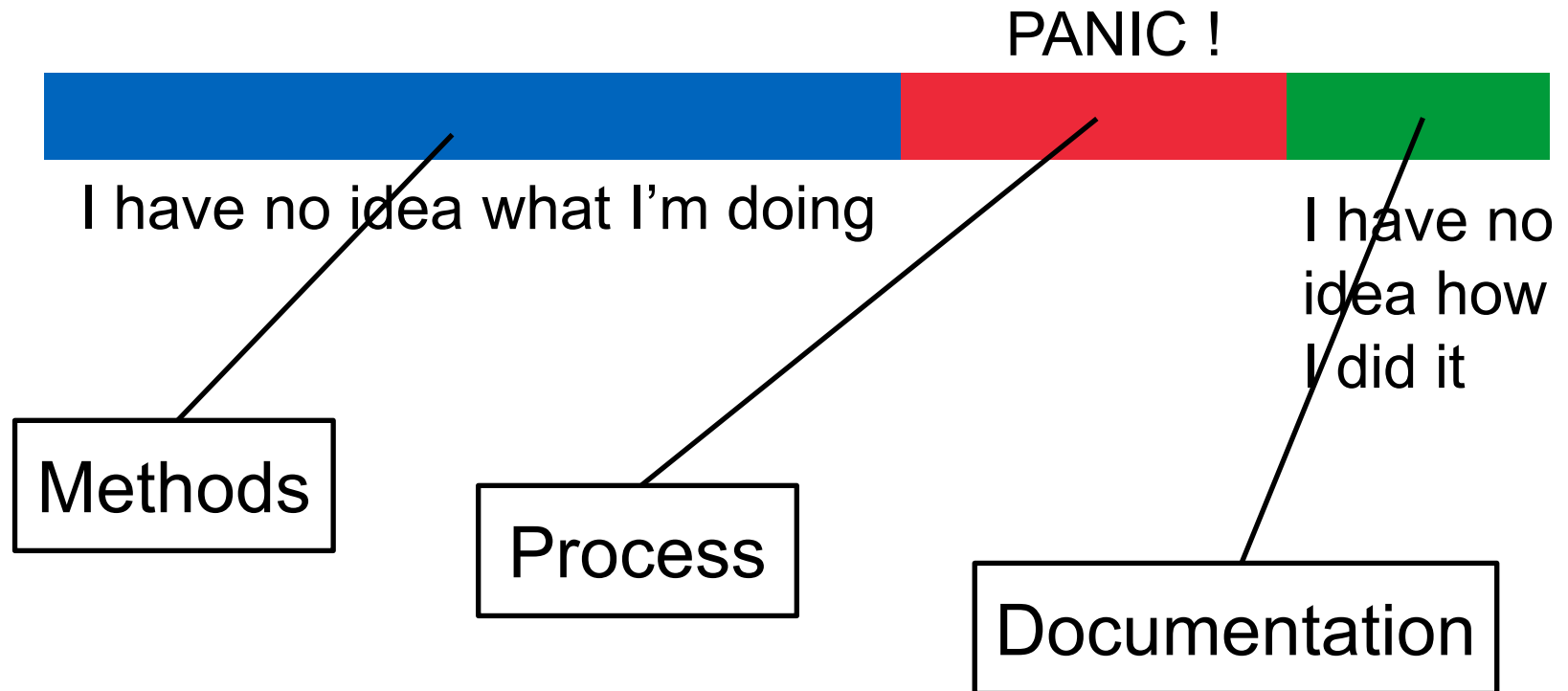


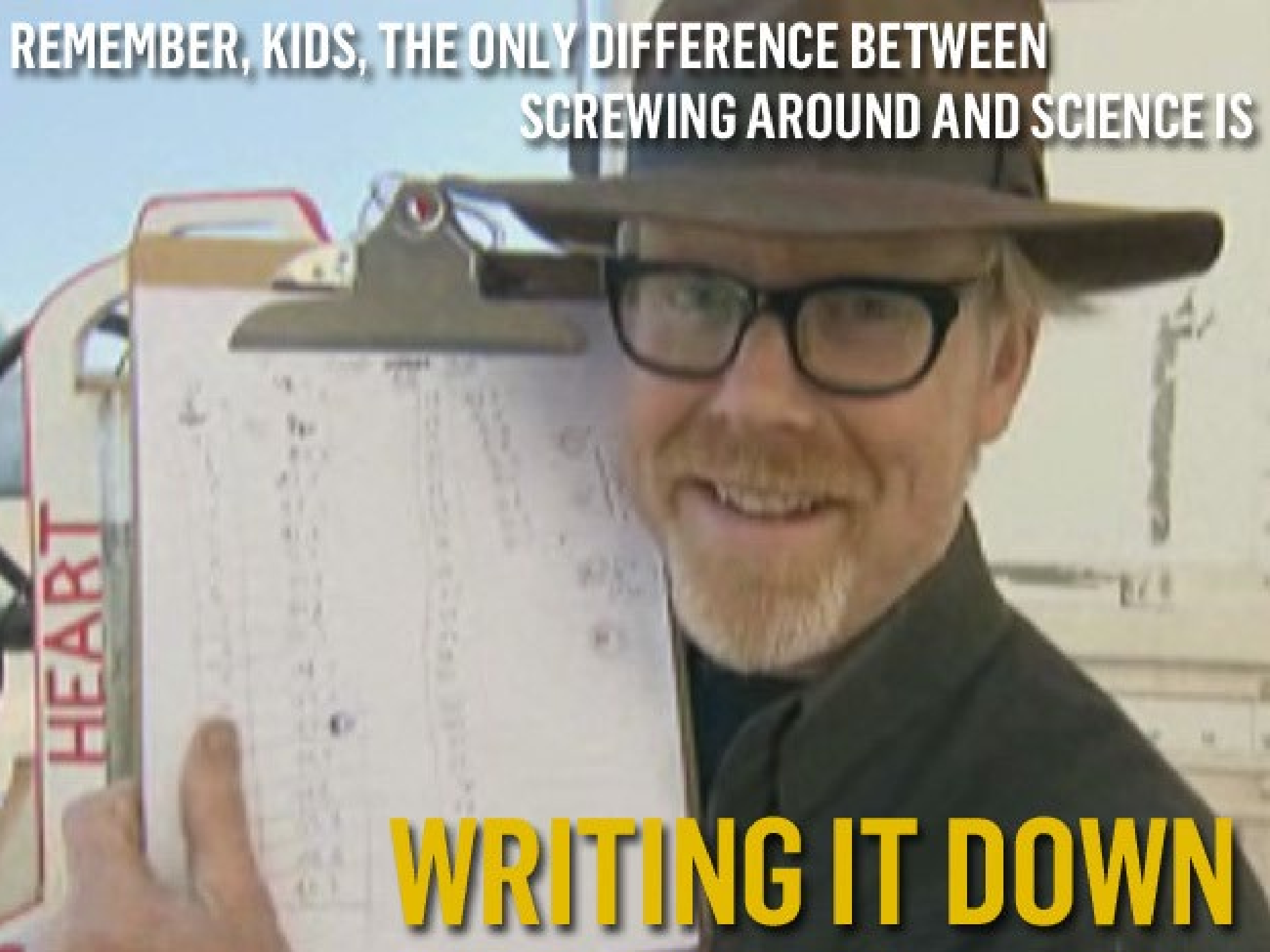
THE CREATIVE PROCESS



Toothpaste For Dinner.com

The Creative Process





REMEMBER, KIDS, THE ONLY DIFFERENCE BETWEEN
SCREWING AROUND AND SCIENCE IS

WRITING IT DOWN

But seriously, cornerstones of UCD and SD

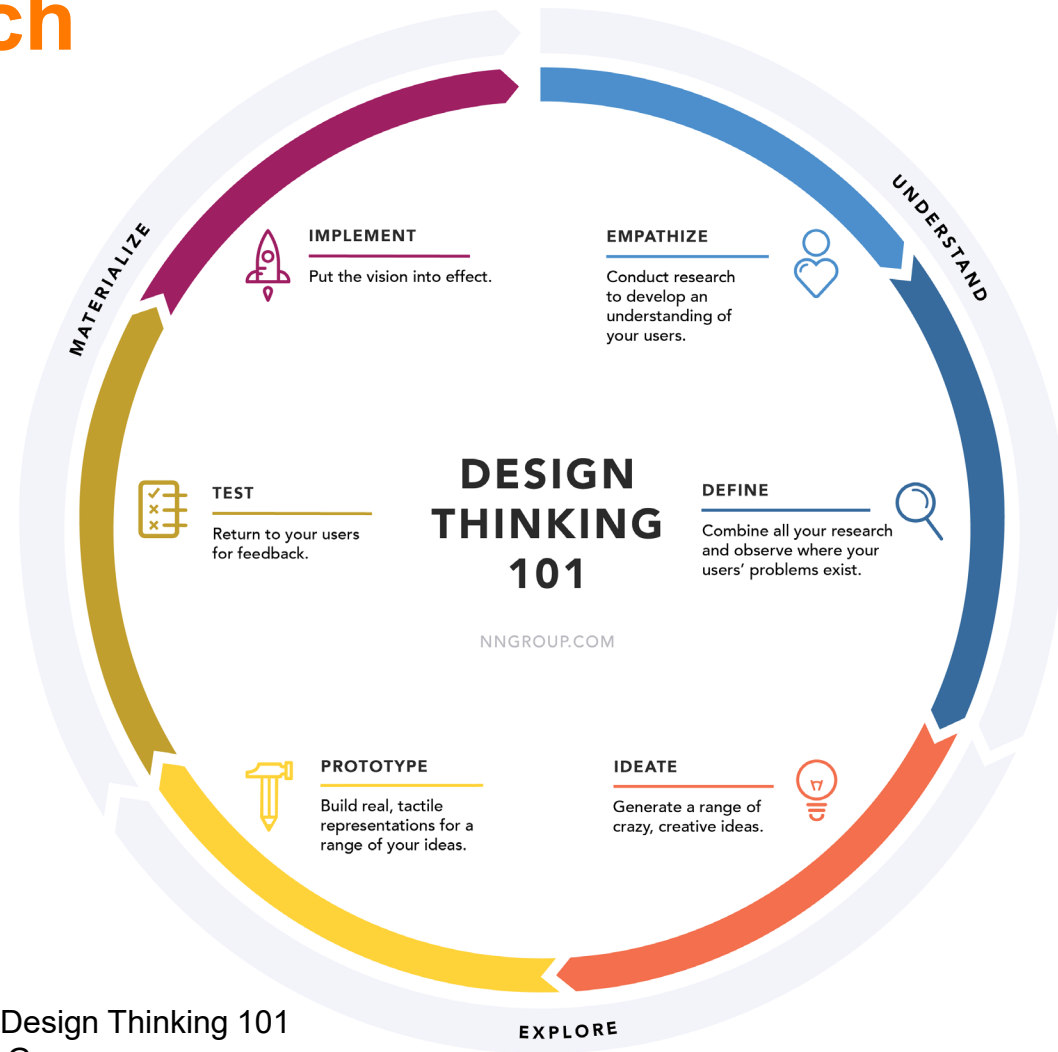
- Multidisciplinary
- User/Customer Centric Approach

Multidisciplinarity

- Or is it?
- **Multidisciplinary** refers to collaboration among different fields in an additive rather than integrative manner, where the individual disciplines are not changed and their relationship is transitory, whereas...
- ...**Interdisciplinary** means the synthesis of two or more disciplines forming a new entity (Klein, 1990, pp. 56, 66).
- **Transdisciplinary** on the other hand takes a holistic approach to combining and expanding specialists' knowledge and roles to the other disciplines (Choi and Pak, 2006).

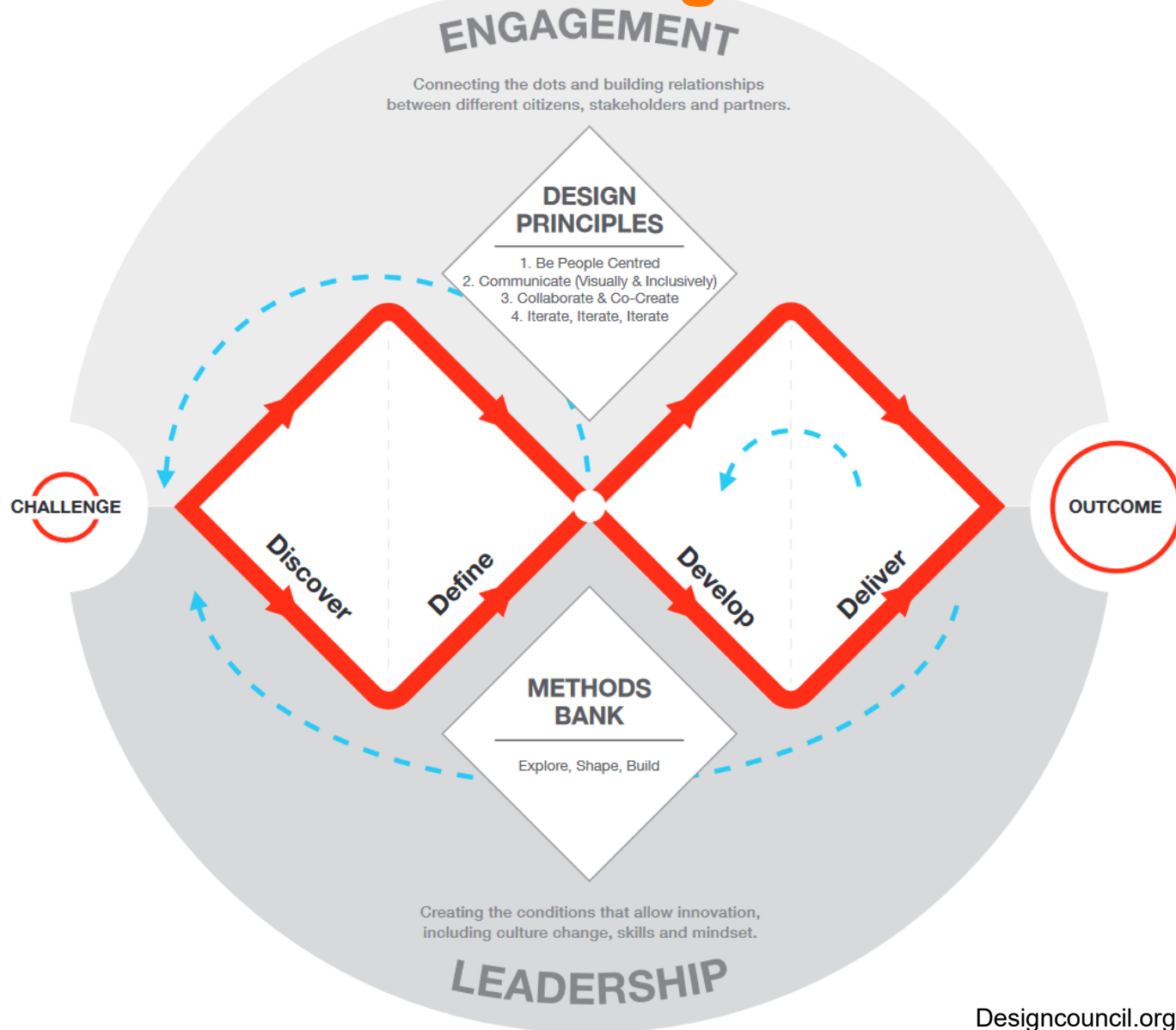
UCD/SDE Approach

- User-Centric Attitude
- Design Thinking
- Iterative development

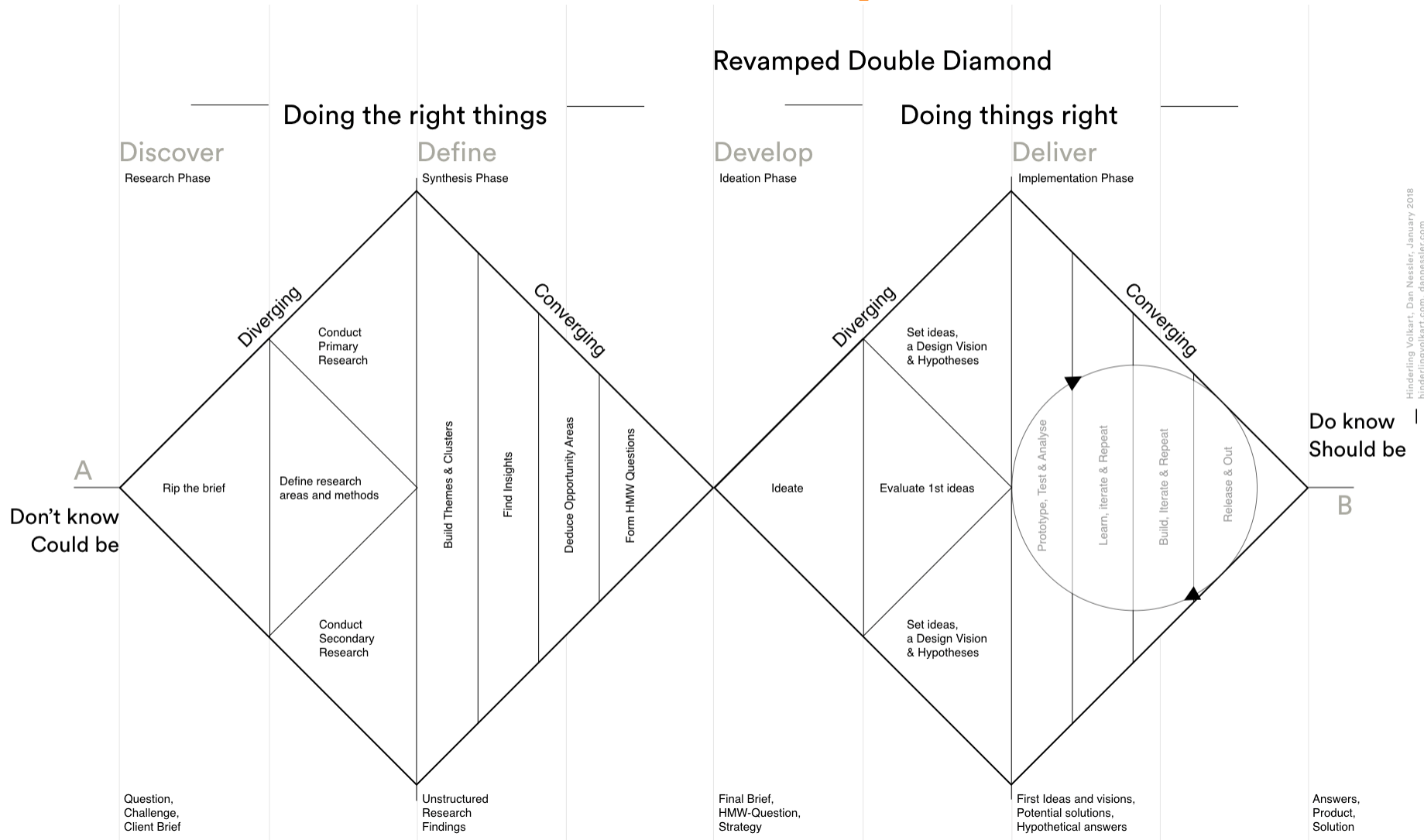


Sarah Gibbons, Design Thinking 101
Nielsen Norman Group

Double Diamond Design Process



Double Diamond revamped



Product and Service Design is...

Multidisciplinary teamwork	User-centered design
Iterative, agile or lean	Research and fact based
Good processes and practices	Constantly tested and validated

Designer's Responsibilities

Define new service or product

➤ Good service or product

Prepare for a decision to implement the service or product

➤ Good business decision

Permission to Muck About

A film about Design Research.

We will watch some parts from the beginning here.

Watch the whole 100 minutes at home if you like.

<https://designresearch.works/permission-to-muck-about/>



Aalto University
School of Science

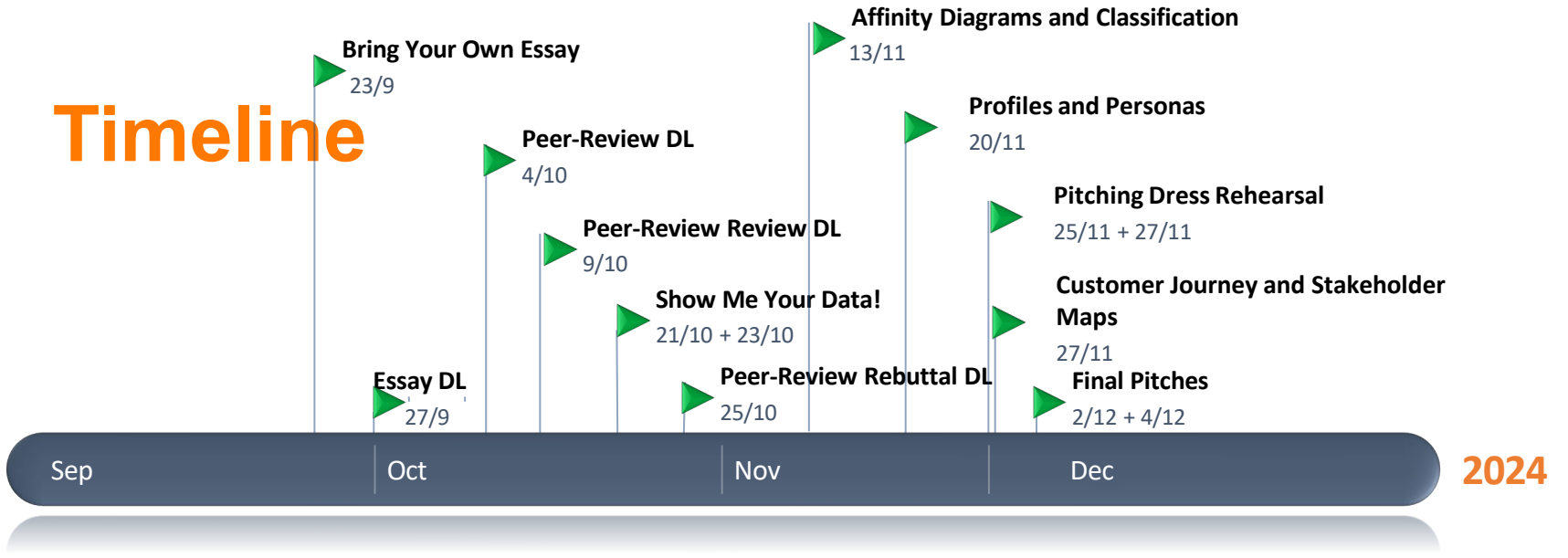
Short break – 10 min

Then course schedule, deadlines, and other silliness

Course Timeline: DL, DL, DL, DL, DL, DL, DL, DL...

- Individual Assignment: Essay
- Team Assignment: Customer Scene Investigation

Timeline



Essay Assignment

- Goals
- Commandments

Essay Goals and Learning Outcomes

- To familiarize yourself with some of the seminal works of User-Centered Design
- To be able to discuss, select, and apply basic methods
- To learn to Read, Write, and Reference academic literature properly
- To provide students a common ground to plan and conduct the CSI Team Assignment

Essay Commandments



7 Commandments

1. Thou shalt not steal! (do not copy&paste text from a source and just put a reference after it)
2. Thou shalt reflect to all thy given materials +1 in a meaningful manner!
3. Thou shalt not merely concatenate summaries of thy materials!
4. Thou shalt writan English of good and proper, with tiny little illustrations!
5. Thou shalt writan of trueth and clarity of mind, thy thread shalt be red!
6. Thou shalt not useth unnatural intelligences to writan on thy behalf
7. Thou shalt not be named in thy writ!

Collaboration Policy

In this course, you are encouraged to discuss course related perspectives and ideas with other students and the course staff, but all text and other contents that you submit must be written/made by yourself. You can use ideas that you find online, but you are not allowed to copy text from sources without referencing it properly and according to academic best practices.

You are not allowed to submit any text or images that are e.g. generated by tools like ChatGPT or other generative AI tools.

[Guidance for the use of artificial intelligence in teaching and learning at Aalto University](#)

No ChatGPT

- It is unknown what data has been used to train the models
- May produce **illegal results** based on stolen IPRs
- Generative AI tools cannot guarantee the accuracy of their output

You are solely responsible for the accuracy and legality of your work

- All cases of detected AI use (Turnitin) are reported

Next Week

- Essay: criteria, materials
- Course registrations finalized by next time

Did You Learn Today?

- Who are attending this course with you?
- What you will learn in this course?
- Where to find information about this course?
- Why this course is important?
- That this course has very many deadlines?
- Why you must read, write and review essays?