



User-centered design

A team and contact sport

How things are done
Get things done

What is
done



Stairs 

You had one job **s**

Two-fold role of user centered design:

Define new service or product

Designer responsibility:

Good service or product

Prepare for a decision to
implement the service or product

Designer responsibility:

Good business decision

Product development - old

The art of building "stuff"

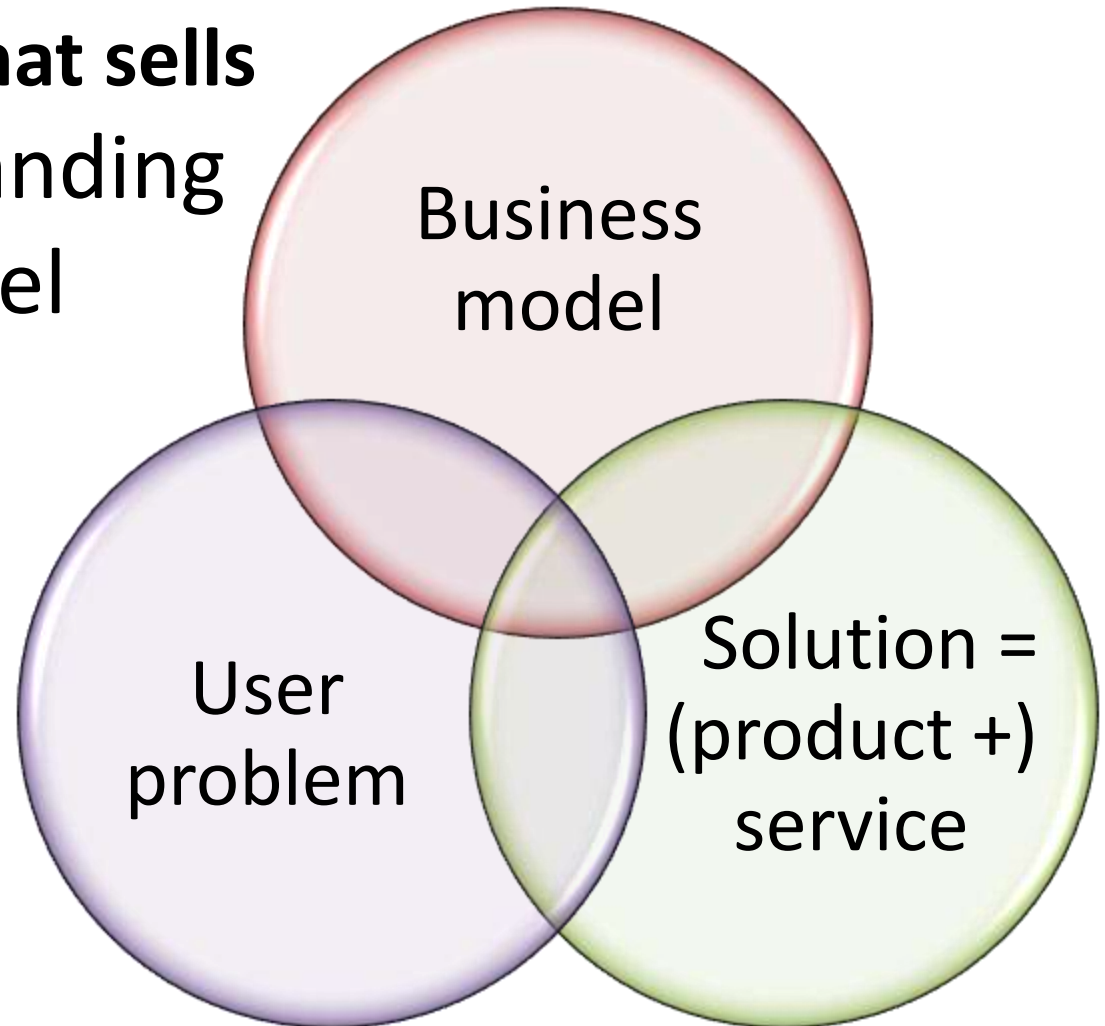
- Design
- Mechanics
- Electronics
- Code
- Services
-



Product development - new

Building "stuff" that sells

- User understanding
- Revenue model
- Cost
- Marketing
- Sales
-



Iterative process



Users, customers,
stakeholders

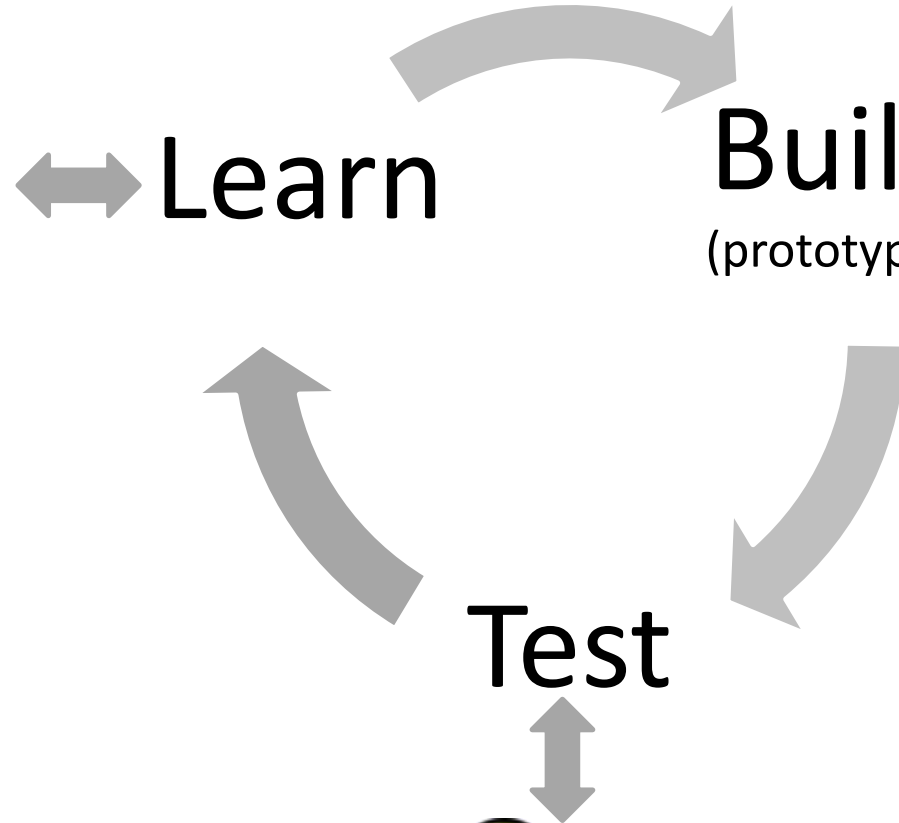
↔ Learn

Build
(prototypes)

Test



Users, customers,
stakeholders



Good product development is

**Multidisciplinary
teamwork**

**User-centered
design**

**Iterative,
agile or lean**

**Research and
fact based**

**Good processes
and practices**

**Constantly tested
and validated**