

Thursday Jan 8th, 2009

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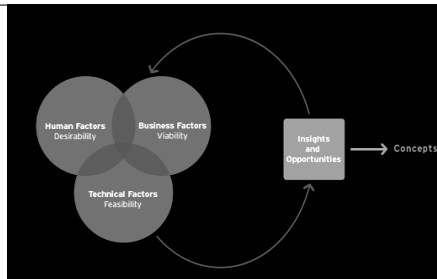
hello.

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human-centered

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desireability 1st

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- customers
- consumers
- users
- organizational teams
- government agencies
- other stakeholders...

who?

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- physical
- psychological (cognitive & emotional)
- social
- cultural

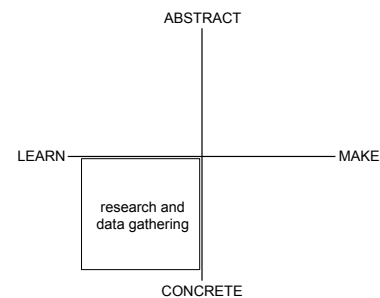
human factors?

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- a mind-set or philosophy, that is shared by all the team, which...
- brings the person's experience to the center of design and
- keeps the person's experience at the center of the development process

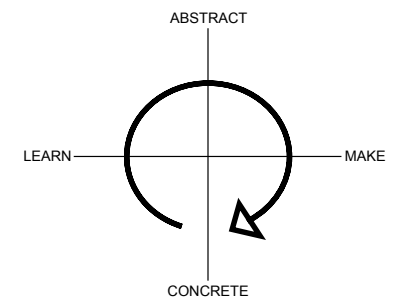
hcd is...

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gathering

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hcd process

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1. Have conversations
2. Research in context
3. Interpret empathically
4. Find unique behaviors
5. Learn from extremes
6. Inspire new ideas

principles

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- Not an interview, but a shared and equal conversation
- Understand what and why they want to talk about it
- Bring the conversation back to our interests
- Gather, collect and share stories

conversations

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- Context uncovers questions you didn't expect to ask
- Context jogs people's memories
- Conversations are always interpreted through a context anyway

in context

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- Understand the unstated
- Avoid literal interpretations
- Try to put yourself in their shoes



empathic

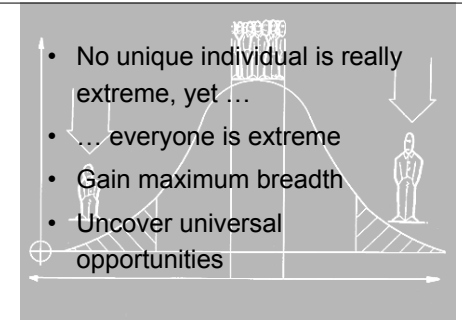
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- Listen for contradictions
- Look for work-arounds
- Odd behaviors almost always hide a latent need

unique behaviors

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- No unique individual is really extreme, yet ...
- ... everyone is extreme
- Gain maximum breadth
- Uncover universal opportunities



extreme

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- Goal is **not** to validate existing ideas, but to inspire new ones
- Challenge existing assumptions about solutions
- Allow respondents to guide one away from the obvious

inspire

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1. Have conversations
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principles

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Toys & Learning in Public

- Observe
- Note
- Experience
- Interview
- Collect visuals

exercise

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- Observe interactions
- Note stakeholders
- Note behaviors

observe

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- Write down the things you see to remind and share

note

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technology?

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- Observe yourself as you go around.
- Where attracts you?
- What's the journey?
- How did you find out about it?
- Expectations?

experience

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- Find at people to talk to. . .
 - Example - ask someone what they enjoy and have them show you.
 - Example - ask a parent about learning.

interview

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- Observe
- Note
- Experience
- Interview
- Collect visuals

collect visuals

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