



HUMAN CENTERED DESIGN



Your Presenters



Jeremy Jones
Designer

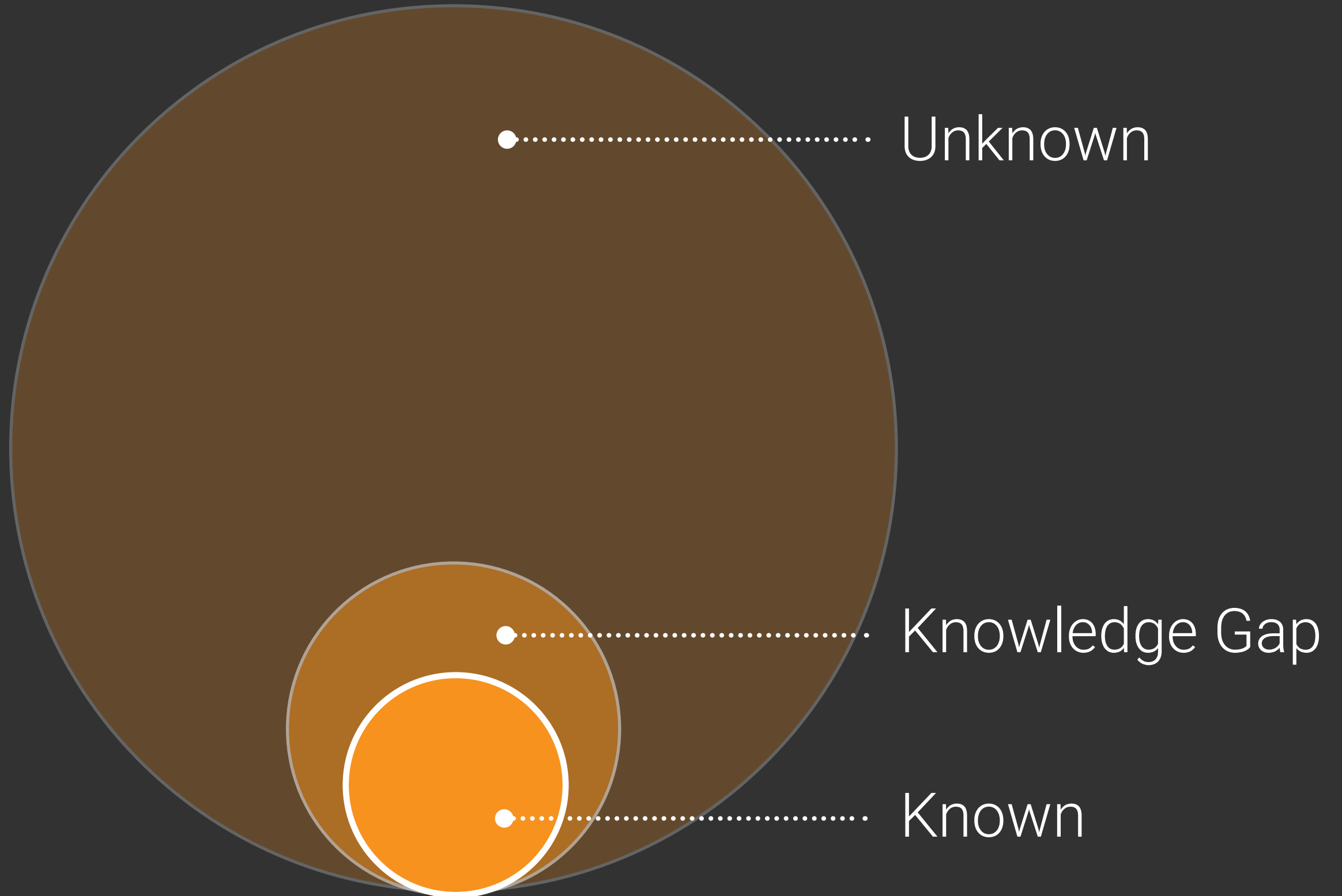


Bob Sanders
General Manager





HUMAN CENTERED DESIGN





Methodology for understanding
users needs and **creatively**
discovering the best way to
meet those **needs**





HUMAN CENTERED DESIGN



products



spaces



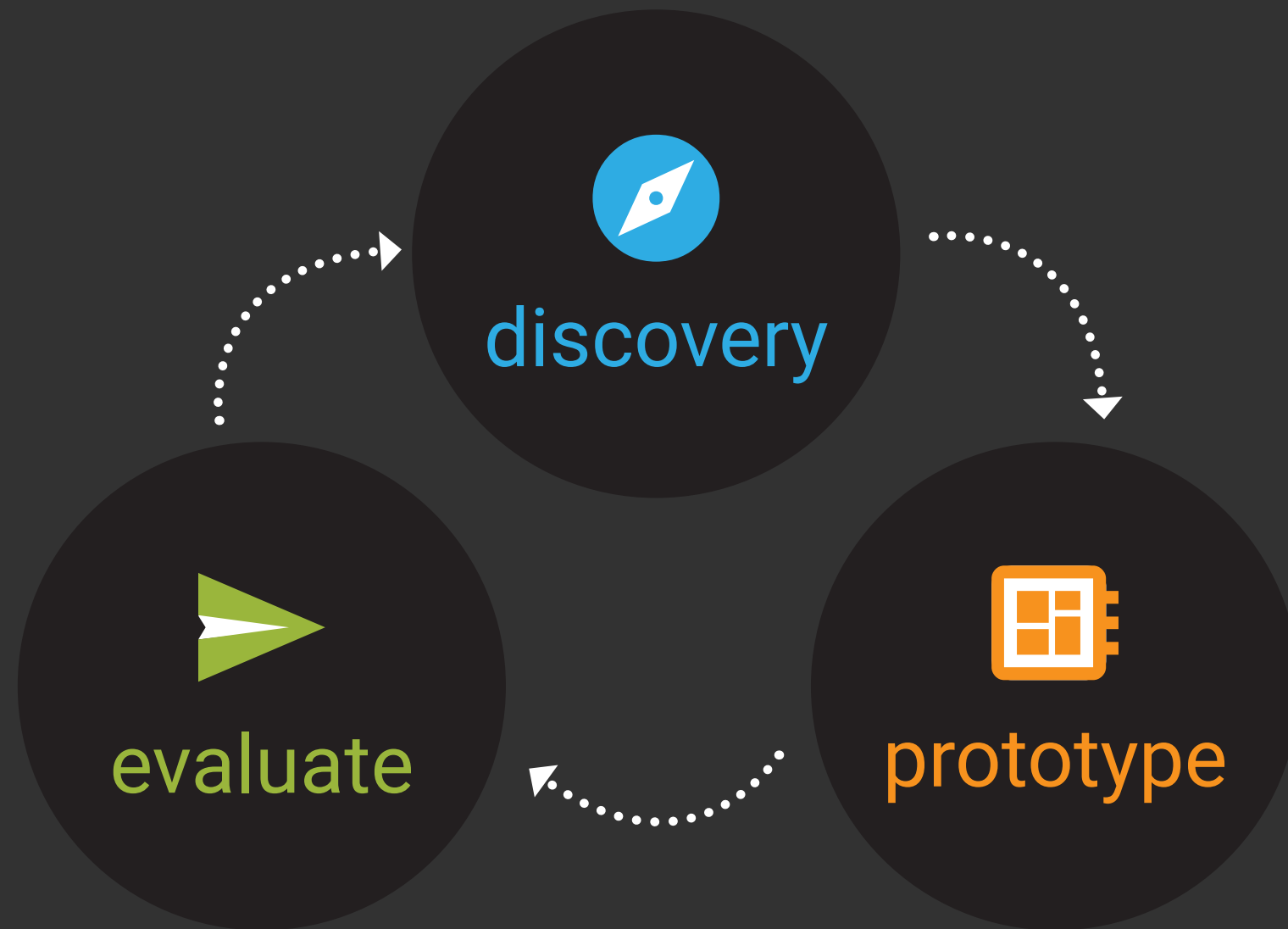
systems



services



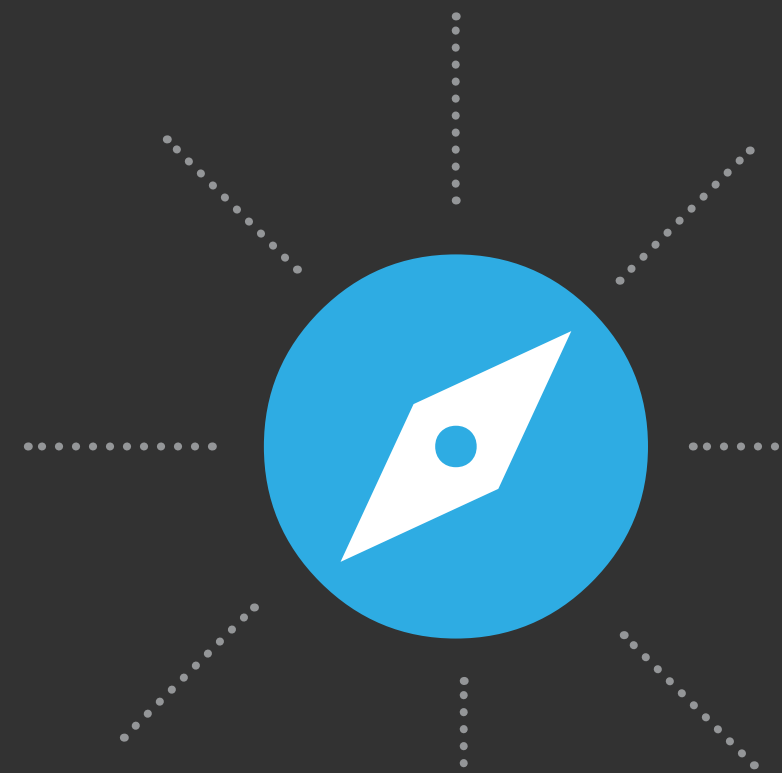
The HCD Process





discovery

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





prototype

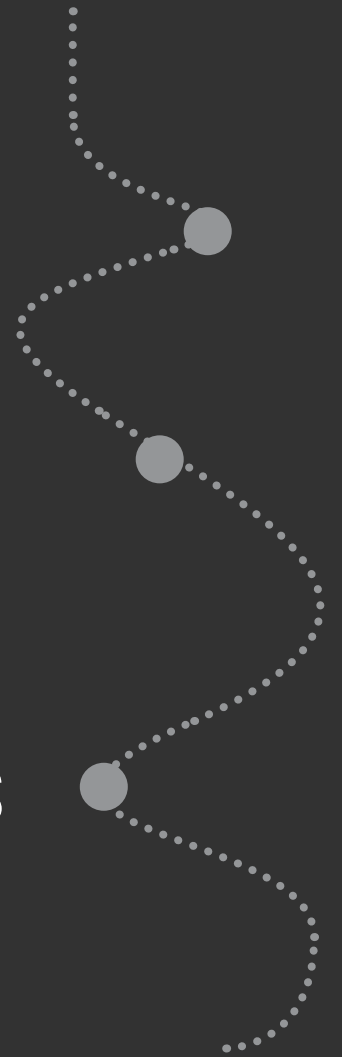
- > All Ideas are Equal
- > Fail Fast
- > Concept Over Polish





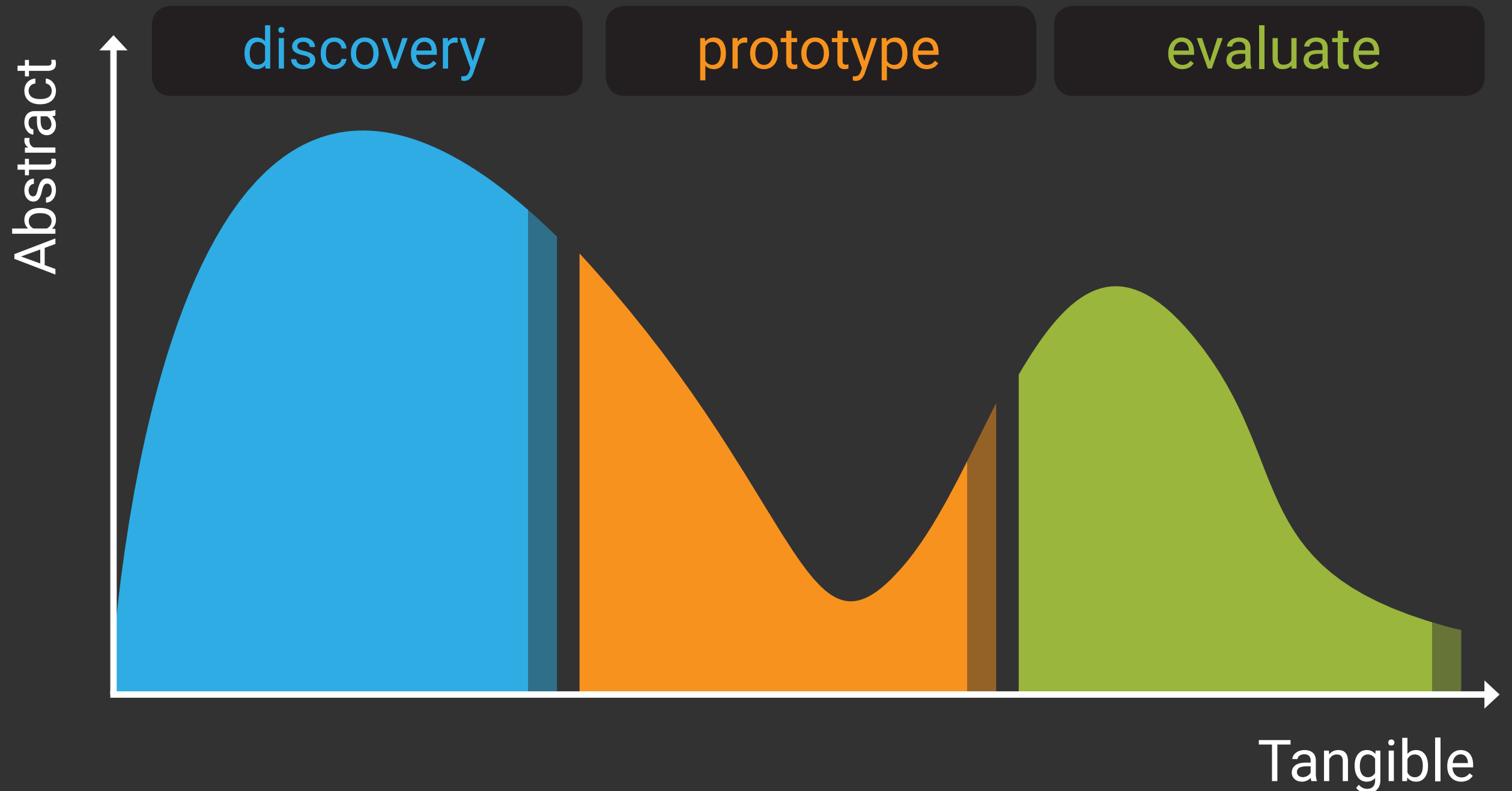
evaluate

- What Informs Why
- Answer Questions with Questions
- Learn to Pivot





HCD Process Iterations





1

Avoid Common Software Failures

Billions of dollars are wasted each year on entirely preventable mistakes



Unrealistic
Project Goals



Changing
Requirements



Inaccurate
Estimates



Poor Team
Communication



No Product
Market Fit



Outdated
Releases



2

Reduce Costs and Abandonment

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



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.



3

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



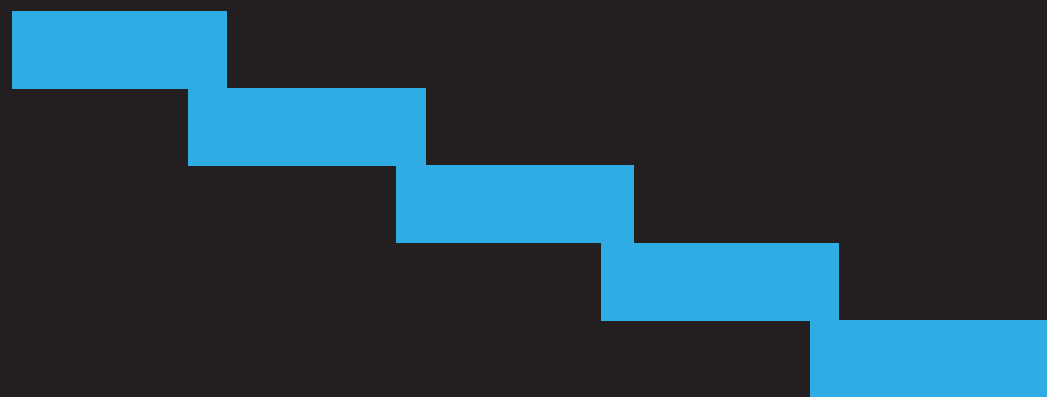
4

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



Waterfall



Iterative



Cost



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Iterative + HCD

✓ **Iterative** > Fixed

✓ **Feedback** > Intuition

✓ **Experiment** > Planning

✓ **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**





And now **Bob Sanders**

