USCD in Practice
- Interaction Design, Examples, Reflections and Cases

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Why?
Does it Get Any Better?

- Philips Pronto and a recent model from Logitech.

Is This the Optimal Solution?!?
Available, now!

What’s the Commotion?
Elicit real needs or create new needs?

In Line with Consumer/Users’ Needs? = Usable?
Layers of UX – User Experience

“Bling”
- the visuals

Control
- interaction, information, functions

Utility
- the technical “enablers”

Inspired by Christian Lindholm, at Fjord,

Short Exercise – Discuss Functions

- Small groups, 2–3, 10 minutes.
- Pick on of your phones.
- Tell the functions you use everyday, once a week/month and once in a lifetime. Count them.
- See how many functions you never use!
- Discuss the most needed functions.
Compare! Differences? Similarities?

e-Services at an Authority
Good Examples?

- Name some websites that you find **usable**.
- What are the characteristics of a **usable** website?
- Name some websites that you find **enjoyable** and **entertaining** to use.
- What are the characteristics of an **enjoyable** website?
- How does a **usable** and an **enjoyable** website compare? Similarities? Differences?
- Two by two, in pair: discuss and write down. 10 minutes.
Thank You For Cooperating!

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