Introducing UCSD in Organisations

- This is NOT easy…
- Many changes are needed
- The User as the focus of attention

Establishment of UCSD - The case for user involvement

- **A decision has to be made about the amount, and frequency or user involvement in UCSD**

- Your task is to prepare one short talk, for the viewpoints of either:
  - A) User Centred Design is nonsense – users are not worth thinking about
  - B) User Centred Design is a good idea but we shouldn´t talk to the users, just consider them
  - C) Users should be involved in UCD but only at the early stages
  - D) Users should be involved in ALL stages of UCD

- For A,B,C or D, prepare a talk that should defend the position (even if you don't believe it).

- This should include examples that support this position and should, ideally, include a ´defence´of any possible arguments that would be made agaist this position.

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1. Discuss in groups A, B, C and D – about 10 minutes. Plan presentation

2. Present the group's opinion in front of the class

3. Discuss in groups with one participant from A, B, C and D

4. Present result from discussion in class