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 against this position.

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