2. Why UCD process

4. Good practice

6. Practical part
   Design a device for Frederek & Use of Method cards

1. Theoretical part
   The user is a king

3. Creative methods In/Out

5. Practical example + Results
User is a

Helena Sustar, March 2010
Interfaces and products are usually designed for a broader market and in general use by younger users. In the design process older people are rarely involved, if they are, they are brought in for focus group processes or at the end as participants in usability tests.
Result

Designers are unfamiliar with older users’ needs, resulting in the development of inadequate products for this population, often with low acceptability amongst older people.
I have a lot of trouble with your remote controls,' the Queen told the Sony boss over lunch. 'Too many arrows on them'.

(Design Council)

So....

It is necessary to involve older people in creative User Centred Design process with use of the appropriate methods to stimulate their creative potential.
Creative methods
The Cultural Probes
Paper Prototyping

“Magic box”
3.3 - VERIFY RESOLUTIONS

Use Case ID: [Insert ID]

**Description:**
A temporary copy of the current and predicted traffic situation in a region.

**Resolution:**

<table>
<thead>
<tr>
<th>R1</th>
<th>Val1</th>
</tr>
</thead>
<tbody>
<tr>
<td>R2</td>
<td>Val2</td>
</tr>
<tr>
<td>R3</td>
<td>Val3</td>
</tr>
<tr>
<td>R4</td>
<td>Val4</td>
</tr>
</tbody>
</table>

**STR**

<table>
<thead>
<tr>
<th>Prod</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/5</td>
</tr>
</tbody>
</table>

**ACTORS**

TCM

**GREEN LINES**

= Feedback

**TCM STORIES**

FLOW MAP

**AUTOMATION**

A Temporary Change Plan and Initial Talk

**Esri Storytelling**
Velcro models
Why use methods?

Methods are an integral part of the design process. The advantage of using them is to structure a process; they can allow you to hold a team together, aid communication and share viewpoints across multi disciplinary teams. Part of the skill of being a good design strategist is identifying appropriate methods and creating the right conditions for their use. (Design Council)

Choosing a sample
Choosing a sample is a design method that helps you create a strategy to find the most appropriate or effective group of users to recruit will make the most of limited time and budget.

Cluster and vote
Cluster and vote is a method to identify patterns in a problem area or in a series of ideas. This in turn will help you select solutions.

Drivers and hurdles
Drivers and hurdles helps you identify where to concentrate energies for most effect in the next stages of your project.

Fast visualisation
Visualising ideas will make them easier to understand and modify, and will in turn stimulate new ideas.
FOCUS

What do 21st-century students expect from their education?

What does it take to go from insight to innovation?

What does the future look like for Barbie?

What does it really mean to walk in someone else's shoes?

When was the last time a doctor sent you a text?
Coming soon...a new web-based resource from the Helen Hamlyn Centre at the Royal College of Art which aims to help designers in all disciplines to design more successfully with people.

On this website you will find:
- guidance on design methods
- an ethical framework for the practical considerations of working with users
- key insights into user requirements related to basic daily tasks
- character scenarios based on typical ability sets

This resource is based on ten years of research by designers working in the Helen Hamlyn Centre, so watch this space!

For more information, contact Dr Yanki Lee, Research Fellow, RCA Helen Hamlyn Centre. This project is part of the i~design3 research programme, funded by the EPSRC.

Partners:
Engineering Design Centre
The Well-being Institute
Ergonomics and Safety Research Institute
Helen Hamlyn Centre, RCA
Good practice

Good grip
Before

After

http://www.hhc.rca.ac.uk/
Before

After
Aarhus
Practical example
Creative methods
(based on study)

- 1 study
- 2 parts
- 3 times
- 3x6 (3+3) participants
- 1 creative process
- 2 different age groups
Part – Cultural Probes (individual)

Preparation

Part – Creative Workshops (in a group)

Incubation
- Designing for senior citizens (an example)
- Scenario
- Brainstorming
- Voting for the “Golden idea”

Break

Illumination
- Discover new ideas and make a prototype

Verification
- The most novel and appropriate idea
The Cultural Probes

Activities
- reporting about your experiences using computer
- taking a photo of your place where you are using computer
- answering on questions
- designing a Mind map
- writing a 7 day diary
Participatory design/
Creative workshops
<table>
<thead>
<tr>
<th>Creative cards</th>
<th>CONNECT</th>
<th>HELP</th>
<th>INSPIRE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIMPLE</td>
<td>MANUAL</td>
<td>SMALL</td>
<td></td>
</tr>
<tr>
<td>WRITE</td>
<td>CALCULATE</td>
<td>MEMORISE</td>
<td>Incubation</td>
</tr>
</tbody>
</table>
2. “Magic box”

**Instruction**
In the box you will find different materials, scissors, tape, cardboard. Try to build together with your partner a prototype.

- Wearable (not in hand bag) & force
- Screen?
  - "Avis has fallen -"
  - "call Miriam"
  - "call doctor"
  - "call ambulance"

- Strap
  - Nylon (man made)
  - Fibro-optics

- Needs
  - Padding (foam, sponge, squishy)
  - So it does not break
  - Waterproof
  - Shockproof

- Covers of different designs and colours.
Results

Designers
- were only predicting what kind of device could be appropriate for older populations (e.g. Originality)

Mix groups
- invented the highest amount of ideas (e.g. Elaboration, Fluency, Creative cards, designer as facilitator)

Older people
- a lot of blocks
  (e.g. conflicts, disagreement, difficulties with understanding instructions, confusion)