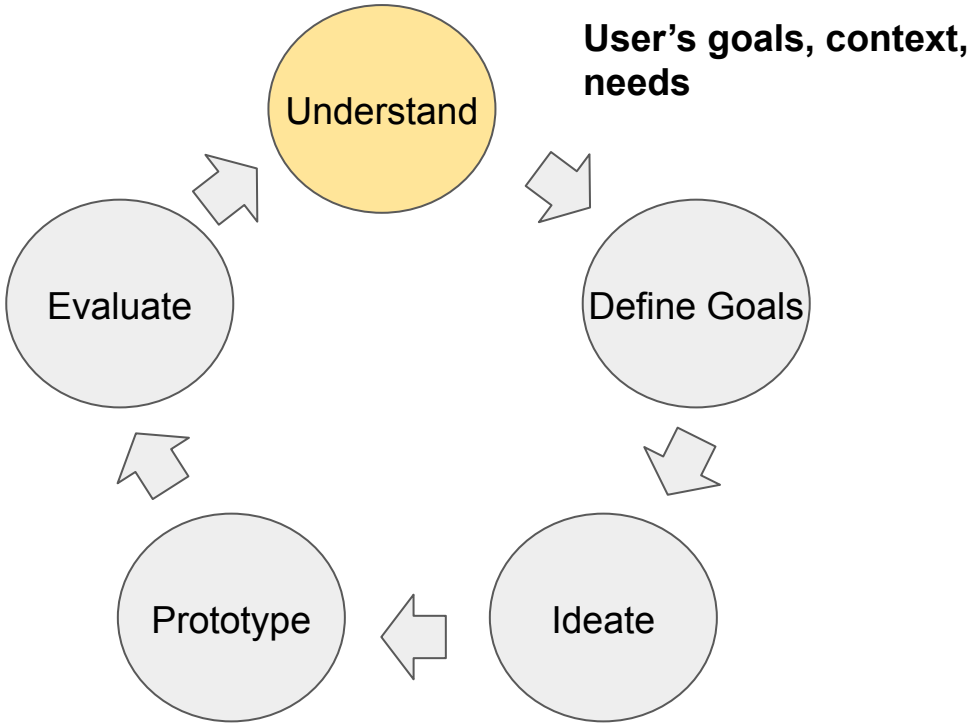
Human-Centered Design

Zooming Back Out

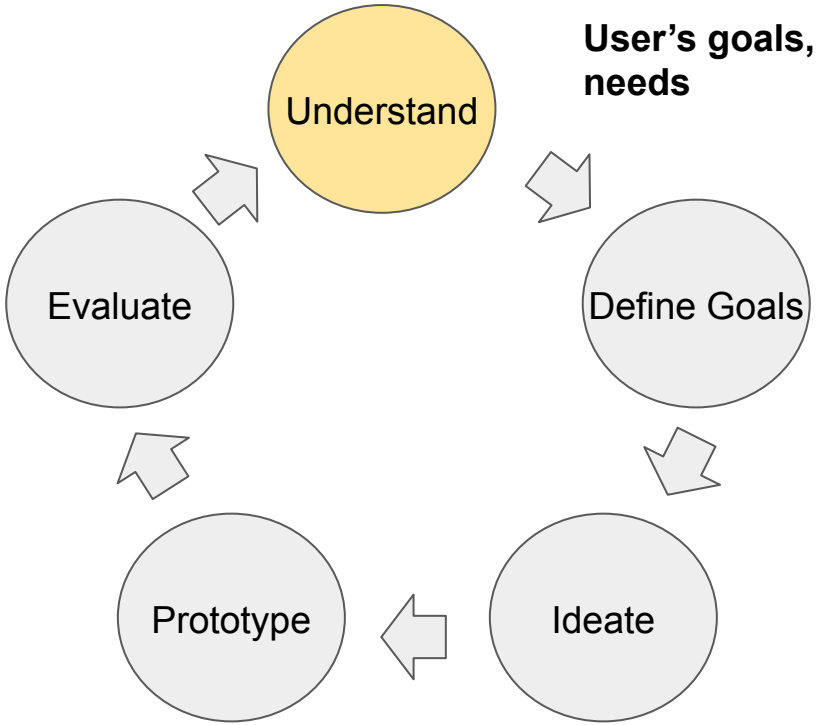


WashU CSE 256A
Prof. Kelleher
#25: Mon, Apr 22, 2024

A User Centered Design Process



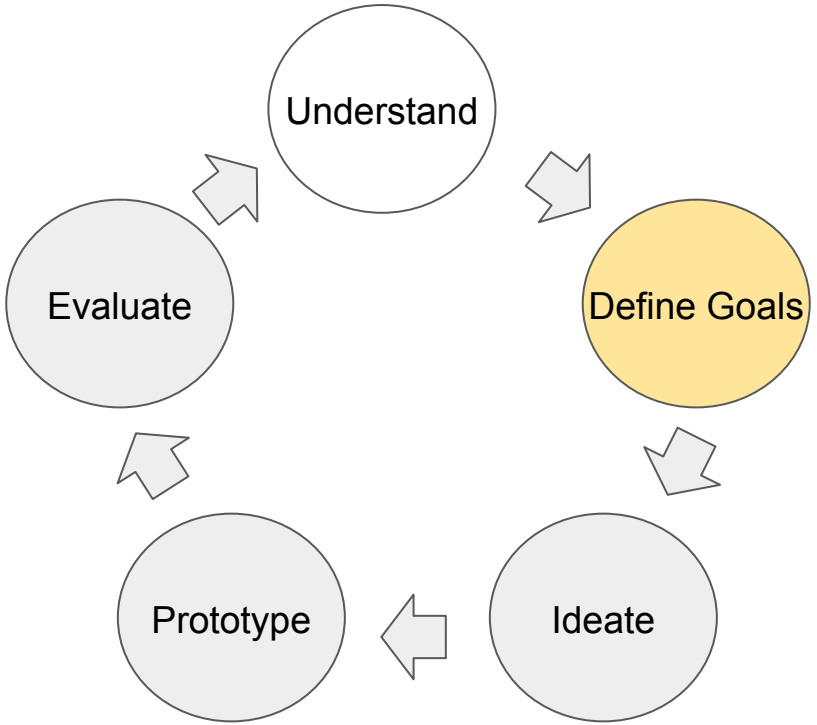
A User Centered Design Process



User's goals, context, needs

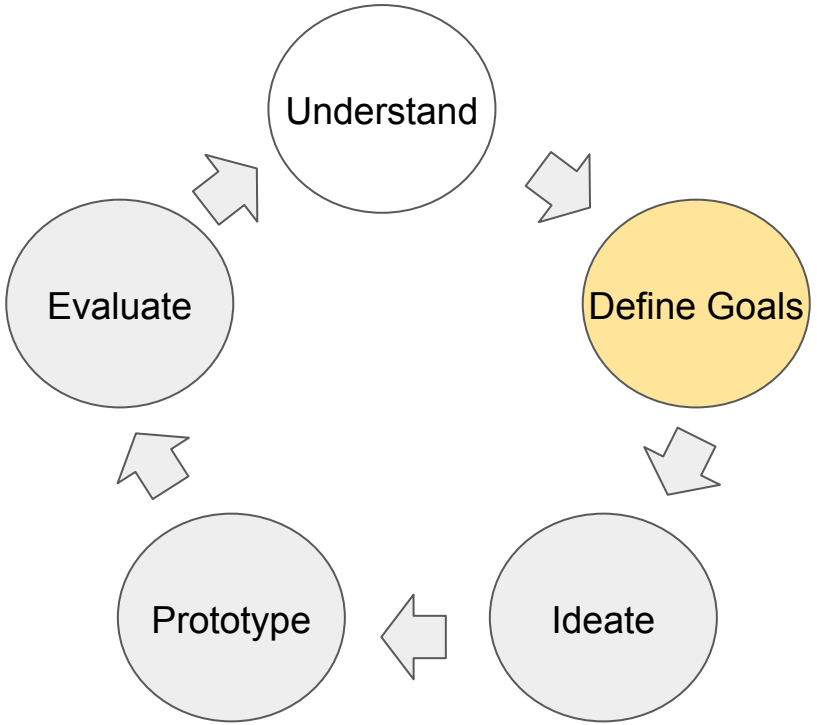
- Cognitive Load Theory
- Information Foraging
- Problem Solving
- Usability/User Testing
- Cognitive Walkthroughs
- Affinity Diagramming

A User Centered Design Process



Precise problem you will solve.

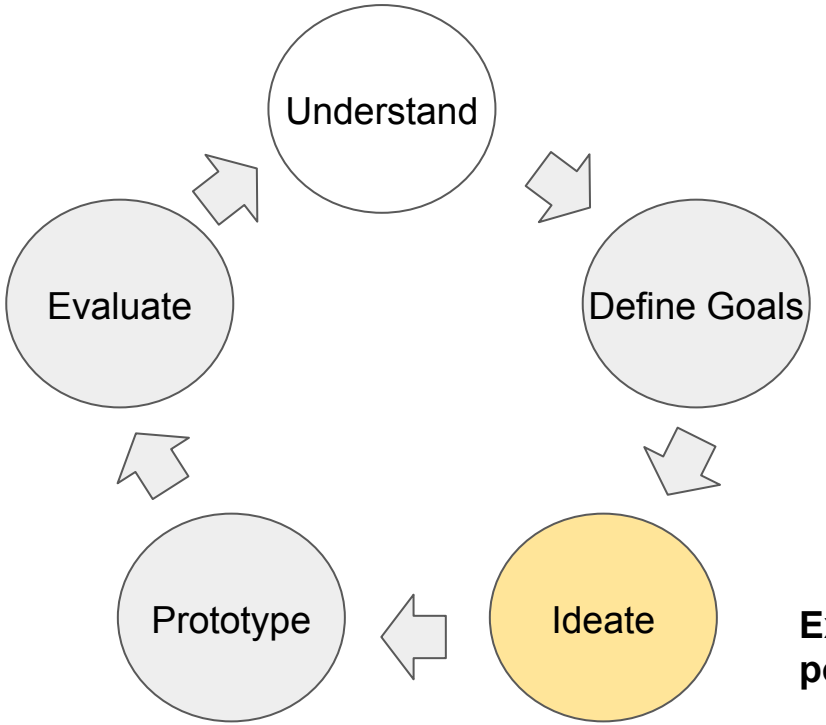
A User Centered Design Process



Precise problem you will solve.

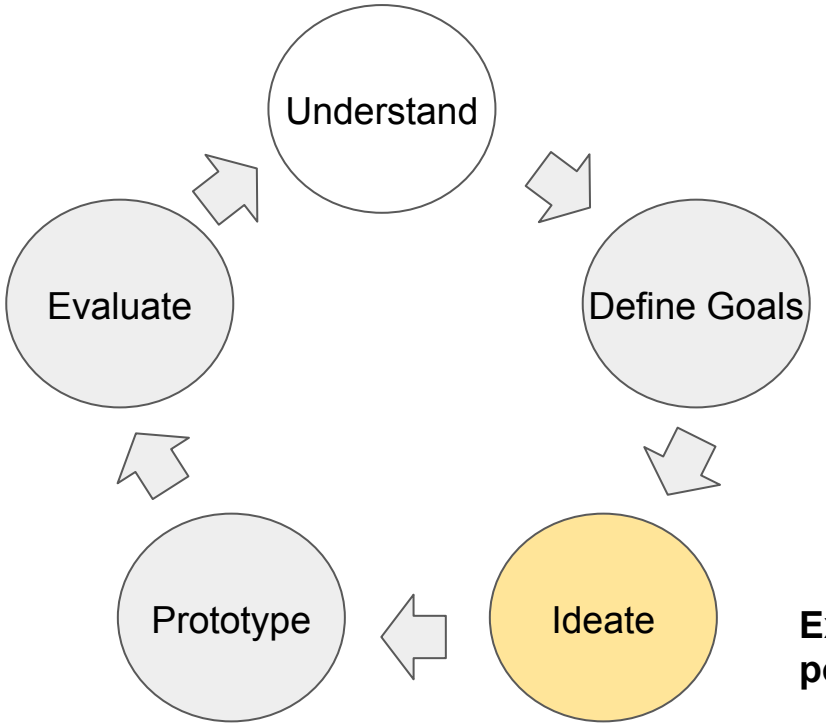
- Tasks
  - User characteristics
  - Important actions
  - Contexts
- User test results

A User Centered Design Process



Explore a variety of possible solutions

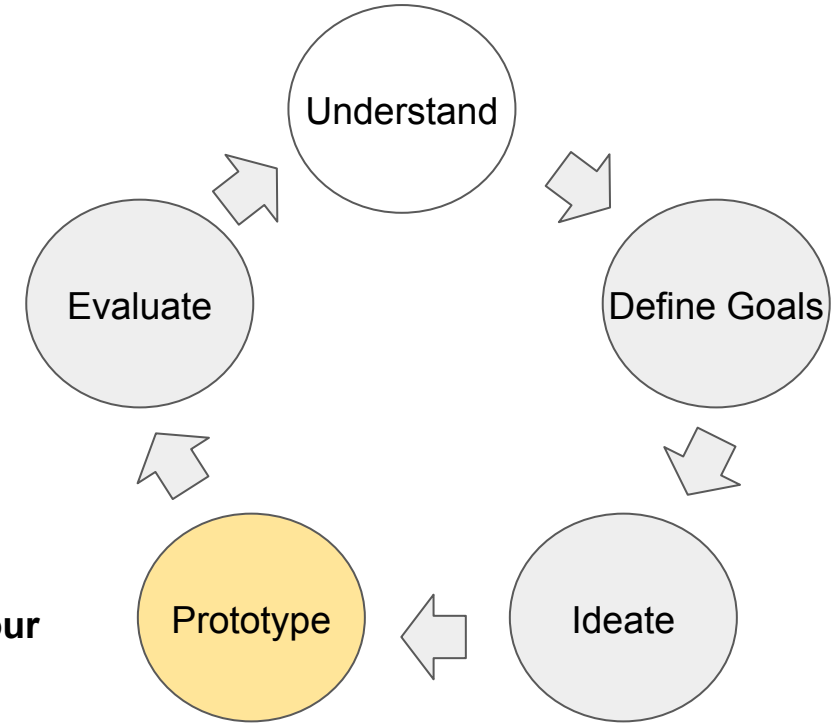
A User Centered Design Process



- Storyboarding
- Wireframing
- Parallel Design

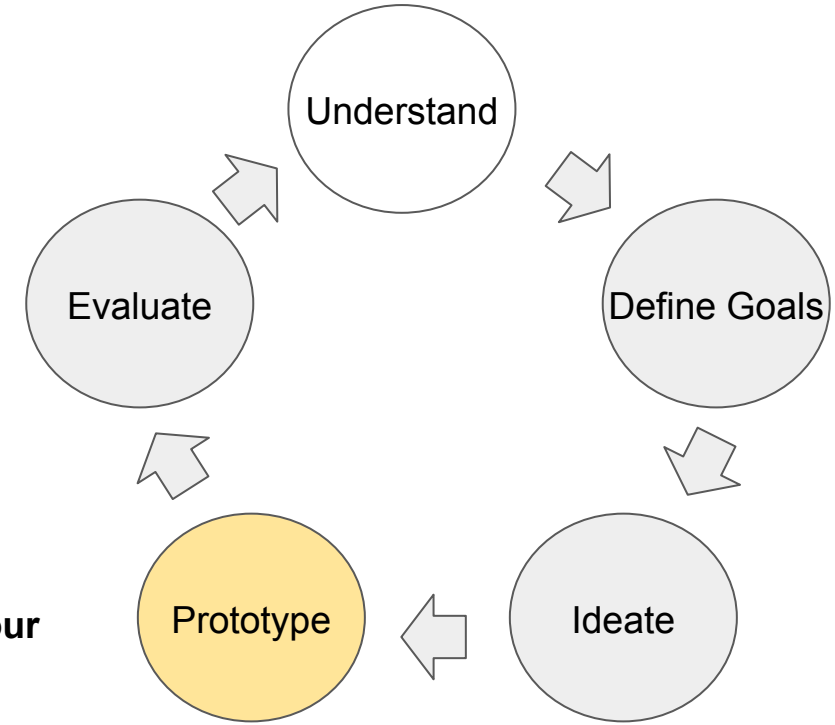
Explore a variety of possible solutions

A User Centered Design Process



Build a version of your best idea.

A User Centered Design Process

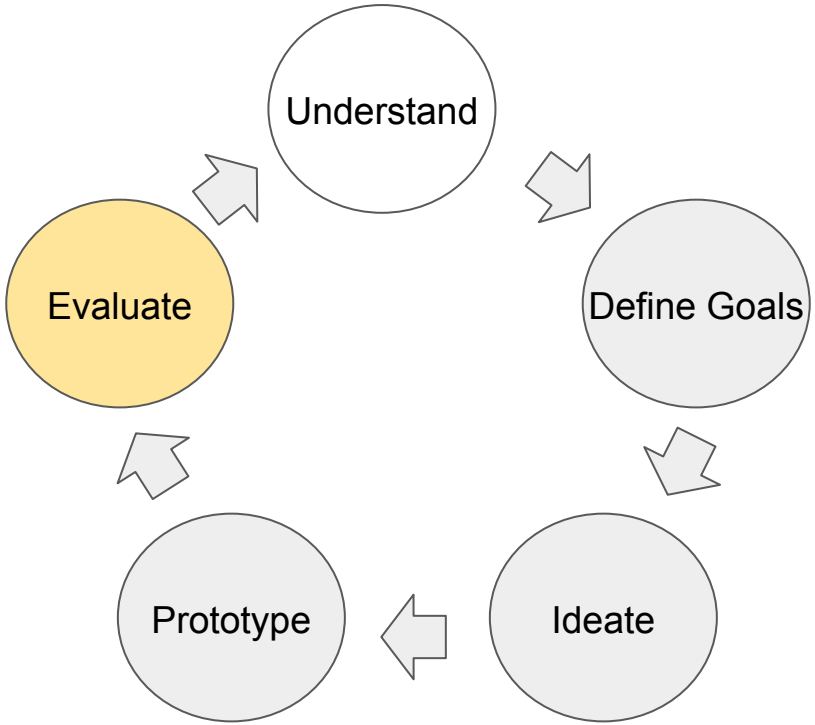


- Wireframing
- Lo-fi prototyping
- Hi-fi prototyping

Build a version of your best idea.

A User Centered Design Process

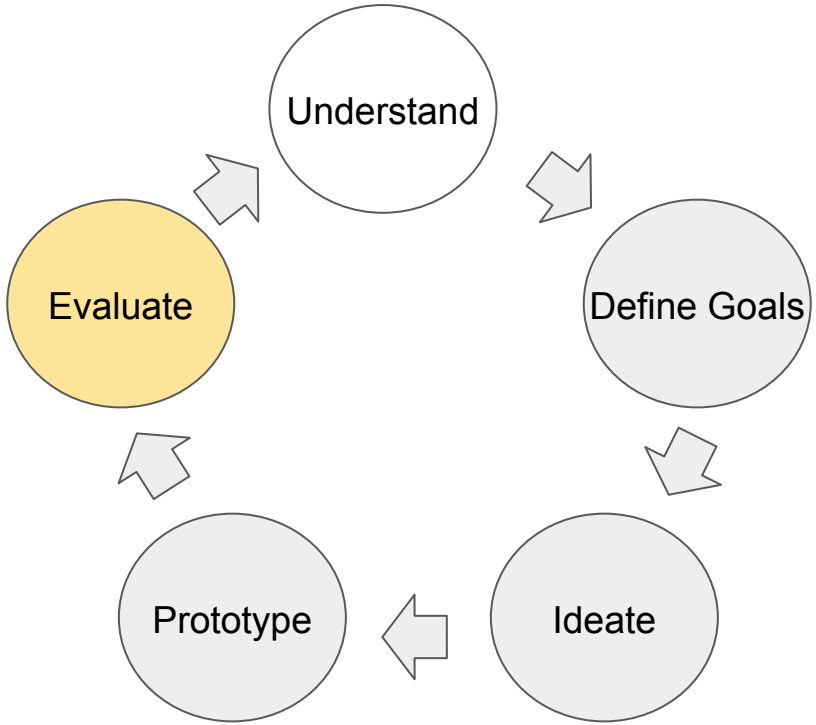
Test your solution.



A User Centered Design Process

Test your solution.

- Usability/User Testing
- Cognitive Walkthroughs
- Cognitive Load Theory
- Information Foraging
- Problem Solving



UX Case Studies

- When recruiters look at these, they are trying to assess two things
  - Are you using research methods that make sense?
    - Do you know how to get info from users and how to use it to guide design?
  - Are you presenting it effectively?
    - Are you going to be able to sell the results of that process to others within your organization?

UX Case Studies

- Are you using research methods that make sense?
  - Can you design a research approach that makes sense and will result in actionable info?
- Are you presenting it effectively?
  - Do you understand what's important and can you articulate that?

We've been looking at pieces of the design process, but case studies present an opportunity to look at and analyze the whole process.

Let’s look at an example case study

Short: https://www.youtube.com/shorts/WUttWv5ESSI

Longer: https://www.youtube.com/watch?v=hJiPVnn8ypA

Clear Problem & Solution

- Problem Statement: A well-defined problem or challenge that your project aims to address.
- User Research: Evidence that you conducted research to understand the target audience and their needs.
- Design Process: A clear and logical explanation of your design process, including the methods and tools you used.
- Solution: A well-articulated solution that addresses the problem and demonstrates your design thinking.

Depth of UX Process

- User-Centered Approach: Demonstrate that you prioritize user needs and conduct user research to inform your design decisions.
- Iteration and Testing: Showcase how you iterated on your designs based on user feedback and testing.
- Collaboration: Highlight instances where you collaborated with other team members, such as developers or stakeholders.

Impact & Results

Measurable Impact: Quantify the impact of your design solutions, such as increased user engagement, task completion rates, or conversion rates.

Learning & Reflection: Discuss what you learned from the project and how you would approach similar challenges in the future.

Presentation & Communication

Storytelling: Present your case study as a compelling story, rather than just a list of facts and figures.

Clarity & Conciseness: Ensure your case study is easy to understand and that you clearly communicate your thought process and rationale.

Visuals: Use visuals, such as wireframes, mockups, and prototypes, to illustrate your designs and design process.