



UCD Education: Teaching Process or Critiquing Outcome?

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Ongoing public debates

- Why?
- Diverse backgrounds of practitioners bring questions to the fore such as:
- Is human-centred design a craft or a science?

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“I have met the enemy and he is us”

– Tog (2003) citing Pogo in “It’s Time We Got Respect”

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What is UCD?

- Not a process
- Not critiquing outcome
- Not a role title
- It’s an approach; a framework
- ...and it’s evolving

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What is UCD?

“Whatever the design process and allocation of responsibilities and roles adopted, the incorporation of a human-centred approach is characterized by the following:

- a) the active involvement of users and a clear understanding of user and task requirements;
- b) an appropriate allocation of function between users and technology;
- c) the iteration of design solutions;
- d) **multi-disciplinary design.**”

– ISO 13407:1999(E)

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Ask any...

User Experience Designer
Information Architect
Usability Engineer
Interaction Designer

“What is your job description?”

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Where is the focus?

- In this industry, professionals see themselves as, or are expected to be:
- The researcher;
- The strategist;
- The designer;
- The engineer; and
- The tester.

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Arguments

- Debates raged about the semantics of job titles and how new ones were invented each day
- Tog suggested we should just all call ourselves "Interaction Architects"
- This assumes that the "multi-disciplinary design team" is one person

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Multi-disciplinary design

- Within the framework, are a number of specialist positions:
- User Researcher
- Information architect
- Interaction designer
- Visual designer
- Software engineer
- Usability engineer

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Where is the industry going?

- User Experience Design
- Not just interfaces
- Not just workflows
- End-to-end experience

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What should be taught

- Not just process or critiquing outcomes
- An overall framework drawing upon:
 - Human Factors, HCI, Activity Theory, Visual Design
- Theory behind methods
- Developing creativity and design
- Use of standards and guidelines
- Specialisation in one of the roles mentioned previously

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Questions?

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