

# USER-CENTERED DESIGN

## The 6 Key Principles of UCD

- 1 The design is based upon an explicit understanding of users, tasks & environments.
- 2 Users are involved throughout design & dev.
- 3 The design is driven and refined by user-centred evaluation.
- 4 The process is iterative.
- 5 The design addresses the whole user experience.
- 6 The design team includes multidisciplinary skills and perspectives.

START

RESEARCH & PLAN

LAUNCH

our 5 step process

## 1 Research and Plan

planning out the objectives and goals of the project, specifying organizational requirements as well as user requirements

- client business requirements
- competitor analysis
- definition of scope
- user needs
- content and information requirement
- functional requirements
- features and functionality required
- personas
- scenarios
- accessibility
- ethnographic research
- differentiators
- user interviews
- quantitative research
- qualitative research

## 2 Concept

Structured design of the information space to facilitate intuitive access to the content

- sitemap
- information architecture
- interaction design
- wireframes
- content matrix and prioritization
- user flow prototype

## 3 Create

the visual look and feel of the graphical elements as well as the content that will support the concepts.

- unique digital layouts (UDLs)
- typography
- color palettes
- alignment
- texture
- imagery
- video
- messaging
- SEO review/optimization

## 4 Implement



## 5 Launch

- benchmarking
- success metrics
- reporting plan

