De gebruiker centraal
Twents Meesterschap, 23 januari 2019

share your talent.
move the world.
dr. Nick Degens
Professor of User-Centered Design
Hanze University of Applied Sciences
“The Philips *Wake-Up Light* has nevertheless the power to "transcend its encasing" because its contribution is not one to the aesthetics of things, but to the aesthetics of experiences. This is the challenge designers and vendors of interactive products face: Experience or User Experience is not about good industrial design, multi-touch, or fancy interfaces. It is about transcending the material. It is about creating an experience through a device.”

Marc Hassenzahl, 2012
It is not enough that we build products that function, that are understandable and usable — we also need to build products that bring joy and excitement, pleasure and fun, and yes, beauty, to people’s lives.

-Donald Norman

Creating Pleasurable Interfaces:
Getting from Tasks to Experiences

created by Stephen P. Anderson | postpainter.com
Affect  Cognition  Behaviour

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Khan Academy

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How many people here have tried apps that ‘improve your health’?

How many of you have stopped?
WE COULD DESIGN THE PRODUCT WITH A SIMPLE POINT-AND-CLICK INTERFACE...

OR WE COULD REQUIRE THE USER TO CHOOSE AMONG THOUSANDS OF POORLY DOCUMENTED COMMANDS, EACH OF WHICH MUST BE TYPED EXACTLY RIGHT ON THE FIRST TRY.

BEAR IN MIND, WE WILL NEVER MEET A CUSTOMER OURSELVES. MAKE IT SO THEY HAVE TO REBOOT AFTER EVERY TYPO.

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Why do we need iteration?
Where does it go wrong?

<table>
<thead>
<tr>
<th>User</th>
<th>Designer</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Intended</td>
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<tr>
<td>Perceived</td>
<td>Known by both</td>
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<tr>
<td>Unperceived</td>
<td>Unperceived by user</td>
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</tbody>
</table>
What do we (the designers) put in?

<table>
<thead>
<tr>
<th>User</th>
<th>Intended</th>
<th>Unintended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived</td>
<td>Known by both</td>
<td>Hidden user-context</td>
</tr>
<tr>
<td>Unperceived</td>
<td>Unperceived by user</td>
<td>Unknown by both</td>
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</tbody>
</table>

*share your talent. move the world.*
What do they (the users) see?

<table>
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<tr>
<th>User</th>
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<th>Design</th>
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</tr>
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<tbody>
<tr>
<td>Known by both</td>
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</tbody>
</table>
Formalizing Design

Problem/Opportunity → Technology → Outcome
Formalizing Design

Problem/Opportunity → Intended Mechanics → Technology → Outcome
Formalizing Design

- Problem/Opportunity
- Theory & Assumptions
- Intended Mechanics
- Technology
- Outcome
Formalizing Design

- The only thing that we see (as users) is...
So, how do we persuade people to, for example, live a more healthy life?

And… how do we translate that into a game for example?
The aspect of uncertainty in outcome is an important one for our playcentric process because it is a key motivator for the players. If players can anticipate the outcome of a game, they will stop playing.

You have probably been in this situation before – when one player is so far ahead that no one will be able to catch up. At this point, everyone generally agrees to end the game (Fullerton, 2008, p. 32).
Requirement: Players need to encounter unexpected situations in the game
At certain moments throughout the interval training you will be chased by a dog. If the dog catches up with you, your score will decrease.
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Professor of User-Centered Design
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Discussie

Gebruikers weten niet wat ze willen. Dat moet je voor ze bedenken.
Discussie

Sommige leerlingen gaan tot het uiterste voor een goed ontwerp, anderen zijn tevreden als het maar werkt. Onderwijs over UX verandert hier niks aan.
Het is onmogelijk om leerlingen aan te leren om hun eigen aannames te verwerpen; dat vinden ze toch alleen maar demotiverend.