


**The  
Hegemonic  
Contempt of the  
Data-bound**

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DECEMBER 3<sup>RD</sup> 2012, SIGCHI FINLAND AALTO UNIVERSITY

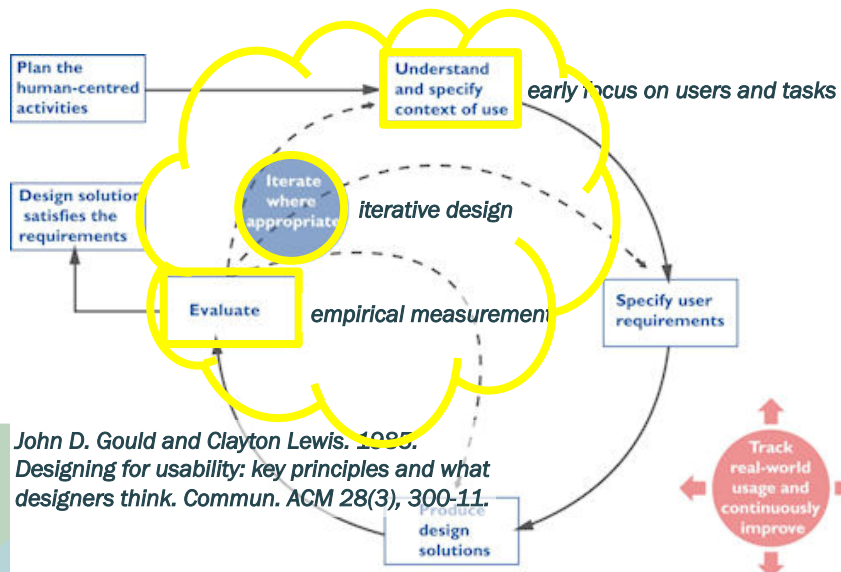


# What is HCD?

# This is HCD OFFICIAL

## ISO 9241-210

### HUMAN-CENTRED DESIGN PROCESSES FOR INTERACTIVE SYSTEMS



John D. Gould and Clayton Lewis. 1985.  
*Designing for usability: key principles and what designers think.* Commun. ACM 28(3), 300-11.

<http://www.system-concepts.com/assets/images/usability/usability%20diagram%20for%20blog.jpg>

**Limited change  
since 1983  
Gould and Lewis  
CHI paper**

**But the world has  
moved on ...**



**... beyond context  
and evaluation to  
culture, value(s)/worth,  
meaning, experience ...**

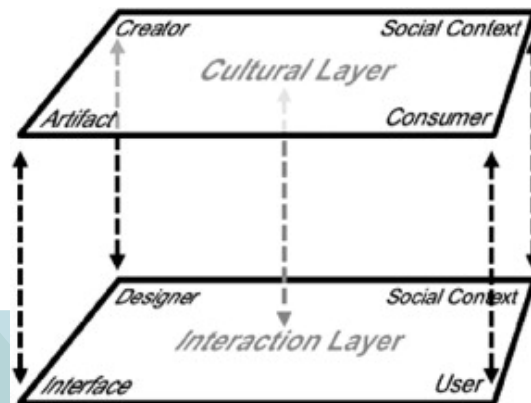


**... a broader scope:  
Interaction Criticism  
2011**

## INTERACTION CRITICISM



Jeffrey Bardzell, *Interaction criticism: An introduction to the practice*. *Interacting with Computers* 23(6): 2011. 604-621.



<http://ars.els-cdn.com/content/image/1-s2.0-S0953543811000749-gr2.jpg>



## Four Foci for Critical Evaluation









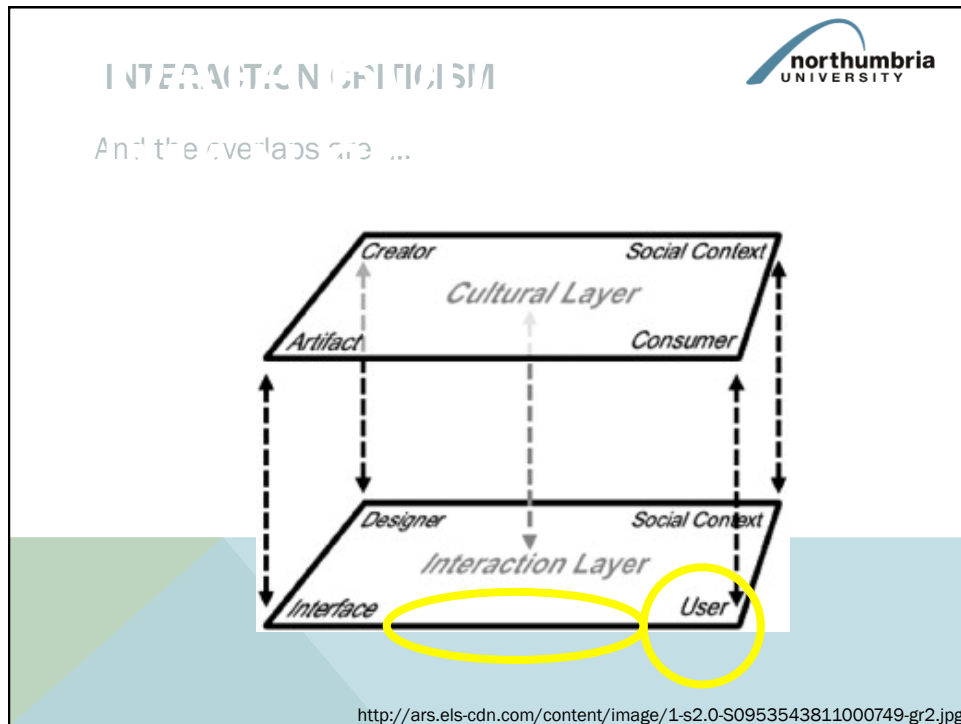
# These are 4 Types of Interaction Design Choices



# Where does this overlap with HCD?







northumbria  
UNIVERSITY

# Now that's not what I call Design

# Design ranges over much broader commitments

## DESIGN VALUES AND COMMITMENTS

HCD values commitments to (1) understanding users and (2) evaluating usage

Contemporary interaction (2) criticism co-values understandings of (3) artefacts, (4) designers' purpose, and (1) users & social contexts.

So does John Heskett

*"design outcomes ... result from ... decisions ... Choice implies alternatives, ... how **ends** can be achieved, and for whose advantage. ... design is not only about initial decision or concepts by designers, but also about how these are implemented and by what means we can evaluate their ... benefit"*

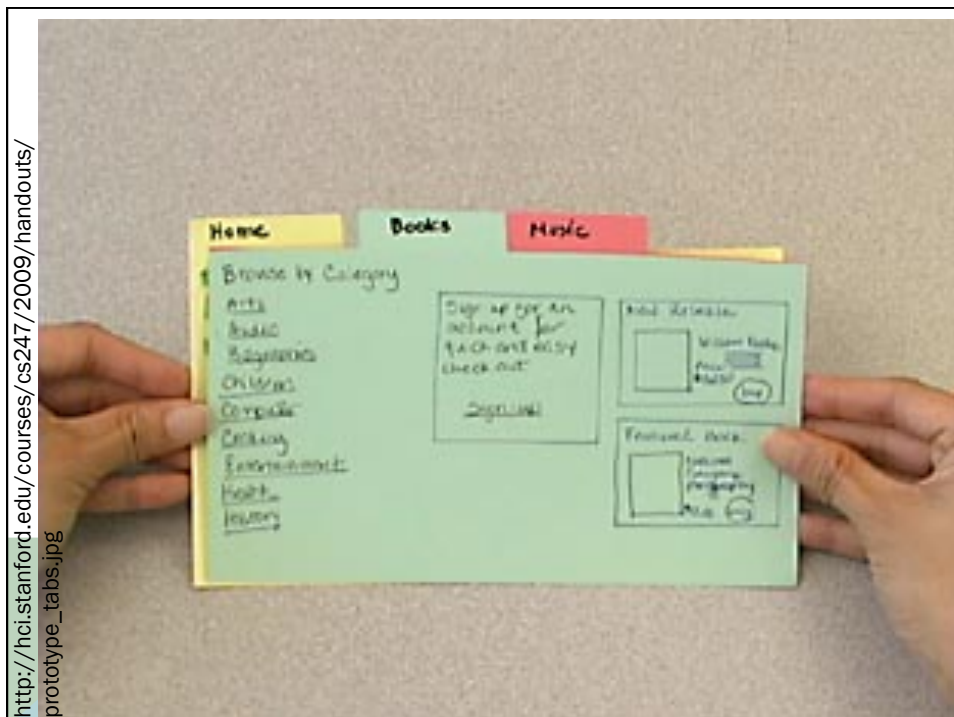




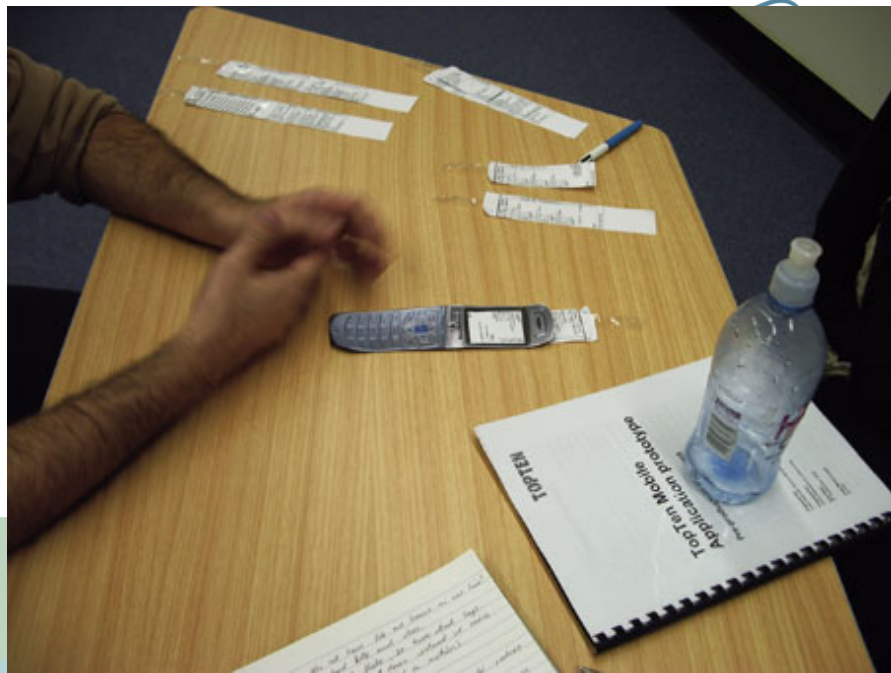


# Is there a D in HCD?

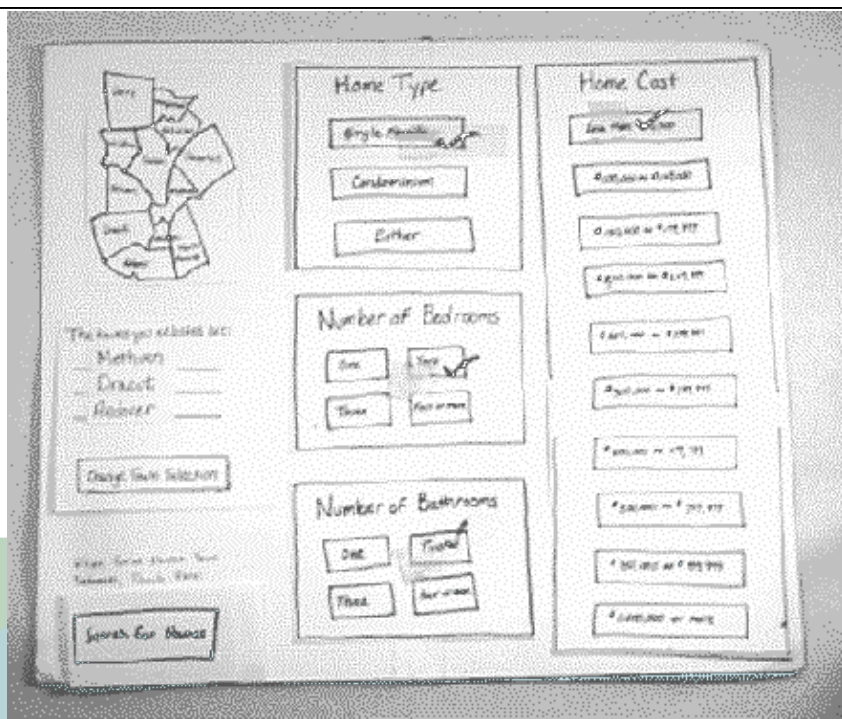
Here's some stuff  
that you don't see  
enough of at CHI  
(but it's getting better)



<http://www.disambiguity.com/images/mobiletesting.jpg>



<http://www.uie.com/images/pp22.gif>

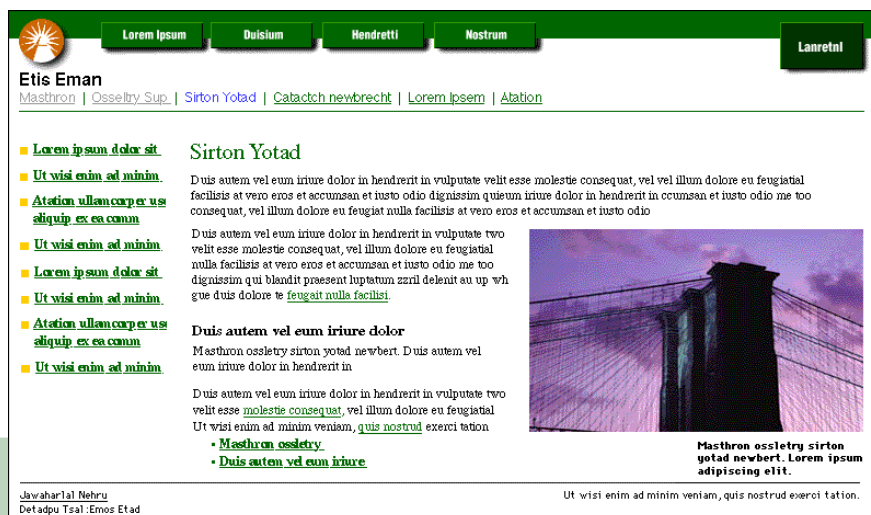


## WIREFRAME





- 1 For Q1 release, music search only
- 2 Related artists determined by user purchasing data mining
- 3 Album art to be approved by legal

[http://www.kaplang.com/blog/wp-content/uploads/2010/04/wireframe\\_example.png](http://www.kaplang.com/blog/wp-content/uploads/2010/04/wireframe_example.png)









## Aute Irure

Dolor Magna Pacillus

- Tempor
- Velit
- Cillum
- Aute Irure
- Nostrud
- Pariatur
- Esse
- Nulla

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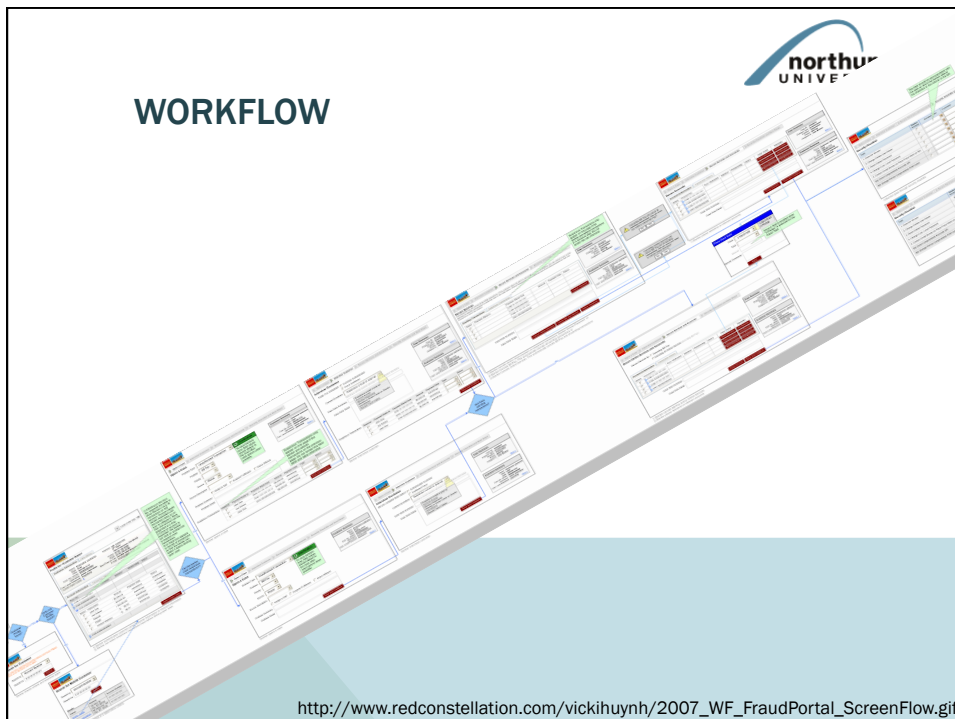
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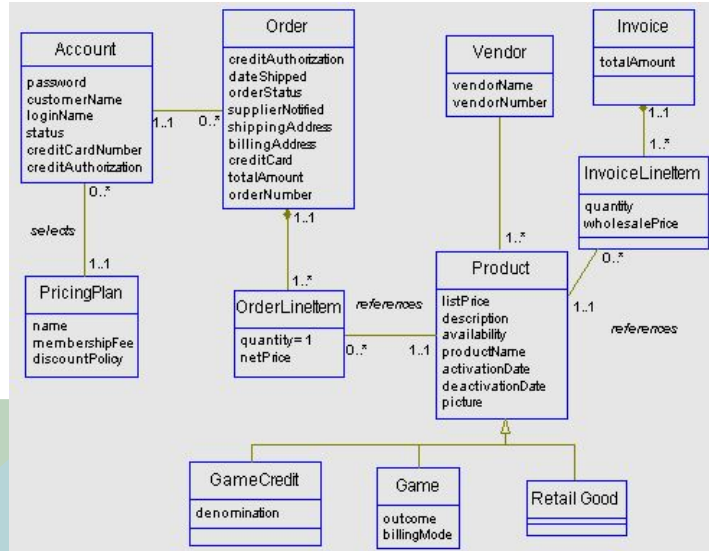
Euismod eue amet Elit Sit. Sed euismod amet. [Lorem Ipsum Dolor Sit.](#)







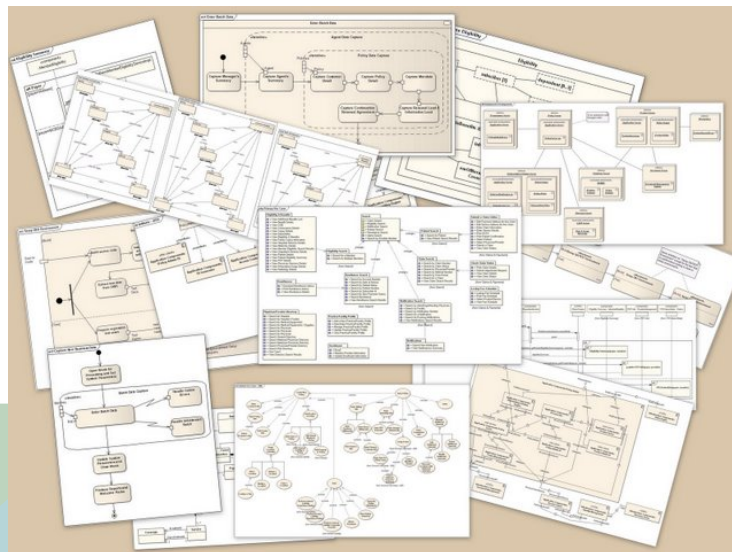
### CONCEPTUAL (E-R) MODEL



[http://farm4.static.flickr.com/3262/2578785769\\_760bc1d791\\_o.jpg](http://farm4.static.flickr.com/3262/2578785769_760bc1d791_o.jpg)

### UML DIAGRAMS

[HTTP://EN.WIKIPEDIA.ORG/WIKI/FILE:UML\\_DIAGRAMS.JPG](http://en.wikipedia.org/wiki/File:UML_Diagrams.jpg)



# We HC Someone else D

## THE BENEFITS OF HCD

Benefits can arise from researching expected usage contexts and evaluating usage with proposed designs

- Demonstrate desirability and/or worth
  - Benefits outweigh usage and other costs
- Support for ethical design (VSD)

### But not always

- These are mostly **Data-bound** activities, delaying design, often with **Unfair Contempt**

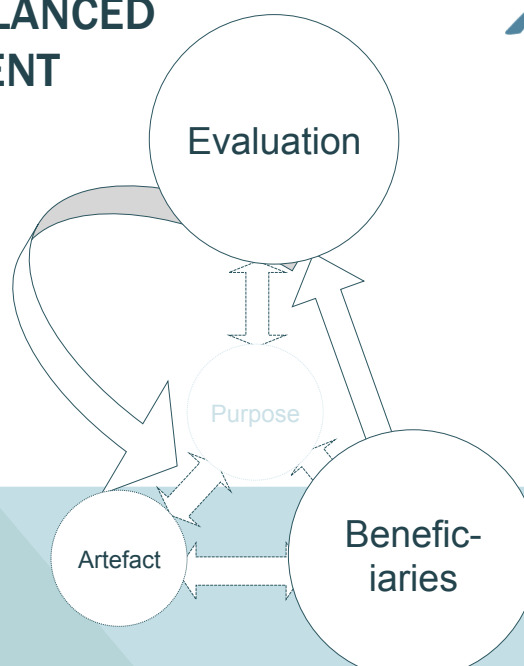
## THE COSTS OF HCD



There is no D in HCD, introducing risks of

- Imbalance, sometimes due to marginalising  
Unfair Contempt for Design(er)(s)
- Wasted project resources
- Project inefficiencies of delayed designing and  
misdirected iterations
- Damage due to missed opportunities

## THE UNBALANCED DETACHMENT OF HCD

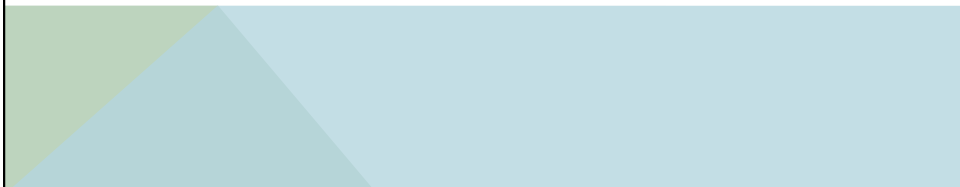


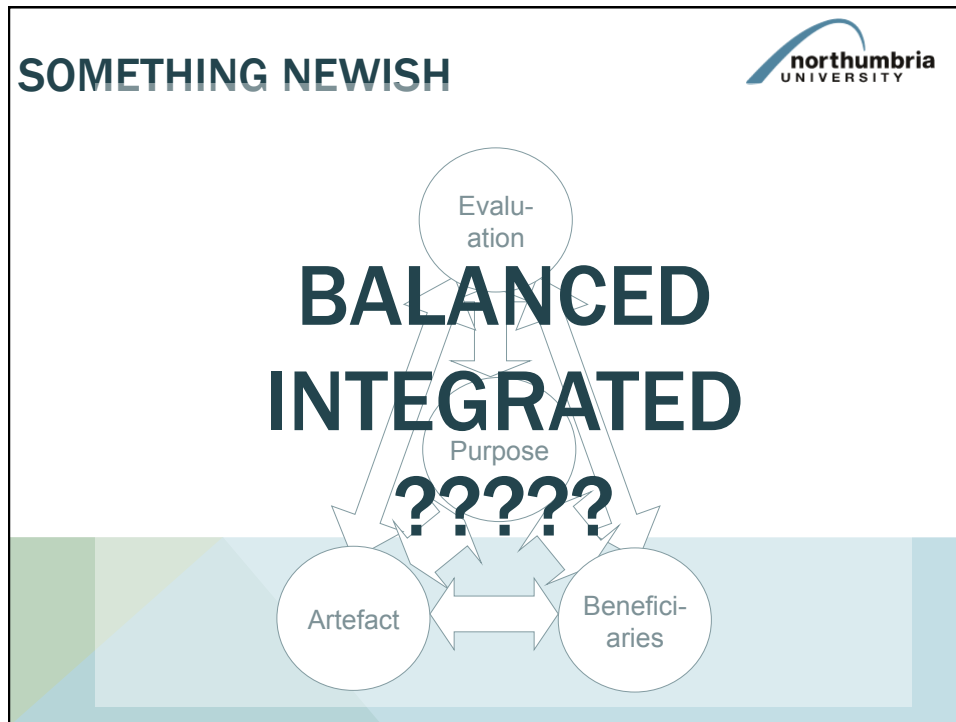


**Option 1**  
**Put a D in HCd?**



**OPTION 2**  
**Put a Hu Inside**  
**Something NHu?**





**DESIGN IS MORE, WHEN ...**



**Engineering design** – meeting specification  
is good enough: less is less

**HCD** – stakeholders have all the answers, meeting  
their requirements is enough: more is too much

**Applied Arts** – meeting specifications alone is a  
failure, strive to give people the unimagined

- Delight and surprise from design-led innovation (Verganti)
- More is celebrated

The slide contains text and a list. The background features a light blue and green geometric pattern at the bottom.

# BALANCED INTEGRATED GENEROUS

See papers on academia.edu

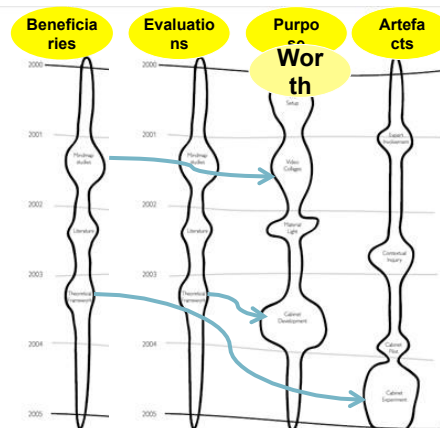
# BIG

## PHASES, BALANCE AND INTEGRATION

Ianus Keller PhD, Delft, 2005

Different design foci in parallel, not sequence

- Phases of parallel activities punctuated by periods of consolidating integration
- Balance managed across phases
- Phase activities are not homogeneous
- Stages are not in a fixed linear order, sorry ISO 9241-210







**DON'T CENTRE,  
SOAK EVERYTHING  
IN EVERYTHING  
UP TO SATURATION**

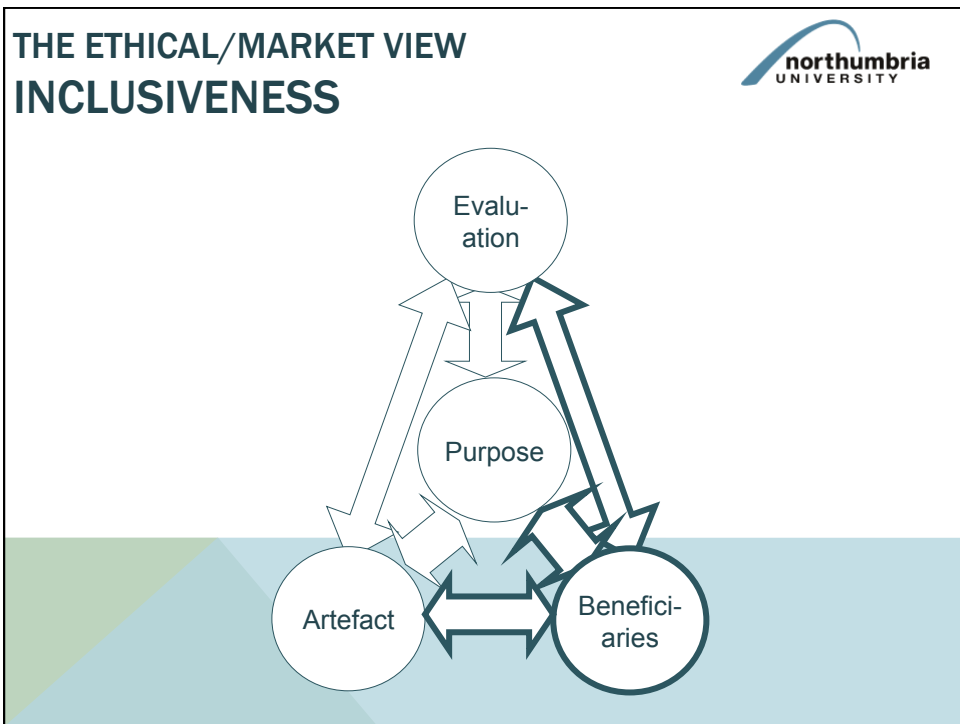


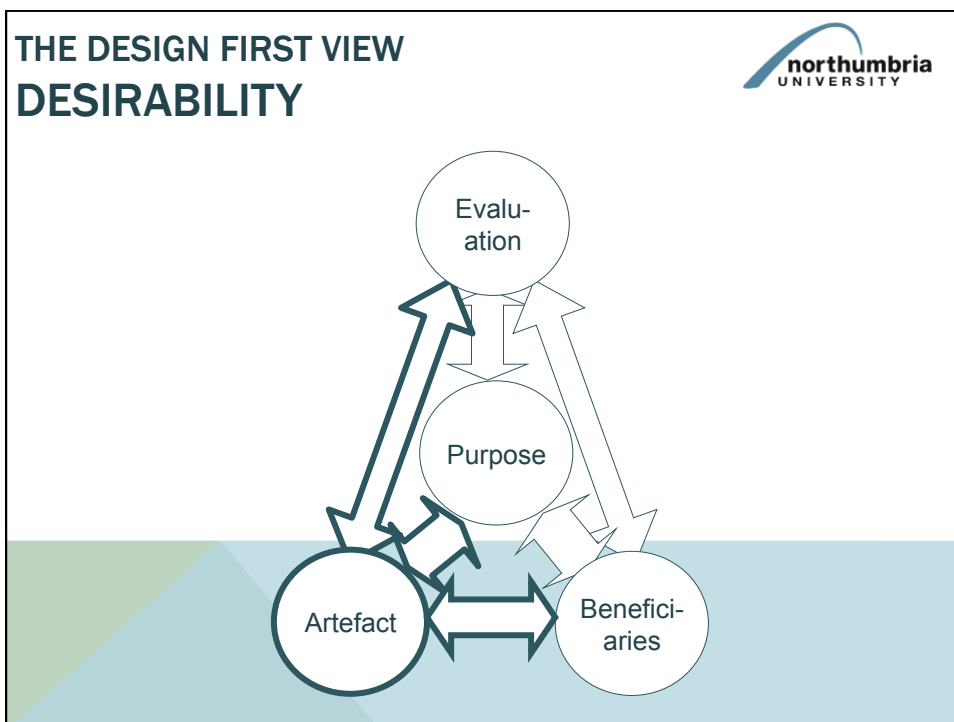
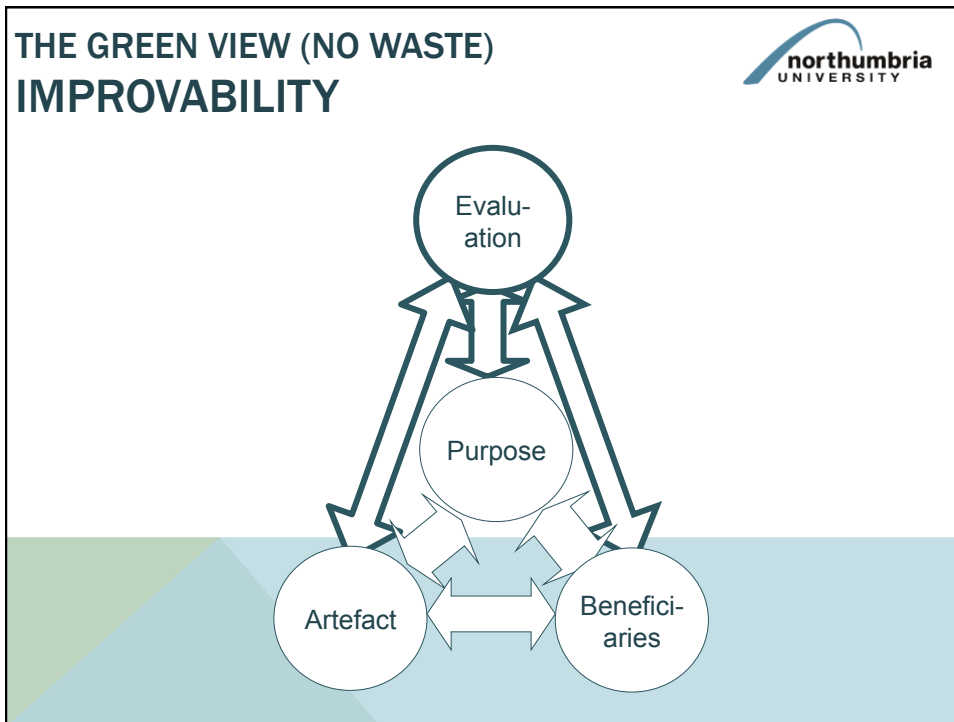
**DESIGN IS  
NOT A SHAPE,  
SO IT CANNOT HAVE  
A CENTRE**

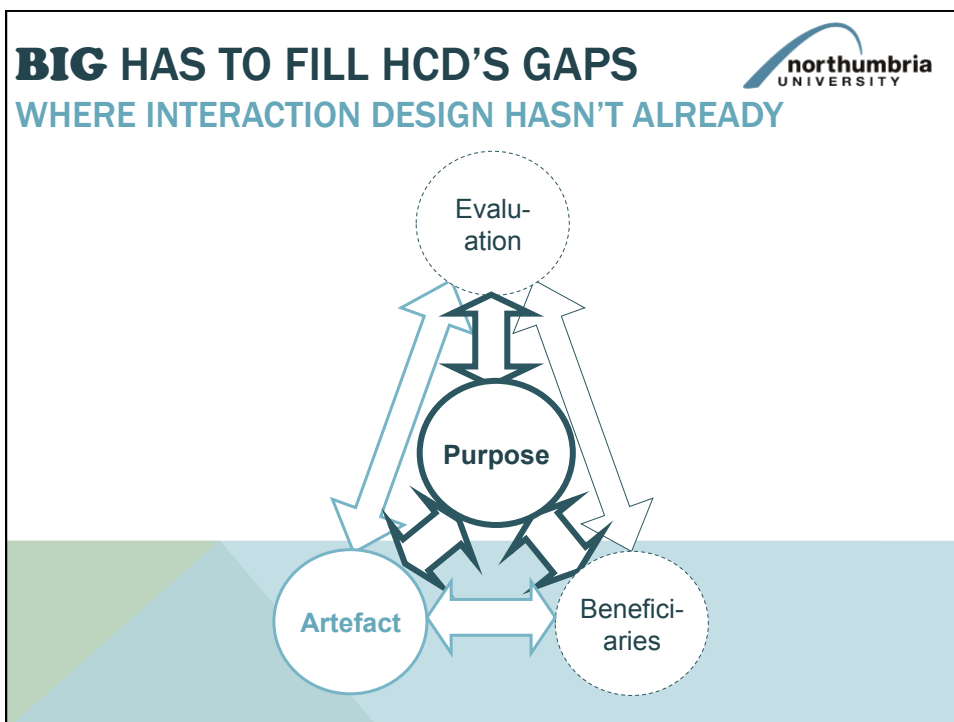
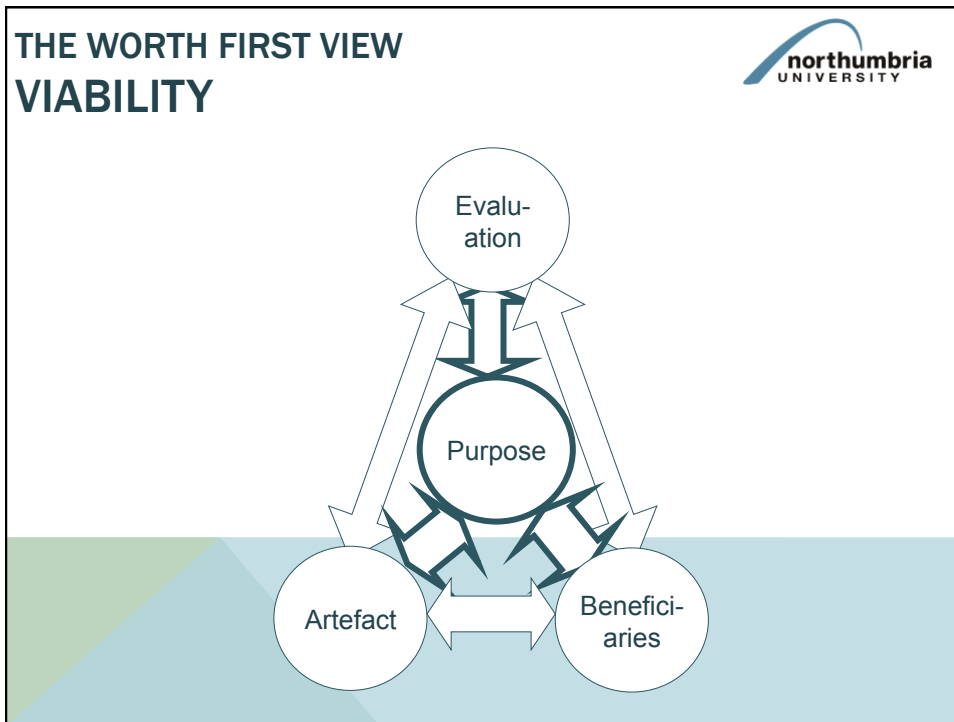


**THE BEST VIEWS AREN'T ALWAYS AT THE CENTRE**

<http://www.flickr.com/photos/stacylynn/4634101795/sizes/z/in/photostream/>







## SUMMARY



Time to move beyond HC-no-D

Human-Centred design and evaluation activities are only worthwhile when they are balanced and integrated into a process that is infused with generous design

Need to think **BIG**

- Balance design and evaluation activities in different ways according to project needs, no fixed centre, no fixed lead
- Integrate design and evaluation choices at consolidation points at the end of each multi-activity phase, no fixed sequence of coherent activities
- Generosity comes from the design team's vision, not data



# QUESTIONS?

# KIITOS

