# PERSPECTIVE FOR HCD

## UCD SIG: Human-centred design - beneficial or not?

sigchi
FINLAND

A?
Aalto University

Juha Kronqvist
Aalto ARTS
3.12.2012

design researcher / service designer

**Juha Kronqvist**
torstai kello 11:14 lähellä paikkaa Helsinki · ✳

Dear fellow researchers, help a man in need. What are your arguments for (or against) human–centered design? I'm asked to defend HCD in a panel with two distinguished professors the coming Monday.

**UCD SIG: Human–centred design – beneficial or not? | SIGCHI Finland**
www.sigchi.fi
Place: Aalto Arabia, room 5022 (southern end of 5th floor), Hämeentie 135C, HelsinkiTime: 3.12.2012

igch INLAN

I'm collecting Human-centered Design arguments for a SIGCHI panel. What are your arguments for (or against) HCD? When should it be used? How should it be used? What are the weak points?
3 days ago

**User Experience Design:** ✎ Edit
**Human-centered Design: Arguments for and against?** ✎ Edit
I'm asked to defend human-centered design methods in a SIGCHI panel discussion. Why do you think it is important (or not!) and what's the best way to go about it? ✎ Edit
💬 Comment · Share · Options

# the
# semantic
# turn

## a new
## foundation
## for design

klaus krippendorff

# EXPOSING 3 MYTHS ABOUT HCD



**Rolo Oyanguren** • Hi Juha,
Let's be very careful with the use of theoretical thinking. We all tend to succumb to new trends of "design thinking," and most of the time we end up missing the target. Yes, theory and Socratic-style debates are still good, but to a certain degree. We should not allow them to railroad the freedom of our built-in cognitive process.

The child must remain within us.

1 day ago  • Like

# MYTH 1
# HCD IS (ONLY) ABOUT CREATING EXPERIENCES

# IN ADDITION TO THESE...


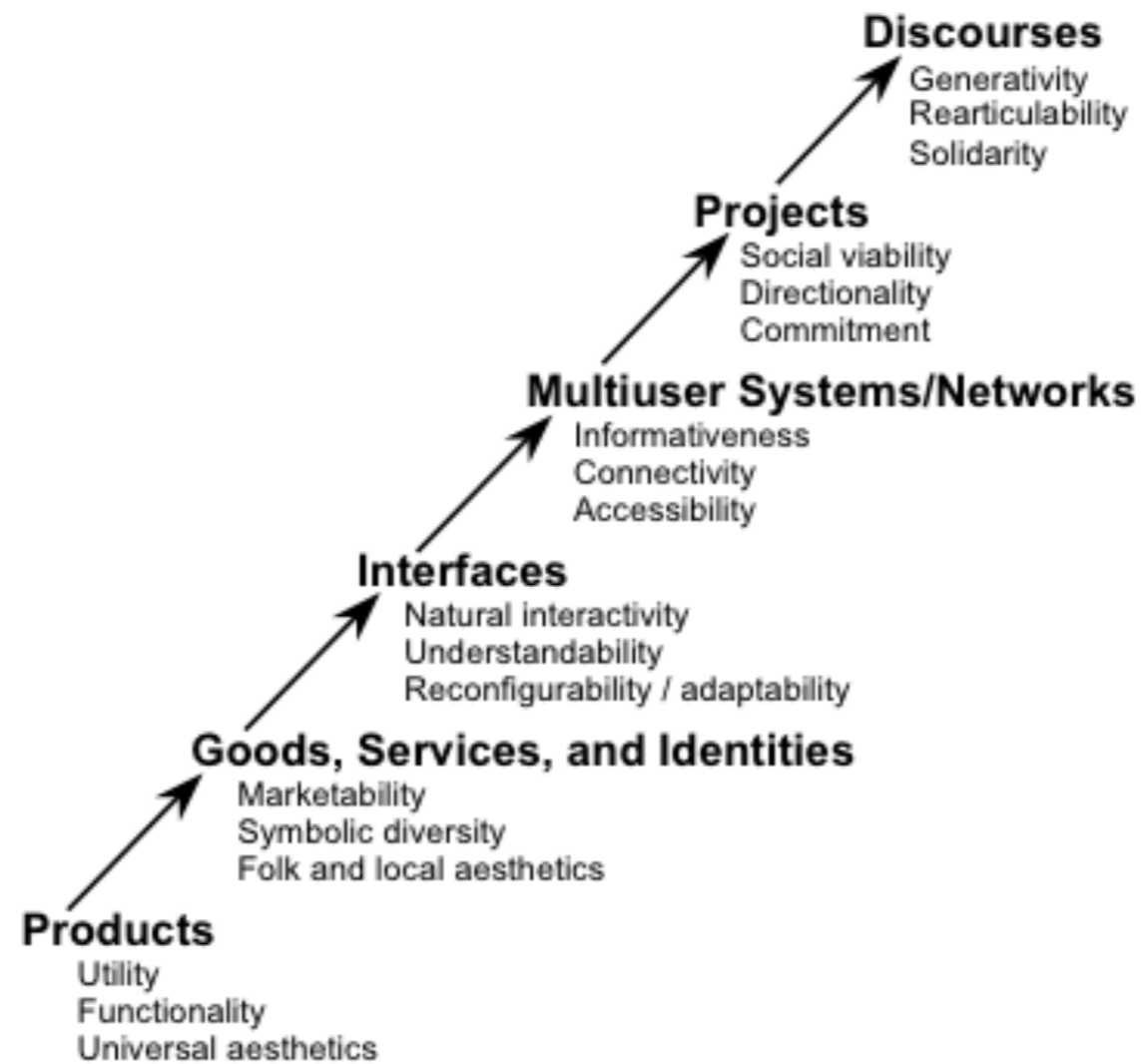
# OUR DESIGN PROBLEMS ARE ALSO THESE...

*There is a need for a redesign of our institutions to be more human-centered*

*interaction design*
*service design*
*strategic design*
*...*

**Discourses**
Generativity
Rearticulability
Solidarity

**Projects**
Social viability
Directionality
Commitment

**Multiuser Systems/Networks**
Informativeness
Connectivity
Accessibility

**Interfaces**
Natural interactivity
Understandability
Reconfigurability / adaptability

**Goods, Services, and Identities**
Marketability
Symbolic diversity
Folk and local aesthetics

**Products**
Utility
Functionality
Universal aesthetics

*Trajectory of artificiality (Krippendorff 2006 )*

*designing for services...*

Zagros Hatami I am looking at it these days through the lens of Service–Dominant logic/service logic: In this view, it is users who create and phenomenologically determine value during their value creation processes in use. Firms do not create value; they can only create potential value/value propositions and be a co–creator of value with the users if they are in direct interaction with the users (Grönross, 2011). Therefore, firms (including designers of the offerings) need to understand the value creation processes of the users before they can design/provide an offering that would fit the users' value creation processes and consequently perceived of value to an individual user. One could argue that this focus on value creation by users changes the focus from firms and design to use context and users.

torstai kello 12:50 · Tykkää

Tämä pelilauta kuvaa sarkoomapotilaan käymän hoitopolun terveyskeskuksesta kontrollikäynteihin. Sen tarkoitus ei ole olla tyhjentävä kuvaus, vaan palauttaa mieleen kokemuksia, kohtaamisia, muistoja ja mielikuvia hoidon ajalta.

Käynti terveys-asemalla

Käynti keskus-sairaalassa

1-3 vkoa

Lähete-ilmoitus ja ajan-varaus

Tutki-mukset

Näytteen-otto

1-2 vkoa

Soitto lääkärille tai sihteerille

3-4 vkoa

Hoidon valmistelu

Esikäynti

Käyntiajan sopiminen

Saapuminen osastolle

Kutsu säde- tai lääke-hoitoon

Leikkaus

Toipuminen

Kotiutuminen

Kuntou-tuksen suunnittelu

Kontrolli-käynnit

Hoidon suunnit-telu

Säde- tai lääkehoito

Viimeinen hoitokäynti

# MYTH 2
# HCD IS ABOUT ASKING "WHAT USERS WANT"

HENRY FORD MIGHT HAVE SAID THIS:

*"If I had asked my customers what they wanted they would have said a faster horse."*

BUT HE SURELY SAID ALSO THIS:

*"Power and machinery, money and goods, are useful only as they set us free to live."*

**My Life and Work**

A Complete Line of Model T's to Choose From
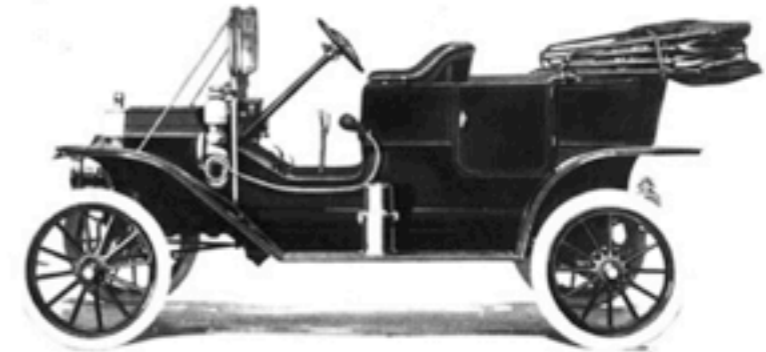
5-Passenger Touring Car, Fully Equipped

3-Passenger Roadster, Fully Equipped

2-Passenger Open Runabout, Fully Equipped

*"Humans do not respond to the physical qualities of things but to what they mean to them"*

*--Krippendorff*

**ux**

**User Experience Design:** ✎ Edit

# Human-centered Design: Arguments for and against? ✎ Edit

I'm asked to defend human-centered design methods in a SIGCHI panel discussion. Why do you think it is important (or not!) and what's the best way to go about it? ✎ Edit

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▲
▼ **Andrew Smith, Cofounder at fuseGap.org** ↗ **, former trader**

...as opposed to non-human design?

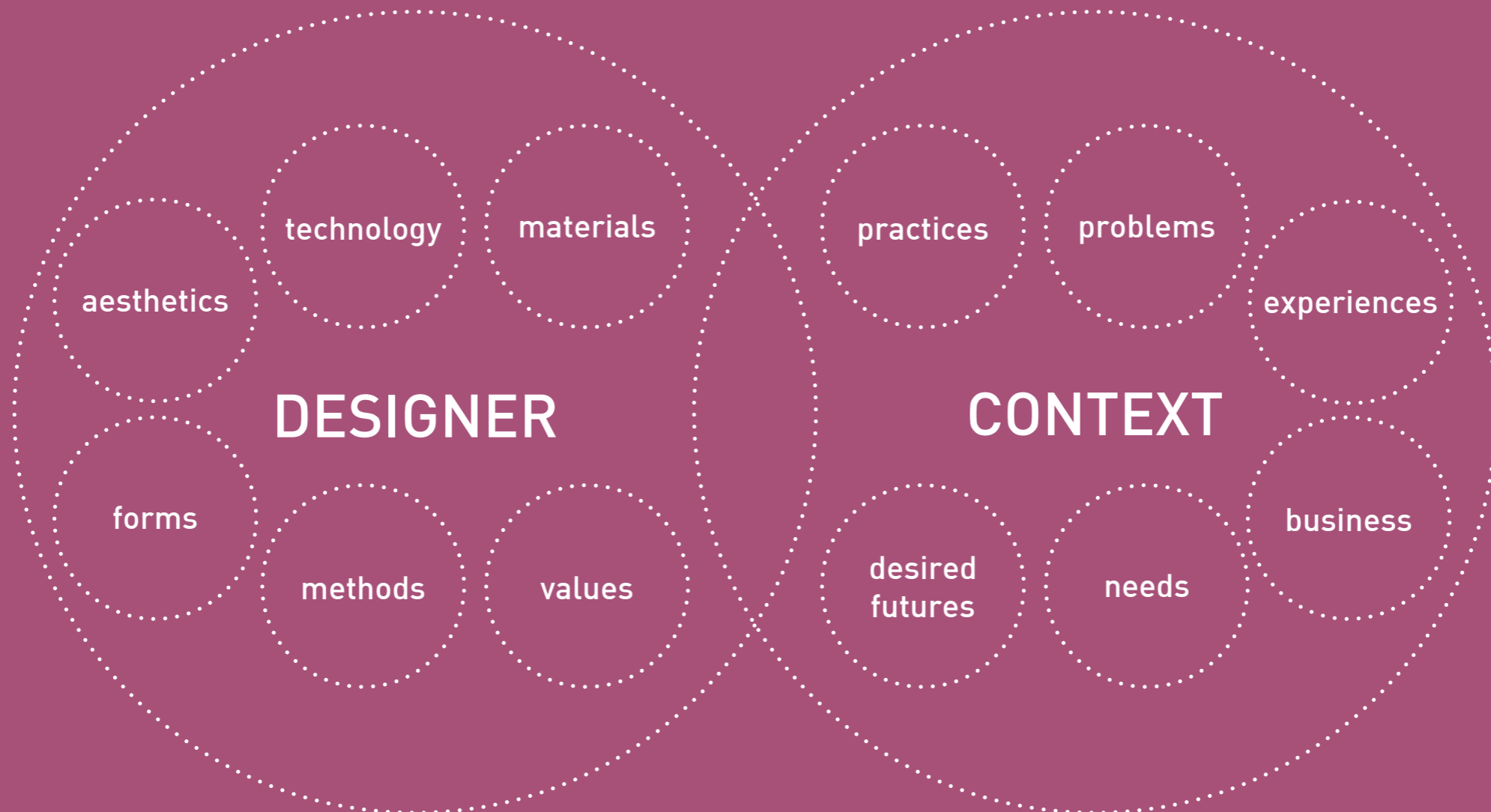ALL DESIGNERS CREATE FOR HUMANS

# USER ARCHETYPE?
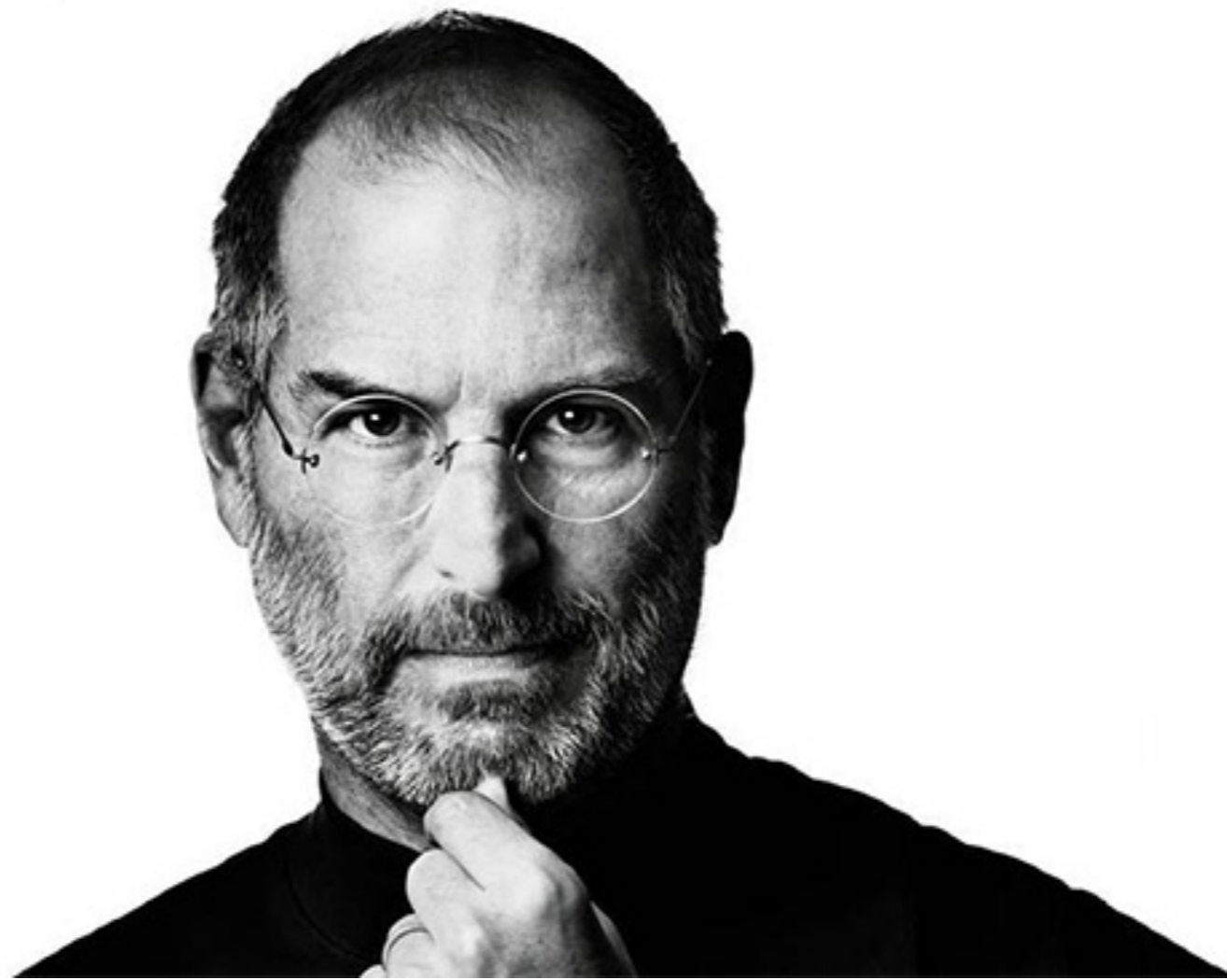
**Ville Tikkanen** looking at HCD through a more meta-lens, it's a method for negotiating contracts on the meanings and uses of technology/whatever is being designd.

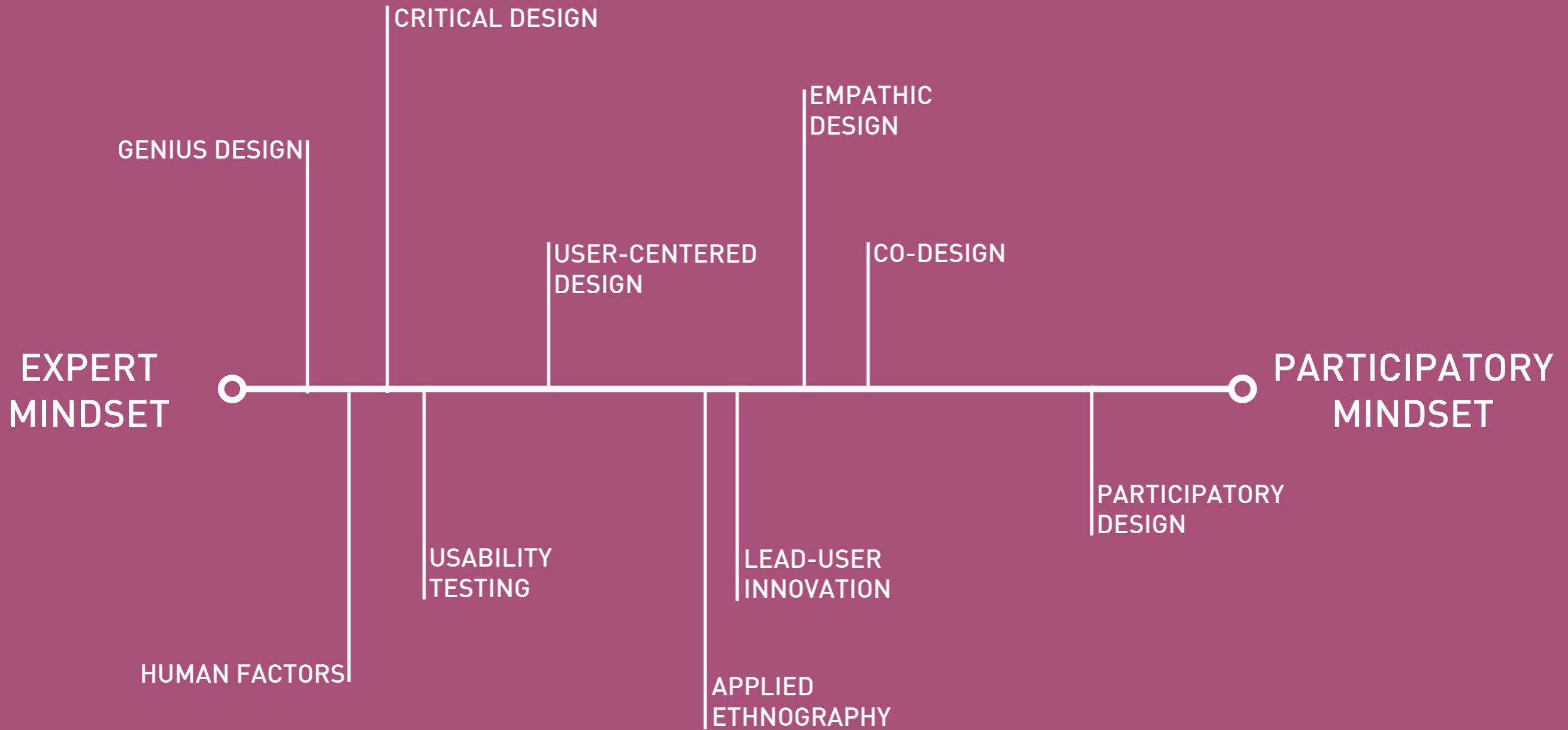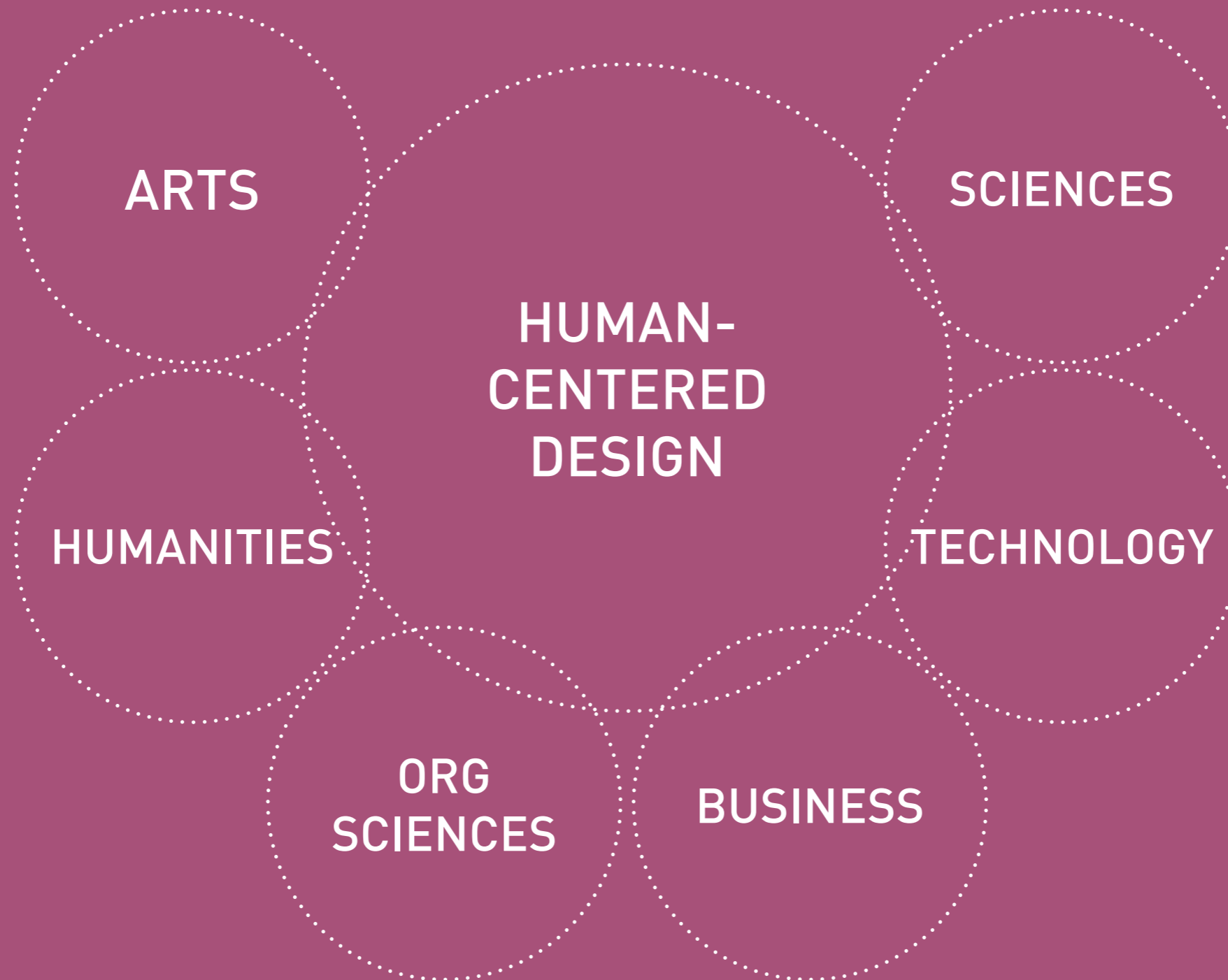4 tuntia sitten · En tykkääkään · 👍 1

# 2ND ORDER UNDERSTANDING

**DESIGNER**

- aesthetics
- technology
- materials
- forms
- methods
- values

**CONTEXT**

- practices
- problems
- experiences
- desired futures
- needs
- business

# MYTH 3
## HCD IS THE ONLY WAY

# STANDARDIZATION CREATES STANDARD RESULTS

EXPERT MINDSET

PARTICIPATORY MINDSET

GENIUS DESIGN

CRITICAL DESIGN

USER-CENTERED DESIGN

EMPATHIC DESIGN

CO-DESIGN

HUMAN FACTORS

USABILITY TESTING

LEAD-USER INNOVATION

PARTICIPATORY DESIGN

APPLIED ETHNOGRAPHY

After Sanders (2008)

# THE FALLACY OF A "T-SHAPED" DESIGNER
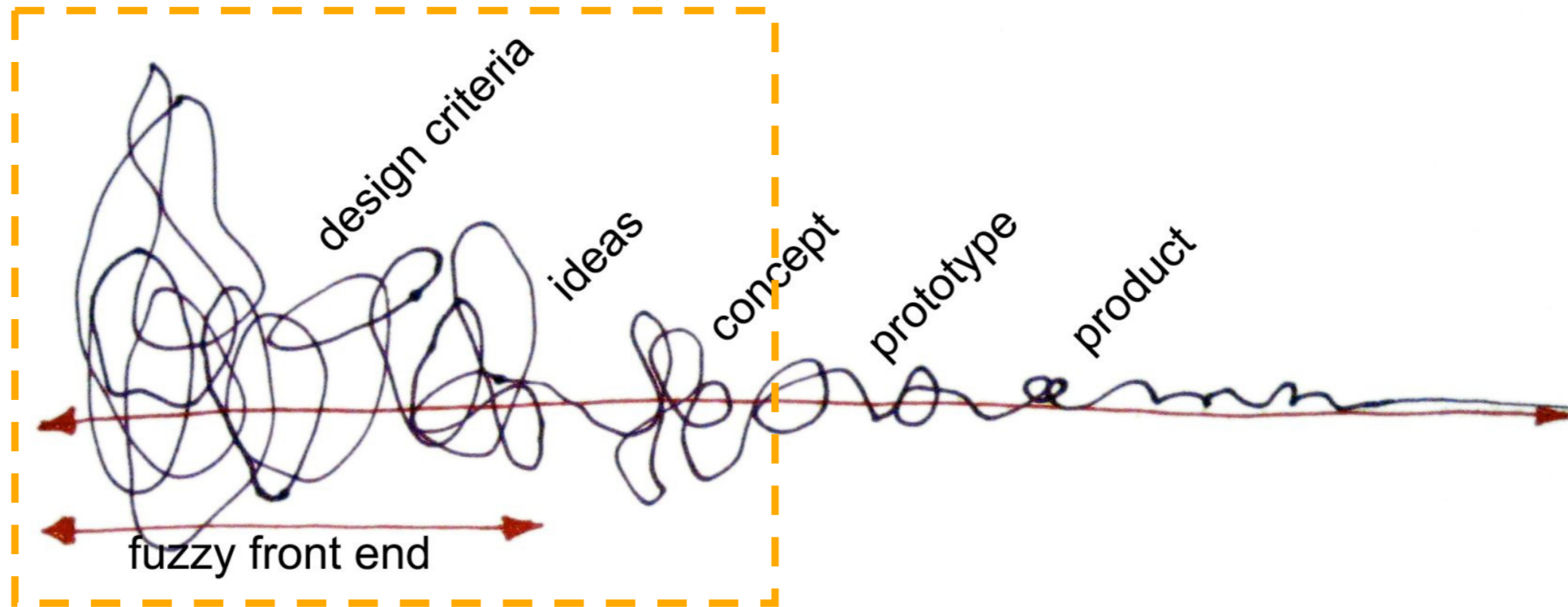
ARTS

SCIENCES

HUMAN-CENTERED DESIGN

HUMANITIES

TECHNOLOGY

ORG SCIENCES

BUSINESS

design criteria

ideas

concept

prototype

product

fuzzy front end

# REITERATING:

1. HCD responds to a changing world
2. HCD creates 2nd order understanding
3. Methods need to be fit the context

# THANKS! KIITOS!

www.juhakronqvist.fi

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