Human-Centred Design: Beneficial or Not?

Marko Nieminen

Professor of Usability and User Interfaces

Aalto University, Department of Computer Science and Engineering

For SIGCHI.FI panel discussion at Aalto ARTS on 3-Dec-2012

HCD – Beneficial or Not?

PROS ("Juha")

- Huge amount of possibilities for new services that originate from everyday activities

- Successful services need to be designed from the people's point of view

- Understanding what users want

How about:

- **Understanding** what users **mean**

- Next level in abstracting the user

CONS ("Gilbert")

- Standard HCD procedures ("210") hinder innovation; "data-bound activities". Delays development, fixed linear order, "waterfall"

- Gould & Lewis 1985 outdated? The context has expanded!

- New concepts: values, **purpose**, social contexts, beneficiaries, worth.

- No C, no D in HCD? Just "H" left?

- Who does D? Is there C in D?

End-User Development / End-User Programming

- *Environments that enable people who are not professional computer programmers to produce working computer applications*

- Increasing users' capabilities – as development platforms evolve
    - Scripting, coding
    - Visual programming
    - Configuring
    - Mashupping

- Empowered user: the designer of the future?

- Designer: facilitator of platforms for emerging uses and flexible solutions?