Understanding People
Understanding Design

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golden rule of design

understand your materials

the materials include people

who

• the user
• the designer
• the researcher – yourself
sources

• standard literature and data
  – psychology, sociology, ergonomics, etc.
• evolutionary psychology
• common sense
• uncommon sense

user

designer

you

• interaction
• context
• market
• plus …
the user and use

- interaction
  - natural interaction physicality
- context
  - where is it used
  - who else is around
- dynamics and market …

work with Masihah Ghazali

designing for adoption

where you want to be loads of users

number of users

where you start no users

managing the GULF

- zero point value
- network effects, viral growth
- lattice of value, market ecology

(also see Grudin, Cockburn)

for one or all

Mars Bar vs. baked bean design

simple person design: Fariza Abdul Razak
user designer you

- process
- environment
- imagination
- creativity

understand the designer

multiple intelligences: social, physical, etc.

... so use them
- models, acting,
- sketches, story boards,
- personae, scenarios
imagination connects

engineering creativity

- not handle turning
  but creating a place for creativity

- understanding creative processes

- developing techniques
  - bad ideas, example transformation,
  - critical transitions

work with Palena Silva, Corina Sas and others
user
designer
you
• a researcher is a person too

a researcher is …
• Interested
• Active
• Confused
• Geek
• Optimist
• organised
• diligent
• insightful
• fluent

imagine …
saying cars …

• make pink cars
• make people like pink

[Image: Pink cars]

eShopping

• require plan a week’s food in advance
• make people organised

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[Image: Shopping list]

why do it to yourself!

• the goal/outcome is fixed (sort of)
• the process involves you

[Diagram: Process flowchart]
don’t say:
if only I were like X
I could reach my (research) goals

do ask:
given the way I am
how do I do things

in short
understand people
think about individuals
including yourself