

**WE ARE
NOT THE
~~USER~~**

**HUMANS WHO HAVE TO
ACTUALLY USE THIS THING.**

**HOW HUMAN-CENTERED
DESIGN CAN HELP YOU BUILD
BETTER APPLICATIONS**

HI. I'M BRIAN

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T4G.COM

UX
DESIGNER

~~HALF DECENT~~
WEB
DESIGNER

RECOVERING
WEB
DEVELOPER

CRAPPY
PROJECT
MANAGER

"BUSINESS
ANALYST"

AFTER THIS YOU SHOULD...

KNOW WHAT HCD IS

BUILD BETTER. FASTER.

LEARN SOME NEW TOOLS TO SHAKE
UP YOUR DEVELOPMENT PROCESS

PEOPLE SUCK.

**WHEN IS THE RIGHT TIME TO
ENGAGE THESE HUMANS?**



REQUIREMENTS



DESIGN



BUILD



TEST



LAUNCH

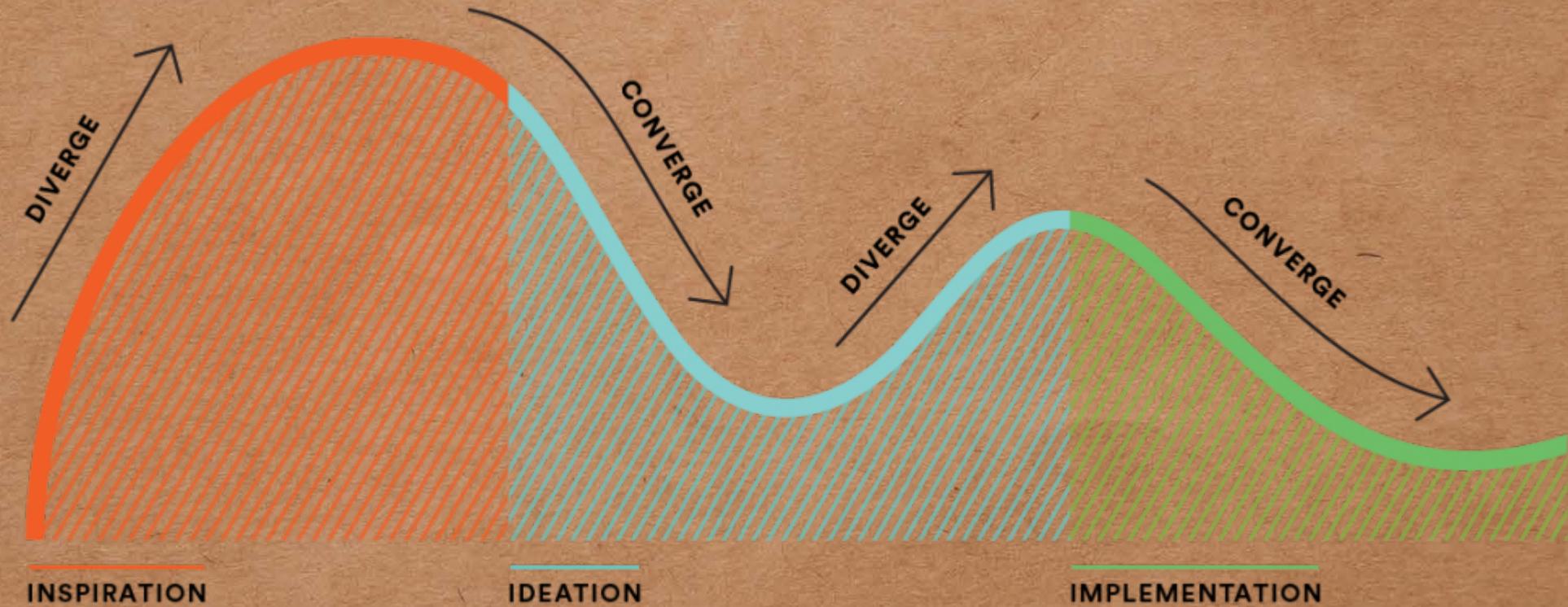
TYPICAL DEVELOPMENT PROCESS

WHAT IS HCD?

(HUMAN-CENTERED DESIGN)

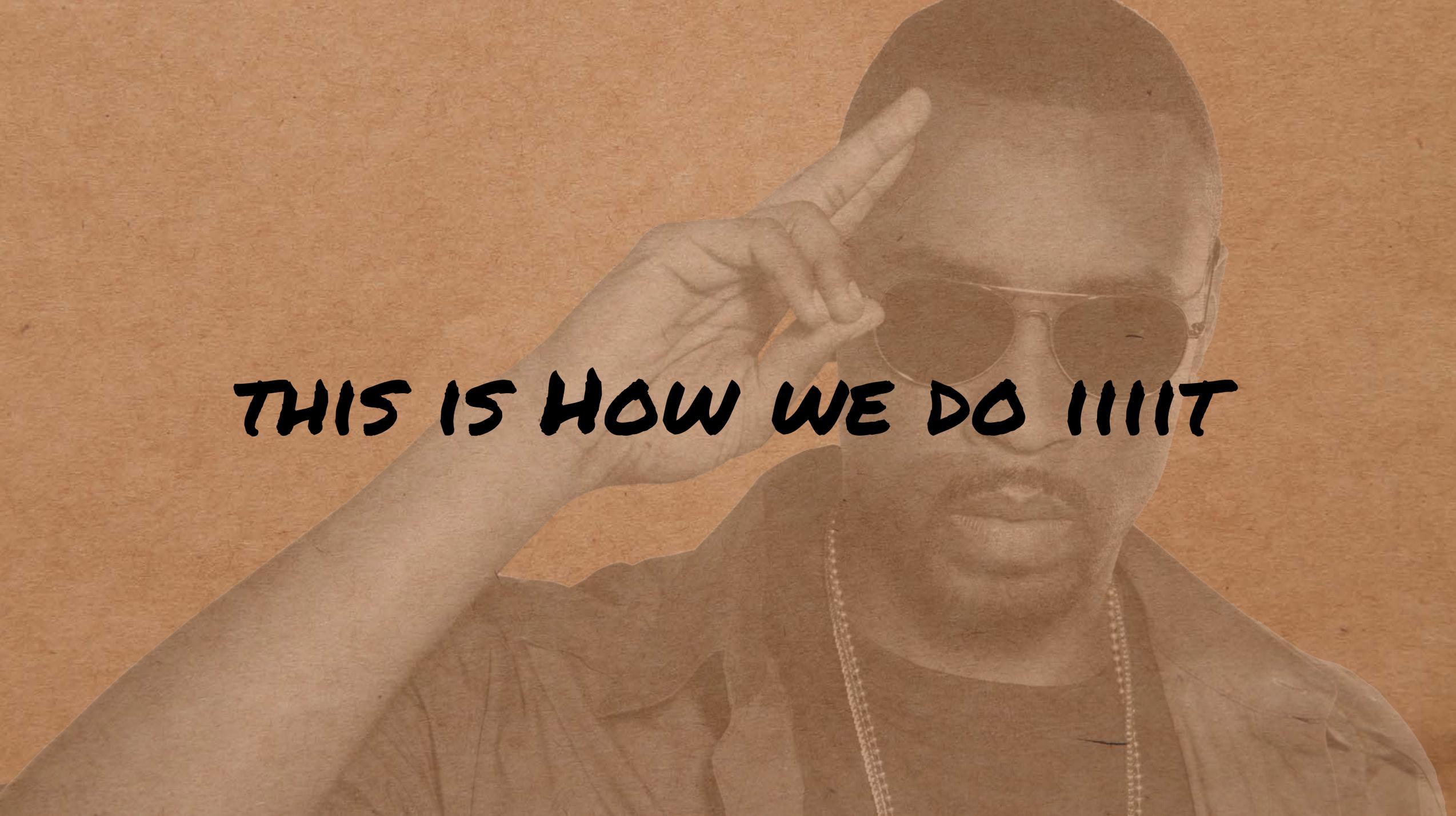
**"IT'S A PROCESS THAT STARTS WITH THE
PEOPLE YOU'RE DESIGNING FOR AND
ENDS WITH SOLUTIONS THAT ARE TAILOR
MADE TO SUIT THEIR NEEDS."**

- IDEO.ORG



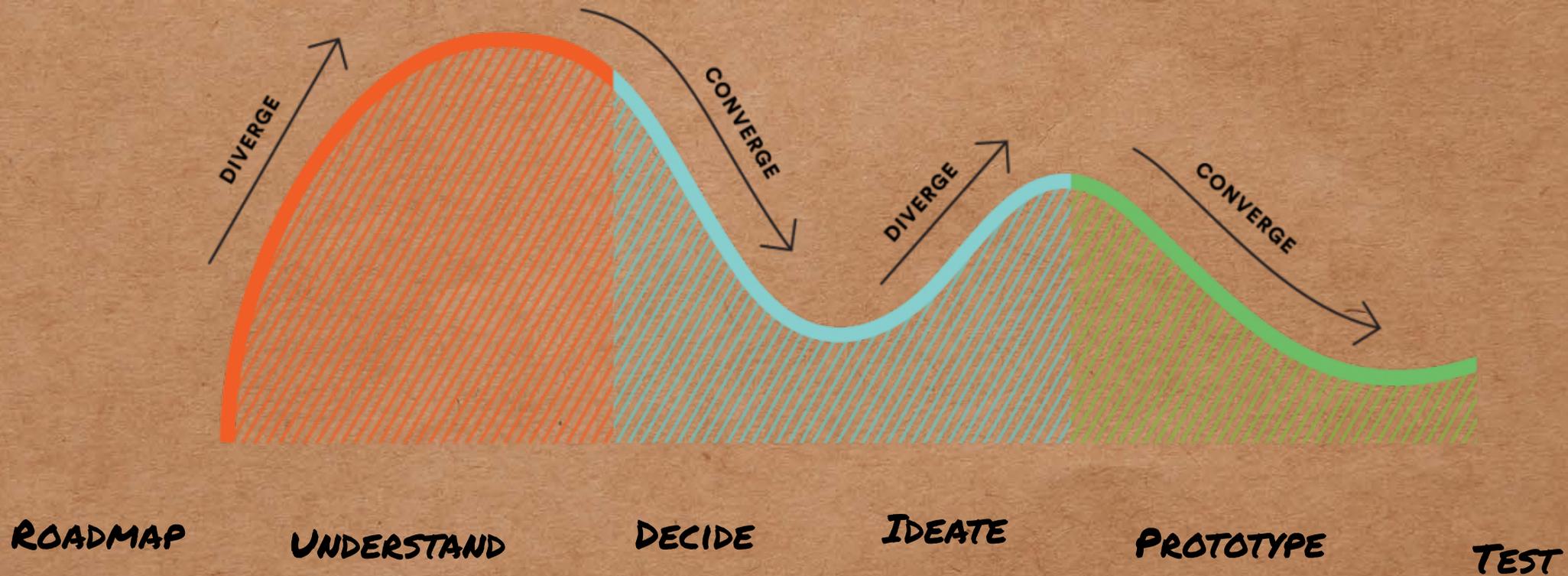
I TOTALLY STOLE THIS FROM





THIS IS HOW WE DO IT

A LOW-TECH APPROACH TO HIGH-TECH



ROADMAP

WHERE ARE WE GOING + HOW DO WE GET THERE?

ROADMAP

WHY

WHO

WHERE

WHEN

WHAT

UNDERSTAND

IT'S ALL ABOUT THE EMPATHY BABY.

EMPATHY IS...

PUT ASIDE OUR LEARNING, CULTURE, KNOWLEDGE, OPINIONS, AND
WORLDVIEW PURPOSEFULLY IN ORDER TO UNDERSTAND OTHER
PEOPLES' EXPERIENCES OF THINGS DEEPLY AND MEANINGFULLY.

OBSERVATION



WORLD CAFE

INTERVIEWS



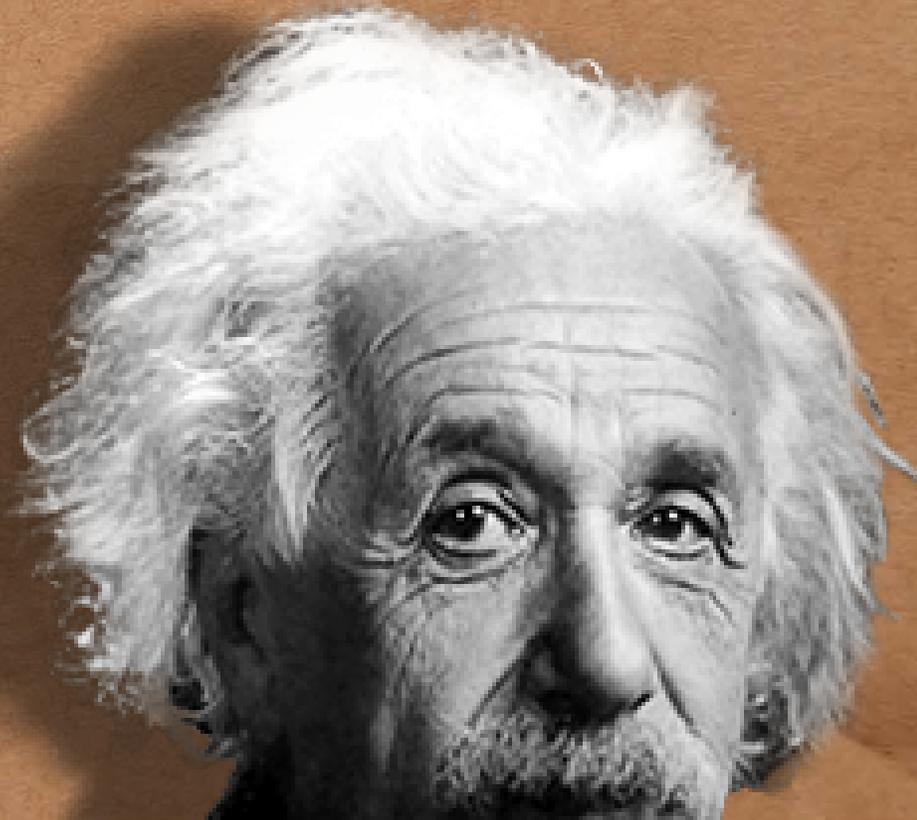
DECIDE

WHAT IS THE RIGHT PROBLEM TO SOLVE.

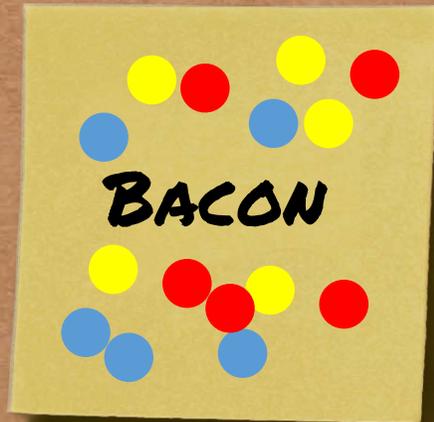
**"IF I HAD AN HOUR TO SOLVE A
PROBLEM AND MY LIFE DEPENDED
ON THE SOLUTION, I WOULD SPEND
THE FIRST 55 MINUTES
DETERMINING THE PROPER
QUESTION TO ASK, FOR ONCE I
KNOW THE PROPER QUESTION, I
COULD SOLVE THE PROBLEM IN
LESS THAN FIVE MINUTES."**

- ALBERT EINSTEIN

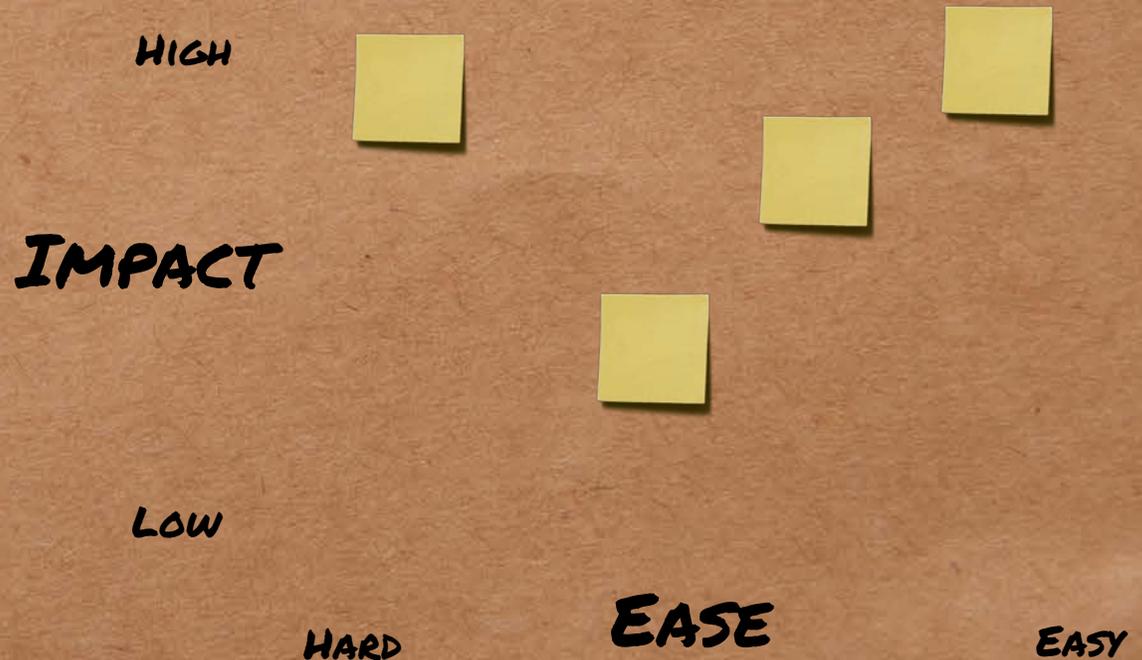
WICKED SMART



DOTMOCRACY



EASE VS IMPACT



IDEATE

QUANTITY, NOT QUALITY.

HOW MIGHT WE...?

CRAZY EIGHTS



INDIVIDUAL IDEATION

PROTOTYPE

IF YOU BUILD IT. YOU WILL LEARN.

LO-FI

STORYBOARDING

HI-FI

CLICKABLE WIREFRAMES

VALIDATE

IT'S JUST A FANCY WORD FOR TEST.

ITERATE

PROTOTYPE. VALIDATE. REPEAT.

**"IF I HAD ASKED PEOPLE
WHAT THEY WANTED,
THEY WOULD HAVE SAID
FASTER HORSES."**

- HENRY FORD





**"...A LOT OF TIMES,
PEOPLE DON'T KNOW
WHAT THEY WANT UNTIL
YOU SHOW IT TO THEM."**

- STEVE JOBS

MICROSOFT INSIDER

SHARE YOUR EXPERIENCES TO HELP SHAPE WINDOWS.

FACEBOOK

MARK ZUCKERBERG. HIS 2017 PERSONAL CHALLENGE:
TO TRAVEL TO ALL 50 STATES AND TALK TO "FOLKS" ABOUT THEIR
LIVES AND CONCERNS FOR THE FUTURE.

THANKS. QUESTIONS?

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**PLEASE TAKE 2 MINUTES TO
FILL OUT THE ONLINE OR
PAPER SURVEY.**

pdsummit.ca/speaker-survey.html