

1994



1990



1985



ALESSI

1995

amazon.com[®]

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

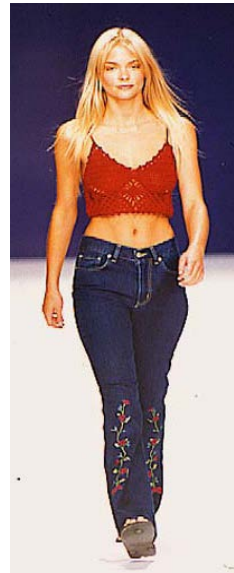
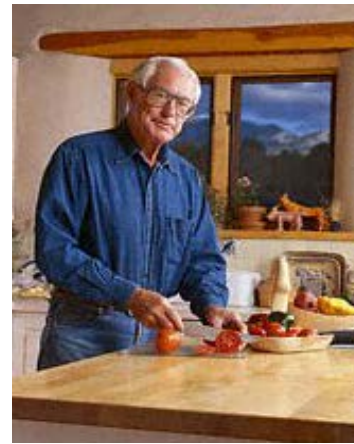
1998

Google™

2001



The business development was guided by the physical, perceptual, cognitive and emotional characteristics of people ...



Why Human Centred Design ?

In 2007 the Harvard Business Review identified human centred design as one of the year's "Breakthrough Ideas".

Eric Von Hippel of the MIT Business School noted that "70% to 80% of new product development that fails does so not for lack of advanced technology but because of a failure to understand users' needs."



Human Centred Design

Combines branding, business, computer science, design, engineering, ergonomics, management, philosophy and psychology to develop products, systems and services which are physically, perceptually, cognitively and emotionally intuitive.

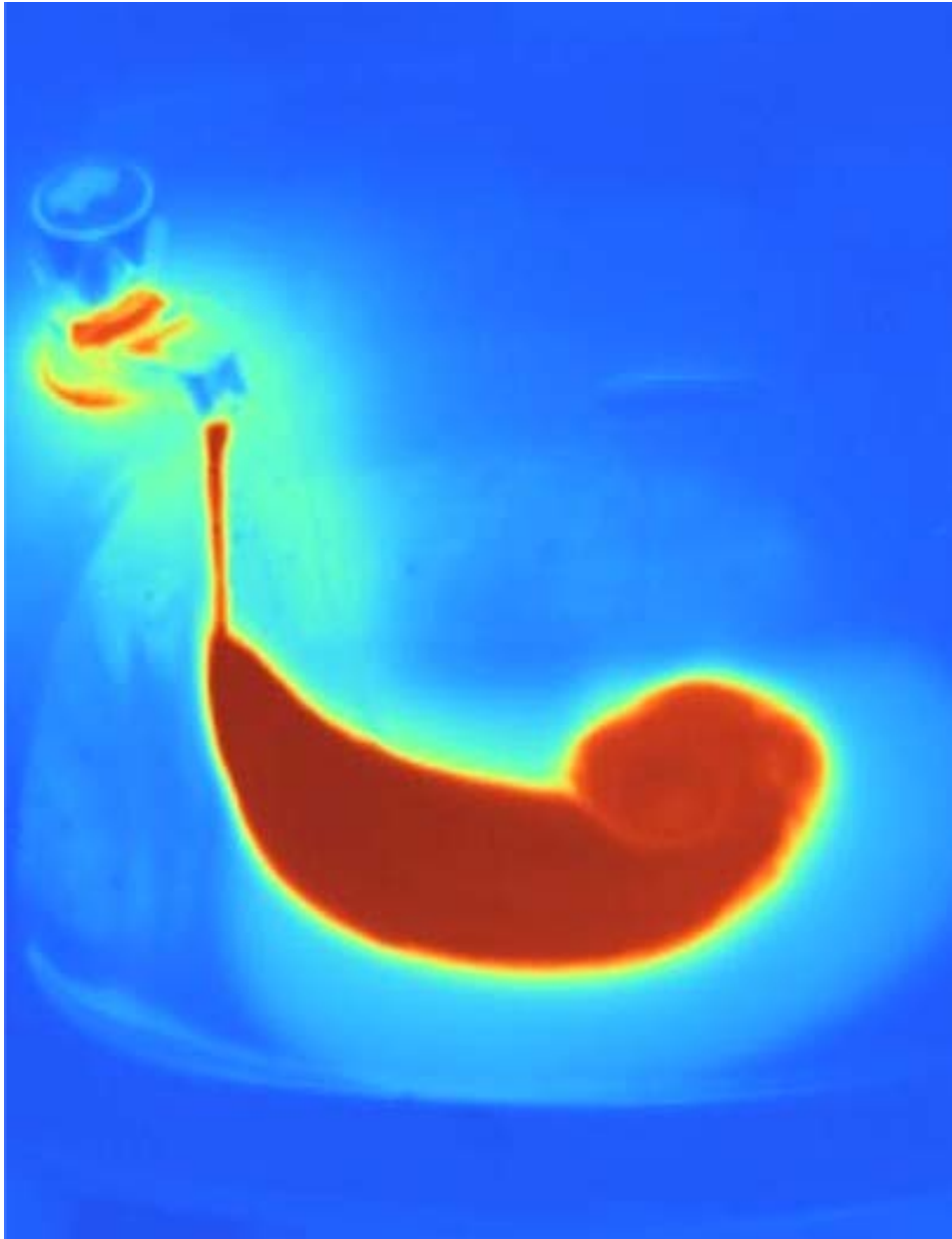
Physically Intuitive



Sam Weller

Cosy All The Time

An energy-efficient heater built into a sealed pocket within a blanket, which is recharged by placing it over a clothes horse induction unit.



Perceptually Intuitive

Joseph Giacomin

Energy Sixth Sense

*Thermal imagining display in
home thermostat to help “see”
the energy usage.*



Cognitively Intuitive

Oliver Wooderson

Bathe Safe

*Functional bath temperature
monitor for helping to avoid
the dangers of scalding.*



Emotionally Intuitive

Tim Holley

Tio

Light switch which encourages children to reduce energy usage by becoming more expressively irritable the longer the lights are left on.

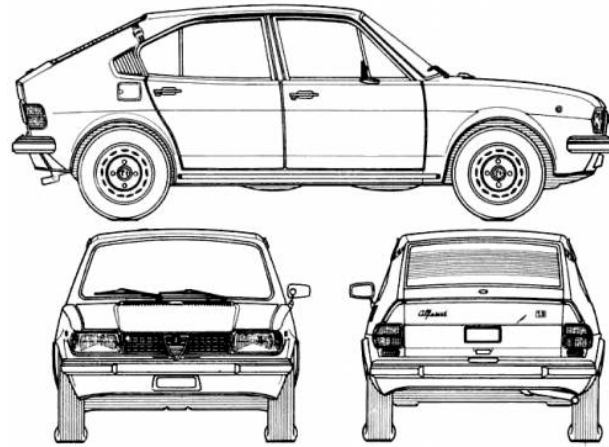
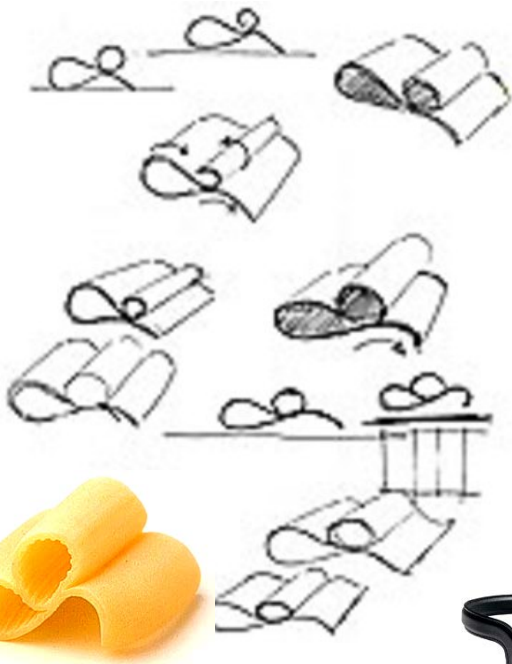
How Does This Trend Effect the Design Profession ?

The Artist Designer

...applying knowledge of aesthetics, materials, mechanics and perception to achieve pleasant and enjoyable objects.



Ron Arad



Nikon EM 1979



Giorgio Giugiaro



Philippe Starck

The Engineering Designer

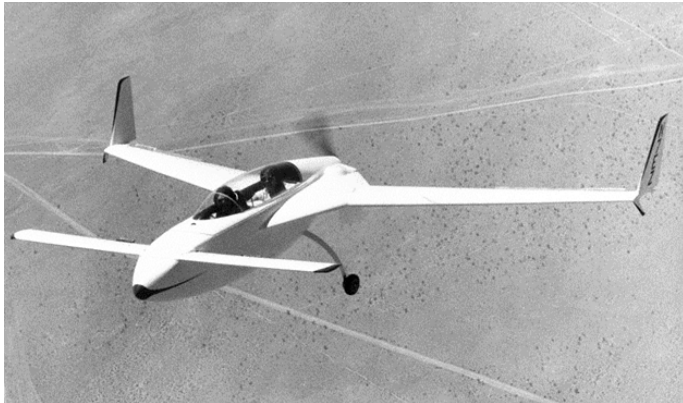
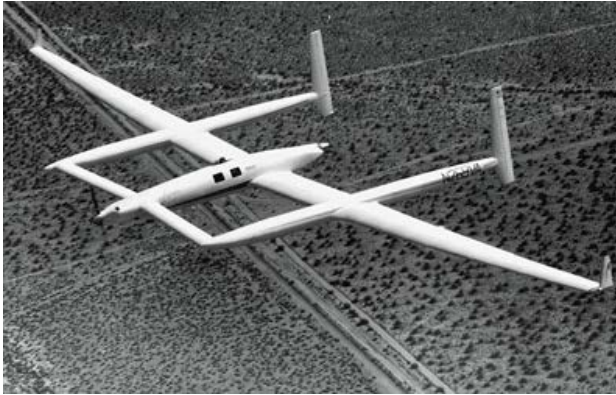
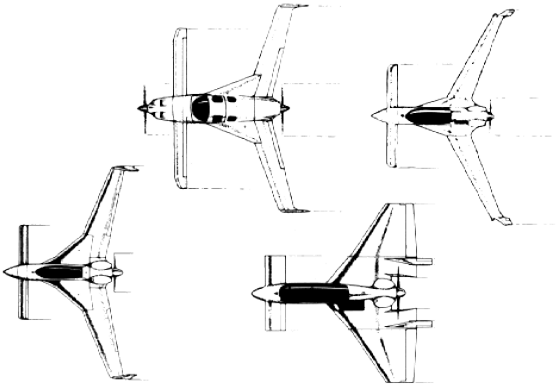
...applying scientific and technical knowledge to achieve functional, efficient and affordable products.



James Dyson



Andrian Newey



Burt Rutan

The Human Centred Designer

... a relatively transparent figure who does not impose preferences on a project, but, instead, conveys and translates the will of the people in order to empower them through the final design solution. Human centred design involves techniques which communicate, interact, empathise and stimulate the people involved, obtaining an understanding of their needs, desires and experiences which often transcends that which the people themselves actually knew and realised.

Some Human Centred Design Tools...

Ethnographic interviews
Questionnaires

Day-in-the-life analysis
Customer Shadowing
Fly-on-the-wall observation

Activity analysis
Error analysis
Cognitive task analysis

Conceptual landscape
The five whys

Narration
Visual journals

Role playing
Be your customer

Personas
Scenarios

Extreme Users
Focus groups
Co-design

Some Human Centred Designers...



jnd.org



Augmented Cognition

The design and evaluation of cognitive technologies which act in partnership with humans, aiding or improving human performance.



Design and Branding Strategy

Creating and developing brands through design as a total sensory experience.



Design Strategy and Innovation

Management strategies and tools for adding value through design.



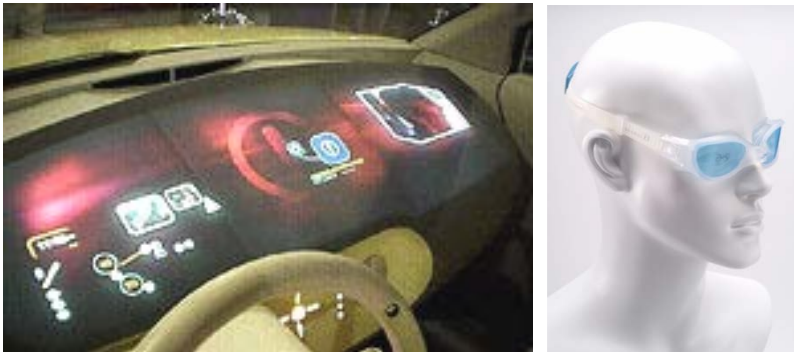
Ergonomics and Human Factors
Designing products, systems and services based on human capabilities and limitations.



Human Centred Design Process
Developing HCD practice and process through collaboration with a range of businesses and consultancies.

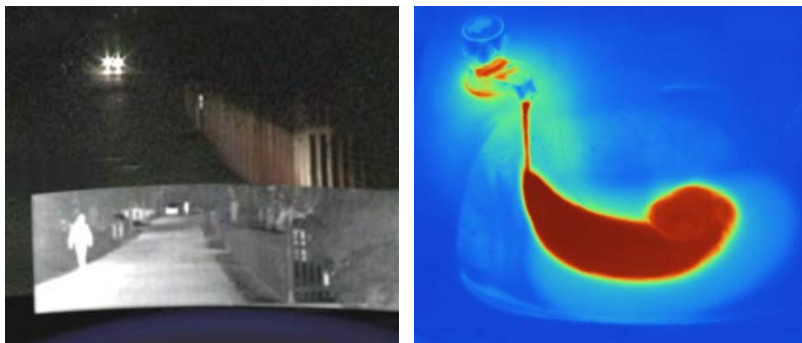


Inclusive Design
Approaches and methods for designing products, systems and services which empower people.



Information Architecture

Methods for designing products, systems and services which help people to understand complex data.



Perception Enhancement

Methods for designing products, systems and services which aid perception of key environmental stimuli.

The business challenge ?

...deciding how much of “us” to put into the product, system or service.



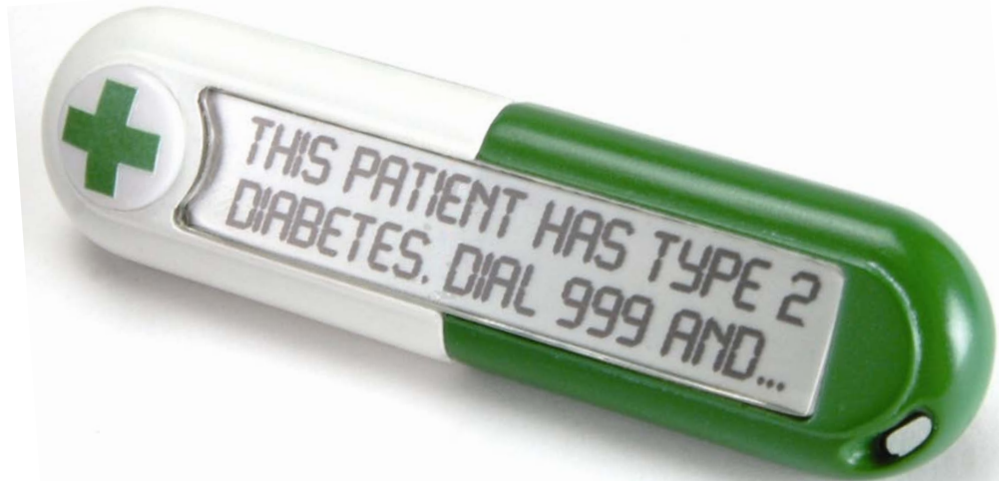
**Putting a little bit of us
into our tools.**

**A clever flower pot can help
to care for our floral friends.**



**Putting a little bit of us
into our tools.**

**Assisted navigation takes the
strain of reading the map.**



Putting a little bit of us
into our tools.

Medical devices can
inform or even diagnose.



**Putting a little bit of us
into our tools.**

**ASIMO can assist with
many workplace tasks.**



**Putting a little bit of us
into our tools.**

Robots work with children.

Thank you.

