



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A++' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER APPLICATIONS

23CAT703 – DIGITAL MARKETING

II YEAR III SEM

UNIT II – USER INTERFACE DESIGN PROCESS

TOPIC 15 – Human Consideration in Design

Reshaping Common Mind & Business Towards Excellence

3P
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Culture

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Design
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FrameWork

Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Human Consideration in Design

User's Physical Characteristics

- Age
- Vision
- Hearing
- Cognitive processing
- Manual dexterity
- Gender
- Handedness
- Disabilities

User's Tasks and Needs

- Mandatory or Discretionary Use
- Frequency of Use
- Task or Need Importance
- Task Structure
- Social Interactions
- Primary Training
- Turnover Rate
- Job Category
- Lifestyle

Older Adults

- Are more educated
- Possess higher vocabulary scores
- Have more recall difficulties
- Have more problems with tasks requiring three or more clicks
- Are more likely to scroll a page at a time
- Respond better to full pages than continuously scrolled pages

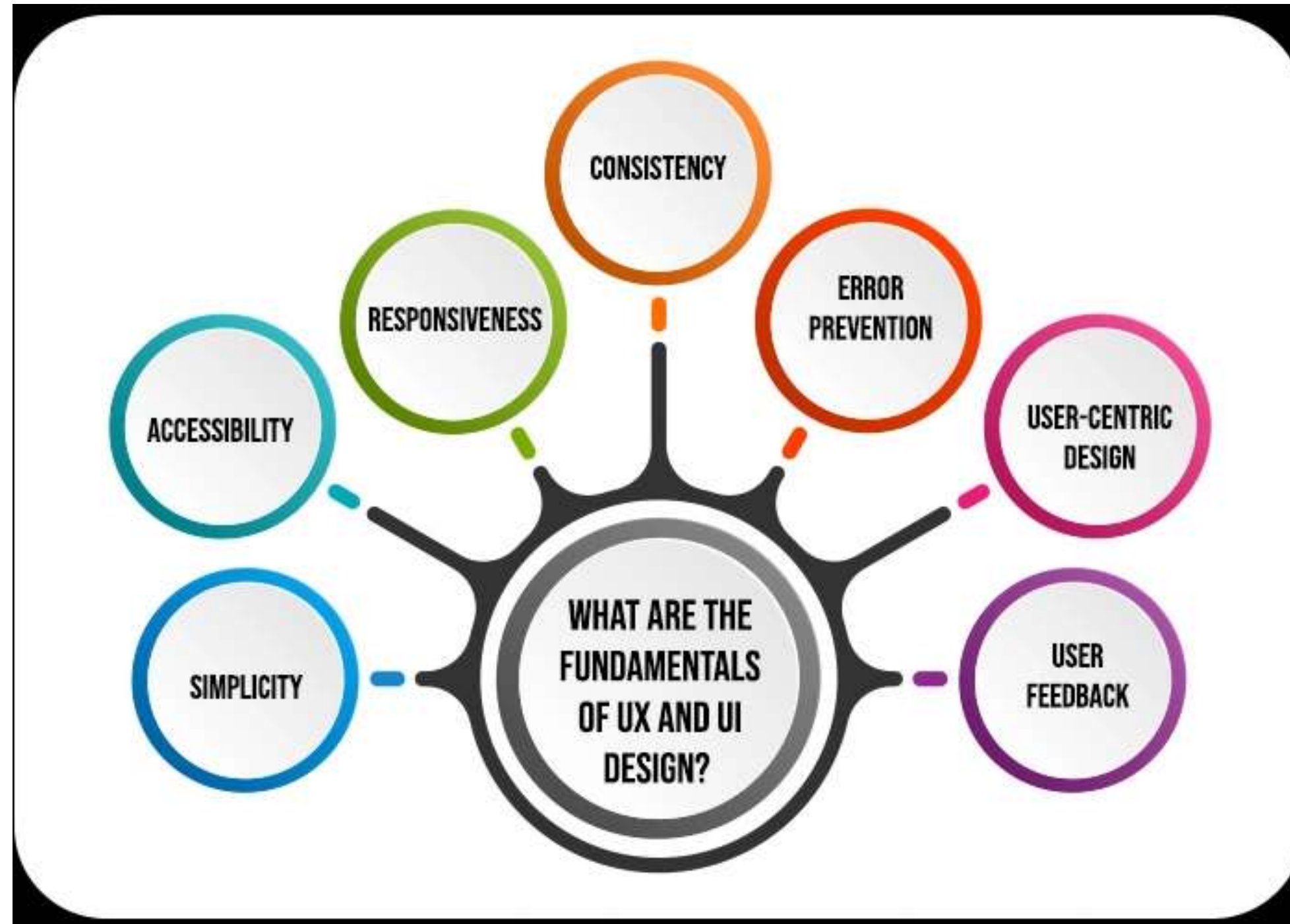


Human Consideration in Design



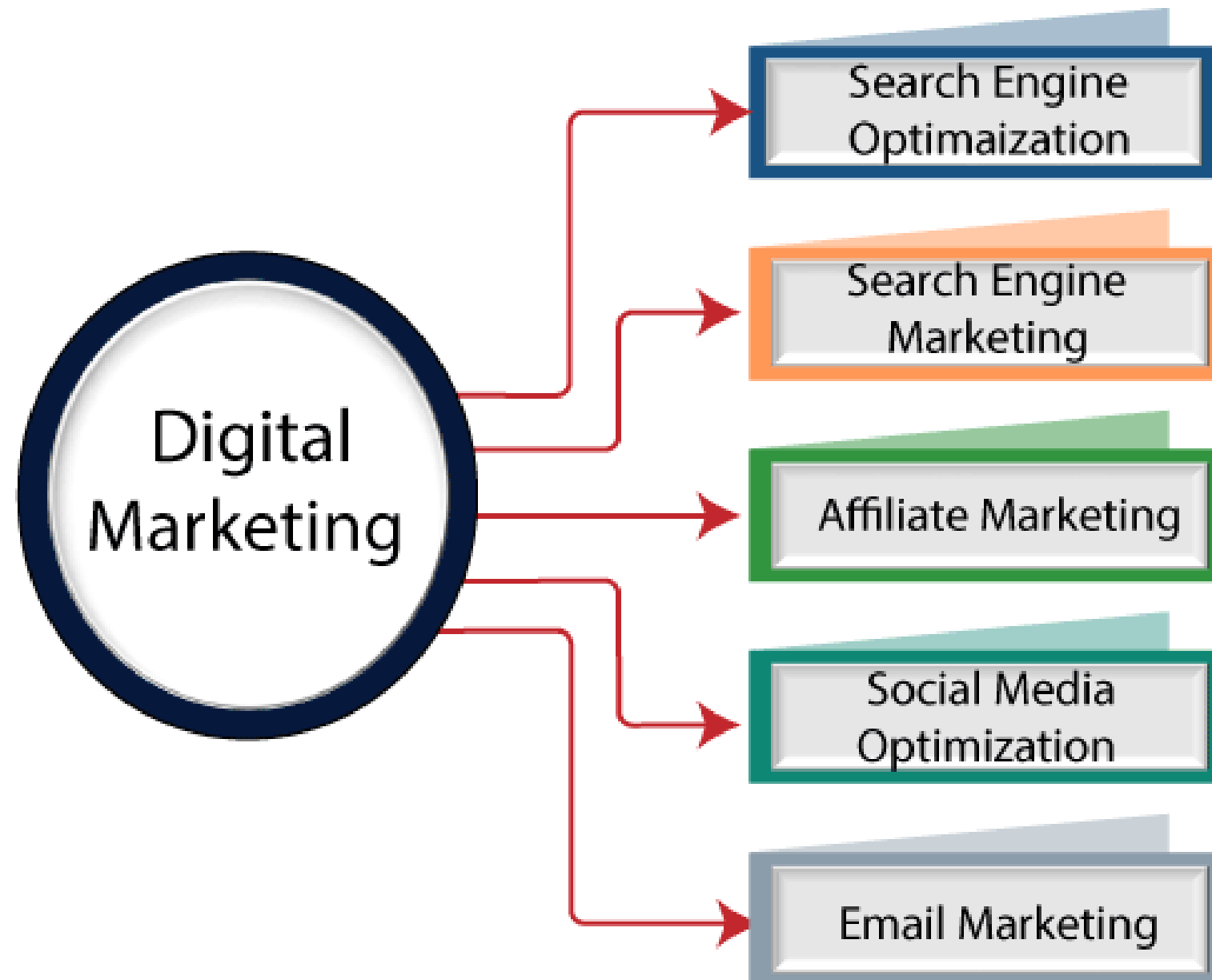
Methods for Gaining Understanding of Users

- Visit user locations to gain an understanding of the work environment.
- Directly talk with users about their problems, difficulties, wishes, and what works well now.
- Observe users working or performing a task.
- Videotape users working or performing a task.
- Learn about the work organization.
- Have users think aloud as they do something.
- Try the job yourself .
- Prepare surveys and questionnaires.
- Establish testable behavioral target goals.





Have to focus



Thank You