

# **NSCAD Class 1**

# **User Centric Design**

Adam Kruszynski

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# Short Intro

- Adam Kruszynski (pronounce it however you want it)
- Digital Director @ Revolve
- Co-Chair @ AIM Conference
- 18 years experience in digital
- Teaching @ George Brown College & Sheridan College
- Writer & public speaker
- Love to learn... impacts how I teach
- Serial Volunteer
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# Topic: User Centric Design

1. What is design? What makes a good design?
2. Which design principles cross media & devices? Why? What do they all share?
3. How would you decide how to design interface for something you've never worked with?

# User Test Demonstration

- Need a volunteer
- Someone who loves to “tell it how it is”
- Someone who loves the Sony brand
- You will not be harmed or ridiculed



# Deconstructing the Test

- What do you think are the goals of this website?
- What stages did you notice in my user test?
- How was each section of the test structured?
- To what extent did I lead / help the person find the answers?
- Why pre-test and post-test?
- Any questions?

# Your turn: Design a User Test

- Groups of 2 (pick your fav friend or I'll pick)
- You have 40 minutes
- Download directions from my website
- Edit the template to create your own script
- We will review key findings right after
- Heads up! Final version is due next week for 5% of course (grading schema provided on website)

Review / Share what you got!

# Your Turn: Administer the Test

- Run the user test on each other
- Take turns as participant and test administrator.  
Do all the steps and grade each other.
- About 20 mins per person

Review / What did you learn?

# Next 2 Classes

- Nov. 7: Interface-Agnostic Approach to Design
  - Will show you how to follow user design principles to create new / innovative experiences.
  - Based on my session at HPX Digital last week.
  - Today's assignment is due @ 9am
- Nov. 14: Design is Dead. Long live design!
  - Connect all the pieces and hands-on application of what you learned.
  - Get to find out a bit how new tech works.
  - Nov. 7 assignment is due @ 9am
- Nov. 21: Your Nov. 14 assignment is due @ 9am

# Homework

- Improve / correct your User Test
- Grading schema is on the website
- Send all files by email  
adamoutsidethebox@gmail.com
- Due before next class Nov. 7 @ 9 AM ATL sharp  
(as per date stamp on the email)

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