Design for Experience

Abstract:
Jean-Claude Balland, a Professor at our ETM department we remember very fondly, when talking about user-centered innovation used to ask attendees if any of them would run a spreadsheet model to figure out who they should marry. Indeed, as professionals who abstract problems with math tools to inform our decisions, we sometimes neglect to recognize that human decisions are mostly irrational, biased, unconscious, emotional, and it is the human experience that closes the loop in human-centered system. These processes have worked well for humanity throughout its evolution, and are important aspects of the user-centered innovation approach. More than that, designing for the user experience is already a vital factor in business success, and the term user-experience is becoming part of our daily language.

In this talk Shimon will provide a brief introduction to what user-centered innovation is, and will then describe a couple of frameworks and principles of design for experience, and then will discuss a few guidelines for user experience design.