



Where does visualization meet user-centred design? Exploring the tension between innovative design ideas and user preferences and innovation.

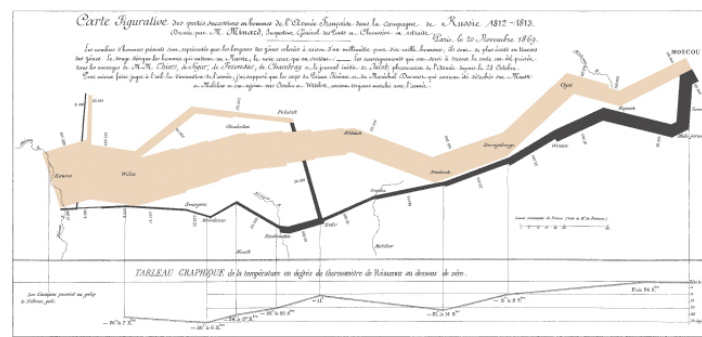
Jan Gulliksen

KTH – Royal Institute of Technology,
Stockholm, Sweden



What is the problem?

- We expect the great design ideas to show up as evidence of a bright idea from the “exceptional designer”





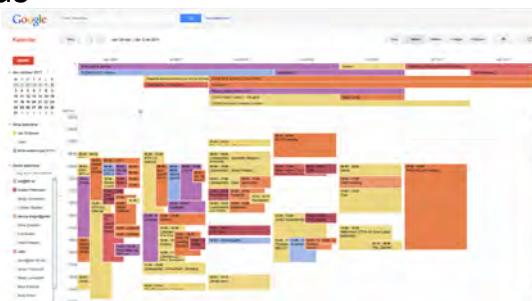
What is the problem?

- There is no such thing as a bright idea that comes from nowhere, simply based on inspiration.
- Most ideas are iterated several times and comes out of hard, (user-centred) design work.
- *“It is not inspiration – it is perspiration!”*



Framing the problem

- Today users become more and more engaged in finding new solutions to their problems.
- New solutions leads to new knowledge that leads to new ideas





KTH Datavetenskap
och kommunikation

User-centred design \neq Usability engineering

- Usability engineering – an engineering process where evaluation is in focus
- The tension between the usability field and design oriented development

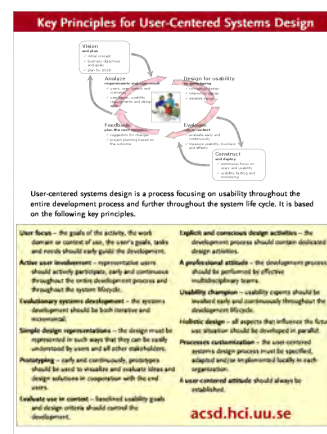


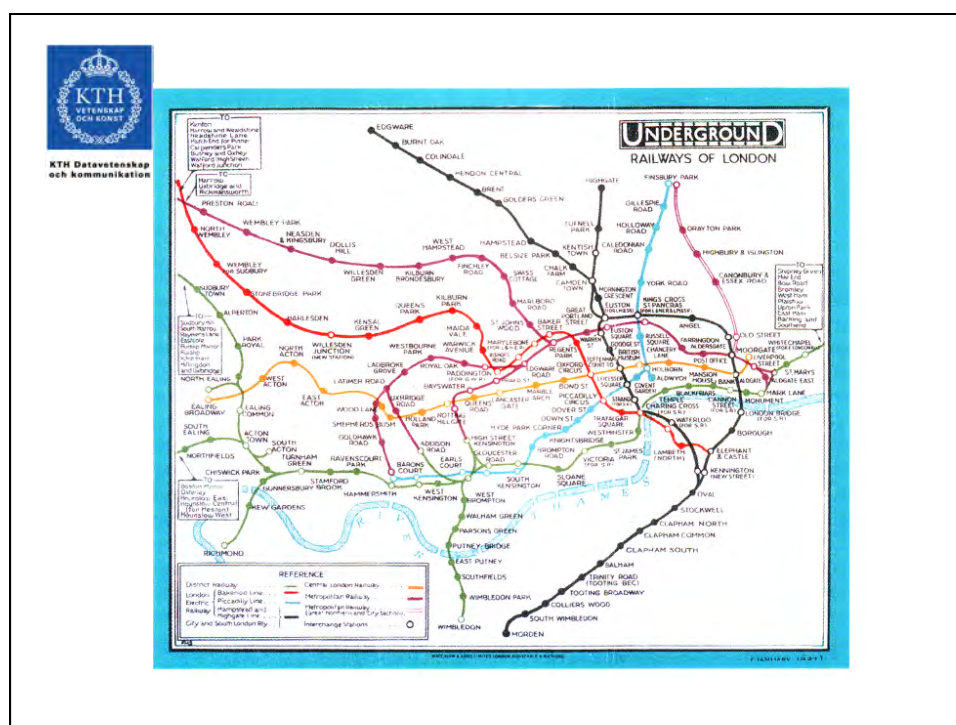
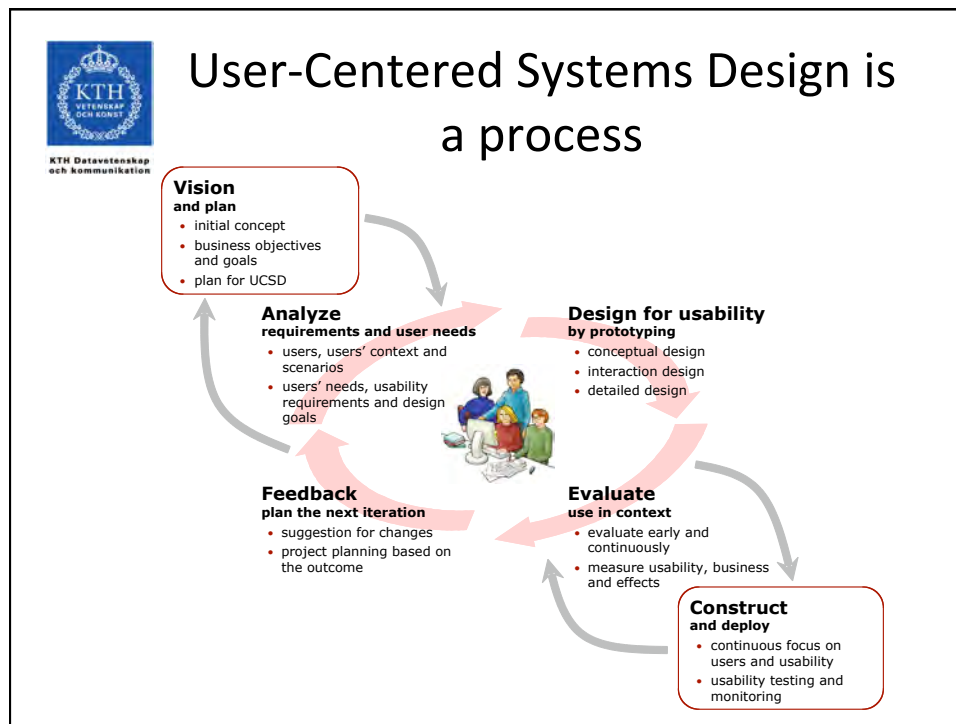
KTH Datavetenskap
och kommunikation

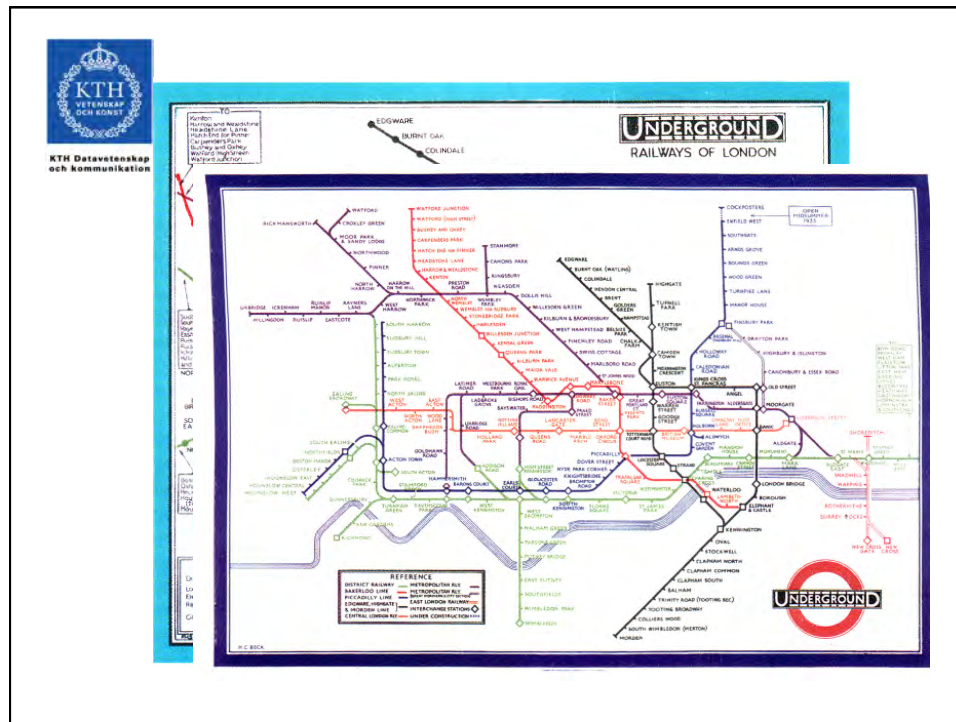
Definition of User Centred Systems Design

“User Centred Systems Design is a process focusing on usability in the entire development process and further throughout the system life cycle. It is based on the following key principles:”

Gulliksen, Göransson, Boivie, Blomkvist, Persson & Cajander (2003)



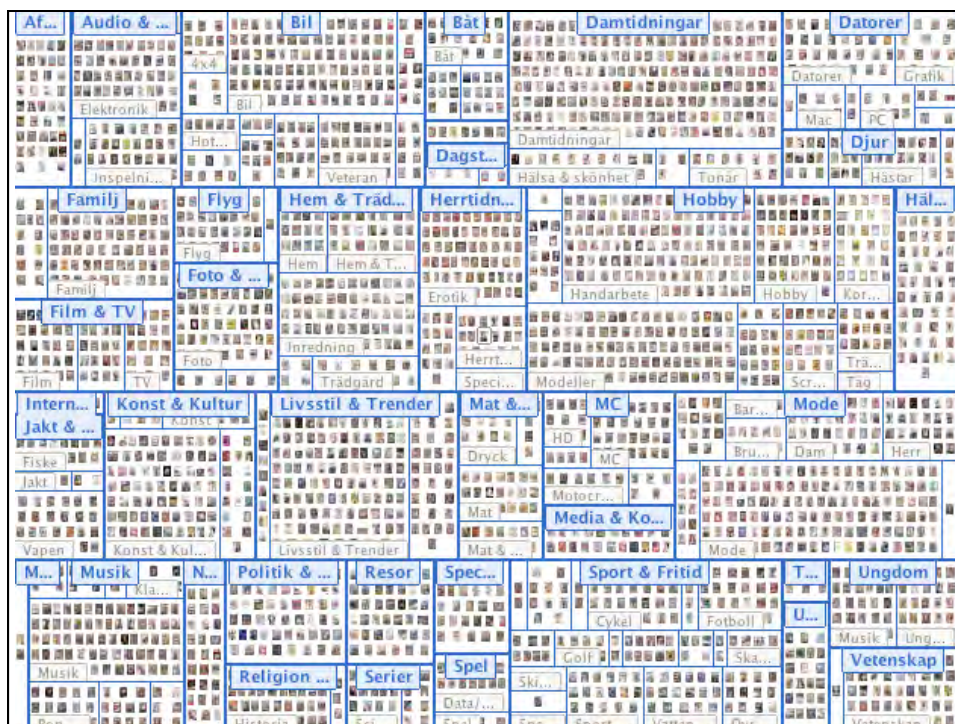
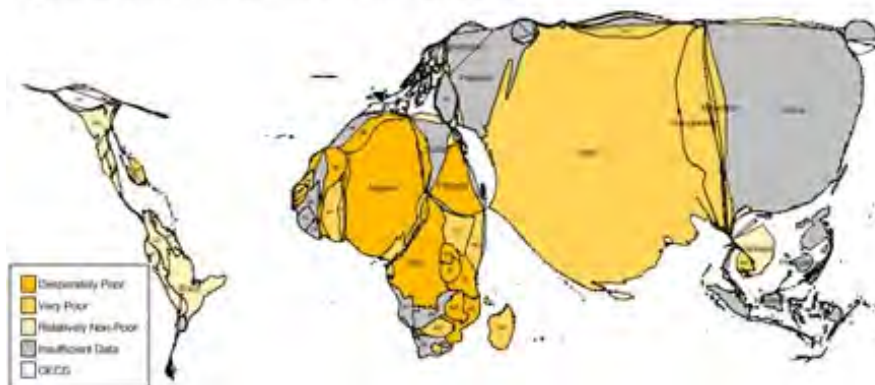






Distorted visualizations

Figure 3.3 The proportion and size of chronically poor populations in world regions



newsmap

about permalink SELECT ALL CATEGORIES

Physician suspects add a surreal twist to case

Abbas to visit Jakarta soon to seek Indonesian support

Japanese minister resigns over atomic bomb remarks

PRO GOLF NOTEBOOK Emotions betraying Ochoa

Benoit doc charged

Sir Elton rages at royal security

Yemen ups security after attack kills 7 tourists

Homes arrests linked to BBC reporter's abduction

Cyprus police find US diplomat dead

President, Putin upbeat but still at odds on missiles

Bush buddy Scooter's spared the time

Lieberman says Iran is waging war

Pressed for Money, McCain Cuts Campaign Staff

Attack Survivor Dies in Cruise Ship Jump

Lake Tahoe Wildfire Now 100 Percent Contained

White House Could End Up in Court

Nifong Is Out

Oil Traders Near 10-Month High as Refiners May Boost Processing

Up Next for Buyouts: Cable TV

Shares in Australia's Westfarmer's drop after Coles bid

Space Shuttle Heads Back to Florida

Universities blow against unions

Microsoft and Amazon Team Up On HD-DVDs

Official: Health expert saying harmful healthiest as

Mass Offers Young Adults Health Plans

Tuesday July 3, 2007 11:32

SELECT ALL CATEGORIES

Layout: SQUARED STANDARD

Bezig met het laden van marumushi.com...

KTH Datavetenskap och kommunikation

NBA AM: Owners Preparing To Mount Offensive

Black Friday midnight openings becoming more common as stores compete for shoppers

Occupy protesters march to NYC financial district

Newt Gingrich faces big questions

Solar energy loan not political, Chu says

Budget Crisis Threatens Privatization of US Space Missions

China spacecraft returns to Earth after docking test

Galaxy Nexus launch day blunders

Danish PM in Berlin: first address crisis, then treaty

New Italy PM pledges tough reform to face emergency

Congress easily OKs bill for vets, contractors

Herman Cain's other problem: African-Americans

Calif. high court OKs appeal effort in support of Prop 8

GOP leaders weigh changes to Alabama immigration law

Pizza Is a Vegetable and Other Congressional Revelations

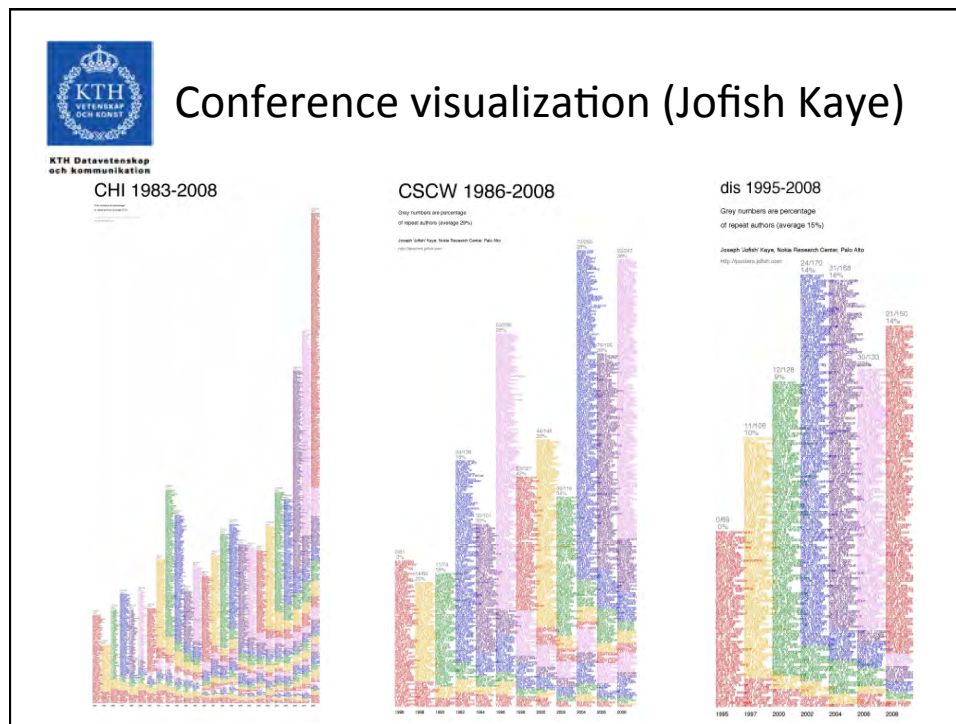
Ban Smoking in Private Vehicles, Says BMA, UK

Some smokers can blame their genes

Mila Kunis Talks Balls, Manly Justin Timberlake

South Park pokes fun at Penn State problems

This November 17, 2011 10:45:12





**KTH Datavetenskap
och kommunikation**

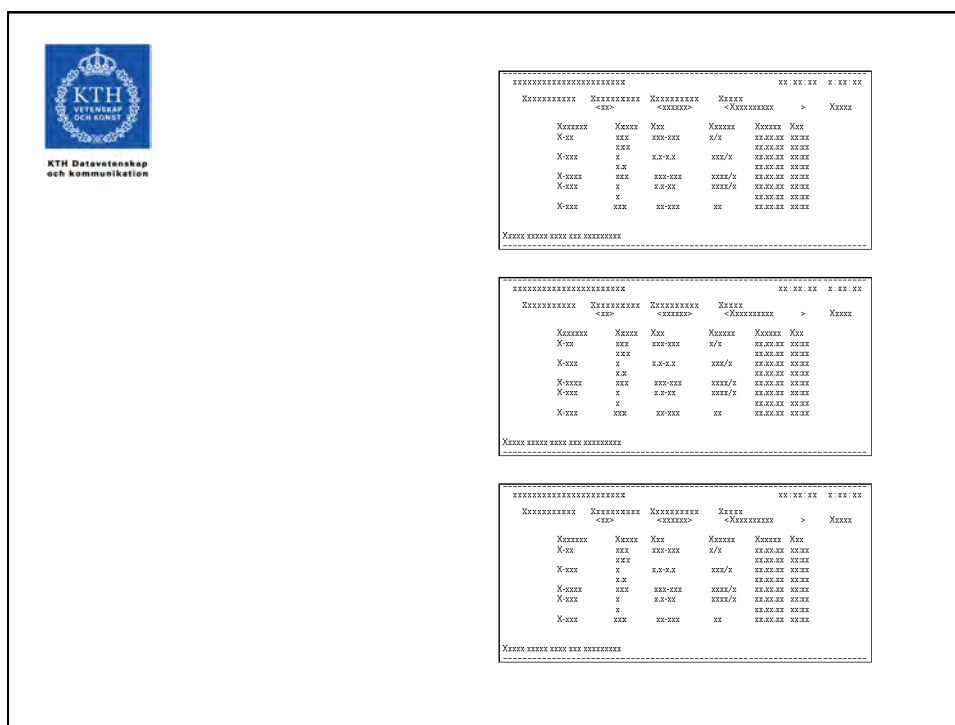
Studying how doctors make use of the Medical record and what happens when these routines are computerized.

From E. Nygren – The art of the obvious. Presented at CHI 1992

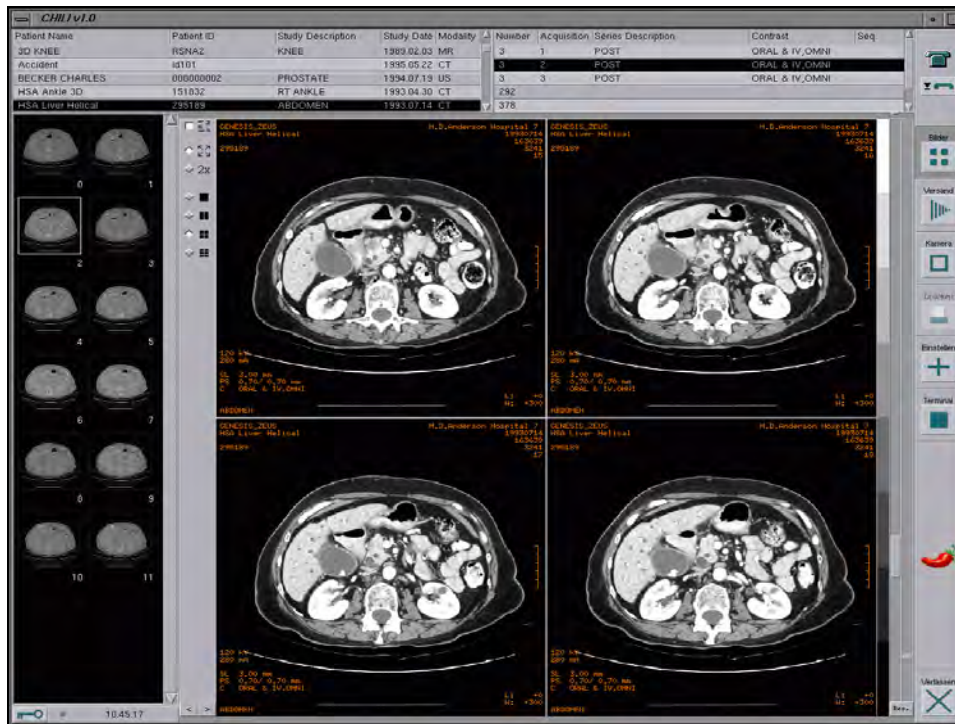
[illegible]


**KTH Datavetenskap
och kommunikation**

[illegible]











KTH
VETENSKAP
OCH KÖNST

KTH Datavetenskap
och kommunikation

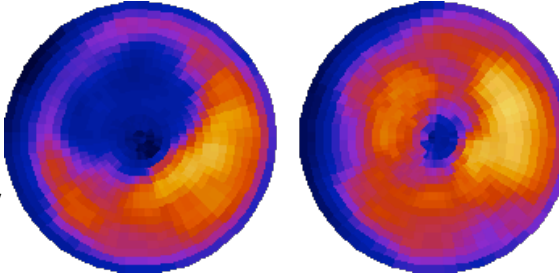
Myocardscintigraphy

*Recipie: Omelet +
+ Technetium 99m*





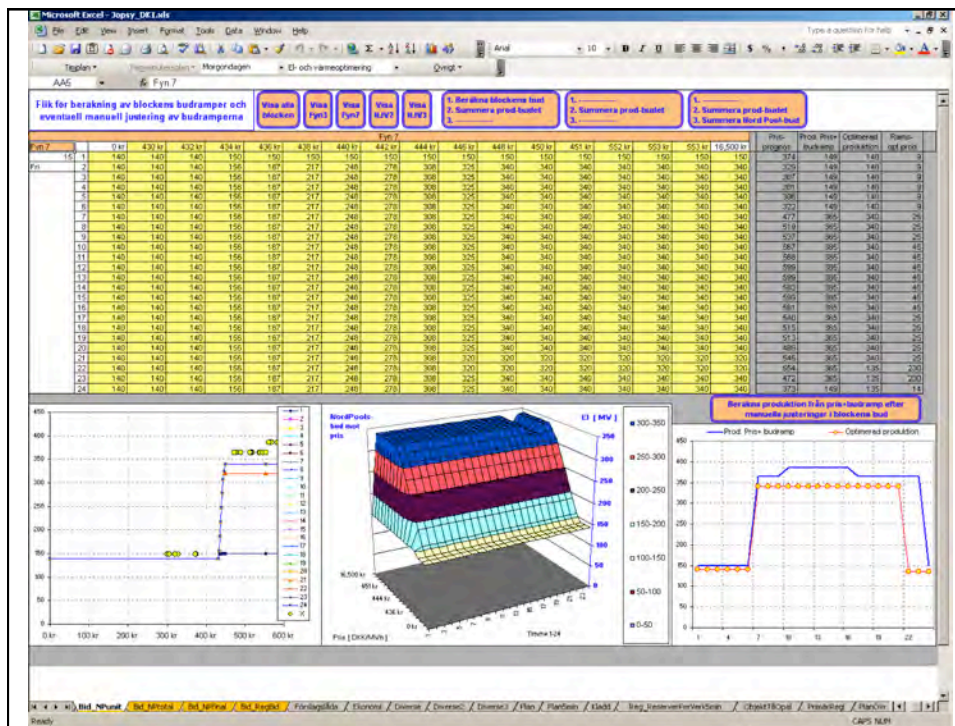
From E. Borälv, Uppsala university

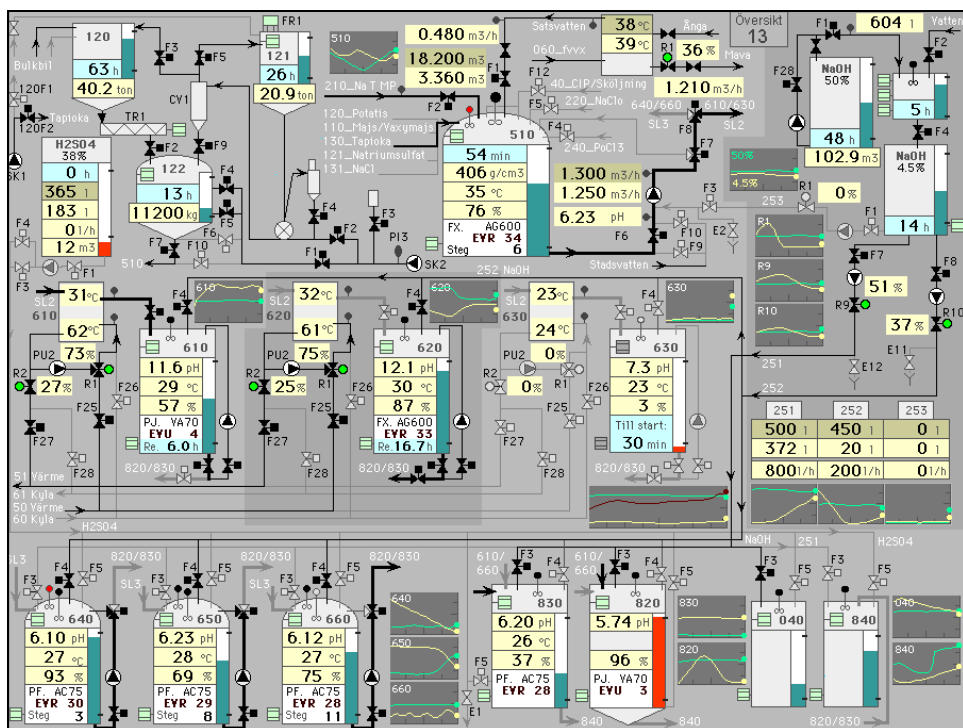


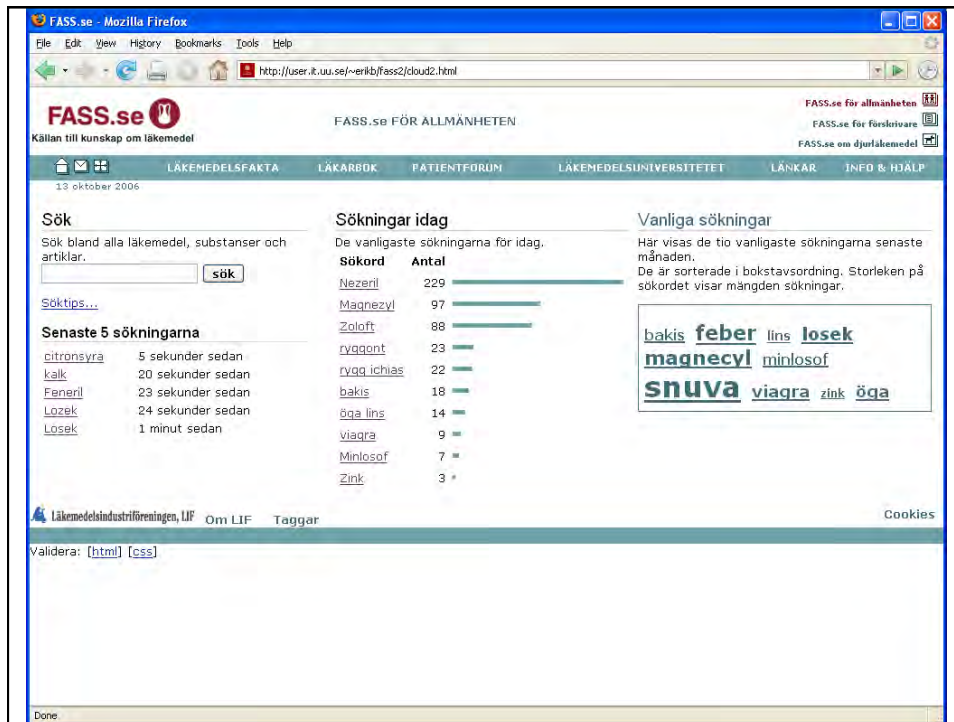


User-centered visualization in practice

[illegible]







KTH Datavetenskap
och kommunikation

Summary and take-away message

- It doesn't take an exceptional designer to create usable information visualization
- An iterative process successively bring you closer to the desired visualization
- Users are valuable resources in the design process, even for visualization