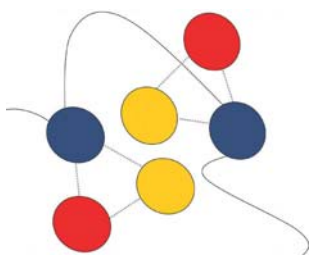
using the user



User-centred design

“The central premise of user-centred design is that the best-designed products and services result from understanding the needs of the people who will use them. User-centred designers engage actively with end-users to gather insights that drive design from the earliest stages of product and service development, right through the design process.”

Alison Black (designcouncil.org.uk)

Sandbug the ergonomic electric sander with a unique hand strap

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'Push & Go' allows the user to hold the tool in any number of ways because there is no activation button to press.

Its short length also gives greater control and allows force to be applied directly in line with the screw.

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Research

In-Store – Related Work – Range Review

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Communicating with the user: Direct Research

Focus Groups – Individual Testing – Wide Scope – Long Term

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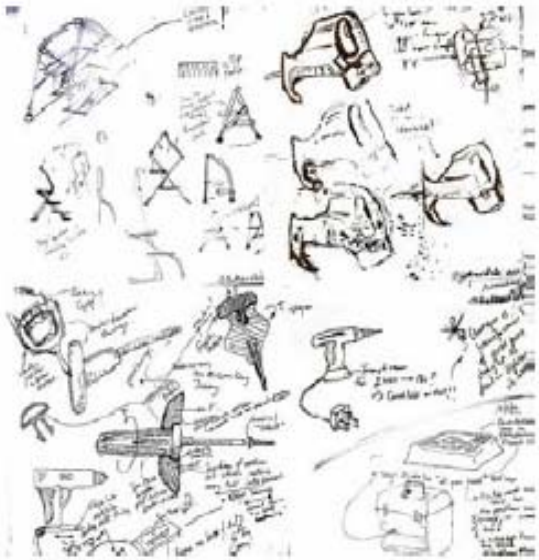

Concept Generation, Confirmation and Early Communication

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Working prototypes with personality

Buyer decision point

Helps sell to business

Presentation to manufacturer

IPR development

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Sandbug

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How useful is “the user”?

- Approaches are centred on… The User
- Identifying and understanding needs – but where do they come from?
- Lack of attention to cyclicity of design and consumption?
- Can the object-human relation be designed?
- Does use capture assimilation of products to everyday life?