Towards an Understanding of User-Needs Analysis in Product Design

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Motivation

[1] filling much-needed holes?
[2] getting the right design
getting the design right

[3] what are designers' opinions of user-needs methods?

[4] synthesis of information
during the “muddy middle”

How does interaction with the user affect the decision making process throughout the entirety of the project?

Need finding
collection selection
prototype feedback

Time

Making decisions

Method

product design and
development course

ESD.40

3 months

$800

18 teams

of 3-5

mid-career

professionals

pre and post

surveys

timesheets

design notebooks

user interaction reports

prototype

business plan

user need

Perspectives on Products

the product is
{useful, useable, desirable}

the designer had in mind
{function, interaction, form}

the prototype addresses
{implementation, role, look/feel}

the customer needs
{basics, performance, excitement}

Goals

framework for understanding
and performing
user-needs analysis

prepare

respond

interact

How will user interactions affect
the design process and outcome?

Methods

Motivation