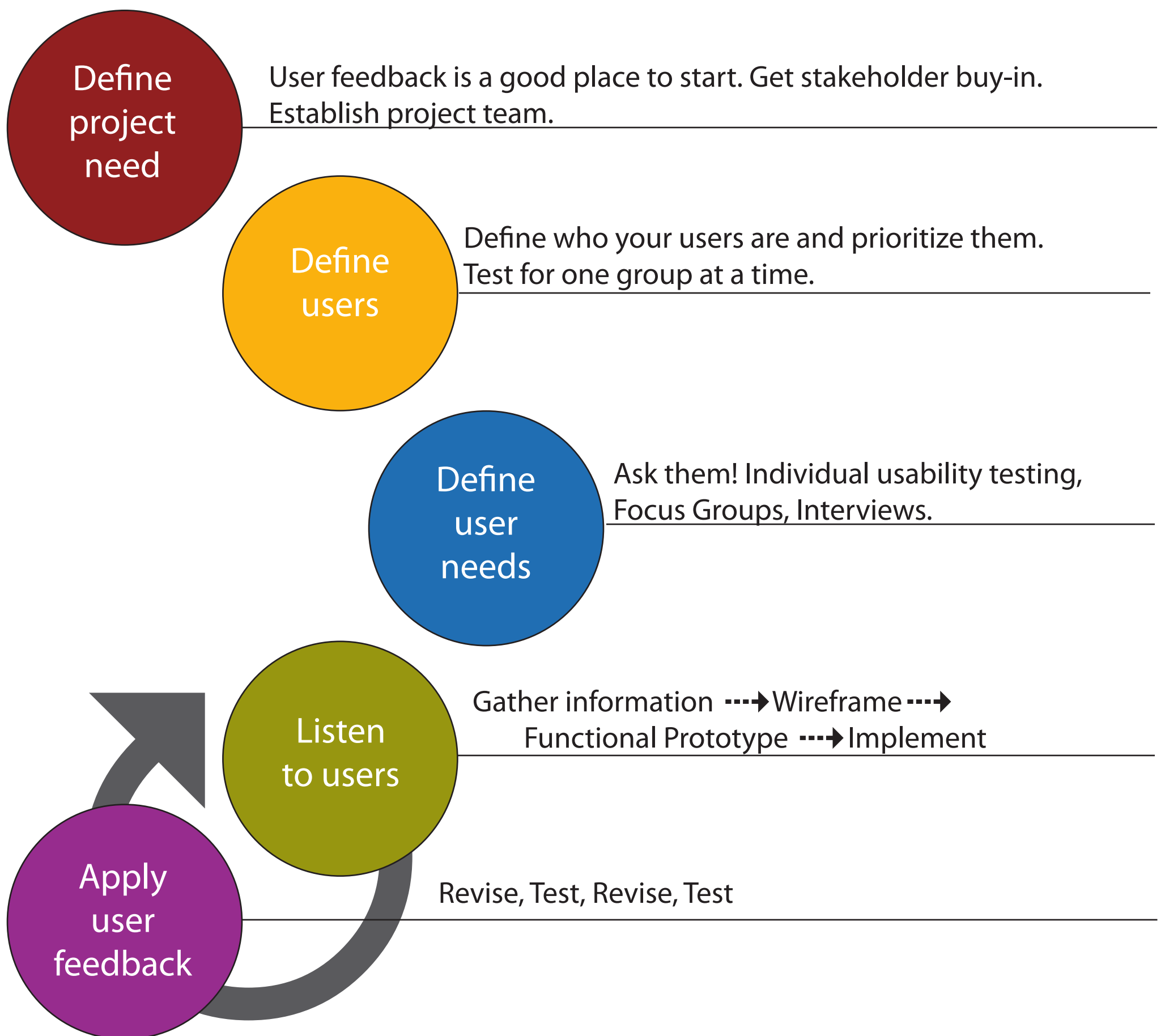


User Role in Web (re)Design

What's realistic? What's possible?



Keep in mind

❶ Focus on user needs and functionality

Let the user define what the project needs to be and work on content later.

❷ Be flexible

User-centric design process can lead to unexpected outcomes—including failure and serendipity. Do not over-document—build, test, revise, test, revise, etc.

❸ Avoid bureaucratic pitfalls

Gain trust and good-will of stakeholders. A focus on users removes burden of decision making from the team and staff.

❹ Define the project and process

Establish a lean development team. Informal iterations kept the project moving forward.

❺ Change is difficult

Give users time to adjust and respond to changes. Explain why the change is being made.

❻ Never Done

Redesigning doesn't end—adjustments and new features/content. *Usability testing continues!*