



● Human Centered Design Organization

H

Human

C

Centered

D

Design

Promoting “people first” in design and manufacturing

Specified Nonprofit Organization

Human Centered Design Organization

<http://www.hcdnet.org>

A word from the President on The Human Centered Design Organization (HCD-Net)

The Human Centered Design Organization is a specified nonprofit organization working to enhance the effective implementation of Human Centered Design in the development of artifacts, software and systems.

The introduction of Human Centered Design to the product development process will enable a better understanding of user reality, which is organized into a set of requirements and shared by all stakeholders in product development. This links the development process to an evaluation process, by which a quality level that satisfies users will be achieved.

To date new interface design technologies have been developed and their application has produced a wide variety of user interfaces. However, it is also true that Human Centered Design – with usability, a major quality characteristic at its core – has not yet been sufficiently understood or implemented. Thus products that fail to answer users’ needs and cannot bring essential satisfaction have proliferated.

To change this situation, the Human Centered Design Organization will challenge the traditional boundaries of an academic society, engaging in activities ranging from social education programs, training classes for engineers and designers, sessions to encourage deeper understanding of HCD through free discussions, promotion of studies on usability and emotional appeal, participation in the design and evaluation of public organization websites to accreditation programs and international cooperation with overseas parties.

Together with you, we look forward to initiating a movement towards Human Centered Design, and appreciate your understanding and participation.



Masaaki Kurosu

President
Human Centered Design Organization

The Challenges of HCD

Too few practicing specialists

HCD, or Human Centered Design, means design with people first in mind. In the academic world, specialized studies related to HCD have been pursued in fields such as human interface, ergonomics, design and cognitive science. However, there are still very few specialists in Japanese industry who can put HCD into practice. As a result, most products are launched without the involvement of an HCD specialist, producing a flood of products and systems that are difficult or even impossible to understand or use.

HCD problems arose with product sophistication

The “products” we talk about here include everything from hardware, software, systems and services. Most traditional products were free from HCD problems, but products constantly evolve and change with time. New technology has produced sophisticated and complicated products that need more than traditional design logics in order to facilitate usability and user satisfaction.



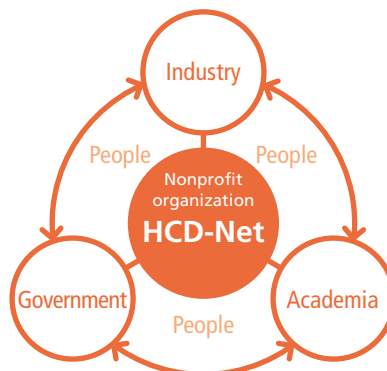
Key factors are industry recognition and specialist training

In order for HCD to be reflected in the development of future products, it is essential to promote better understanding between business managers in industry, to provide product managers and designers/engineers with more knowledge and skills and to train more HCD specialists.

The Role of HCD-Net as a Nonprofit Organization

Working with different sectors for a new society

Because of the confined frameworks of academia, industry and government, perspective concerning HCD is often lacking, and understanding and use of the resulting products therefore depends upon the skill and flexibility of the user. In order to realize an HCD-conscious development process while compensating for such drawbacks, the HCD-Net as a public interest group has a vital role to play in linking industry, government and academia.

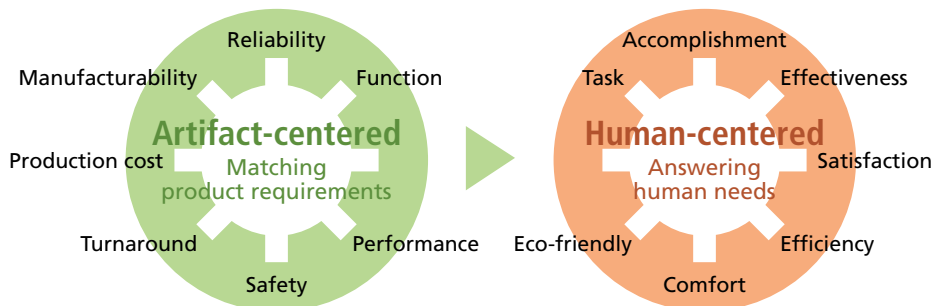


The HCD-Net works as a nonprofit organization across sectors to connect industry, government and academia, based on the activities of professionals who have been active in the field for nearly 20 years. The activities of HCD-Net are based on the process standards of ISO 9241-210 (ISO 13407).

What is Human Centered Design?

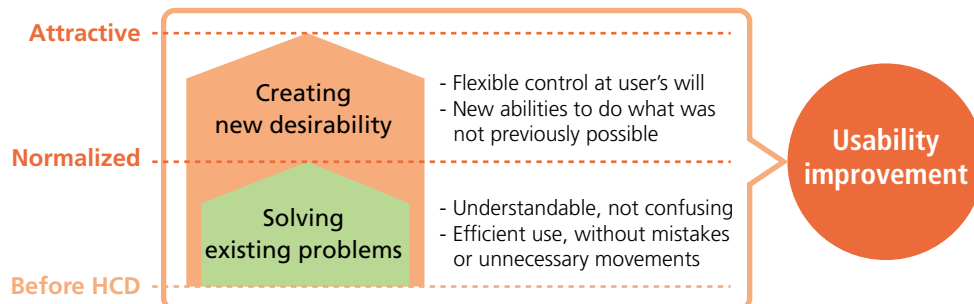
People-centered instead of artifact-centered development

Today's technology should be utilized not just to make things but also to better answer the needs of those who use them. Human Centered Design focuses on people, in order to design for the fulfillment of their needs.



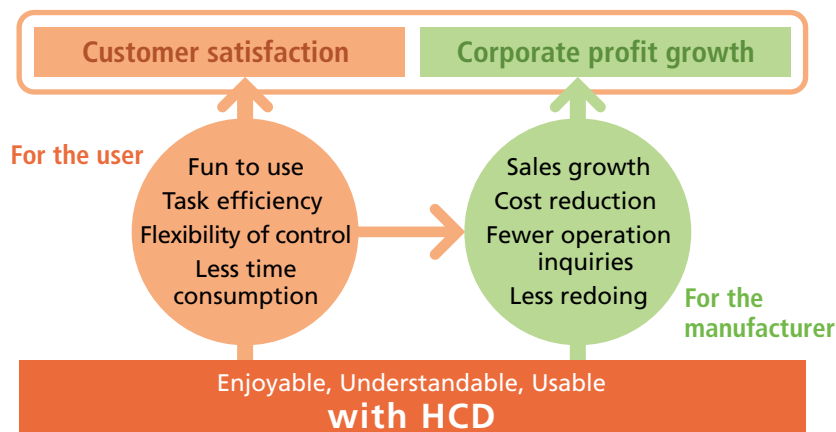
From problem solving to creating new desirability

The aim of Human Centered Design is to make products more usable and attractive. Usability in this case is not just about solving existing problems, but proactively creating new desirable attractiveness to meet people's demands.



Less redoing, achieving both customer satisfaction and profit

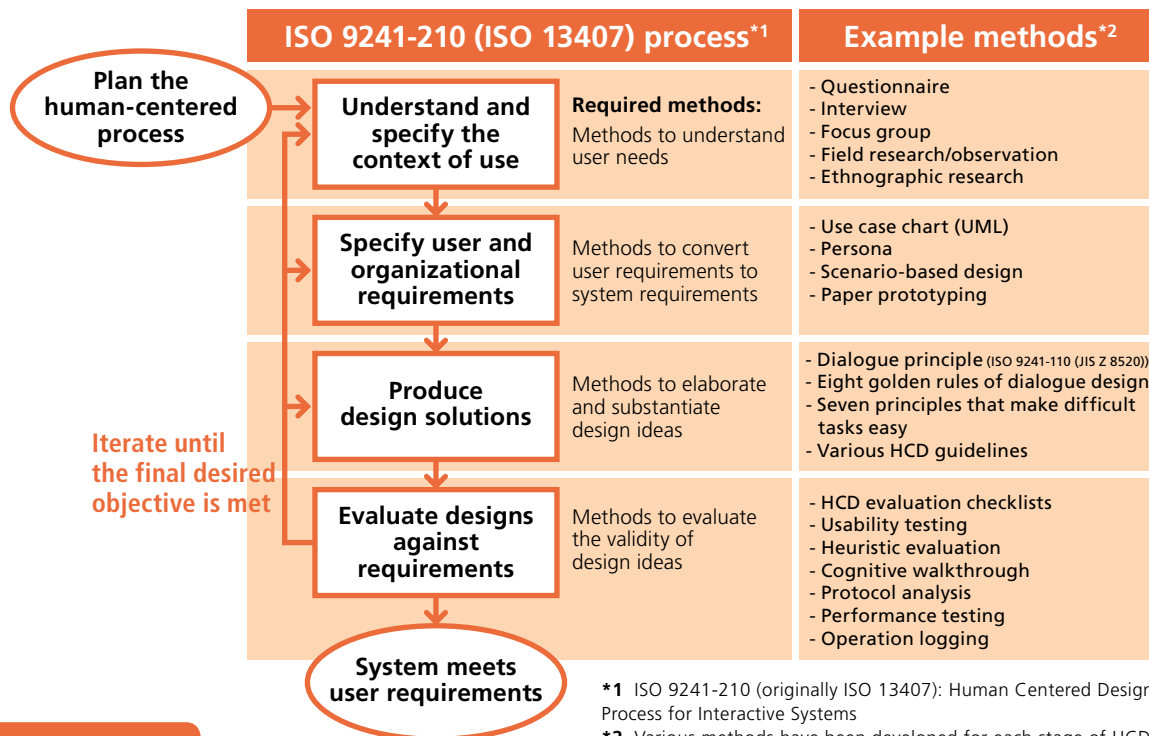
The implementation of Human Centered Design will mean a smoother and more enjoyable user experience. While for manufacturers it will reduce inquiries from customers concerning operation or redo-orders, leading simultaneously to cost reduction and customer satisfaction.



HCD Process and Methods

Repeat design and evaluation to satisfy user needs

The basic process of Human Centered Design is to 1) clarify users and their requirements in the product planning stage, 2) design the product to meet such requirements and 3) evaluate user satisfaction level. This sequence is repeated until user requirements are met.



*1 ISO 9241-210 (originally ISO 13407): Human Centered Design Process for Interactive Systems

*2 Various methods have been developed for each stage of HCD in order to support a steady workflow. The utilization of these methods will contribute to improving usability.

Identify problems through observation

Usability will change according to situation and environment. A different user, time, place or objective will require different solutions. Understanding the user's requirements and behavior is the first step in improving usability.

The user and his/her surrounding environment in the actual situation should be closely observed. In-situ findings include many valuable sources of inspiration.

Work in a multi-disciplinary team

Human Centered Design is best performed by a team that consists of not only usability specialists, but also engineers and designers who compile product specifications, marketers who lead marketing strategies and other stakeholders with various skills and viewpoints.

A call comes in when I'm writing an email!

- Should I answer this call or not?
- Who is the call from?
- Whether or not I want to answer this call depends upon who's calling.
- What should I do if I want to take the call, and what if I don't?
- What will happen to the email I'm writing?
- What should I do to resume writing my email later?
- The caller will hang up if I don't decide quickly. I must decide quickly!

The Social Mission of HCD

A convenient and comfortable life for everyone

By collecting cross-disciplinary knowledge concerning Human Centered Design, binding knowledge and wisdom based on respect for humanity across domains and providing appropriate knowledge and methods to best implement HCD, the HCD-Net contributes to the creation of a society in which all people can live a convenient and comfortable life. This in turn will contribute to economic development and to the realization of a prosperous and stress-free society.

The Activities of HCD-Net

The combination of six departments for promoting HCD

Research activity on HCD

Research and study projects concerning HCD and usability / Studies to improve efficiency and perceived quality in system development through the implementation of HCD and usability / Providing opportunities for study presentations regarding HCD and usability / Periodical publication of research papers



HCD Education

Hosting lectures, seminars and workshop sessions on the knowledge, experience and practice of HCD and usability / Publishing textbooks and references for learning about HCD and usability / Building an architecture of knowledge for the practice of HCD and usability

Diffusion and education concerning HCD and usability / Hosting symposiums and forums for public and business sectors / Consultation of product and service usability / Building professional networks for usability improvement / Organizing consumer groups for usability evaluation and user observation and analysis / Promotion and sales of products excelling in usability / Selecting and presenting annual awards

Social promotion and diffusion of HCD



International activity on HCD

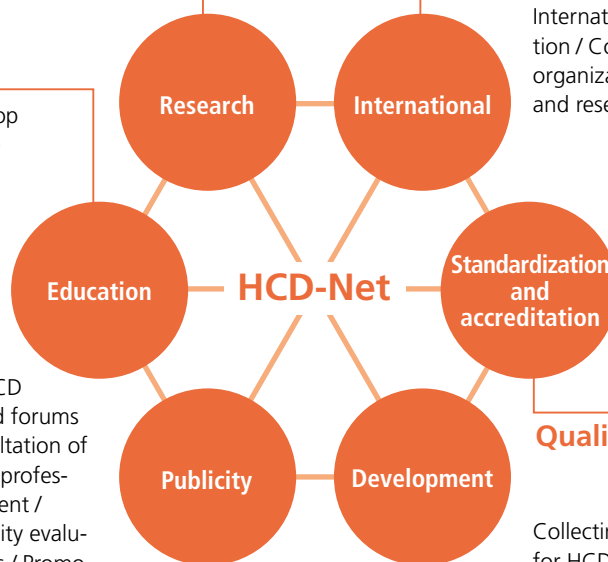
International exposure / International promotion / Combined programs with overseas usability organizations / Supporting international business and research projects

Specifying the activity range, role and competence of HCD / Accreditation of professionals with the ability to practice the HCD process

Qualification of HCD professionals

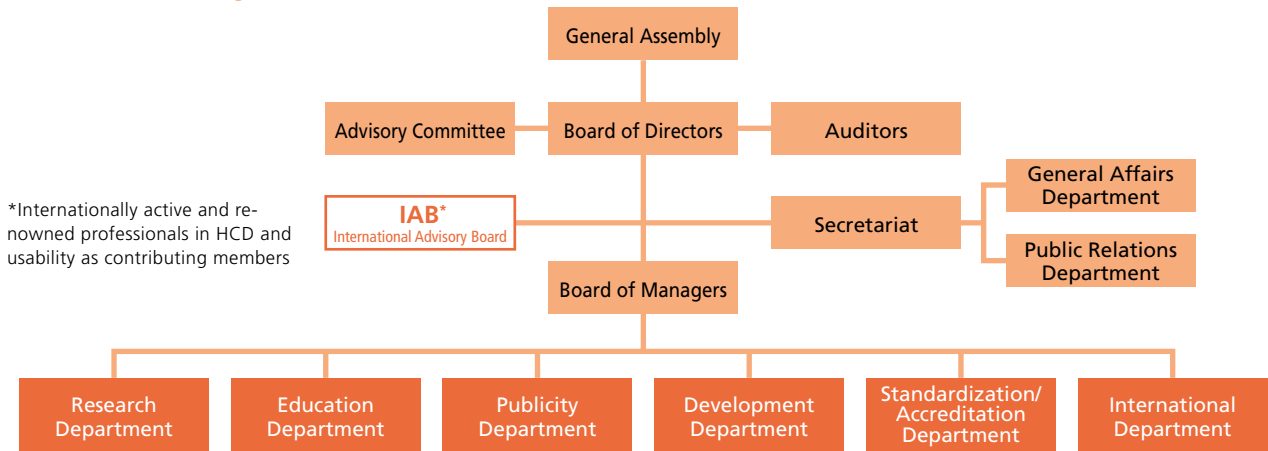
Collecting and developing methods and tools for HCD / Planning and designing for social infrastructure systems with public roles from the viewpoint of HCD and usability / Development and design of products and services excelling in HCD and usability / Developing human resources with abilities in design and management / Collecting and providing information on HCD and usability / HCD and usability evaluation of products and services across industries

Activity for product/service development

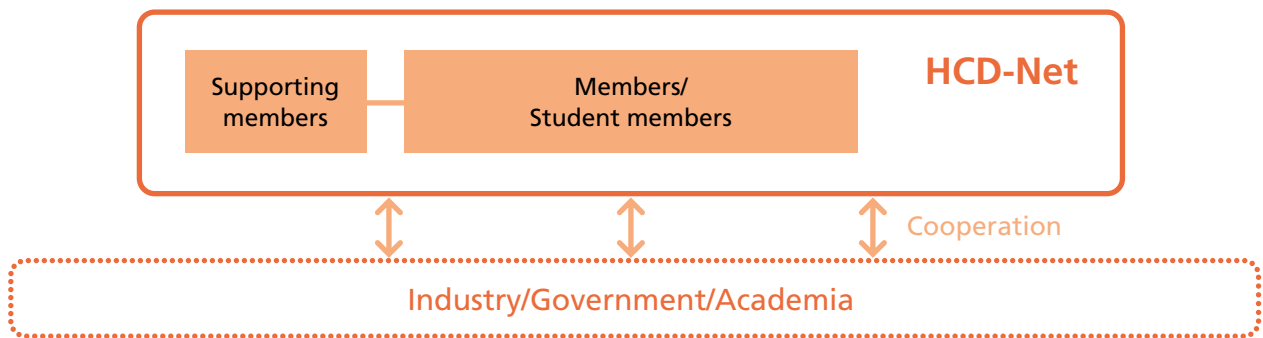


Organization

Administrative Organization



Members' overview



Members of the HCD-Net

Those who need HCD knowledge

- System engineers, software programmers
- Requirement engineers
- Usability engineers and designers
- User-centered designers
- User interface designers
- Interaction designers
- Information designers
- Technical writers
- Those who approach product development from standpoints such as product planning, engineering and design, manufacturing or sales
- Those who need to emphasize the user relationship
- Those who understand the importance of HCD and are implementing it in product development
- People who want to train professionals in the above areas

Those who wish to understand HCD

- Engineers, system engineers, programmers
- Planners
- Graphic designers
- Computer graphics designers
- Product designers
- Distributors
- Service providers
- Systems personnel in the public sector
- Service personnel in the public sector
- Those who wish to place greater importance on the user relationship

Become a Member

1. Members can:
 - Gain access to the latest practical information on HCD and usability.
 - Systematically acquire HCD and usability skills.
 - Learn about application cases of HCD and usability in business.
 - Have opportunities to communicate with key figures in HCD and usability (offsite meetings and salons).
 - Participate in members-only seminars and events.
 - Receive periodicals and other outputs of the Organization.
2. Membership prices for events hosted by the Organization.
 - There are discounted membership prices for annual forums, symposiums, various seminars and other Organization events.

Membership Categories and Benefits

Annual membership fees

- General members: ¥12,000
- Student members: ¥4,000
- Supporting members: ¥80,000

No initial membership fee

Membership benefits

- General and student members:
 - Participation at special price in training classes, seminars and gatherings hosted by the Organization
 - Submission of research papers and manuscripts to the Organization's periodical
- Supporting members:
 - Participation in the events above by one or two persons from a supporting member
 - Participation in special events designed for supporting members

To join, please fill in the *Application Form* and submit it to the *Contact* address below. Online application is also accepted.

http://www.hcdnet.org/apply/apply_form.php

Research papers and manuscript submissions are always welcome.

- Submission rules

http://www.hcdnet.org/pdf/submission_rules.pdf

- Submission instructions

http://www.hcdnet.org/pdf/submission_guideline.pdf

Contact

Specified Nonprofit Organization

Human Centered Design Organization Secretariat:

Consent Inc., Morikyo Bldg., Yoyogi 1-2-9, Shibuya-ku, Tokyo 151-0053
email: secretariat@hcdnet.org