

ABSTRACT

WORKING TITEL

Data and the influence on User Centered Design

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SUMMARY

In my design master's study at the University of Applied Sciences in Potsdam, I explore the influence of large amounts of data on the design process. This means, in particular, the handling of human data in the User Centered Design (UCD) process of digital services/products and its consequences.

DATA HAS ARRIVED

Data is here, data is around us. We are creating it with our interactions, mostly automatically with our precious digital companions. Our environment and its manifestations in the form of services and products begin to speak with each other about us—in the language of data (1).

We are exploring the full meaning of a connected environment through sudden events. Byte, by, byte. As designers, we are at the forefront of these changes (1). We are giving new technologies a face which people can interact with. In the last years, we are even becoming co-creators for technologies and models behind digital systems. This happens in businesses as well as in governments.

DATA AS MATERIAL

Data became a material which we form and use for ideas. We ideate, create from and validate through it. We are taking data out of context and giving it a new meaning (3). The sources of this material are mostly humans; in form of behavior in interactions with their environment or personal data about themselves. This happens with no differences between our categories of qualitative or quantitative data.

DESIGNERS AND THE NEAR FUTURE

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Central research questions of my study will be placed in this gap. To reflect and explore the role of design in handling human data inside User Centered Design:

- How should reasonable handling of Human Data look like?
- What can an HCD Process with the new sources of data look like?
- Which tools do designers need to fulfill their new challenges?

SOURCES

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3. Wolff, Annika, Kortuem Gerd, Daniel Gooch, Elias Giaccardi, and Chris Speed. "Designing with Data: A Designerly Approach to Data and Data Analytics," 53–56. ACM Press, 2016. doi:10.1145/2908805.2913017.