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How to make your development process user centred

Monday 13 February 2017 14:00 (30 minutes)

I've been designing and managing the development processes of websites and applications for companies since the 90s. In those years I've seen a lot of projects fail. The biggest issue: development teams prefer to spend the majority of their time in their cave behind their screens and clients stay in their ivory tower. This means that software is developed based on assumptions and personal taste. I've been to way to many meetings where arguments were leverages with 'I don't like this'or 'I think the user doesn't want this'.

During this presentation I will show the steps that should be taken to avoid all these issues and make a product that does bring the business objectives and the user's desires together and is optimised for the real end user thus creates a usable product.

Level

Beginner

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