CONTEXT OF USE AND USERS' NEEDS

O-CITY
Creativity + Innovation & Technology

Module II	Course Infographic	Topic Design process and visual design basics in UX	Lesson 1

Activity

● **Short Description**: Identify a product or service visualizing information about a natural or cultural asset of a city and define the related context of use and users' needs.

● **Methodology**: The methodology of this activity is based on learning by experience and inquiry-based learning, since by researching and analyzing existing information visualizations and walking through the design process followed by other designers, the learners apply a user-centered research approach and reinforce their knowledge on the learning topic.

● **Duration:** 2 hours

● **Difficulty (high - medium - low)**: Medium

● **Individual / Team**: Individual

● **Classroom / House**: House

● **What do we need to do this activity?**

  - **Hardware** Smartphone or Personal Computer, or any other digital device, in the case of digital information visualizations.

- **Software** Web browser or mobile applications in the case of digital information visualizations.
- **Other resources** None

Description

● **Text description**: First of all you need to identify a product or service visualizing information about a natural or cultural asset of a city. Based on what you see (information to be communicated, type of information, visual elements, etc.) you should define where and when the information visualization is used (context of use), who uses it (user) and to what goal. Then you should identify the users' wants and needs that the information visualization tries to meet.

● **Illustration**: None

Instructions

1. Identify a product or service visualizing information about a natural or cultural asset of a city.
   What is it? What is the natural or cultural asset of the city (e.g. museum, exhibition, natural park, monument, building, event, performance, etc.) interested by the visualization? Which channel (e.g. website, mobile app, digital or printed information panel, etc.) is used to deliver the product or service?
2. Identify the users of the product or service visualizing information about a natural or cultural asset of a city you chose.
   Who are the users interested in the natural or cultural asset of the city that you intend to analyze? Which are their interests, skills (e.g. visual literacy), and behaviours? What are their goals?
3. Identify other information about the context of use.
   Where and when the information visualization is used by the users? Are there any constraints deriving from where and when the information visualization will be used?
4. Define the users' needs.
   What do the users need to adequately meet their goals in using the product or service visualizing information about a natural or cultural asset of a city? What are their wants?

Expected outcomes

● Learn to analyze a user interface or information visualization by properly identifying key insights about the context of use and the users' needs that are useful to design an adequate user experience.

● Understand the User-Centered design way of thinking about a product, system or information visualization.

This activity can be used in other (module, course, topic, lesson):

● **Module II, Course Infographic, Topic 2, Lesson 1**

● **Module II, Course Infographic, Topic 2, Lesson 3**

● **Module II, Course Infographic, Topic 2, Lesson 4**

DIGICOMP (Competences developed):
1.   *INFORMATION AND DATA LITERACY*

1.1   Browsing, searching and filtering data, information and digital content
1.2   Evaluating data, information and digital content
5.   PROBLEM SOLVING
5.2   Identifying needs and technological responses
5.3   Creatively using digital technologies

ENTRECOMP (Competences developed):
1.   IDEAS AND OPPORTUNITIES
3.   INTO ACTION
3.5.   Learning through experience

Example (when necessary): None