Integrating User Experience in Practices of Human-Centered Design Process in Product Design

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Abstract:

The integration of User Experience (UX) with Human-Centered Design (HCD) is driven by the need for design techniques and methods that prioritize design for humans. This study aims to explore the possibility of integrating User Experience (UX) with Human-Centered Design (HCD) to improve the designer's ability to design a product. **Objectives:** 1- Investigate the organizational and technical aspects that enable or prevent the integration of UX principles and practices into the product design process, as well as the importance of organizational aspects of this integration, including influential considerations, success factors, challenges, and what may resist the integration of UX. 2- Explore the role of culture and the designer's work style or strategy in integrating UX, highlighting the dynamic nature of challenges and success factors over time. 3- Identify UX integration practices that designers should undertake to increase the likelihood of achieving UX integration in their designs. These practices include a variety of activities, with a particular focus on the organizational aspects of UX integration. **Methodology:** The study uses deductive reasoning, exploring user experience and human-centered design theoretically and providing clear evidence, to develop a coherent design approach that combines their advantages in product design. **Results:** The study emphasizes the importance of integrating user experience with human-centered design in product design. It highlights the dynamic nature of challenges and success factors, and the iterative nature of human-centered design, which involves idea generation, prototypes, user feedback, and responses. User experience is critical to the success of a product, encompassing the design and overall process of a product, device, or system. However, current human-centered design models do not fully utilize it due to its complexity. Design processes include human input, user feedback, and product testing and evaluation. Human-centered design concepts help facilitate the implementation of user engagement and the integration of emotional product experience with usability aspects for successful design.

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