

Characterization of the two foci of ICS and ITA

The following table proposes a characterization of the focus of ITA. This characterization represents a refinement of the business focus (ITA) as described in the project proposal.

Focus of ITA

| User-based development process | | | | | | Resulting product / service | |
|--|---|--|---|---|---|---|---|
| Planning | Requirements | | Produce design solutions | | Evaluate designs against requirements | | Introduce and operate the system |
| e.g., <ul style="list-style-type: none"> ○ collect market feedback ○ analyse user trends ○ plan user involvement ○ | Understand/specify context <ul style="list-style-type: none"> e.g., <ul style="list-style-type: none"> ○ describe organizational environment ○ identify user attributes / tasks (esp. participatory approaches like contextual inquiry,...) | Specify requirements <ul style="list-style-type: none"> e.g., <ul style="list-style-type: none"> ○ describe users' organizational requirements (esp. with participatory approaches) | Design <ul style="list-style-type: none"> e.g., <ul style="list-style-type: none"> ○ participatory design methods (if used) ○ design user training ○ design user support | Implement / Develop <ul style="list-style-type: none"> - | user-based evaluation, e.g., <ul style="list-style-type: none"> ○ subjective evaluation ○ focus groups ○ performance testing ○ think aloud ○ ... | e.g., <ul style="list-style-type: none"> ○ deliver training ○ support users | Purpose of the product / service <ul style="list-style-type: none"> ○ Benchmarking results reg. usability (for all), accessibility ○ Economical aspects, e.g. target market, position, # of licences ○ ... |

Additional organizational topics, e.g.

- company (e.g., size, type / branch/sector, age/history, economical "relevance", geographic region reg development
- organizational structure of the above development process (e.g., responsibility for (sub-)processes, cross-functional co-operation)
- qualification / incentives of/for employees on the one hand and involved users on the other hand
- integration of the user-centred development process within framing business processes (e.g., marketing, financial management) and additional organizational support like the company's / organisation's policy / strategy
- external partnerships with other companies, research institutions, user organisations, consultancies

Diversity of targeted and actual users

- reg. several dimensions, e.g. age, gender, socio-cultural dimensions, physiological dimensions, cognitive / psychological dimensions