Putting users' first: the importance of human-centred design in the development of mobile applications and services

Steve Love

School of Information Systems,
Computing and Mathematics

Brunel University
West London
UK
steve.love@brunel.ac.uk

Mark Young

Human-Centred Design Institute

Brunel University
West London
UK
m.young@brunel.ac.uk

Willem-Paul Brinkman
Delft University of Technology
The Netherlands
w.p.brinkman@tudelft.nl

ABSTRACT
The aim of this workshop is to bring together researchers interested in exploring the state of the art research in relation to human factors aspects of mobile application and service design. The workshop format will allow each member to present a short paper on their current work and open this up to general discussion afterwards. The overall aim of the workshop will be to put forward the contents and structure for an edited book on this topic with contributions from the workshop participants.

Keywords
human-centered design, human factors, mobile technology

INTRODUCTION
Mobile technology has changed and continues to change and shape our lives from both a social and economic perspective. Every day as we travel through our streets we see numerous examples of people using various types of mobile technology and applications. For example, the person who is so engrossed in their mobile phone conversation that they fail to notice other people as they walk down the street and sometimes bump into them. Or, there is the individual who is working on a train and trying to synchronise his PC desktop interface at work with the mobile application he is currently using via mobile broadband.

As this area continues to develop there is a need for designers and researchers working in this area to fully understand what the future requirements of mobile technology applications and devices will be for all types of user. There is also a need to investigate how to effectively evaluate these products, services and applications when they are developed or at the prototype stage of development.

OBJECTIVE OF THE WORKSHOP
The aim of the workshop is to bring together researchers engaged in state of the art research in human-centred design related to mobile technology services and applications. Recommended topics include but are not limited to the following:

- theories of human-centered design
- importance of individual differences (e.g. age, cognition, user experience)
- impact of cross-cultural differences on design of services and applications
- assistive design and evaluation
- qualitative research approaches (e.g. dairy study approach for getting in situ information)
- quantitative research approaches (e.g. classic lab based studies)
- product experience
- safety aspects (e.g. transport)
- context of use

WORKSHOP FORMAT AND SUBMISSIONS PROCEDURE
Submissions for the workshop are invited from attendees (maximum of 6 pages of A4). Initial submissions should be sent to the organisers by Friday 30th April 2010. The organisers will select 8-10 workshop papers for a series of 20 minute oral presentations and notify authors by Friday 28th May 2010. All accepted papers will be published in proceedings accompanying the workshop. Style guidelines for final submissions will be circulated prior to notification of acceptance.

In addition, it is envisaged that expanded versions of the papers presented in the workshop will appear in an edited book in early 2011.

ABOUT THE ORGANSIERS

Dr Steve Love works in the School of Information Systems, Computing and Mathematics at Brunel University, West London, UK. His research interests primarily focus on looking at the social impact of mobile technology on people's behaviour and its affect on their perception of the usability of mobile services and applications. He has led a number of industrially funded research projects in the area of mobile application interface design and evaluation

Dr Mark S. Young is a Senior Lecturer in the Human-Centred Design Institute at Brunel University, UK. He has a B.Sc. in Psychology and a Ph.D. in Cognitive Ergonomics, both from the University of Southampton. His research interests focus on the human factors of transport systems, particularly with advanced vehicle technologies and automation

Dr Willem-Paul Brinkman works at Delft University Netherlands. One of his main areas of research interest is looking at the development of usability metrics such as questionnaires to be used in mobile technology development and evaluation.