Do You Feel Control?
User centric design process required to achieve good usability & trust in social networks while still preserving privacy.

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Agenda

• Introduction
  – About CURE and me

• Problems
  – What is so different from yesterday?

• Deconstructing Complexity
  – UCD (user centric design) process – the classics
  – UCD process adopted – why we need an extension

• Conclusions
  – End-user inclusion in the future
  – Methods of the future
Introduction

• CURE – Center for Usability Research & Engineering
  – None-profit Research Organisation
  – Spin- off from University of Vienna since 1998
  – Team of over 25 people (multidisciplinary)
  – Experienced in FP5,6&7
    >20 projects
Problems

• Concepts are hard to communicate
  – Example: anonymous credentials
• Technical speech
  – “Technical language” hard to understand
• “Informed decision” hard to undertake
  – Users miss a working mental model
• Users’ Trust Perception
  – Lack of transparency of underlying security properties
Deconstructing Complexity
....or: How to put the User in Control

• User Centric Design Process (classical)
  – Focus groups
  – User observation
  – Usability testing
  – Personas
  – ...

• User Centric Design Process (extended methodology)
  – Mental model research
  – Evaluation beyond task-times and error rates
The uTRUSTit Approach

- Personas and Scenarios

- Use Cases: Smart Home, Smart Office, eVoting

- User-Studies
  - Laboratory Tests, Mental model Research
  - Results lead to design-guidelines which are iterated three times

- VR-Evaluations

- End-user Trials
Conclusions

• Enhancing End-User Inclusion
  – Keyword: Living-Labs

• End-user Inclusion Methodology
  – ESM on a broad basis
  – Mental-model research
  – ...

• Close the loop of trust between technological and psychological layer
Thank you for your attention!
Contact

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