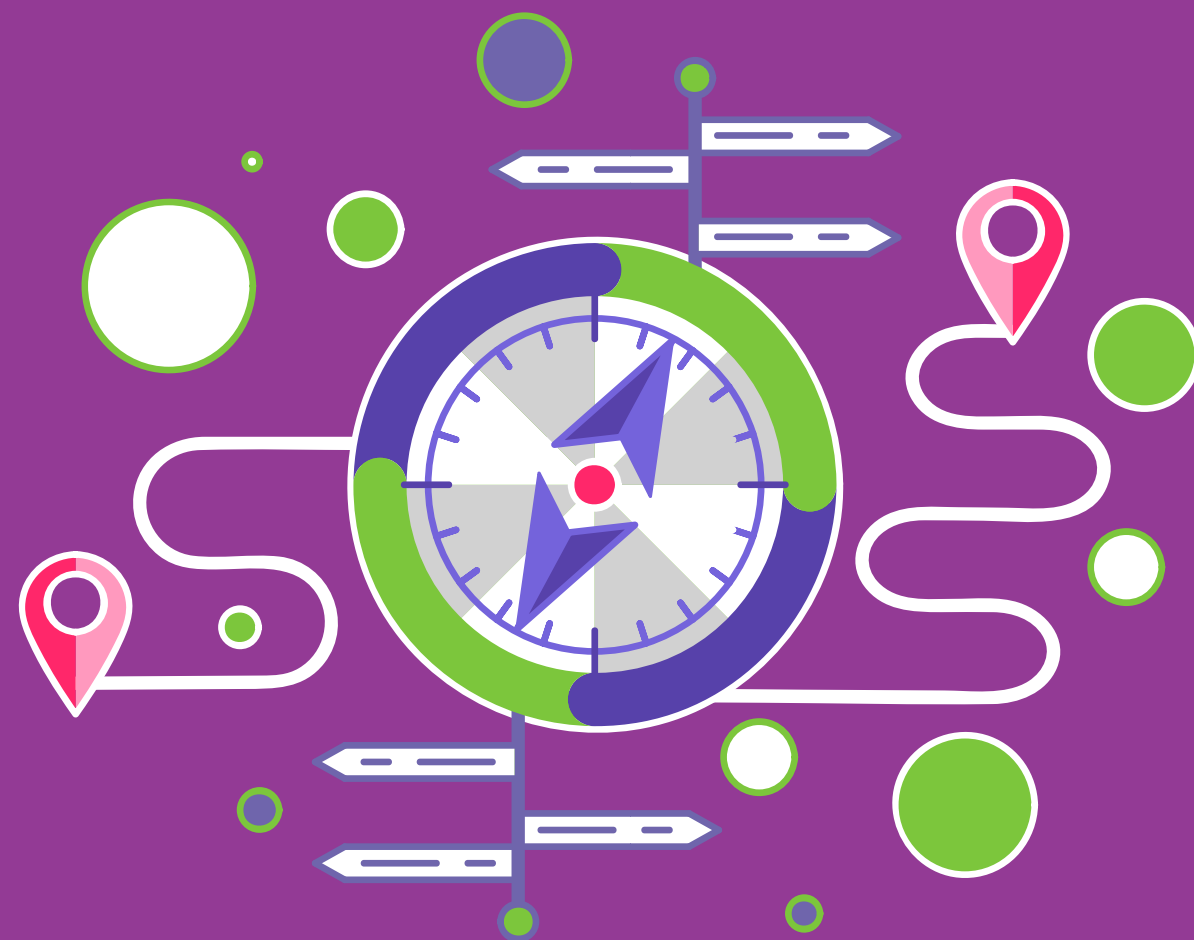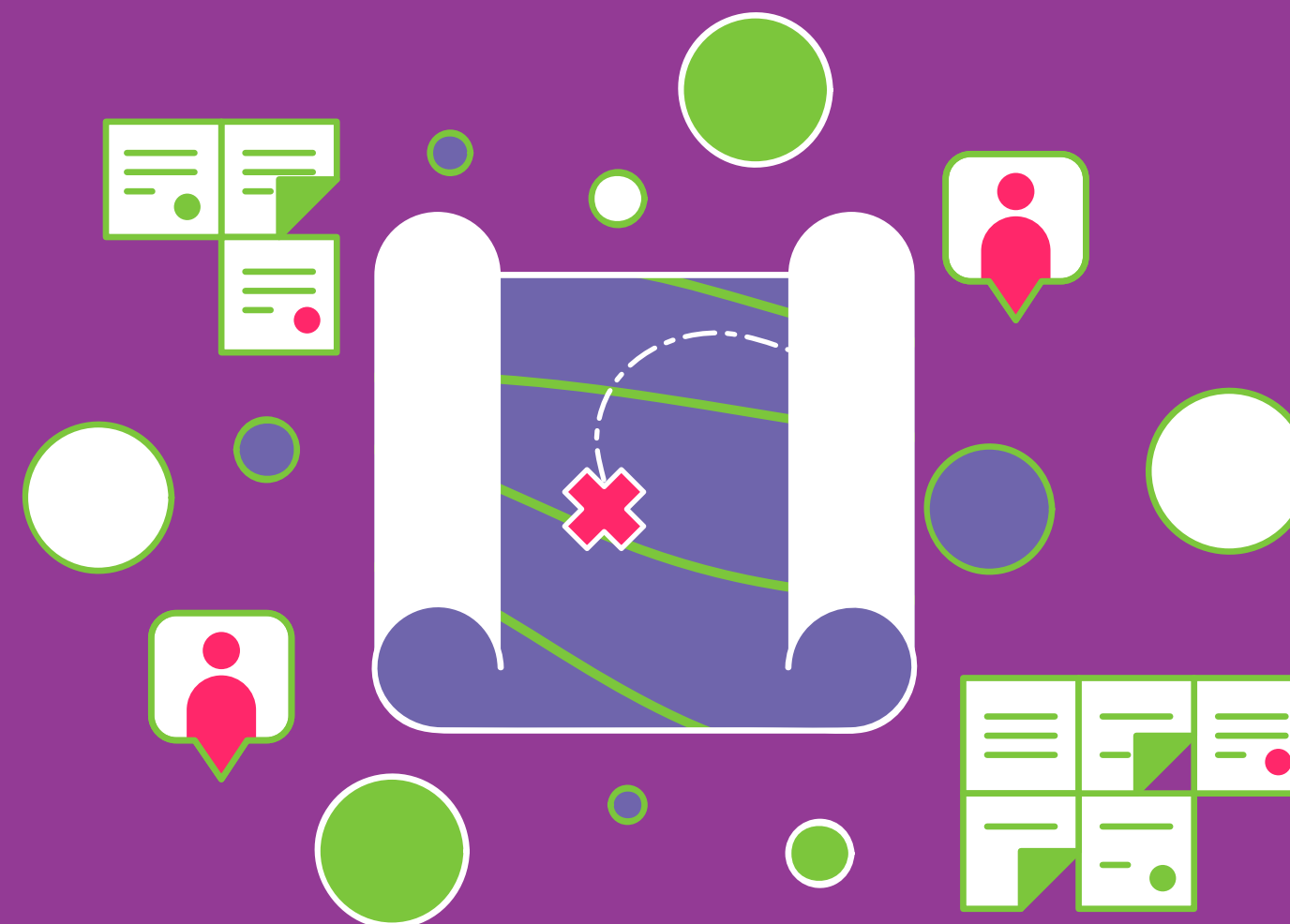# 3 Ways to Apply User-Centered Design to AV/IT Design Processes
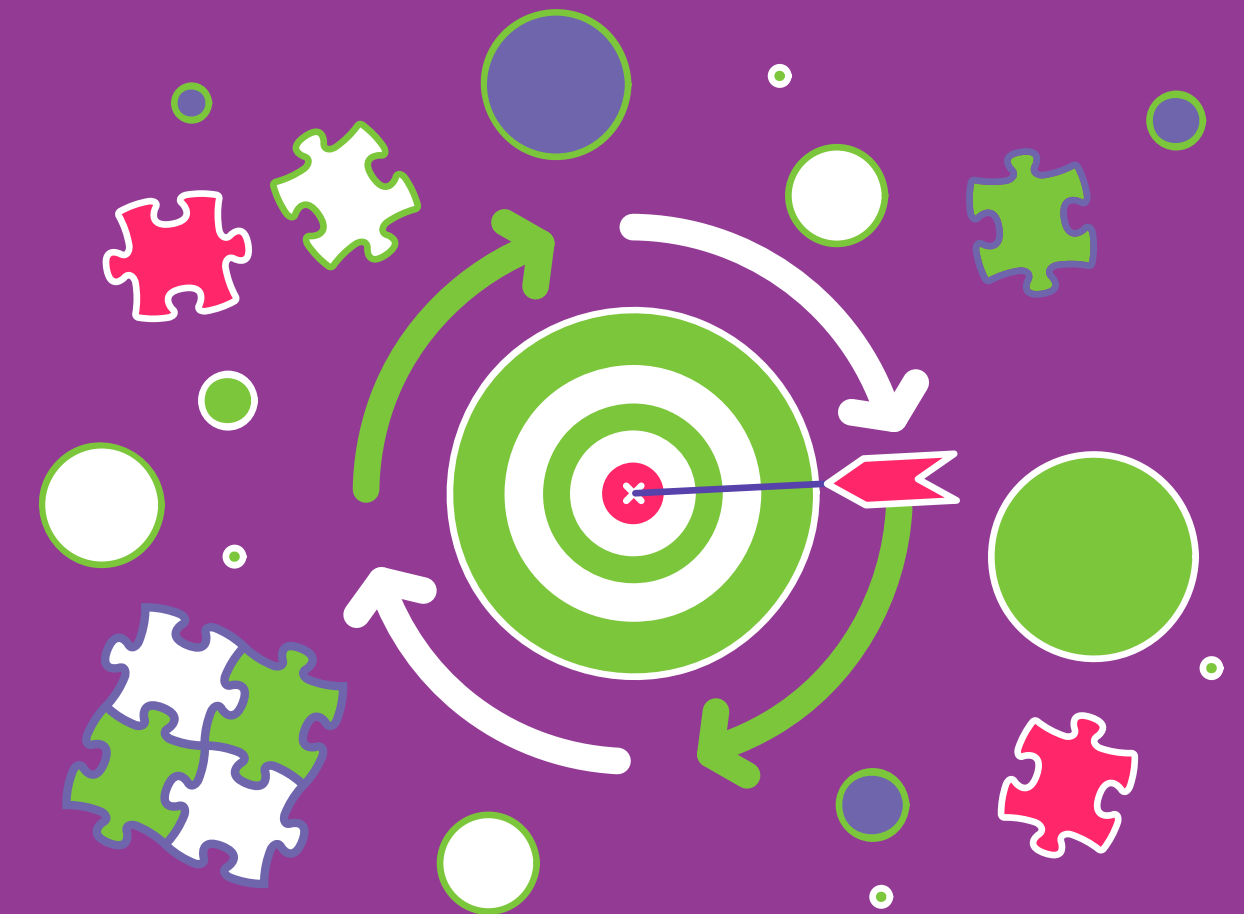
Margot Douaihy

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Talk to your users about their "journey."

Ask the newest hire in the organization to tell you what steps they take to start using hardware or software. What "touch points" are they mentioning when they interact with you and your department or other departments? Ask them what worked well and what could be improved. Were they confused at any point? Did they always know what to do and whom to ask for help? Do they know the approval chain? Now ask yourself, "Is it what you expected?"

Map out what you learned from your users. This represents your user's journey.

Using stickie notes, put one step on each stickie and put it up on the wall. Are there places where there is redundancy or friction? Invite your users back and have them look at the process you mapped out. Give them some dot stickers (green and red). Tell them to put red dots where the journey was frustrating, confusing or lacked clarity. Ask them to put green dots where things went smoothly. You can even ask them to use stickies to map the best-case scenario.

Change small pieces of your process and ask users to go through the process with you again. Rinse and repeat.

Now go through the process with a seasoned employee who has different needs — e.g., a software upgrade or new AV functionality. This is a new persona with a new journey.

TIDE