

Considering User-Centered Design Approaches in Social Media

Panel:

Deborah Gassner, Blink UX

Roxane Neal, Blink UX

Greg Robison, UW HCDE



Blink UX: Evidence-Driven Design

The User-Centered Design Process



RESEARCH

Better understand your users

IDEATE

Investigate all possible solutions

ITERATE

Define and refine the design

BUILD

Create deployment assets