

# Where do Visualization meet User-centred design? — Exploring the tension between innovative design ideas and user preferences and innovation

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## Abstract

*One of the fundamentals of user-centred design and participatory design, in particular is the active involvement of users in the design and development process. However, users are often considered to lack capabilities of being innovative and to be able to see beyond what they currently have in front of them. On the other hand, when working with visualization, innovative ideas of new ways of displaying information may be brought up, far beyond what users could ever have imagined.*

*The purpose of this talk is to contrast the essential parts of user-centred design with the innovation capabilities required to visualize information in new ways and to explore the tension between these two fields. Could there be such a thing as user-centred information visualization, or are the two different fields pulling in completely different directions?*

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**Biography:** Jan Gulliksen is a professor of Human Computer Interaction at the Royal Institute of Technology (KTH) in Stockholm, Sweden. He is also the Dean of the School of Computer Science and Communication.



Jan holds a Master of Science in Engineering Physics and a PhD in Systems Analysis and was promoted to full professor in Human Computer Interaction at Uppsala university, Sweden. Jan has conducted a number of practically oriented Action research projects with Public Authorities in Sweden with the purpose of introducing more user-centred design methodologies. Jan has also been active in writing ISO standards on Usability, Accessibility and Human-centred design. Jan has authored more than 100 publications. Jan was the founder of the NordiCHI conference series and is now the chairman of IFIP TC 13 on Human Computer Interaction, the organization behind the INTERACT conference series. Jan has also been active in the industry, working with putting the research into practice as a consultant.