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## Unit 2

# Understanding context

### HMI Design Masterclass handout

This unit focuses on users – user personas, to be precise. The next step on the way to better HMI design takes a closer look at users, their use cases, and HMI context. Taking a structured approach will boost your HMI design knowledge base and give you a space for storing and effectively retrieving ideas in the design process.

[siemens.com/hmi-design-masterclass](https://siemens.com/hmi-design-masterclass)



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### Design Tips

1	<b>Question your own knowledge and listen</b>	Avoid the pitfall of overestimating your own knowledge about users. Asking specific questions and listening to answers pays off.
2	<b>Identify different user types</b>	Different users have different needs. A simple persona profile is sufficient to document user requirements.
3	<b>Identify and prioritize use cases</b>	Use cases that have a high relevance and frequency are assigned a matching high priority in the design phase.
4	<b>Pay attention to context</b>	The work environment impacts the design. Physical and organizational aspects matter as much as devices.
5	<b>Look for pain points</b>	Factors that are a pain for users have a negative impact on productivity. Find solutions for them with your HMI.
6	<b>Use an idea space</b>	To save ideas for later in the project, you need a place to collect them; this place should provide a clear structure and be visible.

Here are the tips from the unit for your convenience.

### Keywords

<b>Persona</b>	An archetype for a user group presented in a profile. A persona template helps to standardize profiles.
<b>Use Case</b>	A task a user performs with the HMI.
<b>Pain Points</b>	Factors that are a hassle for the user and have a negative impact on efficiency and effectiveness when operating the HMI.

These terms are worth noting.

### Short Exercise

Imagine you are in your car, driving and listening to music via the car stereo or media center. What are your typical tasks? What is the context? What pain points do you experience? Based on your findings, create a persona, using the persona template as a blueprint.

Try putting your new skills into practice with this exercise.