

# You Are Not Your User

COSC 480: User-Centered Design

Madeline E. Smith

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# Plan for Today

- Announcements
- Finish UCD Overview
- Users are not like you
- Who are your users?

# Announcements

- Yes, we have lab today
- Field Trip to Google NYC
  - Friday, November 4th
  - Overnight?
- Readings for Friday
  - Will be posted this afternoon
  - Plan to spend 1-2hrs reading

see day 1 slides

Your users are not like you.



**YOU ARE NOT  
YOUR USER**

Unless you are designing an  
app for Colgate CS majors,  
**your users are not like you.**

# Has Donald Trump insulted you?

## The 258 People, Places and Things Donald Trump Has Insulted on Twitter: A Complete List

By JASMINE C. LEE and KEVIN QUEALY UPDATED August 22, 2016 [Related Article](#)

Since declaring his candidacy for president last June, Donald Trump has used Twitter to lob insults at [presidential candidates](#), [journalists](#), [news organizations](#), [nations](#), [a Neil Young song](#) and even a [lectern in the Oval Office](#). We know this because [we've read, tagged and quoted](#) them all. Below, a directory of sorts, with links to the original tweets. Insults within the last 60 days are highlighted. [RELATED ARTICLE](#)

**Recently insulted:** [Donny Deutsch](#), [Mika Brzezinski](#), [Joe Scarborough](#), ["Morning Joe"](#), [The New York Times](#), [Obamacare](#), [Hillary Clinton](#)

### DEMOCRATIC PRESIDENTIAL CANDIDATES

#### Lincoln Chafee

FORMER RHODE ISLAND GOVERNOR

"Can anyone imagine Chafee as president? No way."

#### Hillary Clinton

FORMER SECRETARY OF STATE

"Crooked", "Crooked",  
"Crooked", "Crooked", "not a

#### Scott Walker

WISCONSIN GOVERNOR

"puppet", "cratered", "massive deficit, bad jobs forecast, a mess.", "not presidential material", "not smart", "your very dumb fundraiser hit me very hard--- not smart!"

#### Katy Tur

JOURNALIST, NBC NEWS

"should be fired", "dishonest reporting", "incompetent", "incorrect story", "3rd rate reporter", "lied", "dishonest"

#### The Wall Street Journal editorial board

OPINION PAGES OF THE WALL STREET JOURNAL

"dummies"

#### Fox News

NEWS ORGANIZATION

"How many times can the same people ask the same question?", "totally biased and disgusting reporting", "in the bag!", "clown announcers", "so biased it is disgusting", "only puts negative people on", "Biased - a total joke!", "the only network that does not even mention my very successful event last night".

How would you check if your name is listed on this website?



“90% of American internet users do NOT know how to use Control-F”  
—Dan Russell



# In-Class Exercise

1. Think of an online task you have completed within the last week.
2. Write down how you went about completing the task.
3. Ask your neighbor how they last completed that task.
4. Find a YouTube video of a stranger completing that (or a similar) task.

