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Managing Product Usability

How companies deal with usability in the development of electronic consumer products

Managing Product Usability; how companies deal with usability in the development of electronic consumer products

PhD thesis

Delft University of Technology, The Netherlands
Faculty of Industrial Design Engineering

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Managing Product Usability

How companies deal with usability in the
development of electronic consumer products

Proefschrift

ter verkrijging van de graad van doctor
aan de Technische Universiteit Delft,
op gezag van de Rector Magnificus prof.ir. K.C.A.M. Luyben
voorzitter van het College voor Promoties,
in het openbaar te verdedigen op maandag 13 december 2010 om 15:00

door

Jasper Ivo VAN KUIJK

ingenieur industrieel ontwerpen,
geboren te Den Haag

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They're using only half of what we're giving

We can put a lot of functionality into a product, but if people are not able to use that product, all that functionality is useless. As the CEO of TeliaSonera (Scandinavia's largest telecom provider) put it:

"It's great that a mobile phone has a built-in camera, but it's far too complicated. Sometimes you have to use up to 12 keys. A client that's not able to do this the first time, is lost forever."

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I may not have all the answers; I wouldn't have it any other way
(as sung by Ilse de Lange, written by K. Halpin)