

User needs and requirements, user-centred design of ITS

- Understanding the user needs and requirements is crucial to ensure the new product to achieve its goals, both social and economical.
 - If the users don't need, or don't think that they need or want a product they will not pay for it.
 - If the products aimed to be used e.g. while driving are too complicated, demanding too much attention from the user or otherwise crucially affecting the driving task, the consequences of the introduction of such devices can be hazardous?
- Information services and products are becoming more and more complicated, including mobile usage, use of different software and hardware. It is of outmost importance that users and user centered design is part of the whole design process

Main goals of **User needs** –module are as follows:

- to emphasize the importance of user centred approach in any development process, especially the ones including new technology with HCI (human computer interaction)
- to give an overview of the methods to ensure user centred approach in the development process
- to give overview of the complexity of the area of HCI in traffic and other application areas of information services

User centered design process (ISO 1999)

