

has poor UX.

“Your app ~~is defective~~. I want my money back!”

UX open 2017

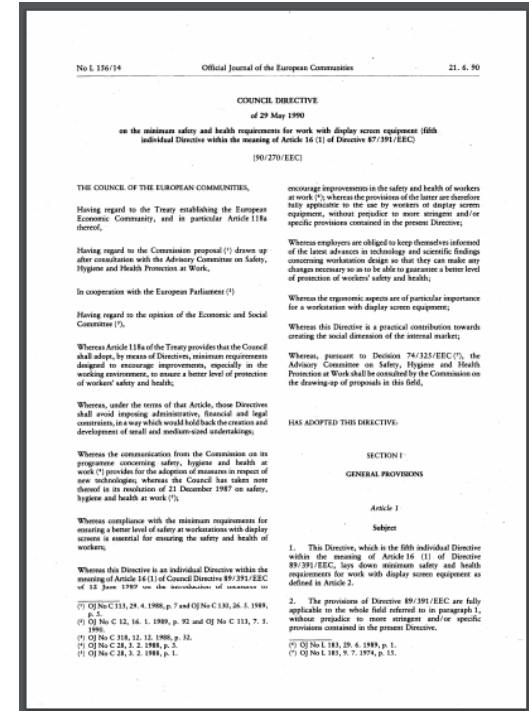
EU directives and UX

- What has the EU ever done for UX?



In the workplace

- The Display Screen Equipment Directive 1990 (90/270/EEC)
 - **Equipment**, e.g. screen, keyboard, desk, chair, ...
 - **Environment**, e.g. lighting, reflections, noise, ...
 - **Computer interface**, e.g. suitability for the task, ease of use, feedback, ...

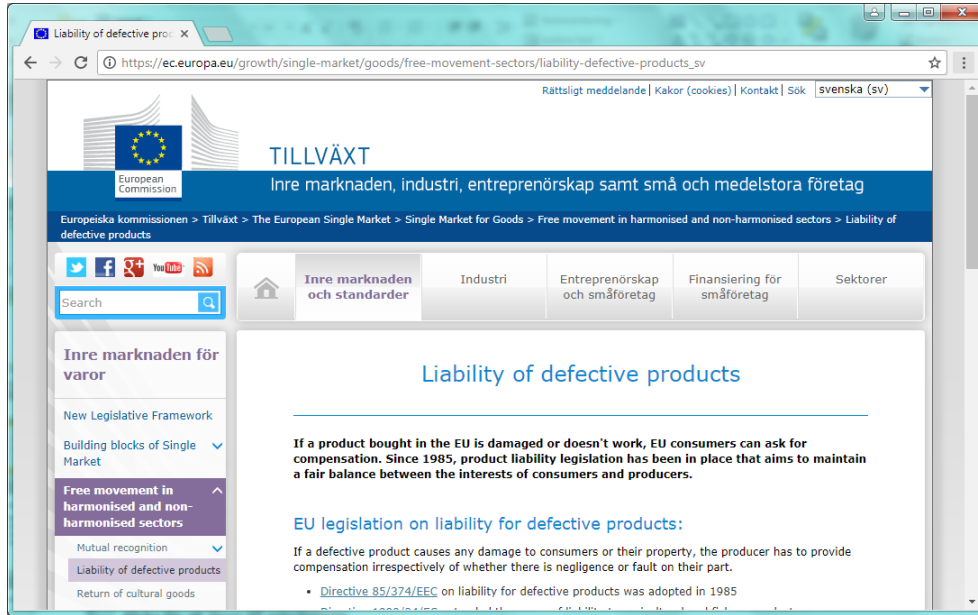


In the workplace

- Things have to be horribly bad for it to get this far...



For consumers



Under review...

In the light of “new technological developments - i.e. software, Cloud, Internet of Things (IoT), mobile apps, advanced robots, ...”

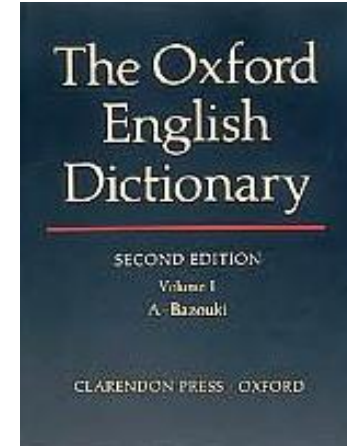
“If a product bought in the EU is damaged or doesn't work, EU consumers can ask for compensation.”

For consumers

- Directive on consumer rights
 - Provides protection if a product:
 - doesn't match the description
 - differs from the model advertised
 - is not **fit for purpose**
 - doesn't show normal quality and performance
 - wasn't installed correctly due to poor instructions

What is "fit for purpose" ?

- "well equipped or **well suited** for its designated role or purpose"



What should "fit for purpose" mean for an interactive consumer product?

- "A product that is accessible and usable by consumers for its intended use."
- Places UX in focus
- Enables objective measurement

Standards & methods exist ...

- ISO 20282: "Ease of Operation of Every Day Products"
 - Part 1: Design requirements for context of use and user characteristics.
 - Part 2: Test method for walk-up-and-use products.
 - Part 3: Test method for consumer products.
 - Part 4: Test method for the installation of consumer products.



BUT attitudes need to change...

- TWO things we as UX professionals must help establish in society:
 1. That a product with **bad UX is not fit for purpose**. Users being unable to use a product means it is defective!
 2. That actual ease of use becomes a **purchase decision criterium** - as important as visual design or functionality.

