The central premise of user centred design is that the best designed products and services result from understanding the needs of the people who will use them.

Good design is more than meets the eye. The visual part of a design – the look and feel – is only the tip of the iceberg. Beneath the surface lies the foundation of a successful design: a user centred design process. It is a development cycle which takes into consideration what users really need and involves adjustments in re-planning, testing and facing the design until needs are met. The result of this is a product or service which is responsive, efficient, engaging and easy to use. The process can be applied to all design disciplines that have the aim to provide a good user experience. This includes web design, interface design, product design, editorial design, urban design, wayfinding, service design and architecture.

There are a variety of tools, techniques, methods and methods at each stage of the process. Those used by different designers and in different projects may vary. Some of them are outlined below. There is no prescribed sequence, only increased by understanding and using these techniques.