

What is usability?

Quick intro and a few rules...

YOUR USER REQUIREMENTS INCLUDE FOUR HUNDRED FEATURES.



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DO YOU REALIZE THAT NO HUMAN WOULD BE ABLE TO USE A PRODUCT WITH THAT LEVEL OF COMPLEXITY?



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GOOD POINT. I'D BETTER ADD "EASY TO USE" TO THE LIST.

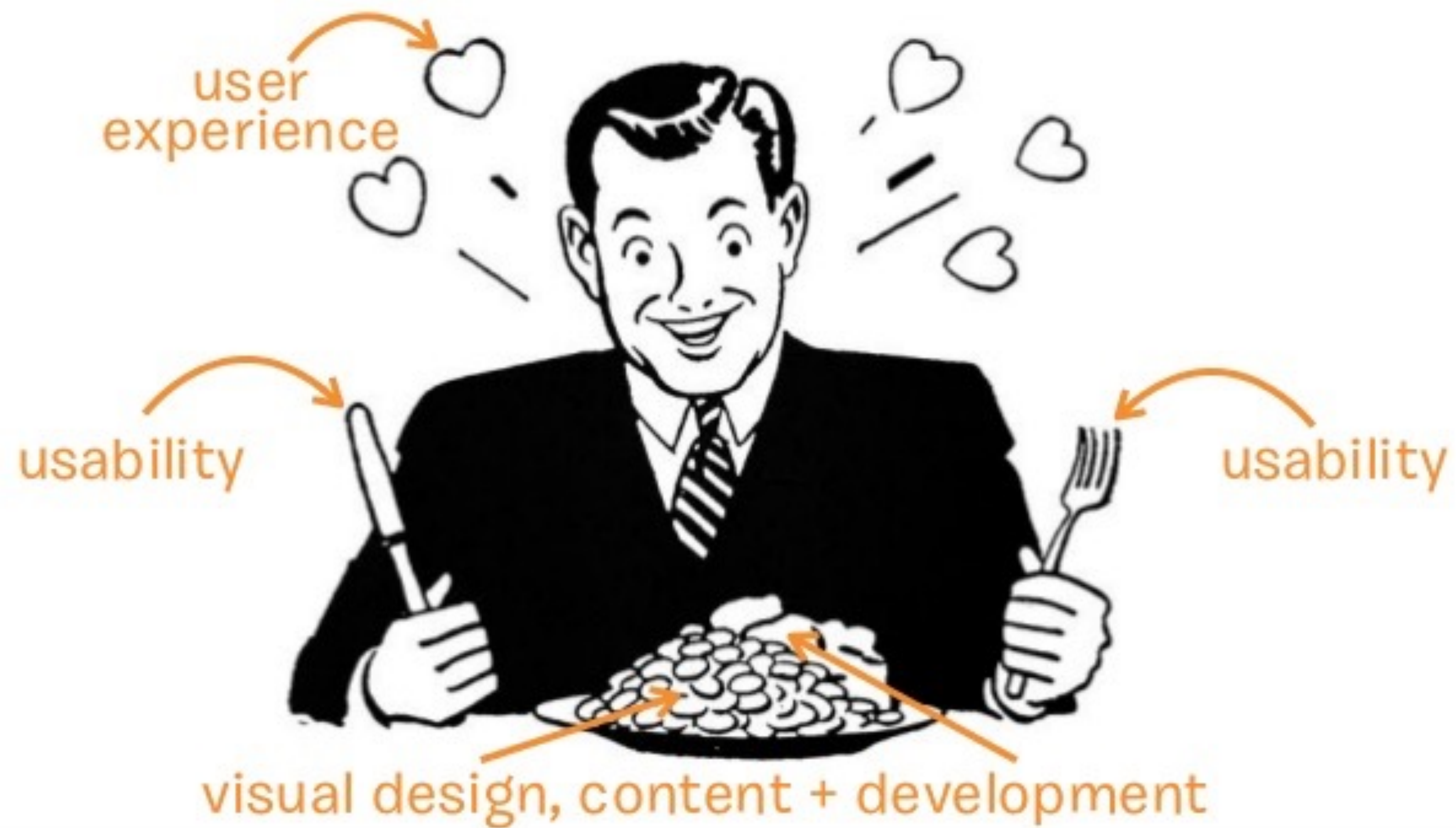


Usability is a **quality attribute**
that assesses how easy user
interfaces are to use.

Usability is defined by 5 quality components:

- **Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?
- **Efficiency:** Once users have learned the design, how quickly can they perform tasks?
- **Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?
- **Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- **Satisfaction:** How pleasant is it to use the design?

Usability means making sure something works well, and that a person of average ability or experience can use it for its intended purpose without getting hopelessly frustrated.



Some rules of usability

First Rule of Usability?

Don't Listen to Users

Observe them

To design the best UX, pay attention to what users do, not what they say. Self-reported claims are unreliable, as are user speculations about future behaviour.

Users do not know what they want.

2. Don't make me think

As a rule, people don't like to puzzle over how to do things. If people who build a product don't care enough to make things obvious it can erode confidence in the product and its publishers.

3. Don't lose search

Some people (search-dominant users), will almost always look for a search box as they enter a site. These may be the same people who look for the nearest clerk as soon as they enter a store.

4. Don't Make Users Wait

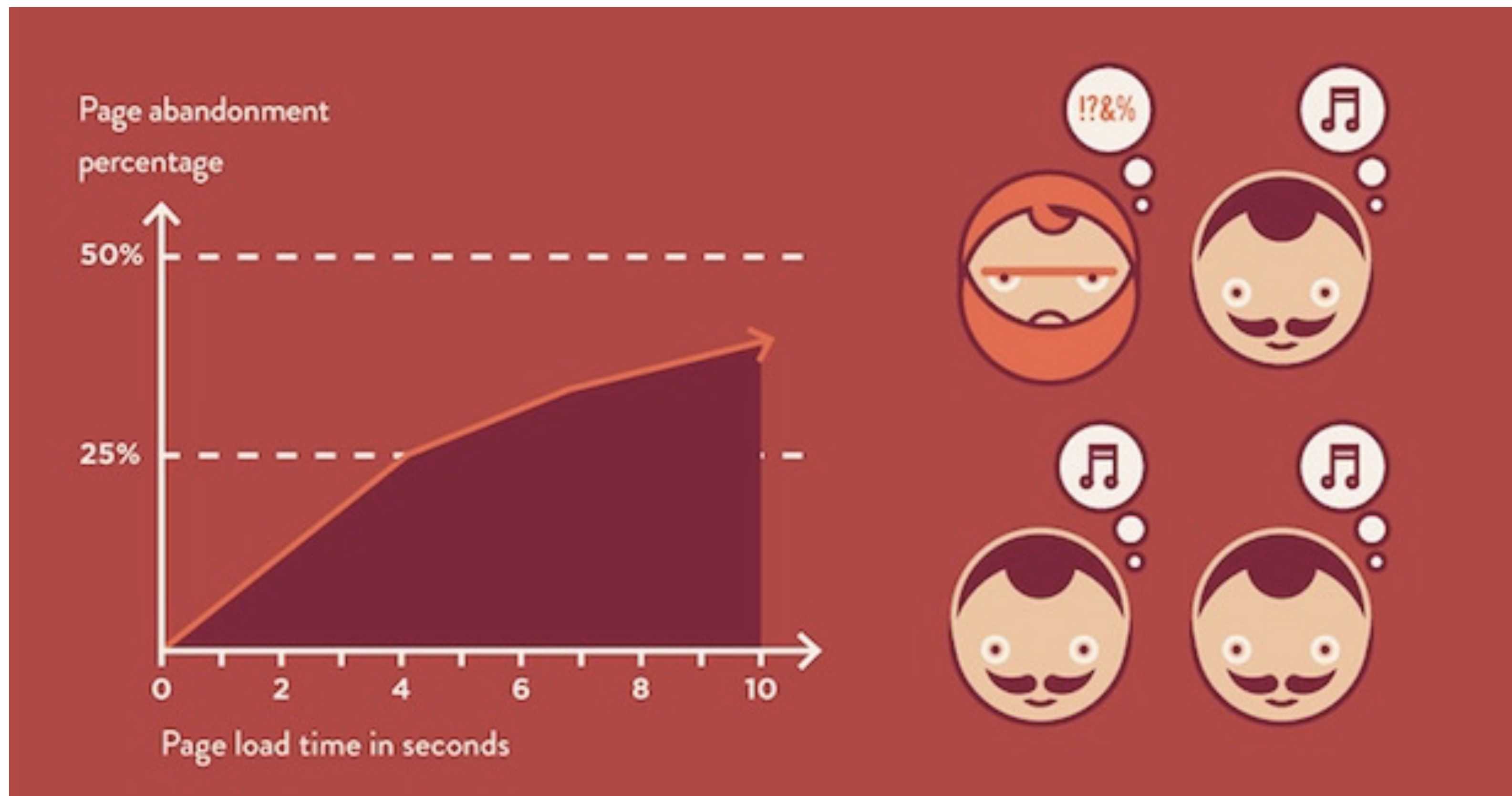
Bing, Microsoft's search engine, conducted an analysis that showed that a less than 2-second increase of delays in page responsiveness reduced user satisfaction by -3.8%, lost revenue per user of -4.3% and a reduced clicks by -4.3%.

4. Don't Make Users Wait

Amazon's calculated that a page load slowdown of just one second could cost it \$1.6 billion in sales each year.

Google has calculated that by slowing its search results by just four tenths of a second they could lose 8 million searches per day—meaning they'd serve up many millions fewer online

4. Don't Make Users Wait



5. Users still cling to their back buttons

There's not much of a penalty for guessing wrong. Unlike firefighting, the penalty for guessing wrong on a website is just a click or two of the back button. The back button is the most-used feature of web browsers.

6. We form mental sitemaps

When we return to something on a Web site, instead of relying on a physical sense of where it is, we have to remember where it is in the conceptual hierarchy and retrace our steps.

Thank you!

Sources

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