

# Usability

Julian Nobis



# User eXperience (UX)

- „**Gesamtqualität des Besuchs**“
- Bewertet wird:
  - Nutzen bzw. Nützlichkeit
  - Funktioniert die Website?
  - Bedienbarkeit
  - Überzeugungskraft, mit der Website zu interagieren
  - Emotionale Reaktion

# Netflix Login Page - alt

Quelle: netflix.com/login



The image shows the Netflix login page. On the left, there is a photograph of a person's legs in jeans, resting on a chair in front of a television. The television screen displays the Netflix logo in white on a red background, with the text "Streaming instantly..." below it. On the right, there is a yellow login form. At the top of the form, there is a warning icon (a yellow triangle with an exclamation mark) and a message: "The login information you entered does not match an account in our records. Remember, your email address is not case-sensitive, but passwords are." Below this message, the heading "Member Sign In" is displayed. Under the heading, there are two input fields: "Email" with the value "bubba@bubba.com" and "Password" with a series of dots. Below the password field, there is a checkbox labeled "Remember me on this computer." with a link "What's this?" next to it. Below the checkbox, there is a "Continue" button. Below the button, there is a lock icon and the text "Secure Server". At the bottom of the form, there are two links: "Not a member? Click here." and "Need help signing in? Click here." At the very bottom of the page, there is a red footer bar with white text: "Use of the Netflix service and this Web site constitutes acceptance of our Terms of Use and Privacy Policy. © 1997-2011 Netflix, Inc. All rights reserved. U.S. Patent No. 7,024,381 and U.S. Patent No. 6,584,450. [218] USA".

NETFLIX  
Streaming instantly...

**Member Sign In**

Email

Password

☐ Remember me on this computer.  
[What's this?](#)

**Continue**

Secure Server

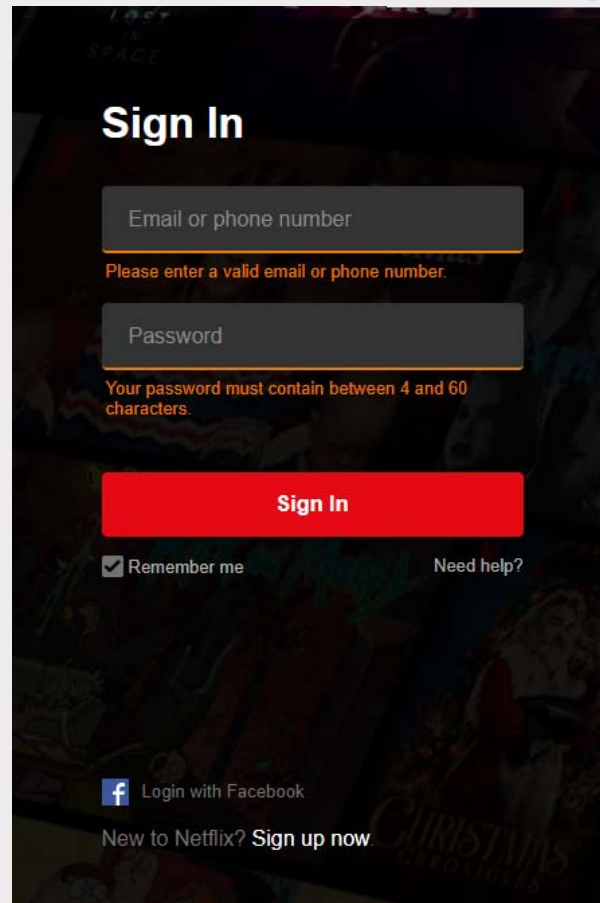
Not a member? [Click here.](#)

Need help signing in? [Click here.](#)

Use of the Netflix service and this Web site constitutes acceptance of our Terms of Use and Privacy Policy.  
© 1997-2011 Netflix, Inc. All rights reserved. U.S. Patent No. 7,024,381 and U.S. Patent No. 6,584,450. [218] USA

# Netflix Login Page - derzeit

Quelle: netflix.com/login

The image shows the Netflix login page with a dark, artistic background. The 'Sign In' title is in white. The input fields for email/phone number and password are grey with orange borders. A red 'Sign In' button is prominent. Below it are the 'Remember me' checkbox and 'Need help?' link. At the bottom, there's a 'Login with Facebook' option and a link for new users to 'Sign up now'.

**Sign In**

Email or phone number


Please enter a valid email or phone number.

Password

Your password must contain between 4 and 60 characters.

**Sign In**

☒ Remember me [Need help?](#)

 Login with Facebook

New to Netflix? [Sign up now](#)

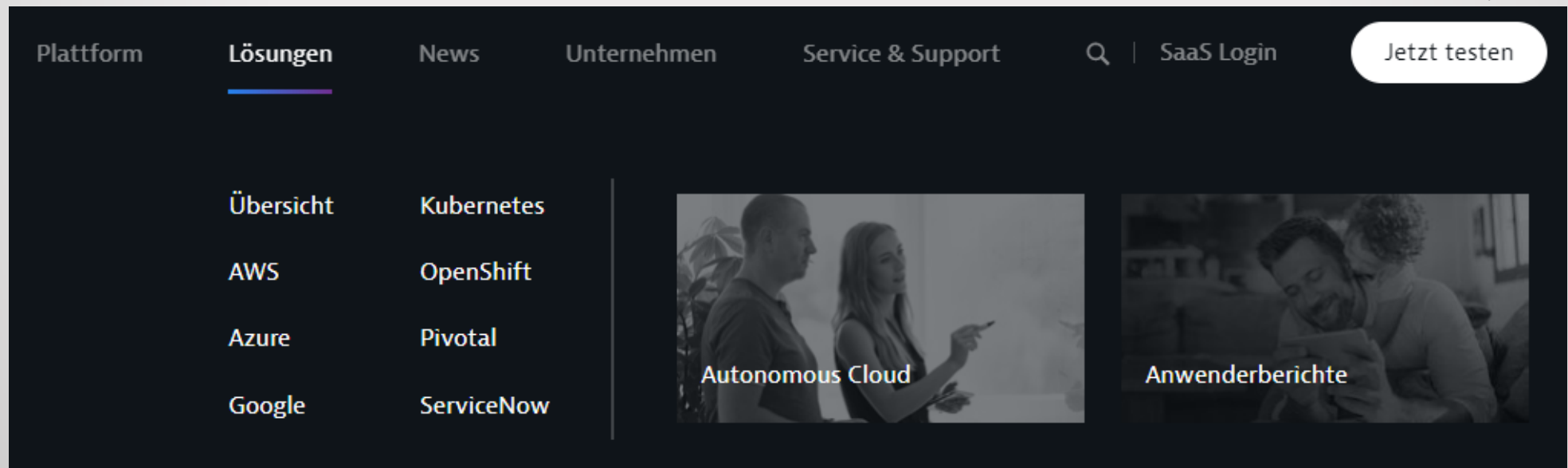
# Usability - Definition

- **Ease-of-Learning/Remembering**
  - Erst- und Gelegenheitsbesucher
- **Ease-of-Use**
  - Regelmäßige und „erfahrene“ Besucher
- Usability ist **subjektiv**

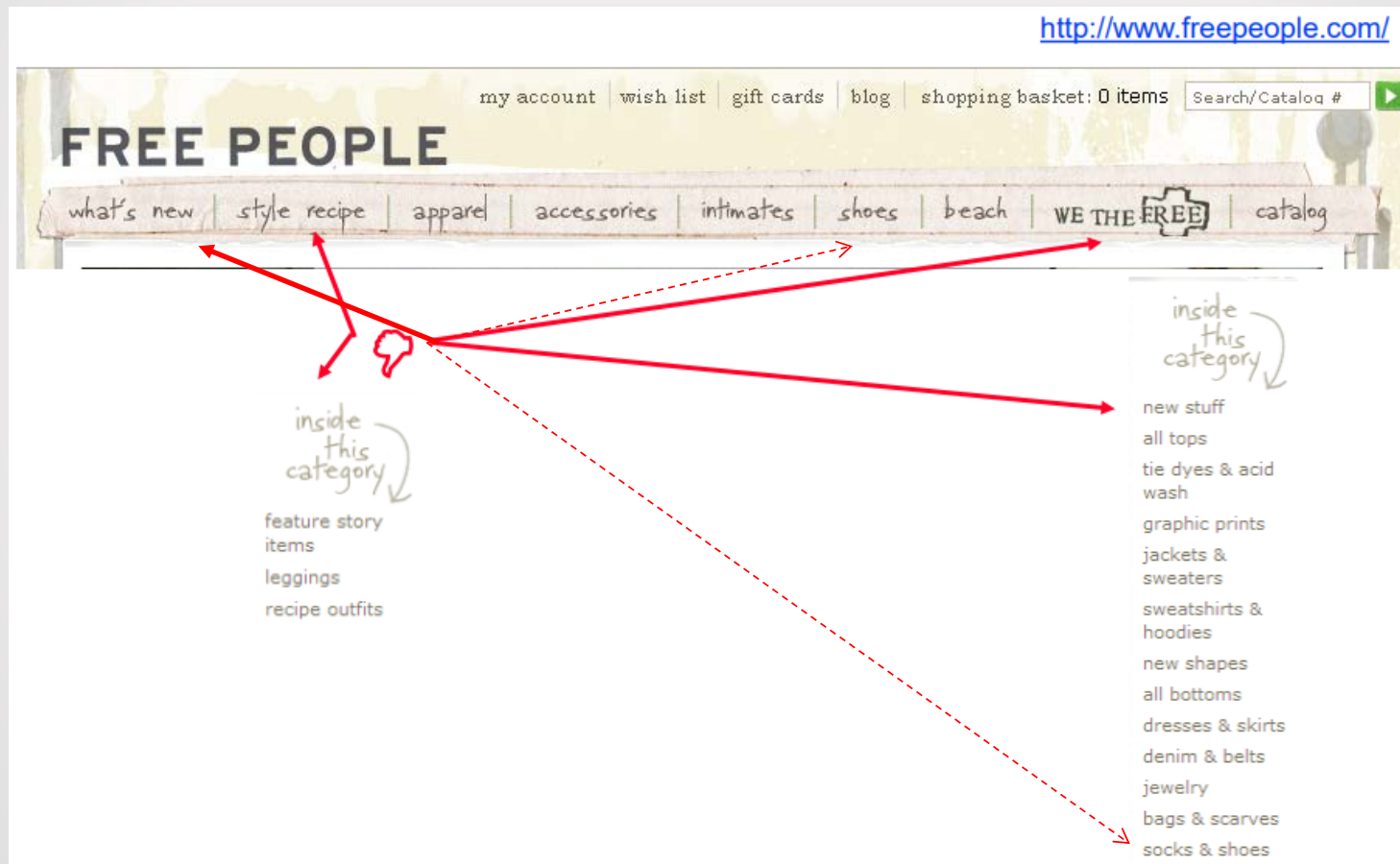
# Navigationsstruktur

- Sinn ergeben und Ziele unterstützen
- Redundanz vermeiden

Quelle: dynatrace.de



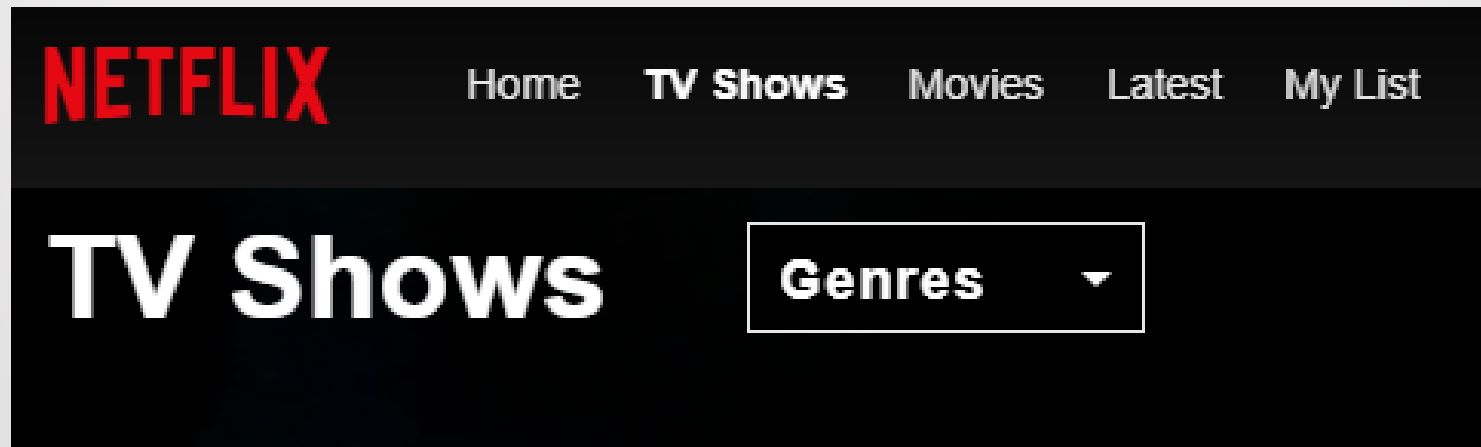
# Navigationsstruktur – so nicht!



# Navigationsstruktur

- Navigation Bar:
  - Nicht zu „tief“
  - Fixiert, auch auf jeder (Sub-)Seite

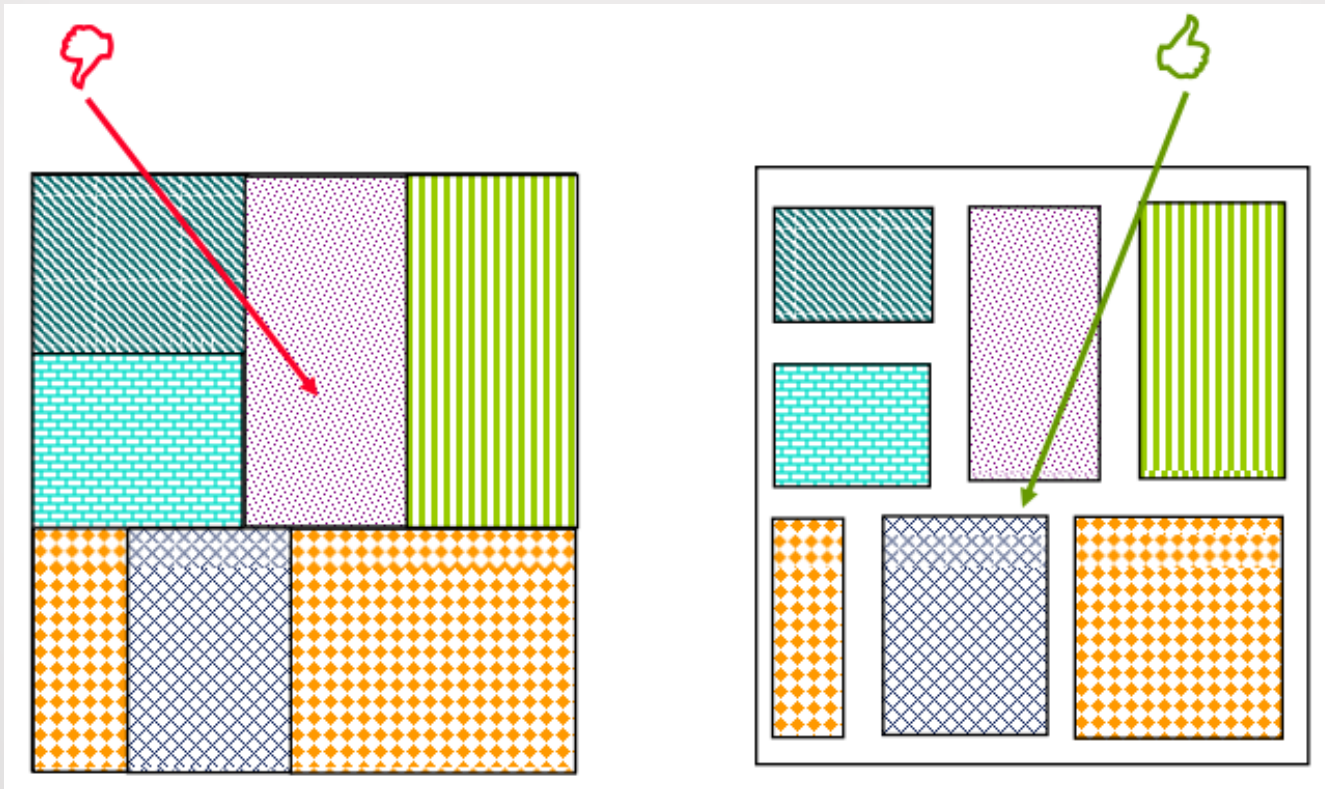
Quelle: netflix.com/browse





# Design des Inhaltes

- Trennung durch Whitespaces



# Design des Inhaltes – so nicht!

The screenshot shows the GoDaddy website interface. At the top, there's a header with the Quix logo and the text "Online User eXperience Institute Web Usability Made Simple". A red arrow points from the Quix logo to the domain search bar. The search bar is located in the center of the page, below the navigation menu. It contains the text "Start a Domain Name search:" followed by a search input field and a "GO!" button. The search input field has ".com" entered. To the right of the search bar, there are promotional banners for domains, including "New .COMs \$9.99\*" and ".COM Transfers FREE 1-yr ext! \$6.99\*". Below the search bar, there's a section for "Go Daddy Featured Videos" with a play button icon. The left sidebar contains links for "MY PRODUCTS", "MY ACCOUNT", and "MY RENEWALS & UPGRADES". The bottom of the page has a footer with the text "Design of Page Content 19", "118", and "Mayhew".

24/7 Sales & Support (480)505-8877

Create Account Log in to Account: Username/Customer # Password GO! USD

Home Auctions Marketplace Videos Support Bob's Blog

Domains Hosting Email Site Builders Business SSL Certificates Resellers Start Domain Search GO!

Manage Renew Upgrade

**MY PRODUCTS**

Calendar  
Domains  
Domain Manager  
Email  
Check My Web Mail  
Free Products  
Hosting  
Show All My Products

**MY ACCOUNT**

**MY RENEWALS & UPGRADES**

**BOB'S BLOG** VIEWER DISCRETION ADVISED  
Straight talk from Go Daddy's CEO & Founder.  
Power comes with thinking this way. Meet our hot new Go Daddy Girl, Danica & sexy cop in Vegas desert.  
Great advice Bob. I'll be back! - Roy L.

**Start a Domain Name search:** .com GO!

SAVE! com \$9.99\*, SALE! net \$9.99\*, SALE! me \$9.99  
SAVE! info \$0.99\*, SAVE! mobi \$7.99\*, NEW! bz \$24.99

In a hurry? Try Express Buy!

View Domain Options & Pricing Bulk Registration FREE EXTRAS! OVER \$100\*  
Transfer Your Domains

#1 in Domain Registrations. \*Plus ICANN fee of 20 cents per yr

**Go Daddy Featured Videos** View More

Exposure Internet-Only Baseball Internet-Only Shower Internet-Only One More Thing Internet-Only

Get Smart/Get Cash Contest My Savings Marketplace Email Site Builders

Connection Speed: High | Low

PLAY

Too Hot for TV Internet-Only Version: "Exposure"

Exposure - Internet Only 00:00

Tune in LIVE Wednesdays @ 2 PM PT to hear Go Daddy CEO & Founder, Bob Parsons®, and his fascinating guests.

Sign up for special email offers:

# Design des Inhaltes – so schon!

Quelle: godaddy.com

Unsere Kunden sagen **Hervorragend** ★★★★★ 4.9 von 5, basierend auf 434 Bewertungen ★ Trustpilot

.com € 1,36/1. Jahr	.at Domains € 13,99/1. Jahr	Professionelle E-Mail € 2,99 pro Benutzer	<b>.agency</b>  Sonderangebot! € 6,60/1. Jahr. .agency steht für produzierende Branchen
Webhosting € 2,99/Monat	SSL-Sicherheit € 67,19/Jahr	WordPress € 4,79/Monat	



Domain-Namen

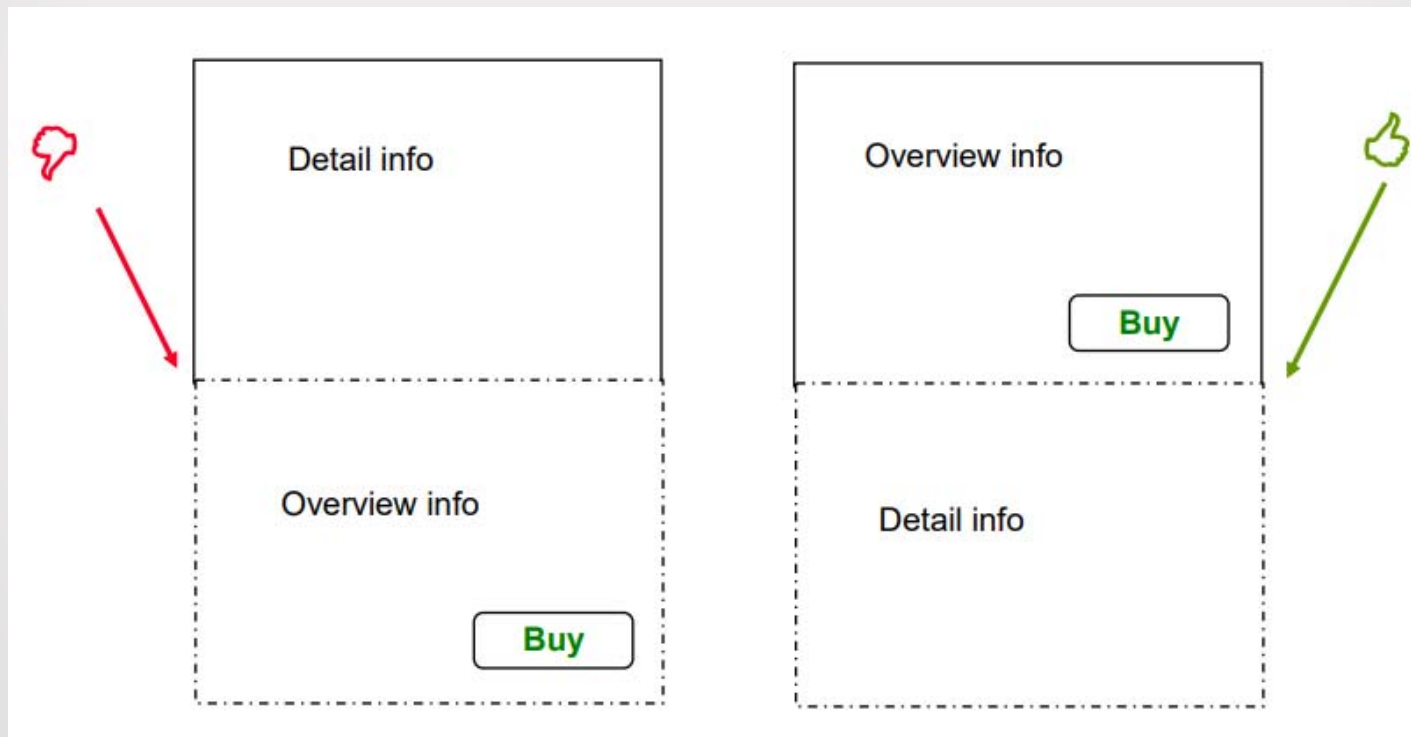
## Gib deiner Idee Raum, sich online zu entfalten.

Ob klassisch mit .com oder aber kreativ mit .app oder .guru – nirgendwo gibt es einen besseren Ort, um für dein Unternehmen oder deine Idee ein Zuhause im Internet zu finden.

Jetzt Domain-Check

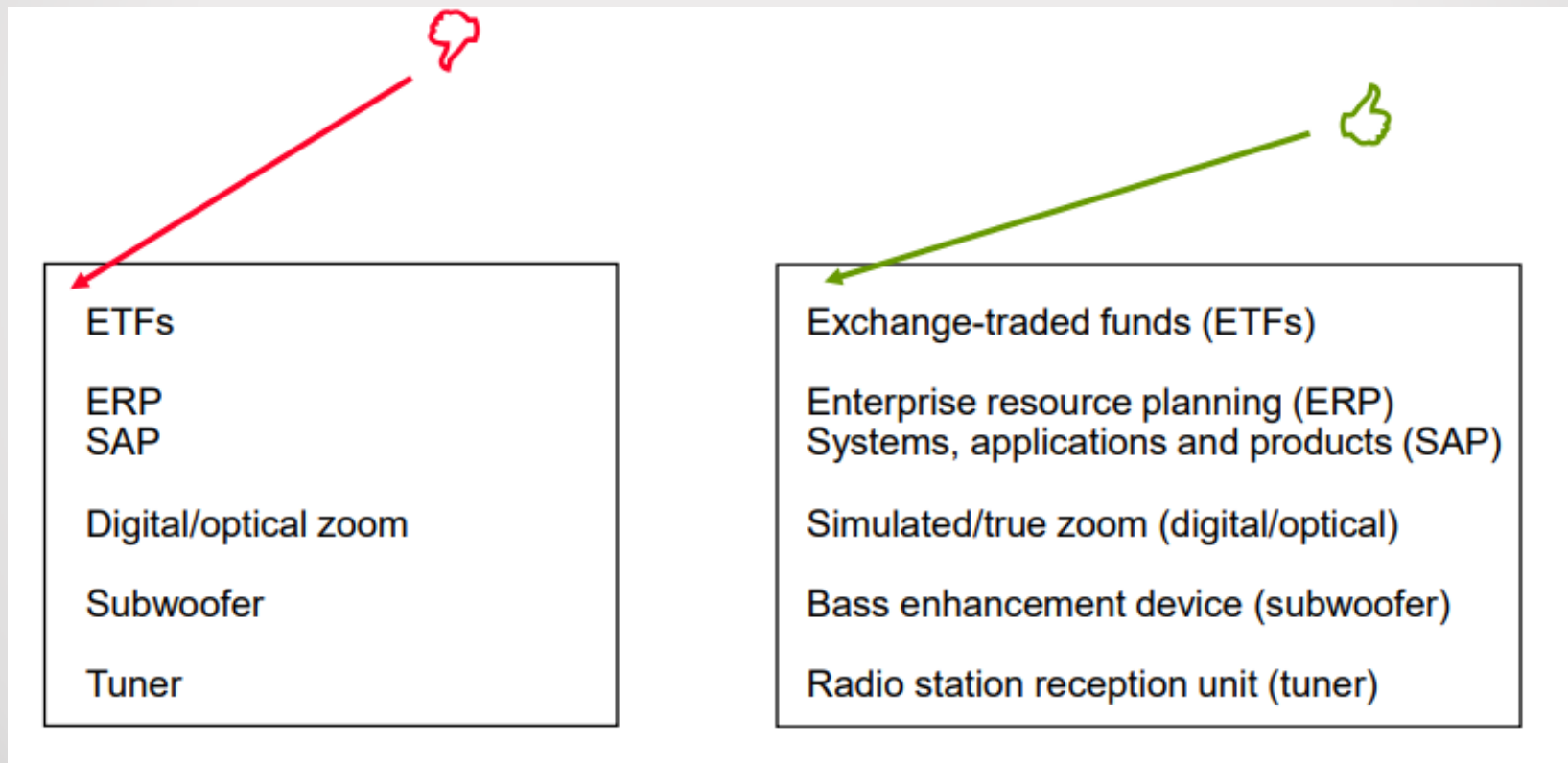
# Design des Inhaltes

- Wichtige Infos oben



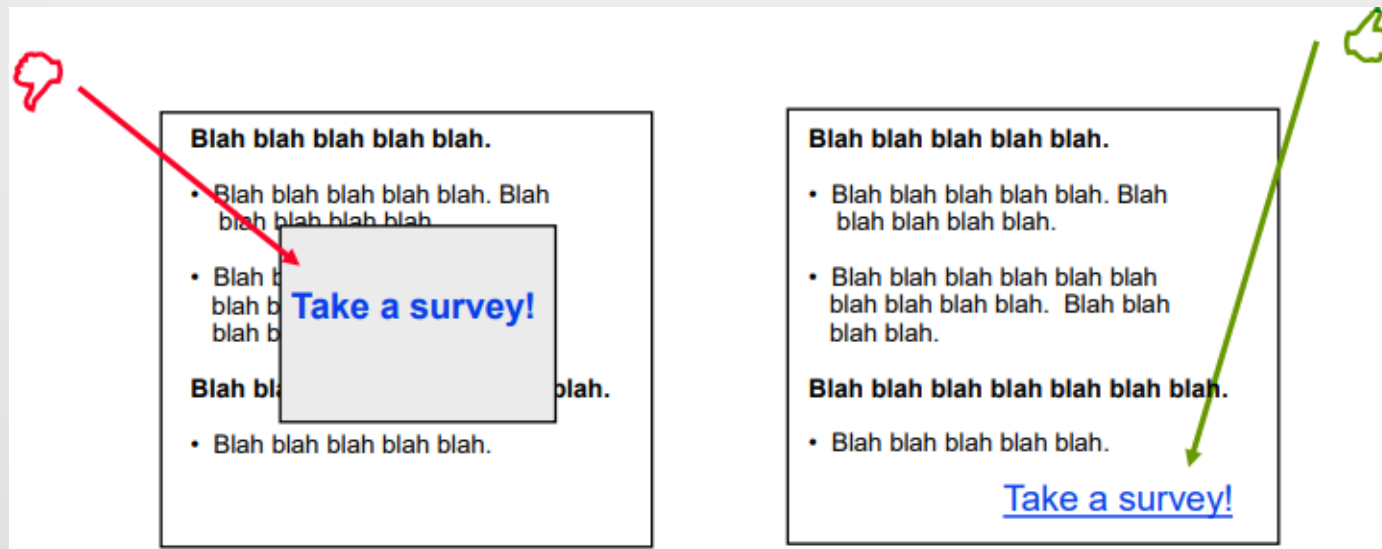
# Design des Inhaltes

- Fachjargon vermeiden



# Design des Inhaltes

- Benutzer muss **Kontrolle** über **Sound** und **Video** haben
- Mit Pop-ups sparsam umgehen





# Richtlinien-Checklist



Wie soll ich nun meine  
Benutzeroberflächen designen?





# Quellen

- <https://www.udemy.com/course/web-usability-made-simple/learn/lecture/758318>

Vielen Dank für Ihre Aufmerksamkeit

