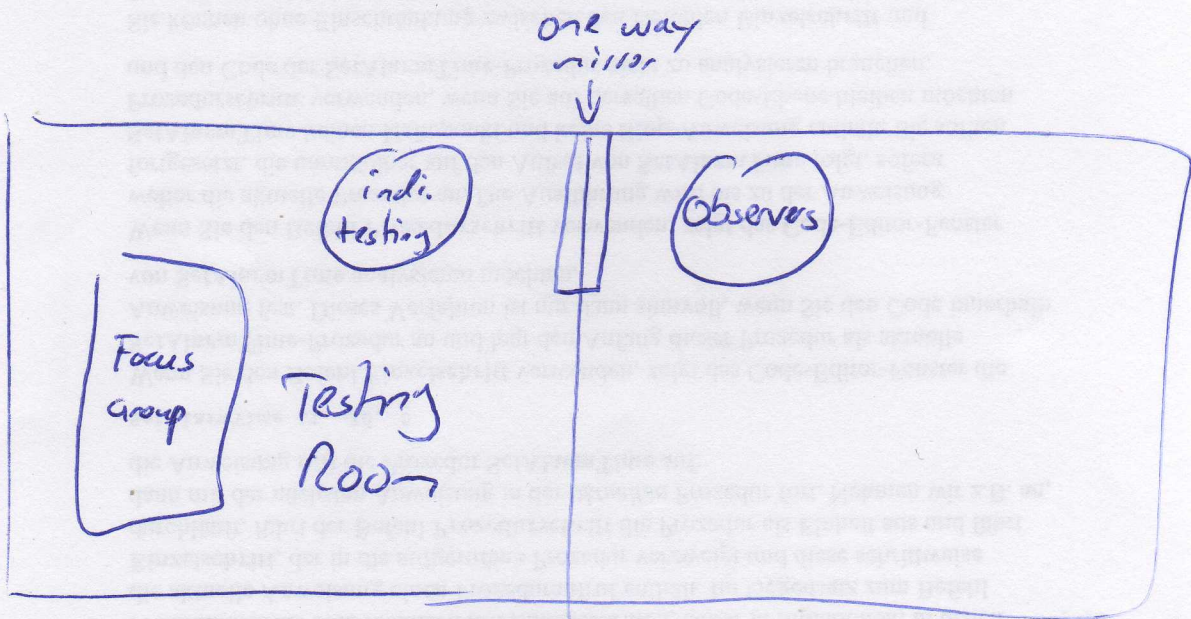


Web-Usability

1.
 - höhere Produktivität
 - Benutzererlebnisse befriedigen
 - geringere Kosten
 - Qualitätsmaßstab
 - ~~Man~~ kann zu neuen Ideen führen
2. The extent to which product can be used by specified users to ~~achieve~~ achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.
3. → Interface Design, a principle
 1. Consistency
 2. Enable shortcuts
 3. Informative feedback
 4. Closure of sequences
 5. Simple error handling
 6. Easy reversal of actions
 7. User Control
 8. Reduce short-term memory load

4. - Empirical evaluation with users
- Test a prototype with representative users
 - Observe user while interacting
 - Interview user after interaction
 - main goal: Identify usability problems for redesign
- Evaluation with experts (e.g. Heuristic Evaluation)
- Test interface along heuristics or formal models
 - no users, but usability experts needed
 - main goal: Identify usability problems, compare designs

5.



6. - participant might feel uncomfortable due to test situation
- several participants needed
 - time consuming
 - complex tasks are hardly practicable
 - Elaborateness of the task description and setup
 - Observer must be silent and keep a low profile

7. Compare different designs of a website

- Unterteilen der Zielgruppe in zwei Untergruppe
- Medium als Original- und veränderte Variante
- Reaktionen vergleichen