Usability

Learnability:

Whether the first time using the product is easy and straightforward for the user. For example having a clear layout, self-explanatory instructions and buttons. Thanks to the simple and repetitive instructions in android devices, users that struggle to use electronic devices have been able to use the program with minimum effort by linking the commands to daily life actions, such as using the gesture to flip through a book is also used when going through the apps that have been downloaded, taking a look at the photos taken and skipping a song in the music player.

Efficiency:

Users can perform tasks quickly after they have learned the design. For instance, minimizing the variation of choices when having to press a keyboard or click a mouse. To further explain, the invention of the mouse has allowed many users to achieve their tasks in a shorter period of time, in comparison to users that would be using a trackpad. Although, there are many different types of mouses the users will be able to use them with less struggle thanks to the main two buttons and scrolling wheel.

Memorability:

Users can easily start using the product again after having not used it for a certain period of time. As a real life example the login section is mostly placed on the top right hand side of the screen allowing the users to get easy access to these functions, because it is a common structure used in many interfaces such as Google, Facebook, Reddit, Yahoo and Twitter etc.

Errors:

The number of errors made by a user, as well as as how impactful these errors are and how easy it is to recover from them. For example, if someone visits the online shopping website bol.com and accidentally clicks to put something in their shopping cart without intending to, can they easily remove the product from their shopping cart again.

Satisfaction:

The design is nice to use, giving users a pleasant feeling when interacting with the product when accomplishing their tasks. For example, a system works quickly without any delays so that the product feels responsive. A specific example could be WatchOS and its haptic feedback when interacting with GUI elements, the user is constantly informed about the fact that interactions occur, and the vibrations are made precise and pleasing.