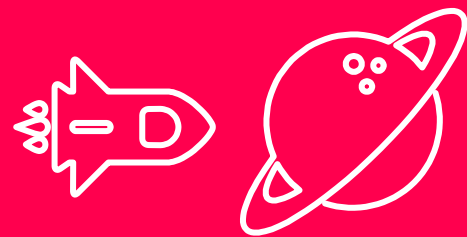




Hello!

Míriam González

Frontend Developer in [@Neuromobile](#)



USABILITY

Why is important

Let's review some concepts

- Usability
- User experience
- Fails examples
- Usability in forms
- Tools

Programmers imagine the most ridiculous ways to enter a phone number into a form

1.

What is Usability

Let's start from scratch

“

Degree to which a product or system can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.

ISO 25010

“

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

Jakob Nielsen

Quality components

Learnability

How easy is it for users to accomplish basic tasks the first time they encounter the product?

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 product?

Accessibility

How easy is it for users with disabilities interact with the product?

Why is important

Difficult use

Slowness

PEOPLE **LEAVE**

Feel lost

Hard to read

Errors

2.

What is UX

User Experience

“

A person's perceptions and responses that result from the use or anticipated use of a product, system or service

ISO 25010

UX elements

Usability

Is it easy to complete tasks?

Adaptability

Will people start using the product?

Desirability

Is the experience fun and engaging?

Value

Does a product provide value to users?

UX vs Usability

Usability

Effectiveness
Efficiency
Learnability
Error prevention
Memorability



USABILITY

User Experience

Satisfaction
Enjoyment
Pleasure
Fun
Value



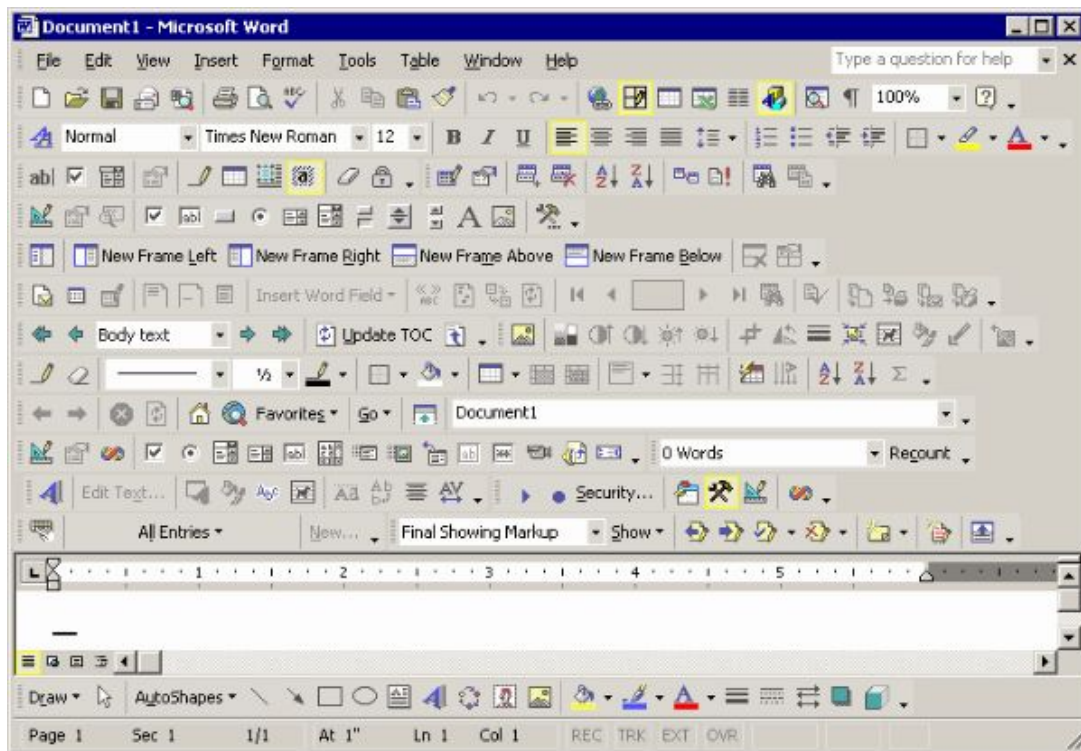
USER
EXPERIENCE

Where usability is narrow and focused,
UX is broad and holistic.

3. Fails

Let's get fun

UX fails



UX fails



Eric J. Davis
@ericdUX



Following

I will never, ever, ever remember my new password. Ever. @ScottsLawnServ /cc @uxepicfails #UX #SecUX



Update your password

Please choose a new password that is that is 8 to 32 characters and contains at least 2 lower case characters, at least 2 upper case characters, at least 2 digits, and at least 1 of !@#\$\$%^&*()_+={}\|[];'<>.,?/; repeated character limit is 3 (Case Sensitive)

Enter your new password

Confirm your new password

Submit Password Update

Update your email address

UX fails













UX fails

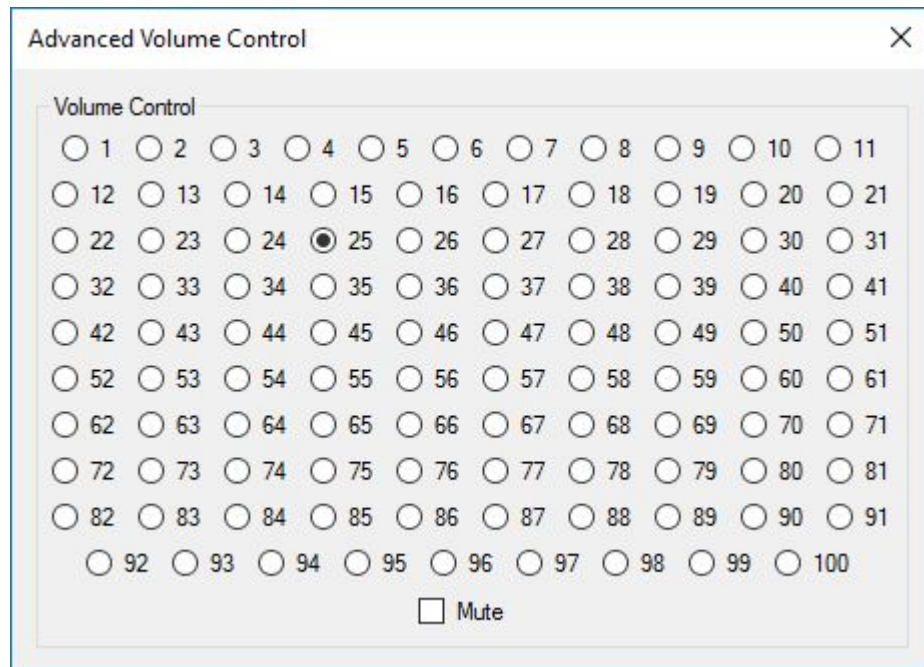
Enable this hook

Pre receive - reject o

Which of these is the current active?

	Enforce Fix Version  Enforces that the branch issue's and commit issues' fix version matches the target branch.	<input type="radio"/> Disabled <input checked="" type="radio"/> Enabled
	Enforce Naming Enforces defined patterns for feature and release branches and tags.	<input type="radio"/> Disabled <input checked="" type="radio"/> Enabled
	Enforce Pull Requests  Enforces that you need to create pull requests for changes to master or release branches.	<input type="radio"/> Disabled <input checked="" type="radio"/> Enabled
	Enforce Single JIRA Issue Enforces that any pull-request references at most 1 JIRA issue.	<input type="radio"/> Disabled <input checked="" type="radio"/> Enabled
	Jira Ticket Check  Checks repository java source code for @JIRA annotations to compare with Jira if proper tests we created.	<input type="radio"/> Disabled <input checked="" type="radio"/> Enabled
	Protect Unmerged Branch Hook Rejects pushes that delete branches involved in active (not merged/declined) pull requests.	<input type="radio"/> Disabled <input checked="" type="radio"/> Enabled
	Reject Force Push Reject all force pushes (git push --force) to this repository	<input type="radio"/> Disabled <input checked="" type="radio"/> Enabled

UX fails



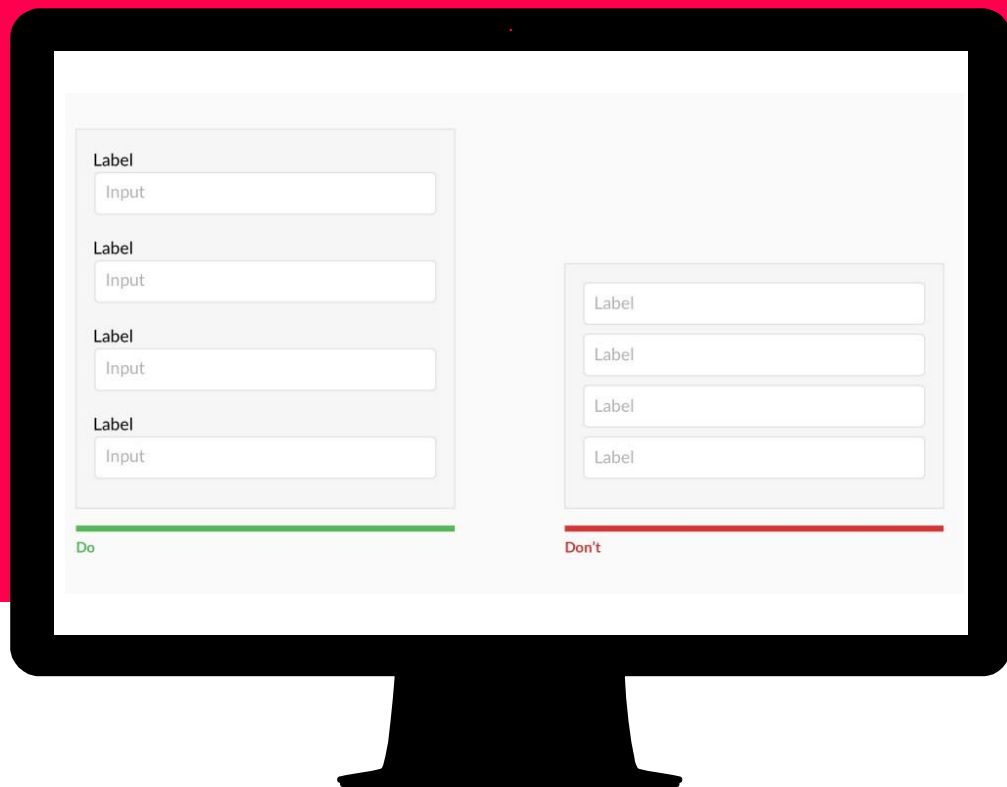
4.

Usability in forms

One of the most important component

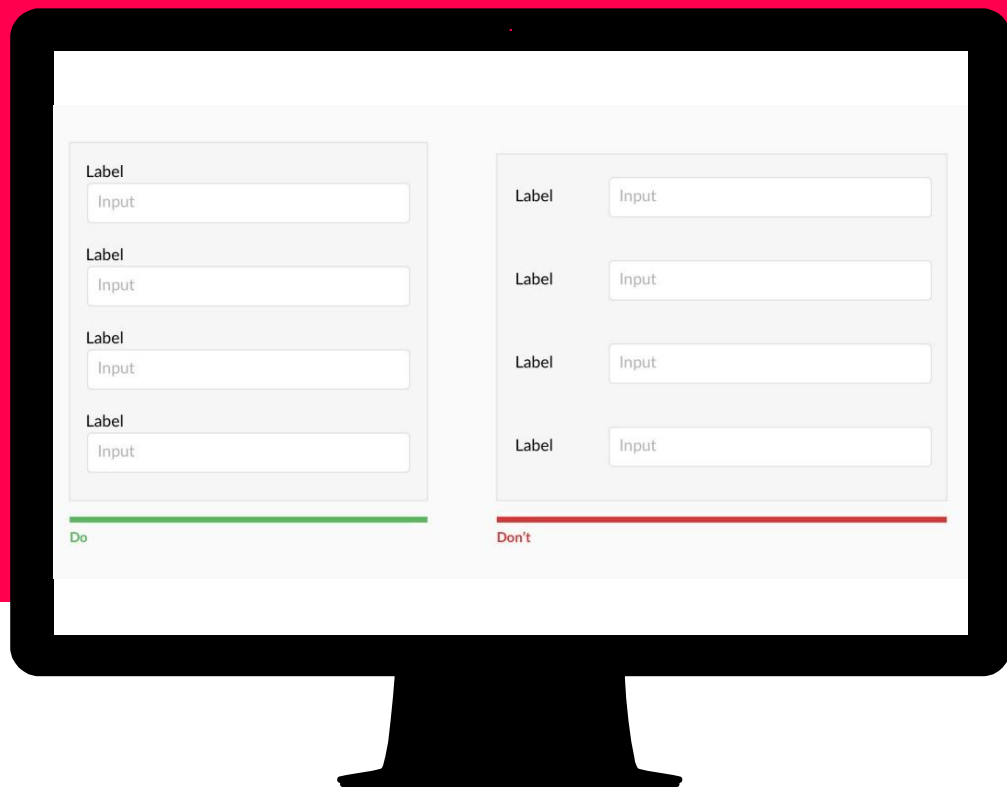
Form tips

Resist using placeholder text
as labels



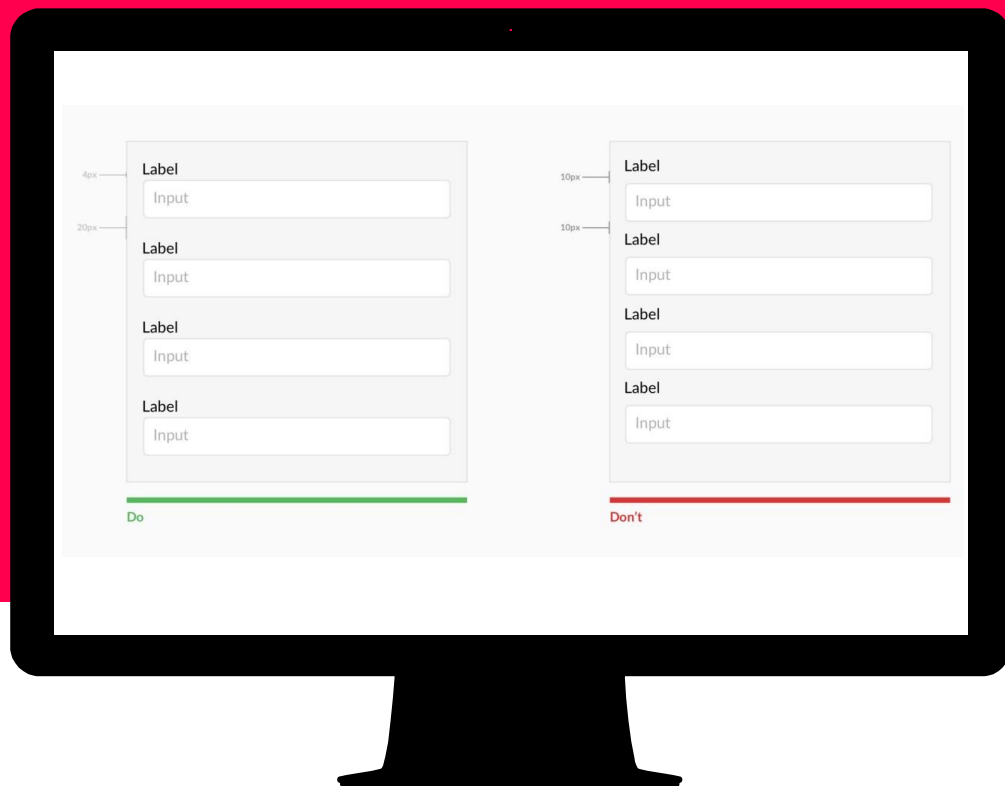
Form tips

Top align labels



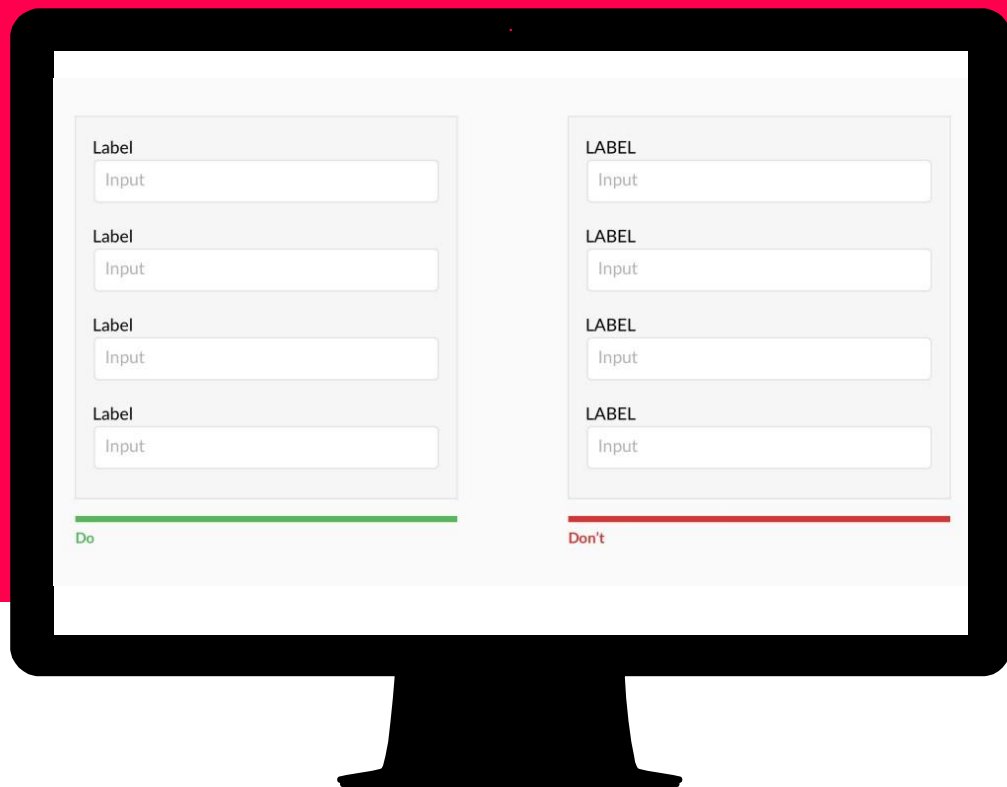
Form tips

Group labels with their
inputs



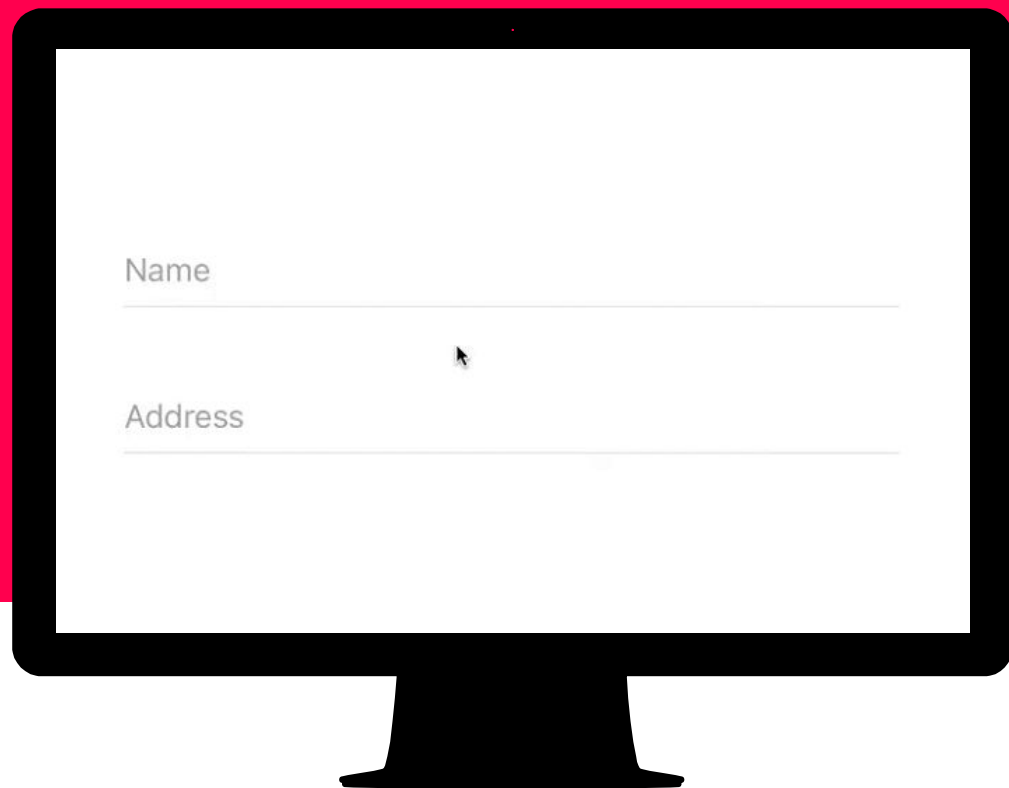
Form tips

Avoid all caps



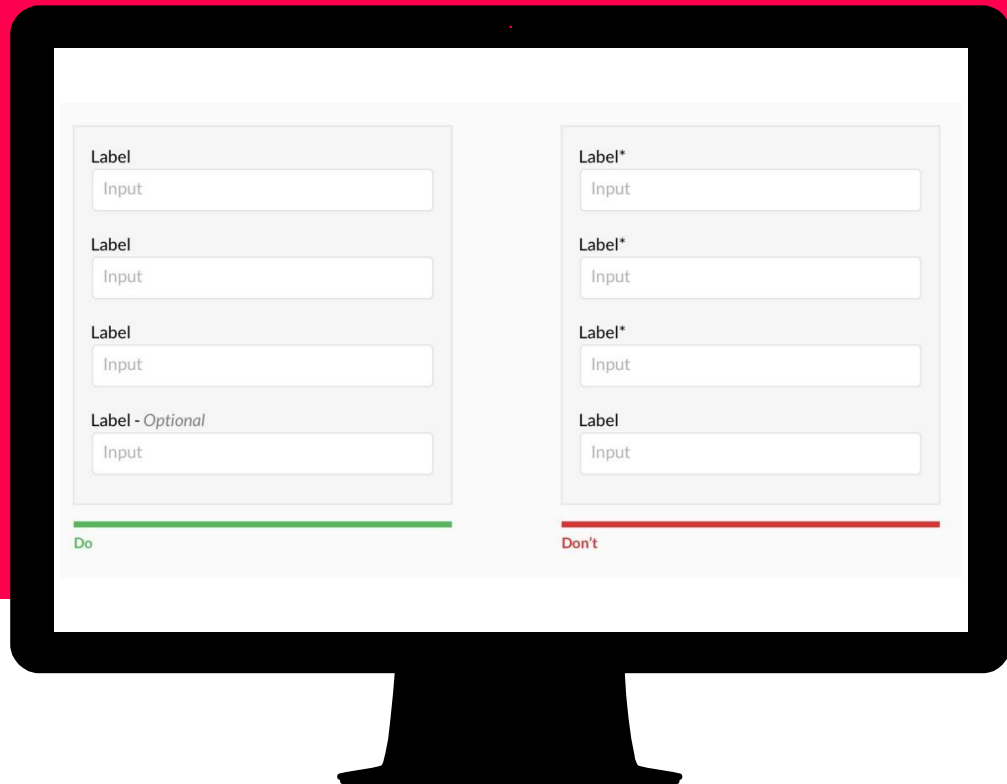
Form tips

Floating label



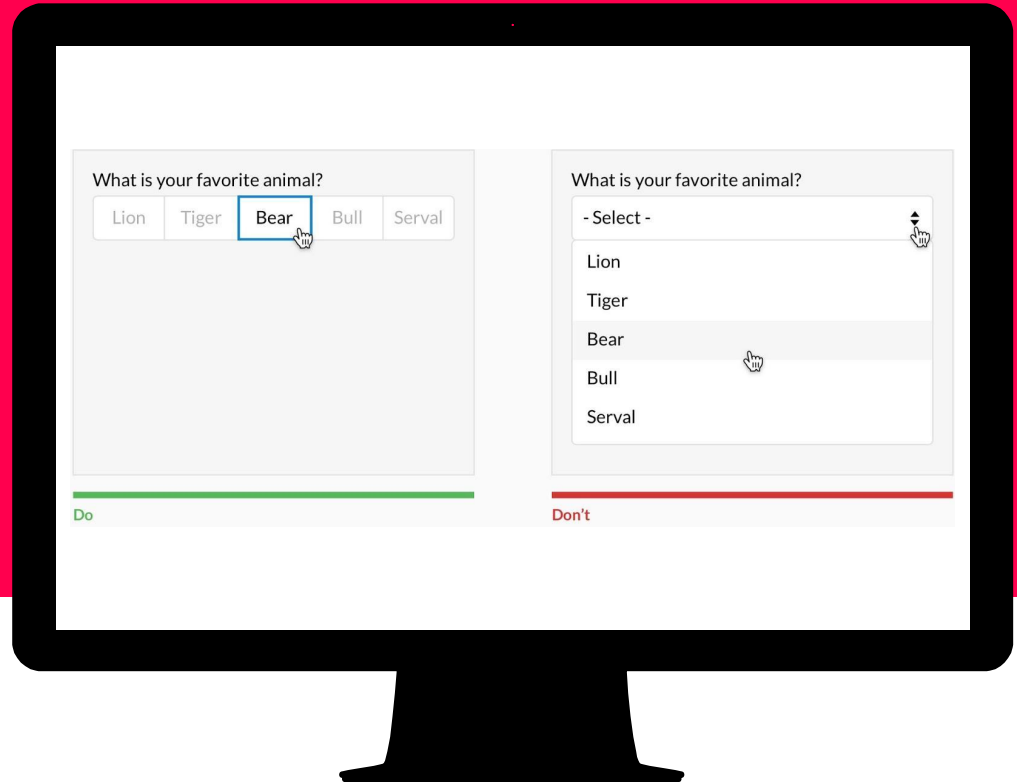
Form tips

Ditch the * and denote optional fields



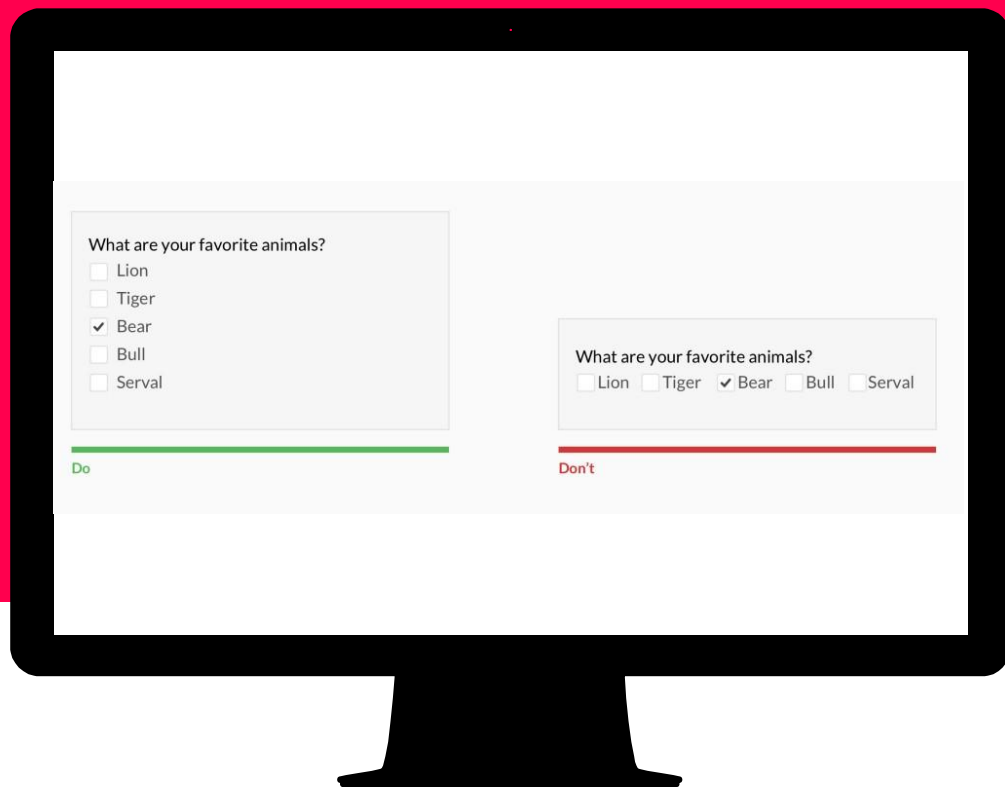
Form tips

Show all selection options if
under 6



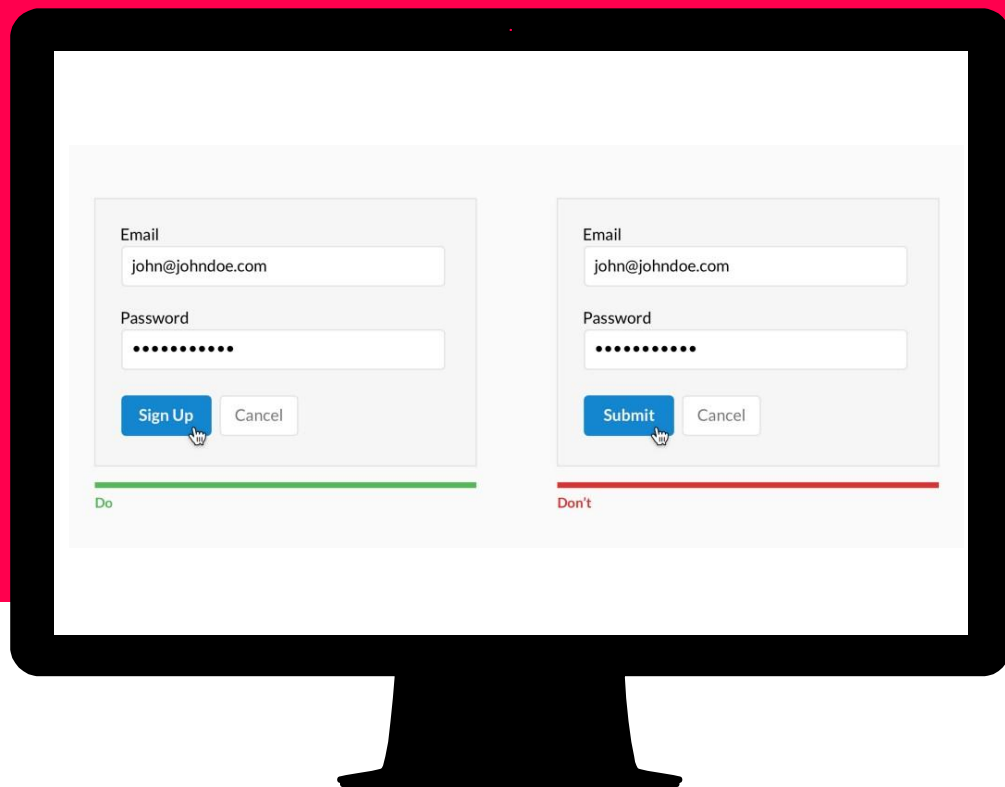
Form tips

Place checkboxes (and radios) underneath each other for scannability



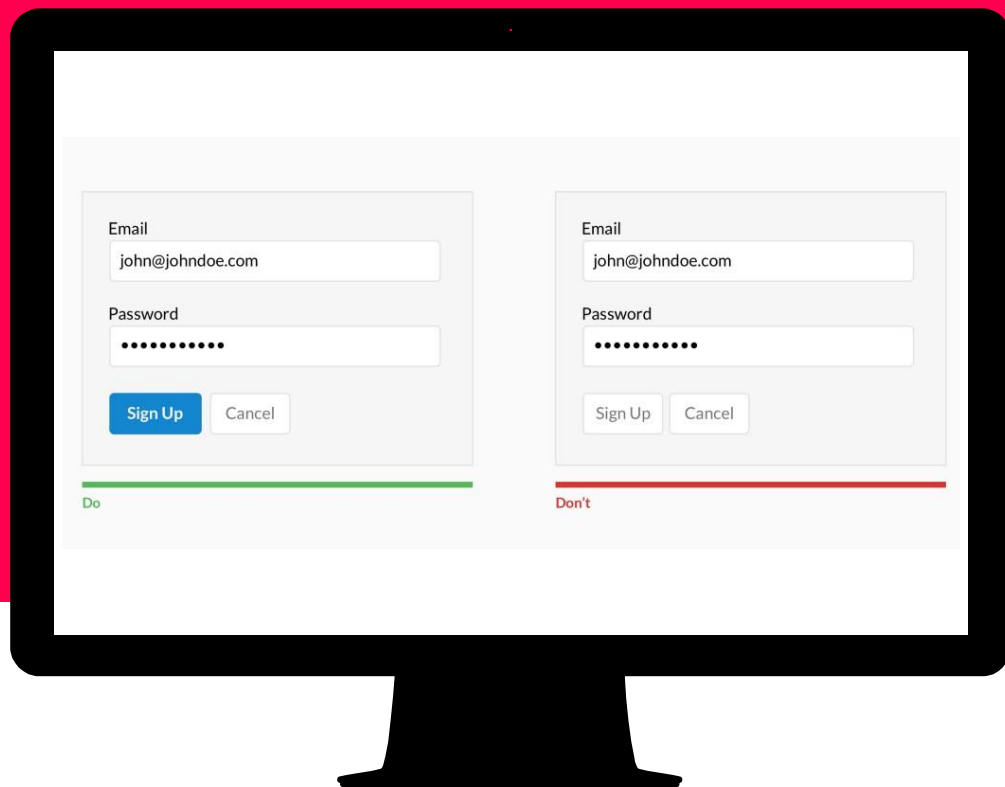
Form tips

Make CTAs descriptive



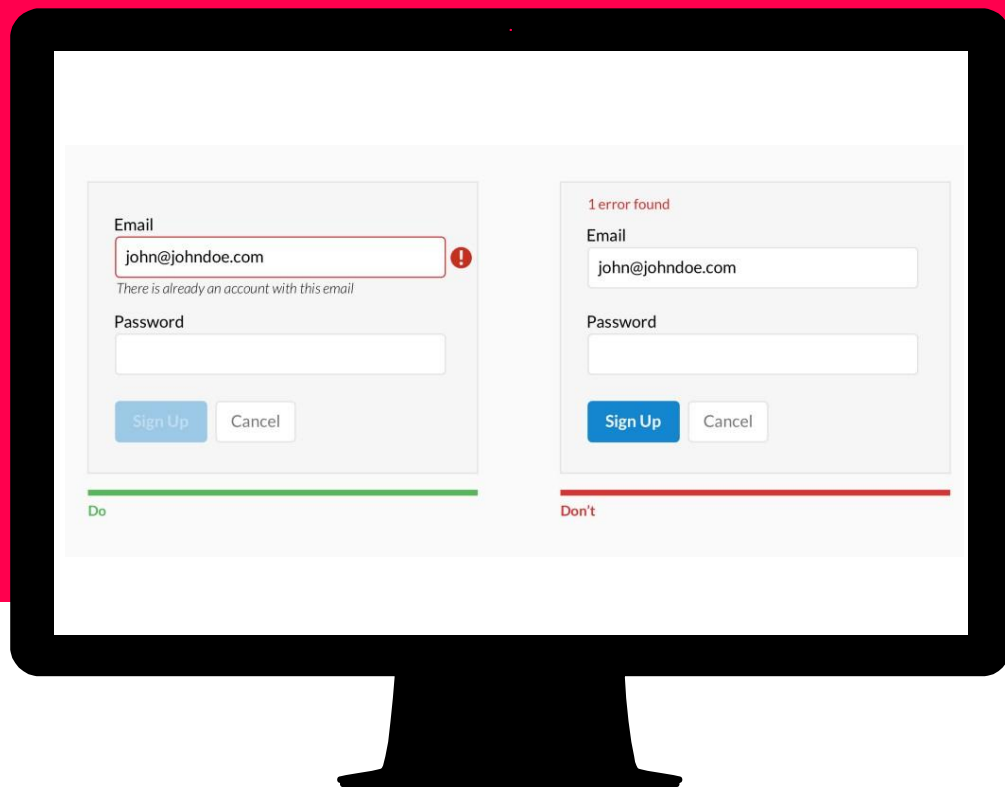
Form tips

Differentiate primary from
secondary actions



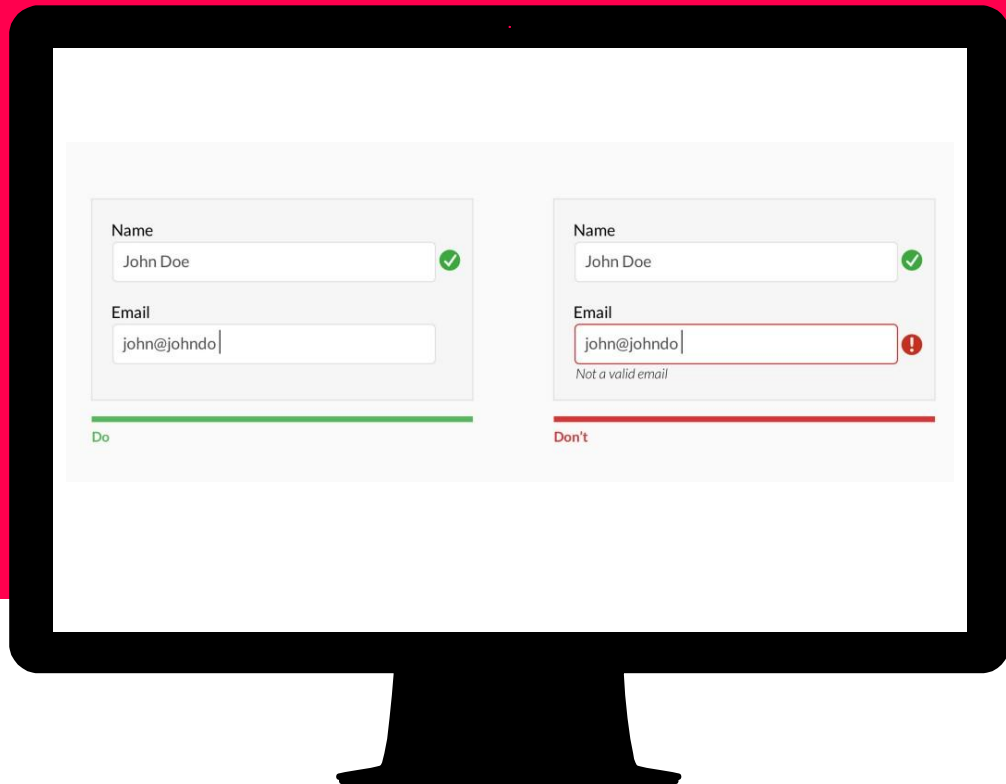
Form tips

Specify errors inline



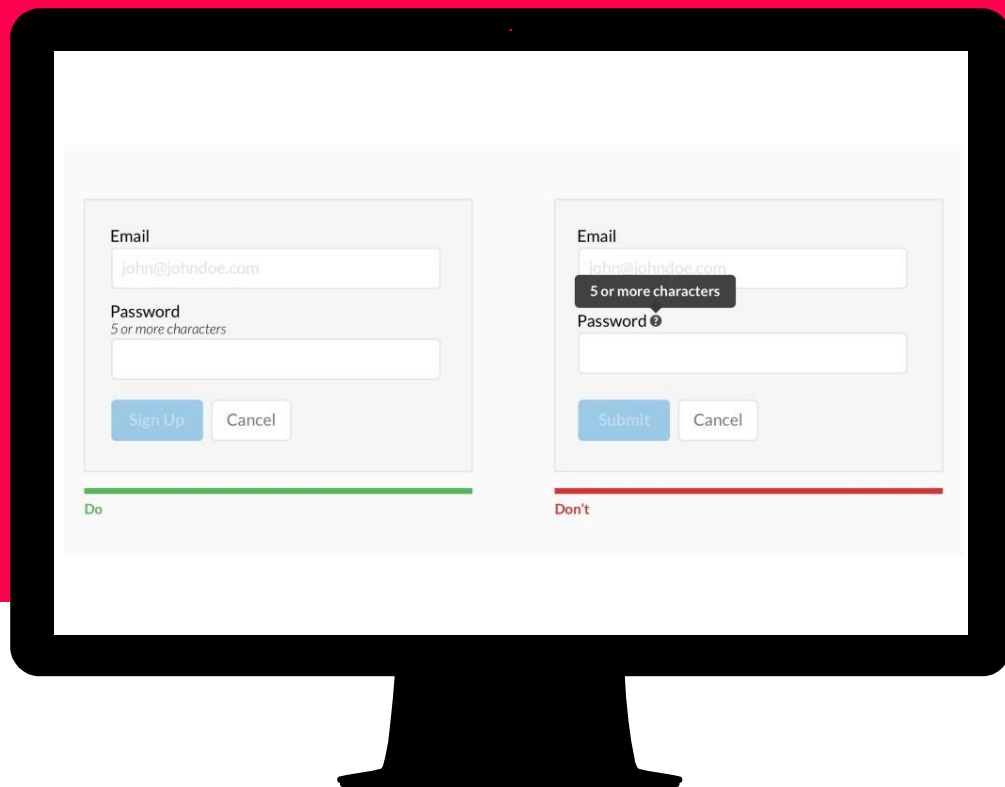
Form tips

Use inline validation after the user fills out the field



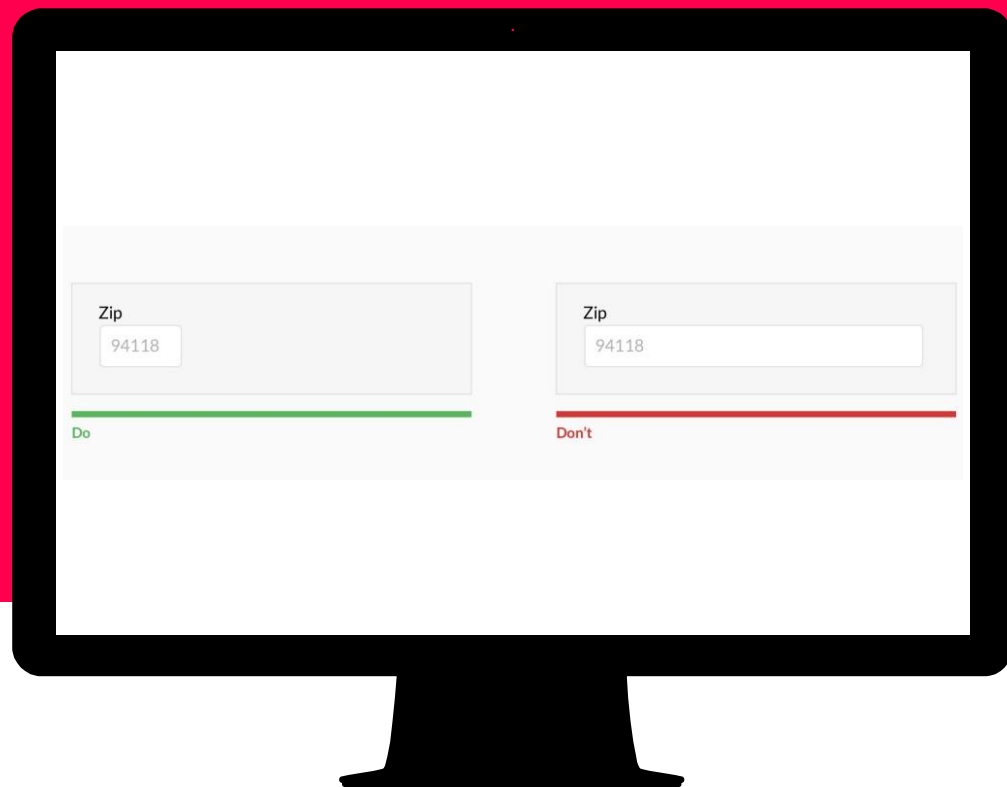
Form tips

Don't hide basic helper text



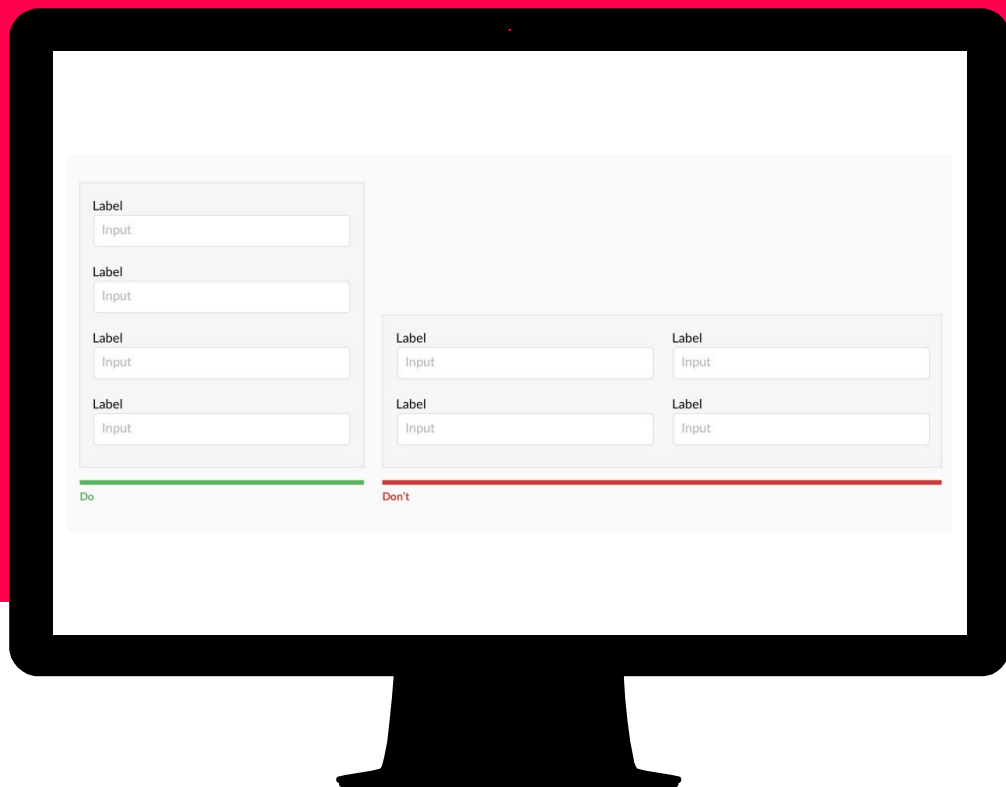
Form tips

Use field length as an
affordance



Form tips

Forms should be one column



Form tips

Group related information

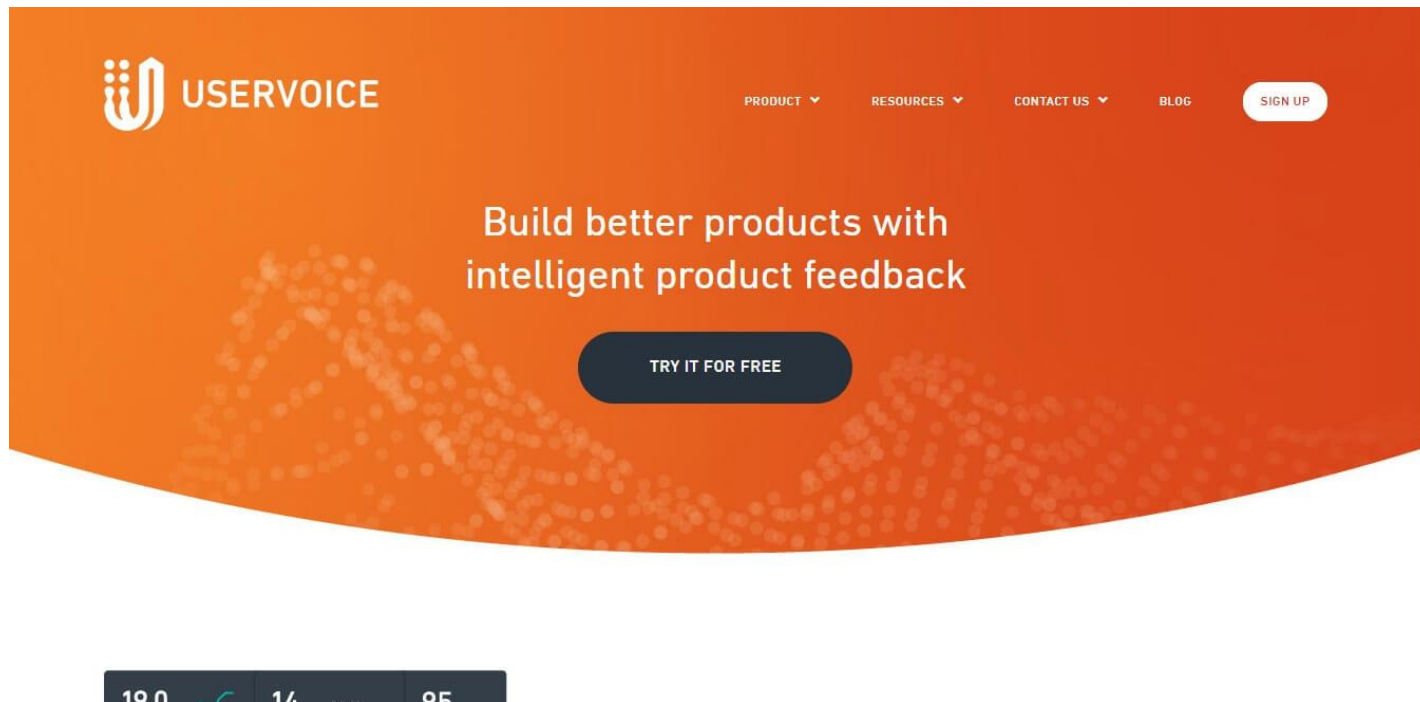
The image shows a computer monitor displaying two side-by-side form layouts. The left layout is a 'Personal' form with the following fields: Name (text input), Date of Birth (Month, Day, Year dropdowns), What is your favorite animal? (radio buttons for Lion, Tiger, Bear, Bull, Serval), Account section with Email (text input), Password (text input), and Verify Password (text input). The right layout is a 'Name' form with the following fields: Name (text input), Date of Birth (Month, Day, Year dropdowns), What is your favorite animal? (radio buttons for Lion, Tiger, Bear, Bull, Serval), Email (text input), Password (text input), and Verify Password (text input). Both forms are designed to group related information.

5.

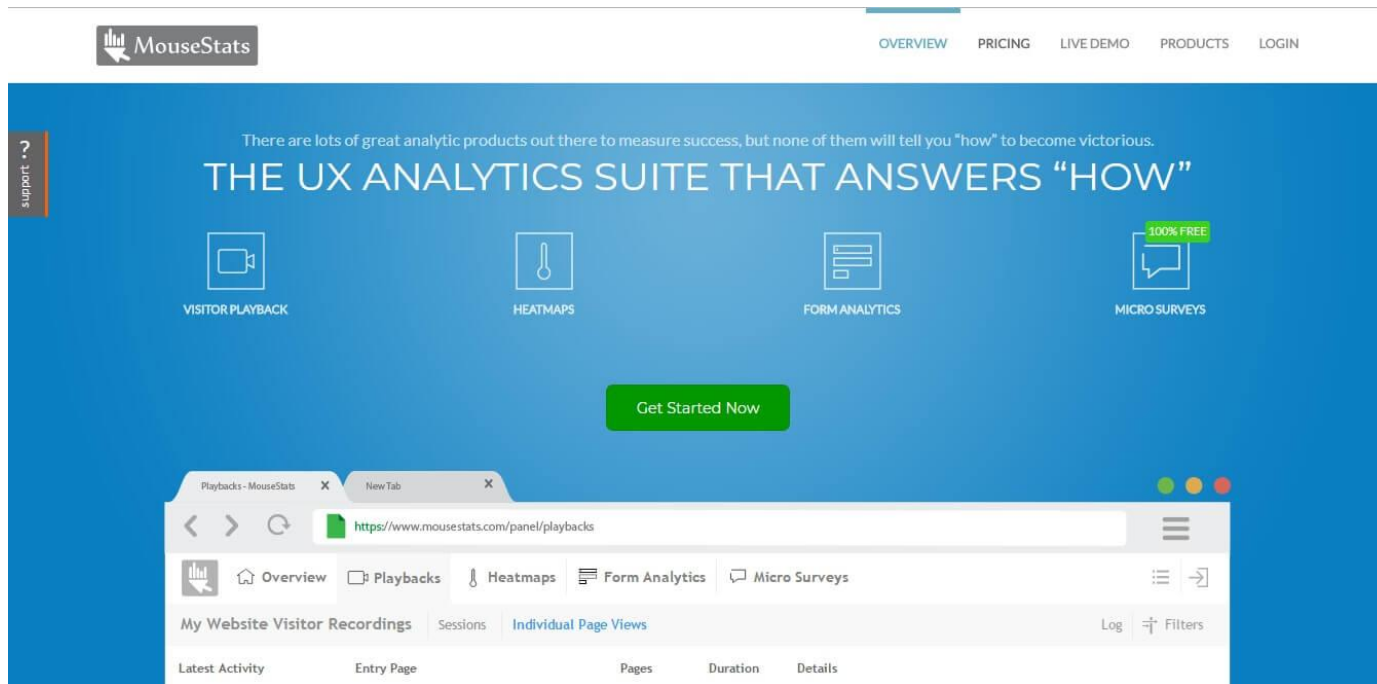
Some tools

Let's improve UX

Some tools



Some tools



Some tools

The screenshot shows the Crazy Egg homepage with a blue background. At the top left is the Crazy Egg logo, and at the top right is a 'Log In' button. The main heading reads 'Make your website better. Instantly.' Below this, a sub-headline states 'Over 220,000 websites use Crazy Egg to improve what's working, fix what isn't, and test new ideas.' A central form contains a text input labeled 'Your website URL' and a 'Show Me My Heatmap' button. Below the form is the text 'Get started for free!'. At the bottom, there is a preview of a website with a heatmap overlay. A chatbot bubble on the right says 'I am EggBot, and I am here to help guide you. What would you like to do today?' with a red '2' badge next to the Crazy Egg icon.

crazyegg

Log In

Make your website better. Instantly.

Over 220,000 websites use Crazy Egg to improve what's working, fix what isn't, and test new ideas.

Your website URL

Show Me My Heatmap

Get started for free!

Learn how TechCrunch increased their traffic by 30% in 60 days. [Click here](#)

QUICKSPROUT

The Definit...

To search, type and hit enter

I am EggBot, and I am here to help guide you. What would you like to do today?

Links

- [Usability 101: Introduction to Usability](#)
- [Design Better Forms](#)
- [Placeholders in Form Fields Are Harmful](#)
- [How to avoid making more UX clichés](#)
- [How to write for interactions](#)
- [ISO 9241](#)
- [Difference Between usability and UX](#)



Thanks!!

Any questions?

You can find me at [@miriamgonp](#)