

Usability goals

Effectiveness

how good a product is at doing what it is supposed to do

Efficiency

the way a product supports users in carrying out their tasks

Safety

protecting the user from dangerous conditions & undesirable situations

Utility

the extent to which product provides the right kind of functionality so users can do what they need/want

Learnability

how easy a system is to learn to use

Memorability

how easy a product is to remember to use, once learned.

Design Principles

when designing for UX for ?

what to provide
what to avoid at the interface
explain + improve design



Visibility

users able to know — what to do next
— what can be done

Feedback

sending back info
what action has been done
what has been accomplished

Constraints

determining ways of restricting kinds of UI that can take place at given moment

similar operations & use
similar elements for achieving
similar tasks

Affordances

to give a clue

Consistency

allow to continue with activity