Thursday, 9 April 2015

USABILITY BASICS

Today's Plan and Objectives

Part 1: 9:00am – 10:15am

- Homework Review.
- Definition of Usability
- Usability Tests (Intro) / Heuristics
- **Activity / Break:** 10:15am – 10:45am

Part 2: 10:45am – 12:30pm

- When to Break the Rules
- Quick Usefulness
- Take-Home Review Points
- Homework

Soo…

the reading:

3 adjectives

Soo…

your homework.

Sam’s UX Pro Tips

Constraints are awesome.
Critique is not opinion.
All UX is knowledge based.
For every rule, there is a reason to break it.
You are not, and never will be, your user.
Users are bad designers, but they know bad design.
Expect to be wrong, and embrace it.
It depends.
Be reflexive.
Ideas are easy, good UX is hard.

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What are the rules?

Usability is not just a word meaning easy to use… there's more to it than that. :)

Definition of Usability

Usability is a **quality attribute** that assesses how easy user interfaces are to use. The word "usability" also refers to methods for improving ease-of-use during the design process.

Utility = whether it provides the features you need.

Usability = how easy & pleasant these features are to use.

Useful = usability + utility.

Definition of Usability

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

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 design?

Heuristic:

Visibility of system status The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Heuristic:

Match between system and the real world The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

Heuristic:

User control and freedom Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Heuristic:

Consistency and standards Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

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Heuristic:

Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Heuristic:

Recognition rather than recall Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Heuristic:

Flexibility and efficiency of use Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Heuristic:

Aesthetic and minimalist design Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Heuristic:

Help users recognize, diagnose, and recover from errors
Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Heuristic:

Help and documentation Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Let’s bring this back to Earth …

Quick Usefulness

Use them as guide lines.

Take Homes, What are they?

Homework Review

Definition of Usability

Usability Tests (Intro) / Heuristics

When to Break the Rules

Exam – Take-home and Open Notes

1. Design a study.

2. Purposeful Rule Breaking

   Deliverable:

   For each of the 10 heuristics, think of a reason to break the rule, and find an example.

3. Conduct that study!

   Deliverable: Data Collected and Deign Insights

Ask me questions!