

Usability

Interactive Media 1 – Semester 2 2023

Usability

“A design goal that is closely related to specific empirical methods for creating and evaluating designs aimed at achieving the goal. Usability refers to the ease with which users of digital tools and informational resources can perform tasks.”

Murray, J 2012, *Inventing the Medium: Principles of Interaction Design as a Cultural Practice*, MIT Press, Cambridge

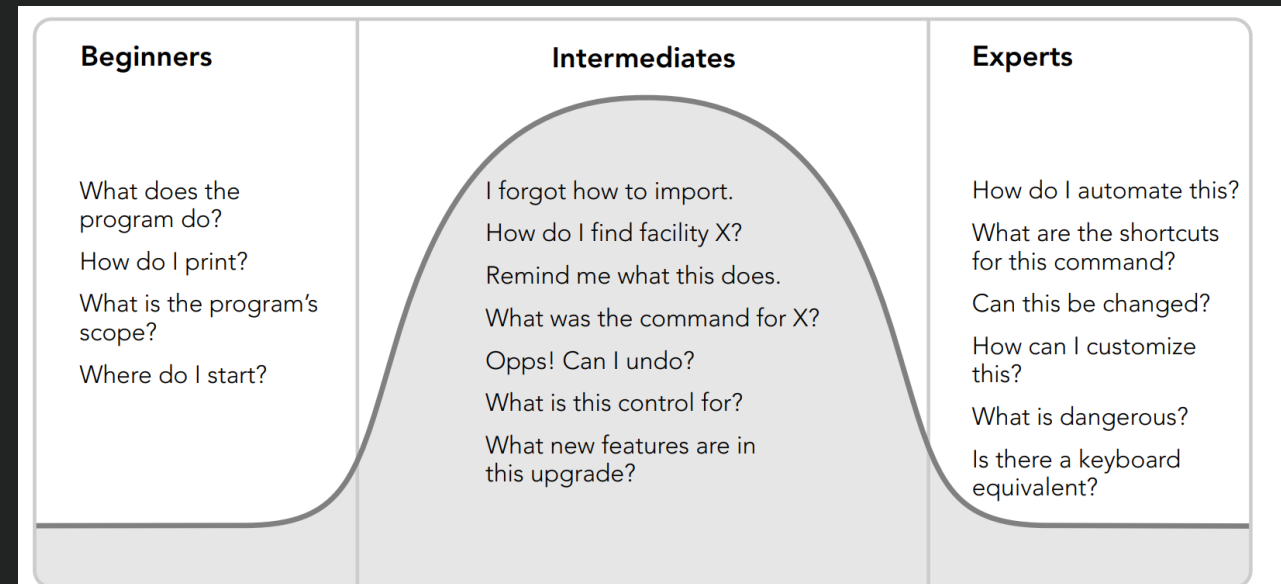


Figure 3-1 The demands that users place on digital products vary considerably with their experience.

Cooper, A, Reimann, R & Cronin, D 2007, *About Face 3: The Essentials of Interaction Design*, Wiley, Indianapolis

Usability Goals

1. Effectiveness

Is the interaction capable of allowing people to access the information they need?

2. Efficiency

How quickly can a user access the information they were searching for via the filter?

3. Safety

Are there any possible errors and how would users recover from them?

4. Utility

Does the interaction provide an appropriate set of functions that will enable users to carry out all their tasks in the way they want to do them?

5. Learnability

Is it possible to work out how to achieve the end goal just by exploring the interface?

6. Memorability

What kind of support is the interaction providing to prompt users memories about functions?