**Human computer interaction and communication**

**EXERCISE 04 – ROI for Usability in Project 01**

Name: Zharkynbayeva Alua

PURPOSE

The purpose of today’s exercise is to outline a justification for usability in your first project by outlining its return on investment (ROI). Exercises 02 and 03 informally dealt with the need for usability. Last week’s activities began to informally justify the need for usability. In today’s exercise, you will begin to justify usability in your project in a more formal, structured way.

ACTIVITIES

Perform each of the following activities. If you have questions, issues, or doubts, please ask for help and do not just guess.

1. Using the guidance provided in class, outline the benefits to including usability as part of the design of your project.
   1. Be sure to think about both the tangible and intangible benefits related to your project.
   2. When possible, detail how the benefit can be measured.
   3. Enter your benefits into the space provided in this document.

Tangible

**Increased Productivity**

Employees can find the right colleagues and complete tasks faster.

**Measurement:** Reduction in time spent searching for people and tasks (tracked via system logs).

**Reduced Training Costs**

New employees can quickly understand how to use the platform without extensive training.

**Measurement:** Time required for onboarding/training, number of help requests received.

**Higher Adoption Rate**

A well-designed, intuitive system encourages employees to use the platform regularly.

**Measurement:** Number of active users, retention rate over time.

**Fewer Errors and Support Requests**

Clear UI and intuitive interactions reduce mistakes when managing tasks and searching for colleagues.

**Measurement:** Number of user-reported issues, decrease in support tickets.

**Improved Task Completion Rates**

Employees can track deadlines and collaborate efficiently, reducing missed tasks.

**Measurement:** Percentage of tasks completed on time.

Intangible

**Better Team Collaboration**

Real-time availability tracking improves communication and reduces delays in teamwork.

**Measurement:** Internal collaboration metrics, employee feedback on team interactions.

**Stronger Employee Retention**

A frustration-free system contributes to job satisfaction and reduces turnover.

**Measurement:** Employee retention rates, HR feedback.