Usability Testing

This is the User experience, it’s doesn’t have to relate to the Web. This can relate to anything the user looks at touches, and uses.

# What is Usability?

Extent to which an interactive system be use by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.

## Usability: how well the users can use the system’s functionality

* Learnability – is it easy to learn?
* Efficiency – Once learned, is it fast to use?
* Memorability – Is it easy to recall what you learned?
* Errors – are there few, and are they useful?
* Satisfaction – is it enjoyable to use?

## How do we design for usability?

* Put yourself in the user’s shoes
* Test with representative users
* Learn about common design patterns
* Learn to use research to justify your own opinions

THINK CRITCALLY