

**CONFECCIÓN Y PUBLICACIÓN DE PÁGINAS WEB**

**USABILIDAD**

# Qué es la Usabilidad



# Conceptos



Interfaz **G**ráfica de **U**uario



e**X**periencia de **U**uario

# Evolución de las GUI

```
Enter today's date (m-d-y): 08-04-81

The IBM Personal Computer DOS
Version 1.00 (C)Copyright IBM Corp 1981

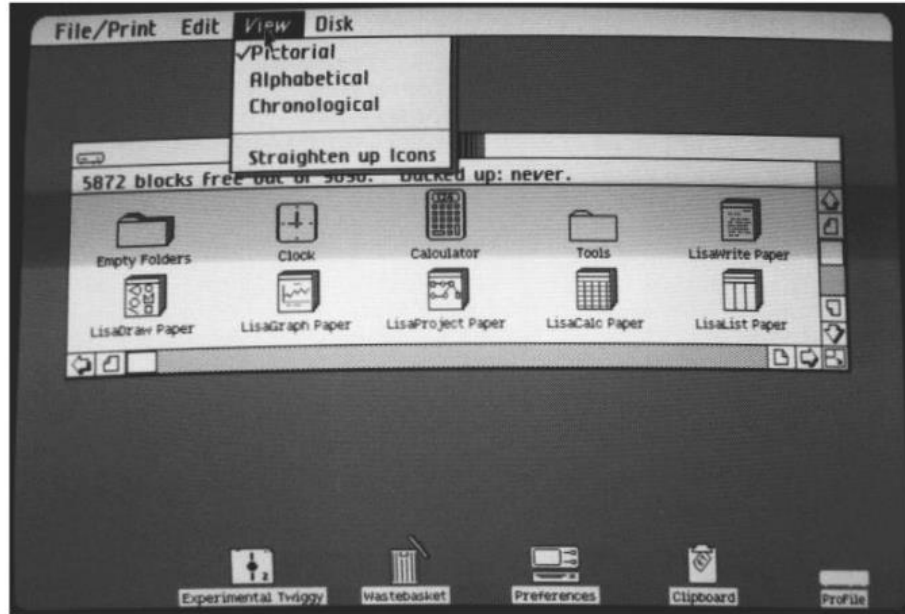
A>dir *.com
IBMBIO    COM          1920  07-23-81
IBMDOS    COM          6400  08-13-81
COMMAND   COM          3231  08-04-81
FORMAT    COM          2560  08-04-81
CHKDSK    COM          1395  08-04-81
SYS        COM           896  08-04-81
DISKCOPY   COM          1216  08-04-81
DISKCOMP   COM          1124  08-04-81
COMP       COM          1620  08-04-81
DATE       COM           252  08-04-81
TIME       COM           250  08-04-81
MODE       COM           860  08-04-81
EDLIN      COM          2392  08-04-81
DEBUG      COM          6049  08-04-81
BASIC      COM         10880  08-04-81
BASICA     COM         16256  08-04-81

A>_
```

# 1981

<< Interfaz MS-DOS 1.0  
de MicroSoft

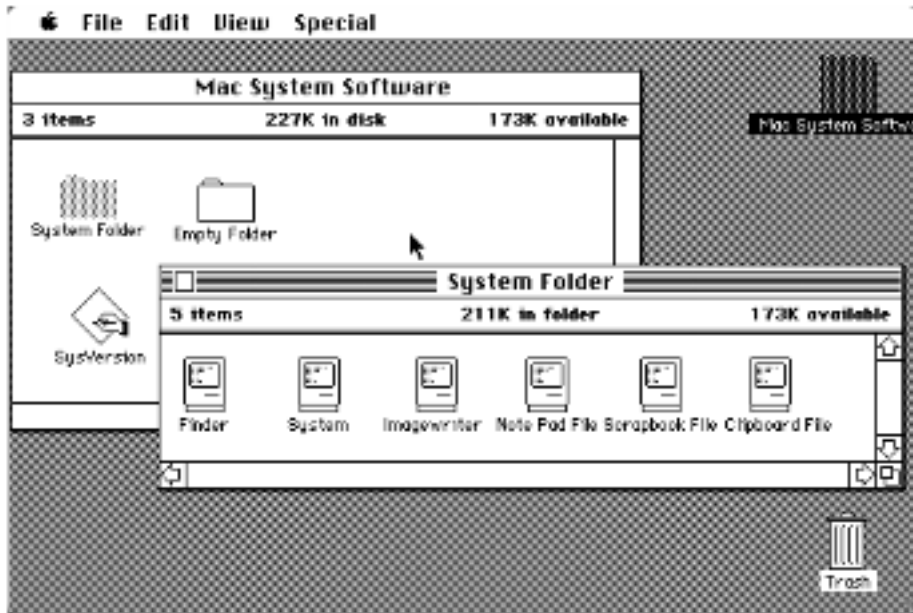
# Evolución de las GUI



# 1983

<< Interfaz LIS A de APPLE

# Evolución de las GUI



1984

< Interfaz Macintosh de MS

# Evolución de las GUI



# 1985

<< Interfa z Windows 1.01 de  
MS

# Evolución de las GUI

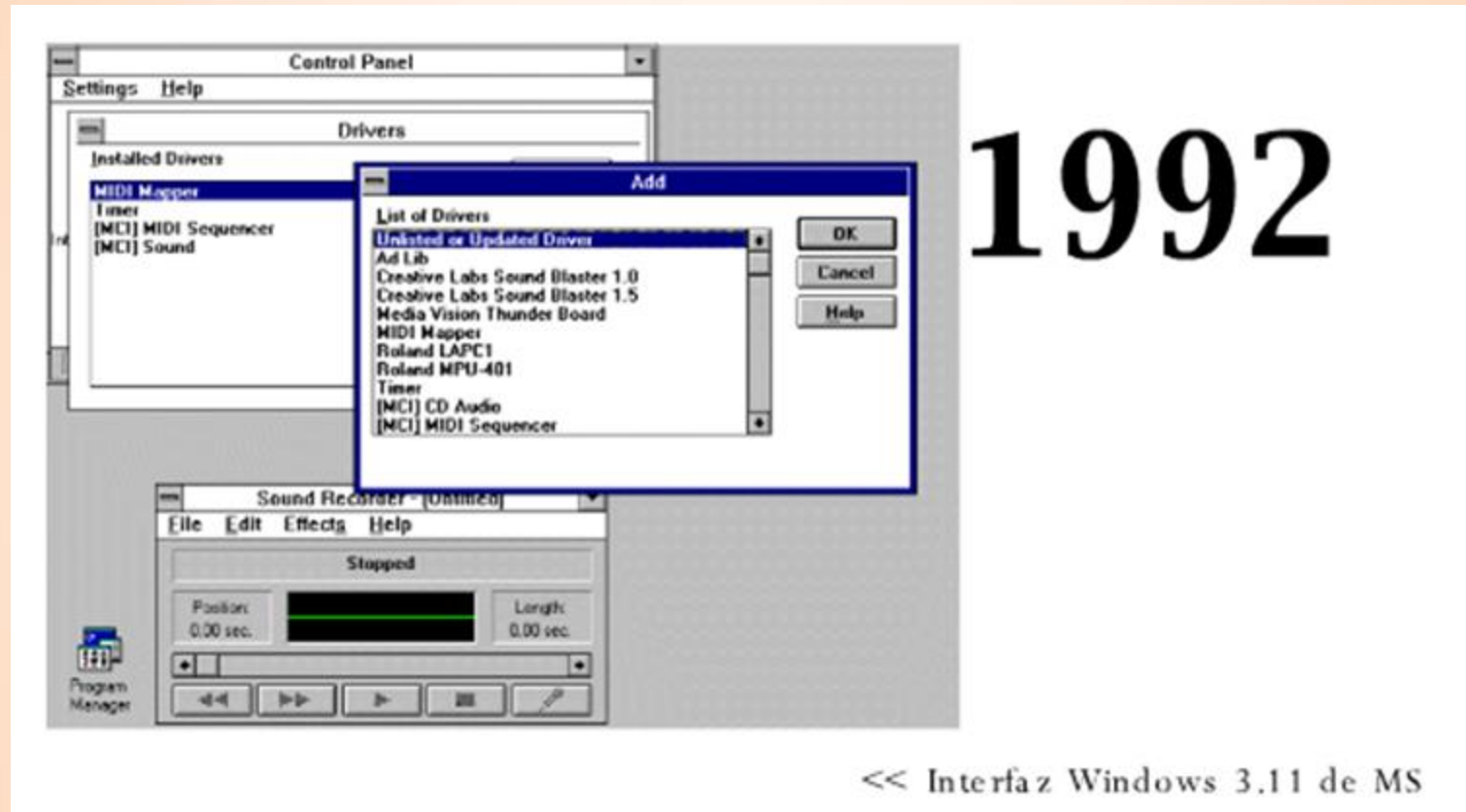


# 1987

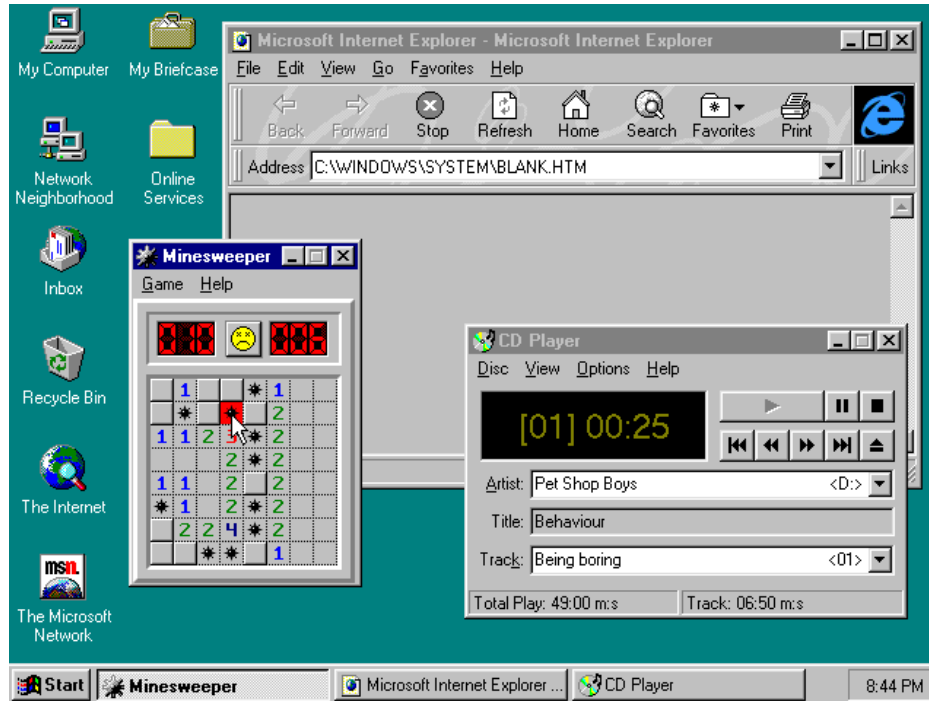
<< Interfaz Macintosh II de  
APPLE



# Evolución de las GUI



# Evolución de las GUI



# 1995

<< Interfaz Windows 95  
de MS

# Evolución de las GUI



2000

<< Interfaz AQUA de APPLE

# Evolución de las GUI



# 2007

<< Interfaz Mac OS X v10.5  
"LEOPARD" de APPLE

# Evolución de las GUI



# 2009

<< Interfaz WINDOWS 7  
de MS

# Evolución de las GUI



# 2012

<< Interfaz WINDOWS 8  
de MS



# Evolución de las GUI en internet

2007

The screenshot shows the Apple website's homepage from July 14, 1997. The header features the Apple logo and the text "Welcome to Apple". A red sidebar on the left contains a "Find It" button and a list of links: Product Information, Customer Support, Technology & Research, Developer World, Groups & Interests, Resources Online, and About Apple. Below the sidebar is a "What's Hot" section with a "Preorder Mac OS 8" announcement, a "Want a PowerBook?" contest, and a "Big Help for Small Biz" link. The main content area includes a BMW CyberDrive promotion, a "MOVIES FROM MARS" section, and a "Be the First to Know" section about Macintosh software releases. A "Newton Connects" section is also visible.

Find It

Product Information  
Customer Support  
Technology & Research  
Developer World  
Groups & Interests  
Resources Online  
About Apple

Apple Sites Worldwide

Switzerland  
Taiwan  
Turkey  
UK & Ireland  
United States

Go

Where to Buy  
Register to Win  
Software Updates  
Home Page Archives

July 14 1997

Welcome to Apple

EMATE 300  
Mobile, Affordable, & Smart

Introducing CyberDrive  
Register today for a free CD-ROM.

MOVIES FROM MARS  
QuickTime VR Takes You Out of this World

What's Hot

**Preorder Mac OS 8**  
Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

**Want a PowerBook?**  
Qualify to win a [PowerBook 3400/200](#) by [entering](#) this month's Apple Registration Sweepstakes.

**Big Help for Small Biz** Find out what you need to make your small business a success.

**Be the First to Know**  
Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

**Newton Connects**  
Newton, Inc., will enhance network connectivity for Newton-based devices this fall via [Newton Internet Enabler 2.0](#). Ethernet capability can connect devices to Local Area Networks.

Welcome to Mars

2013

The screenshot shows the Apple website's homepage from 2013, featuring the iPhone 5. The header includes the Apple logo and navigation links: Store, Mac, iPod, iPhone, iPad, iTunes, and Support. The main content area displays the iPhone 5 with the headline "iPhone 5" and the tagline "Loving it is easy. That's why so many people do." Below the headline are four images of the iPhone 5 showing different features: the back, the home screen, the multitasking view, and the camera. The bottom of the page features four promotional tiles: iPad, Watch the new iPhone TV ad, iMac, and WWDC 2013.

Store Mac iPod iPhone iPad iTunes Support

iPhone 5  
Loving it is easy. That's why so many people do.

iPad  
Two sizes do all.

Watch the new iPhone TV ad

iMac  
Performance and design. Taken right to the edge.

WWDC 2013  
June 10-14 in San Francisco

# Modelos mentales

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# The Washington Post

Washington, DC  
45° Partly Cloudy  
Personalize

October 28, 2011 | [In the News](#) | [Statue of Liberty turns 125](#) | [NASA satellite launch](#) | [World Series](#) | [Krauthammer](#) | [Search The Washington Post](#)


## U.S. flying drones from base in Ethiopia

Craig Whitlock

The Air Force has invested millions of dollars to upgrade an airfield in Arba Minch, Ethiopia. The location and the fact that the base became operational this year have not been previously disclosed.

- 330+ comments: Weigh in on U.S. drone missions
- U.S., allies target al-Shabab militant group

### HELLO, GAME 7!



Cardinals' Matt Holliday is picked off third base by Rangers' Adrian Beltre in the sixth inning. (Getty)

### Did we see the most thrilling World Series game of this generation?

#### Opinions

##### How long will we give to the rich?

Eugene Robinson

Thirty years of stealing from the poor to give to the wealthy.

- Milbank: Elizabeth Warren's winning formula
- Krauthammer: Gaddafi justified his rotten death
- Nicholas Brady: How Wall Street went wrong
- The week's winners: Romney, Cain, Obama
- Samuelson: Europe's shaky Greek bailout
- Sargent: Obama's real political problem
- Telnaes: Another scary presidential prospect

[More Opinions](#)

Advertisement

Bei volatilen Märkten zählen clevere Produkt- und Lösungsstrategien. Die besten hat meine Business-Bank.

Nochmal spielen!

[www.rbinternational.com](#)

**Raiffeisen Bank International**

#### The Post Most

Most Popular

1. Jurors hear Lululemon worker describe fake attack
2. U.S. drone base in Ethi
3. 2011 World Series Game 6: St. Louis Cardinals beat Texas Rangers, force Game 7 o
4. World Series 2011: Texas Rangers at St. Louis

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## Top News story »

### Prosecutors contact Gaddafi son

International prosecutors are in "informal contact" with slain Libya leader Muammar Gaddafi's son, Saif al-Islam, who is wanted for war crimes.



## News »



**Tunisia's Islamists pledge to women**



**Faster-than- Samsung smartphones lead Apple**



### Spotlight

#### Technology of Business



# Regla de los 5 segundos

Si no encontramos lo que queremos en 5 segundos, nos vamos.

# Regla del scroll

En las webs nuevas sólo hacemos scroll el 25% de las veces.

# Consejos

## 1. Recuperabilidad

The screenshot shows the El Corte Inglés website interface. The logo "El Corte Inglés" is circled in red. The navigation bar includes links for "Ayuda", "Nuestra tarjeta", "Registro", and "Mis pedidos", with "Ayuda" also circled in red. A shopping cart icon indicates "Cesta 0 productos". The main navigation menu lists various categories: Alimentación, Electrónica, Informática, Electrodomésticos, Hogar, Moda, Deportes, Ocio y Cultura, Entradas, Viajes, Juguetes, Bebés, Bodas, and Ver todo. The "Moda" category is selected, leading to a page for "Mujer" with subcategories like "Blusas y Tops". A sidebar on the left shows filters for "Subcategoría" (Manga corta, Manga larga, Sin mangas, Tops) and "Colores". The main content area displays a grid of product categories under "Grandes:", "Climatización:", and "Marcas:". The "Grandes:" section includes "Lavado y secado", "Lavavajillas", "Frigoríficos y congeladores", "Cocción", and "Pequeños:". The "Climatización:" section includes "Aire acondicionado", "Calefacción", "Ventiladores", "Tratamiento del aire", and "Cuidado personal:". The "Marcas:" section lists various brands like AEG, Balay, Bosch, Braun, Dyson, Edesa, Electrolux, De Dietrich, Fagor, Irobot, LG, Miele, Nespresso, Oral B, Philips, Remington, and Samsung. A search bar is visible at the top left, and a "Venta 24 h" contact number is on the right.

**El Corte Inglés**

[Ayuda](#) [Nuestra tarjeta](#) [Registro](#) [Mis pedidos](#)

[Cesta 0 productos](#)

[Alimentación](#) [Electrónica](#) [Informática](#) [Electrodomésticos](#) [Hogar](#) [Moda](#) [Deportes](#) [Ocio y Cultura](#) [Entradas](#) [Viajes](#) [Juguetes](#) [Bebés](#) [Bodas](#) [Ver todo](#)

[En moda y complementos](#)

El Corte Inglés > Moda y Complementos > Mujer

**Mujer**

[Blusas y Tops](#)

**Subcategoría**

[Manga corta \(159\)](#)

[Manga larga \(379\)](#)

[Sin mangas \(66\)](#)

[Tops \(282\)](#)

**Colores**

[885 artículos](#)

[Ordenar por](#)

**Grandes:**

- Lavado y secado
- Lavavajillas
- Frigoríficos y congeladores
- Cocción
- Pequeños:**
- Aspiración y limpieza
- Cuidado de la ropa
- Máquinas de café
- Desayuno
- Preparación de alimentos

**Climatización:**

- Aire acondicionado
- Calefacción
- Ventiladores
- Tratamiento del aire
- Cuidado personal:**
- Belleza Mujer
- Belleza Hombre
- Masaje y calor
- Cuidado bucal
- Tensiómetros y termómetros
- Ver todo

**Marcas:**

- AEG
- Balay
- Bosch
- Braun
- Dyson
- Edesa
- Electrolux
- De Dietrich
- Fagor
- Irobot
- LG
- Miele
- Nespresso
- Oral B
- Philips
- Remington
- Samsung

Venta 24 h 902 22 44 11

[Ir a pag. v](#) [Página 1 de 59](#) [>](#)

# Consejos

## 2. El usuario decide



# Consejos

## 3. Estado del sistema

### Consulta Enviada!

Ya completaste el primer paso para llegar a tu nuevo Chevrolet.

Ahora un Asesor comercial de Chevrolet se comunicará con vos para ayudarte a tomar una buena decisión.



**PLAN CHEVROLET**

# Consejos

## 4. Menos de 3 clics

Shows		News	Movies, Games & More	
		News Main		
	Headlines	▶	Breaking News	
	Video Updates & Interviews		Music News	
	Newsroom Blog		Movie News	
	Live Music Coverage	▶	Video Game News	
	MTV Reporters	▶	World/National News	
	Video Games Blog			

# Consejos

## 5. Botones grandes



# Consejos

## 6. Tipografía adecuada

Titulares	>20px
Cuerpo	10-16px
Pie	8-10px



# Consejos

## 7. Buen contraste con el fondo

The screenshot displays the Ameravant website with a dark blue header and a large dark blue banner. The text is in a light yellow/gold color, providing high contrast. The layout includes a navigation menu, a main banner with a headline and sub-headline, a call to action button, and two sidebars with event information and a blog section.

**Ameravant**

Home Portfolio Services Blog About Contact Support

### Smart development. Sharp design.

We provide easy-to-use tools at affordable rates. The basic package gets you a simple design, a page editor, and your own blogging platform, all that you can effortlessly manage yourself.

**BUSINESS 2 BUSINESS BREAKFAST**  
FEBRUARY-DECEMBER 2009  
Next Event: May 5, 2009  
Earl Warren Showgrounds  
Wentworth  
Sign up today!

**Business 2 Business Breakfast**  
Goleta Valley Chamber of Commerce  
This event offers all attendees the opportunity to share business cards and printed materials on display tables, receive a full contact list for each pre-paid attendee, and be allowed to give a 20 second introduction of their business.  
Next Event: May 5th, 2009  
Attendees have 3 unique networking opportunities during this one event. Come to share business cards and printed materials, receive a contact list for each pre-paid attendee, receive an introduction to give a 20 second introduction of their business, and be allowed to give a 20 second introduction of their business.

**See more** ➔

### What We've Done

**California Lemon Festival**  
Site Design, Content Management, Gallery, Redesign

**California Lemon Festival 2009**  
SPONSORS  
PRESENTING The 18th Annual California

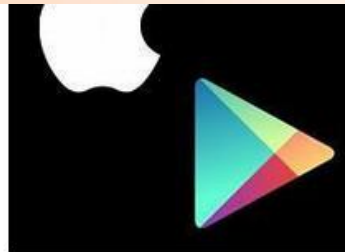
### Our Blog

Thoughts on business, design and development

**Website Designers Santa Barbara and Goleta - How to Choose a Good Designer**  
Web Biz

# Consejos

## 8. Mapa del sitio



novedades para smartphones, tabletas y todas las apps del mercado para todos los dispositivos.



VIDEOJUEGOS  
Todas las novedades

EUROCOPA  
Todos con la roja



EL TIEMPO  
La predicción para los próximos días

### Otros contenidos



MUJER HOY  
Gisele Bündchen



LA TIENDA DE ABC  
Tus compras en Internet



PREMIOS ABC  
Convocatoria



XLSEMANAL  
Vida o muerte

PREMIOS  
ABC  
Salud

PREMIOS SALUD  
Ya puedes inscribirte



CADENA COPE  
Escucha en directo tu radio

#### ESPECIALES

- Elecciones Galicia 2012
- Elecciones País Vasco 2012
- Elecciones Cataluña 2012
- Lotería de Navidad
- Todos los especiales

#### CLASIFICADOS

- Tusanuncios
- Pisos.com
- Autocasión
- Infoempleo
- Tienda

#### INSTITUCIONAL

- Máster ABC
- Museo ABC
- Suscripción ABC papel
- Promociones ABC
- ABC en Kiosko y Más

#### ABC

- Contacto
- Anúnciese
- Quiénes somos
- Aviso Legal
- RSS

Buscar

# ABC

Copyright © DIARIO ABC, S.L.

Mapa Web

#### ENLACES VOCENTO

- |                  |                  |                       |             |                        |                  |
|------------------|------------------|-----------------------|-------------|------------------------|------------------|
| • Elcomercio.com | • Elcomercio.es  | • Eldiariomontañes.es | • HoyCinema | • Guía TV              | • Hoydigital     |
| • Idealdigital   | • La Voz Digital | • Hoy Motor           | • Qué       | • Larioja.com          | • Mujer Hoy      |
| • Laverdad.es    | • HoyTecnología  | • Finanzas            | • 11870.com | • El Norte de Castilla | • Las Provincias |
| • Diario Vasco   | • SUR Digital    | • Grada 360           |             |                        |                  |

  
**ROLEX**

# Consejos

## 9. Aprovecha las “zonas ciegas”

The image shows the Decathlon website homepage. The top navigation bar includes the Decathlon logo, a search bar, and links for 'TU RED SOCIAL DE DEPORTE', 'Mi cuenta - Mis pedidos', 'Mi tienda', and 'Mi cuenta Tarjeta Decathlon'. Below the navigation bar are category tabs: DEPORTES, MUJER, JUNIOR-BEBÉ, HOMBRE, ACCESORIOS, CATÁLOGO CLUBES, BIKINIS Y BAÑADORES 2013, and FIN DE TEMPORADA. The main banner features a man sitting on the ground, holding a shoe, with a large 'GFM' logo in the background. To the right of the man is a diagram of a shoe sole with labels: 'AMORTIGUACIÓN Inserto viscoelástico', 'TRANSPIRABILIDAD Espuma PU de células abiertas', and 'ESTABILIDAD Inserto de sujeción termoplástico'. Below the diagram are several pairs of shoes. To the right of the shoes is a green box with the text '1 SOLA PLANTILLA COMODIDAD' and 'PARA MÁS ESTILOS'. Below this is a blue button that says 'QUIERO UNA MANY >'. On the left and right sides of the main banner, there are blue vertical banners with the text 'ENVÍO GRATIS' and 'DEL 20 AL 31 DE MAYO'. Below the main banner is a section titled 'CADA SEMANA, UNA FIESTA NUEVA FIESTA DEL DEPORTE' with a 'DESCÚBRELA >' button. Below this are three product tiles: a ping pong table, a bicycle, and a tent, each with an 'ENVÍO GRATIS' label. On the far right, there is a vertical banner for 'DEPORTES CICLISMO' featuring a cyclist.

**DECATHLON**

TU RED SOCIAL DE DEPORTE ¿Te apuntas?

MI cuenta - Mis pedidos MI tienda Contáctanos

MI cuenta Tarjeta Decathlon

Buscar un producto, un deporte, una marca

CESTA (0)

DEPORTES MUJER JUNIOR-BEBÉ HOMBRE ACCESORIOS CATÁLOGO CLUBES BIKINIS Y BAÑADORES 2013 FIN DE TEMPORADA

**ENVÍO GRATIS**  
DEL 20 AL 31 DE MAYO

\* PARA TODOS LOS PEDIDOS ONLINE DE IMPORTE SUPERIOR A 90€

AMORTIGUACIÓN Inserto viscoelástico

TRANSPIRABILIDAD Espuma PU de células abiertas

ESTABILIDAD Inserto de sujeción termoplástico

**1 SOLA PLANTILLA COMODIDAD**

**PARA MÁS ESTILOS**

11€

11€

**QUIERO UNA MANY >**

CADA SEMANA, UNA FIESTA NUEVA **FIESTA DEL DEPORTE** DESCÚBRELA > EVENTOS, PROMOCIONES...

**ENVÍO GRATIS**

**ENVÍO GRATIS**

**ENVÍO GRATIS**

**DEPORTES CICLISMO**



# Consejos

## 10. Contactar fácil



The screenshot shows the Movistar website header. The navigation bar includes links for 'Particulares', 'Autónomos', and 'Empresas', along with language and service options like 'Castellano', 'Correo', 'Zona Joven', 'comunidad', and 'Cesta'. A search bar is also present. The 'atención al cliente' link is highlighted with a red circle, and its dropdown menu is visible, listing options such as 'Soporte Técnico', 'Gestiones', 'Información de productos y servicios', 'Reclamaciones', 'Pregunta al Gurú', 'Nuestros foros', 'Chat', and 'Tiendas'. The main banner features a woman and text promoting 'Llamadas a 0 cts./min.' and a price of '34,90 €/mes + IVA'.

### Ven a Movistar



Contrato Movistar Cero: ya puedes empezar a darle caña

### ¿Tienes Movistar Fusión?

Línea móvil adicional

Vídeos, preguntas frecuentes y soporte técnico

Consulta nuestros foros

### Factura y Consumo



Consulta tus facturas y lo

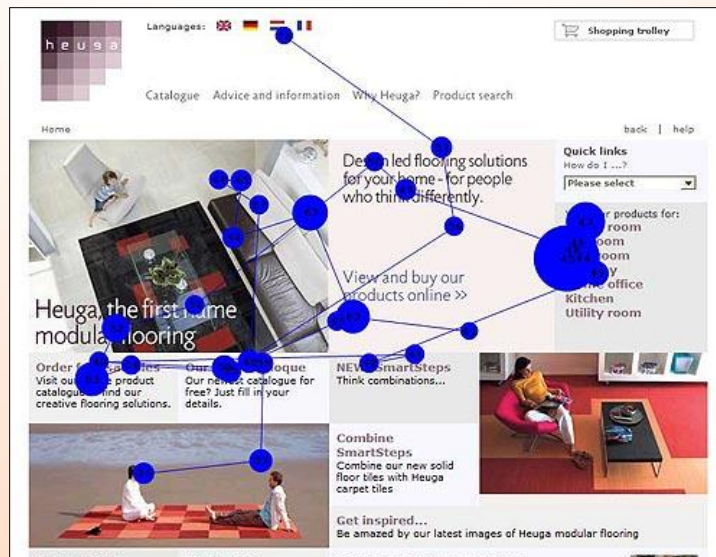
### Mi Movistar



Mi Movistar Fijo

# Cómo se mide

- Test heurístico
- Test de usuario
- Eye Tracking



# Enlaces de referencia

- Jakob Nielsen

[www.useit.com](http://www.useit.com)

- Tests heurísticos

[www.nosolousabilidad.com/articulos/heuristica.htm](http://www.nosolousabilidad.com/articulos/heuristica.htm)

- Webs bien diseñadas

<http://www.webcreme.com>

- Web mal diseñada

<http://goldnuggetwebs.com/peorpagweb>