

# THE USABILITY PAGE

March 6<sup>th</sup> 2010 : : RiaPT Meeting

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↙ currently in ~~alpha~~  
beta

March 6<sup>th</sup> 2010 : : RiaPT Meeting

# THE USABILITY PAGE

1. Usability Evolution
2. What is next for Usability?
3. The Usability Page

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## 1. Usability Evolution

(Well... Maybe we need to go a few steps back)

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## 0. Computer Evolution (shortly)



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First Generation (1939-1954)  
vacuum tube

Second Generation Computers (1954-1959)  
transistor

Third Generation Computers (1959-1971)  
integrated circuit

Fourth Generation (1971-1991)  
microprocessor

Fifth Generation (1991 and Beyond)  
WWW

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But what evolve?

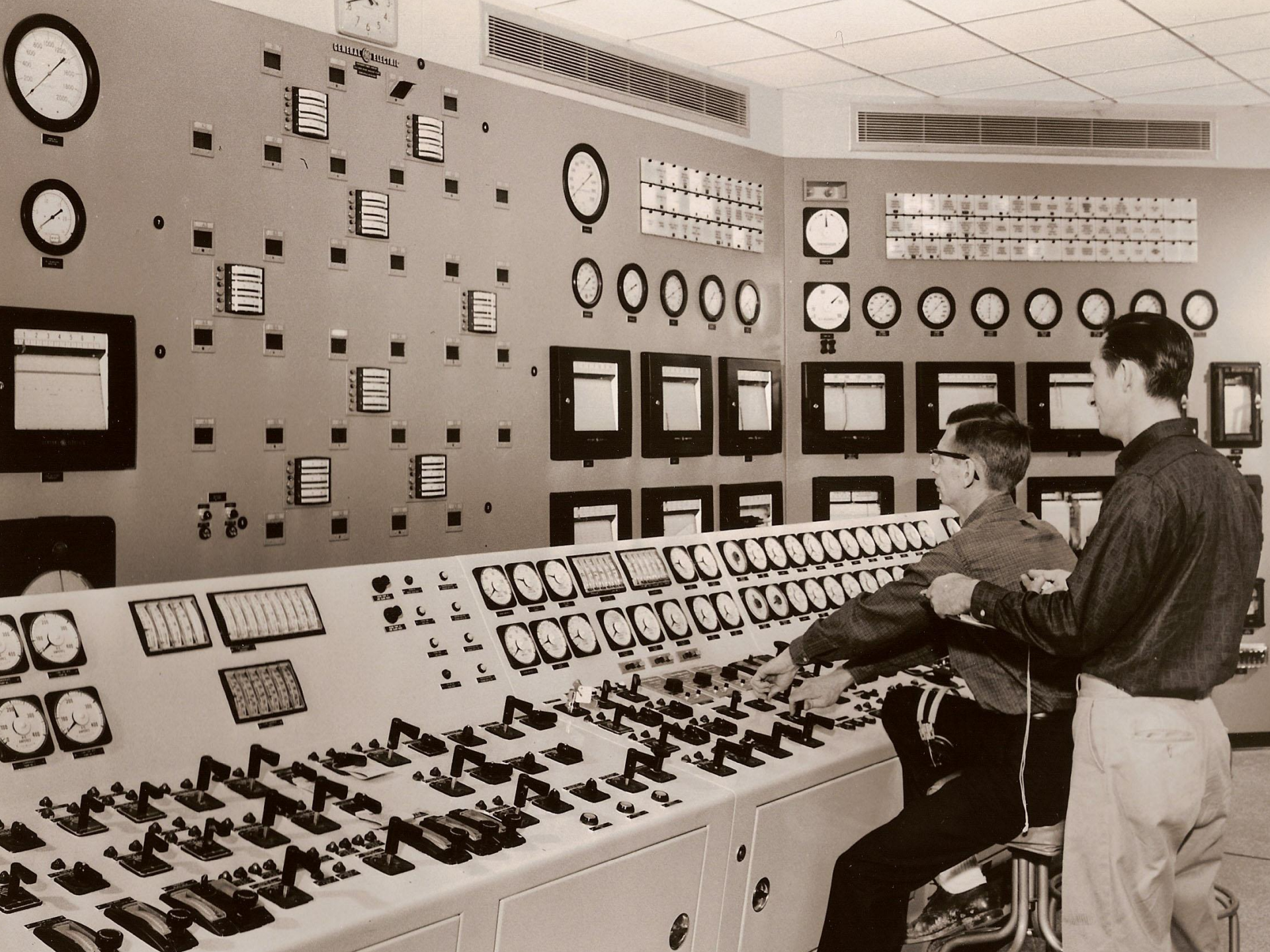
Processing

(Faster)

Disk Capacity

Size





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"Forty years ago, Caltech professor Carver Mead identified the corollary to Moore's law of ever-increasing computing power.

Every 18 months, Mead observed, the price of a transistor would halve. And so it did, going from tens of dollars in the 1960s to approximately 0.000001 cent today for each of the transistors in Intel's latest quad-core.

This, Mead realized, meant that we should start to "waste" transistors."

Chris Anderson

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Great computer power!

Amazing features!

...

But how can I use it?

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## 1. Usability Evolution

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## 1970's

work within an assumed process

- tweaking at the end of the waterfall model
- principal research objective was guidelines
- first approaches to describe the user

too costly & uninformative

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## 1980's

Iterative development vs. waterfalls

- prototyping, mock-ups
- formative evaluation (thinking aloud)
- usability engineering and usability specifications

User Models and theory (versus guidelines)

- prior knowledge and problem solving

Gradual better integration with UI technology

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## 1990's

User Experience is multifaceted, qualitative, field-oriented

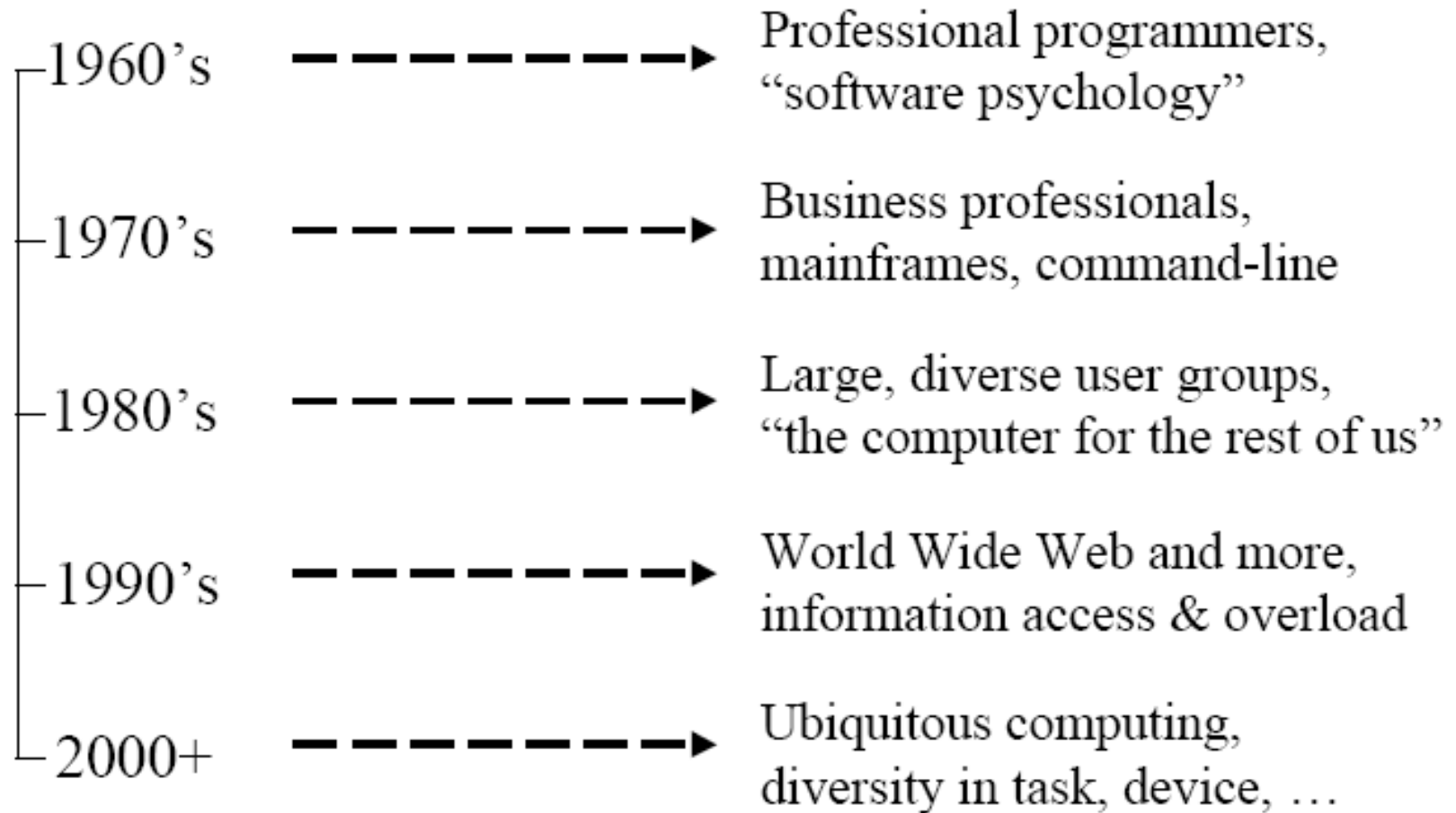
- participatory design
- contextual design
- ethnographically informed design

Conceptual frameworks beyond user models

Users drive/integrate system development lifecycle!



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2000+'s

Usability now means money!

Accessibility

User Experience

Information Architecture

Findability

Usability gets mainstream!

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2003  
eMac



2003  
iPod 3rd Gen



2003  
iBook G4



2004  
iPod Mini



2004  
iPod Click Wheel



2005  
iPod Shuffle



2005  
iPod Nano



2005  
Video iPod



2006  
Mac Book



2006  
iPod Shuffle



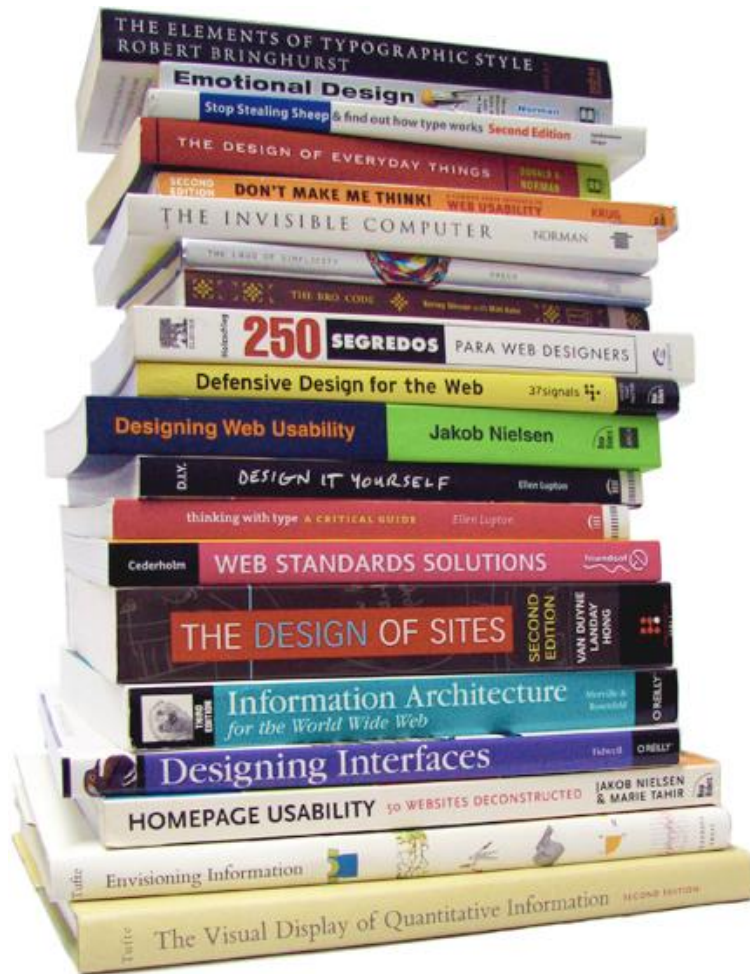
2006  
iPod Nano



2007  
iPhone

## Devices

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Books

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World Usability Day  
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Is Over!

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The theme for November 12, 2009 is:  
**Designing for a Sustainable World**

### LED versus Filament Bulbs

LED bulbs have a longer life and are more energy efficient. This is better for the environment and your wallet. Calculate your savings

Plus get a free bulb (just pay shipping & handling) by entering **WUD2009** in the comment box on checkout!

Bulb Locations **1**

Usage Length (in years) **1**

### The Figures

- Used LED Bulbs: 1
- Used Filament Bulbs: 3
- Money Saved: \$4.43
- Energy Saved: 268.24 kWh

[Get a Free Bulb!](#)

\*Quantities limited. Other terms and restrictions apply.

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**Acriche**  
innovative design

**NGL**  
Network Group Limited

Feature by:



## Events

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**Twitter:** We're proud to announce the final speaker in our lineup: Larry Constantine, author of "Software for Use" <http://bit.ly/d6YglW> #ux #usability



12 to 14 May 2010  
Lisbon, Portugal

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## 3 Eventful Days in Lisbon for User Experience Professionals

Meet a fabulous set of world renowned speakers and absorb their knowledge with 12 inspiring talks and 16 in-depth workshops.

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Events get closer

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## 2. What is next for Usability?



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**Usability Research and Testing will evolve a lot**

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**Usability will get Social**

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## 3. The Usability Page

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Websites 

Websites

Books

Jobs

Community

## For Usability Enthusiasts, Web developers, Interface designers...

### Showcase your work

Post your latest and greatest work to gain exposure and see what others have to say about it.

### Get professional feedback

Gather quality feedback and expert advice from other professionals and usability enthusiasts.

### Network & communicate

Meet and get to know other usability enthusiasts and user-experience experts.

### Enhance your career

Get the latest job vacancies in your field or simply expose your talent to recruiters and creative industry leaders.

Sign up now for free, and join the web's most exciting usability network.

[Sign Up](#)

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# THE USABILITY PAGE

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### Jason Santa Maria

by Julio Santos

#### ON THE SUBJECT OF DESIGN 2



design blog

### Tizmos

by Afhammad



bookmarking homepage

### Who is Simão Belchior de Castro

by Simão Belchior



personal simple

### jQuery 1.4

by The Usability Page



### HTML Dog

by The Usability Page



### felipeacosta.com

by Felipe Ávila da Costa



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bookmarking  
networking  
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news portals  
international


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## The Usability Page

[Mark as Favorite](#) [Report](#)

Visit the website: <http://www.theusabilitypage.com>

Submitted by: The Usability Page

 usability web design

4.0 / 5 Stars (2 votes)



### Description

The Usability Page is a website where Usability lovers can show their work, receive feedback from other users and comment on other users work.

It is a great place to develop your skills and learn from the community experience.



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### Tag Cloud

social  
bookmarking  
networking  
gambling lottery



## Reviews

1 Review so far. [Add another review!](#)

[Nick Finck](#)

Mar 2nd, 2010

I like the notion of this site, the intent of it. I think there is a lot to be desired about how the architecture was handled. For example, this is a community focused site (its only as good of a service because of the users who contribute), yet there is no space given on the home page to promote the users who contribute.

I also noticed the typeface, and that is not a good a thing. A good typeface won't stick out or be noticeable. It will be elegant and blend in. I couldn't help but see my peers comment on it too " I can't live with that font though. The lowercase e bothers me." "ug, that font hurts my sensibilities" "I'm with you guys on the font. It makes me feel like I should be buying perfume...or ice cream. It's...off." "yeah, the rest of the style looks ok to me" "yes. Definitely just the font." I would consider changing the typeface.

The key text on the home page uses the phrase "usability enthusiast" yet I don't know anyone who would call themselves that but job title or as a descriptive phrase. I would say "usability specialists" or something more common place.

Lastly, I am noticing several technical issues with the site.. its slow at responding to HTTP requests and pretty much any link associated with the job board, bet it in the primary nav or in the main content on the home page, throws a system error for some reason. Not good.

With some of these improvements and more this site could be a very successful and thriving community but you need to be able to eat your own dog food. We've all had to receive constructive criticism at one point or another, myself included.. I am by no means perfect. I hope you found this useful and I hope the site grows into something amazing, it has a lot of potential.

1 Comment [Add Comment](#)  
[Report](#)

1 point from 1 votes

### Comments

[The Usability Page](#)  
Mar 4th, 2010

[Report](#)

Hey Nick Finck,

We do see with good eyes your review. The whole The Usability Page is about that, the community members helping each other to improve their websites. We are not different! Your idea about giving space to active users on homepage is great and we will certainly use it. Thank you for your feedback.

As you know we still in Beta Phase, so there is loads of small tweaks that need to be done before we consider this ready to go public.



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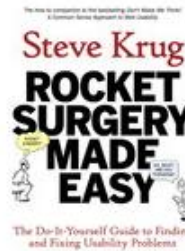
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**Don't Make Me Think**  
 Steve Krug



**Web Form Design: Filling in the Blanks**  
 Luke Wroblewski  
 forms design



**Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems**  
 Steve Krug



**Forms that Work: Designing Web Forms for Usability**  
 Caroline Jarrett and Gerry Gaffney  
 forms



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forms design  
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 dashboard  
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 Sketching  
 Prototyping  
 Wireframes  
 Annotations

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## Dont Make me Think

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**Author(s):** Steve Krug  
**Published in:** 2010  
**Published by:** [Que](#)  
**ISBN-13:** 978-0789723109  
**ISBN-10:** 0789723107  
**Language:** English  
**Suggested by:** [Felipe Ávila da Costa](#)

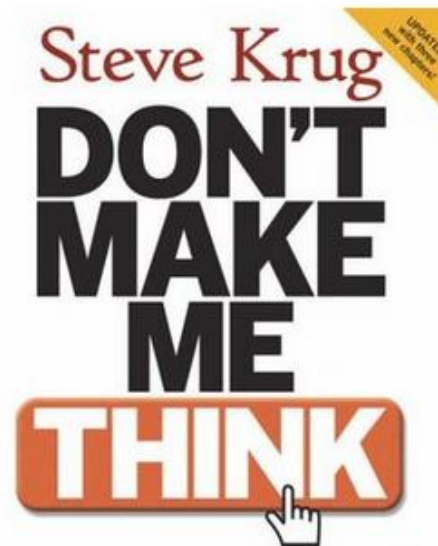

[amazon.co.uk](#)
[Shop Now](#)

4.0 / 5 Stars (2 votes)



### Description

People won't use your web site if they can't find their way around it. Whether you call it usability, ease-of-use, or just good design, companies staking their fortunes and their futures on their Web sites are starting to recognize that it's a bottom-line issue. In Don't Make Me Think, usability expert Steve Krug distills his years of experience and observation into clear, practical—and often amusing—common sense advice for the people in the trenches (the designers, programmers, writers, editors, and Webmasters), the people who tell them what to do (project managers, business planners, and marketing people), and even the people who sign the checks.



A Common Sense Approach to Web Usability

SECOND EDITION

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**Usability**  
**Testing Large-scale**  
**dashboard**  
**Information**  
**Architecture**  
**Sketching**  
**Prototyping**  
**Wireframes**  
**Annotations**

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**Head of User Experience** at **Zebra People** in **Central London**

Mar 31st, 2010

**User Interface Engineer (HTML/CSS/Javascript)** at **Vibio** in **UK**

Mar 28th, 2010

**Silverlight/XAML UX Designer** at **Aquent** in **Redmond, WA**

Apr 7th, 2010

**Designer** at **Dustin Curtis** in **San Francisco**

Mar 20th, 2015

**Senior UX Designer** at **InterTouch Media Technologies** in **Alexandria, VA, USA**

Mar 20th, 2015

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**Senior UX Designer**  
InterTouch Media  
Technologies

**Designer**  
Dustin Curtis

**Silverlight/XAML UX Designer**  
Aquent

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**Simão Belchior**

217 UX Points



**Felipe Ávila da Costa**

179 UX Points



**Julio Santos**

156 UX Points



**Afhammad**

120 UX Points



**Nick Finck**

97 UX Points



**João Gradim**

95 UX Points



**Hugo Peixoto**

80 UX Points



**Rui Pereira**

80 UX Points



**Bruno Costa**

75 UX Points



**Teresa Galvao**

75 UX Points



**Filipe Pina**

70 UX Points



**Rui Vaz Teixeira**

70 UX Points

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### Who is joining?



**Poor666**



**Tiagosalgado**



**Hfmo Mail**

# BLOG

## Submit your Websites!

March 4th, 2010 | [The Usability Page](#)

This is the first of a series of posts that will present the different sections of [The Usability Page](#). We will start by introducing the [Websites](#) section.

This section revolves around websites submitted by the community. Here people can review and rate the websites that are submitted and can comment and vote on the best reviews that they have read. If you are looking for some ideas and feedback about your work, or if you just saw the most amazing website ever this is the right place to share it and get opinions on it.

But remember to make this an amazing journey it is important that, when submitting a website, you give some information about it, like background info or the purpose of the website. That way the other users will be able to better understand what you are sharing.

Submitted websites can then be rated through a 5-star rating system, and are open to be reviewed by the community. It is common sense that no matter how good you are you can always get better, you can always improve, and there is always something new to learn. So the ability to have your work reviewed by other experts and be able to review others' work is simply great! But we aren't here to create flame wars, so please whenever you're doing a review try to explain why you think what you think and how could they improve their work.

As [The Usability Page](#) is a community driven website there is also the option to vote on the different reviews of websites, restoring the balance to the force, or to the community for that matter. You

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## Content References

**Chris Anderson on Transistor Waste**

[http://www.wired.com/techbiz/it/magazine/16-03/ff\\_free?currentPage=2](http://www.wired.com/techbiz/it/magazine/16-03/ff_free?currentPage=2)

**The Evolution of the Computer by History Department at the University of San Diego**

<http://history.sandiego.edu/GEN/recording/computer1.html>

**Usability History by Introduction to Human-Computer Interaction Courses** (Computer Science at Virginia Tech)

<http://courses.cs.vt.edu/~cs3724/spring2003carroll/lectureHandouts/1-SBDoverview.pdf>

**User Experience Honeycomb** by Peter Morville

<http://semanticstudios.com/publications/semantics/000029.php>

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