

## Usability requirements

### Efficiency requirement (performance and space)

Efficiency of use: goals are easy to accomplish quickly and with few or no user errors.

Efficiency is a measure of how well a website does what it should do. Assuming that the utility and effectiveness goal are fulfilled, efficiency is the next usability goal to take into consideration. Efficiency of the tools introduced into the website is just as important as the presence of the tools themselves.

It's true, usability has become a commodity. Over the past few years, we have gotten used to certain standards in web design. In order to make a lasting impression on your visitors, you need to build experiences that go beyond those of a plain, usable website. This does not mean usability has become any less important. It just takes on a different role in web design, now forming the basis for a great user experience.

The 5 key principles for a good website usability are:

1) Availability and Accessibility this means that our pages should always be working, and if for some reasons it doesn't work our website become worthless, not only worthless but also we can lose customers and revenues.

For example some availability and accessibility are:

Server uptime – It's important to ensure your visitors don't get an error trying to load your site.

Broken links – Double check that there are no dead links on your site.

Mobile responsiveness – Make sure your site can handle different screen sizes and slow connections.

### 2) Clarity

You could say the core of usability is clarity.

If you distract or confuse your visitors, they will either need more time to find what they came for, or they might forget their initial goal all together. Either way, they will not experience your website as user-friendly and chances are that they leave dissatisfied and with no intention of coming back.

Simplicity – Focus on what's important. If you don't distract your visitors they will be more likely to do what you want them to do.

Guidance – Take your visitors by the hand. Don't expect your visitors to explore your site all on their own. Instead, guide them through your site and show them what you have to offer.

Direct feedback – Feedback is essential to any interaction. The moment people interact with your site, make sure to offer an indication of success or failure of their actions.

information architecture – Understand your visitors' mental models and how they would expect you to structure the content on your site.

### 3) Credibility

Credibility is a crucial aspect of any website. Even if people find the content they are looking for, if they don't trust you, that content is worthless. Your website could cause site visitors to be skeptical about your business in any number of ways including whether or not you really exist, your reputation, or the quality of your content. It is important that people know you are a real company with real people. Offer a clear "About Us" page together with your contact details and if possible a physical address.

Of course your content also plays an important role for the perceived trustworthiness of your site. Make sure you are honest and precise about your content. Avoid mistakes, such as incorrect grammar or misspellings. Don't be modest about your expertise. If you are an expert in your field, make sure people know it. For example, you can show third-party testimonials, work references, or the number of your social media followers to win your visitors over

### 4). Relevancy

Last but not least, relevancy contributes to good website usability. It is not enough that your website is clear, your content must also be relevant. Again, it is essential that you know your

users and why they visit your site. Start with defining who your users are. Second, talk to them to find out what their goals are when visiting your site. Third, define user scenarios that

demonstrate in which situation people visit your site to find what kind of content. Any design decision that you make should result in a more user-friendly website for your users.

## EDITOR'S NOTE

### (CHARACTERISTICS OF USABILITY DEFECTS)

A usability defect has one or more of the following characteristics:

- It irritates or confuses the user.
- It makes a system hard to install, learn, or use.
- It causes mental overload of the user. (For example, the user may have to think a lot as the required action or feedback from the system may not be obvious or sufficient.)
- It causes poor user performance.
- It violates design standards or guidelines.
- It reduces trust or credibility of the system.