Usability:

one of the main part of all product

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ABBYY®

ОИВТ

В кинотеатрах Москвы Все 16

7.9

Монстры на каникулах 2

7.0

Последний охотник на ведьм

7.1

Багровый пик
Набрал больше 10 000 оценок

Сейчас в кино

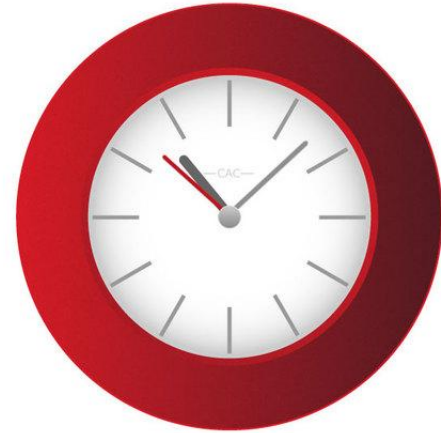|	
Марсианин	3 кинотеатра
Прогулка	2 кинотеатра
Багровый пик	1 кинотеатр
Родина	
Пэн: Путешествие в Нетландию	

Structure of this presentation:

➔ How to define usability?

➔ Why usability is important?

➔ How to improve usability?

~ 10 minutes

➔ Your questions

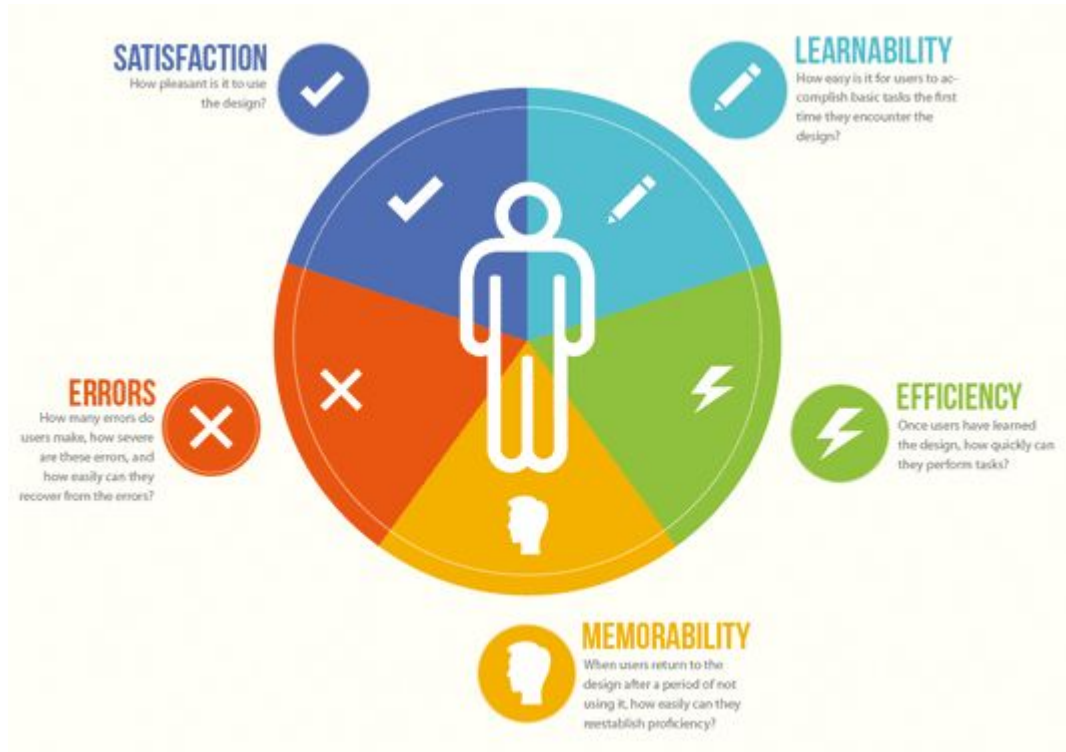# **Usability: the main questions**

➢ How easy are user interfaces to use?

➢ How to improve ease-of-use during the design process?

5 quality components

- **Learnability**

- **Efficiency**

- **Memorability**

- **Errors**

- **Satisfaction**

SATISFACTION
How pleasant is it to use the design?

LEARNABILITY
How easy is it for users to accomplish basic tasks the first time they encounter the design?

ERRORS
How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

EFFICIENCY
Once users have learned the design, how quickly can they perform tasks?

MEMORABILITY
When users return to the design after a period of not using it, how easily can they reestablish proficiency?

Utility

whether it provides the features you need

USEFUL = usability + utility

How to improve Usability: user testing

- Get hold some representative users

- Ask them to perform representative tasks with the disign

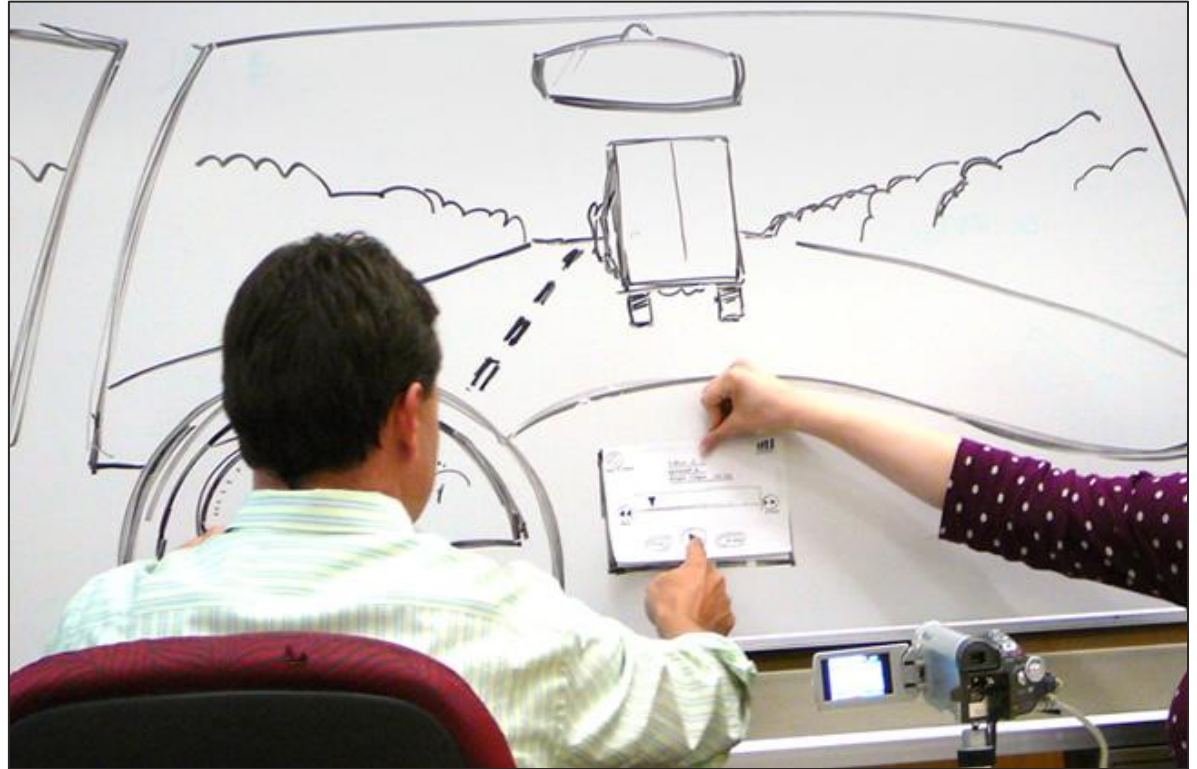- Observe what they do

Listen to what people say!

Test the old design!

You need to identify the good parts that you should keep and the bad parts that give your users trouble.

Make paper prototypes

It's cheap and fast!

And finally...

Subtle usability problems always creep in during implementation :(

Jotting

➔ **Useful** is the combination of usability and utility

➔ **User testing and iterative design** is the best way to increase the quality of user experience.

➔ **Defering** user testing until you have a fully implemented design is a very bad idea!

Thank you for your attention!

You can ask your questuions!