

Intro to Usability

Nic Aguirre j363 Fall 2018





Today

Inspiration

[envylabs](#)

Quiz

Lecture

Intro to Usability

Discussion

[boardgamegeek.com](#)

Practice

Inspiration

<https://envylabs.com/>



DISCOVER

Planning and User Experience

We'll help you lay the proper groundwork, pick a stack, define the scope, and dive into information architecture.



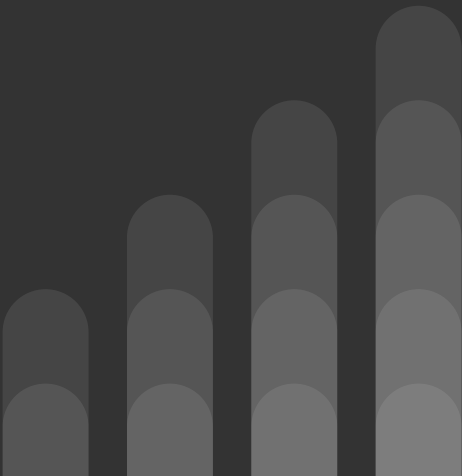
DESIGN

Interface Design

More than wireframes plus a coat of paint, our design team excels at making complex flows and ideas intuitive.



Quiz

- No phones
 - No notes
 - No Atom
 - No internet except Canvas
- 

Usability



Steve Krug



DON'T MAKE ME THINK

revisited

and Mobile
A Common Sense Approach to Web Usability

So far we've covered coding. At this point, you should have a good technical knowledge of web development.

We have spent a lot of time poring over code, and now we can look at **why**.

We want to look at **usability**...



Usability - Conventional Definitions

It's common to see usability broken down into several attributes:

- **Useful** - Does it do something people need done?
- **Learnable** - Can people figure out how to use it?
- **Memorable** - Do they have to relearn it each time they use it?
- **Effective** - Does it get the job done?
- **Efficient** - Does it do it with a reasonable amount of time and effort?
- **Desirable** - Do people want it?
- And sometimes - **Delightful** - Is using it enjoyable, or even fun?



Usability - Krug's Definition

Krug says it best. Something is **usable** if:

A person of average (or even below average) ability and experience can figure out how to use the thing to accomplish something without it being more trouble than it's worth.

“Don’t Make Me Think”

Krug’s First Law of Usability



Not Thinking

OK. This looks like the product categories...

Laptops, Memory...
There it is:
Monitors.
Click

...and these are today's special deals.



Thinking

Hmm. Pretty busy. Where should I start?

Hmm. Why did they call it that?

Can I click on that?

Is that the navigation? Or is that it over there?

Why did they put that there?

Those two links seem like they're the same thing. Are they really?

XYZnet.com
Sunday, April 25, 1999

30 Day FREE Trial!

HOME
TSC NOW
MARKETS
STOCK NEWS
TECH STOCKS
FUNDS/TAKES
COMMENTARY
INTERNATIONAL
BASICS
COMMUNITY
TOOLS/QUOTES
PORTFOLIO

MARKETS NEWS
The Coming Week
A Confusing Storm After
the Storm
By Justin Lahart
4/23/99 7:25 PM ET

Evening Update
UniSource Posts
Wider Than Expected
Loss
By Heather Moore
4/23/99 7:38 PM ET

GREEN TOP STORIES
Green Top
No Green Fear Today
By FSC Staff
4/23/99 12:58 PM ET

73C Technical Forum
Buckle Your Seat Belt:
Don't Get Tech
By Gary B. Smith
4/24/99 12:17 PM ET

73C Options Forum
Long Straddles Allow

COMMENTARY
The Euro's Slippery Slope
4/25/99 2:54 PM ET
EU officials are trying to make the best of a disappointing trend.

Christopher Edmunds
"Extra" Countdown to

DATEK ONLINE

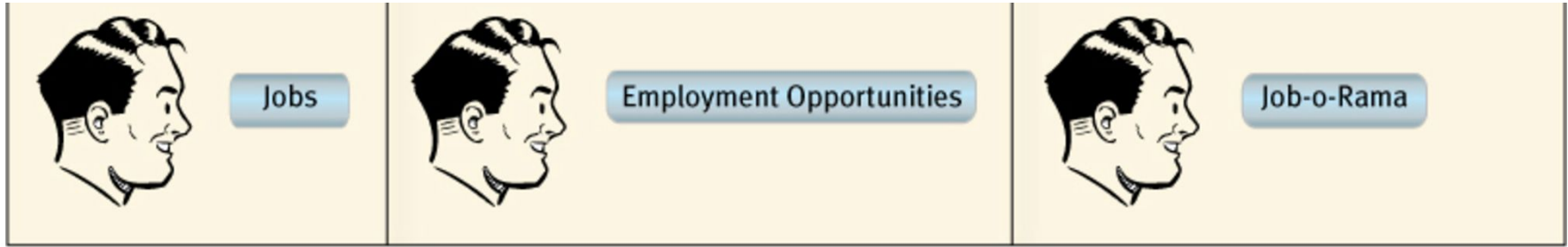
COMMUNITY
Check Out Round
Chat Transcripts

Trades
America


#1 Online Broker
DOW 10469.47
-0.35% -37.32
NASDAQ 2590.49
+1.14% +29.08
S&P 1354.85
-0.15% -1.56
DOT 479.72
+0.10% +0.41
30yr Yld 5.569%
94 20/32 +2/32
4:30 PM ET

Our job is to get rid of the question marks

Which do you prefer?



Stuff that makes us think - names

< OBVIOUS		REQUIRES THOUGHT >
<p>Jobs! <i>Click</i></p>  <p>Jobs</p>	<p>Hmm. <i>[Milliseconds of thought]</i> Jobs! <i>Click</i></p>  <p>Employment Opportunities</p>	<p>Hmm. Could be Jobs. But it sounds like more than that. Should I click or keep looking?</p>  <p>Job-o-Rama</p>

Which do you prefer?



Stuff that makes us think - ambiguous links

< OBVIOUSLY CLICKABLE		REQUIRES THOUGHT >
<p data-bbox="164 578 251 616"><i>Click</i></p> 	<p data-bbox="672 447 1091 616">Hmm. <i>[Milliseconds of thought]</i> I guess that's the link. <i>Click</i></p> 	<p data-bbox="1284 535 1657 616">Hmm. Does that do anything?</p> 

Example: Ambiguity

Thought: Where do I click?

Fall 2016

MSCH-J 360 - Web Design

MSCH-J 362 - Multimedia Storytelling

Thought: Those look like links

Fall 2016

MSCH-J 360 - Web Design 

MSCH-J 362 - Multimedia Storytelling 

No thoughts

SPRING 2017

WEB DESIGN

MSCH-J360

DATA VIZ

MSCH-J460

CONCLUSION: If you want somebody to click something, make it look “clickable”

Submission

You may present on any day up to and including the last day of class, **Wednesday, April 26th**. There is a Google Sheet that you will use to sign up.

On the presentation sign-up sheet, you must fill in two parts

1. Your desired timeslot, with your name or initials
2. Your topic, so that nobody else can present on the same thing

It is **your responsibility** to make sure you are presenting on a topic that hasn't been claimed yet.

The presentation will appear on Canvas, but you don't have to do anything there.

Here is the [SIGN UP SHEET](#)



You might miss this

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Sign up

Make sure you claim a timeslot and a topic. Fewer topics will remain as others students claim them.

Sign up



You won't miss this

Live Audience Participation

Poll Everywhere lets you engage your audience or class in real time



NETFLIX

Sign In

See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

JOIN FREE FOR A MONTH

Get Started with Docker

Introducing Docker Community (CE) and Enterprise Edition (EE) for every team, app and use case

Get Docker Community Edition

Get Docker Enterprise Edition



Confusion over Palm Beach County ballot

Although the Democrats are listed second in the column on the left, they are the third hole on the ballot.

(REPUBLICAN)	
GEORGE W. BUSH - PRESIDENT	3 →
DICK CHENEY - VICE PRESIDENT	
(DEMOCRATIC)	
AL GORE - PRESIDENT	5 →
JOE LIEBERMAN - VICE PRESIDENT	
(LIBERTARIAN)	
HARRY BROWNE - PRESIDENT	7 →
ART OLIVIER - VICE PRESIDENT	
(GREEN)	
RALPH NADER - PRESIDENT	9 →
WINDA LaDUKE - VICE PRESIDENT	
(SOCIALIST WORKERS)	
JAMES HARRIS - PRESIDENT	11 →
MARGARET TROWE - VICE PRESIDENT	
(NATURAL LAW)	
JOHN HAGELIN - PRESIDENT	13 →
NAT GOLDHABER - VICE PRESIDENT	

Punching the second hole casts a vote for the Reform Party.

	(REFORM)
← 4	PAT BUCHANAN - PRESIDENT
	EZOLA FOSTER - VICE PRESIDENT
	(SOCIALIST)
← 6	DAVID McREYNOLDS - PRESIDENT
	MARY CAL HOLLIS - VICE PRESIDENT
	(CONSTITUTION)
← 8	HOWARD PHILLIPS - PRESIDENT
	J. CURTIS FRAZIER - VICE PRESIDENT
← 10	(WORKERS WORLD)
	MONICA MOOREHEAD - PRESIDENT
	GLORIA La RIVA - VICE PRESIDENT

WRITE-IN CANDIDATE

To vote for a write-in candidate, follow the directions on the long stub of your ballot card.



discussion

<https://boardgamegeek.com/>





practice

Download **11.1-bootstrap-cards.zip**

