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World Usability Day

Usability vs. Visual Design

Which one is more important?



WHAT
DO
YOU
THINK?





The story of Visual Design



- High first impression
- Short loyalty customer
- Early changes & multiple views

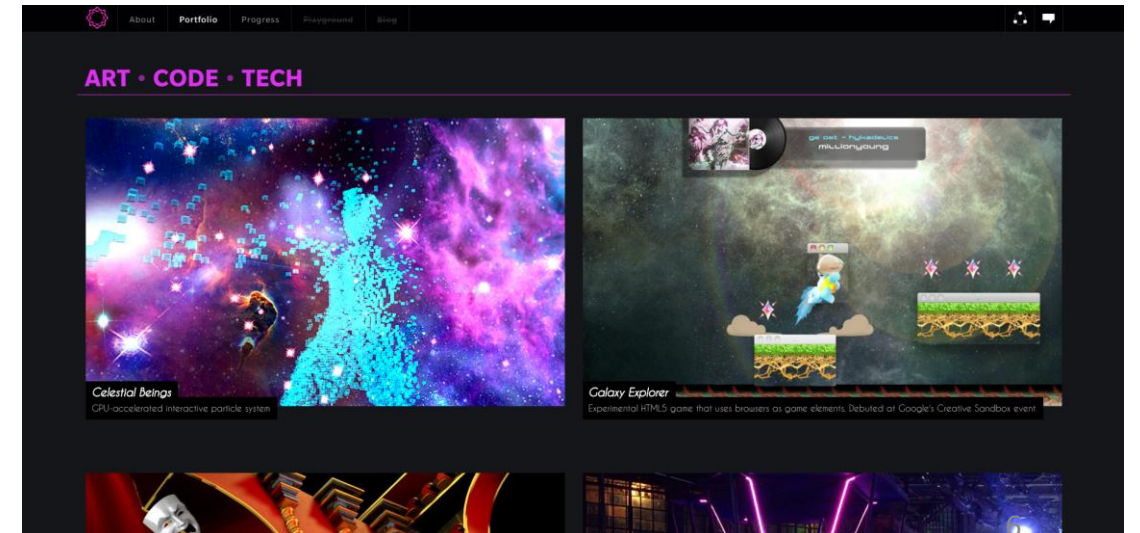
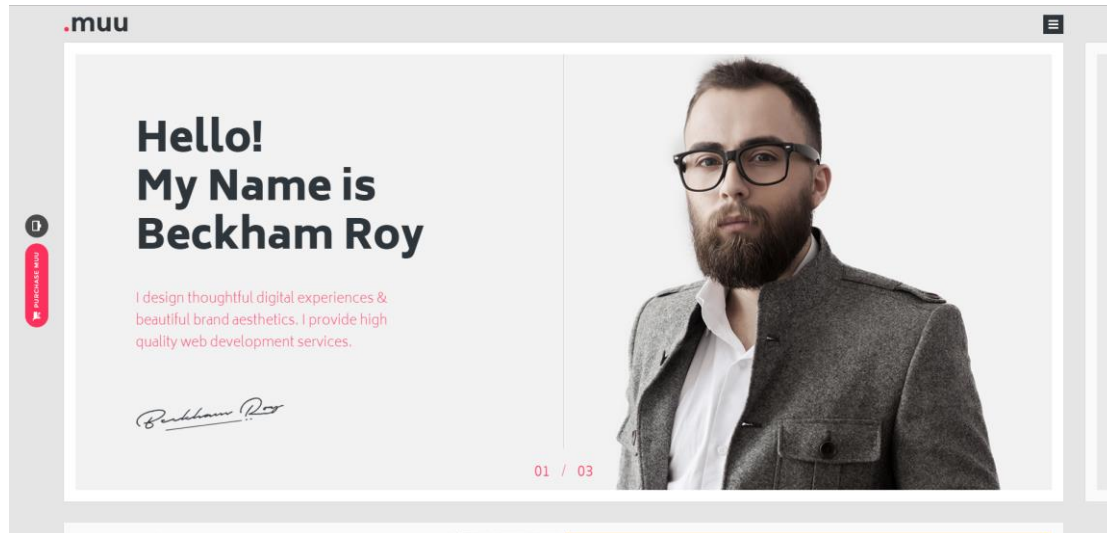
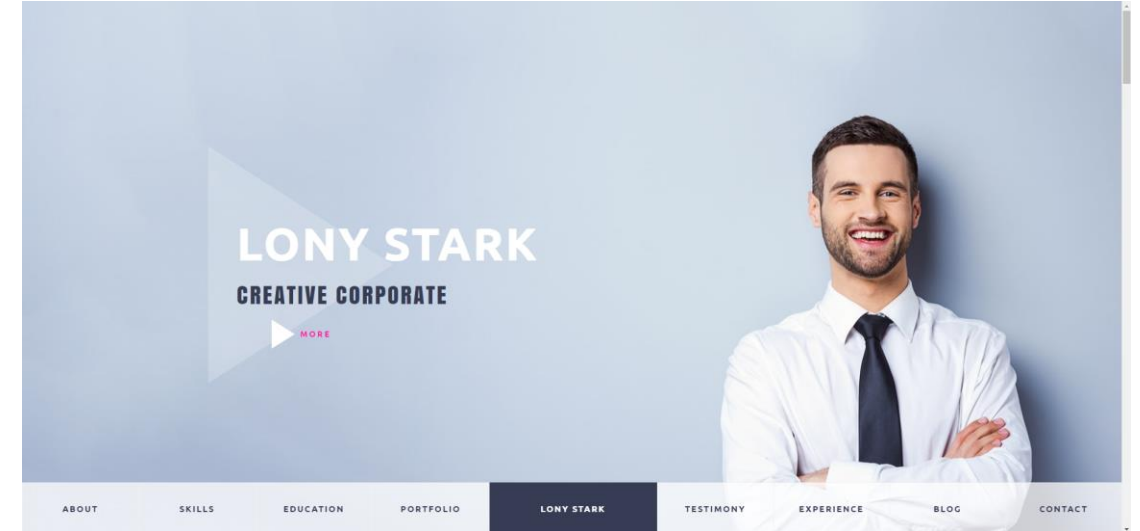
VS.

The story of Usability

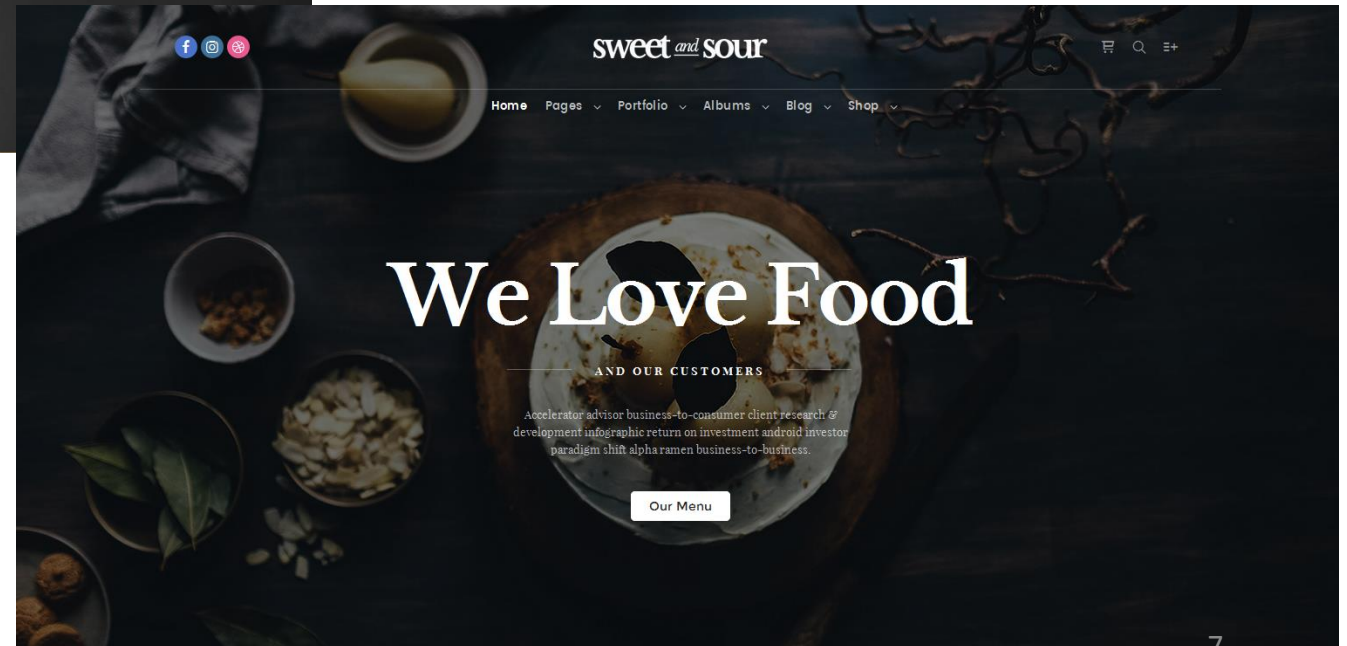
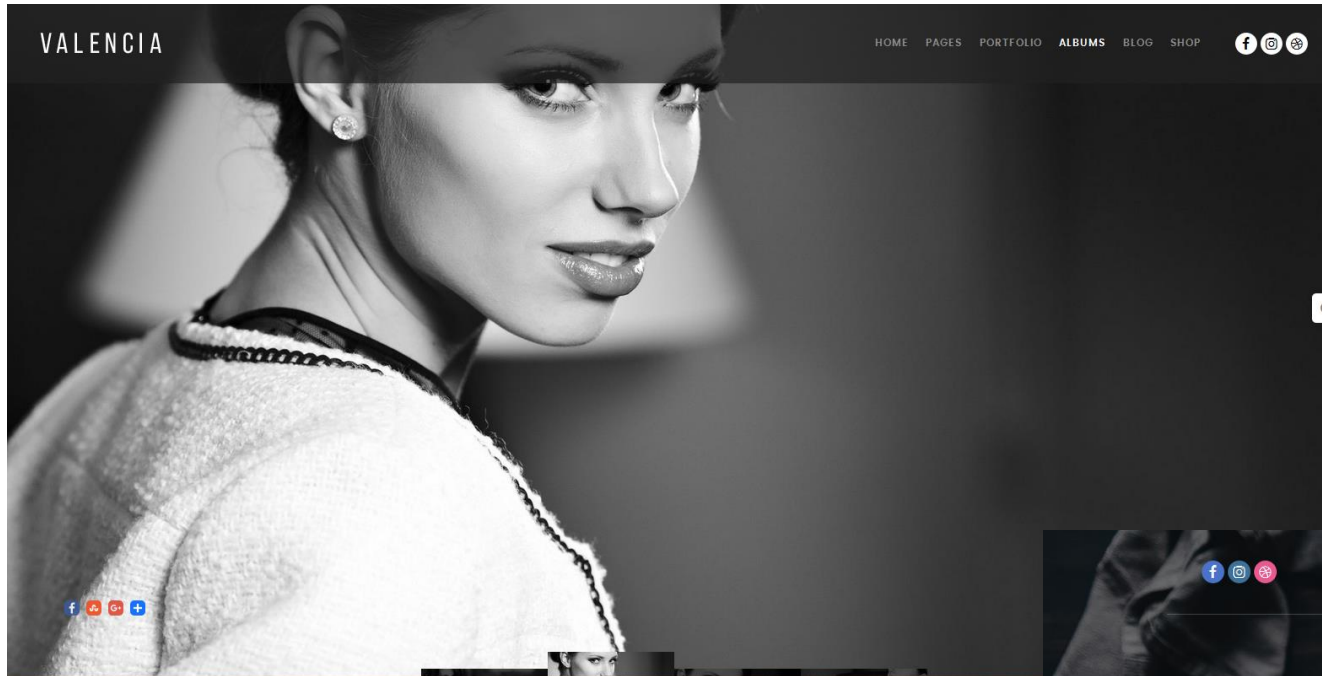


- Lose first impression
- Long loyalty customer
- Hard to find a solution for problem design

In Show off Websites, visual design is winner



In Show off Websites, visual design is winner



In interaction apps, usability is winner



Example: office Automation



BESTSELLERS
UNDER \$50

fire \$49⁹⁹



echo dot \$49⁹⁹



Welcome

Sign in for the best experience

Sign in securely

Holiday Gift Guides



Electronics

Toys



Amazon Echo and Alexa





**Attract a lot of different people is
so hard**

Why Facebook come over the Myspace?



The Myspace homepage features a blue header with the Myspace logo and tagline "a place for friends". Below the header, a central section titled "With myspace you can:" lists four bullet points: "Find Old Friends", "Meet New Friends", "Suggest Matches Between Friends", and "Share Photos". To the right of this list is a graphic of three stylized figures. Further right, a "Step 1: Create a Profile", "Step 2: Invite Your Friends", and "Step 3: Meet Your Friends' Friends" section is displayed, followed by a "See How You're Connected!" link and "SIGN UP!" and "LOGIN" buttons. The footer contains links for "About MySpace", "Tour", "News", "FAQ", "Terms", "Privacy", and "Contact MySpace".

MySpace lets you share photos, journals, and interests with your growing network of mutual friends. **Sign up for FREE!**


With myspace you can:

- Find Old Friends
- Meet New Friends
- Suggest Matches Between Friends
- Share Photos

Step 1: Create a Profile
Step 2: Invite Your Friends
Step 3: Meet Your Friends' Friends
See How You're Connected!

SIGN UP! **LOGIN**

[About MySpace](#) | [Tour](#) | [News](#) | [FAQ](#) | [Terms](#) | [Privacy](#) | [Contact MySpace](#)



The Facebook homepage shows a blue header with the Facebook logo and a search bar. Below the header, a "News Feed" section displays various posts from users, including "Danny Sullivan" and "Kevin Durant". To the right, a "Sponsored" section features an advertisement for "Slingshot SEO". The left sidebar includes links for "Favorites", "Groups", "Apps", and "Pages". The bottom section shows a "Friends on Chat" list.

facebook

Update Status Add Photo / Video Ask Question

What's on your mind?

News Feed

Danny Sullivan
My phone keeps buzzing to remind me of all the meetings I had to cancel today. It's like their reaching out to be from the place that canceled meetings go to when they die.
Like · Comment · Share · about a minute ago · 1

Kevin Durant
Like · Comment · Share · about an hour ago via Yummly · 1

Hana Fengla Wu yummied a recipe on Yummly.
Banana Bread Recipe
Recipe from Lette's Culinaria with all-purpose f...
Like · Comment · Share · about an hour ago via Yummly · 1

Lauren Moss is...
Go Tell Fire To The Mountain on Spotify
WU LYF
Show 7 Songs
Like · Comment · Share · 4 minutes ago via Spotify

Hana Fengla Wu is cooking a recipe on Yummly
Banana Bread Recipe
www.yummly.com
Banana Bread Recipe recipe Desserts with all-purpose flour, walnut, sugar, baking soda, salt, mashed bananas, plain yogurt, large egg, unsalted butter, vanilla extract
Like · Comment · Share · 15 minutes ago via Yummly · 1

Sponsored

Slingshot SEO
Enterprise search media production and SEO consultancy. Recommended by SEOMoz, Inc 500 & Techpoint IT Company of the Year 2011
2,054 people like Slingshot SEO.

VS.



The Myspace homepage shows a blue header with the Myspace logo and tagline "a place for friends". Below the header, a central section titled "With myspace you can:" lists four bullet points: "Find Old Friends", "Meet New Friends", "Suggest Matches Between Friends", and "Share Photos". To the right of this list is a graphic of three stylized figures. Further right, a "Step 1: Create a Profile", "Step 2: Invite Your Friends", and "Step 3: Meet Your Friends' Friends" section is displayed, followed by a "See How You're Connected!" link and "SIGN UP!" and "LOGIN" buttons. The footer contains links for "About MySpace", "Tour", "News", "FAQ", "Terms", "Privacy", and "Contact MySpace".

mySPACE. How to MySpace? Take a Tour | Latino

Home Browse People Find Friends Local Music Video Games More

Safety Privacy Sign Up

This webpage is not available

Google Chrome could not load the webpage because dem.apl.fimsrve.com took too long to respond. The website may be down, or you may be experiencing issues with your Internet connection.

Here are some suggestions:

- Reload this webpage later.
- Check your Internet connection. Restart

Log In **Sign Up!**

Email:

Password:

Remember Me **Log In**

Find Your Friends on MySpace

Find or browse members:

Search by name or email **Go**

Today on MySpace Wednesday, Feb 10, 2010

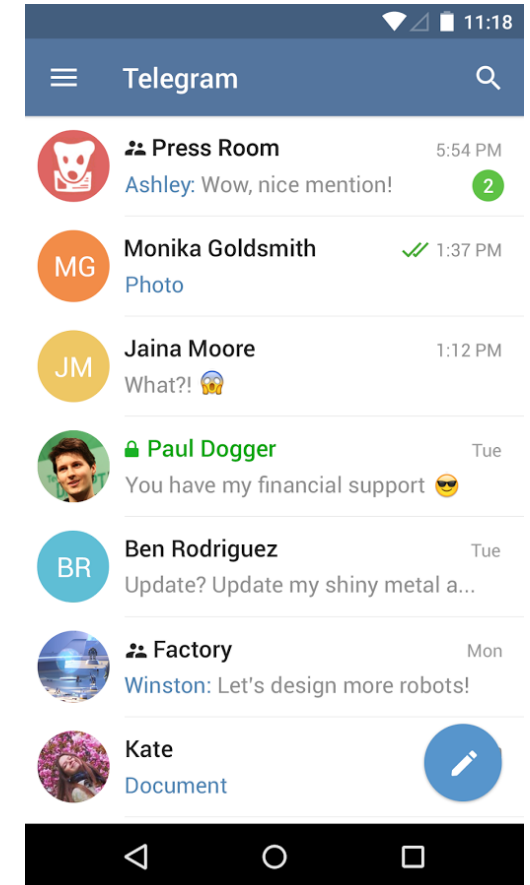
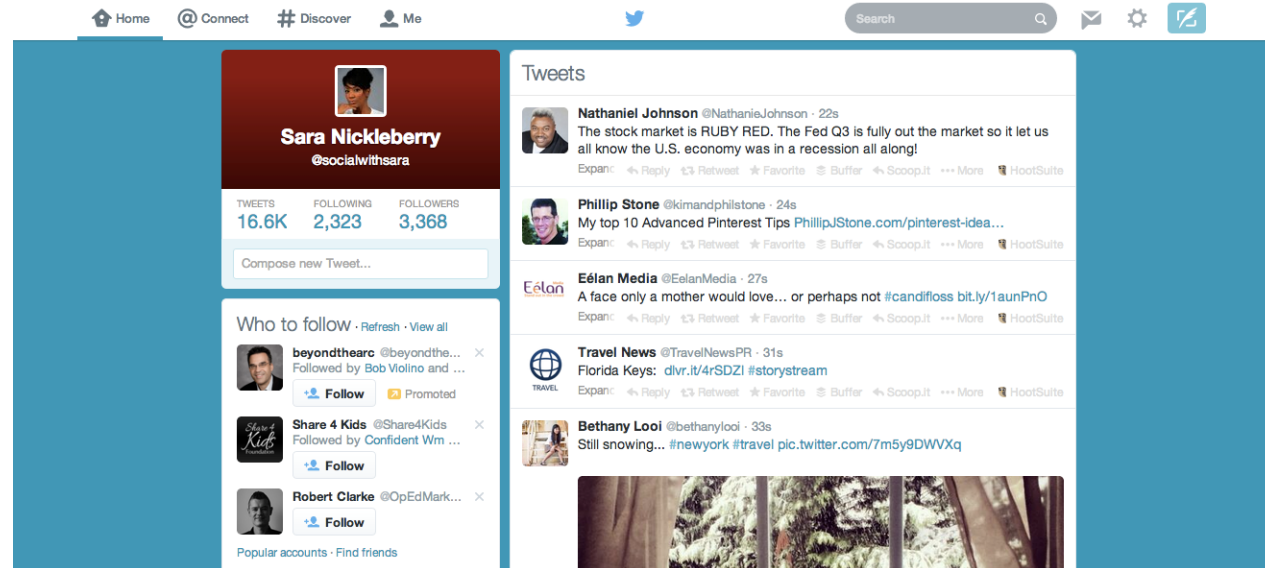
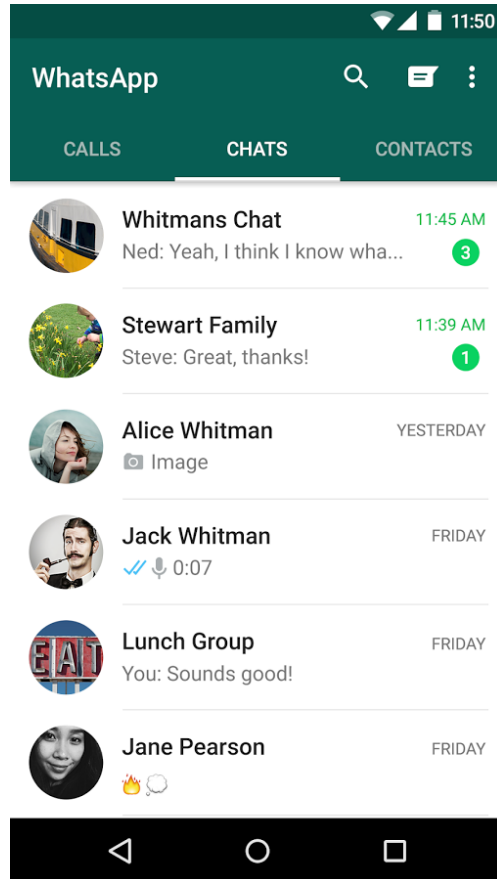
Featured **Videos** **Music** **Celebrity Updates**

Norah Jones Karaoke Contest
Enter the Karaoke contest for a chance to win a trip to meet Norah Jones live in concert in Los Angeles!
Inside Collie Caillat's Closet
Check out MySpace Fashion Watch HD Trailers
MySpace Karaoke
Check Out MySpace Celebrity

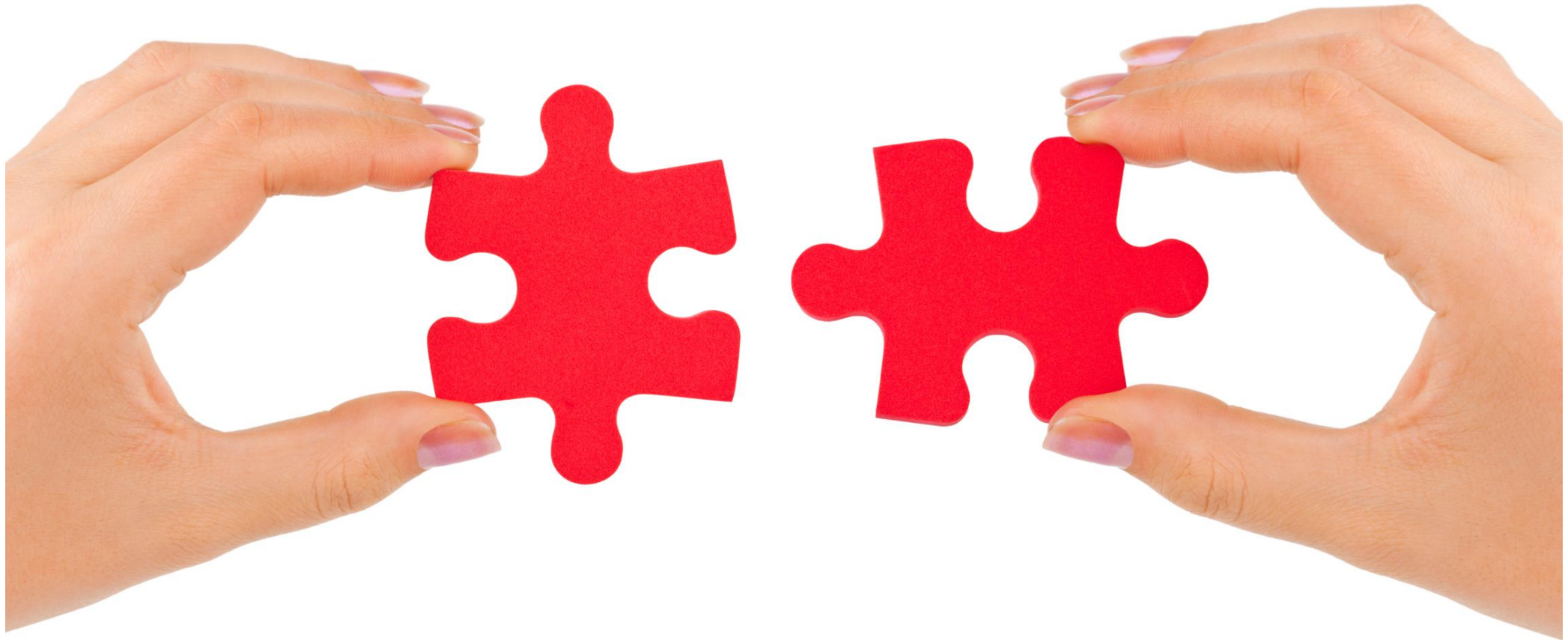
'Valentine's Day' Premiere Photos
Hollywood Boulevard was filled up with stars, as the premiere of the all-star movie, "Valentine's Day," was held at Grauman's Chinese Theatre.
Check it out!

Johnny Depp's Hatter Has Mad Sword Skills in 'Alice in Wonderland'
Prince of Persia Featurette
"The Wolfman" Trailer #2
Watch HD Trailers

Are other social networking have great visual design?



Conclusion





Thanks for your attention