

# What is 'good usability'?

[MUSIC PLAYING]

In this video, we're going to look at some of the key factors which contribute to a good user experience. We're going to look at some real-life examples of good UX design. We will go through some design principles that you should follow in order to get the perfect UX or really good usability.

Jacob Nielsen's Heuristic Principles are the most widely-known techniques for user experience and interface design. Number one, it's important to make the user experience simple and easy to understand. Two, making it intuitive. Users increasingly expect to log onto a site or a system without any training and want to be able to navigate it very quickly.

Three, it must be engaging. Users have to come away having had a positive experience. They should come away feeling like they want to come back. Four, it must be efficient. Can users do in three clicks what they used to have to do in eight? Five, users have to feel well-supported. If they need help and advice, it must be right there for them.

Six, it has to be easy to recover. So if users make a mistake or miss navigation, it is easy for them to get back on track. Finally, it has to be consistent across all the different pages of your website. So it's quite helpful to follow the common industry standards that your user is already used to. This includes things like having your menu at the top or the left of your screen or using the same icons throughout your website. It could be having the Next button at the bottom right-hand corner of your screen reusing the same fonts, the same colours, and sizes across your website. All this might seem like really small details. But they have a massive impact on your UX. So it is important that you pay attention to them.

Now that we've looked at the UX design principles, let's move onto some real-life examples. Have a think about your favourite apps or websites. Why do you like them? And what keeps you coming back to them? Now, think about some of those apps that you've deleted or the websites you've left in frustration. What was it that put you off?

No answer is too silly. And you've got to remember that it is often the small details that make the difference between keeping a customer and losing them. After this video, think about the things that you do and don't like about some of these apps or the websites that you use. You might find that there are some common themes that appear. And you might even surprise yourself with what impacts your experience.

Now, we're going to look at who is involved to make a good UX design. It's not just about having a great designer on board. It's about having a great UX team in place, which, to be effective, should have people from all different backgrounds who bring different skills and perspectives to the table. You might have someone who specialises in psychology or market research, someone who is good at graphic design and someone with a technical understanding to be able to build cool widgets.

It's also crucial to have someone who's good with people on your team to get that all important user feedback along the way. Working together is the most important thing here. It's about being flexible enough to adapt the design based on all these different inputs. Collaborative working with different people from different backgrounds is also really important.

They'll be constantly asking why and what if. And that's going to help you achieve your best outcome. As long as you can keep an open mind and remember that the user is always at the centre of your design, you will create a great user experience for your customers.