Get Your Team Talking About Usability

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@e3betht

Beth Tucker Long

- PHP Developer
- Stay-at-home Mom
- User Group Leader
- OSMI volunteer

Audience Participation?

- Yes, there will be. So, when I ask the audience a question, don't be shy about answering.

What is Usability?

What is Usability?

According to Wikipedia:
Usability is the ease of use and learnability of a human-made object.

According to Beth:
Usability means structuring things so you don't leave your users angry, frustrated, and complaining about you on Facebook or Twitter.

Let's Try Something

Questions for your Team

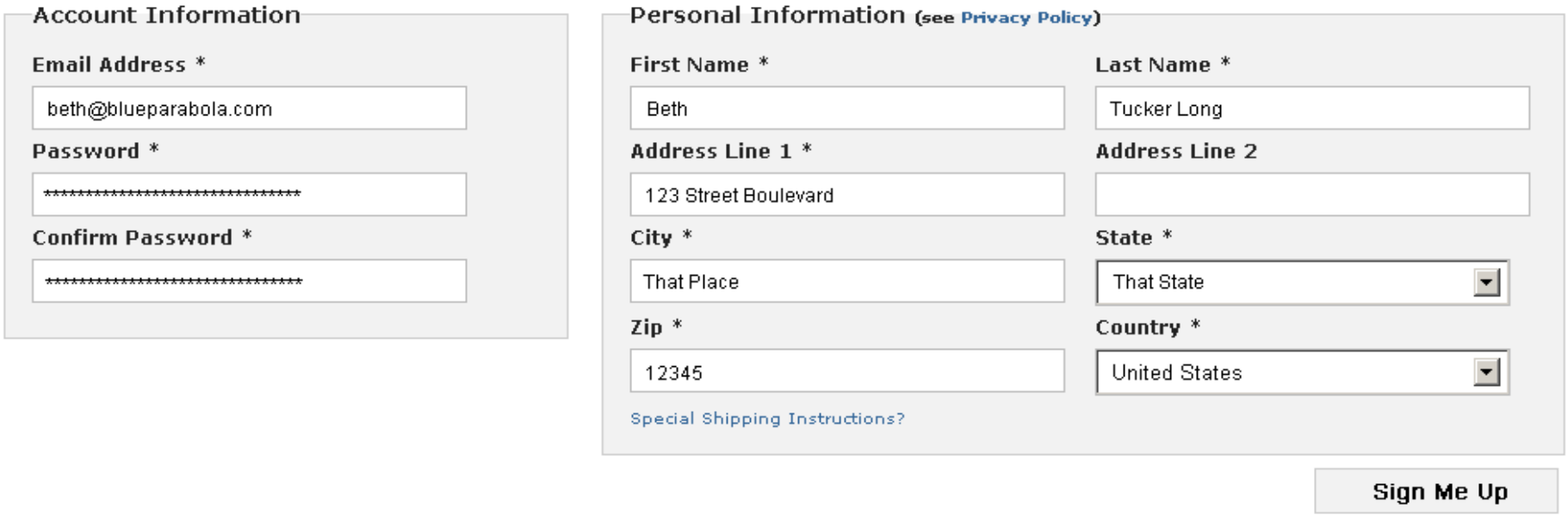
Getting Started

- Who are your users?
- What do you want them to do on your site?
- What do they want to do on your site?
- How tech-savvy are your users?
- Where will your users go if your site isn't working for them?

Start with discussing common problems

Common Problems

Common Problems



Common Problems

Your passwords do not match. Please try again.

Account Information

Email Address *

Password *

Confirm Password *

Personal Information (see Privacy Policy)

First Name *

Last Name *

Address Line 1 *

Address Line 2

City *

State * — Select a state

Zip *

Country * — United States

Special Shipping Instructions?

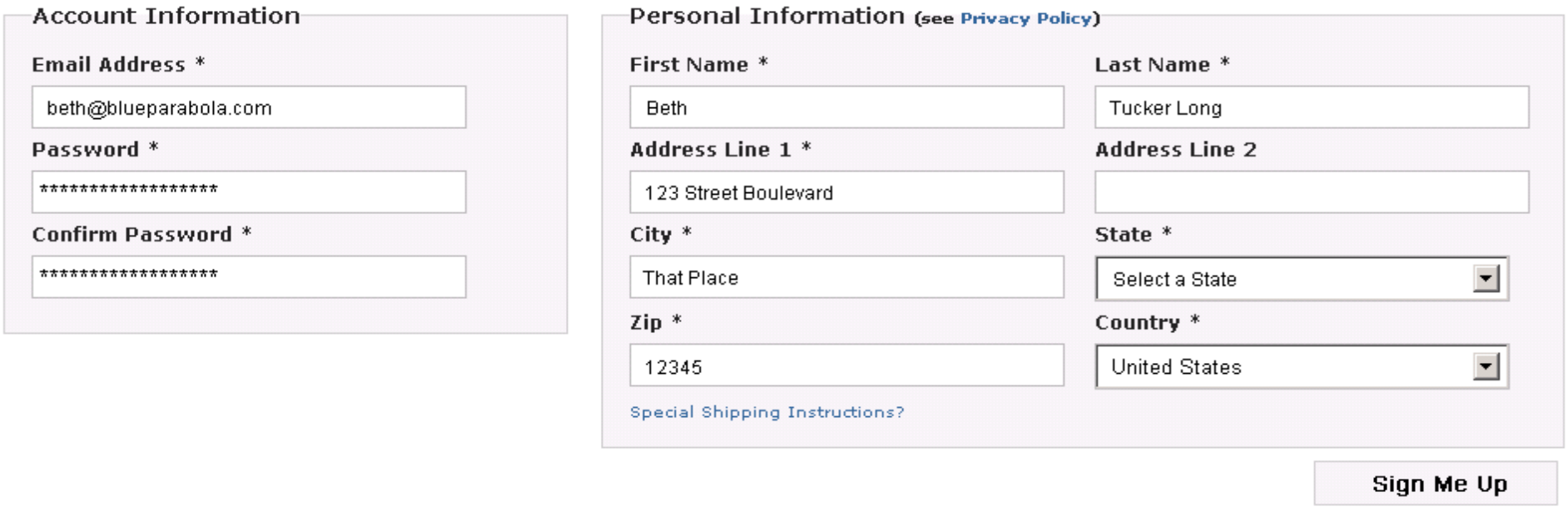
Sign Me Up

Common Problems

Typing Practice

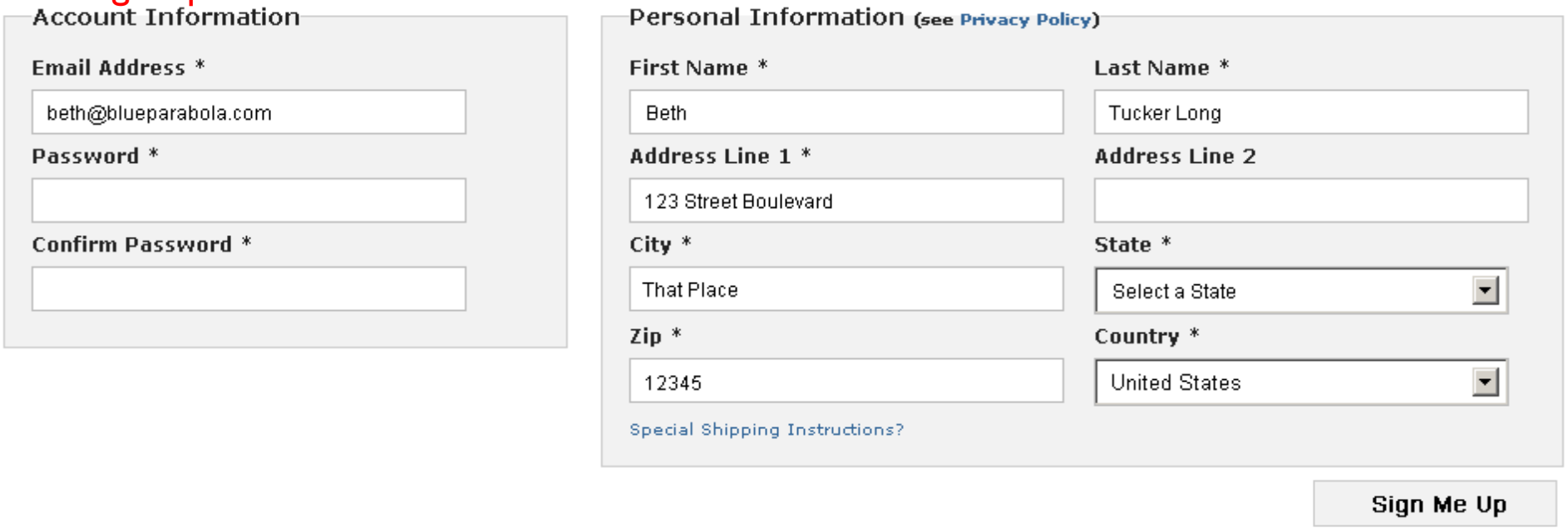
Don't delete good data. If it's good, keep it. Don't make the users do any more work than is necessary.

Common Problems



Common Problems

Missing required field.



Common Problems

The Sneak Attack

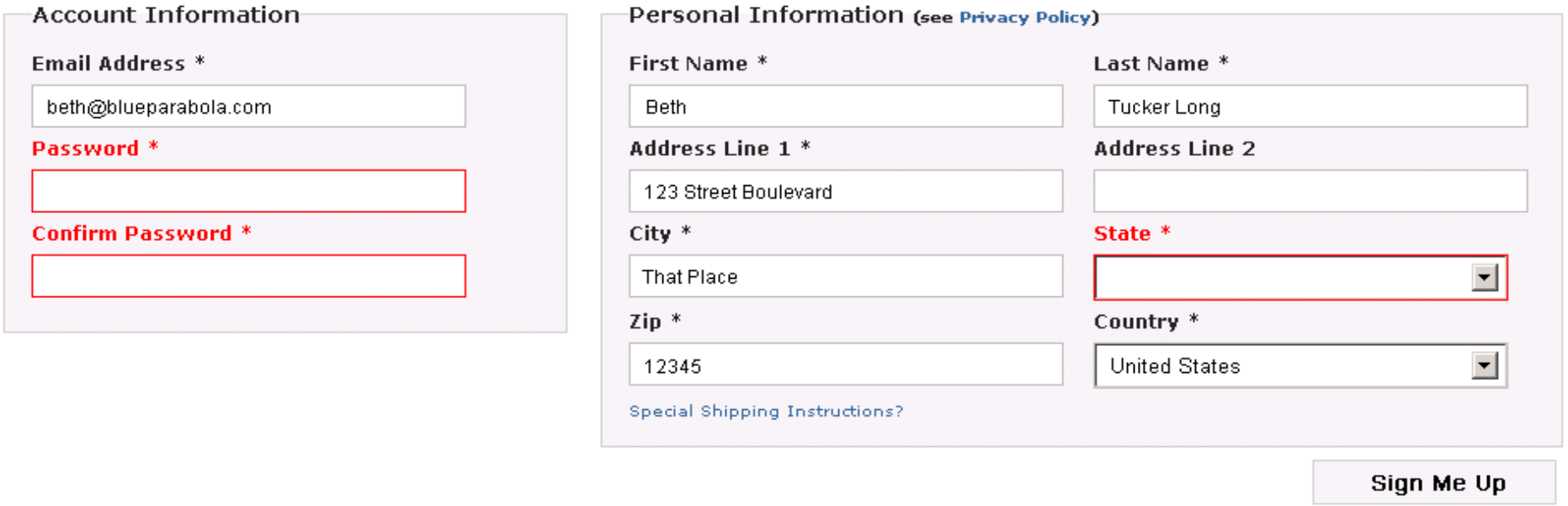
Error messages should be very clear to the user and tell the user everything they need to do to fix the problem.

Common Problems

Please choose a state. For security reasons, please reenter your passwords.

Common Problems

Please choose a state. For security reasons, please reenter your passwords.



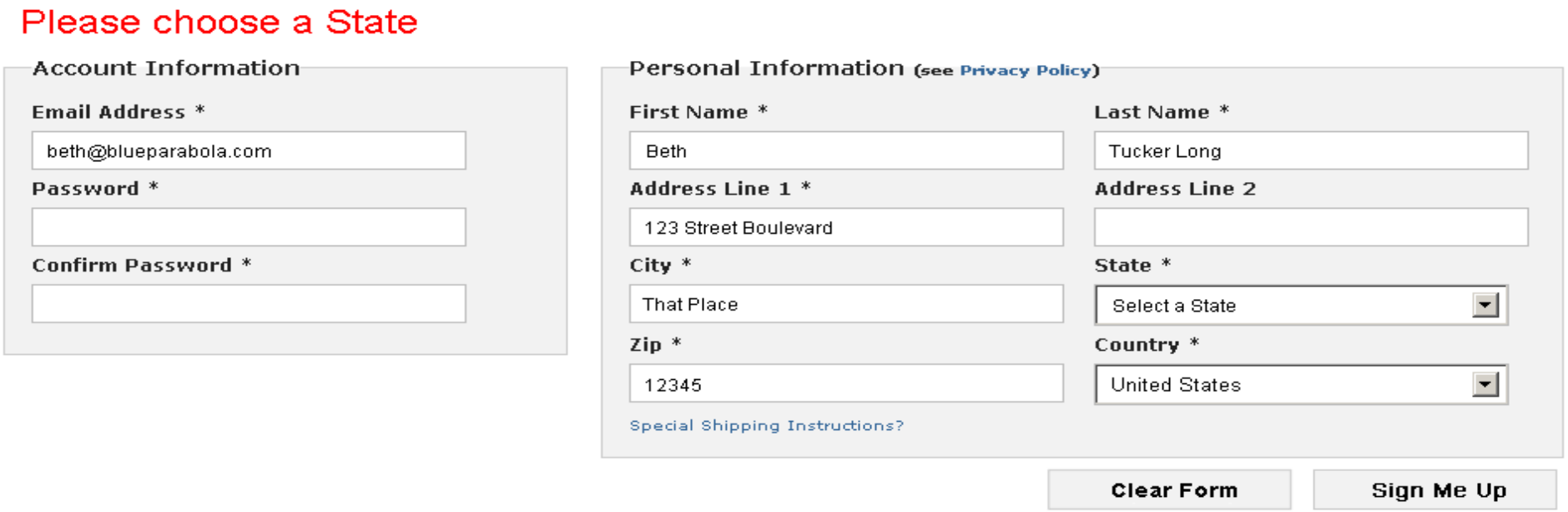
Common Problems

Be Forgiving and Empowering

- Everyone makes mistakes, so every mistake should be fixable.
- The user should control the system. The system should not control the user. The user is the boss and the system should show it.
- User should be able to do what they want.
- Alert users to an error before things get worse.
- Strive to empower the user, not speed up the system.

Common Problems

Common Problems



Common Problems

Button Roulette

Keep things consistent. Users click without reading. Users don't want to have to read before clicking.

Common Problems

Common Problems

Common Problems

Resources:

- **A Day in the Life of an Astronaut**
- **Biography of Neil Armstrong**
- **Early photos of astronaut training**
- **Buzz Aldrin, in his own words**

Common Problems

Great Expectations

The user should always know what is happening.
Surprising things can be scary.

Common Problems

Resources:

- **A Day in the Life of an Astronaut**
- **Buy the Biography of Neil Armstrong on Amazon**
- **Early photos of astronaut training (slideshow)**
- **Buzz Aldrin, in his own words (PDF)**

Common Problems

Welcome, Friend Create an Account

This site is an awesome place to do things and buy stuff and you should visit it every day.
This site is an awesome place to do things and buy stuff and you should visit it every day.
This site is an awesome place to do things and buy stuff and you should visit it every day.

We have an awesome catalog of **great products**

Sign Up Today

Have you checked out our **newsletter**? Sign Up Today

Learn more about how awesome our **great products** are!

Check Them Out

Browse our awesome catalog of **great products**

Check Them Out

Common Problems

Cliff Notes

Users should always be able to find out what to do next just by skimming the page.

Common Problems

Welcome

Create an Account

This site is an awesome place to do things and buy stuff and you should visit it every day.
This site is an awesome place to do things and buy stuff and you should visit it every day.
This site is an awesome place to do things and buy stuff and you should visit it every day.

Learn More About Our Products

We have an awesome selection of products. They are just the greatest in the whole world.
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We have an awesome selection of products. They are just the greatest in the whole world.

Read Reviews

View Catalog (PDF)

More Information:

If you would like more information, we offer a weekly **newsletter** as well as a printed **catalog of our products**. Both are free of charge.

Sign Up Today

Common Problems

Welcome to our site! It looks like you don't have an account yet, be sure to **sign up** for an account to receive the maximum benefits from our site. Also, we have a great newsletter that you can **sign up** for as well. We have some great reviews of our products on **this site**, and you can **click here** to view the products we have available for purchase.

Common Problems

Welcome to our site! It looks like you don't have an account yet, be sure to **create an account** for an account to receive the maximum benefits from our site. Also, you can **sign up for our great newsletter** as well. While you are here, you can **read product reviews** as well as **browse our products** that we have available for purchase.

Common Problems

Welcome to **our site**! It looks like you don't have an account yet, be sure to **sign up** for an account to receive the maximum benefits from our site. Also, we have a great newsletter that you can **sign up** for as well. We have some great reviews of our products on **this site**, and you can **click here** to view the **products** we have available for purchase.

Common Problems

Unicorn Puke

Just Don't.

Things that look the same should act the same.
Things that look different should act differently.

Common Problems

Pizza Size:

- 12"
- 18"
- 24"

Pizza Crust:

- Joe's Specialty
- The Original
- The New Original

Common Problems

Lost in Translation

The information for the decision must be there when the decision is needed.

Make sure you are using the language of your users.

Common Problems

Pizza Size:

- 12" (feeds 1-2)
- 18" (feeds 2-3)
- 24" (feeds 3-4)

Pizza Crust:

- Joe's Specialty

Hand-tossed with cheese baked into the crust.

- The Original

Traditional thin crust.

- The New Original

Our traditional thin crust, now with special seasoning baked in.

Have some fun!

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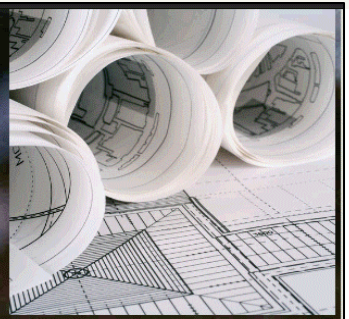

WET Water Equipment Technology

A Design and Consultancy Business

Water Equipment Technology is a professional company that offers critical support in harvesting, storing and the efficient application of your water supply.

Our business strategy is Sustainable Water Management Solutions

Lake & Pond Management

Stormwater Harvesting & Storage

Design & Consultancy

Audits & Assessments

A Sustainable quality water supply is the life blood of any Agricultural Property, Horticultural Garden or Sporting Arena. This day and age, such irrigators must have their own water supply complete with a water usage management plan to guarantee themselves of an uninterrupted sustainable water supply.

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http://www.waterequipment.com.au

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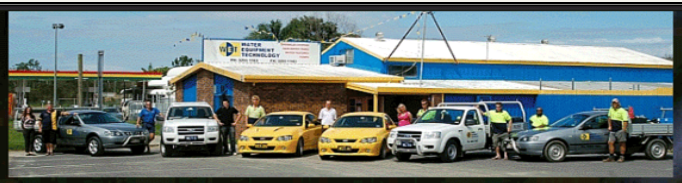

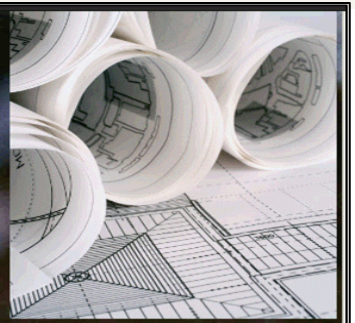

Water Equipment Technology

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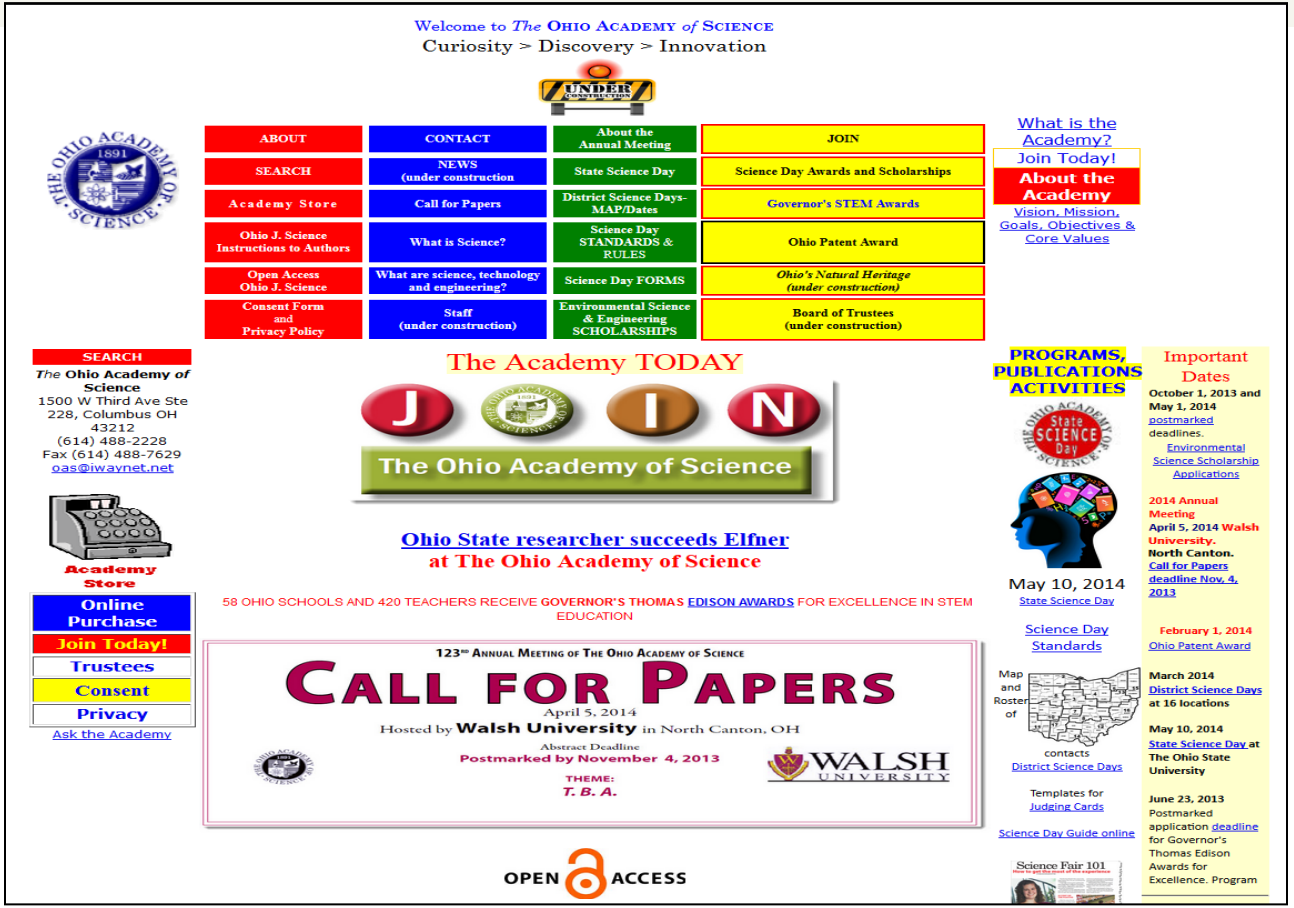

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Annual Meeting 2015

Our 2015 Annual Meeting will be held on April 11th, 2015 at Capital University. As the agenda is set, and Call for Papers is posted, information will be available here.

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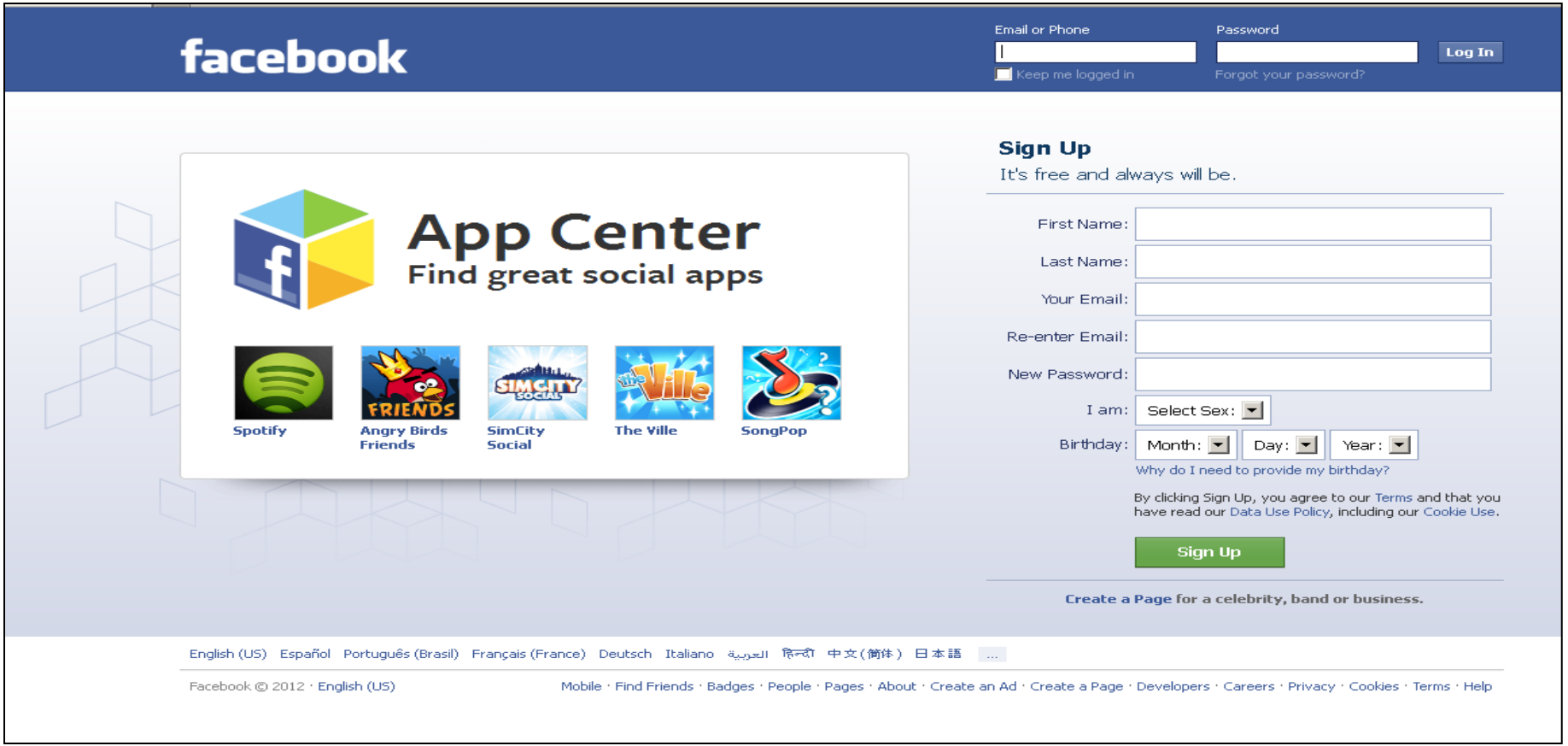

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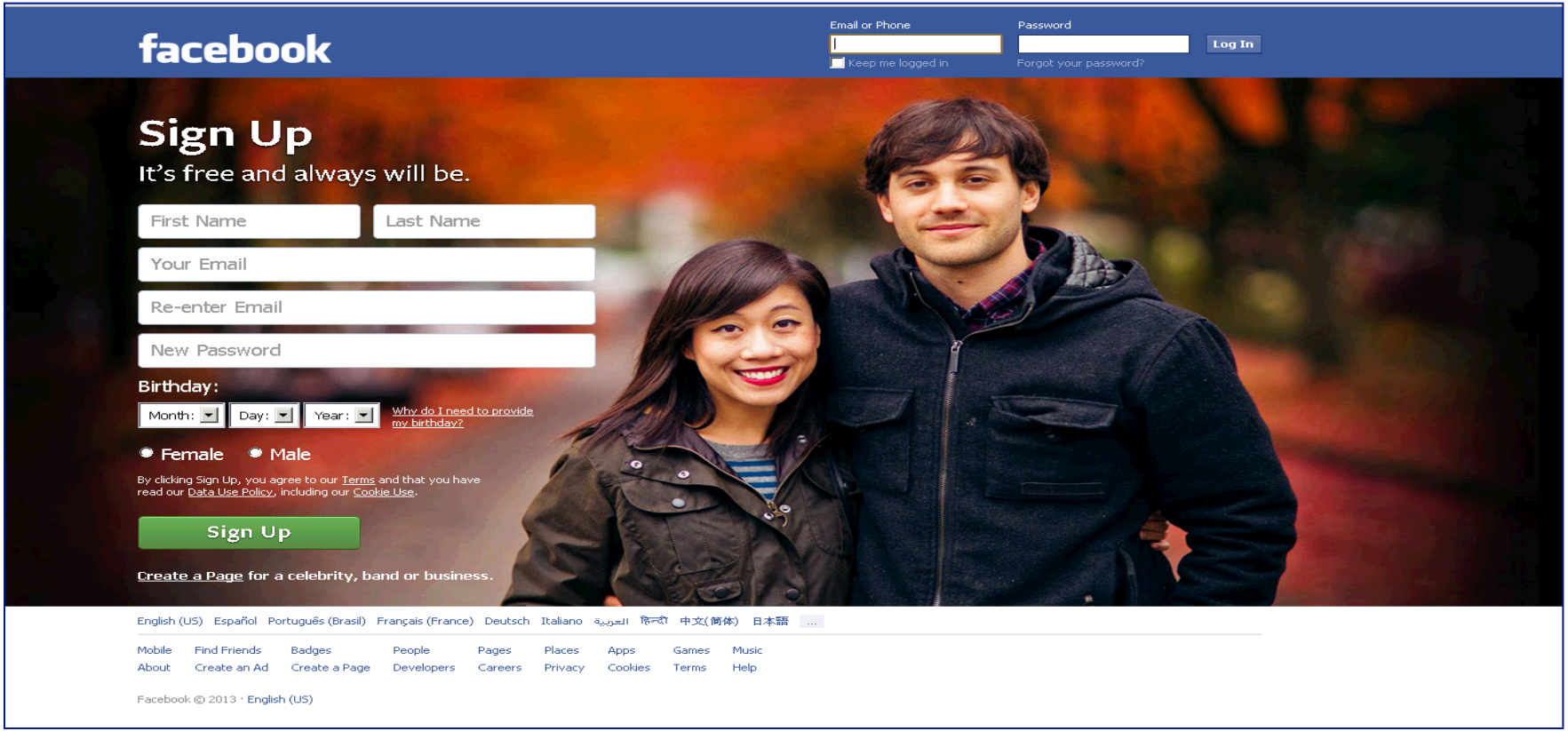

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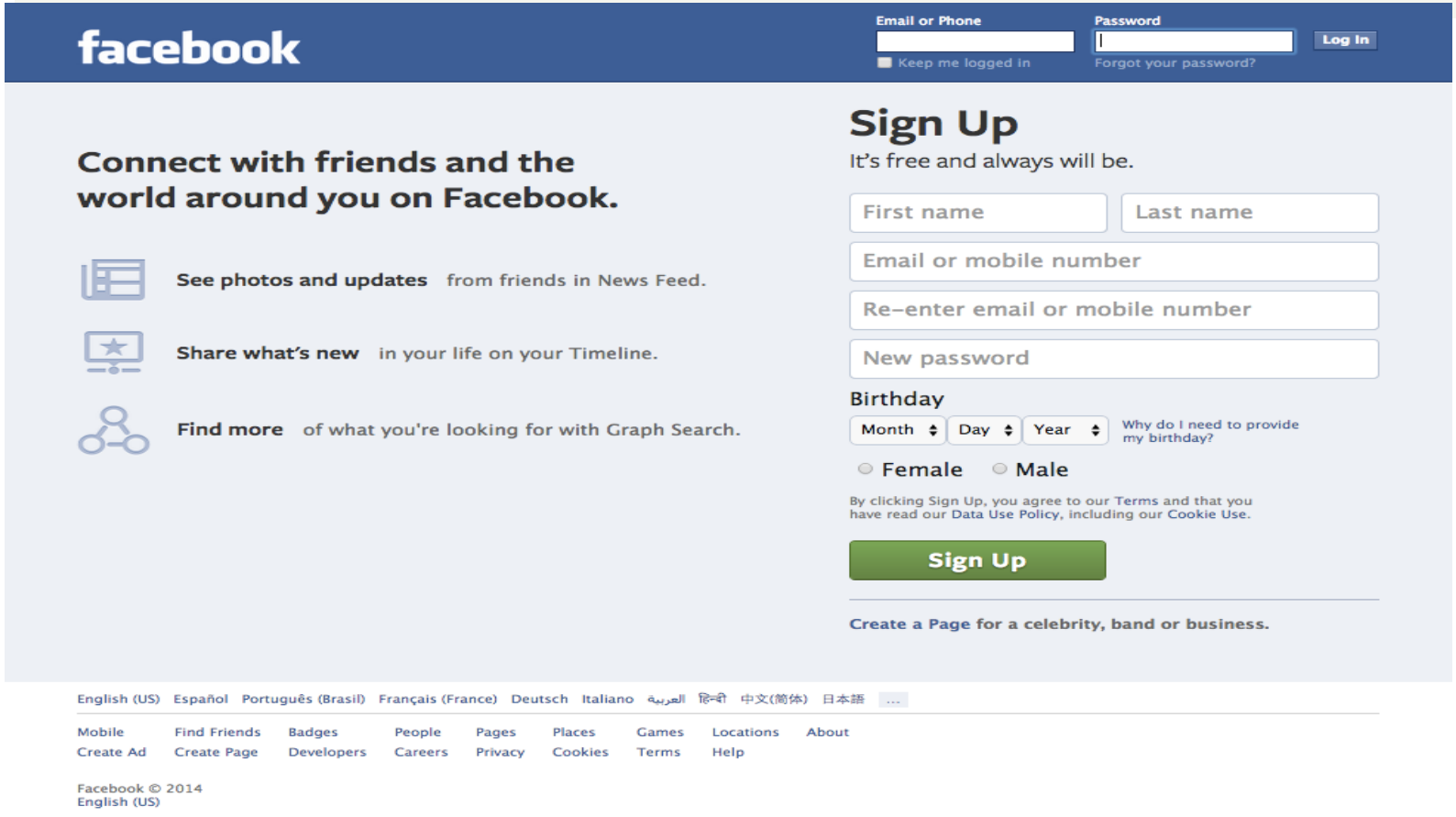

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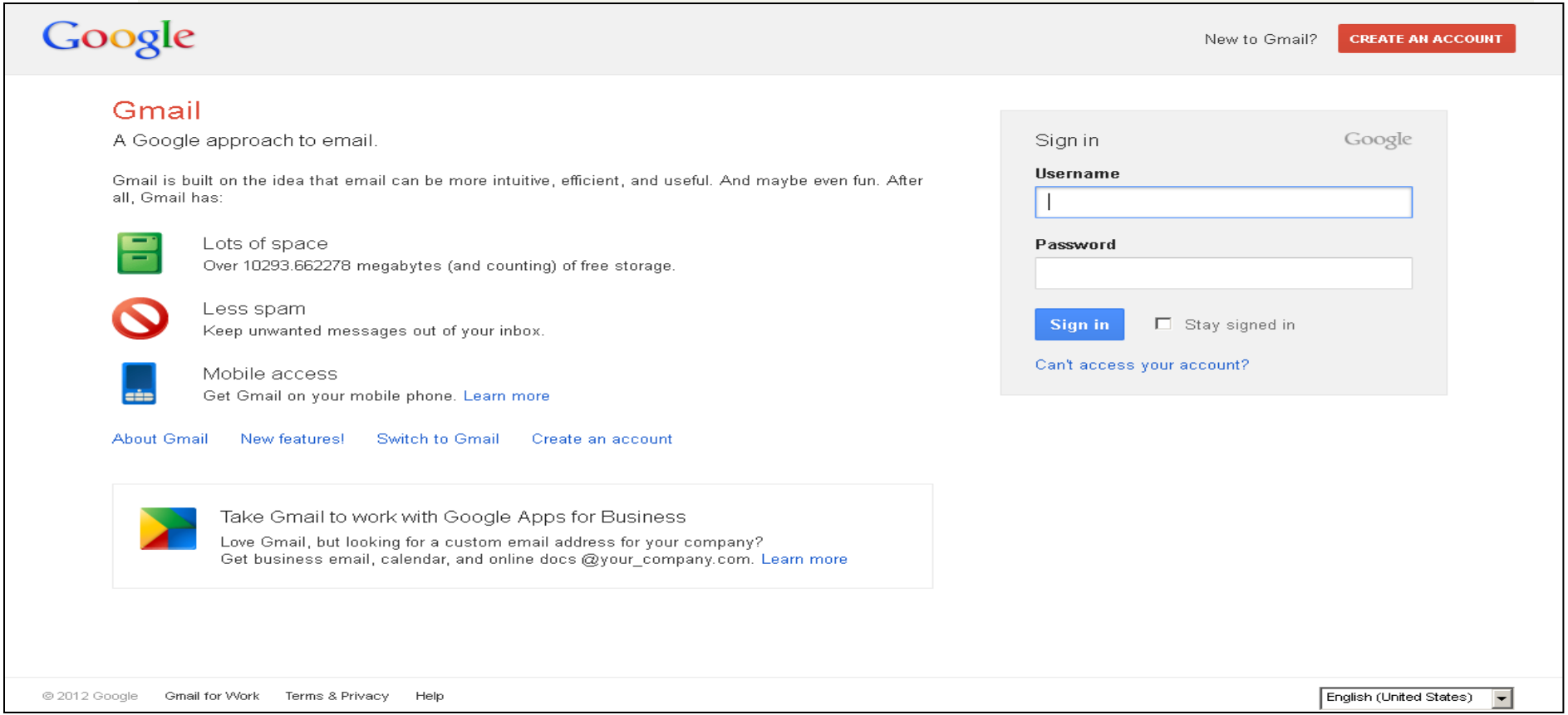

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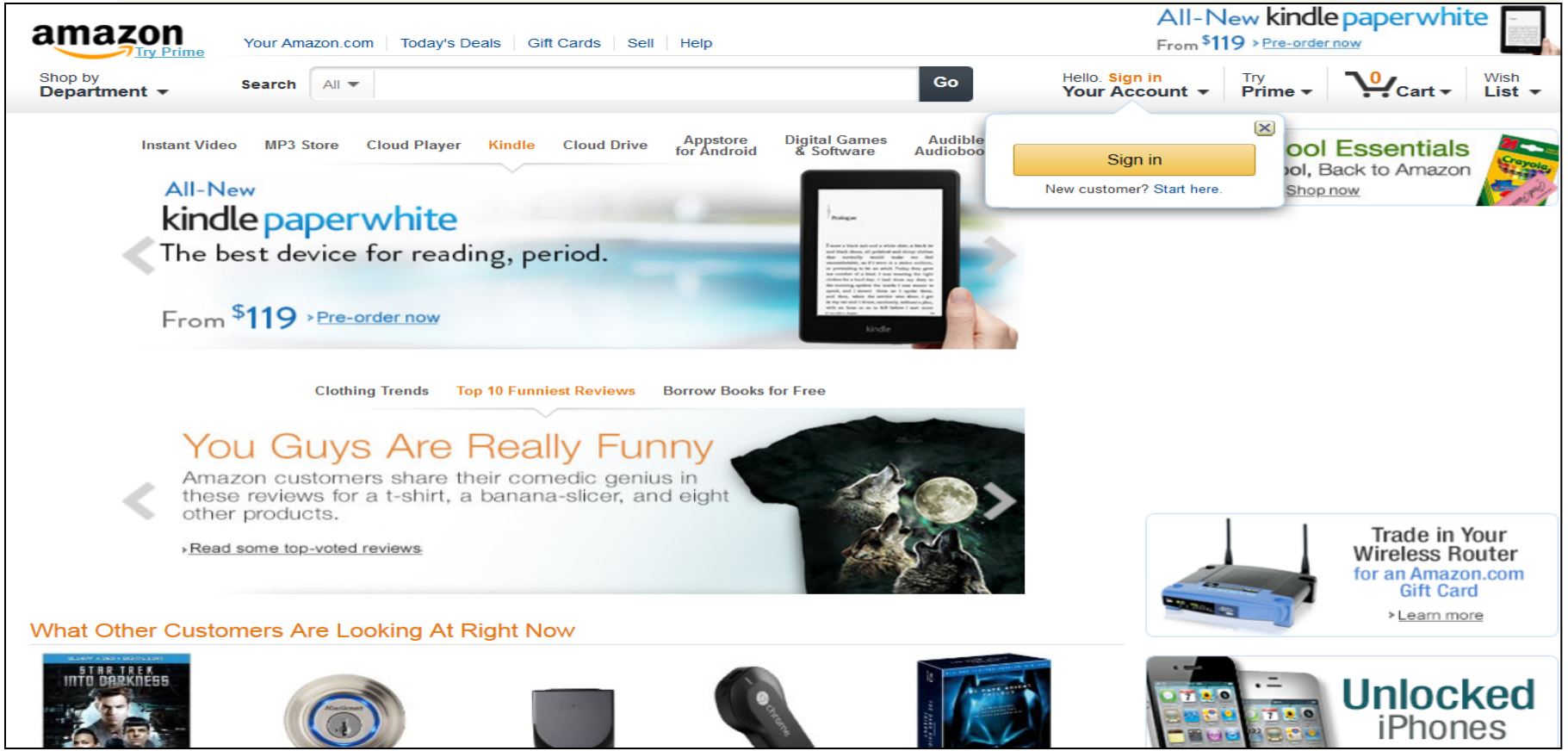

http://www.amazon.com

Recap

- **Typing Practice** – Don't delete good information
- **Sneak Attack** – Be clear on what is missing
- **Button Roulette** – Keep buttons consistent
- **Too Many Cooks** – Make the path obvious
- **Cliff Notes** – Make the content scannable
- **Unicorn Puke** – Pick a color and stick with it
- **Great Expectations** – Same cause, consistent effect
- **Lost in Translation** – Use the user's language

Read This Later

Lund, A. M. (1997). Expert ratings of usability maxims. Ergonomics in Design, 5(3), 15-20. A study of the heuristics design experts consider important for good design.

When evaluating the design and usability of a website, consider the following:

1. Know the user, and You are not the user.
2. Things that look the same should act the same.
3. The information for the decision must be there when the decision is needed.
4. Error messages should actually mean something to the user and tell the user how to fix the problem.
5. Every action should have a reaction.
6. Everyone makes mistakes, so every mistake should be fixable.
7. Don't overwhelm the user.
8. Consistency, consistency, consistency.
9. Minimize the need for a mighty memory.
10. Keep it simple.
11. The user should always know what is happening.
12. The more you do something, the easier it should be to do.
13. The user should control the system. The system should not control the user. The user is the boss and the system should show it.

Read This Later

14. Eliminate unnecessary decisions and illuminate the rest.
15. The best journey has the fewest steps. Shorten the distance between the user and the goal.
16. User should be able to do what they want.
17. Alert users to an error before things get worse.
18. Users should always know how to find out what to do next.
19. Strive to empower the user, not speed up the system.
20. Things that look different should act different.
21. These are presented in a descending order determined by their mean rating of importance.

Resources

- Usability First - http://www.usabilityfirst.com/
- Usability Toolkit - http://www.stcsig.org/usability/resources/toolkit/toolkit.html
- http://www.usability.gov/
- Jakob Nielsen - http://www.nngroup.com/articles/

Books

- "Don't Make Me Think" by Steve Krug
- "Rocket Surgery Made Easy" by Steve Krug
- "The Design of Everyday Things" by Donald Norman

Thank You

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