

Let's Talk About Usability

Beth Tucker Long
@e3betht

Who am I?

Beth Tucker Long

- ▣ PHP Developer
- ▣ Stay-at-home mom
- ▣ User group leader
- ▣ Mentor & Apprentice
- ▣ e3beth



Audience Participation?

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

**Why is Usability
important?**

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.

Getting Started

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?

Getting Started

Jakob Nielsen's Five Quality Components of Usability:

- 1. Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?
- 2. Efficiency:** Once users have learned the design, how quickly can they perform tasks?
- 3. Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?
- 4. Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- 5. Satisfaction:** How pleasant is it to use the design?

Common Problems

Common Problems

- Know your user, and you are not that user.
- Don't overwhelm the user.
- Consistency, consistency, consistency.
- Minimize the need for a mighty memory.

Common Problems

Account Information

Email Address *

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Last Name *

Address Line 1 *

Address Line 2

City *

State *

Zip *

Country *

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Sign Me Up

Common Problems

Account Information

Email Address *

beth@blueparabola.com

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Beth

Last Name *

Tucker Long

Address Line 1 *

123 Street Boulevard

Address Line 2

City *

That Place

State *

That State

Zip *

12345

Country *

United States

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Sign Me Up

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 *

Zip *

Country *

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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

Account Information

Email Address *

beth@blueparabola.com

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Beth

Last Name *

Tucker Long

Address Line 1 *

123 Street Boulevard

Address Line 2

City *

That Place

State *

Select a State

Zip *

12345

Country *

United States

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Common Problems

Missing required field.

Account Information

Email Address *

beth@blueparabola.com

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Beth

Last Name *

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Address Line 2

City *

That Place

State *

Select a State



Zip *

12345

Country *

United States



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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.

Account Information

Email Address *

beth@blueparabola.com

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Beth

Last Name *

Tucker Long

Address Line 1 *

123 Street Boulevard

Address Line 2

City *

That Place

State *

Select a State



Zip *

12345

Country *

United States



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Common Problems

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

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Email Address *

beth@blueparabola.com

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Confirm Password *

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First Name *

Beth

Last Name *

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Address Line 1 *

123 Street Boulevard

Address Line 2

City *

That Place

State *

Zip *

12345

Country *

United States

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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

Account Information

Email Address *

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Last Name *

Address Line 1 *

Address Line 2

City *

State *

Zip *

Country *

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Sign Me Up

Clear Form

Common Problems

Please choose a State

Account Information

Email Address *

beth@blueparabola.com

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Beth

Last Name *

Tucker Long

Address Line 1 *

123 Street Boulevard

Address Line 2

State *

Select a State



City *

That Place

Zip *

12345

Country *

United States



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Clear Form

Sign Me Up

Common Problems

Button Roulette

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

Common Problems

Account Information

Email Address *

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Last Name *

Address Line 1 *

Address Line 2

City *

State *

Zip *

Country *

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Clear Form

Sign Me Up

Common Problems

Account Information

Email Address *

Password *

Confirm Password *

Personal Information (see [Privacy Policy](#))

First Name *

Last Name *

Address Line 1 *

Address Line 2

City *

State *

Zip *

Country *

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Clear Form

Sign Me Up



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.

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

Testing

Testing

How to test:

- Create Personas
- Create a script/list of the most common procedures or tasks on your site
- Identify success criteria
- Sit down with users individually and give them one task at a time

Testing

Design in stage:

- Create your design
- Test it on users
- Improve your design
- Test it on users
- Improve your design
- Test it on users
- And so on...

Above all else...

Above all else...

The more often your user has to do something, the easier it should be to do.

Don't waste clicks, keystrokes, and time.

Brace Yourself

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Stormwater Harvesting & Storage

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

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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Lake & Pond Management

Stormwater Harvesting & Storage



A Design and Consultancy Business

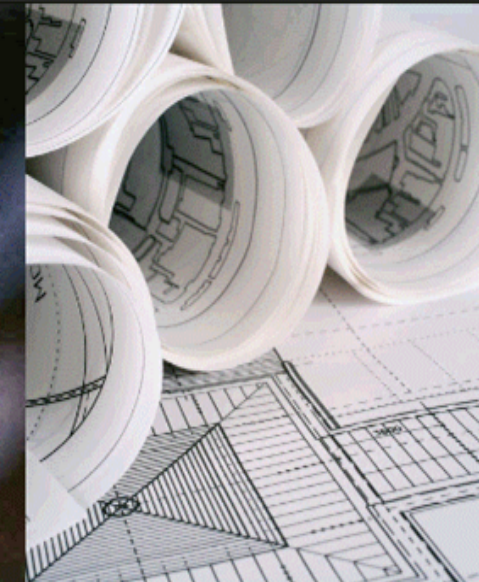
Water Equipment Technology is a professional company that offers critical support in harvesting, storing and the efficient application of your water supply.

Our business strategy is Sustainable Water Management Solutions

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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Tuesday, September 25, 2012



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Let us not forget ...
Neil Armstrong 1930-2012



**If at first you don't succeed...
you may walk on the moon someday!**

[Read about Astronaut Armstrong's Experience in the late 1940s at a District Science Day at Bowling Green State University.](#)



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Important Dates

2013 Annual Meeting
April 6, 2013
University of Findlay
[Call for Papers](#)
[deadline Nov. 5, 2012](#)

February 1, 2013
[Ohio Patent Award](#)

March 2013
[District Science Days](#) at 15 locations

May 11, 2013
[State Science Day](#) at The Ohio State University

October 1, 2012 and May 1, 2013
Postmarked [Deadline](#) for Environmental Science Scholarship Applications

June 20, 2012
Postmarked [deadline](#) for Governor's Thomas Edison Awards for Excellence

What is the Academy?
The Ohio Academy of Science is a membership based, volunteer-driven, not-for-profit organization. The Academy is the leading organization in Ohio to foster *curiosity, discovery, and innovation* and to unite all who value **education, science, engineering, technology, or**

<http://www.ohiosci.org>

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Curiosity > Discovery > Innovation



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Academy Store	Call for Papers	District Science Days- MAP/Dates	Governor's STEM Awards
Ohio J. Science Instructions to Authors	What is Science?	Science Day STANDARDS & RULES	Ohio Patent Award
Open Access Ohio J. Science	What are science, technology and engineering?	Science Day FORMS	Ohio's Natural Heritage (under construction)
Consent Form and Privacy Policy	Staff (under construction)	Environmental Science & Engineering SCHOLARSHIPS	Board of Trustees (under construction)

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Ohio State researcher succeeds Elfner at The Ohio Academy of Science

58 OHIO SCHOOLS AND 420 TEACHERS RECEIVE GOVERNOR'S THOMAS EDISON AWARDS FOR EXCELLENCE IN STEM EDUCATION

123RD ANNUAL MEETING OF THE OHIO ACADEMY OF SCIENCE

CALL FOR PAPERS

April 5, 2014
Hosted by **Walsh University** in North Canton, OH

Abstract Deadline
Postmarked by November 4, 2013

THEME:
T. B. A.

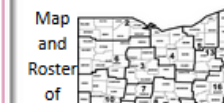


PROGRAMS, PUBLICATIONS ACTIVITIES



May 10, 2014
[State Science Day](#)

[Science Day Standards](#)



contacts
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Templates for
[Judging Cards](#)

[Science Day Guide online](#)



Important Dates

October 1, 2013 and May 1, 2014
[postmarked deadlines.](#)

[Environmental Science Scholarship Applications](#)

2014 Annual Meeting
April 5, 2014 **Walsh University**, North Canton.
[Call for Papers deadline Nov. 4, 2013](#)

February 1, 2014
[Ohio Patent Award](#)

March 2014
[District Science Days at 16 locations](#)

May 10, 2014
[State Science Day at The Ohio State University](#)

June 23, 2013
Postmarked application [deadline](#) for Governor's Thomas Edison Awards for Excellence. Program

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Abstract Submission is Now Open

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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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Day:

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Gmail

A Google approach to email.

Gmail is built on the idea that email can be more intuitive, efficient, and useful. And maybe even fun. After all, Gmail has:



Lots of space

Over 10293.662278 megabytes (and counting) of free storage.



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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.
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

Thank You

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