

Get Your Team Talking About Usability

Beth Tucker Long

@e3beth

Beth Tucker Long

- PHP Developer
- Stay-at-home Mom
- User Group Leader
- OSMI volunteer
<http://OSMIHelp.org>



@e3betht

Audience Participation?

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

It's a Tough Conversation

@e3betht

It's a Tough Conversation

We get defensive.

It's a Tough Conversation

We know too much.

It's a Tough Conversation

We are overwhelmed.

It's a Tough Conversation

We aren't affected by it.

What's our plan?

What's our plan?

Step 1:
Give them knowledge.

What's our plan?

Step 2:
Get them talking.

What's our plan?

Step 3:
Keep things light.

What's our plan?

Step 4:
Ask leading questions.

What's our plan?

Step 5:
Critique the pros.

What's our plan?

Step 6:
Now look at your site.

How does this look?

Thank you all for being here.

@e3beth

What is Usability?

Step 1: Give Them Knowledge

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.

Step 1: Give Them Knowledge

- 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?

Common problems

Step 2: Get Them Talking

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 *

[Special Shipping Instructions?](#)

Sign Me Up

@e3betht

Step 2: Get Them Talking

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

@e3beth

Step 2: Get Them Talking

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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Step 1: Give Them Knowledge

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.

Step 2: Get Them Talking

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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Sign Me Up

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Step 2: Get Them Talking

Please choose a State.

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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Step 1: Give Them Knowledge

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.

Step 2: Get Them Talking

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 *

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State *

Select a State



Zip *

12345

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Last Name *

Address Line 1 *

Address Line 2

City *

State *

Zip *

Country *

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Step 1: Give Them Knowledge

Be Forgiving and Empowering

- Everyone makes mistakes. Make every mistake 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.

Step 2: Get Them Talking

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

@e3beth

Step 2: Get Them Talking

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

Step 2: Get Them Talking

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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Sign Me Up

Clear Form

Step 2: Get Them Talking

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

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First Name *

Last Name *

Address Line 1 *

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City *

State *

Zip *

Country *

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Step 1: Give Them Knowledge

Button Roulette

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

Step 2: Get Them Talking

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Password *

Confirm Password *

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First Name *

Last Name *

Address Line 1 *

Address Line 2

City *

State *

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Step 2: Get Them Talking

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



Step 2: Get Them Talking

Resources:

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

Step 1: Give Them Knowledge

Great Expectations

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

Step 2: Get Them Talking

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 \(PDF\)](#)

Step 2: Get Them Talking

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

Step 1: Give Them Knowledge

Cliff Notes

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

Step 2: Get Them Talking

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.
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

Step 2: Get Them Talking

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.

Step 2: Get Them Talking

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.

Step 2: Get Them Talking

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.

Step 1: Give Them Knowledge

Unicorn Puke

Just Don't.

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

@e3beth

Step 2: Get Them Talking

Home

Shop

Account

Log Out

Buy Widgets

Register

Log In

Calendars

Thank you so much for coming to our website. We hope you will check out our **free calendars** that we are giving away. Be sure to create an account so that you can **get our newsletter**.

@e3betht

Step 1: Give Them Knowledge

Too Many Cooks

Users should know where to look for their next step.
Make the path through your site clear.

Step 2: Get Them Talking

Pizza Size:

- 12"
- 18"
- 24"

Pizza Crust:

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

Step 1: Give Them Knowledge

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.

Step 2: Get Them Talking

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.

Brace Yourself

(Step 3: Keep Things Light)

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Lake & Pond Management
Stormwater Harvesting & Storage



A Design and Consultancy Business

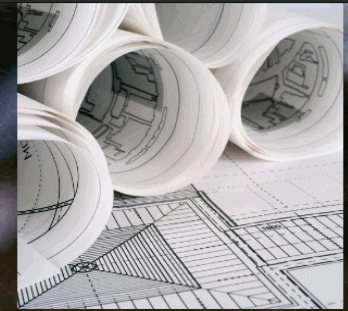
Water Equipment Technology is a professional company that offers critical support in harvesting, storing and the efficient application of your water supply.

Our business strategy is Sustainable Water Management Solutions

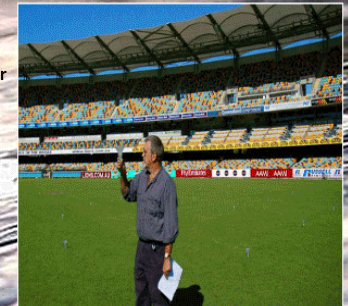
A Sustainable quality water supply is the life blood of any Agricultural Property, Horticultural Garden or Sporting Arena. This day and age, such irrigators must have their own water supply complete with a water usage management plan to guarantee themselves of an uninterrupted sustainable water supply.



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Design & Consultancy
Audits & Assessments



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Lake & Pond Management

Stormwater Harvesting & Storage



A Design and Consultancy Business

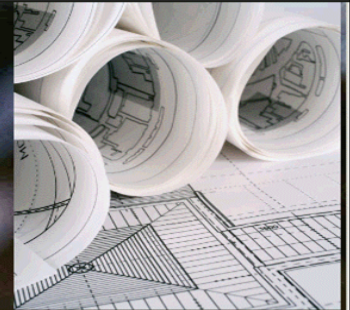
Water Equipment Technology is a professional company that offers critical support in harvesting, storing and the efficient application of your water supply.

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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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

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driven, not-for-
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innovation* and to
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Open Access Ohio J. Science	What are science, technology and engineering?	Science Day FORMS	Ohio's Natural Heritage (under construction)
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The Ohio Academy of Science
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43212
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Science Fair 101



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](#)
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It's free and always will be.

Birthday:

[Why do I need to provide my birthday?](#)

Female Male

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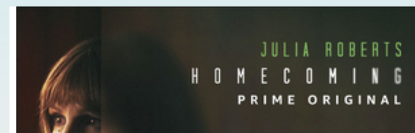


Oprah's Favorite Things



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<http://www.amazon.com>

@e3beth

And now, let's look at us.

(Step 6: Now Look at Your Site)

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

beth@TreelineDesign.com

@e3betht

<http://www.TreelineDesign.com/slides>