

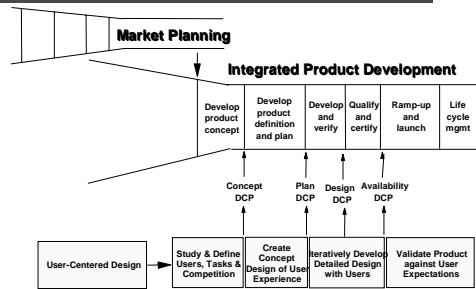
IS 214 Needs Assessment and Evaluation of Information Systems

Usability Process

Usability Process

- What is the development process?
- Who is on the usability team?
- When and what do you contribute?
- How do you gather information?
- How do you measure success?

What is the Development Process?



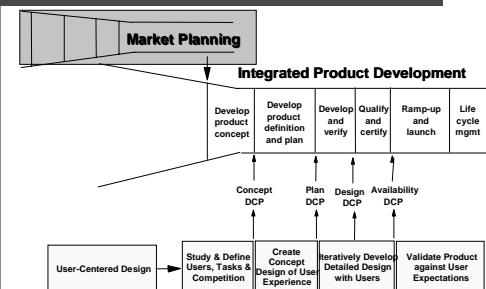
Who is on the Usability Team?

- UCD Project Leader
- Total User Experience Leader
- Visual Designer
- User Assistance Architect
- Technology Architect (continued...)

Who is on the Usability Team?

- Human-Computer Interaction Designer
- Marketing Specialist
- Service/Support Specialist
- Internationalization & Terminology
- User Research Specialist

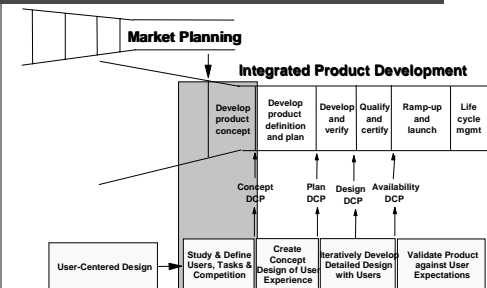
What is the Development Process?



Market Planning

- Market Opportunity
- Customer Requirements
- Competitor Analysis
- Segment Selection / Strategy / Plans
- Channel Strategy
- Services Strategy

What is the Development Process?



Concept - What do you contribute?

- Characterization of target users
- Relevant user tasks
- Context of users' environment
- Usability objectives

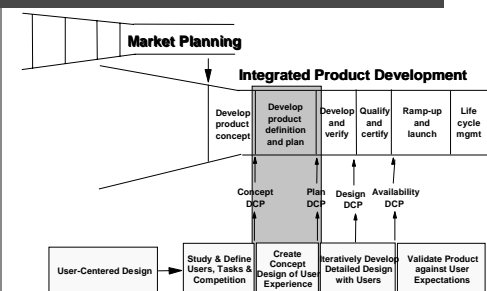
Concept - How do you gather information?

- User and task analysis
- Scenarios
- Surveys, focus groups, interviews
- Contextual inquiry / customer visits

Concept - How do you measure success?

- Usability objectives help drive product content (not vice-versa)
- Scope of objectives are appropriate to achieve significant gains in usability
- Target usability positioning relative to competitor has been agreed upon

What is the Development Process?



Plan - What do you contribute?

- High importance user tasks
- High and low satisfaction user tasks
- Plan for usability evaluation activities
- User evaluation of product concept
- Strengths and weaknesses of competitors' usability

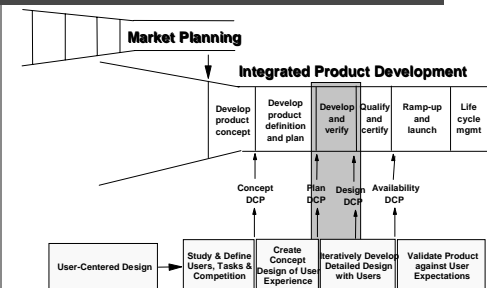
Plan - How do you gather information?

- User and task analysis
- Scenarios
- Design exploration
- Competitive evaluation

Plan - How do you measure success?

- Resources (people, money, equipment, schedules) needed to achieve usability objectives are committed
- There is a multi-disciplinary focus on the Total User Experience
- Understand what it takes to surpass the competition in usability and have communicated this to executive team

What is the Development Process?



Design - What do you contribute?

- User problems with early prototypes
- Scores on usability metrics
- User satisfaction with early prototypes relative to the competition
- Recommendations for design changes

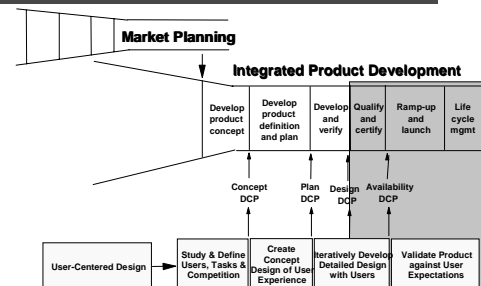
Design - How do you gather information?

- Competitive evaluation
- Heuristic evaluation / inspections
- Iterative usability testing
- Guidelines evaluations

Design - How do you measure success?

- All relevant designs for the usability objectives have been evaluated by users who fit the audience description
- User problems have been tracked, prioritized (by severity), and reported
- Metrics and satisfaction scores are improving towards objectives

What is the Development Process?



Availability - What do you contribute?

- User satisfaction with beta drivers
- Validate design fixes to user problems
- Assess usability objectives
- Usability strengths and weaknesses for marketing

Availability - How do you gather information?

- Usability testing
- Remote testing with beta customers
- Beta surveys
- Automated feedback tools

Availability - How do you measure success?

- 100% of severity 1 user problems fixed
- High % of all other user problems fixed
- Trade press evaluations are positive
- Usability objectives are achieved

What's Important

- The early process is more important – usability should drive the product
- Provide management team data to help them make decisions

Arguments Against Usability - Class Exercise

- Not all individual / organizations understand and appreciate usability
- Here are some arguments / attitudes you might encounter
- How would you respond?

What's Next

- Overview of Usability Methods
- Planning and Reporting