

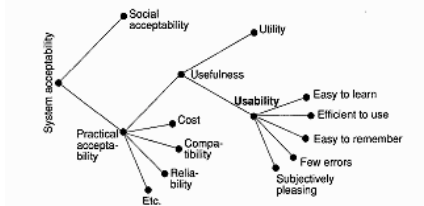
IS 214 Needs Assessment and Evaluation of Information Systems

What is Usability?

What is Usability?

- Scope of usability
- Attributes of usability
- Usability slogans
- Value of usability

Scope of Usability



"Usability applies to all aspects of a system with which a human might interact." Nielsen

Total User Experience

- Everything a user sees and touches
- Ads / marketing / brand image / web site
- How can the user find it / buy it
- Price / terms and conditions
- Packaging / out of the box experience
- Installation and registration

Total User Experience (continued)

- Setup / configuration
- Documentation / online tutorial
- 3rd Party books
- Graphical user interface
- Command interface
- Application programming interface

Total User Experience (continued)

- Input / output formats
- Integration / compatibility with other tools
- Error messages
- Technical support / online FAQs
- Product updates / fixes
- Education / conferences

Attributes of Usability

- Easy to learn
- Easy to be productive
- Easy to remember
- Easy to recover from errors
- Satisfaction

Usability slogans

- Your best guess is not good enough
- The user is always right
- The user is not always right
- Users are not designers
- Designers are not users

Usability slogans (continued)

- Vice Presidents are not users
- Less is more
- Details matter
- Help doesn't
- Usability engineering is a process

Value of Usability

- Validate the business case
- Ensure a positive first experience
- Usability as a competitive edge
- Reduce customer education costs
- Avoid cost of redesign late in the cycle
- Reduce support costs
- Make the world a happier place

Total User Experience - Class Exercise

- Compare and contrast the Total User Experience of HotMail and Microsoft Outlook
- What are the first things a user sees / touches?
- List all elements of the Total User Experience
- What are the differences and how would the differences affect usability?

What's Important

- Usability is an important aspect of everything a user sees and touches in the system
- The total user experience is designed by a multi-disciplinary team