

USABILITY



What is usability?

- Usability is often evaluated thorough usability testing, which involves observing users as they interact with a system or product and collecting data on their performance and satisfaction.
- Usability in cognitive science is about designing for the brain. The better a system matches how people naturally think, the easier and more enjoyable it is to use.



Importance of Usability

Usability can affect the success of many things

One example: E-commerce

Poor usability is known to directly impact sales, the reputation of the site, and customer loyalty



The Basics of Usability

- 5 "Quality Components"

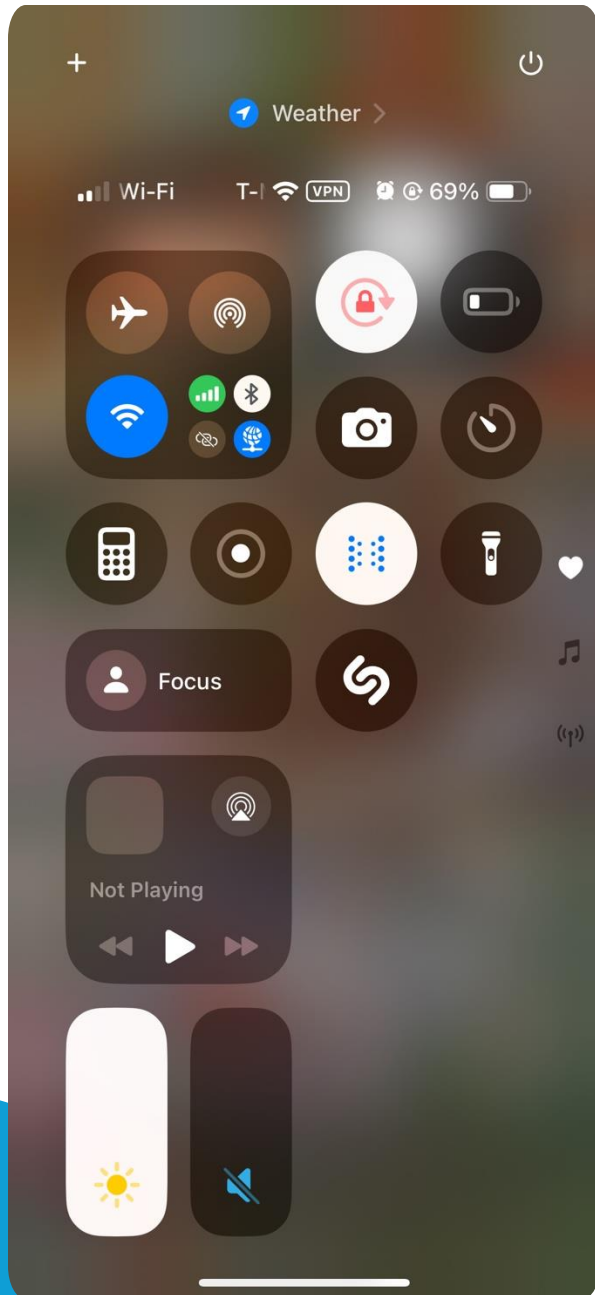
Learnability: How easy is it for users to complete a basic task the **first** time

Efficiency: Once users have learned the design, how quickly can they perform tasks

Memorability: When users return to the design after a time, how easily do they pick it back up

Errors: How many errors do they users make, how severe, and how easily can they recover

Satisfaction: How pleasant is it to use the design



Utility

- Does it do what users want?
- Does it have the needed features?
- Take the control center of my phone for example: It can answer these key questions positively.
- Does it have the 5 Quality Components?

Testing Usability:



Why testing usability matters



Find problems early



Improve user
satisfaction



Increase success
and engagement



Save time and money
in the long run

How Usability is tested

User testing: watching real users perform tasks

Surveys & feedback: ask for opinions after using

A/B Testing: show two versions and see which one works better

Heatmaps: track clicks and screen activity

Improving



Usability should be consistently improved and tested. As the user is everchanging



Using, representative users and representative tasks



Representative tasks
meaning tasks that accurately reflect the typical challenges of a larger role



Representative users
meaning the individuals choses to be a only a small part of the larger user population

Example: Mobile App Settings

A company was launching a new mobile app. Before the official release, they wanted to make sure users could easily navigate the app — especially things like changing their profile settings.



Mobile App Settings Ex: The problem

6 out of 10 users struggled to find the settings icon.

Some thought it was hidden in the wrong menu.

Others tapped on the wrong icons.

A few got frustrated and gave up before finding it.

Mobile App Settings Ex: The Fix

The settings icon was too small and didn't look like a typical settings button (like a gear).

Designers replaced it with a larger gear icon and added a label that said "Settings."



Mobile App Settings Ex

Even something *small* like an icon shape or label can totally change how usable a product feels. This is why testing with real users is so important , it shows you what's working and what's not *before* launching.

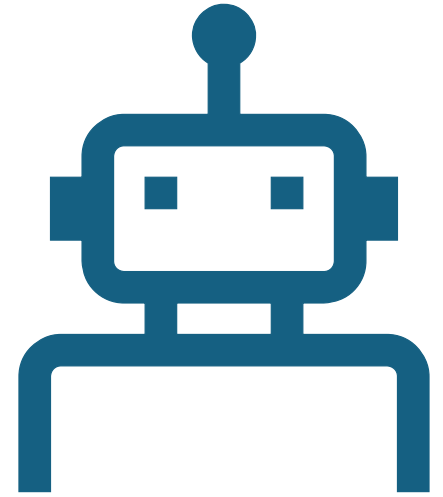
Why Usability Testing Improves User Experience

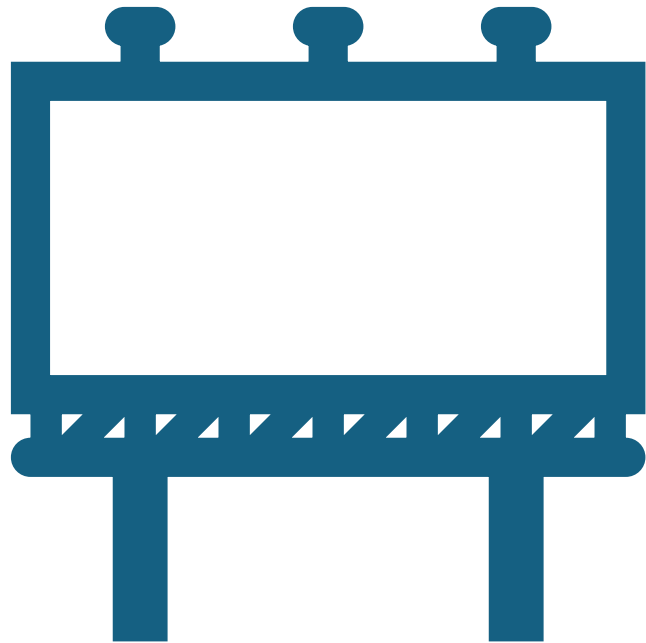
Fixes confusing design before launch:

- Users might get lost
- Click the wrong things
- Don't understand how to do something

Saves time & reduces frustration:

- Users don't want to guess what to do; they want it to just work
- Smooth and easy designs keep people from feeling confused or annoyed





Why Usability Testing Improves User Experience

Makes the product more accessible:

- Helps make sure *all kinds of people* can use the product, not just tech-savvy users.
- Includes people of different ages, abilities, or even different devices.

Increases trust and satisfaction:

- If users feel like the product is easy to use, they're more likely to come back
- A good experience builds loyalty and positive feelings about the brand

Why Usability Testing Improves User Experience

Boost success of the product:

- Better usability = more people completing tasks (buying, signing up, sharing, etc.)
- That means more success for the business or creator.



Who is an Audience?

- Specific group of people
- Typically engaged and attentive
- Share an interest in the subject matter



Who is the Public?

- A large, diverse group of individuals
- Less engaged than an audience
- May not have chosen to be part of the group
- May not have a specific interest in the topic at hand
- General audience <https://thisvs-that.io/audience-vs-public/>



Why is it Important to Know the Audience?

- Tailor effective communication, increase engagement for greater impact, persuasive communication, and information delivery.
- Communicate services, goods, information
- Important to determine what content and messages people care about
- Identify potential consumers



And, more reasons

Websites recognize returning users

Personalize users' experiences

Targets advertising

Improves website performance

Understand user behavior and make informed business decisions



It's a myth there is a "general public."

What Do We Want to Know About the Intended Audience?

Age range gender ethnicity education language

technical familiarity Internet access living environment

family environment pet ownership home ownership

population density political views zip code income

debt-to-population ratio religion occupations

Where Does Information Come From?

- Consumer surveys, website feedback from users
- Geo-location software that matches zip codes to demographics
- Census Bureau, educational institutions
- Banking and credit card data
- Mobile phones, smart watch, tablets, iCloud
- Social media, mouse analytics
- Market research analysis
- Internet tracking, cookies, browser fingerprinting

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Thank you!