Web Usability

A tale of user-obsession
What IS Web Usability?

- A quality attribute relating to how easy something is to use
- How quickly users can learn to use something
- How efficient they are while using it
- How memorable it is
- How much users like using it
- It’s about setting the stage for action (based on goals) and seeing your users work with it
What IS Web Usability?

Think of usability like directing a movie

The Script (Data)

The Set (Structure)

The Actors (Users)

What IS Web Usability?

The Script (Data) – Enter room from right and sit in desk chair (goal)

The Set (Structure) – Movement is dictated by open paths and obstructions. User will take easiest most obvious route.

The Actors (Users) – We can guess, but don’t know what they’ll actually do until we observe them in action.

- Usable & Accessible
- Usable with Obstruction (Possible accessibility issue)
- Not usable (Accessibility issue)
What it’s NOT

- Making UI decisions without user input and testing
- A fixed set of rules in black and white
- Something you can dictate
- A goal other than the user’s
- Perfect implementation of Section 508 accessibility standards
- **Accessibility** reflects the ability to be reached but **usability** reflects the ability to be used.
What WE BUILD

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Send unlimited email campaigns for as little as $15 PER MONTH

Used by leading designers and companies everywhere

FROM THE BLOG
Payment gateway maintenance from Sat on Sun, May 22nd (CST)
Some customers will not be able to pay for campaigns or credit during this 6-hour maintenance window.

OVERHEARD ON TWITTER
4 days ago by faciodesign
watched real-time user interaction with an email campaign last night using

POPULAR RESOURCES
Free email templates 100+ beautiful email templates tested in all
What USERS SEE

Email marketing software for designers and their clients

TRY IT FOR FREE  VIEW FEATURES

$15 PER MONTH

Jon Anderson  Web Usability: Your user’s goals are YOUR goals
What USERS DO

- Glance, Scan, Click. They look for things that they can DO.
- Users LOVE mindless choices.
- Muddling: Scan for sensible (close) choice, click, scan, back, click again.
- Look for patterns to learn
- Imagine scanning a billboard at 75mph.
What can WE DO?

- Prioritize your usability issues
- Use accepted design conventions
- Establish a clear visual hierarchy
- Consistent navigation and information architecture
- Clear and consistent use of actionable elements
- Give useful feedback
- Test test test! It’s about the users!
What can WE DO?

Prioritize your usability issues

• How severe is the problem?
  - Cosmetic or irritating
  - Confusion or frustration
  - Unacceptable cost to business

• The “Scale of Misery”
  - How miserable is the experience compared to other issues?
  - How do design issues weigh in against usability issues?

• Why users fail
  - Search and information architecture
  - Content and readability
  - Workflow

• Is it enough to focus on the worst issues?
What can WE DO?

Use accepted design conventions

• Don’t reinvent the wheel
  - “Borrow” ideas from successful sites with similar user goals
  - Pay attention to patterns
  - Help your users feel at home

Establish a clear, visual hierarchy

• Design for scanning
  - Allows focus on what’s important to the user’s goal
  - Size and placement of elements
  - Use a visual hierarchy that reduces the appearance of complexity
  - Create paths to understanding, set a precedent
Consistent navigation and information architecture

- “Where am I?”
  - Use a consistently placed Site ID in the upper left
  - Use navigation that gives a location within the site structure. Users often don’t arrive via the home page
  - Ensure navigation is always present and has consistent behavior

- Create a positive relationship using organization
  - A consistent information architecture helps build trust
  - Prove your user’s expectations RIGHT so they feel in control

Clear and consistent use of actionable elements

- “What can I do?”
  - Use consistent design elements to indicate objects which can be “used”
  - Give them clear indications of how things WILL work
What can WE DO?

Give useful feedback

• “Did it work?”
  - Show reactions and states
  - Give useful warnings before negative results (avoid internal terminology)
  - Use design elements to indicate change

• “How do I fix it?”
  - For errors, offer useful advice to resolve the issue
  - BE FORGIVING: tolerate errors and ways to undo/cancel (create trust)
  - Constantly allow users to move forward

TEST TEST TEST! It’s about the users!

• Test often, and test early
  - Testing does not have to be complicated. Keep it simple so you do more
  - Always appeal to a higher authority: Research!

• Test groups
  - Use groups that represent your demographic
  - FOCUS GROUPS ARE NOT USABILITY TESTS
Diagnose with S.C.A.N.

Squint

Classify

Act

NO BRAINER?

Yes, squint

What can I do?

Do it

Did you think?
What’s the Goal?
Squint, Classify, Act, NO-BRAINER?

Rock solid, scalable DNS that just WORKS
We offer DNS services on every level from home user to enterprise

Whether you are a home user, a small & medium business, or all the way up to enterprise... we understand you are busy! Our tools are easy, yet Robust. Let us simplify your to do list with our proven services.

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Enter your new or current domain name to build a customized suite of world class managed DNS and Mail services.

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- DNS servers in five datacenters around the globe!
What’s the Goal?

Squint, Classify, Act, NO-BRAINER?
What’s the Goal?
Squint, **Classify**, Act, NO-BRAINER?
What’s the Goal?
Squint, Classify, **Act**, NO-BRAINER?
What’s the Goal?
Squint, Classify, Act, **NO–BRAINER? No!**
What’s the Goal?
Squint, Classify, Act, NO–BRAINER?

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Your brand, your company, across all mobile platforms.

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Get Started

What’s the Goal?
Squint, Classify, Act, NO-BRAINER?
• OBSESS about the users. Their goals are your goals.

• Usability is ABOUT the USERS. TEST TEST TEST!

• It’s not a fixed set of rules but rather a guideline to enable users

• Usability is only one aspect of the User Experience

• Usability is not the same as accessibility

• S.C.A.N. – Squint, Classify, Act, NO-BRAINER!