

User Experience: The Ultimate Guide to Usability

USERFOCUS

The
Usability
Training
Centre

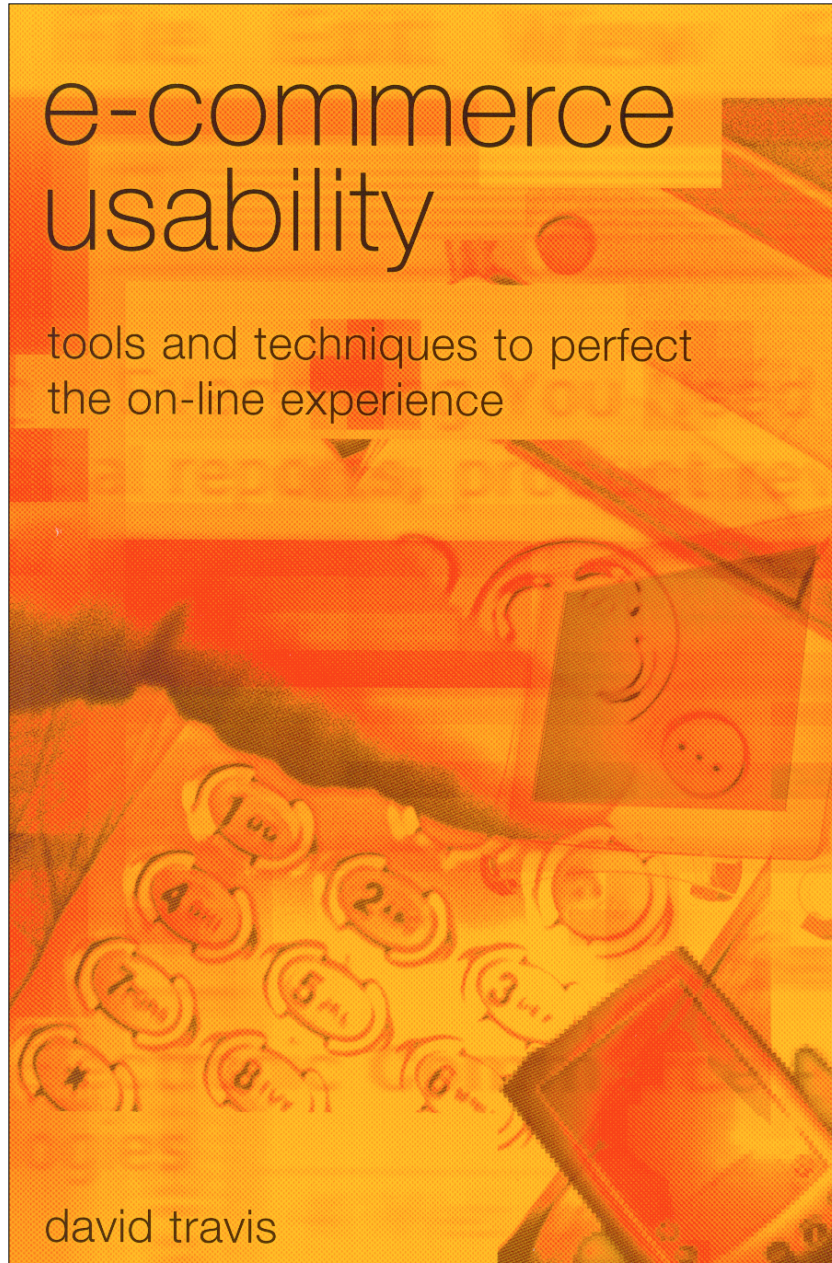
Who am I?



e-commerce usability

tools and techniques to perfect
the on-line experience

david travis





Apply **a user centred design framework** that supports end-to-end user involvement in design projects.

Plan field visits to interview and observe users.

Create **personas, user stories, red routes** and **user journey maps**.

Uncover and describe users' **mental models**.

Choose appropriate schemes for **classifying and organising information**.

Design and conduct **online and offline card sorting** sessions.



Select appropriate **user interface design patterns**.

Develop **cheap, throwaway prototypes** to get quick and frequent feedback from your users.

Create user interface designs that exploit **universal principles of visual design**.

Design usability tests to measure time on task, success rate and user satisfaction.

Moderate a usability test and **prioritise** the observations.

Evaluate the usability of systems by applying **usability heuristics**.

Before you start the course...

YOUR GOALS

I would like you to think for a while about what has prompted you to take this on-line workshop. Spend some time considering what you are looking to get out of the workshop, what you are hoping to achieve as a result of attending the workshop and what you want to do differently as a result of the workshop. Write 1-2 goals or aims or objectives in the spaces below.

1

2

YOUR QUESTIONS

Perhaps you have read some books or articles on this topic, or maybe you already work in the field. Either way, there will be some questions that you need answered. There will be things that you want to know, or are puzzled or curious about. What are your questions? Write some questions in the spaces below.

1

2

3

What do you want to be able to do differently as a result of the training?

Interview your partner



Improved usability **increases revenue** because your users:

- Can find the products that they want
- Resolve sales obstacles (e.g. delivery, return and warranty information)
- Won't need as much help and support, and when they do they'll use the web site for support rather than calling the support centre
- Will pay a premium because you make their life easier

How it will make you rich

Improved usability **reduces costs** because you:

- Spend time developing only the functions users want
- Detect and fix usability problems early in the development process
- Reduce the risk of failure caused by not understanding requirements
- Minimise or eliminate the need for documentation



How it will make you rich



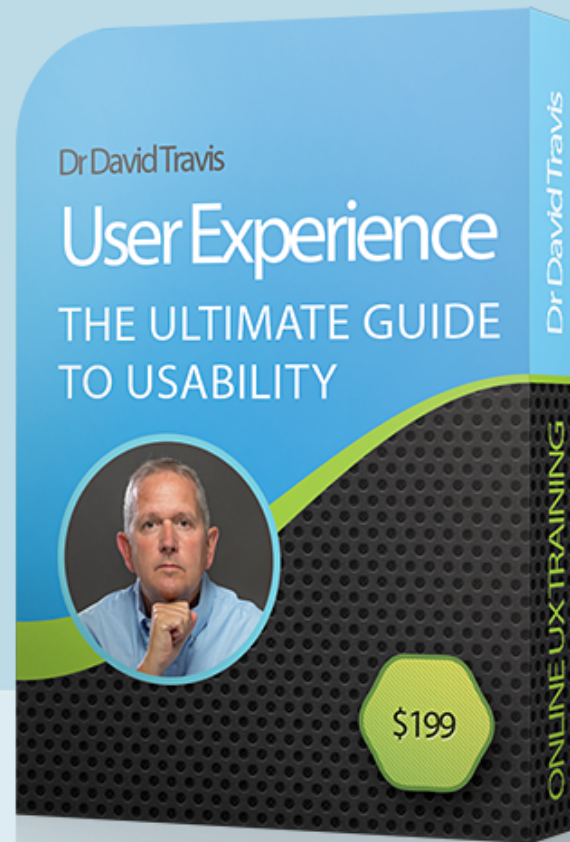
The Apple/Samsung Patent Trial

The Instagram Acquisition

iOS6's Maps

See “3 Big UX Lessons Ripped from 2012 Tech Headlines” http://www.uie.com/articles/ux_lessons

UX



Bite-sized lectures

- Most lectures are now around 5 mins.

More quizzes

- 90 questions in total.

Follow-along design activities

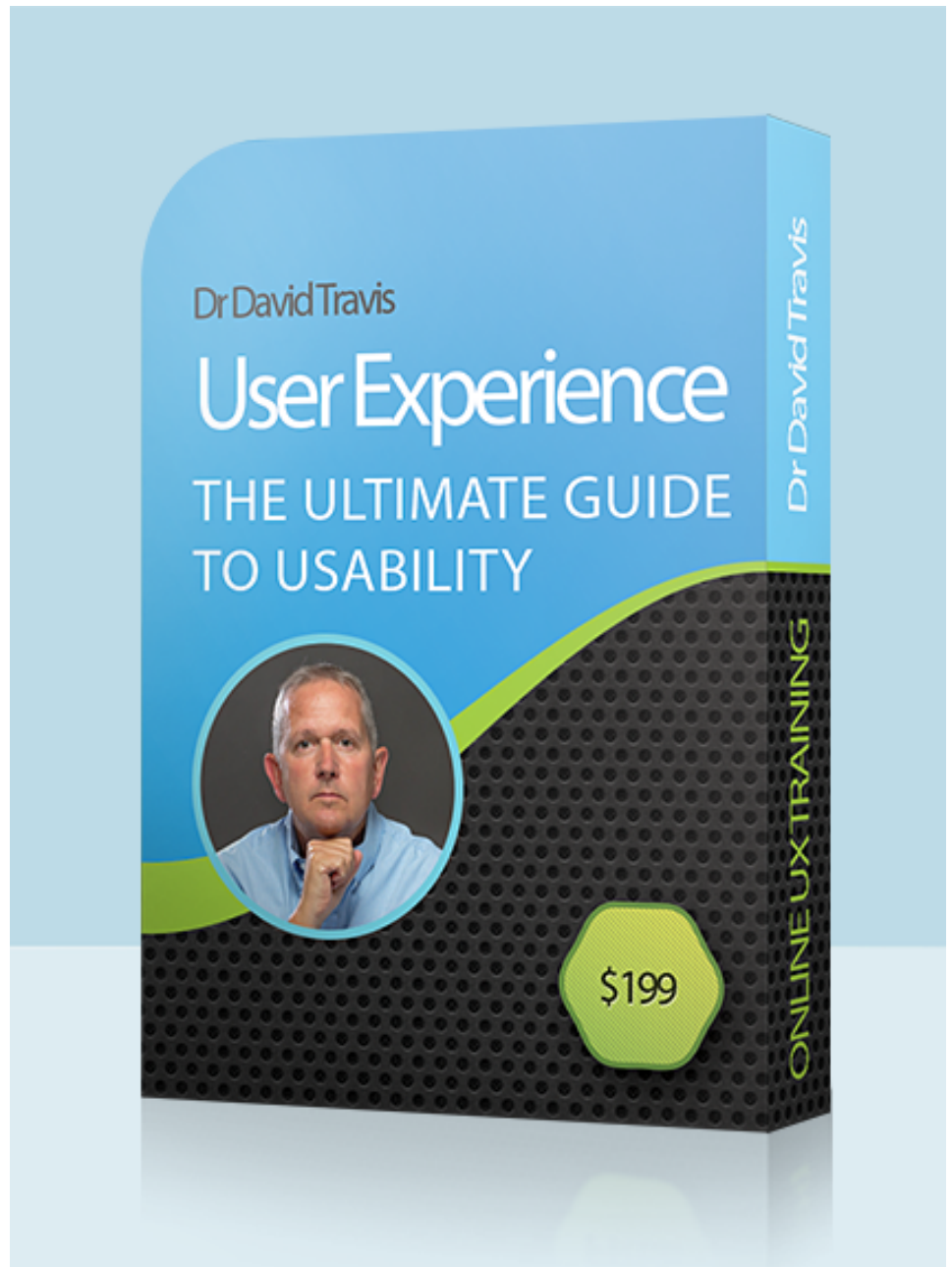
- 5 full-stack design activities.

Detailed student workbook

- 78-pages of UX activities and content.

Certification

- Industry-recognised certification from BCS, The Chartered Institute for IT.



What's new in this version of course?

You are a member of a Design Team hired to provide design insights to a manufacturer of can openers.

The manufacturer wants their new product to be the easiest to use on the market.

Your task is to **identify the “most usable” and “least usable” competitor products.**



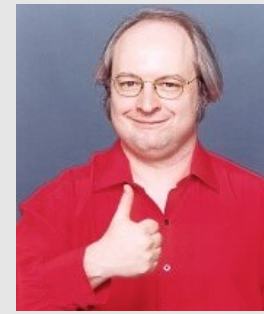
You have four can openers to evaluate. For each of the criteria (Functionality, Learnability, Flexibility, and Industrial Design) give one of the following ratings on the Jakob-ometer:



-1



0



+1

When you have finished, total the scores for each can opener.





A

B

C

D



				
Functionality				
Learnability				
Flexibility				
Industrial design				
Total Score				





A

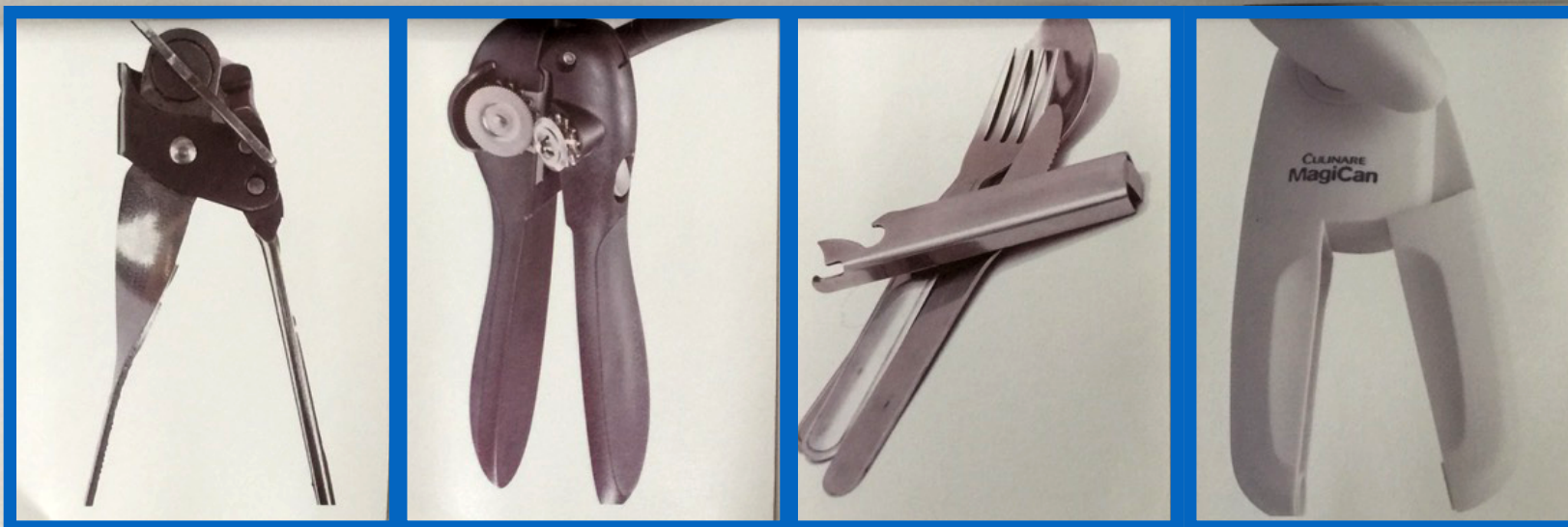
B

C

D



				
Functionality				
Learnability				
Flexibility				
Industrial design				
Total Score				



✗ ✓

✗

✓ ✓ ✗

The manufacturing company just found some user research on can opener users. There are four key user groups: Parent, Landlord, Pensioner and Backpacker.

Your task is to **identify the “most usable” and “least usable” competitor products** for each of the four user groups.



“I live in Alderley Edge with my husband and two young children, aged 5 and 8. I give my eldest child some simple tasks when I’m cooking because she likes to help me cook meals for the family. We have a large dog who has been known to empty the contents of the kitchen bin on the floor, and I don’t want my children (or the dog) exposed to any sharp edges from badly-opened cans.”





“My partner and I rent out a house in London lived in by four students. The house is let fully furnished and we are expected to provide a set of basic kitchen appliances, including a can opener. We have a fairly high turnover of tenants in our house and when we check the inventory after somebody leaves there is always something missing.”

“I live on my own in a village in Cheshire. I retired from my job in a factory five years ago because of severe pains in my wrist. I still have the pains, although some days are better than others. Sometimes I can’t even hold a can properly, let alone a can opener. I find activities where I need to twist or turn my hands especially painful.”





“I’m an 18 year-old student planning a backpacking holiday around Europe next Summer. I hope to spend most of my time in the Mediterranean, but I don’t have a lot of money so I’ll be camping or staying in hostels. I expect to do some self-catering so I’ll need a can opener.”

A

B

C

D



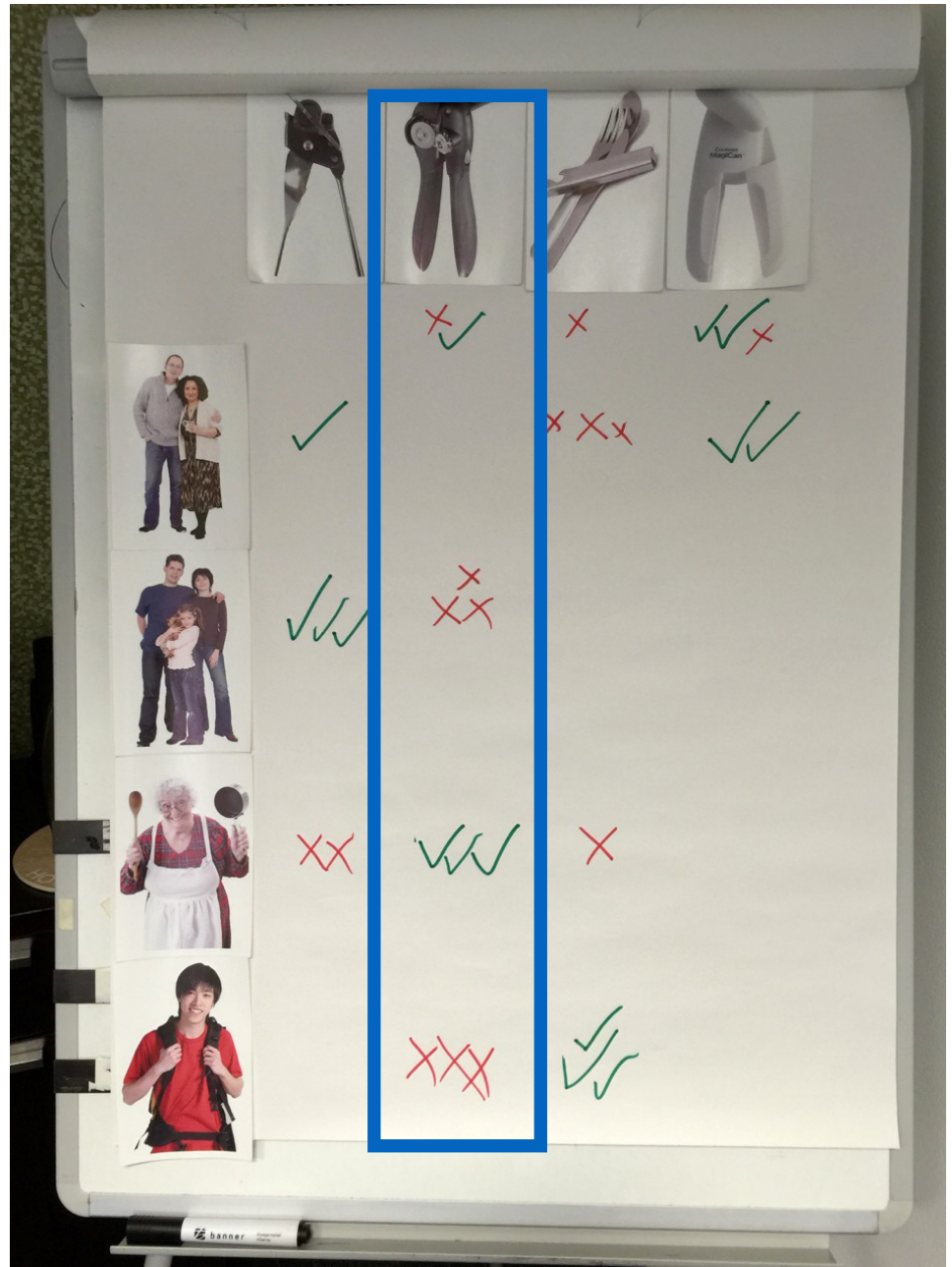
Parent

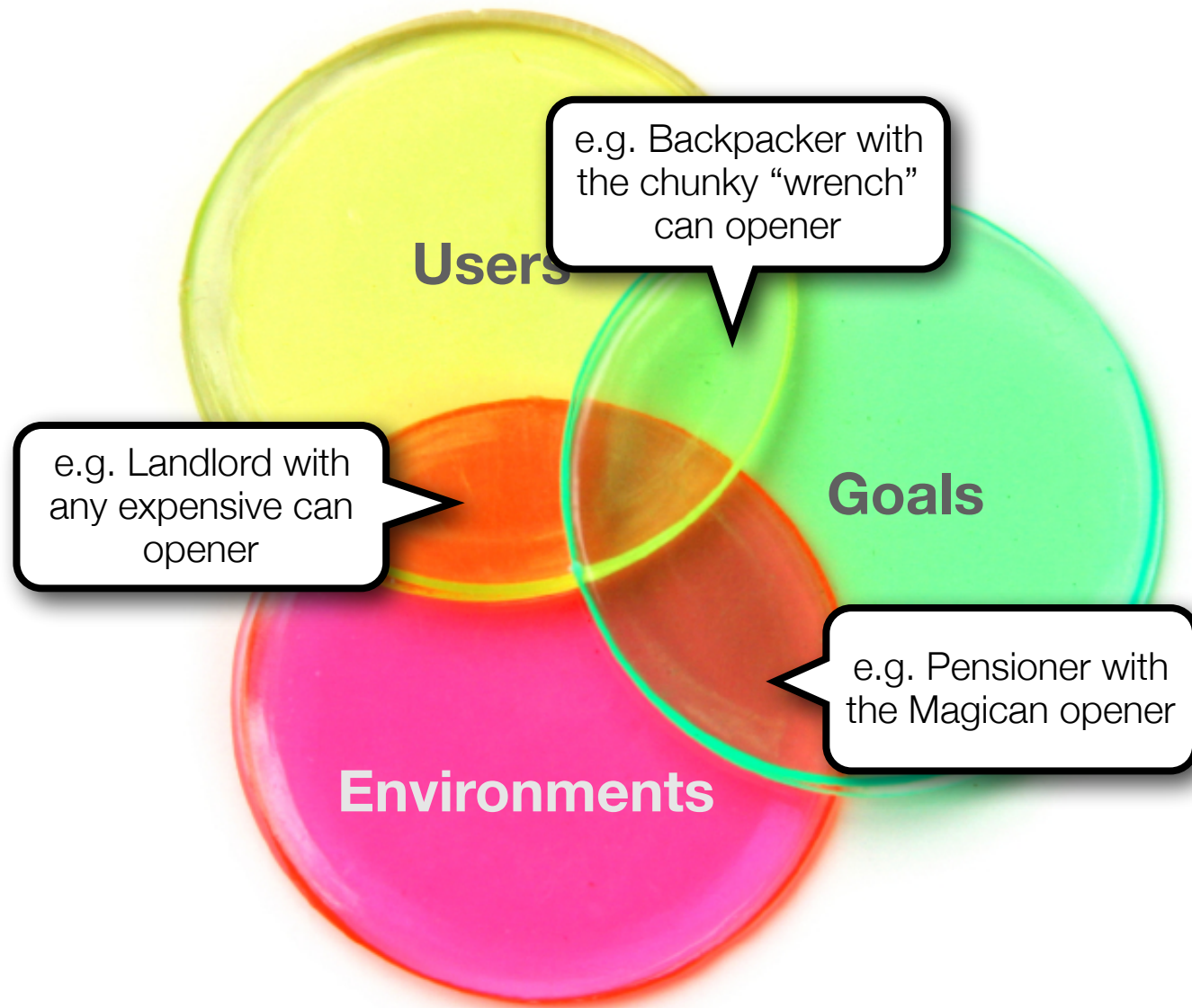
Landlord

Pensioner

Backpacker

What role do **different users**,
different environments and
different tasks play in making a
product more or less usable?

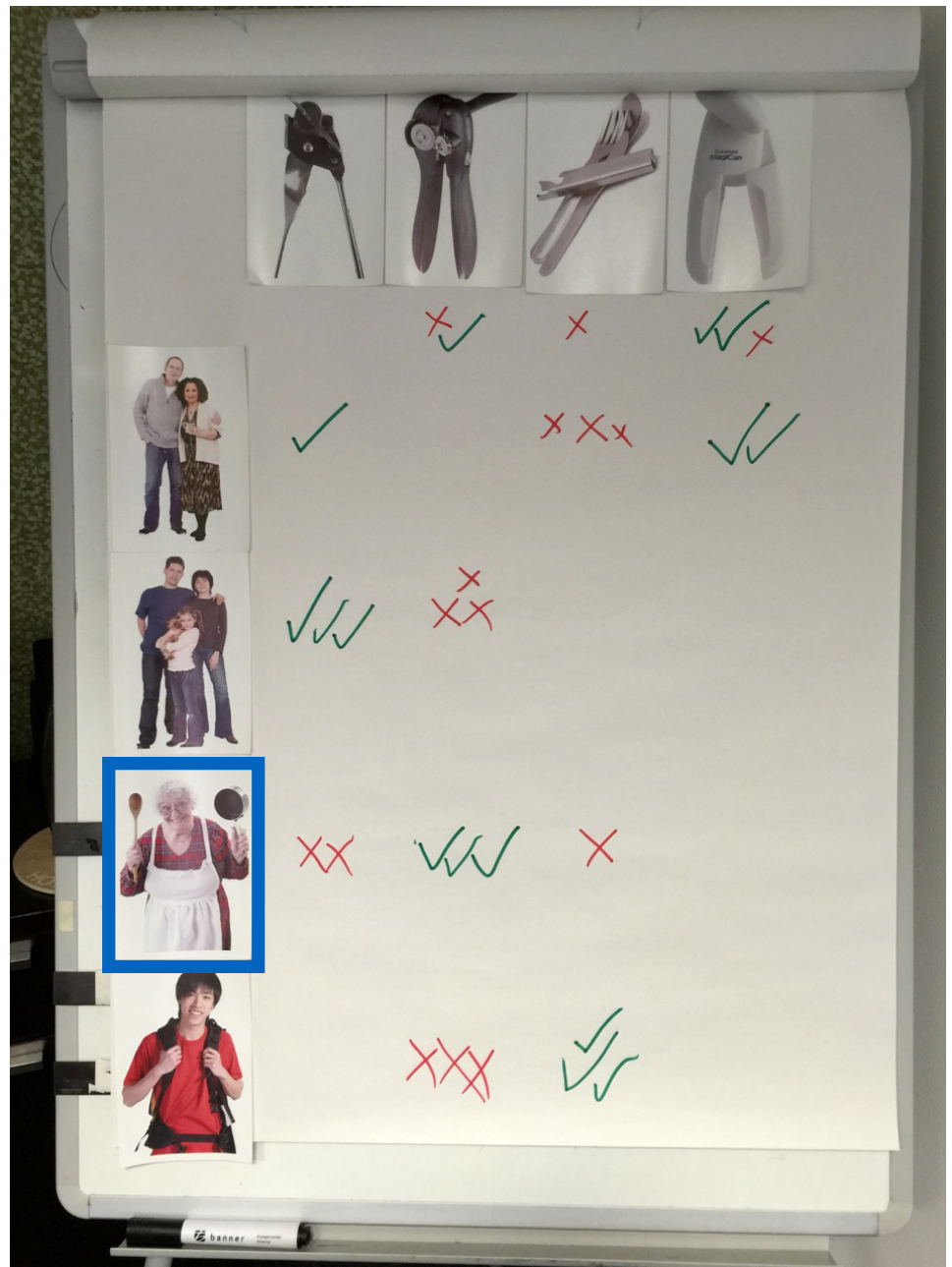




Think about the pensioner. What issue does this raise about **accessibility**: researching all the people who need to use our system?

If you wanted to measure usability, what **explicit behaviours** might you measure?

What is the difference between **usability** and **user experience**?



The design is based upon an explicit understanding of users, tasks and environments.

You must understand your users and what they want to do with the system. This understanding is arrived at by directly observing their behaviour in context.



Users are involved throughout design and development.

User involvement should be active. You involve users by carrying out field studies to understand user needs, by showing users early design concepts and by usability testing prototypes.



The design is driven and refined by user-centred evaluation.

Early in the development process, intended users should actually use simulations and prototypes to carry out real tasks, and their performance and reactions should be observed, recorded and analysed.



The process is iterative.

When problems are found in user testing (as they will be) they must be fixed. This means design must be iterative: there must be a cycle of design, test and measure, and redesign, repeated until the usability objectives are met.



Waterfall



Production is King

Spec changes: nearly impossible

Goals: functionality, stability

Iterative



Customer is King

Spec changes: inevitable

Goals: usability, usefulness

The design addresses the whole user experience.

“User experience” is about more than making a system easy to use. It encompasses all of the user’s perceptions and responses resulting from the use (or anticipated use) of a product, system or service.

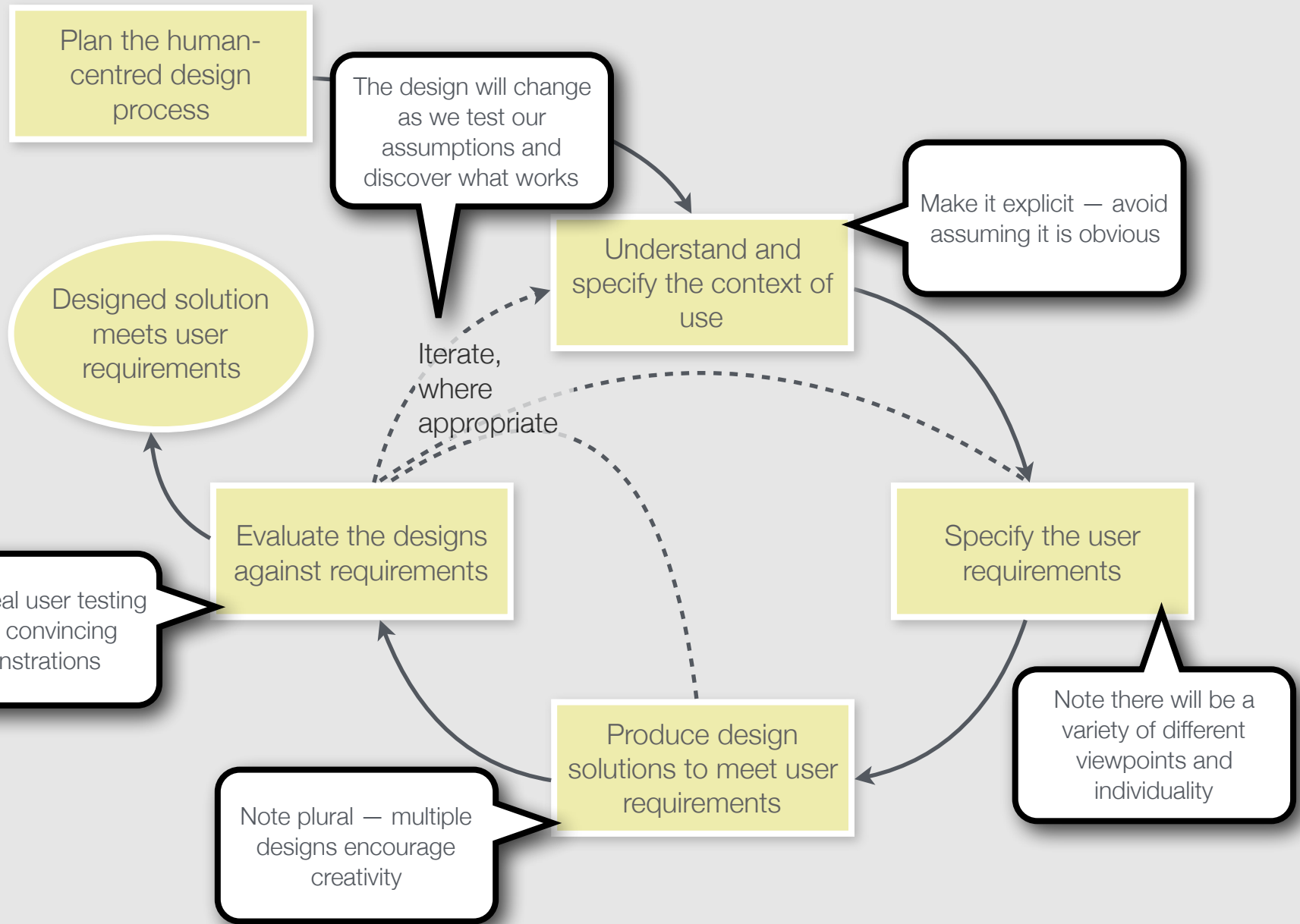


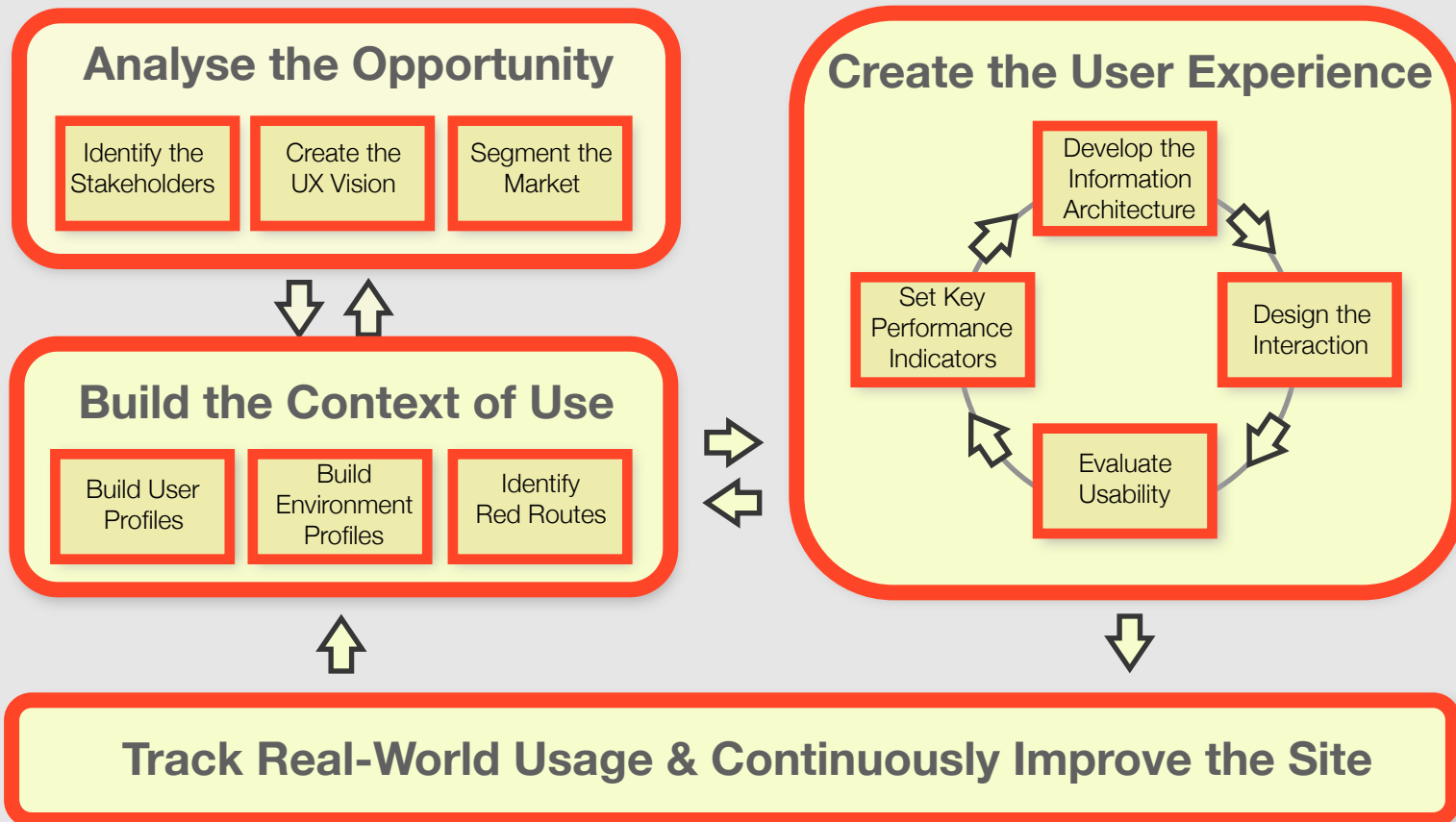
The six rules of usability

The design team includes multidisciplinary skills and perspectives.

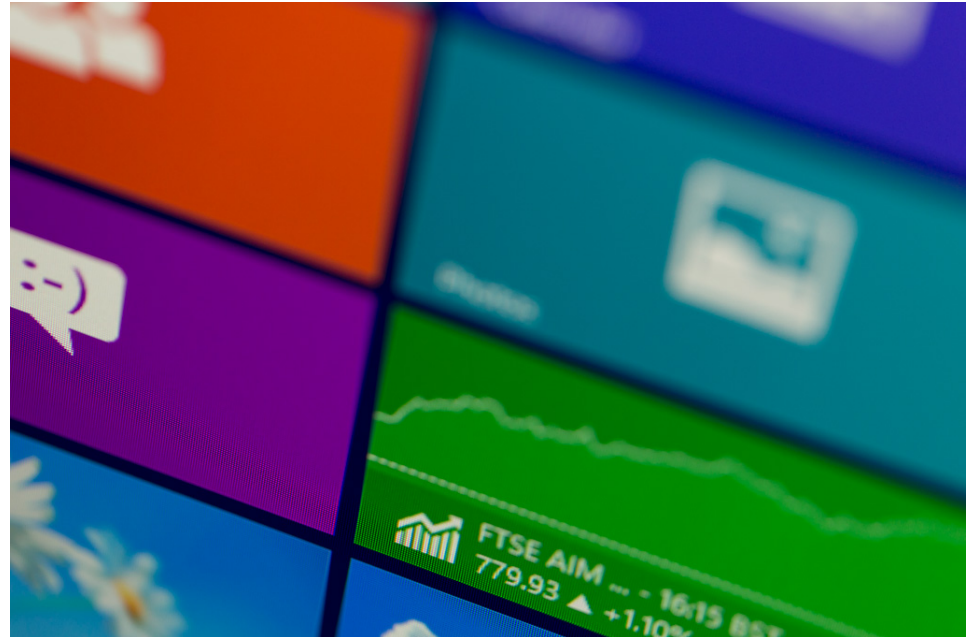
In addition to technical experts, the best design teams contain user researchers, interaction designers, content designers and front-end developers. Such teams are small, project based, co-located, and multidisciplinary.





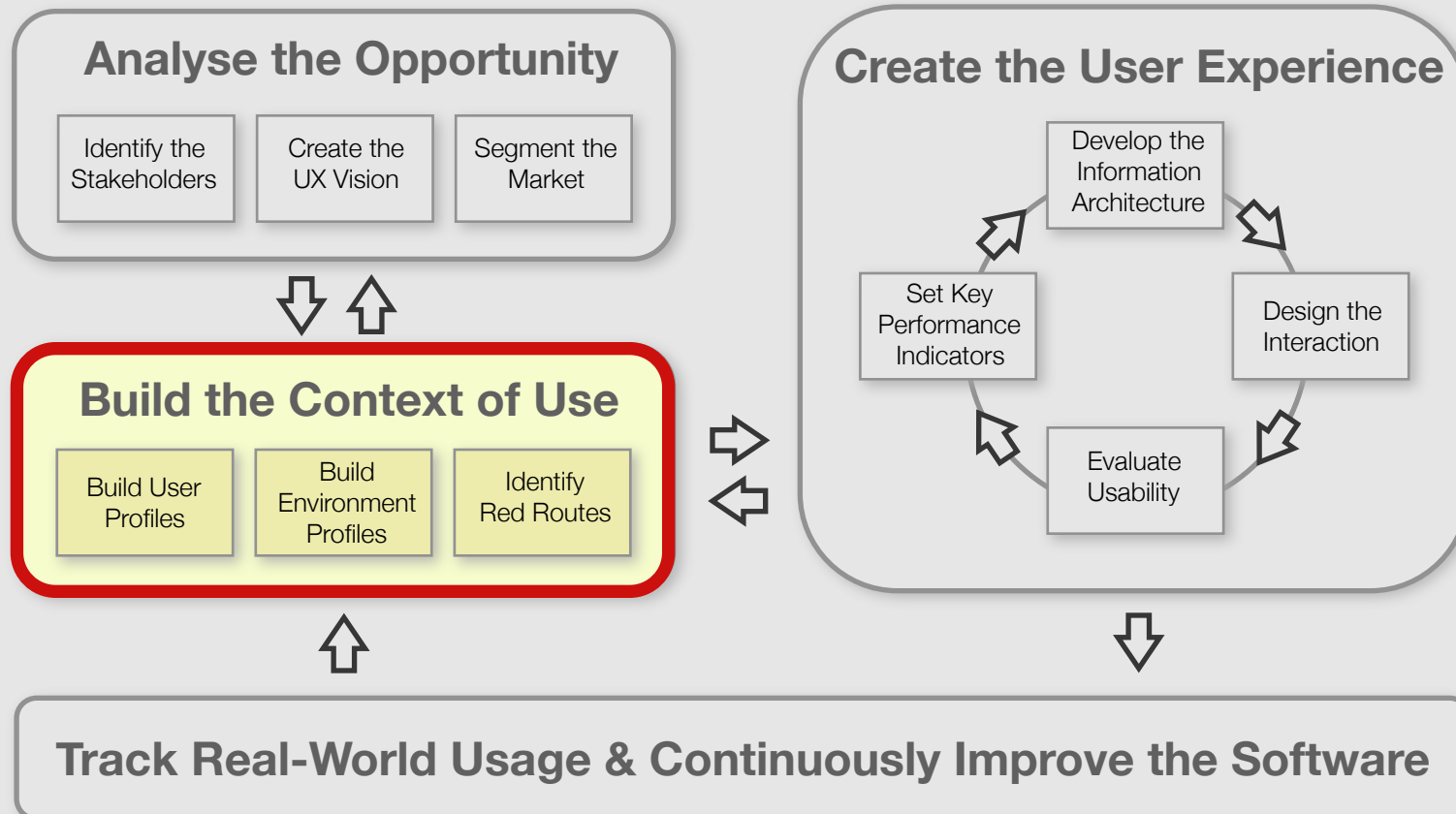


Adapted from Travis, D.S. *E-commerce usability*. Taylor & Francis



User Experience: The Ultimate Guide to Usability

Going where the action is: Understanding users in context



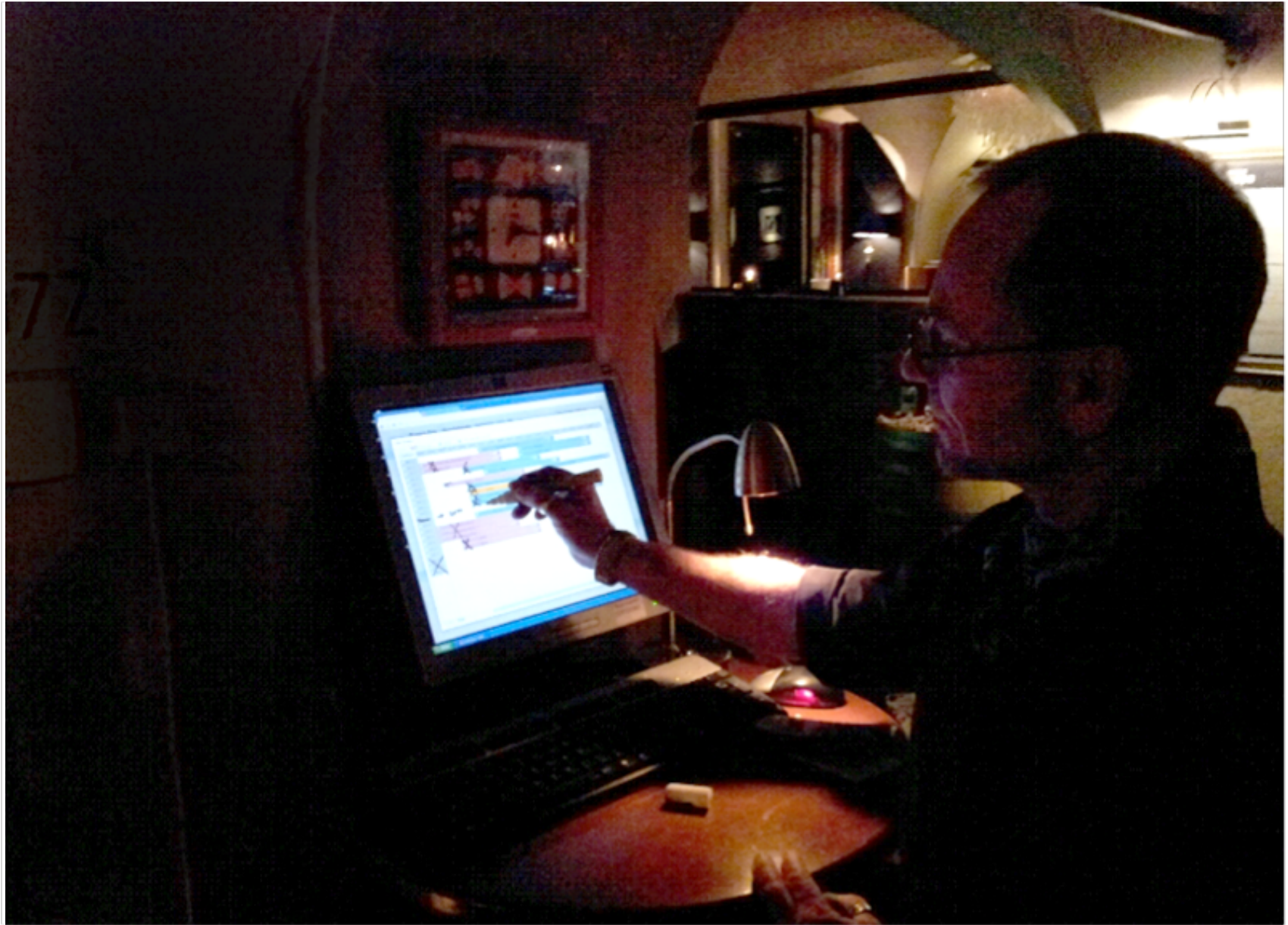


Context of use

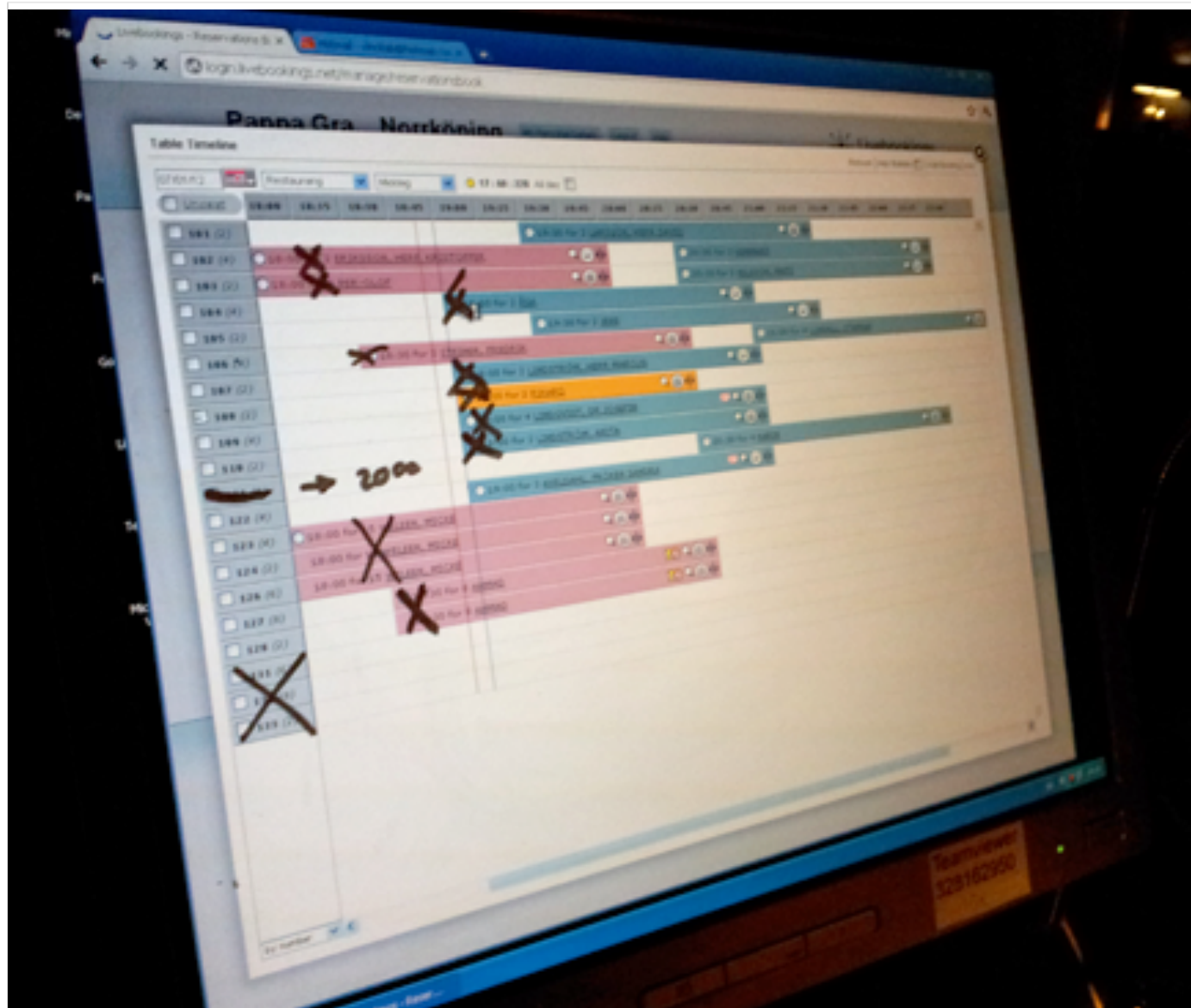
A description of the users, tasks, equipment (hardware, software and materials), and the physical and social environments in which a product is used.



Why context matters



<http://javlaskitsystem.se/2012/02/whats-the-waiter-doing-with-the-computer-screen/>



<http://javlaskitsystem.se/2012/02/whats-the-waiter-doing-with-the-computer-screen/>



Usability depends on the context of use:

- The user: e.g. parent v. pensioner
- The environment: e.g. pensioner v. backpacker
- The task: e.g. backpacker v. parent

This means that you can't design usable software if you do not understand the context of use, because you do not:

- See things like your users
- Know what your users know
- Want what your users want
- Work how your users work

Remember the can opener exercise?

“We have found that there are some surprisingly basic search techniques that people just don’t know about. I interviewed a bus driver who was searching for a transportation rule for a test. She was scrolling line-by-line through a 100-page web document, so I asked her why she didn’t use CTRL-F to search by keyword. It turns out she didn’t know about this absolutely basic browser function. Amazed by this, we ran a survey that found 90 per cent of people don’t know about it.”

- Dan Russell, Uber Tech Lead for Search Quality and User Happiness at Google

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Facebook Wants to Be Your One True Login

By Mike Melanson / February 10, 2010 8:25 AM / 2807 Comments

2883

retweet

Share

submit to digg



Facebook and AOL **announced** last night a partnership that will integrate a user's Facebook friends into their AOL Instant Messenger. The announcement came on a day when Google announced its new attempt at capturing your social attention with **Google Buzz** and Yahoo! reminded us from the outskirts that they've been at this game for a year now.

According to **Mercury News**, about 70% of AOL users also use Facebook and the move is a sign of where AOL is heading, but we wonder if it isn't more a sign of where Facebook is heading and has been all along.

2883
tweets

retweet

The partnership will use Facebook Connect to import a user's Facebook friends into their AIM contacts, enabling chat directly between the two services. This will allow AIM's 17 million users to continue using AIM while being able to keep in touch with their existing friends on AIM.

The Great Migrations

If you think back to 2002, the big news was Friendster. For many of us, it was the first time we'd joined a social network and we went wild adding friends. Then, in 2003, Myspace came along and we slowly started adding these same friends on Myspace until one day the virtual cobwebs became too much and we left Friendster altogether. And then came Facebook and we did it again.

Let's face it - if we can avoid it, we'd rather not do this again and that's precisely what Facebook wants. Facebook has already become the dominant platform for social networking, but as it expands its business in other directions, we will begin to see it pull users away from other businesses too. This partnership is not only about preventing that, but further solidifying Facebook's place as our one, true login.

The more integrated Facebook becomes, the less willing we'll be to recreate that same web of social connections we've reinvented time and again.

The new facebook sucks> NOW LET ME IN.



Posted by: John | February 10, 2010 9:47 AM

when can we log in?



Posted by: kathy | February 10, 2010 9:53 AM

I WANT THE OLD FAFEBOOK BACK THIS SHIT IS WACK!!!!



Posted by: Nicole | February 10, 2010 9:54 AM

just want to get on facebook



Posted by: cassandra james | February 10, 2010 10:01 AM

please give me back the old facebook login this is crazy.....



Posted by: Nancy | February 10, 2010 10:04 AM

The first rule of finding out what people want is:

Don't ask people what they want.

The second rule of finding out what people want is:

Don't ask people what they want.

Focus groups and surveys are the wrong way to go about understanding user needs.



It's like Fight Club

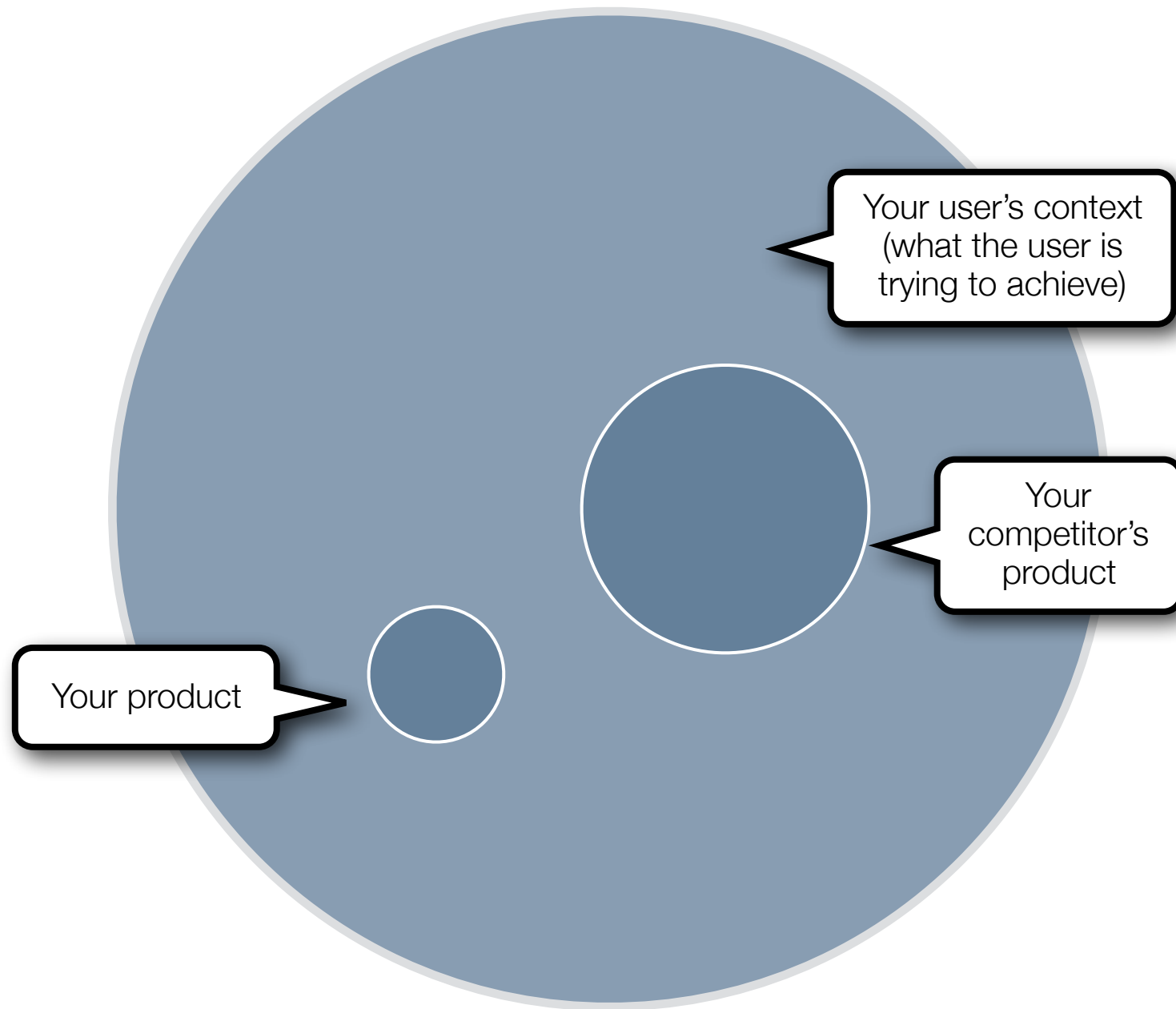
Instead, find out:

- The goals users are trying to achieve.
- How users currently do it.
- The parts they love or hate.
- The difficulties they experience along the way.
- The workarounds they use.

You do this by observing users and interviewing them.



It's like Fight Club



Understanding the context of use is the route to sustained product success, after Kathy Sierra

If a documentary crew spent a day following one of your users, what would the camera see and hear?



A fly-on-the-wall documentary

“I like work: it fascinates me. I can sit and look at it for hours.”

- Jerome K. Jerome



Contextual inquiry

- Keep track of all the interactions a consumer has with a product, web site or service.
- Useful to understand a person's real-time interactions, their "context of use" and their shifting needs over the course of a day.
- Useful for understanding the "messy reality": what people actually do (rather than what they say they do).
- "Field visit", "ethnography" and "shadowing" are very similar approaches.

How to get close to users

Context

Go to the user's home or work environment to understand the context of the user's actions. Observation alone or out-of-context interviews are insufficient.

Partnership

Adopt a master-apprentice relationship model. This discourages the participant from seeing you as the "expert" or the interviewer and means you collect more realistic data.

Interpretation

Interpret your observations with the participant to verify that your assumptions and conclusions are correct.

Focus

Agree the focus of the inquiry with the development team before your field visit. Capture this focus in an observation guide to prevent you getting side-tracked.

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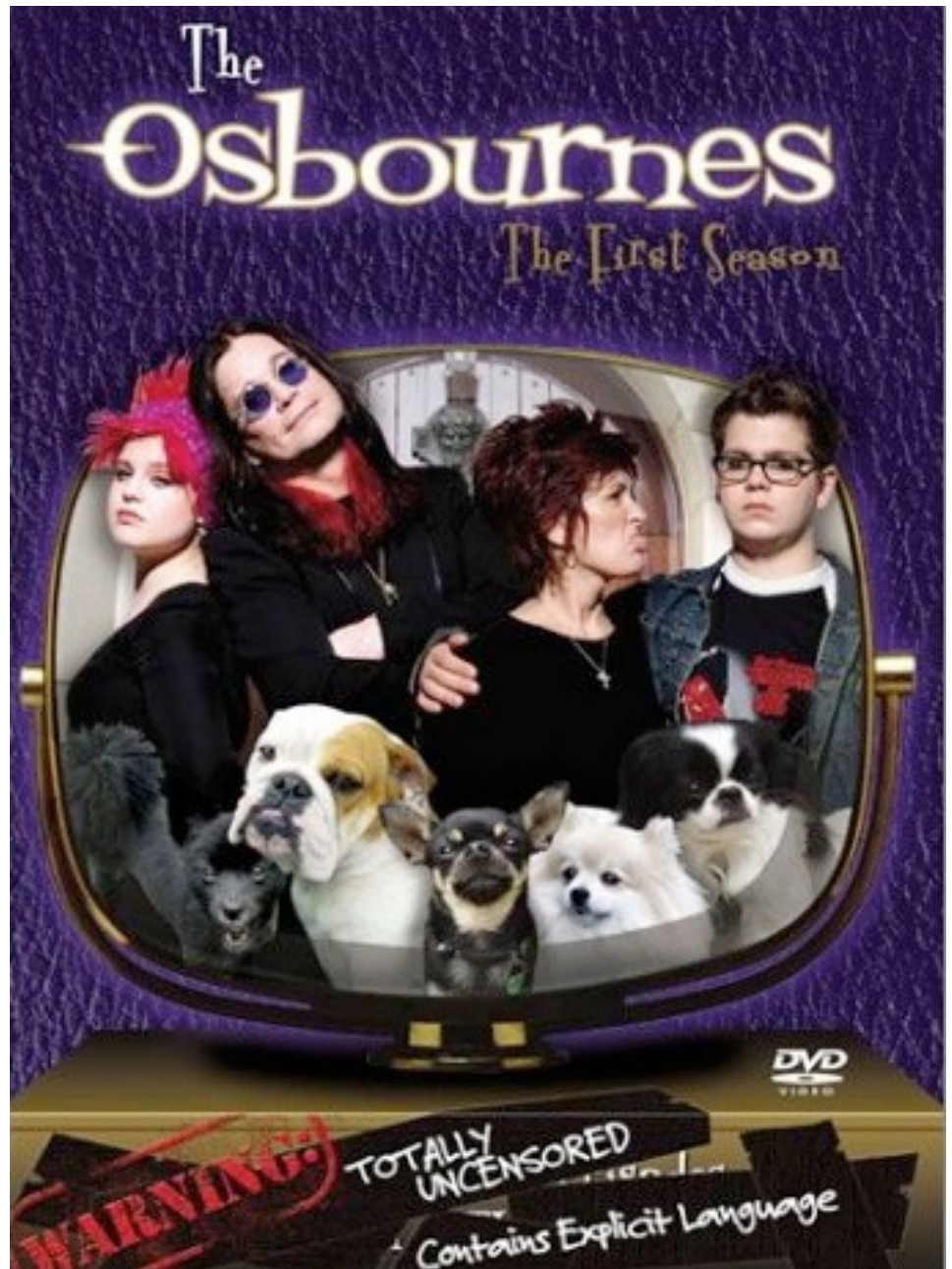
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Imagine you work for a company developing a new user interface for a home entertainment system.

You're going to visit a user to see how the existing system is used.

While you watch the video, note down five things you learnt from observing Ozzie in context.



The developer of the system has an entirely different view of the system's ease of use to Ozzy

Ozzy thumps the remote control.

When he's stuck with technology, Ozzy calls on Jack for help.

At first, Ozzy refers to the system as 'a computer' (not a television) and says you need 'computer knowledge' to turn it on and off

When Jack comes to fix it, Ozzy doesn't really listen — he plays with the cat. He's not interested in the technicalities of how it works

The remote control is big and Jack tries to balance it on his knee.

Worst

No one at all

The person at the next desk

Other internal staff

New recruits to your organisation

The managers of genuine users

People who work alongside genuine users

People who used to do the user's job

People who were recently in the user's role

Best

People who really use the system

Any interviews are better than none.

If you know the main user types, interview about 5 of each type.

If you don't know the main user types, interview about 10 people and then look at your data.

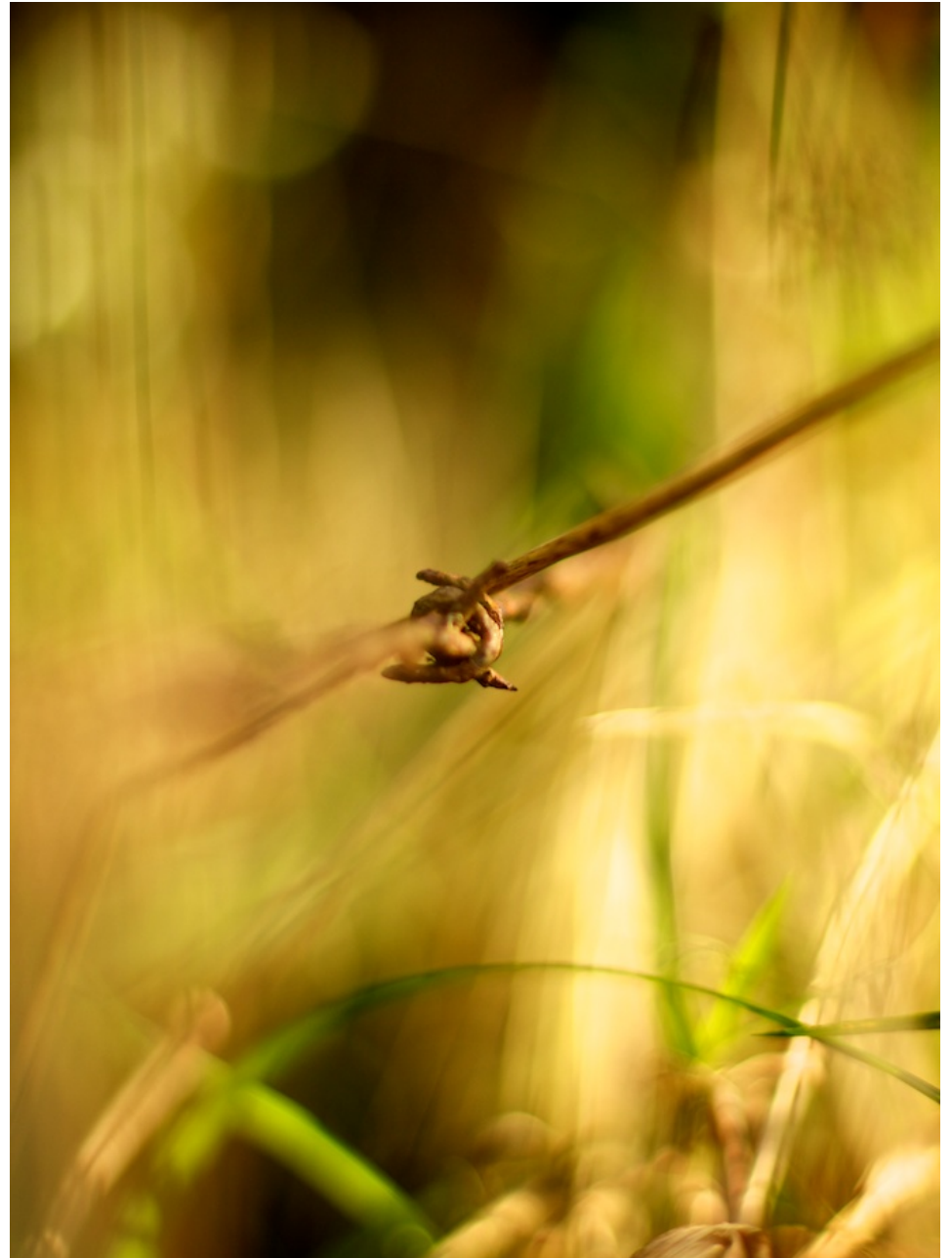
Go for **around 20 users** to design a typical application.

It will take about a week to collect data from 20 users.



Agree your focus

- Give the project team 5 minutes to brainstorm questions they would like to ask their users.
- Each question gets written on a sticky note.
- After 5 minutes, get the team to arrange the questions into groups.
- Ask people to rank order the groups (so you know where to focus first).
- Organise the groups into a topic map.



TOPIC MAP

Can you show me how you

What are the main steps you take when

PROMPT 1

PROMPT 2

PROMPT 5

PROMPT 3

PROMPT 4

PROMPT 7

PROMPT 6

- “Could you describe a typical day in your office?”
- “What makes a good day? A bad day?”
- “What activities currently waste your time?”
- “What is most important to you?”
- “How do you work around problems?”
- “What are the most common things you do with the system?”
- “Which parts of the application do you use most?”

- “What are your favourite aspects of the web site? What drives you crazy?”
- “What shortcuts do you use?”
- “Can you show me the major steps you go through in carrying out that activity?”
- “What helps you make decisions?”
- “What would you prefer not to do? What do you procrastinate on?”
- “Do you often get problems like that with the equipment, or was that a one-off?”



Record the session

- The participant's verbal protocol is central to your analysis.
- Video recording is optional.

Record the session

Take photographs

- Wide shot: photographs of the exterior of the building and pictures of the entire office.
- Mid-shot: Show the participant alongside other people and objects in the environment.
- Close-up: Show the participant interacting with specific objects in his or her environment.

If you can't take photographs, make a sketch.



Photographs provide an incredible amount of additional insight.

Don't be the researcher who's too shy to take photographs.

- Prime the interviewee before the visit.
- Show them a shot list so they can tell you what is out of bounds.
- Ask, "What things do you think I should photograph to understand the work you do?"

Use a point-and-shoot or your phone — not a DSLR.

Put a cross next to items you'd prefer us **not** to photograph

- ☐ You
- ☐ Your desk
- ☐ Your computer
- ☐ Your computer screen
- ☐ The technology you use
- ☐ Papers you use for your job
- ☐ Manuals
- ☐ The wider environment

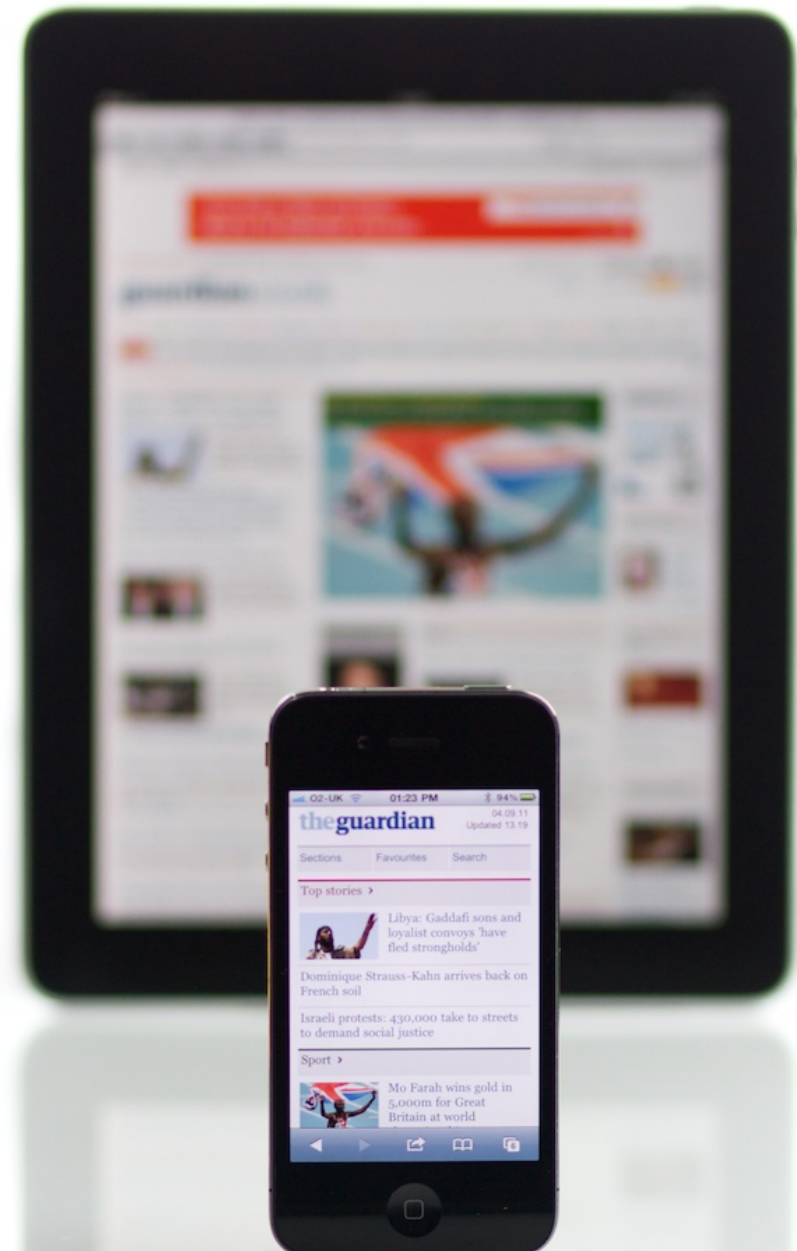


Take great notes

- Reserve the first page of your notes for any abbreviations and jargon that you hear: this quickly builds into a useful glossary.
- If you dry up, try the 'AEIOU' method. This acronym stands for Activities, Environments, Interactions, Objects and Users.
- Choreograph your note taking so that it is balanced with appropriate eye contact and other signs that you're attending ("uh-huh").

Summarise observations immediately

- Schedule around 15 minutes after each participant to summarise what you have learnt.
- Use a standardised form to summarise the information.



CONTEXTUAL INTERVIEW HIGHLIGHTS

DATE:

PARTICIPANT:

JOB ROLE:

AGE / SEX:

Describe the participant and the environment. What clues do these give us about the goals and priorities of the participant and the organisation?

List the 3 main themes or learnings that stood out from this observation

List the ways in which this participant is similar to other participants

List the ways in which this participant is different from other participants

This participant is most similar to:

This participant is most different from:

The best observations are things you saw or heard — not your interpretations.

An observation could be a direct quotation, a user goal, a user action, a pain point — or anything that surprised you.



What is an observation?

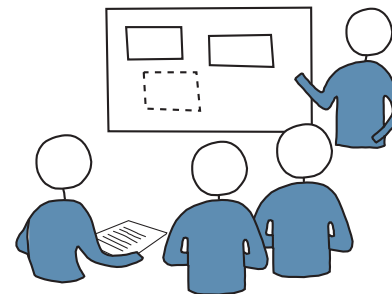
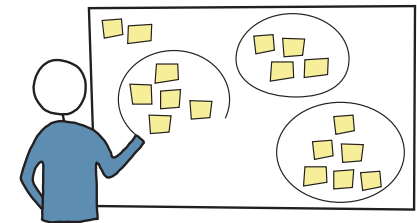
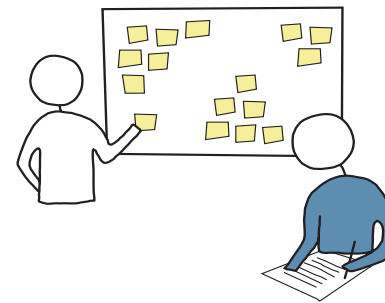
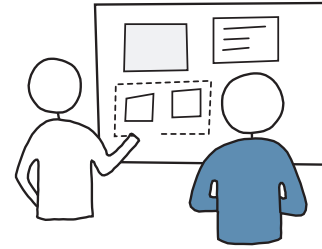
Get familiar with your data.
Read through the transcripts
several times.

Identify significant
observations: “What
happened?”

Interpret the data: “Why did it
happen?”

Use affinity sorting to identify
and cluster the themes in your
research.

Develop a description.
Summarise your data so the
design team can take action
on it.





Affinity diagramming

Organising large amounts of qualitative data and information into groups.

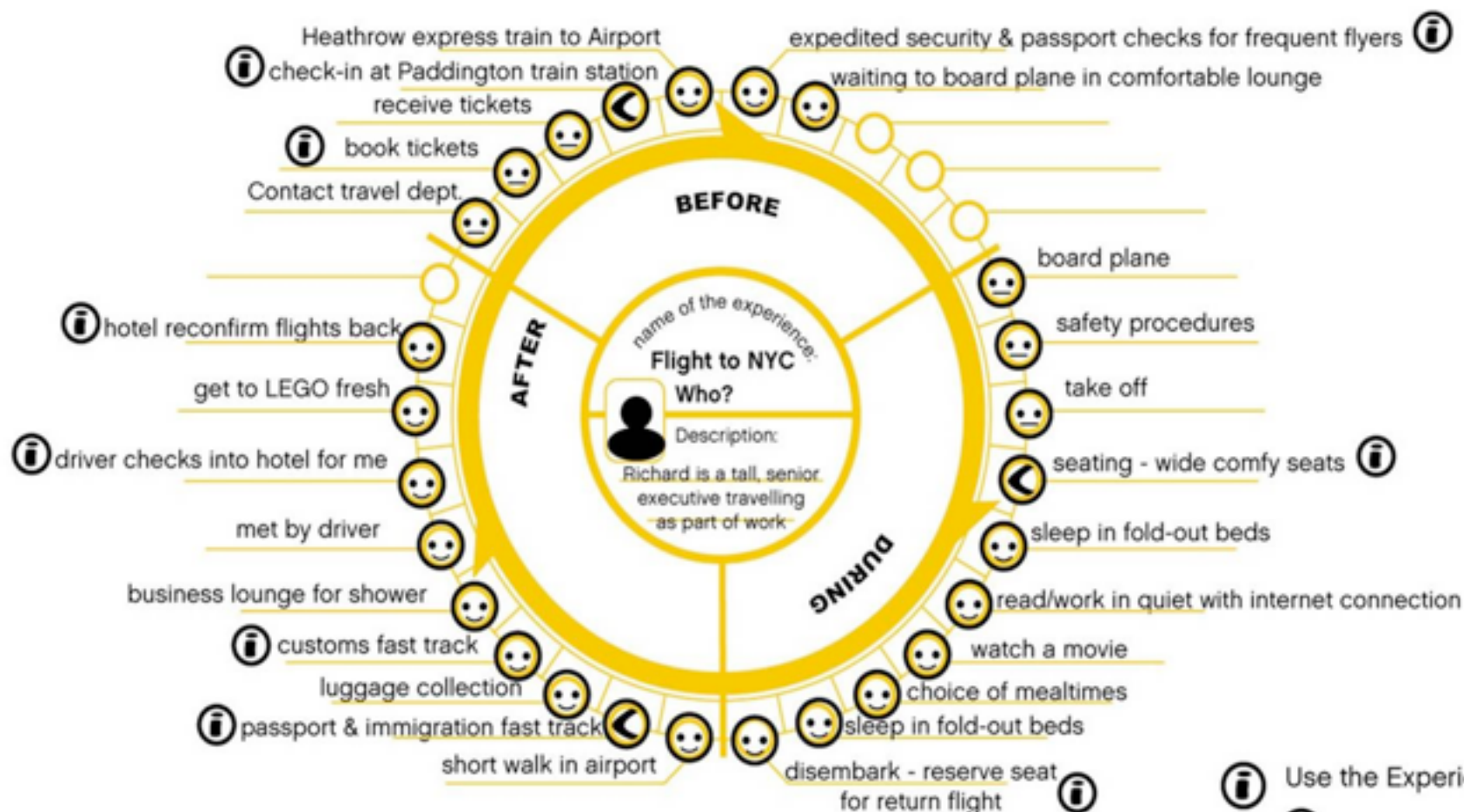
Possible descriptions include:

- User experience map (aka “user story map” and “user journey map”)
- Empathy map.
- Storyboard (aka “comic”).
- Personas.
- Red routes (aka “user needs”).



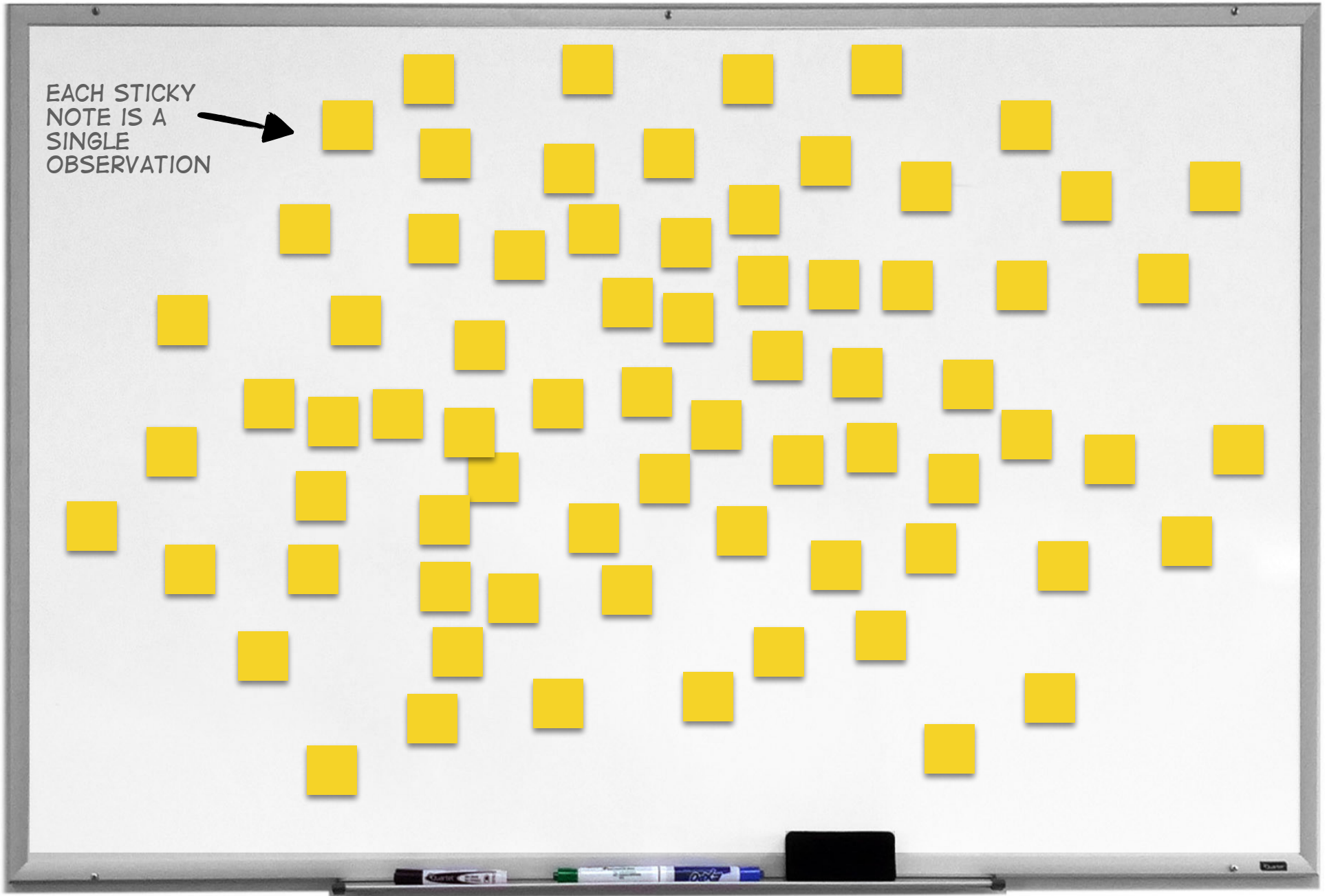


Designing the Experience - Example WOW

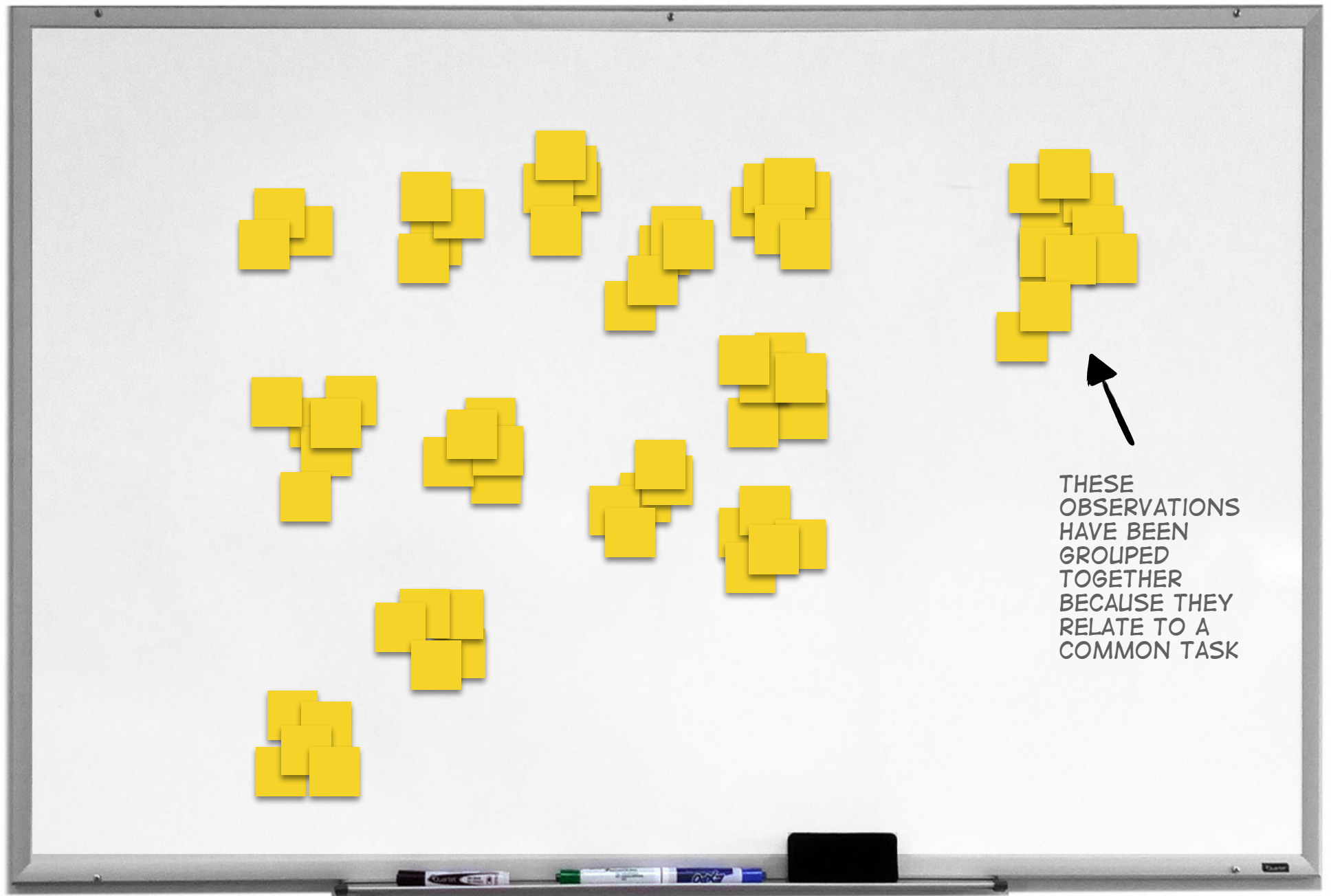


- i** Use the Experience Icons:
- How can this be a positive experience?
 - Make or break moment - what can we do to make sure consumers come back time and time again
 - i** Where do we need data to help deliver the experience?

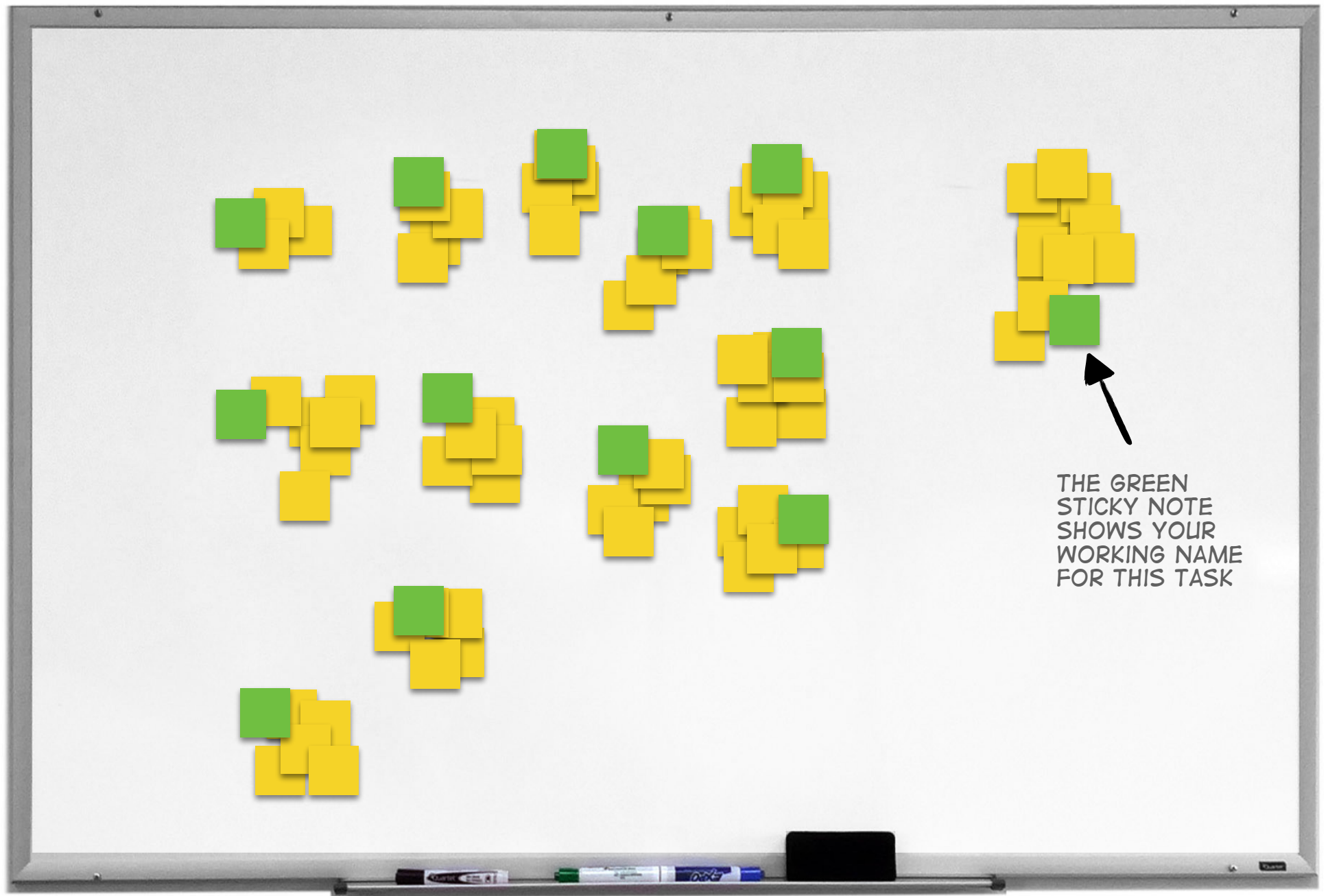
EACH STICKY
NOTE IS A
SINGLE
OBSERVATION



Put your observations on the wall...



Cluster them into groups of tasks that the user carries out...



THE GREEN
STICKY NOTE
SHOWS YOUR
WORKING NAME
FOR THIS TASK

Write your name for each task on a different coloured sticky note...

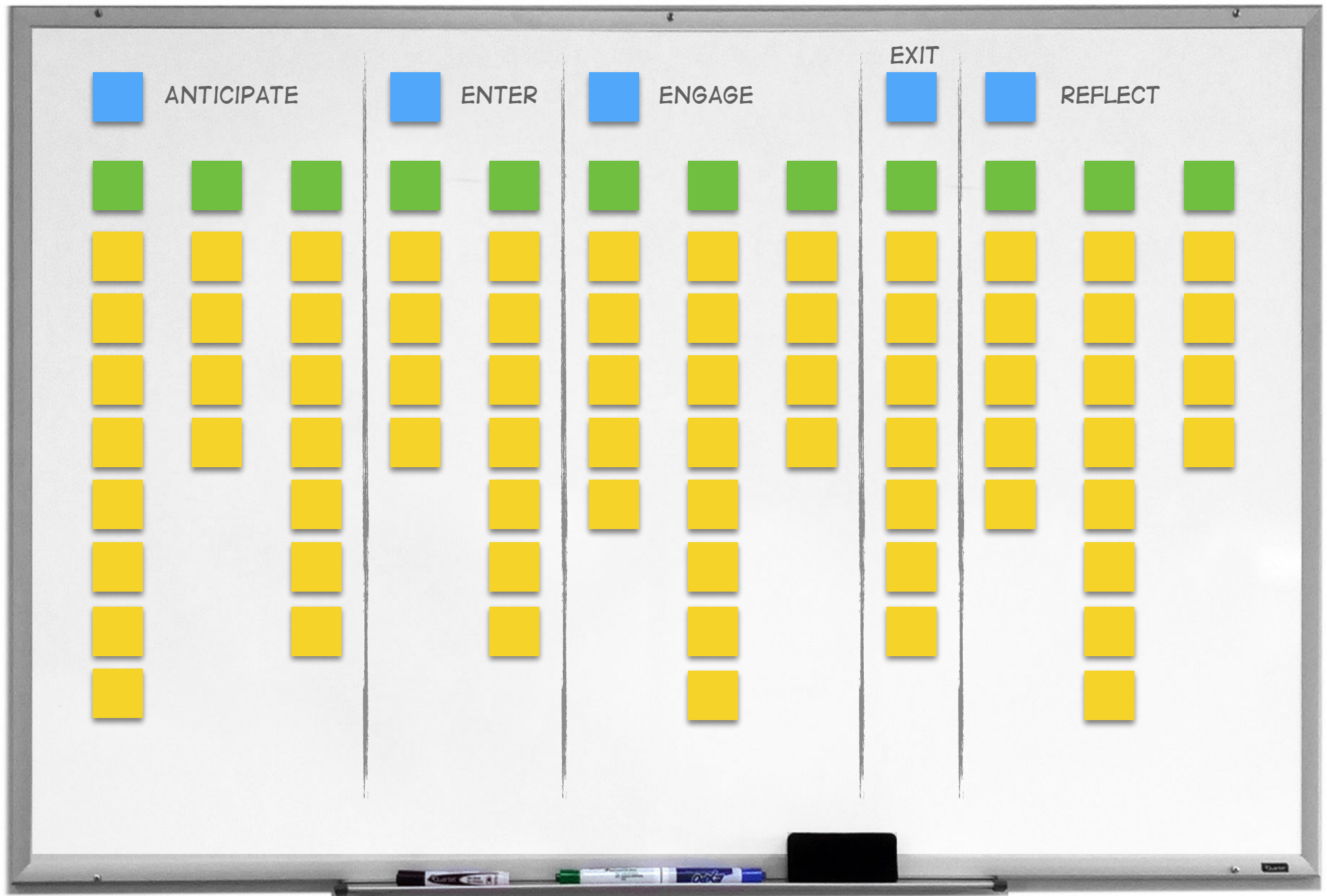
USER EXPERIENCE ORGANISED CHRONOLOGICALLY



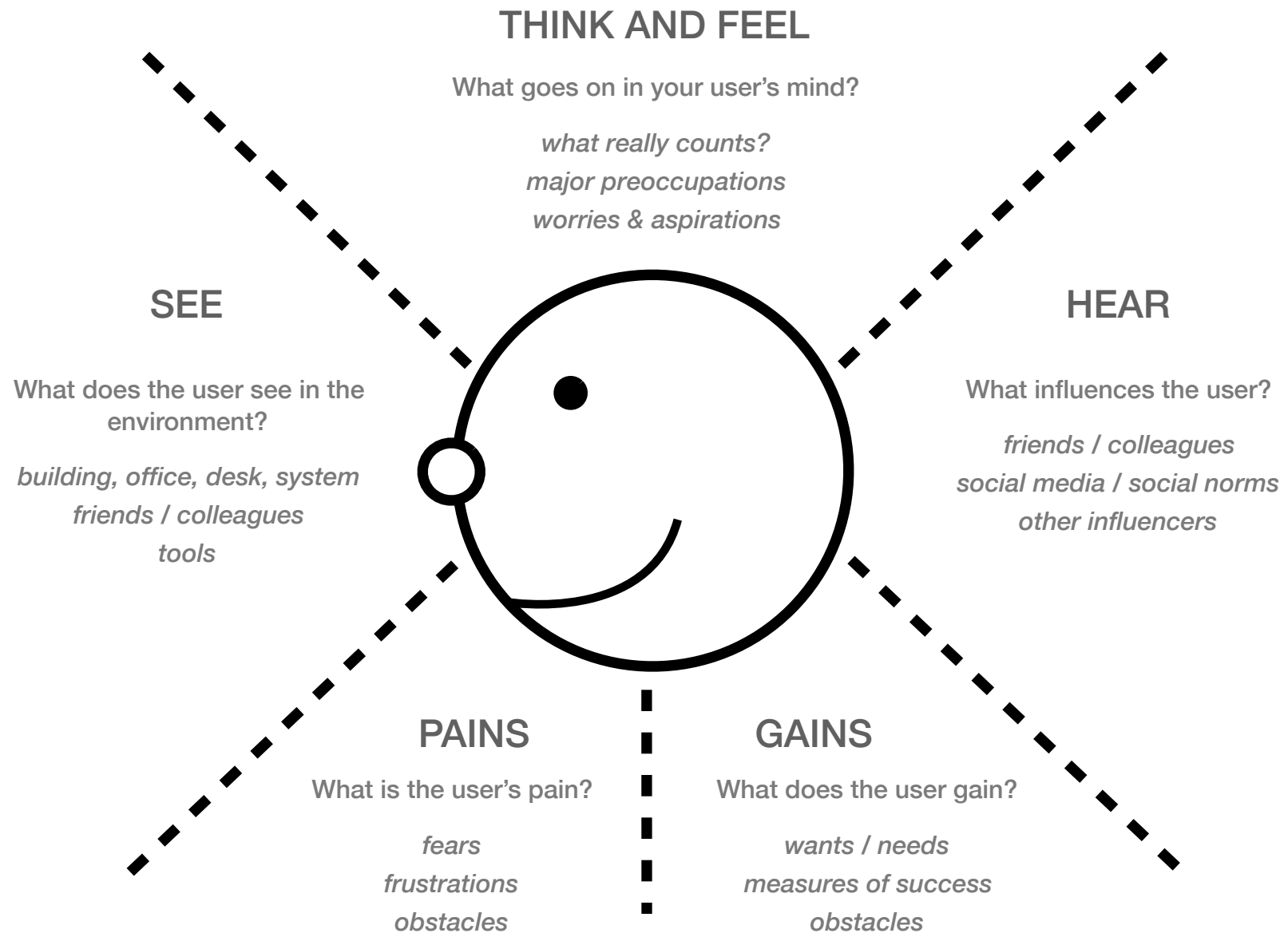
TASKS THAT
APPEAR EARLY
IN THE
PROCESS

TASKS THAT
APPEAR LATER
IN THE
PROCESS

Tidy up and arrange the tasks chronologically...



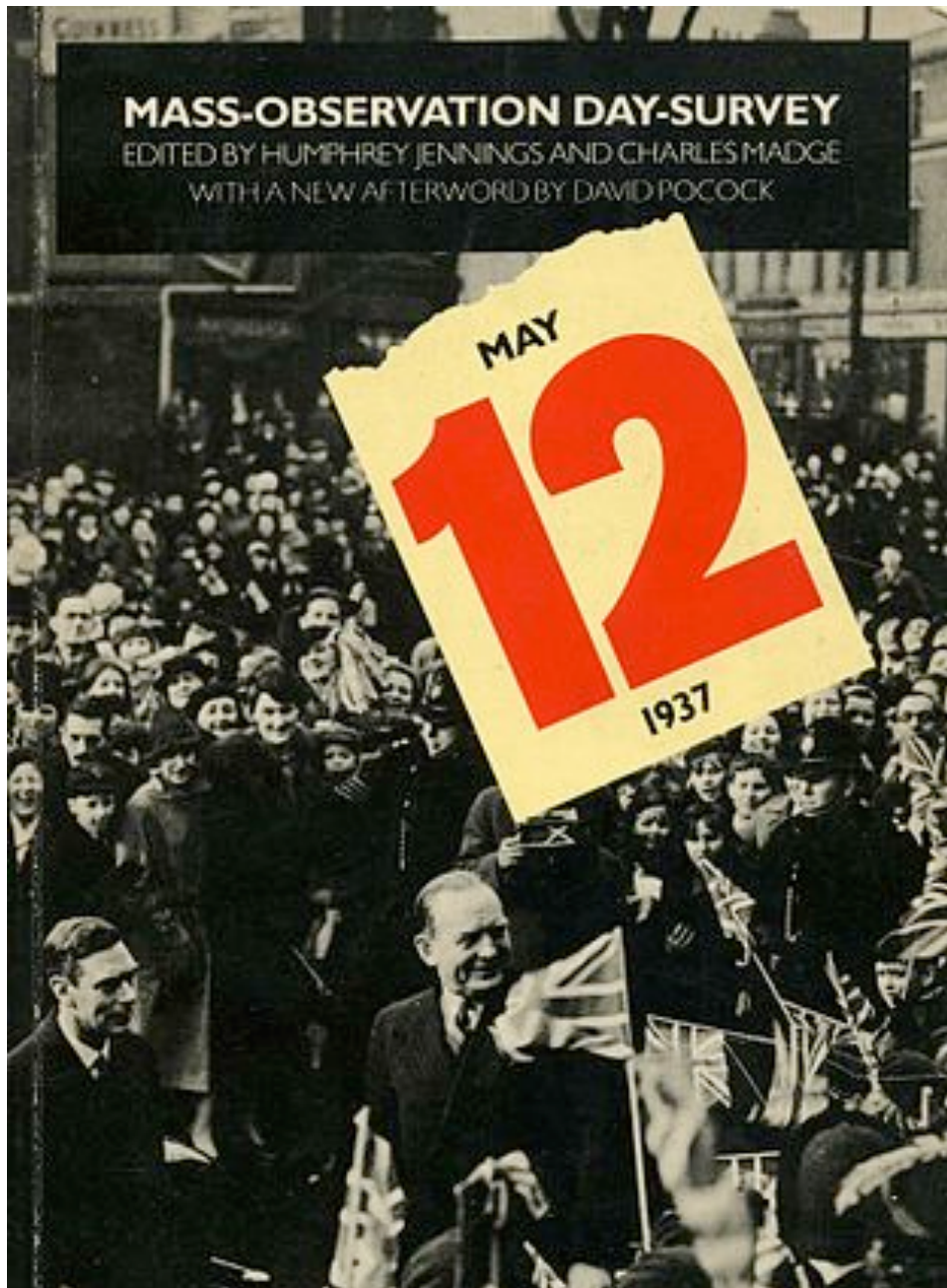
Group the tasks into activities...



Storyboarding helps you explain how users achieve their goals in their context of use.

It keeps you focused on the user's flow and stops you thinking about the UI knobs and dials as an isolated artefact.





Diary Study

- Give users a diary or blog to record their thoughts, experiences and impressions around the topic.



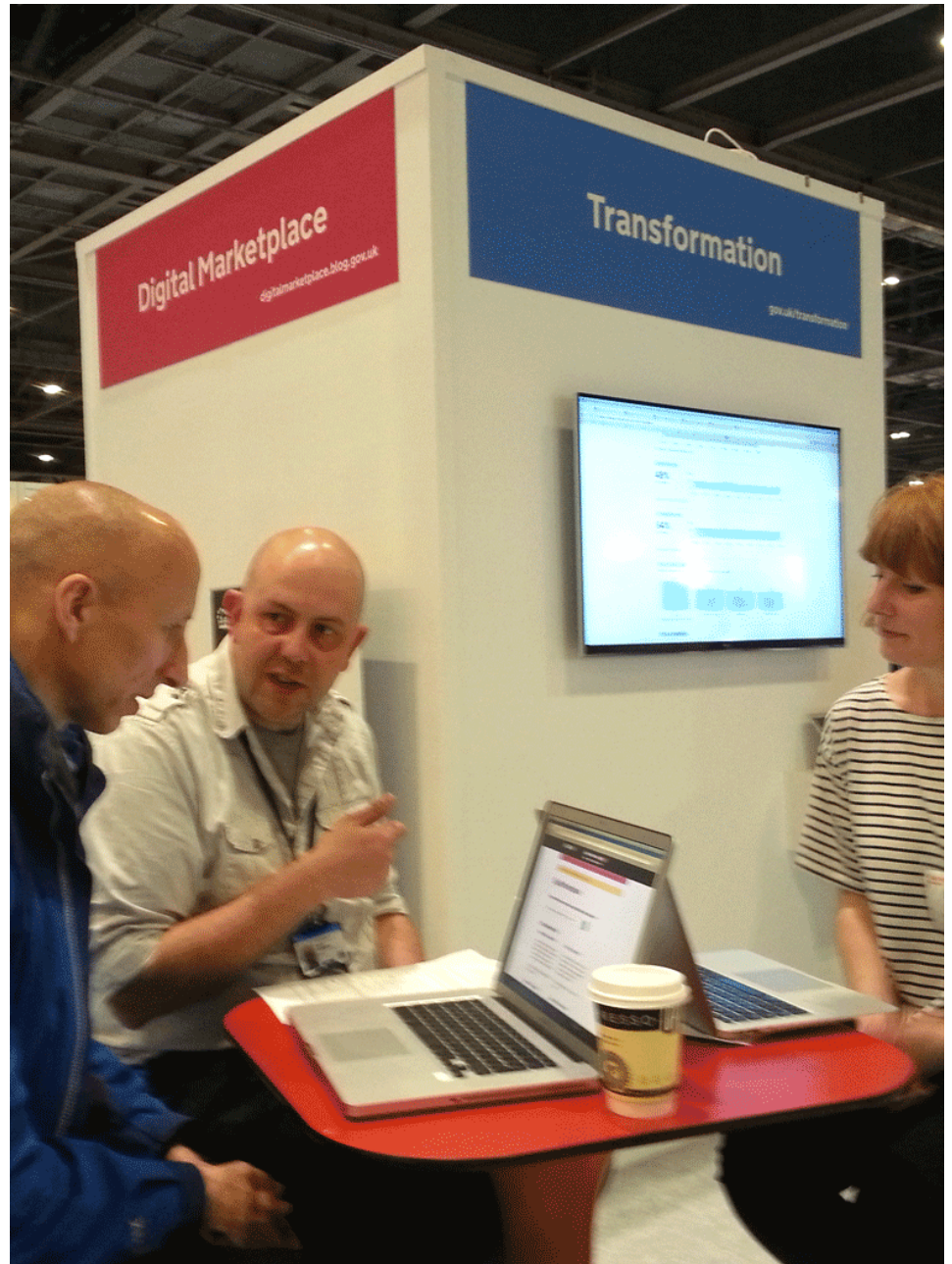
Remote desktop

- Ask users to share their screen with you and talk through the way they work.

Pop-up research

Set up camp in a coffee shop, local library or staff canteen: wherever your users congregate.

Speak to people nearby and ask them to take part in a short evaluation.



Lurk in online forums

- Listen in as potential users share information, air grievances, and ask questions

Listen in on customer service calls

- Note how the CSR handles the problem and how the user responds.

Act like a spy

- Pretend to do something else while you observe.



“We can discover user needs with surveys and focus groups.”

“My job as a user researcher is to learn about users.”

“We can run a usability test instead”.

MYTHS



PERSONAL TAX ACCOUNT USER RESEARCH DASHBOARD

NUMBER OF
USERS TESTED
SINCE INCEPTION

136

PARTICIPANTS

DAYS ELAPSED
SINCE LAST
USABILITY TEST

4

DAYS

% OF TEAM
OBSERVING A
USER SESSION IN
LAST 6 WEEKS

95

PER CENT

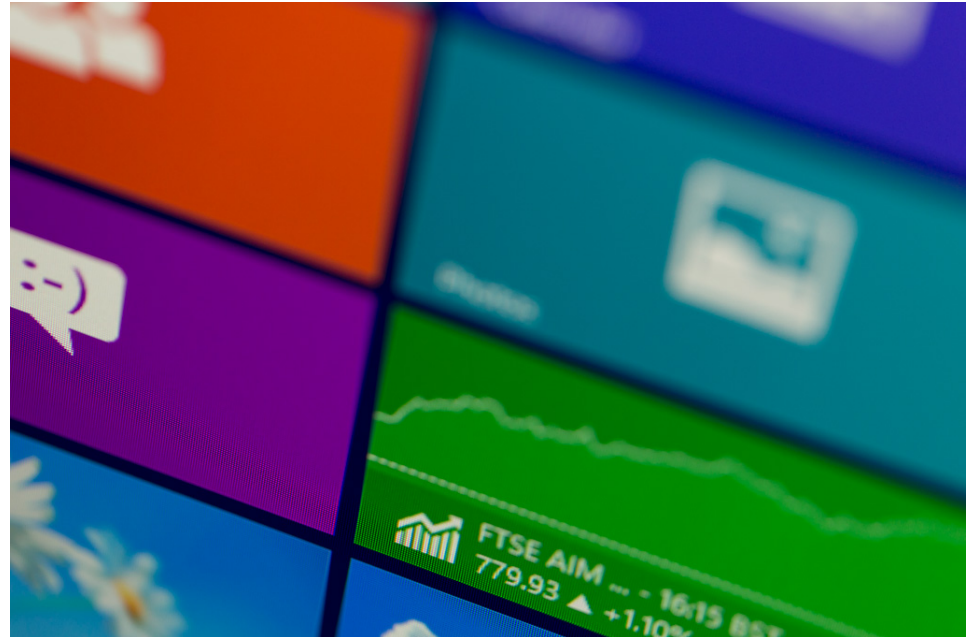
Field study \neq Usability test



A **field study** focuses on the big picture: how people currently solve the problem, the workflow across multiple channels, their behaviours, needs, goals & pain points

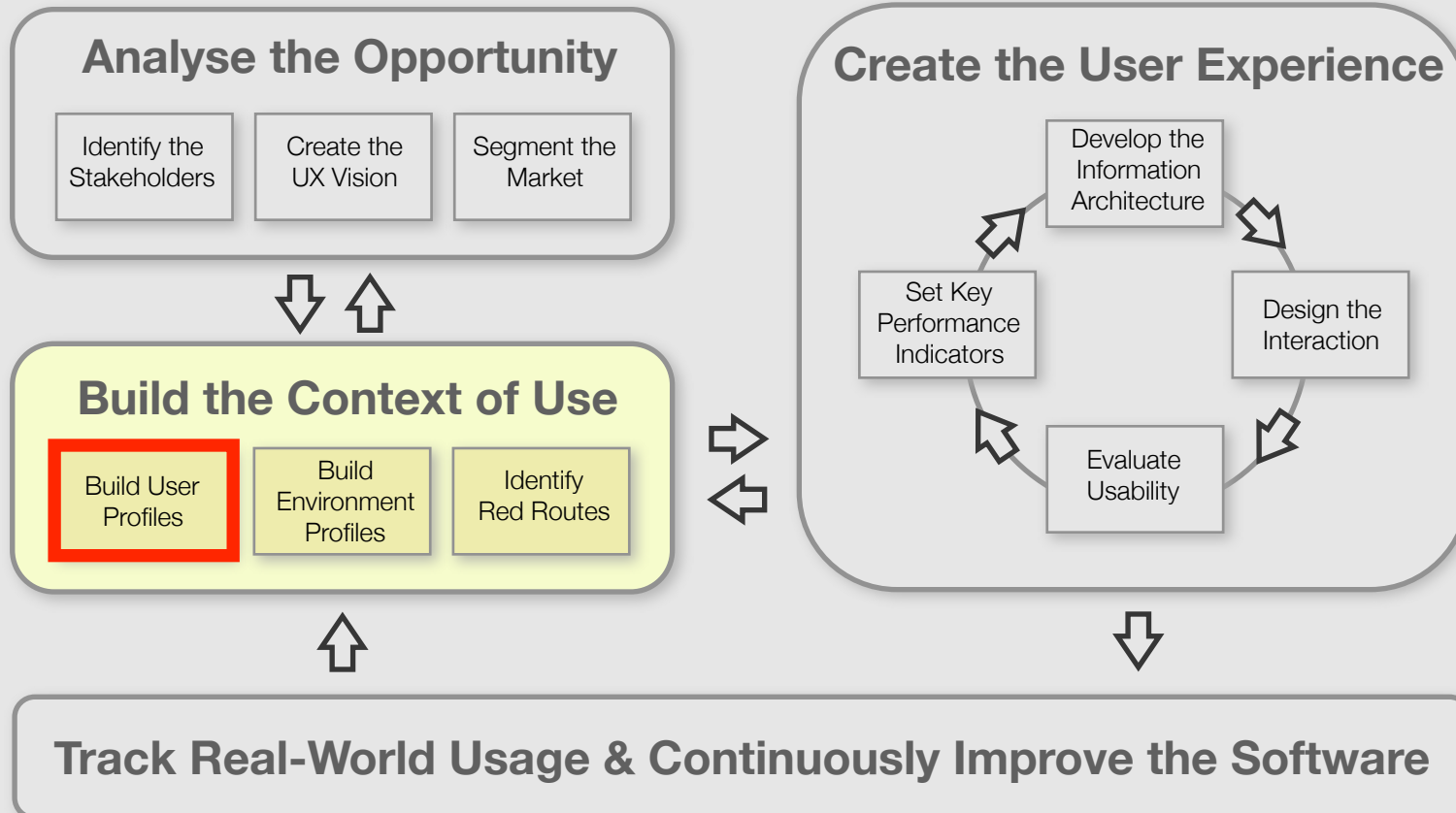


A **usability test** focuses on how people do specific tasks and the problems they experience when using a particular system



User Experience: The Ultimate Guide to Usability

How to get niche quick





Many design projects suffer from **Stretch Armstrong Syndrome**.

In one design meeting, “the user” is a novice. **In the next, he’s stretched to a domain expert.**

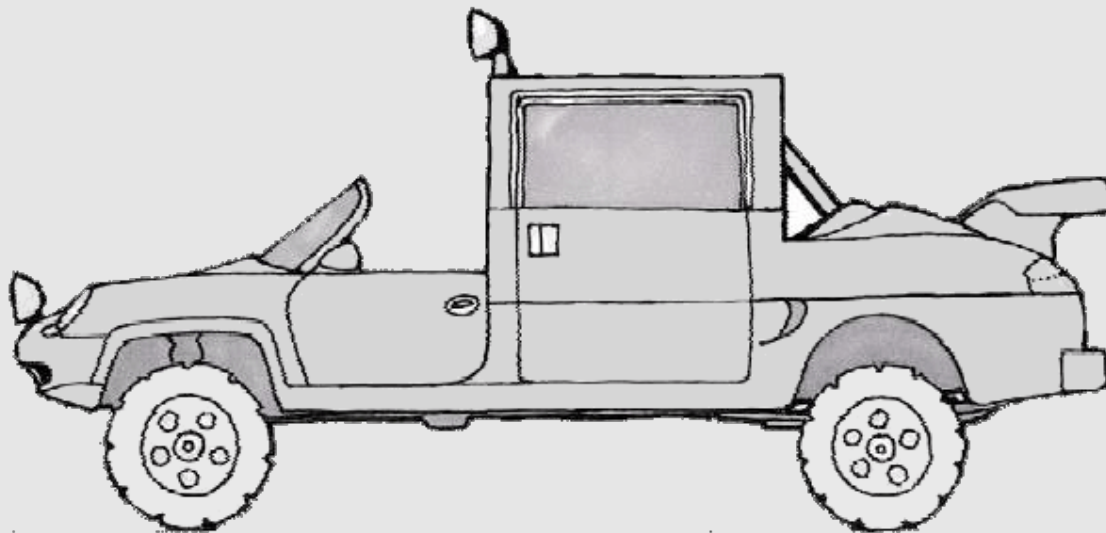
Sometimes he has lots of experience with technology. **At other times he can’t even use his mobile phone.**



Death of a hero

What would you get if you designed a car that pleased every possible driver?

The car would need to include every desirable characteristic for every driver. **No-one would want to drive it.**



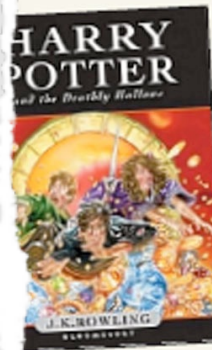
Adapted from Cooper Interaction Design, ALGA Advance for Design II Summit, 1999

How to spot if your husband is average

- He is 40 years old
- Is married with two children
- Has a 37in waist
- Weighs 13 stone
- Has size 10 feet
- Has sex eight times a month
- Knows the words to God Save The Queen (first verse and chorus)
- Owns 22 pairs of socks
- Spends 45 hours a year on hold on the phone
- Thinks he's a good driver
- Hates Brussels sprouts
- Owns his own home, worth between £190,000 and £210,000
- Earns £23,556 a year
- Has more than 80 contacts on his mobile phone
- Works more than 40 hours a week
- Owns a copy of Queen's Greatest Hits
- Eats 35,000 biscuits during his lifetime
- Owns a Ford Fiesta



- Has eight to 14 close friends
- Considers himself working-class
- Is repaying debts or loans totalling more than £3,000 (excluding mortgage)

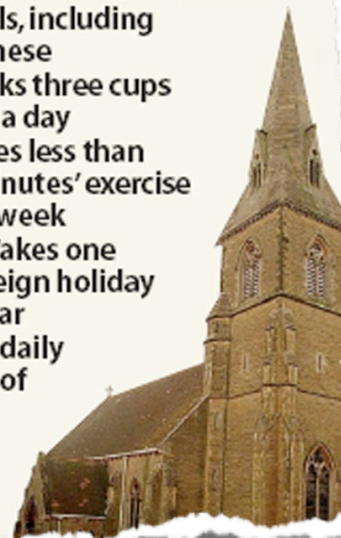


- Has at least one Harry Potter book in his house
- Owns three or more televisions
- Is caught on CCTV camera 300 times a day
- Says 'sorry' 1.9 million times in his lifetime
- Sleeps approximately seven hours a night
- Knows how to cook

at least four meals, including spaghetti bolognese



- Drinks three cups of tea a day
- Does less than 30 minutes' exercise per week
- Takes one foreign holiday a year
- Has a daily commute of between 20 and 30 minutes (one-way)
- Believes in God



“I don’t know the key to success, but the key to failure is trying to please everybody.”

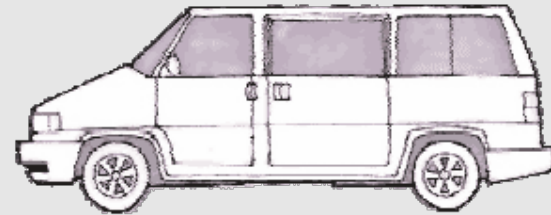
- Richard Pryor

What if you picked several people and designed a car to meet their specific needs?



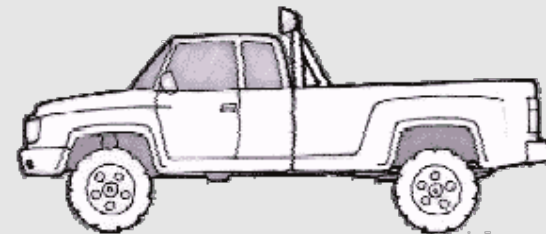
Rosie

Shares the school run
with other mums



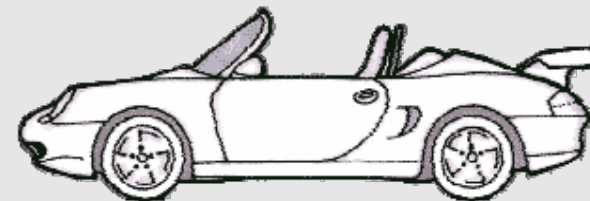
Phil

Runs his own landscape
gardening business



Nick

Single, no kids, Internet
entrepreneur



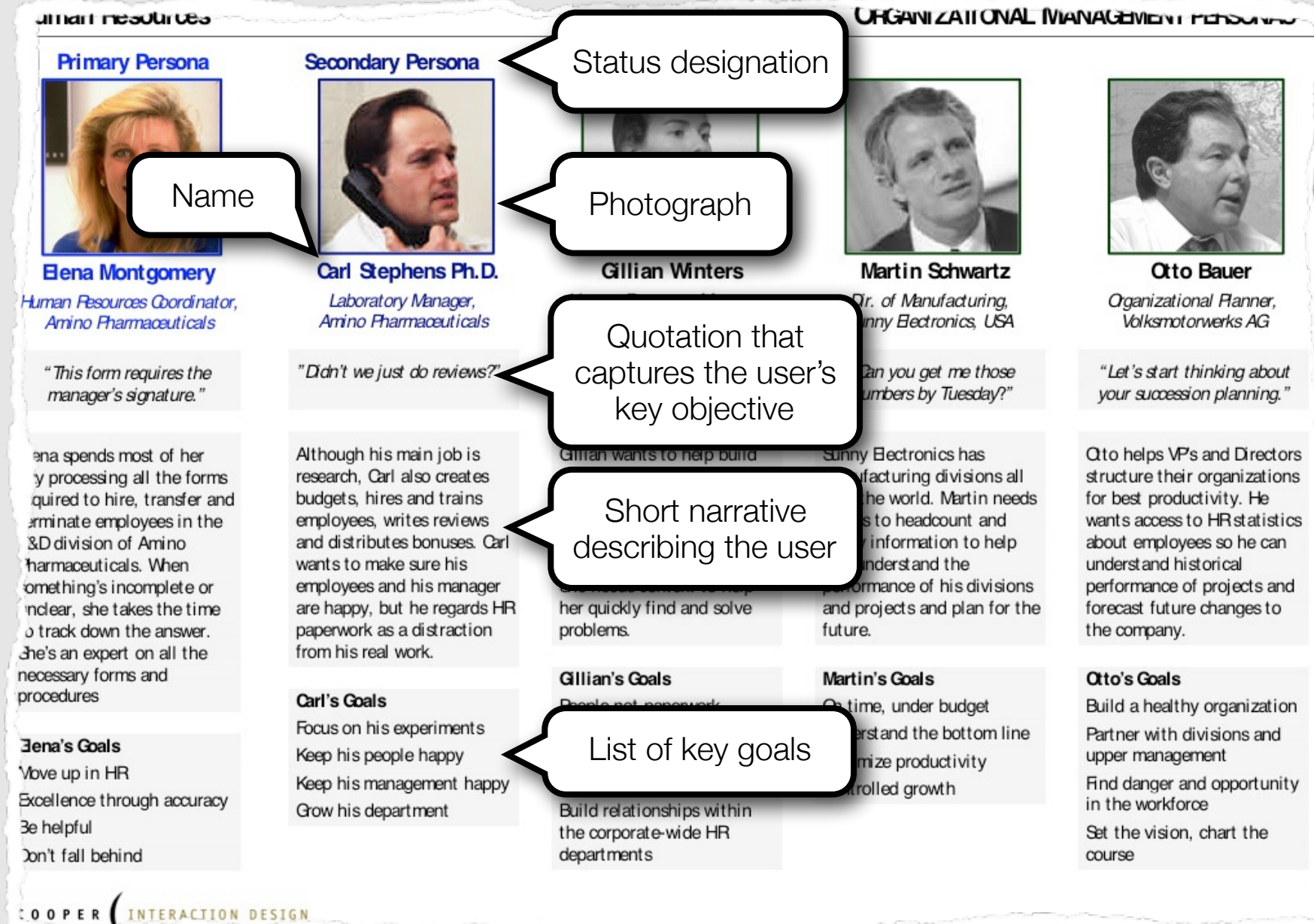
Adapted from Cooper Interaction Design, AIGA Advance for Design II Summit, 1999

A persona is a detailed description of an imaginary person that provides a shared understanding of the users of a system.

A persona is a **user archetype** — not an “average” user or a real user.



Express your results as personas



Elena Montgomery - HR Administrator



"This form requires the manager's signature."

Elena spends most of her day processing all the forms required to hire, transfer and terminate employees at Amino Pharmaceuticals. She's an expert on all the necessary forms and procedures, but she depends on other people for the information she enters in the system.

Elena's Goals

- Move up in HR
- Excellence through accuracy
- Be helpful
- Don't fall behind



Imagine that we are designing an mobile app aimed at walkers.

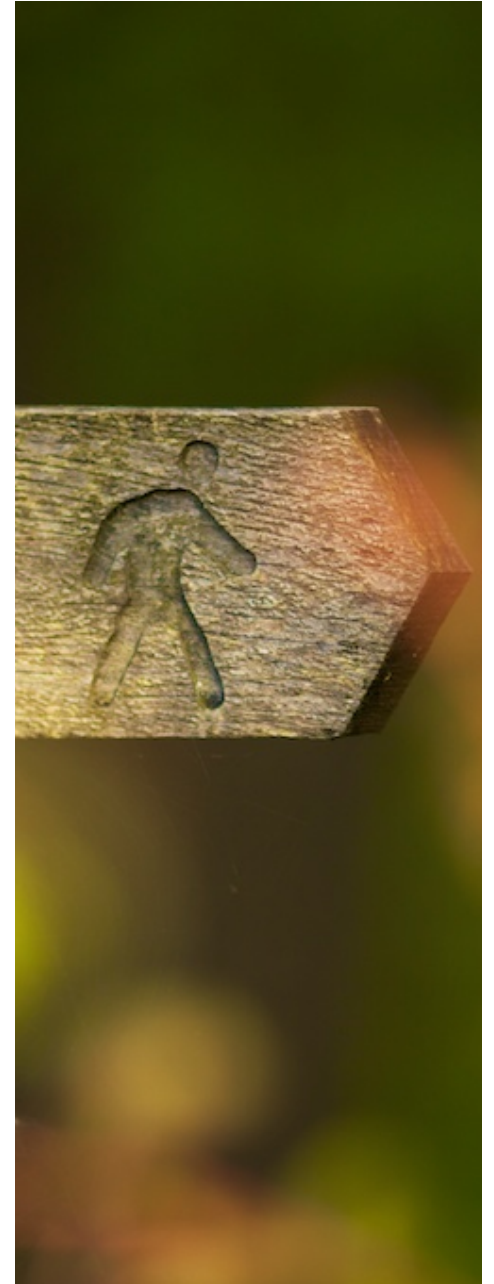
Our initial thoughts are that this app will allow users to:



- Download walking directions
- Share their route on Facebook



Our market research department tells us there are two key market segments.

- **“Treksports”**: Experienced walkers who want to discover new routes.
- **“Active retirees”**: Keen to stay fit and visit new places.



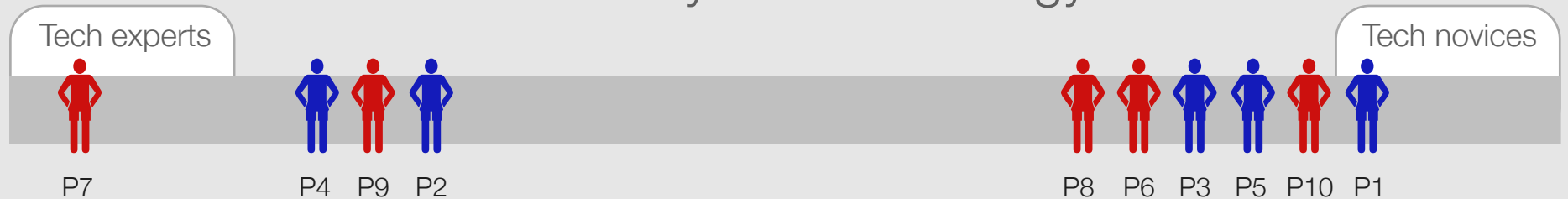
Segment		User	Gender	Age	Occupation
Treksperks		1 Jennifer 2 Michael 3 James 4 Lisa 5 John	Female Male Male Female Male	31 39 44 28 41	Telecoms consultant Unemployed Researcher Publisher Solicitor
Active retirees		6 Barbara 7 Robert 8 Mary 9 Kathleen 10 Kenneth	Female Male Female Female Male	62 55 61 60 68	Retired nurse Retired software developer Never worked Researcher Retired factory worker

Step 1: Interview target users in existing segments

Experience with rambling and hiking

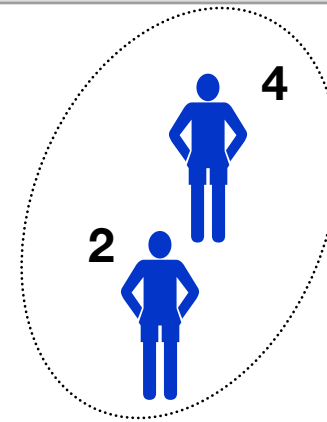
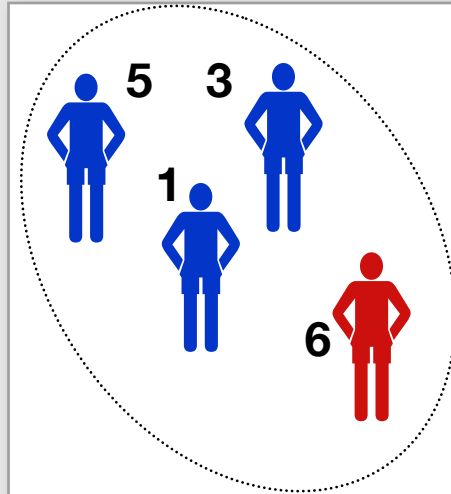


Familiarity with technology

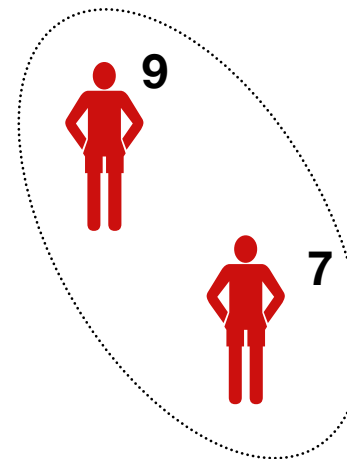
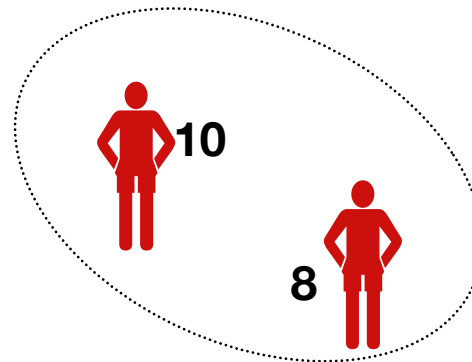


Experience with rambling and hiking

High



Low



Low

High

Familiarity with technology

Experience with rambling and hiking

High



Low



Low

High

Familiarity with technology

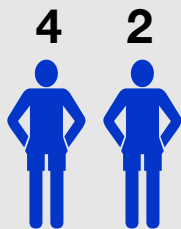
Step 3: Identify significant behaviour patterns

Jennifer Wright

Jennifer takes part in geocaching. About once a month, she and her friends walk in locations like Exmoor and Wales. Jennifer uses a GPS-enabled phone to navigate to a specific location to find a hidden container. She has an iPhone but has been universally disappointed with the apps that claim to support geocachers.

Jennifer's goals:

- See a map of her location even in areas without mobile coverage.
- Save tracks and paths with information of distances, speed and other details.
- Share walks with friends over the web.



Based on:



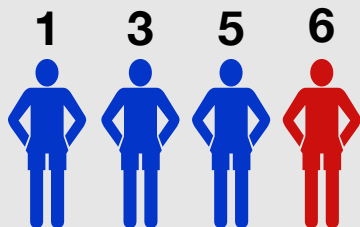
“What’s the most interesting route to this GC Code?”

Michael Armstrong

Michael has been a keen walker since he was a teenager. He's particularly interested in ancient history and likes to take walks where he can explore historical sites, like an ancient burial mound or a stone circle.

Michael's goals:

- Discover out-of-the-way sites with an interesting history.
- Annotate walks with notes and photographs that he can review afterwards.



Based on:



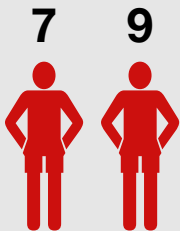
“What’s the story behind this location?”

Robert Clapham

Robert took early retirement last year from his job in tech support at a software company. He has taken up walking partly to keep fit and partly to give him something interesting to photograph with his digital SLR camera. He likes to explore product features and will spend time tailoring a device so that it suits his needs.

Robert's goals:

- Plan or import walking directions.
- Search for destinations and points of interest on the move.
- Tailor and personalise the device's functionality.



Based on:



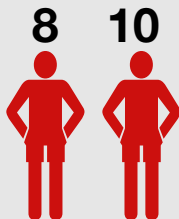
“Where are some great photo spots near me?”

Kathleen McCrae

Kathleen began walking with friends after her husband died, and really enjoys the social contact that this provides. However, she gets frustrated with the people in her circle because no-one seems to know how to read a map (herself included). She has an up-to-date phone but needs help from her daughter when installing new apps.

Kathleen's goals:

- Have alerts to let her know if she is following the path properly
- Share walks with friends



Based on:



“Where am I and how do I get back to the car park?”

Personas make assumptions about users explicit.

Personas place the emphasis on specific users rather than “everyone”.

In limiting our choices, personas help us make better design decisions.

Personas help the design and development team gain a shared understanding of users.





Differences between personas should reflect the differences that really matter when making design decisions

Important differences: what people do (behaviour), and why they do them (user needs).

Unimportant differences: demographics. Whether your persona does or doesn't own a dog is irrelevant to the use of your software.

Don't have too many personas

A small number of personas will make design decisions more tractable.



Pitfalls to avoid



Personas must be based on research

Without any research to back your assumptions, your personas are meaningless. Personas need to be based on real user interviews and observation, not surveys or anecdotal evidence.

21 interviews

4 personas

Forrester surveyed consultancies who conduct ethnographic research and use it to create personas. They found that, on average, the firms conducted **21 interviews and created four personas** per project.

Harley Manning (2005) "Site Design Personas: How Many, How Much". Forrester Research.

How many interviews? How many personas?

9-13 days

Nielsen-Norman Group surveyed companies who conduct research and use it to create personas. They found that small firms spend around 72.5 hours and large firms spend around 102.5 hours on a persona project.

Kim Flaherty (2015) "How Much Time Does It Take to Create Personas?" Nielsen-Norman Group.

Personas should be formatted as a story about a real person

Well crafted personas are crisp, accurate and sound like a description of someone you know. People with direct user contact should immediately recognise the persona and agree with his or her goals.



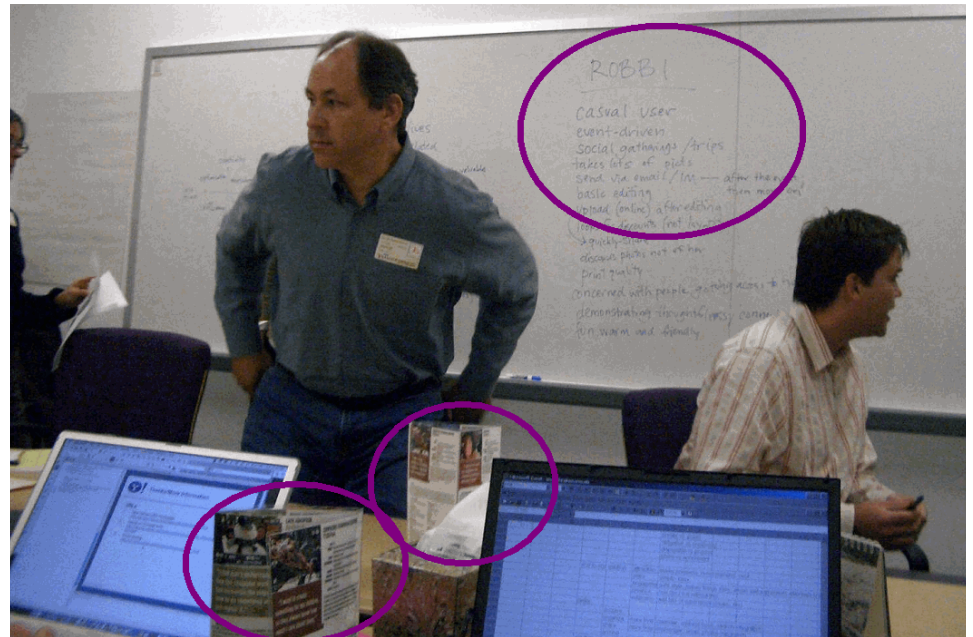
Pitfalls to avoid

Publicising your personas: Project notice board



From “Data Driven Design Personas” <http://www.slideshare.net/toddwarfel/data-driven-personas>

Publicising your personas: 3-fold cards

[illegible]

Publicising your personas: Persona cards



From Steve Mulder, "The User is always right"

Publicising your personas: Persona cut-outs





Primary research: Is the persona based on contextual interviews with real users?



Empathy: Does the persona evoke empathy by including a name, a photograph and a product-relevant narrative?



Realistic: Does the persona appear realistic to people who deal with users day-to-day?



Singular: Is each persona unique, having little in common with other personas?



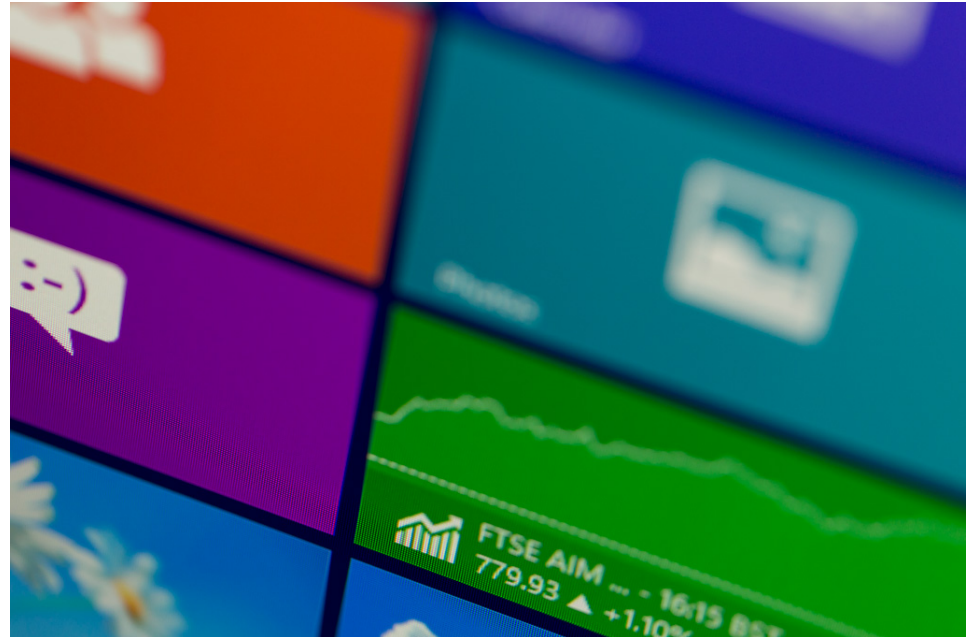
Objectives: Does the persona include product-relevant high-level goals and include a quotation stating the key user need?



Number: Is the number of personas small enough for the design team to remember the name of each one, with one of the personas identified as primary?



Applicable: Can the development team use the persona as a practical tool to make design decisions?



User Experience: The Ultimate Guide to Usability

Choose your design activity

- 1. Find My Pet**
- 2. Tomorrow's Shopping Cart**
- 3. Gift giver**
- 4. The Citizen Journalist**
- 5. The Digital Postcard**



Speak with a minimum of 5 users to find out:

- Is there a need for this system?
- If not, how can you change it so that it meets a need?
- Who are the main user groups?
- What day-to-day activities do they engage in that's related to the product?
- What is the workflow (the sequence of activities)?

Make sure you actually observe people, don't just interview them.

Don't overthink this activity. Just get out and speak to some users!





Think about the design activity that you're working on.

- What different groups of users did you identify?

PERSONA GROUPS

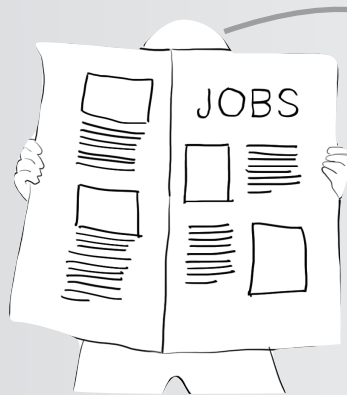
	GROUP 1	GROUP 2	GROUP 3
GIVE THIS GROUP OF USERS A NAME e.g. 'Telesales support'			
WHY DO THEY USE THE APPLICATION? Write down the goals as users would express them. Don't simply write down the functions you expect them to use.			
WHAT INFORMATION DO THEY WANT? In order to achieve their goals, what kind of information, functions or features do they need?			
HOW DO THEY DIFFER FROM THE OTHER GROUPS? What makes this group a group? Think about usage patterns, job roles, tasks and activities.			



Now create a persona for ONE group of users. Be sure to include:

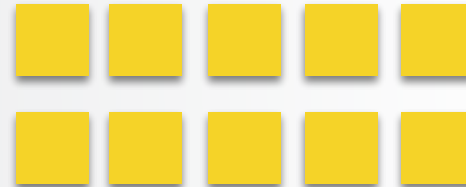
- A sketch: Show the persona's context, with a quotation stating the main user need.
- Facts: Descriptive demographic information about your persona.
- Behaviours: How is the persona solving their problem now?
- Needs and goals: What does your persona want to accomplish?

[PERSONA NAME]



"EVERYONE
WANTS UX
SKILLS THESE
DAYS BUT I'M
NOT SURE
WHAT IT'S ALL
ABOUT"

BEHAVIOURS



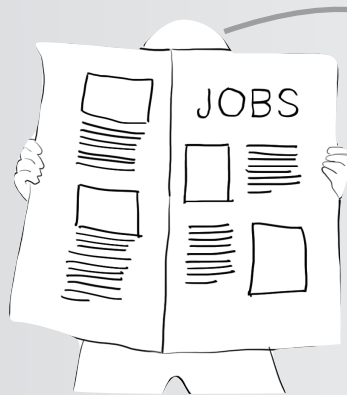
FACTS



NEEDS AND GOALS



[PERSONA NAME]



"EVERYONE
WANTS UX
SKILLS THESE
DAYS BUT I'M
NOT SURE
WHAT IT'S ALL
ABOUT"

DRAW A PICTURE OF
YOUR PERSON IN A
CONTEXT HAVING A
THOUGHT OR SAYING
SOMETHING

WRITE DOWN FACTUAL, DESCRIPTIVE DEMOGRAPHIC INFORMATION ABOUT YOUR PERSONA.

HOW OLD ARE THEY? ARE THEY MARRIED OR SINGLE? DO THEY HAVE CHILDREN? WHAT JOB DO THEY DO? HOW MUCH DO THEY EARN? WHAT CITY DO THEY LIVE IN?

HINT: BE SPECIFIC. AN INDIVIDUAL ISN'T 18-35 BUT 24.

FACTS

BEHAVIOURS

WHAT DOES YOUR PERSONA DO THAT
INDICATES THEY ARE A LIKELY USER?

HOW ARE THEY SOLVING THEIR PROBLEM
NOW?

HINT: BEHAVIOURS ARE ACTIONS SO THEY
SHOULD START WITH A VERB.

WHAT DOES YOUR PERSONA NEED? WHAT CHANGE DO THEY SEEK IN THEIR LIFE? WHAT DO THEY WANT TO ACCOMPLISH?

STUCK? TAKE ONE OF THE BEHAVIOURS AND ASK: WHY WOULD SOMEONE DO THAT?

HINT: NEEDS AND GOALS START WITH WORDS LIKE "WANTS", "WISHES THAT", "WOULD LIKE", "HOPES FOR", "NEEDS".

NEEDS AND GOALS

PICTURE



INGE

ADMINISTRATOR

BEHAVIOURS

PRESSED
BY
BOSS

COMPLAINS
ABOUT LITTLE
THINGS

CHASES
PEOPLE
UP

MAINTAINS
CONTACTS
LIST

DRIVEN
BY
DEADLINES

FACTS

LIKES DAY
JOB, BUT
FORCED TO BE
ADMINISTRATOR

REPORTING
MANAGER

SALARY
28000#

33

LIKES
SOCIALISING
TWICE A
WEEK

NEEDS & GOALS

WANTS
MORE
AUTOMATION
OF HER JOB

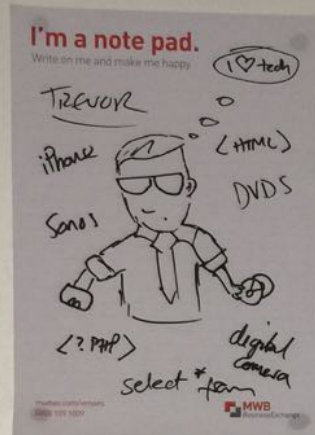
WANTS STUFF
DONE ON
TIME
(OTHER USERS)

HOPES FOR
MINIMAL
ADMIN

WOULD LIKE
ADVANCE
NOTICE OF
CHANGES

NEEDS
BETTER
DATA
QUALITY

TREVOR



BEHAVIOURS

USES
MS WORD
&
@ CLIENT

SENDS
BULK
MAIL SHOTS

PROBLEM
SOLVER.

OPEN TO
NEW PRODUCTS
& IDEAS

BUILDS
WORK -
AROUNDS
TO CUSTOMISE
CONTENT

NEEDS TO
FLAG CUSTOMERS
THAT HAVE
SUBSCRIBED

FACTS

AGE
47
(GOING ON 35)

TECH
SAVVY.

WEB
MANAGER

REGULAR
MS
WORD
USER

♥
S
CONSUMER
TECHNOLOGY

NEEDS & GOALS

GENERATE
SALES

PRIDES
HIMSELF
ON
COMPETENCE

FEEL
IN
CONTROL

STRIVES
FOR
EFFICIENCY

LINDA



BEHAVIOUR

PRINT ~~ADDRESSES~~
ADDRESSES
ON
LABELS

USE COMP.
AS TYPE
WRITER

USE EXISTING
template
→ can't modify
herself

USE BASIC
features of
MAIL MERGE
+ WORDS

CUSTOMISE
COVER LETTER

FACTS

SMALL
COMPANY

PREFER
human
interaction

MARRIED
with 2
KIDS

~~small size~~
LEGAL
SECRETARY
since left
SCHOOL

DON'T USE
INTERNET &
COMPUTER
@ HOME

NEEDS & GOALS

LOOK TO
EXPAND
BUSINESS
→ ↑ CUST. BASE

INFORM
CLIENTS
OF LEGAL
NEWS

Want
computer
interface
to be easier

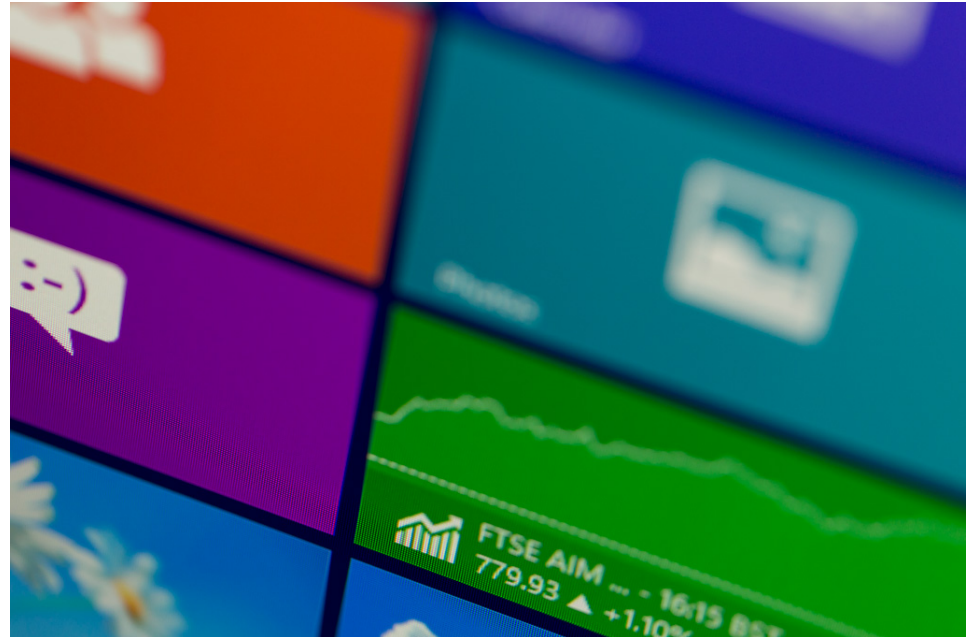
to reduce
time
consumed
to send mails

MAKE ~~her~~
MORE
COMPETENT



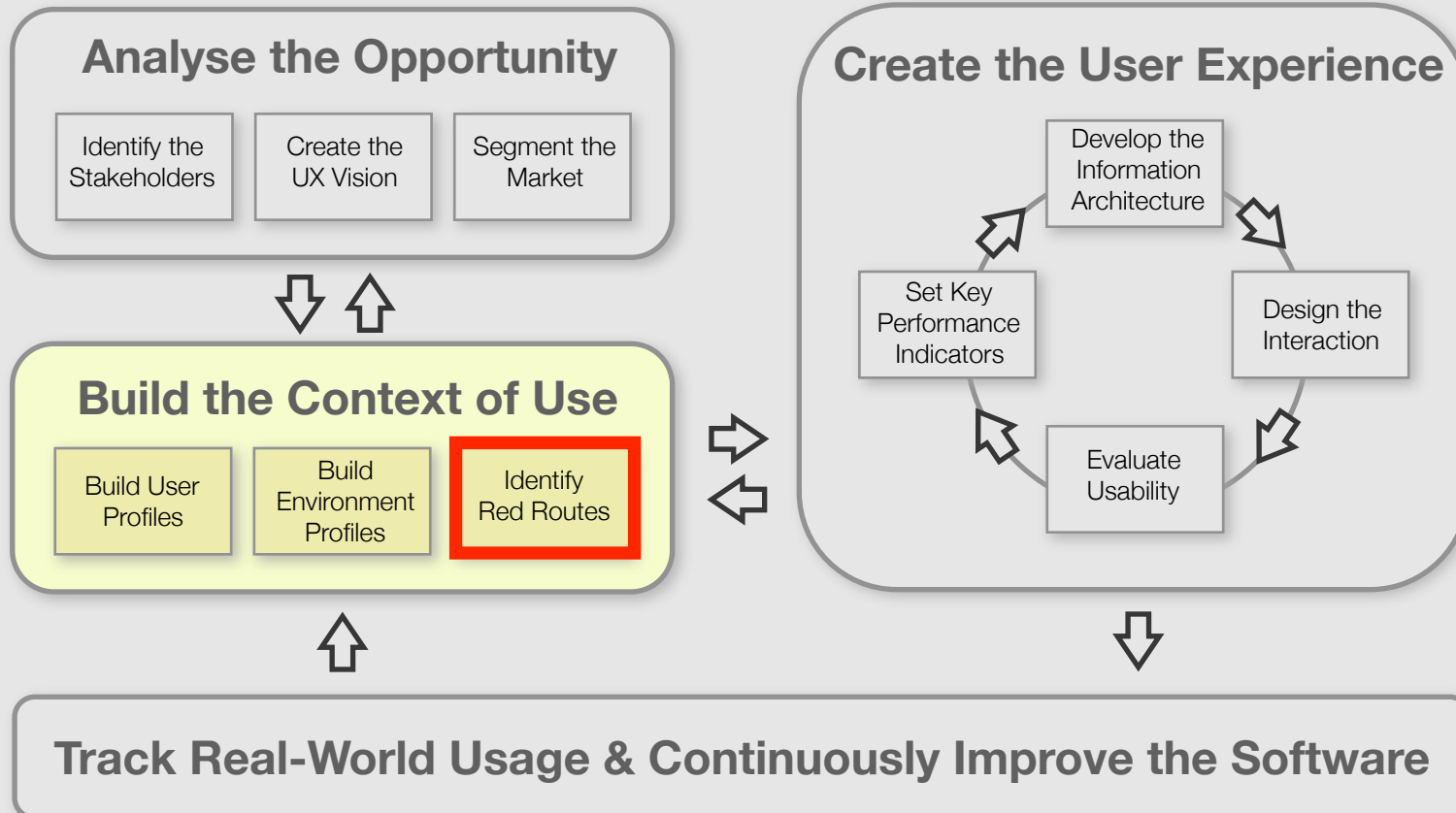
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- Facts: Descriptive demographic information about your persona.
- Behaviours: How is the persona solving their problem now?
- Needs and goals: What does your persona want to accomplish?



User Experience: The Ultimate Guide to Usability

What can a London bus teach us about usability?

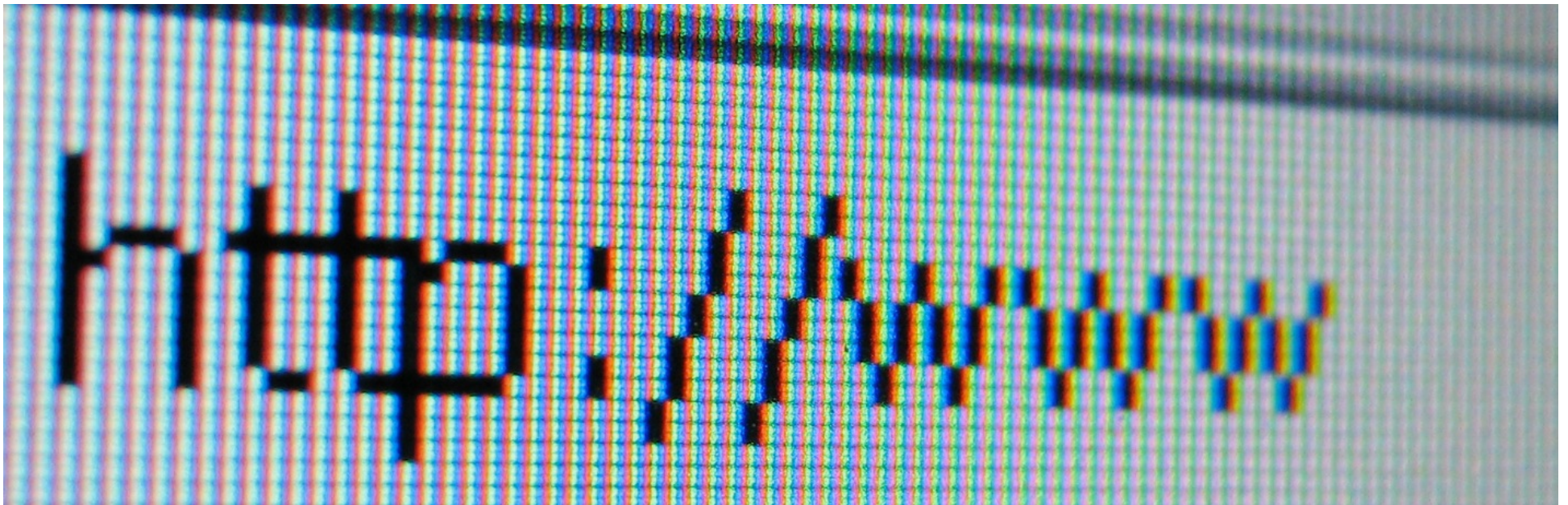




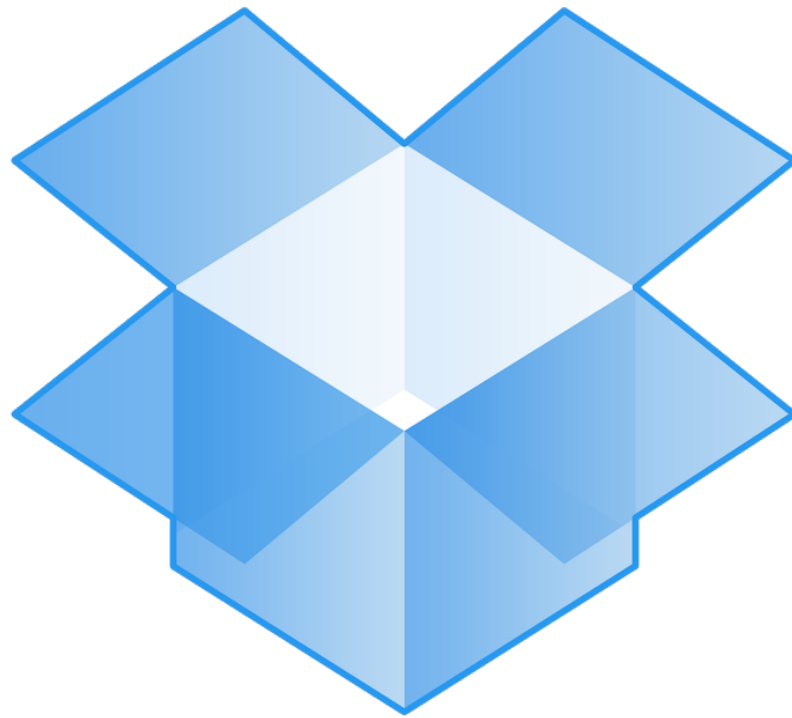
Every application has a small set of blockbuster tasks that deliver a huge amount of value.

Software apps also have a large set of less important tasks. **These can destroy value by getting in the way of the important tasks.**

Successful development teams focus relentlessly on improving the usability of their user's critical tasks.



Why a task focus matters



Dropbox

Identify users' goals.

Express the goals as user stories.

Design the software around the user stories.





You have one minute...

Design a vase.

You have one minute...

**Design a way
for people to
enjoy flowers in
their home.**





Roads in London with red lines on them are known as red routes: these are the key road arteries in London. Transport for London does everything it can to keep these routes clear.

Your software has “red routes” too. **They are the critical “user journeys” with the software.**

Red routes



**The sheer number of potential users paralyses some design teams.
How can you understand everything that everyone wants to do?**

A red route approach avoids this problem because you focus on the critical scenarios enacted by the key personas.

Red routes help you focus on the users that matter



Since red routes map the user's path to a goal, they show where to look for roadblocks along the way.

So when completion rates drop below 100%, you can quickly zero in on the step at which trouble emerged and attack the problem.

Red routes generate actionable results

“I know you have a thousand ideas for all the cool features iTunes could have. So do we. But we don’t want a thousand features. That would be ugly. Innovation is not about saying ‘Yes’ to everything. It’s about saying ‘No’ to all but the most crucial features.”

- Steve Jobs

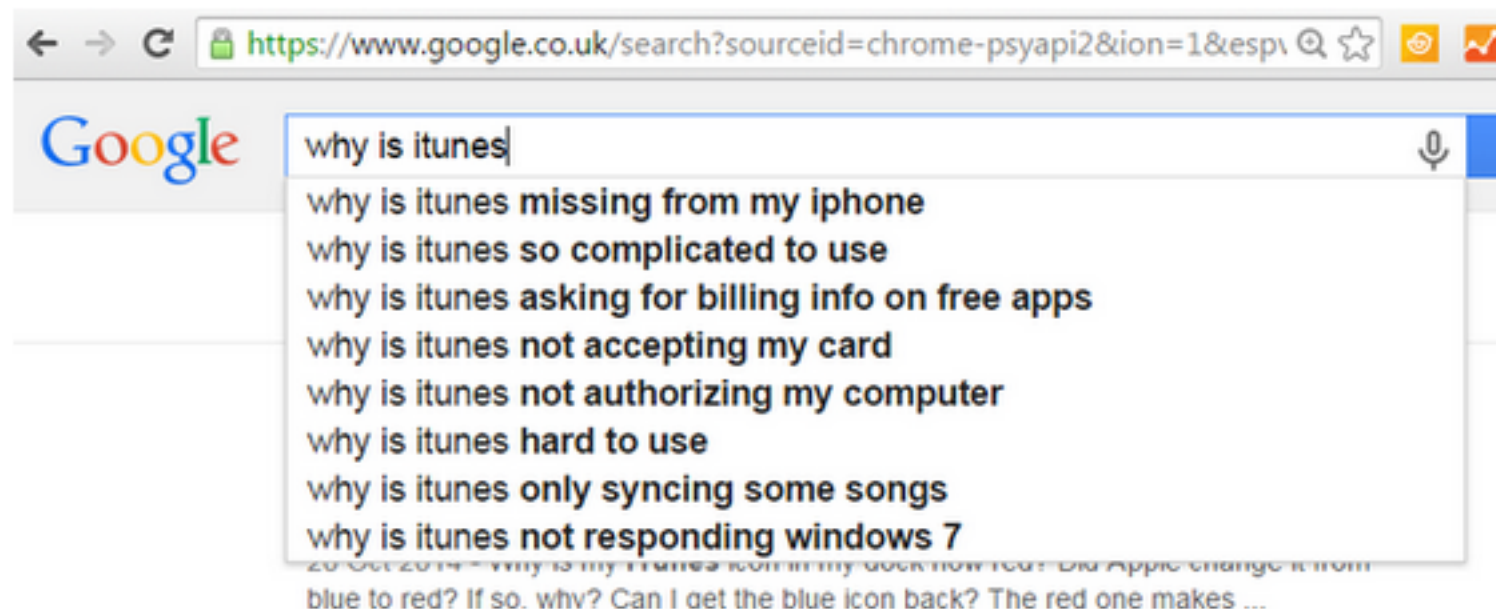


colmcq
@colmcq



+ Follow

why is iTunes... #uxfail



10:58 AM - 19 Aug 2015



If you don't focus on red routes, you get 'noise' in the menu system

Each additional function requires a new menu item, creating more 'noise' in the system's navigation, and making it more difficult for users to find the functions they need.



What happens when you fail to focus on red routes?



Hick's Law

The time taken to make a decision increases as the number of choices is expanded.



Which version got **twice as many** trial downloads?



PRODUCTS SERVICES SUPPORT PARTNERS BLOG ABOUT US

Buy Products Product Info Free Trial

Free 30-Day Trial - 3 Minute Download

*Over a 768Kbps Connection or Faster



Download Alpha Five Now

Alpha Five v10 runs on Windows XP, Windows Vista, and Windows 7

Email

Email addresses never sold, rented, or shared. Your privacy is assured.



- All Features Enabled
- Includes Templates
- Includes Training Videos
- Any work you do in the Trial Edition can be used in the Full or Upgrade Edition



"Alpha Five v10 is a product we recommend watching-Creating Web-based, AJAX-powered grids is a snap in Alpha Five v10. the Alpha Five development tool enables developers to create full-featured, browser-based applications graphically, through a new feature called Codeless AJAX." [See eWEEK Labs' full review here.](#)



InformationWeek - challenged Alpha Five to build a web app in 5 minutes - the results are impressive. [See them here.](#)



"There is no quicker way to bring an application to the Web than with Alpha Five V10." [See detail here.](#)



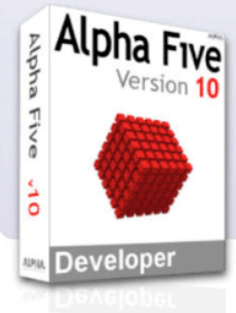
Alpha Five delivers power but not at the expense of ease of use. [Read Review](#)



Alpha Five v10 makes building AJAX database apps really easy



Free 30-Day Trial of Award-Winning Database Software



Try Alpha Five database tool yourself:


- Easily build powerful relational database applications
- Write once, run all: deploy your applications on the desktop, web, or mobile devices

Email

Email addresses never sold, rented, or shared. Your privacy is assured.

About the Alpha Five 30-Day Trial Edition:

- All features are enabled
- Includes templates and training videos
- Any work you do in the Trial Edition can be used in the Full or Upgrade Edition
- 3 minute download (with 768Kbps connection)
- Runs on Windows XP, Windows 7, and all Windows versions in between. It will run in both 32-bit and 64-bit. Mac users can run under Parallels® or Apple® Boot Camp.




"Alpha Five is an excellent database application builder that can create desktop as well as Web applications." Alpha Five secured the top score (8.4 out of 10) versus other Rapid Web Development tools reviewed. (InfoWorld, 5/12/2010)



"[Alpha Five] offers a comprehensive tool set for developing applications for Windows or Web." (ITworld, 6/17/2011)



"[Alpha Five] is a powerful product and during testing we were able to create several web apps without knowing a lick of Ajax." (PC Magazine, 7/22/2010)



"There is no quicker way to bring an application to the Web than with Alpha Five." (TechTarget, 2/2010)

Version A

Version B

If you don't focus on red routes, code maintenance increases

Each additional function requires time and effort – designing, debugging, updating etc. Why not spend this time optimising the red routes instead?

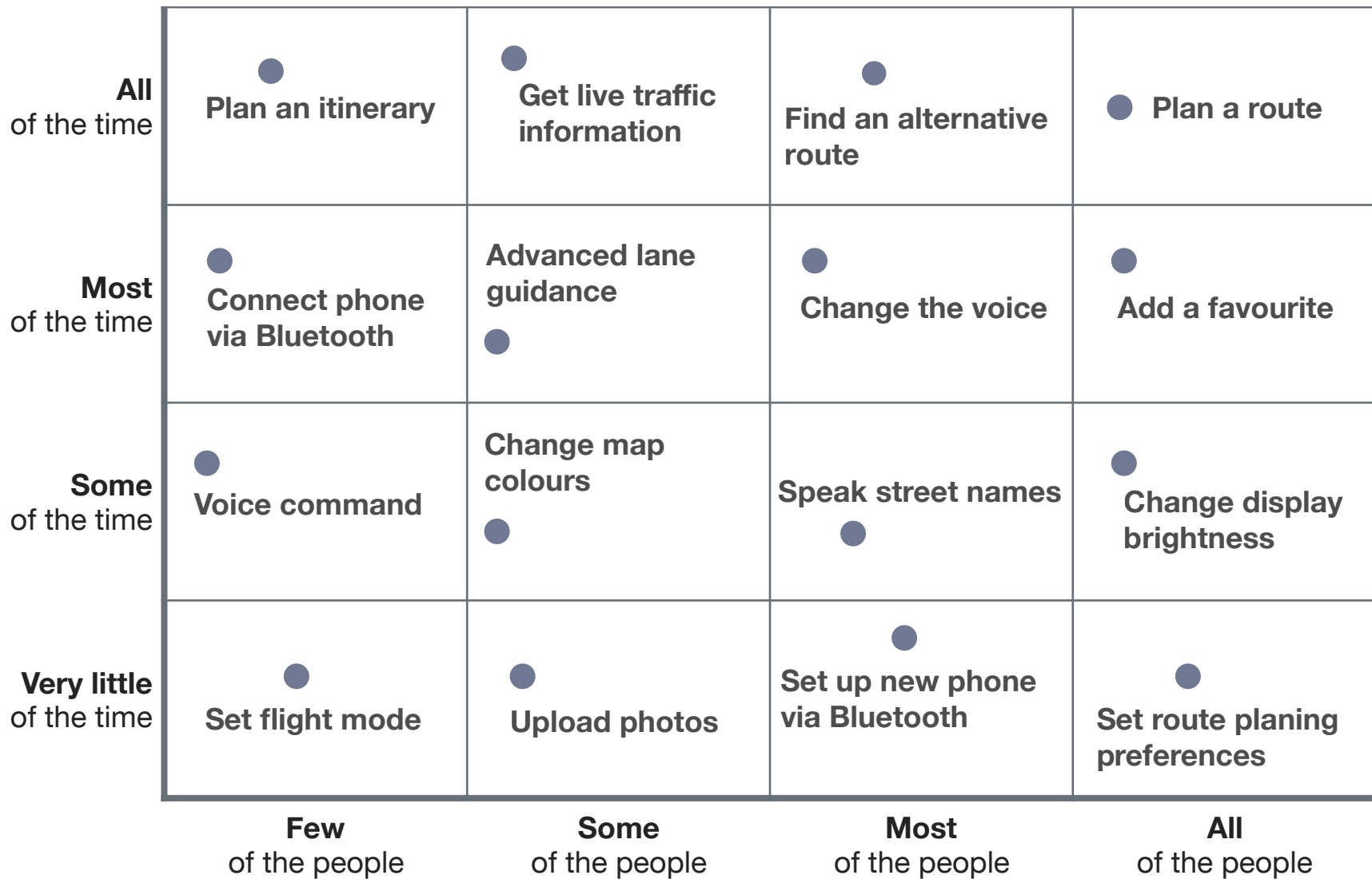


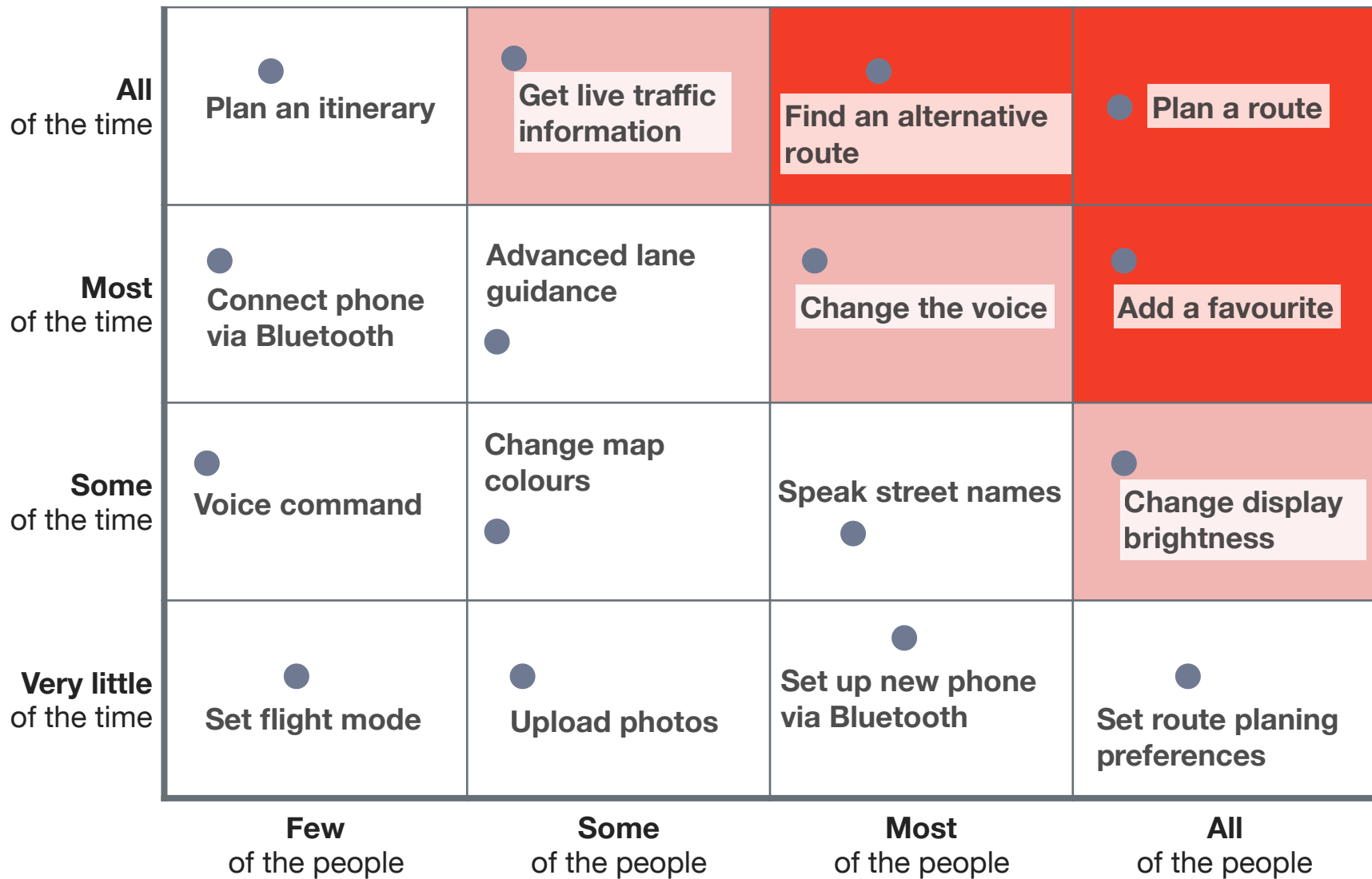
What happens when you fail to focus on red routes?



What are the Red Routes for an in-car navigation system?

Red Route Examples





How to pick the right red routes



In 5 minutes, brainstorm 5 red routes for ONE of the following:

An application that lets you back up your computer over the Internet

A presentation app (like PowerPoint) that runs on a mobile phone

An application to help you calculate your taxes

An application that lets you read online magazines on a tablet device, like an iPad

Brainstorm 10 red routes that describe your persona's key tasks when using your application.

Remember to focus on your primary persona's tasks — not just tasks you think “anyone” will want to do.

- Write 10 ideas, one per sticky note.
- Tasks are actions so they should start with a verb.



People approach tasks differently based on the context of use.

- Imagine you need to book a flight and hotel in Paris for a 2-day trip with your partner.
- Imagine you need to book a flight and hotel in Paris for a 2-day business trip.

The red routes — finding a hotel, booking a flight — are the same but the context of use alters the way you would carry out these tasks.

You build context into your tasks with user stories.



Remember the context of use?



As a white knight...
I want to to slay the dragon...
so that I can save the princess.

AS A BUSINESS TRAVELLER, I
WANT TO SEE HOTELS WITH A
BUSINESS CENTRE SO THAT I
CAN WORK REMOTELY

AS A TOURIST, I WANT TO SEE
PICTURES OF THE BEDROOMS
SO THAT I CAN HAVE A
ROMANTIC WEEK-END WITH MY
PARTNER

AS A TRAVEL AGENT, I WANT
TO EXPORT MY PAST
BOOKINGS SO THAT I CAN
INVOICE MY CLIENTS

Red route

“Manage my diabetes”

User Story

Jane says, “As a patient, I want to track my blood glucose readings so that I can find out if there are any specific periods of the day when I am having difficulty controlling my glucose levels.”

Red route

“Deal with a ‘goods not arrived’ enquiry.”

User story

John says, “As a call centre worker, I want to trace an order when I only have a partial address so that I can tell the customer when his order will arrive.”

Red route

“Check I’m paying the right amount of tax”

User Story

Ryan says, “As a PAYE taxpayer, I want to understand how to calculate my tax code so I can make sure I’m on the right tax code”



Task	I want to understand how to calculate my tax code	I want to pay the right amount of tax
Goal	so I can make sure I'm on the right tax code	so that I can keep as much money as I can and avoid an unexpected tax bill

User Story, version 1

Ryan says, “As a PAYE taxpayer, I want to understand how to calculate my tax code so I can make sure I’m on the right tax code”

User Story, version 2

Ryan says, “As a PAYE taxpayer, I want to pay the right amount of tax so that I can keep as much money as I can and avoid an unexpected tax bill”

HOW TO TEST A USER STORY



```
graph LR; A[HOW TO TEST A USER STORY] --- B[Is it something a real user would say?]; A --- C[Does it help you design and prioritise?]; A --- D[Does it unnecessarily constrain possible solutions?]; A --- E[Do you have good evidence?];
```

Is it something a real user would say?

Does it help you design and prioritise?

Does it unnecessarily constrain possible solutions?

Do you have good evidence?

Sort the red routes into two piles:
7 less important and 3 more important.

“Important” means most relevant to your user and reflects your vision for the system.

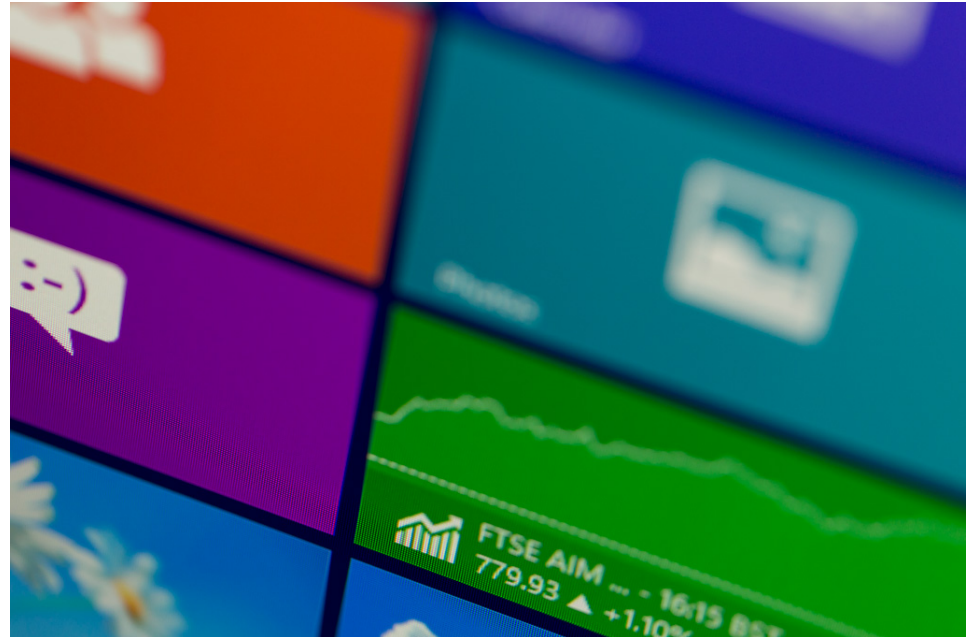
Use the important red routes to create 2-3 user stories on index cards.

More important



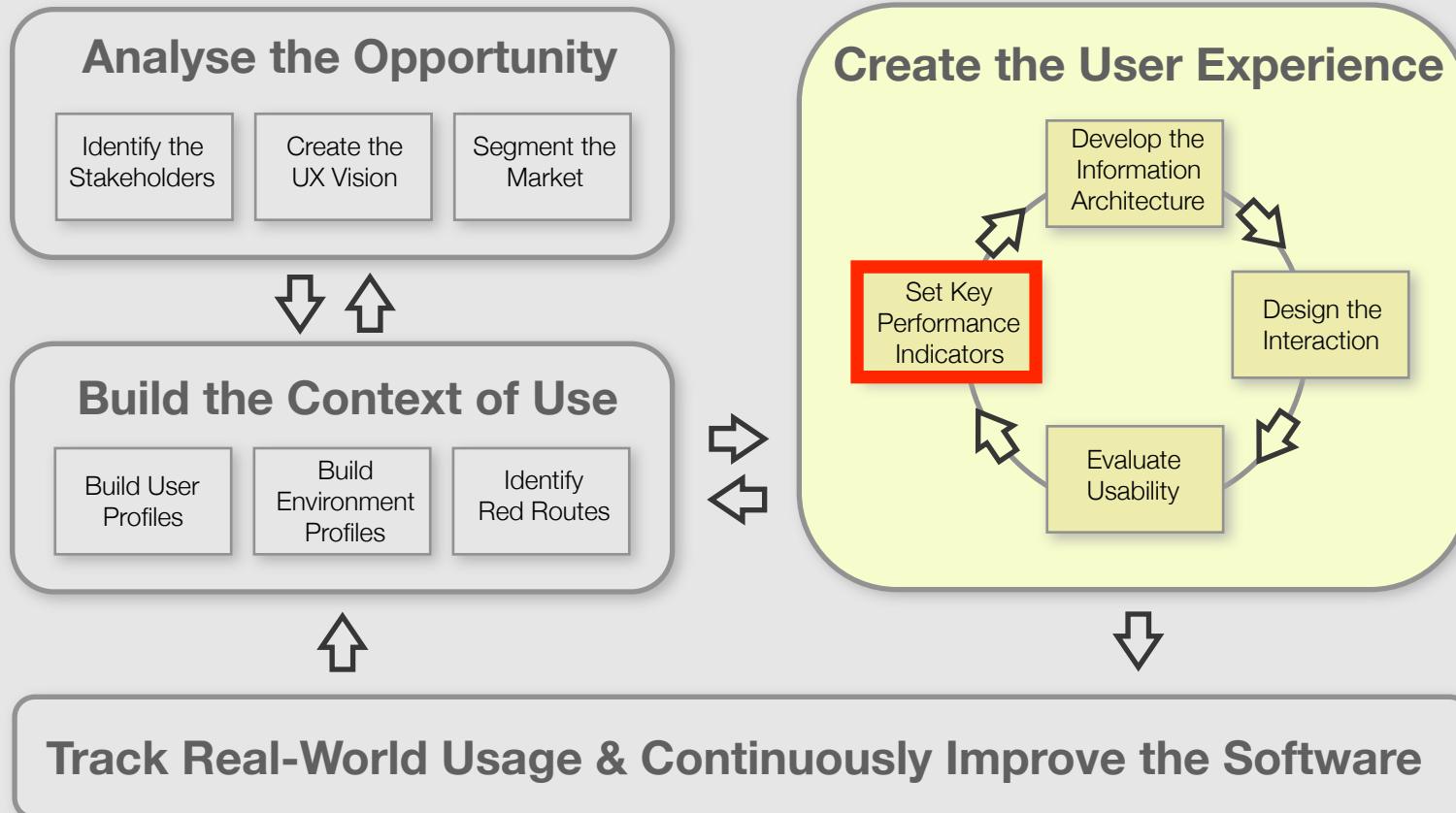
Less important





User Experience: The Ultimate Guide to Usability

Beyond “easy to use”: Designing experiments to measure user experience

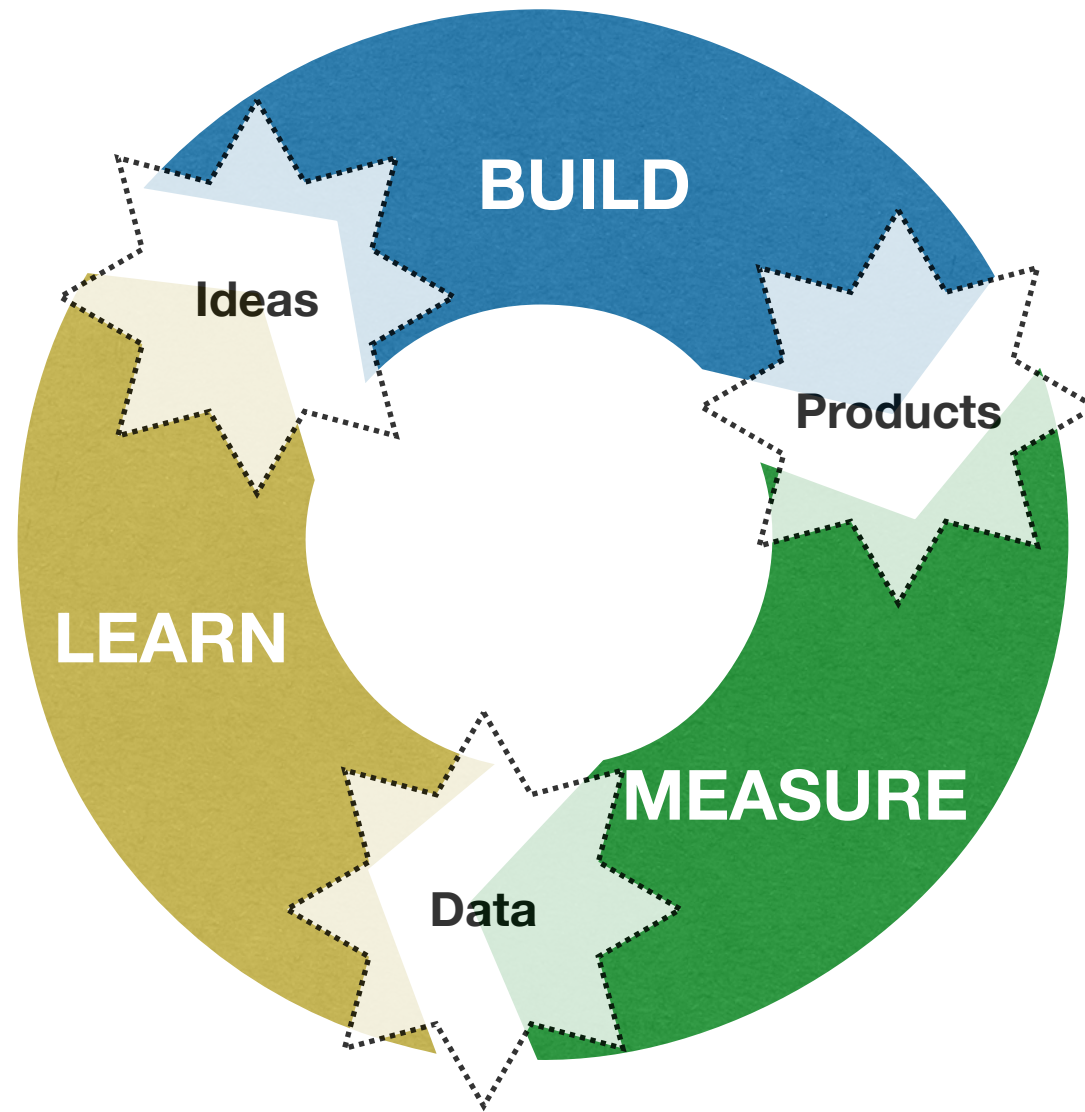


Focuses on software and hi-tech firms

Encourages continual measurement of your product with users



Why measure?





Validated learning

A form of iterative design where the design team test design hypotheses with users.

What's the user need? What problem is this solving?

No coins, no problem

Pay for your parking with just a few taps

Download the PayByPhone app

iPhone

Android

BlackBerry

Create your account

Register now

A better way to

The problem hypothesis: "We believe motorists don't always have cash to pay for parking."



No cash required

No coins? No problem. If you've got your phone, you've got it covered.



Clever alerts

No more clock-watching – get a discrete nudge when it's time to go.



Instant top-ups

Never sprint back to add to the meter – buy yourself more time wherever you are.

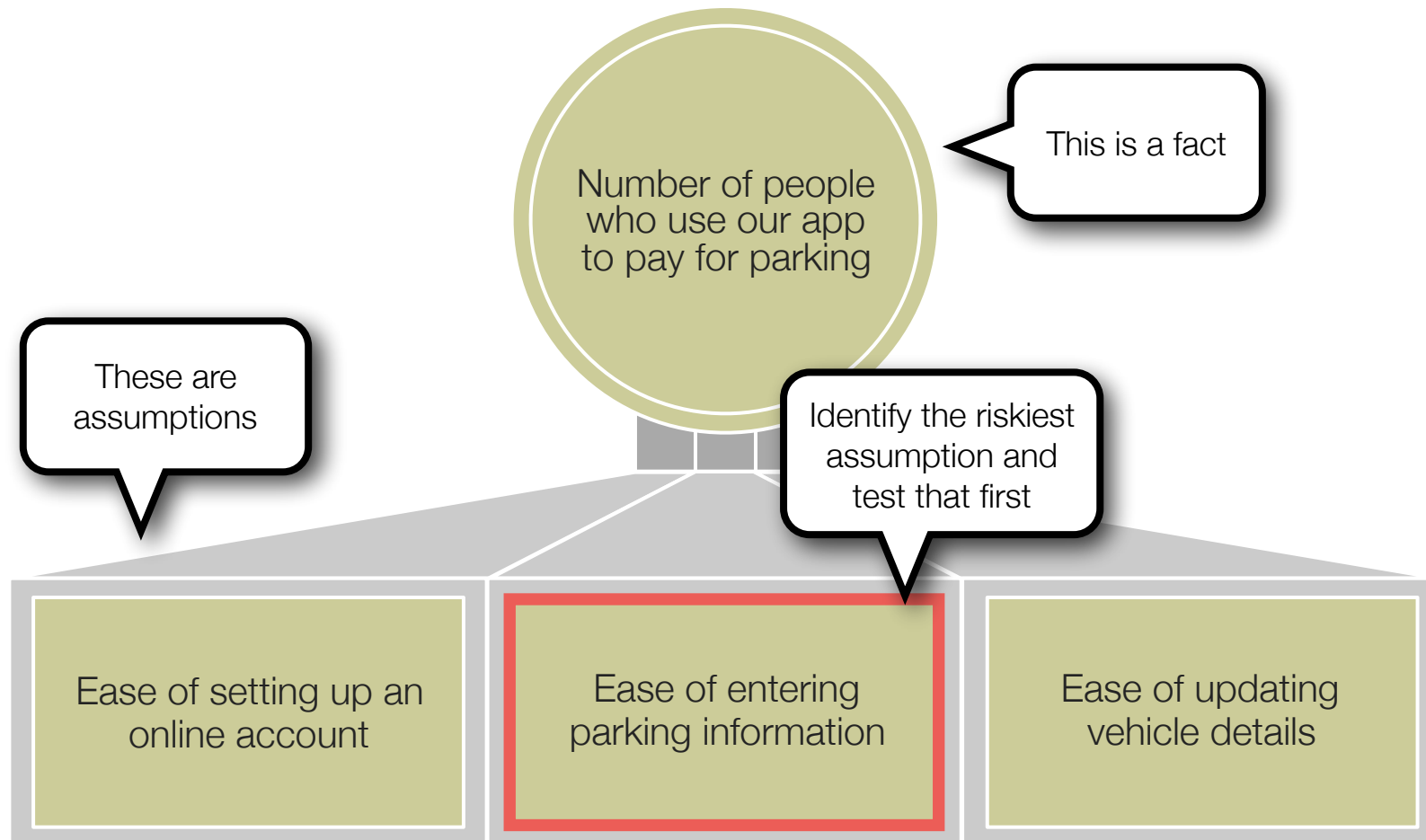
“We believe motorists don’t always have cash to pay for parking.”

What is the quickest and cheapest way to test this problem hypothesis?

- Spend an hour observing people at a city centre car park. How many people don’t have cash to pay?
- Interview people in a shopping centre parking area.
- Ask people to rate how serious a problem this is: a minor issue or a major inconvenience.
- What else...?

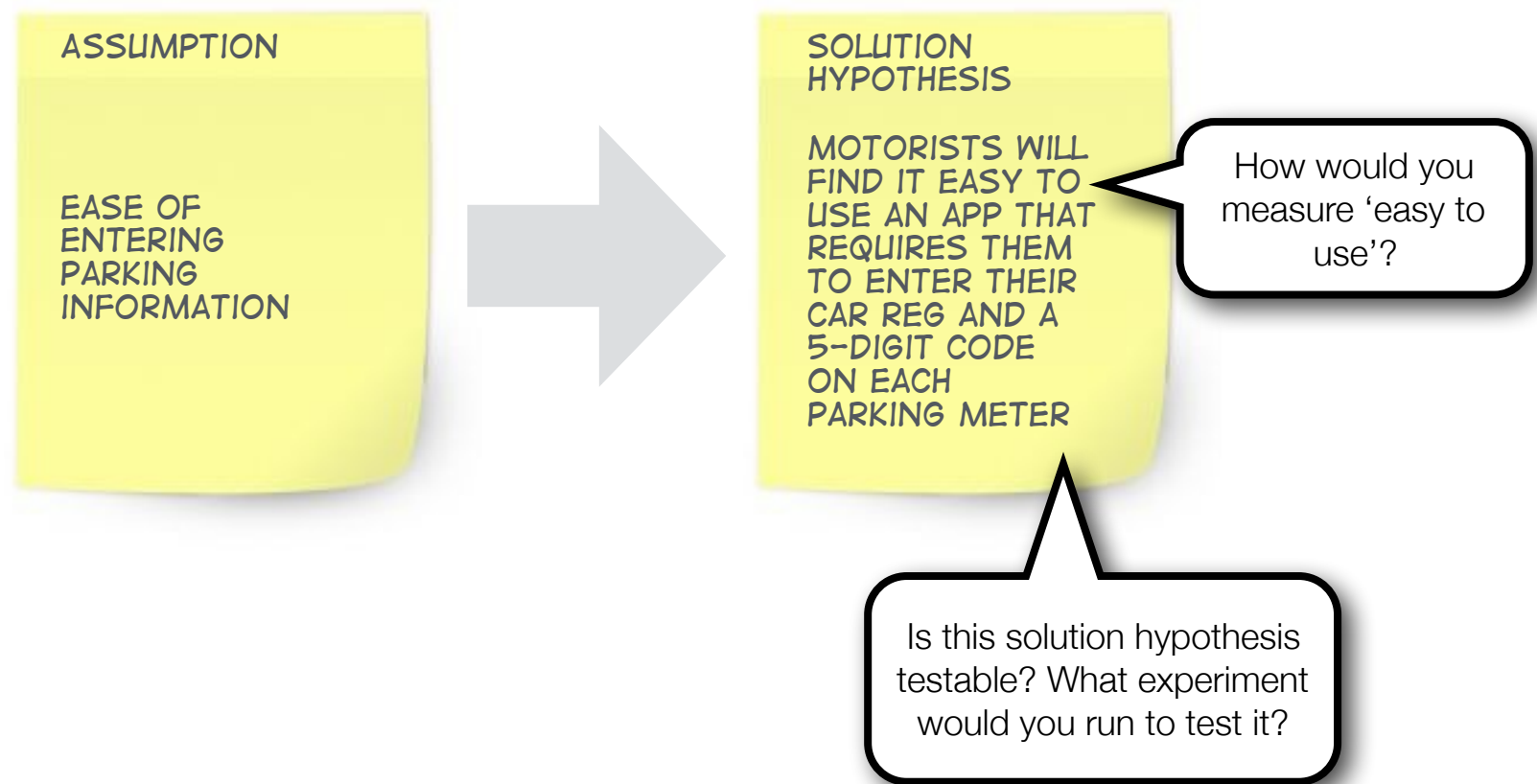


Business objective



(Probably) influenced by these user experience attributes

Turn your assumption into a testable hypothesis



How usable is this software?

What will qualify as “usable enough”?

Is the software usable enough to release now?

How much more usable must the software be?

How much more usable is this release compared to the last one?

Is our software more or less usable than the competition?

How much will it cost me to make it more usable?



What are Key Performance Indicators?

Complete this sentence:

“One thing that makes a product or web site usable is...”



Group discussion



Usability

The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.

(ISO 9241-11)

“Extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.”

- Effectiveness

The accuracy and completeness with which users achieve specified goals.

- Efficiency

The accuracy and completeness of goals achieved in relation to resources.

- Satisfaction

Freedom from discomfort, and positive attitudes towards the use of the system.



Measuring effectiveness

- **Success rate: Percentage of participants who correctly and completely achieve each goal (unassisted)**
- Disaster rate: Percentage of users who think they were successful, but failed.
- Number of errors per unit of time.
- Percentage of tasks completed successfully on first try.
- Number of requests for assistance accomplishing task.
- Objective measure of quality of output.



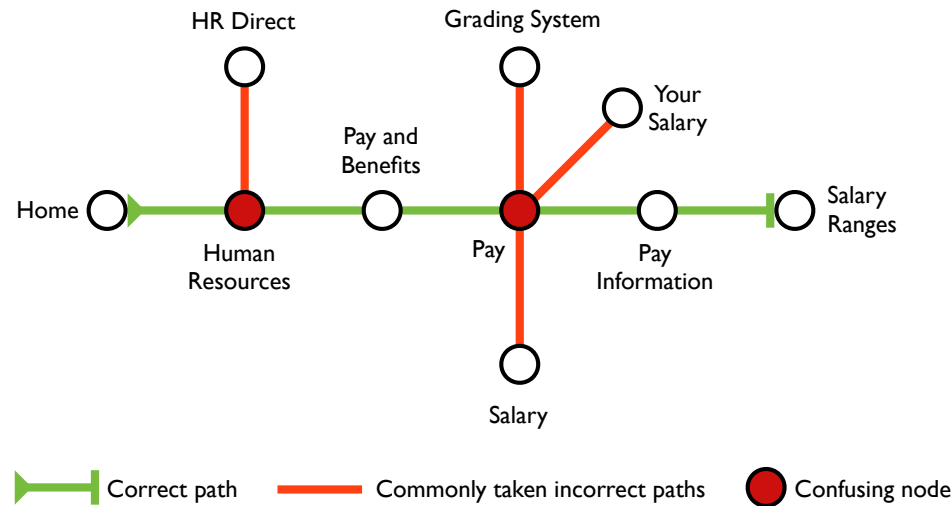
	Task 1	Task 2	Task 3	Task 4
User 1	Success	Success	Success	Success
User 2	Failure	Success	Success	Failure
User 3	Failure	Success	Success	Success
User 4	Success	Success	Failure	Success
Success rate	50%	100%	75%	75%

12 of 16 tasks were completed successfully, so overall success rate = $12/16 = 75\%$

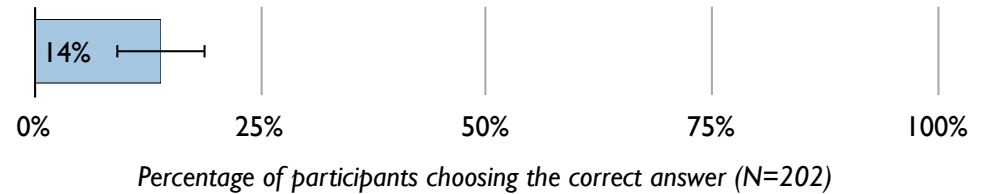
Find out your current salary band



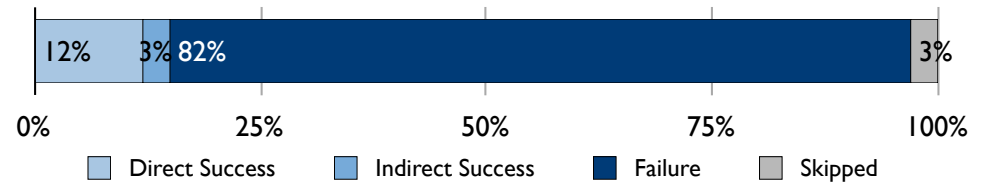
Paths taken



Success rate



Success rate — detailed breakdown



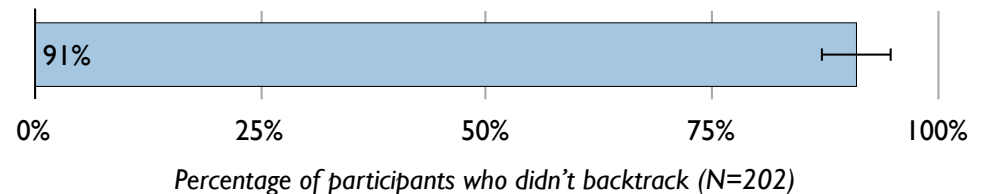
Summary of findings

- Most people got going on this task easily. The problem occurred at the 'Pay' node, where there were three other choices ('Grading System', 'Salary' and 'Your Salary') that looked like a better choice than 'Pay Information'.
- The high Directness score shows that people found an answer without needing to backtrack — unfortunately, it was often the wrong answer.

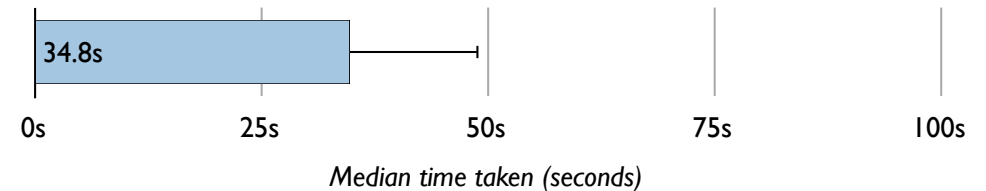
Recommendations

- There is a lot of overlap amongst some of the items in the 'Pay' node. This could be improved by finding better labels to distinguish items like 'Grading System', 'Salary', 'Your Salary', 'My money' and 'Local Pay'.
- This task requires 6 steps to complete, suggesting that the information architecture may be too deep.

Directness



Time taken



Measuring efficiency

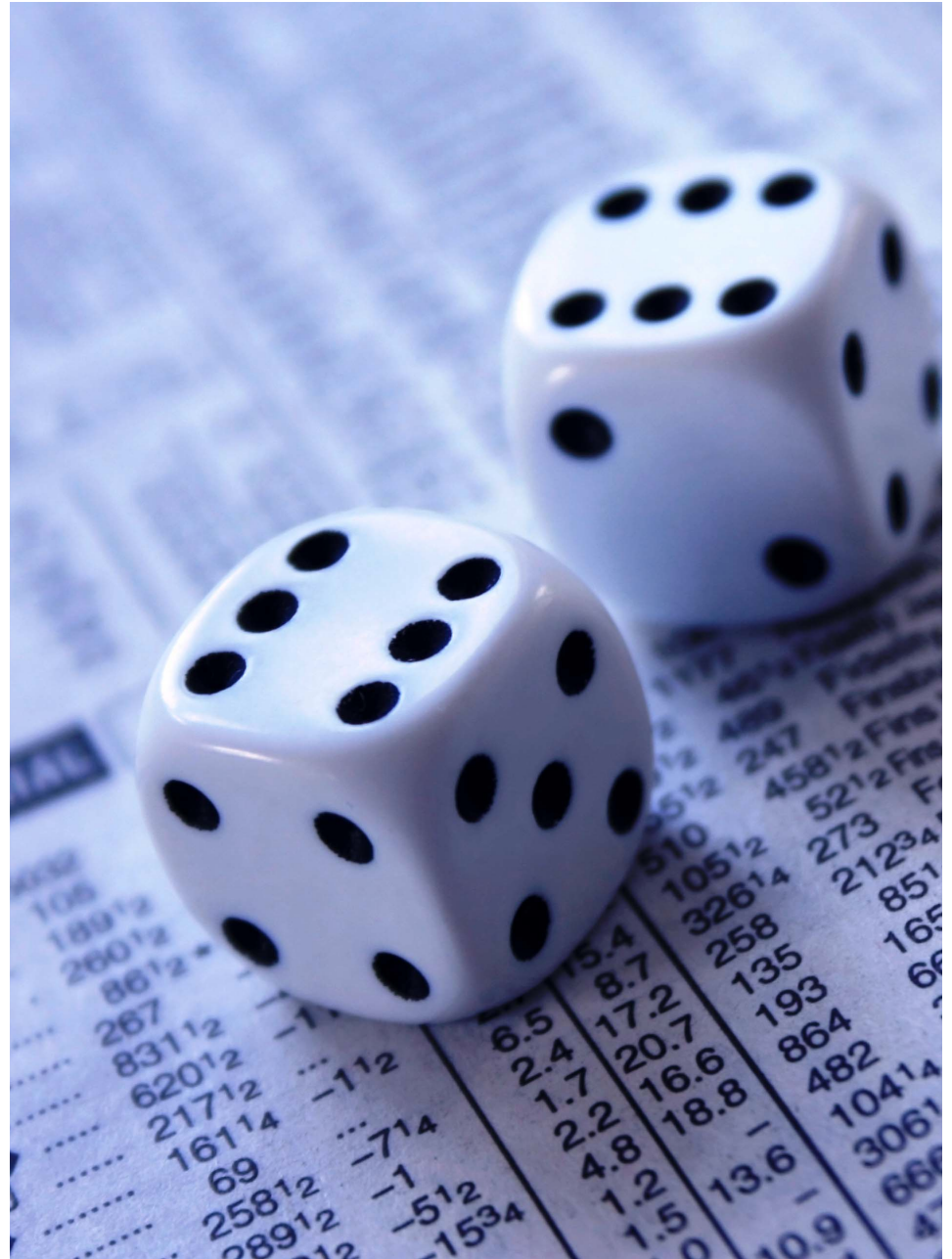
- **The average time taken to complete each task (together with the range and standard deviation)**
- Time taken on first attempt.
- Time spent relearning functions.
- Time to perform task compared to an expert.
- Time to achieve expert performance.
- Number of clicks taken to achieve task.
- Time correcting errors.
- % of time using manual.



	Task 1	Task 2	Task 3	Task 4
User 1	320s	485s	280s	520s
User 2		425s	260s	
User 3		1230s	320s	580s
User 4	285s	430s		490s
Geo mean	302s	575s	286s	529s

Measuring satisfaction

- Mean score using an established questionnaire.
- Ratio of + to - adjectives used to describe the web site.
- % of users who would recommend it to a friend.
- Customer rating of quality of output.
- % of users that rate the web site “easier to use” than a competitor’s.



	Strongly disagree					Strongly agree	
1. I think that I would like to use this system frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		4
	1	2	3	4	5		
2. I found the system unnecessarily complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		1
	1	2	3	4	5		
3. I thought the system was easy to use	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		1
	1	2	3	4	5		
4. I think that I would need the support of a technical person to be able to use this system	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		4
	1	2	3	4	5		
5. I found the various functions in this system were well integrated	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		1
	1	2	3	4	5		
6. I thought there was too much inconsistency in this system	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		2
	1	2	3	4	5		
7. I would imagine that most people would learn to use this system very quickly	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		1
	1	2	3	4	5		
8. I found the system very cumbersome to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		1
	1	2	3	4	5		
9. I felt very confident using the system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		4
	1	2	3	4	5		
10. I needed to learn a lot of things before I could get going with this system	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		3
	1	2	3	4	5		

To calculate the SUS score, first sum the score contributions from each item. Each item's score contribution will range from 0 to 4. For items 1,3,5,7,and 9 the score contribution is the scale position minus 1. For items 2,4,6,8 and 10, the contribution is 5 minus the scale position. Multiply the sum of the scores by 2.5 to obtain the overall value.

Total score = 22

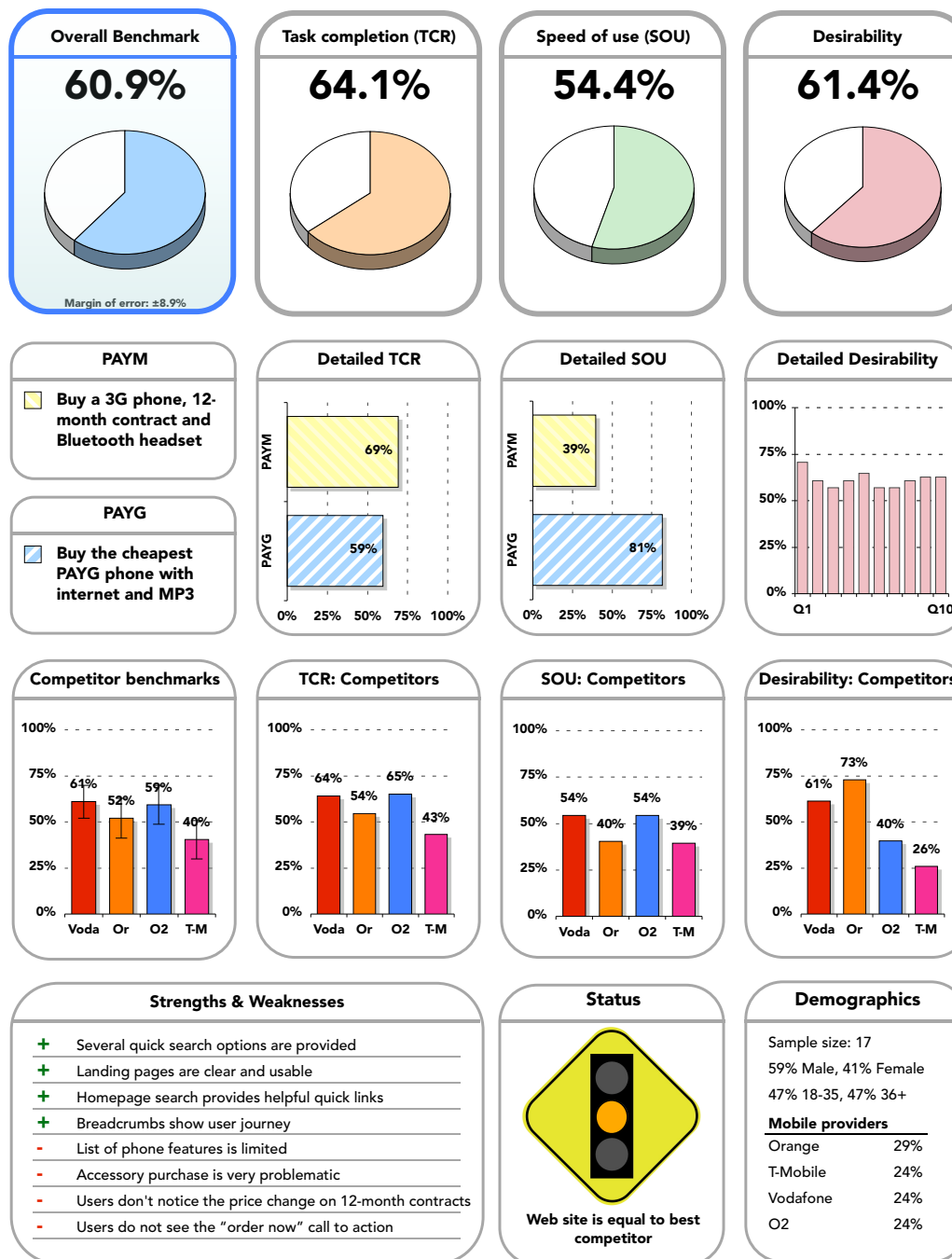
SUS Score = 22 x 2.5 = 55



Web Usability Dashboard

This report compares the usability of vodafone.co.uk with three competitors

Report date: 20th Sept 2006. Test date: 11th-15th Sept 2006.



“Motorists will find it easy to use an app that requires them to enter their car reg and a 5-digit code on each parking meter.”

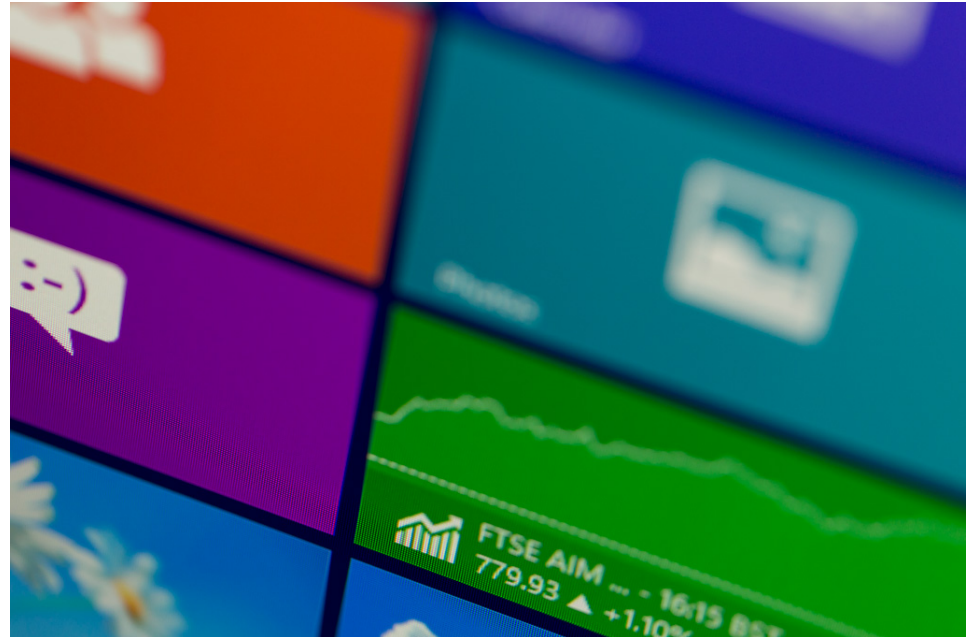
What is the quickest and cheapest way to test this solution hypothesis?

- Mock up a prototype and measure task completion rate.
- What task completion rate would be a strong signal of success or failure?
- What else...?



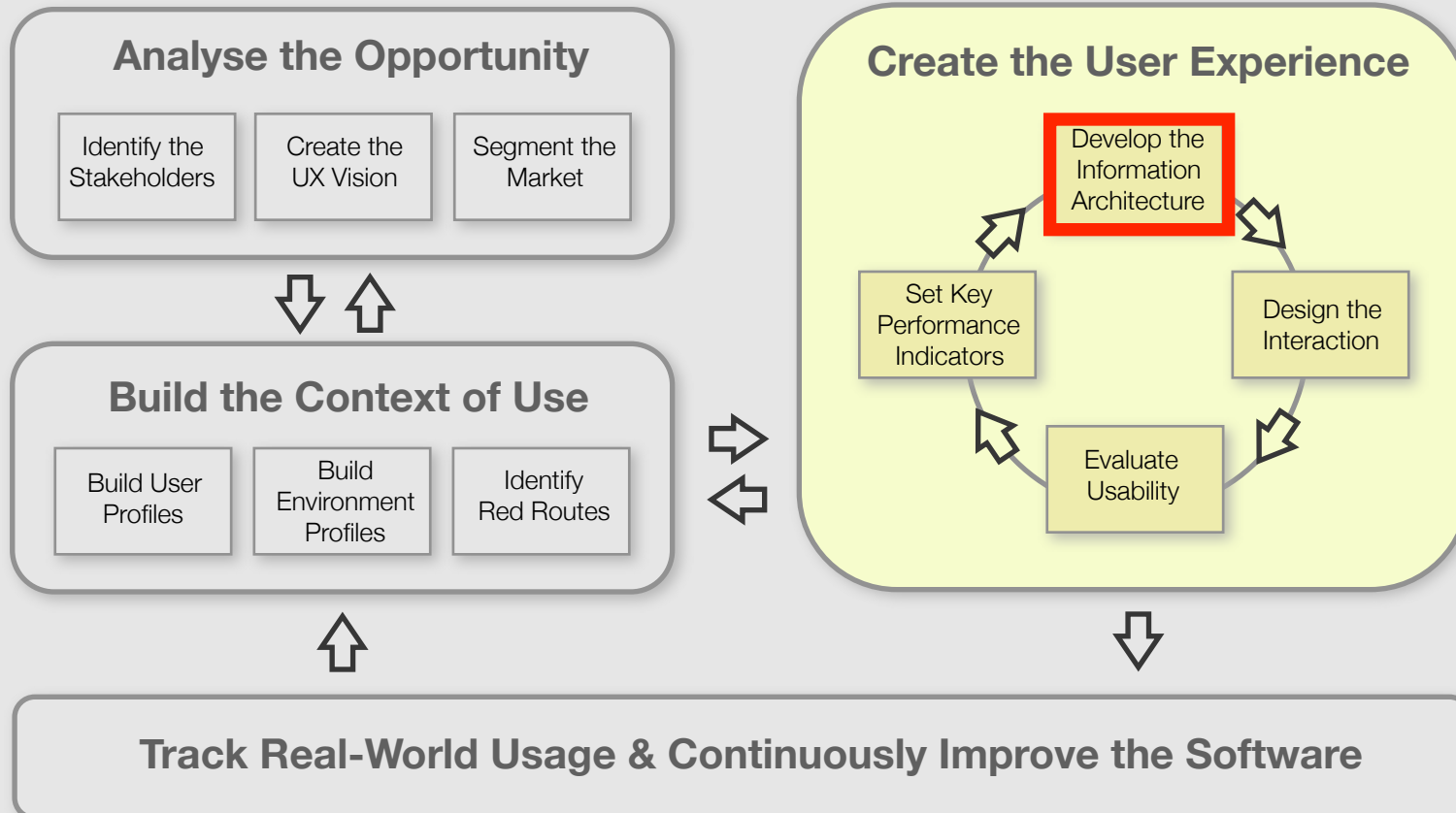
“If it disagrees with experiment it is wrong. In that simple statement is the key to science. It does not make any difference how beautiful your guess is. It does not make any difference how smart you are, who made the guess, or what his name is — if it disagrees with experiment it is wrong. That is all there is to it.”

- Richard Feynman



User Experience: The Ultimate Guide to Usability

Organising functions and features: Finding is the new doing

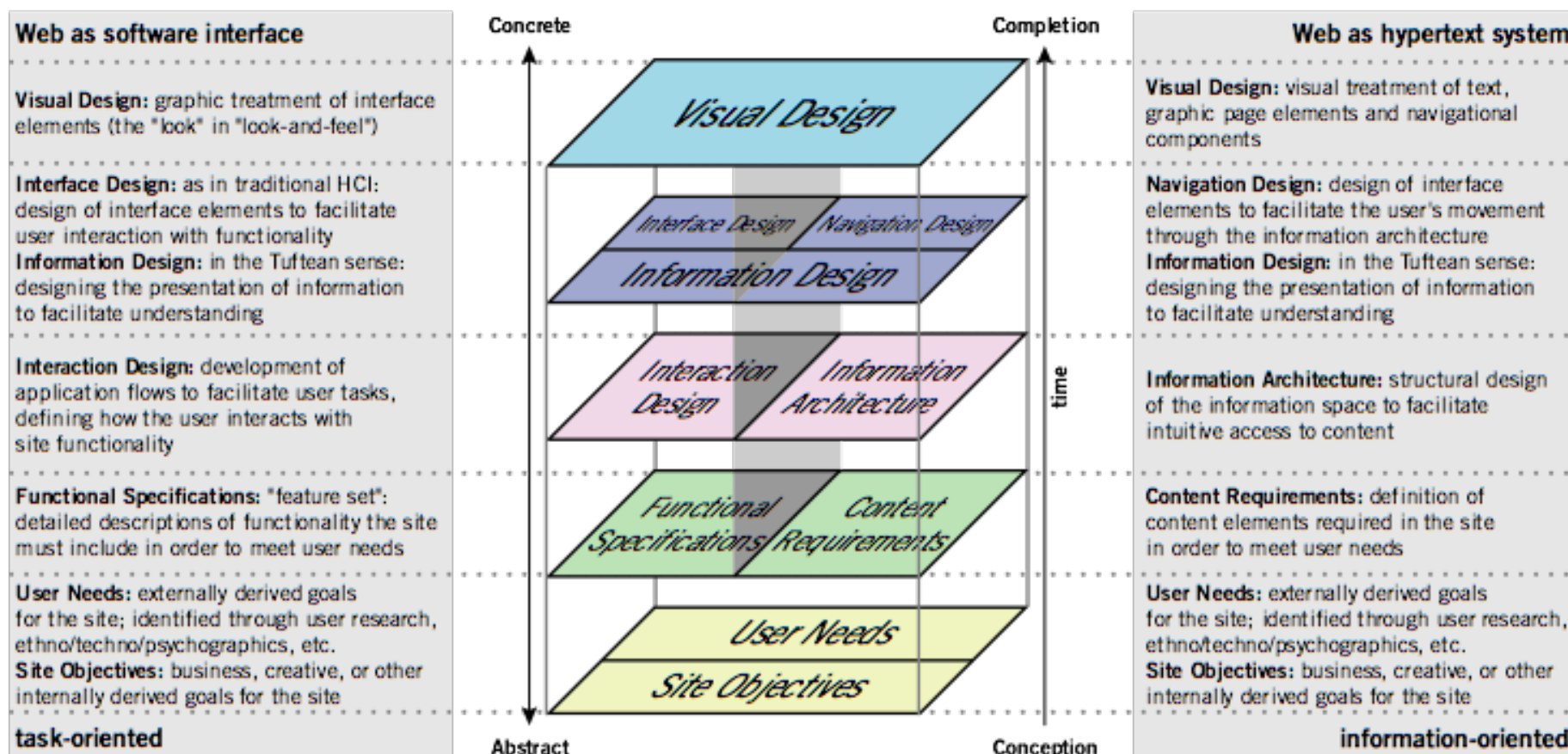


The Elements of User Experience

Jesse James Garrett
jig@jig.net

30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

by sorting out things like this:



CLASSIFICATION
and HIERARCHY



LABELS and
TAGGING



NAVIGATION and
WAYFINDING



SEARCH

INFORMATION ARCHITECTURE

(IA for short)

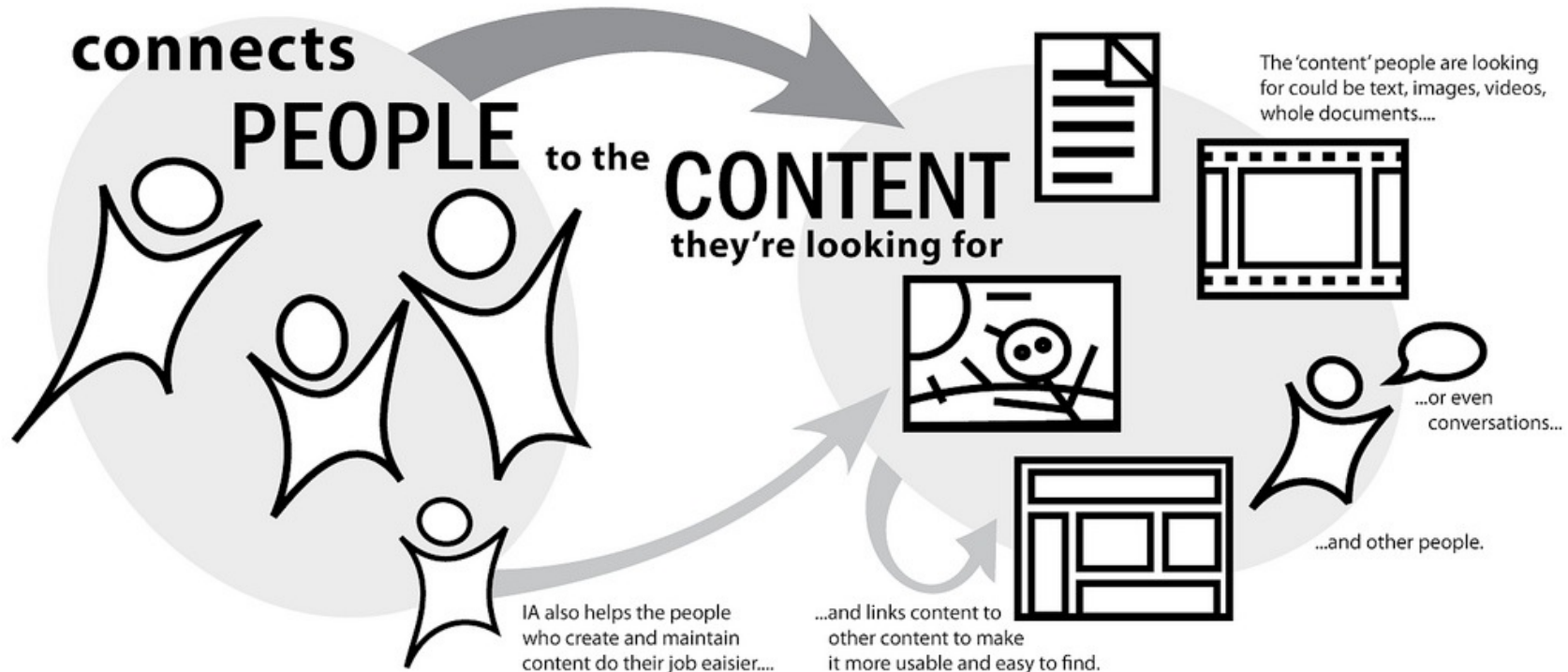
connects

PEOPLE

to the

CONTENT

they're looking for



The way we go about finding information depends on the type of task.

Finding a known item

Exploring

Refining and narrowing

Comparing

Re-finding something

It's not just about “search versus browse”.

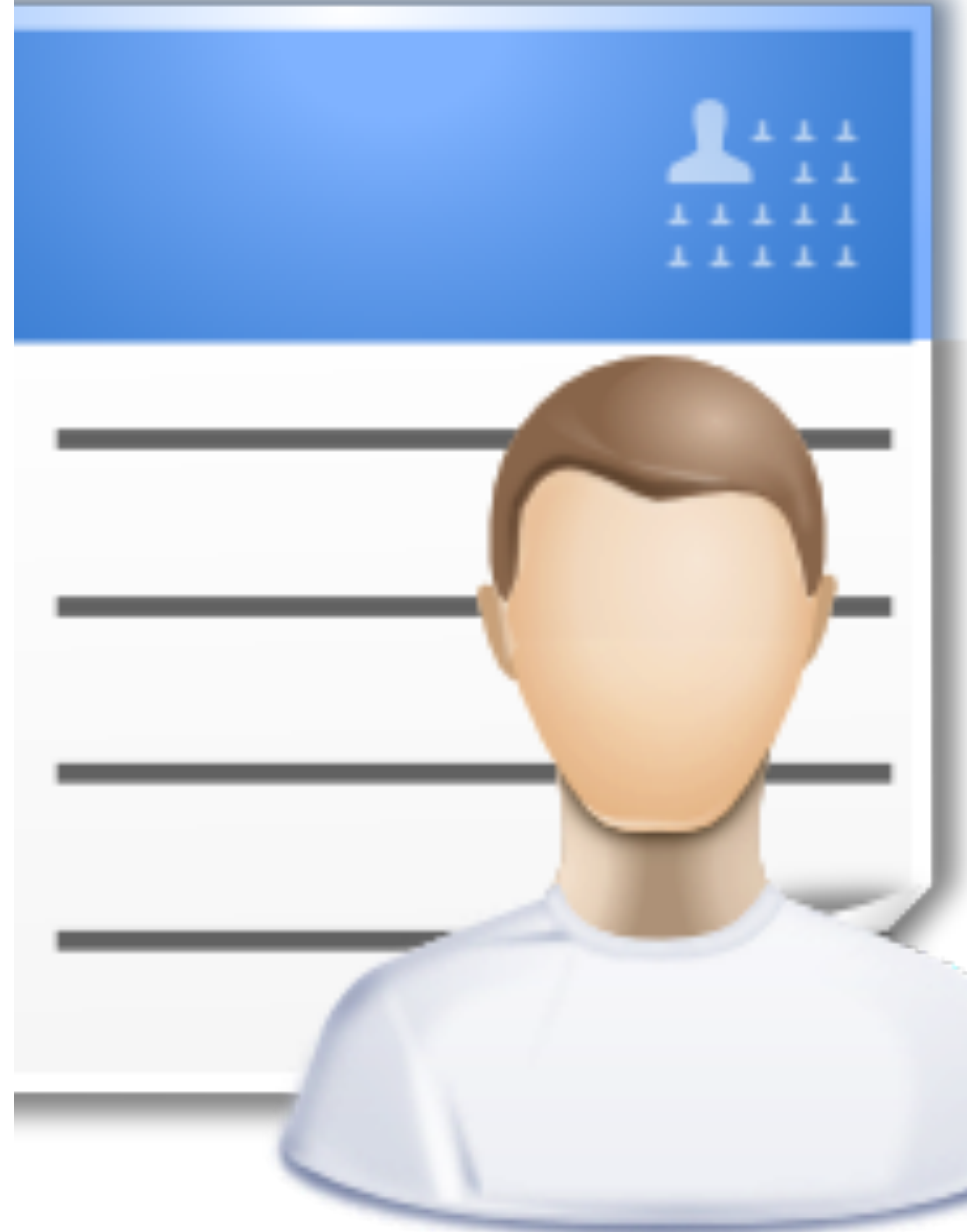


Some behaviours people engage in with information

“The Library of Congress wouldn’t be of much value if all the books were piled randomly on the floor. The way information is presented and organized is as important as the content.”

- Richard Saul Wurman

How would you organise the list of contacts in an address book?



“Information may be infinite, however...The organization of information is finite as it can only be organized by LATCH: Location, Alphabet, Time, Category, or Hierarchy.”

“I've tried a thousand times to find other ways to organize, but I always end up using one of these five.”

- Richard Saul Wurman

Location

Alphabet

Time

Category

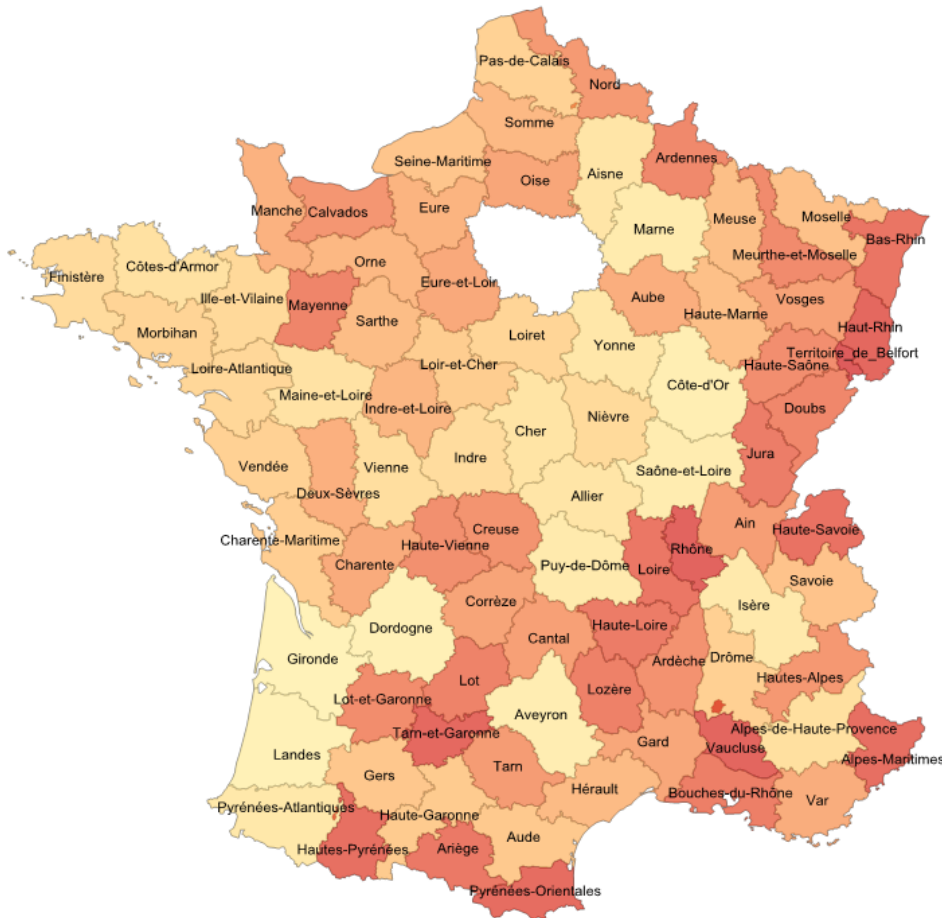
Hierarchy

Location

Almost every mobile app asks for a location and it is becoming more common on desktop systems as well.

You could use a map:

- As an actual map
- For checking in to certain spots
- To offer a location-based discount
- To help users find other like-minded people nearby



Alphabetical





















































Use for organising large bodies of information, such as words in a dictionary or names in a telephone directory.

For example, we could organise a list of wines alphabetically by grape (e.g. cabernet, chardonnay, etc.) or by vineyard.



French Vintages

World Wine Vintages

	1989	1988	1987	1986	1985	1983	1982	1981	1980	1979	1978
Champagne ▶	9 	8 	4 	6 	9 	7 	9 	7 	4 	6 	5 
Red Bordeaux ▶	9 	8 	5 	8 	8 	7 	10 	6 	4 	7 	7 
White Bordeaux ▶	9 	10 	5 	8 	7 	9 	7 	6 	6 		4 
Red Burgundy ▶	9 	8 	6 	6 	9 	7 	5 	6 	7 		9 
White Burgundy ▶	8 	7 	6 	8 	8 	7 	7 	4 	6 		7 

Time

Use when organising information that happens sequentially, such as TV schedules, historical timelines or a step-by-step procedure.

For example, we could organise wines by vintage or by 'best drinking' date.



Category

Use when organising information that has obvious clusters or groups, such as categories of news in an online newspaper, areas of study in a course catalogue or breeds of dog.

For example, we could organise wines by red and white, then create sub-categories within those.

Or we could create categories like 'everyday wines', 'special occasion wines', 'bin ends', 'wines that go with fish', 'wines that go with curries' etc.

Hierarchy (or Magnitude)

Use when organising information that can be illustrated with numbers or units, such as small to large, order of importance, etc.

For example, we could organise wine by price or in order of most-to-least popular.



Under £5

[VIEW WINES](#)

At The Society we believe the purpose of wine is to give pleasure, so we will never lower quality standards. The buyers have worked hard to find genuine value for money wherever they can. These wines all offer true character and flavour at very keen prices, which makes...

[Read more >](#)



£5 to £10

[VIEW WINES](#)

From Beaujolais, Bordeaux and the Loire in France across Chile, South Africa and Australia, our buyers look for quality everyday and weekend wines. In reds, why not try the 2009 Brouilly from Domaine Demiane or the range of Chilean reds and whites from the shadow of...

[Read more >](#)



£10 to £20

[VIEW WINES](#)

Margaret River cabernet-merlot against left-bank Clarets. Burgundy against Chilean and New Zealand pinot noir for the reds and against top Chilean chardonnay for the whites. Loire against South Africa. German and Alsace riesling against Eden and Clare valleys. Whatever...

[Read more >](#)



£20 to £50

[VIEW WINES](#)

More than 300 different wines just from France provide a great range for drinking now and laying down. The Rhone – both red and white – comes into its own here with Cornas, Hermitage as well as Condrieu and Châteauneuf-du-Pape. There are over 200 wines from other...

[Read more >](#)



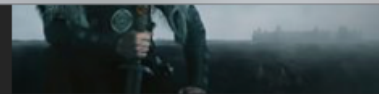
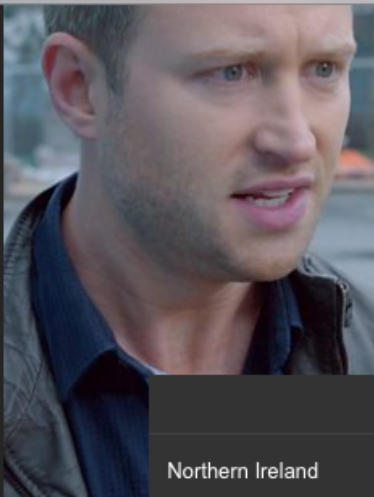
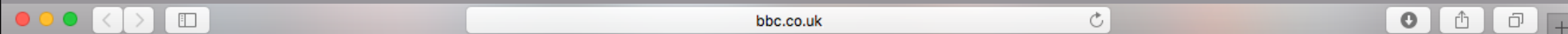
Over £50

[VIEW WINES](#)

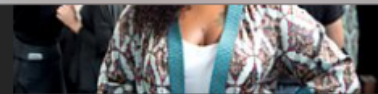
From Cheval Blanc to Latour and Bruno Giacosa's Barolo to Vega Sicilia, our Fine Wine range aims to offer the best classic mature wines, benefitting from The Society's policy of buying these great wines early and then keeping them perfectly in our cellars until they...

[Read more >](#)

Location Alphabet Time Category Hierarchy



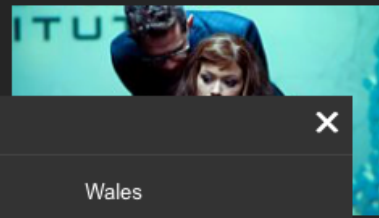
BBC
Preview
The Last Kingdom Trailer



Only on BBC iPlayer
Comedy, Drama and Films you
won't find anywhere else



BBC RADIO 1
Newsbeat
Bigorexia: Never Buff Enough



BBC FOUR
**Legends of the Deep: Deep
Sea Sharks**



BBC THREE
Being Human
Series 1: Episode 6

BBC | COLLECT
Drama P
8 programme

iPlayer Ra
The place to



- | | |
|----------------------|---------------|
| Northern Ireland | Wales |
| Scotland | |
| Cambridge | Oxfordshire |
| Channel Islands | South |
| East | South East |
| East Midlands | South West |
| East Yorks & Lincs | West |
| London ✓ | West Midlands |
| North East & Cumbria | Yorkshire |
| North West | |

Weekly highlights &

Notice something different?

We sometimes try out different designs in
iPlayer.

Find out more

Change location: **London**

Change language: English

[Newsletter](#) | [Follow on Twitter](#) | [Parental Controls](#) | [Help & FAQ](#)

Explore the BBC

News

CBBC

Bitesize

Sport

CBeebies

Music

Weather

Arts

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iPlayer

Make It Digital

Local

TV

Food

Travel

Radio

iWonder

Location Alphabet Time Category Hierarchy

bbc.co.uk

BBC Sign in News Sport Weather iPlayer TV Radio More Search BBC iPlayer

iPlayer Channels Categories A-Z TV Guide My Programmes

TUE 06	WED 07	THU 08	FRI 09	SAT 10	SUN 11	MON 12	TODAY 13	WED 14	THU 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20
							15:30	16:00 ON NOW	16:30			< >		
BBC one		Country		▶ Home Away from Home 15:45 - 16:30				Antiques Road Trip 16:30 - 17:15						
BBC TWO				▶ The Great British Bake Off 15:30 - 16:30				Natural World 16:30 - 17:15						
BBC three		Off Air - Returns at 19:00 Watch BBC Three programmes on BBC iPlayer												
BBC FOUR		Off Air - Returns at 19:00 Watch BBC Four programmes on BBC iPlayer												
cbbc		▶ Endange... 15:20 - 15:...	What's New Scoob... 15:35 - 15:57	...	▶ Just Kidding 16:00 - 16:20	Newsr... 16:20 - ...	The Dumping Ground 16:30 - 17:00	Sh 17:						
Cbeebies		Big Barn ... 15:15 - 15:...	▶ My Story 15:30 - 15:...	▶ Th... 15:4...	Boj 15:55 - 16:10	▶ Th... 16:...	Mess... 16:20 - ...	Time for Sc... 16:30 - 16:45	Peter Rabbit 16:45 - 17:00	Ev 17:				
BBC NEWS		▶ BBC News 16:00 - 17:00					BE 17:							

Location Alphabet Time Category Hierarchy

bbc.co.uk

BBC Sign in News Sport Weather iPlayer TV Radio More Search BBC iPlayer


iPlayer Channels Categories A-Z TV Guide My Programmes

Arts Documentaries Food News Audio Described Northern Ireland
CBBC Drama & Soaps History Science & Nature Signed Scotland
CBeebies Entertainment Lifestyle Sport Wales
Comedy Films Music


Arts

Highlights A-Z Recent


EXCLUSIVE



BBC
Women Who Spit
Take Up Space - Vanessa Kisuule




BBC TWO
Ted Hughes: Stronger Than Death




BBC
Monitor
Pop Goes the Easel

EXCLUSIVE




BBC
Private View
Lianne La Havas on Shoes




BBC FOUR
Return to Larkinland

BBC | COLLECTION



Poetry Season
6 programmes



BBC FOUR
Twin Sisters: A World Apart

NEW SERIES

Location Alphabet Time Category Hierarchy



Sign in

News

Sport

Weather

iPlayer

TV

Radio

More ▾

Search BBC iPlayer



Channels ▾

Categories ▾

A-Z

TV Guide

My Programmes

Most Popular

Today's most popular programmes available on BBC iPlayer.

1



EastEnders

12/10/2015

Kathy attempts to build bridges with her family, but how will they react?

BBC ONE

First shown: 12 Oct 2015

Available for 29 days

⌚ 30 mins

HD AD

2



From Darkness

Episode 2

With the discovery of a new body, Claire must confront the darkness to catch a killer.

BBC ONE

First shown: 11 Oct 2015

Available for 28 days

⌚ 60 mins

HD AD

3



Sir Alex Ferguson: Secrets of Success

Documentary about Alex Ferguson's development of Man Utd into a global business.

BBC ONE

First shown: 11 Oct 2015

Available for 28 days

⌚ 60 mins

HD AD

4



EastEnders

09/10/2015

Emotions are high in Albert Square when Ian demands answers from those closest to him.

BBC ONE

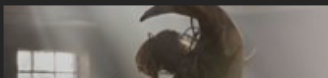
First shown: 9 Oct 2015

Available for 26 days

⌚ 30 mins

HD AD

5



Doctor Who

Series 9: 4. Before the Flood

First shown: 10 Oct 2015

Available for 27 days

**What would it mean to
organise the list of contacts in
an address book application
by:**

- Location?
- Alphabet?
- Time?
- Category?
- Hierarchy / Magnitude?

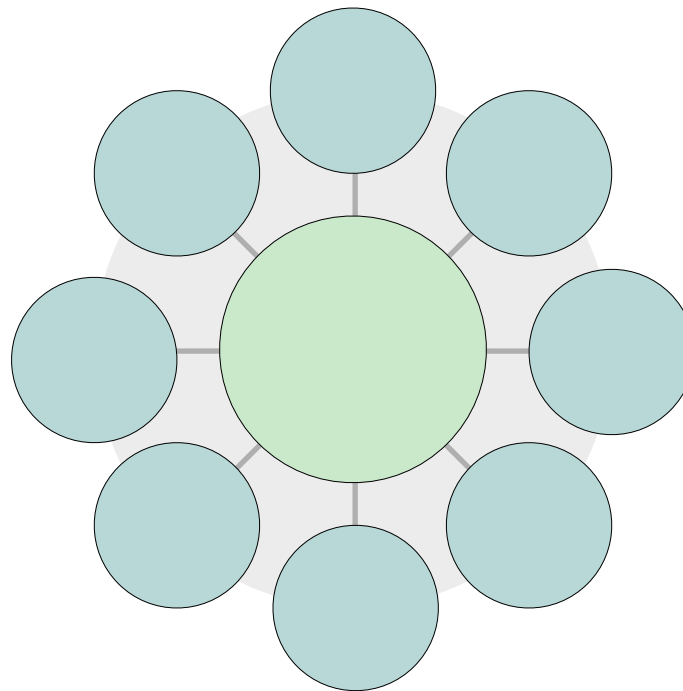
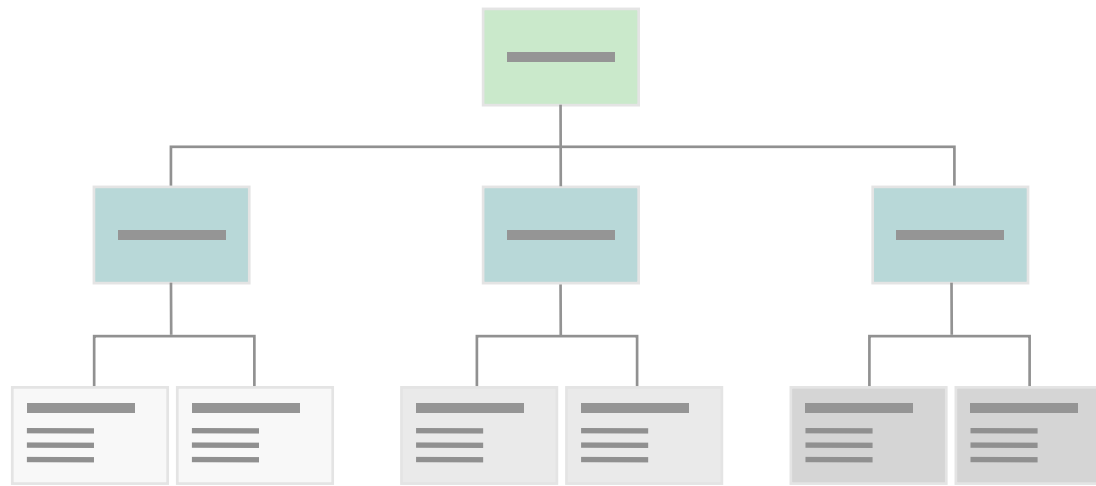




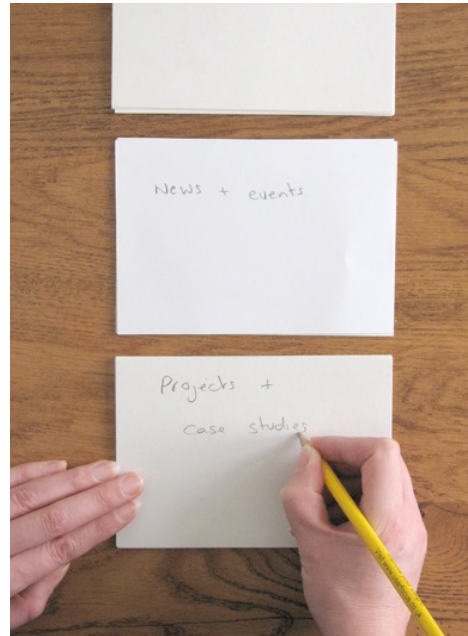
Card sorting is a technique where people take a bunch of stuff



And organise it into groups that make sense to them



You analyse the groupings to create an information architecture



Participants work alone, sorting cards into groups that make sense to them.

Card sorting in practice

Cards: These are
barcoded to make data
entry easier.

Blank cards:
Participants use these
to write group names.

Statement of informed
consent: This just tells
participants how you
will use their data.

Practice cards:
Participants need the
chance to try out the
technique before
sorting the cards.

What you need for each participant



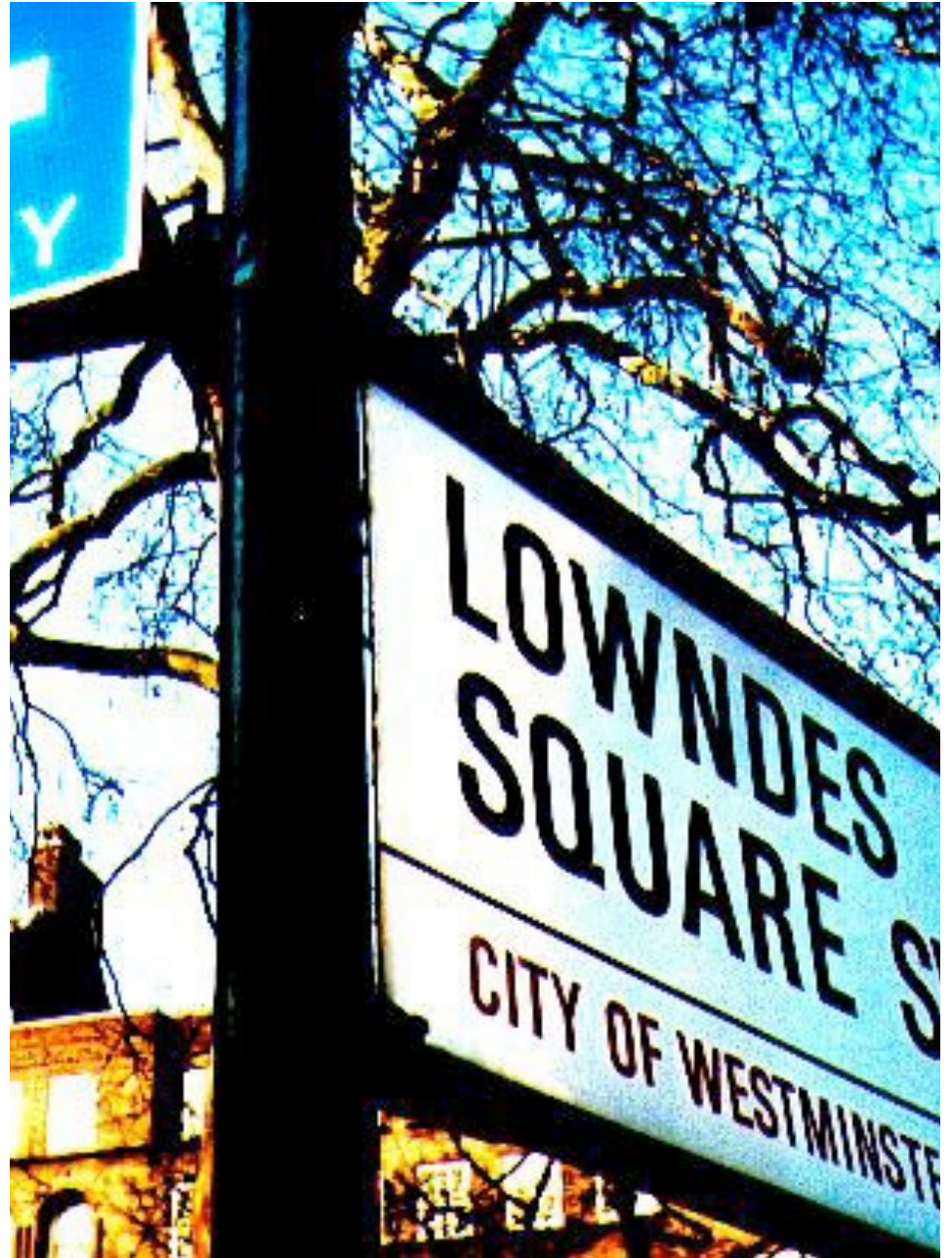
Card sorting is typically done in 3 groups of 5-6 people

You are part of a design team developing a web site that sells financial products.

Each of the main web pages have been written onto an index card.

Sort the cards into groups that seem logical to you. You can use as many or as few groups as you wish.

<https://demo.optimalworkshop.com/optimalsort/webusability>





Analysis tools: Free

Excel: www.boxesandarrows.com/analyzing-card-sort-results-with-a-spreadsheet-template/

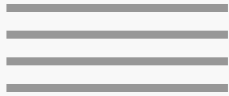
R: www.uxpamagazine.org/remote-unmoderated-card-sorts-for-free/

Analysis tools: Paid

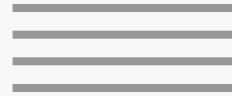
Windows-based: www.syntagm.co.uk/design/cardsort.shtml

Web-based: www.optimalsort.com

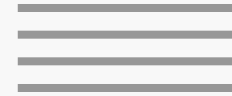
Manage absence
and holidays



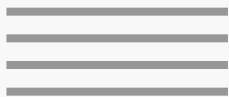
Manage difficult
colleagues



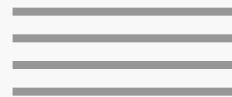
Change
management



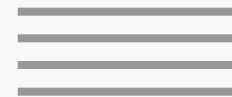
Absence and
holidays



Coping with
difficult colleagues



Change
management



If your card sorting results are variable, you may need to try faceted navigation.

Facets let you:

- Categorise content from different perspectives.
- Provide users with different starting points to get at content.

Rather than putting an object into a slot, facets allow for a composite classification of the object.

DIETARY CONSIDERATION

- | | | | |
|-----------------------------------|-------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Healthy | <input type="checkbox"/> High Fiber | <input type="checkbox"/> Kosher | <input type="checkbox"/> Low Cal |
| <input type="checkbox"/> Low Carb | <input type="checkbox"/> Low Fat | <input type="checkbox"/> Low/No Sugar | <input type="checkbox"/> Low Sodium |
| <input type="checkbox"/> Raw | <input type="checkbox"/> Vegan | <input type="checkbox"/> Vegetarian | <input type="checkbox"/> Wheat/Gluten Free |

MAIN INGREDIENT

- | | | | |
|-------------------------------------|------------------------------------|---------------------------------|----------------------------------|
| <input type="checkbox"/> Bean | <input type="checkbox"/> Beef | <input type="checkbox"/> Berry | <input type="checkbox"/> Cheese |
| <input type="checkbox"/> Chicken | <input type="checkbox"/> Chocolate | <input type="checkbox"/> Citrus | <input type="checkbox"/> Coffee |
| <input type="checkbox"/> Duck | <input type="checkbox"/> Egg | <input type="checkbox"/> Fish | <input type="checkbox"/> Fruit |
| <input type="checkbox"/> Game | <input type="checkbox"/> Ginger | <input type="checkbox"/> Herb | <input type="checkbox"/> Lamb |
| <input type="checkbox"/> Mushroom | <input type="checkbox"/> Nut | <input type="checkbox"/> Olive | <input type="checkbox"/> Pasta |
| <input type="checkbox"/> Pepper | <input type="checkbox"/> Pork | <input type="checkbox"/> Potato | <input type="checkbox"/> Poultry |
| <input type="checkbox"/> Rice/Grain | <input type="checkbox"/> Shellfish | <input type="checkbox"/> Tea | <input type="checkbox"/> Tomato |
| <input type="checkbox"/> Turkey | <input type="checkbox"/> Vegetable | <input type="checkbox"/> Yogurt | |

CUISINE

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> African | <input type="checkbox"/> American | <input type="checkbox"/> Asian | <input type="checkbox"/> Cajun/Creole |
| <input type="checkbox"/> Central/
South American | <input type="checkbox"/> Chinese | <input type="checkbox"/> Eastern European/
Russian | <input type="checkbox"/> English/Scottish |
| <input type="checkbox"/> French | <input type="checkbox"/> German | <input type="checkbox"/> Greek | <input type="checkbox"/> Indian |
| <input type="checkbox"/> Irish | <input type="checkbox"/> Italian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Jewish |
| <input type="checkbox"/> Mediterranean | <input type="checkbox"/> Mexican | <input type="checkbox"/> Middle Eastern | <input type="checkbox"/> Moroccan |
| <input type="checkbox"/> Scandinavian | <input type="checkbox"/> Southern/Soul Food | <input type="checkbox"/> Southwestern | <input type="checkbox"/> Spanish/Portuguese |
| <input type="checkbox"/> Thai | <input type="checkbox"/> Vietnamese | | |

HOLIDAY/CELEBRATION

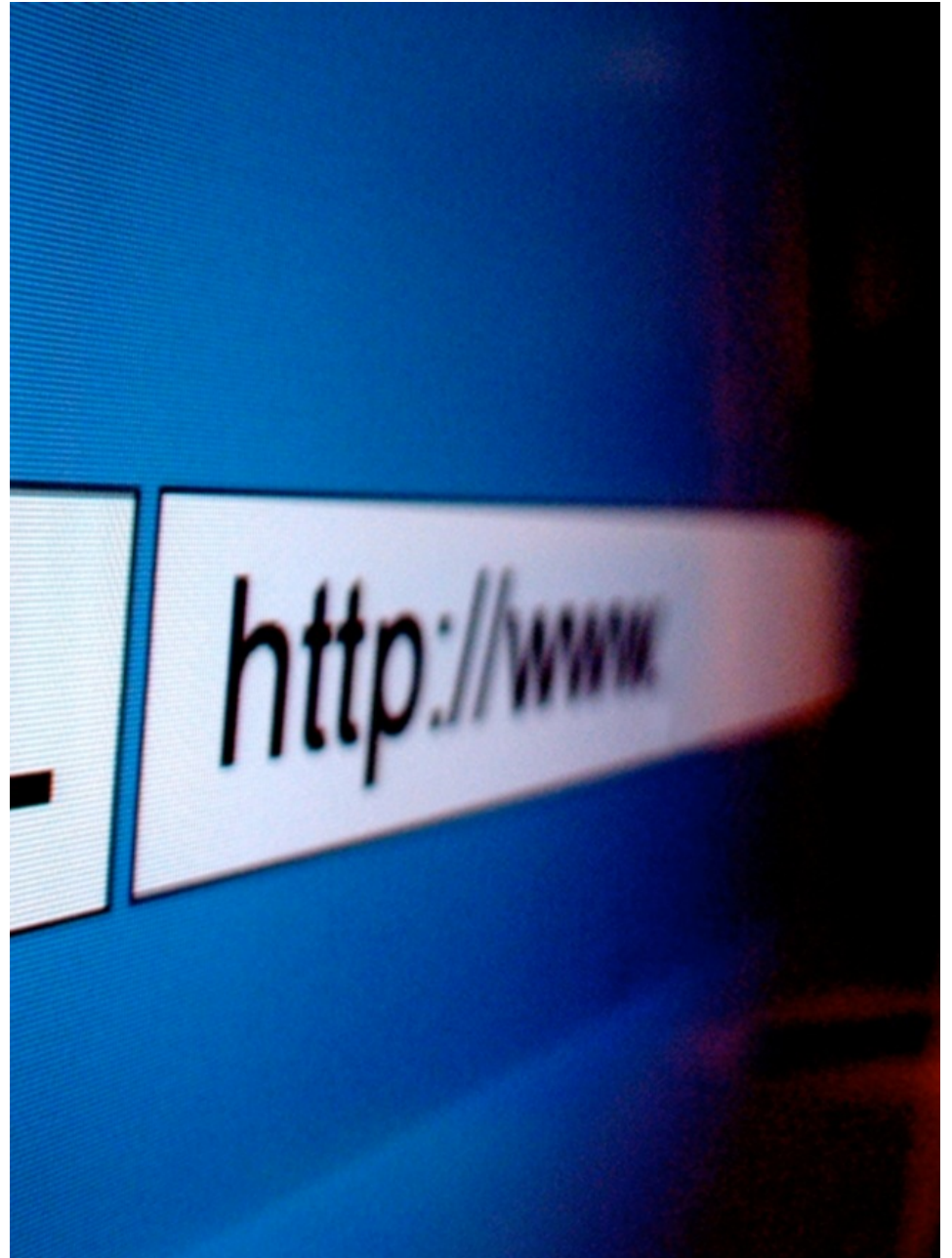
- | | | | |
|---|---|---|-----------------------------------|
| <input type="checkbox"/> Christmas | <input type="checkbox"/> Cocktail Party | <input type="checkbox"/> Easter | <input type="checkbox"/> Fall |
| <input type="checkbox"/> Fourth of July | <input type="checkbox"/> Grilling | <input type="checkbox"/> Halloween | <input type="checkbox"/> Hanukkah |
| <input type="checkbox"/> New Year's Eve | <input type="checkbox"/> Passover | <input type="checkbox"/> Rosh Hashanah/
Yom Kippur | <input type="checkbox"/> Spring |

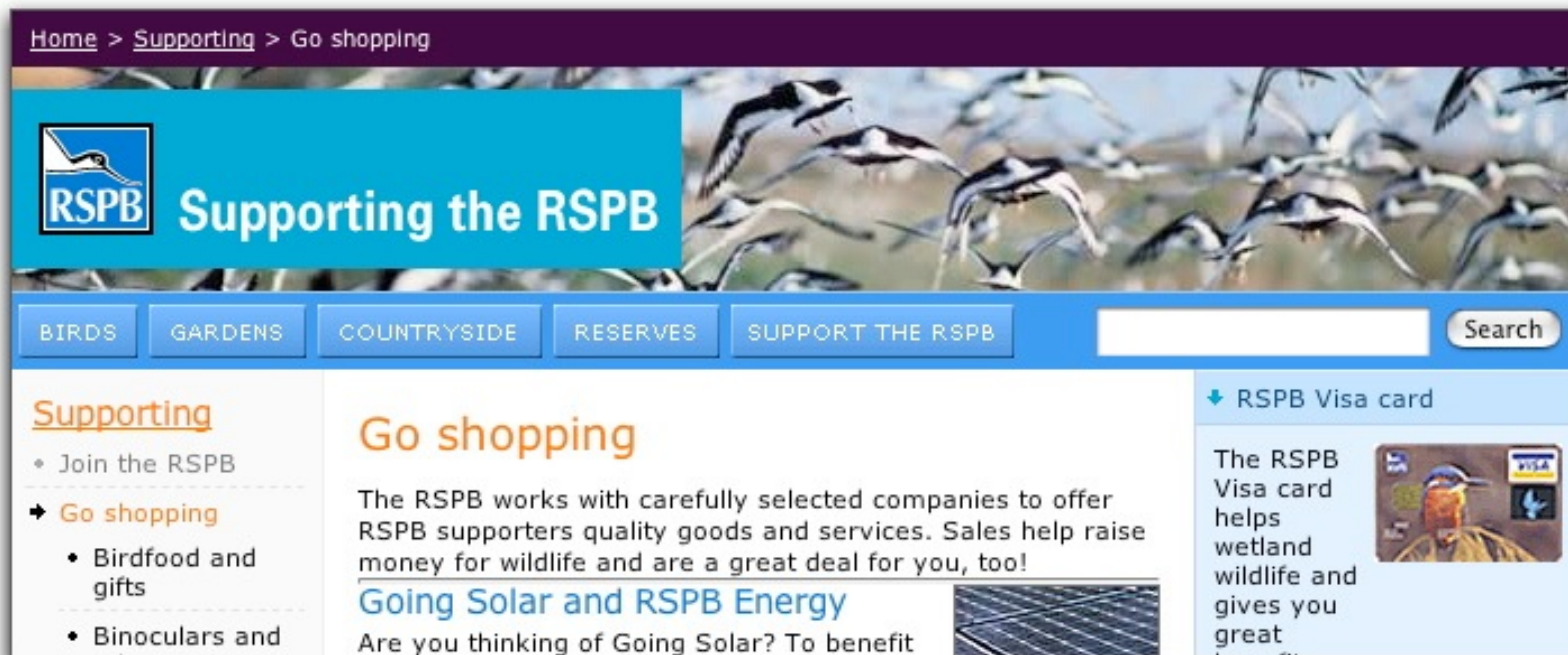
What happens when users disagree?

Trigger words are the words and phrases that make people click.

You get trigger words by asking participants to replace your words with their own, or by asking participants to pick the best of several alternatives.

How would users refer to the core tasks of your application?







DEBENHAMS
Britain's favourite department store

Littlewoods

YOUR M&S

John Lewis



Jewellery &
Watches

Mens

Gifts &
Jewellery

Men

Gifts &
Flowers

Gift



Watches

Watches

Accessories

For him

For him



Watches

Men's
Watches

Designer gift

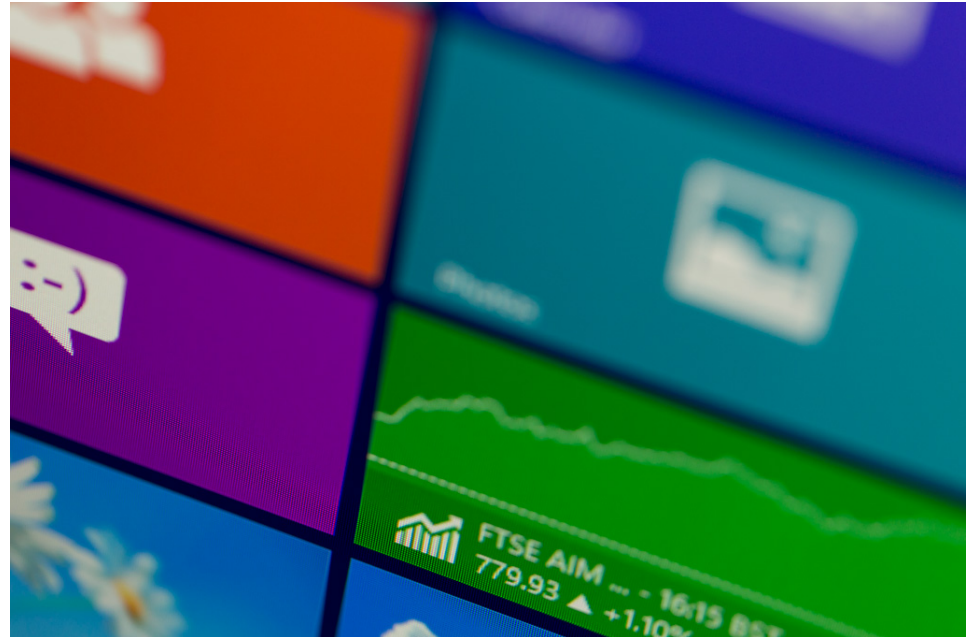


?

Where would you go to buy a man's watch?

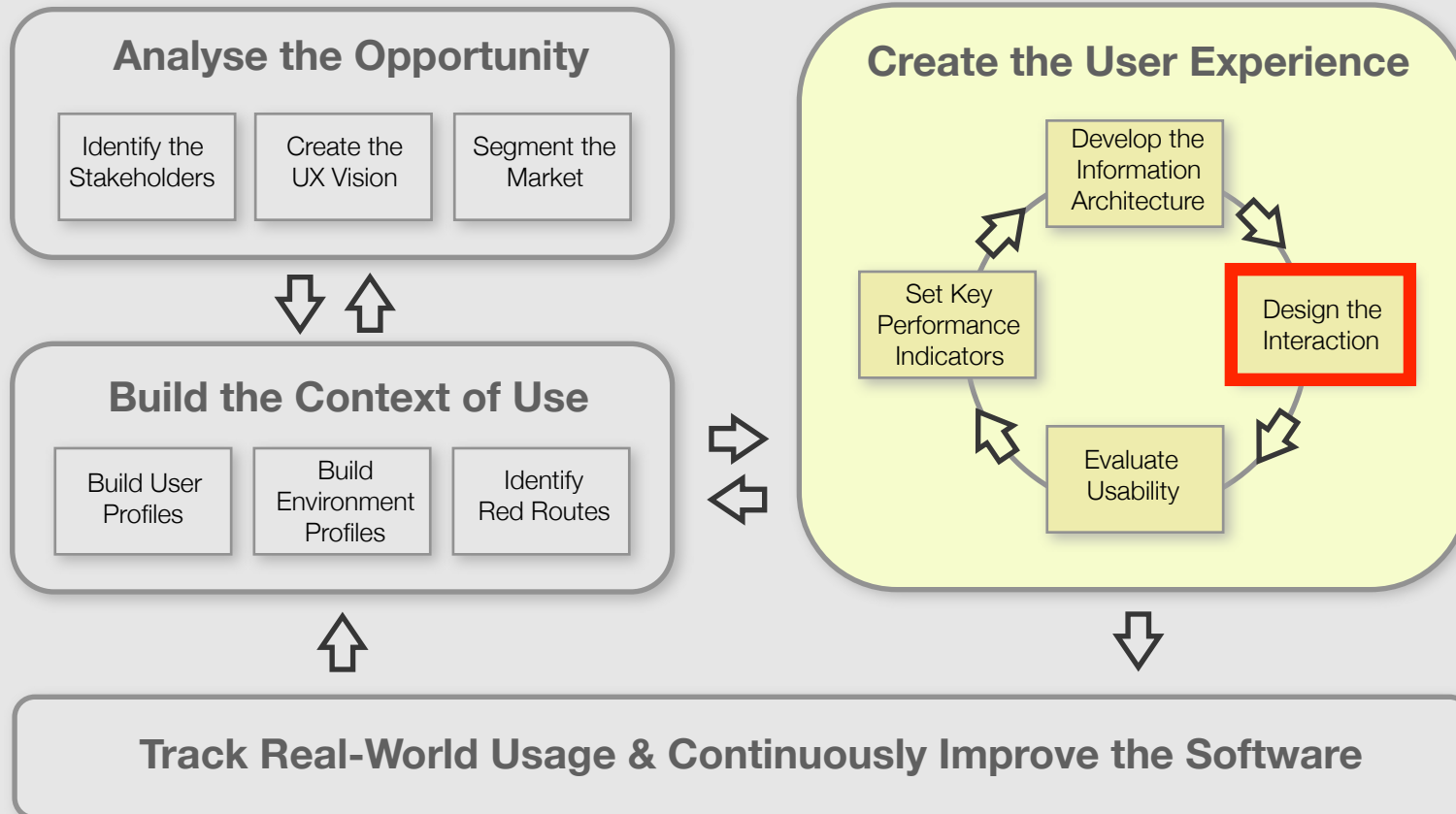
“It doesn’t matter how many times I have to click, as long as each click is a mindless, unambiguous choice.”

- Steve Krug



User Experience: The Ultimate Guide to Usability

Interaction design: Simple rules for designing simple screens





Information Architecture

The discipline that ensures users can find the functions, features or content they need to achieve their tasks.

Interaction Design

The process of identifying design solutions and creating prototype user interfaces.

A mental model is the internal, mental, representation that a user has about how a system works.

People often hold an incorrect mental model about the way a system works.



Make your GUI match the user's mental model

A conceptual model is the way the designer of a system has planned the system to work.

A mismatch between the mental model and the conceptual model can lead to usability issues.

The benefit of understanding peoples' mental models is that it helps you organise and structure information and displays.

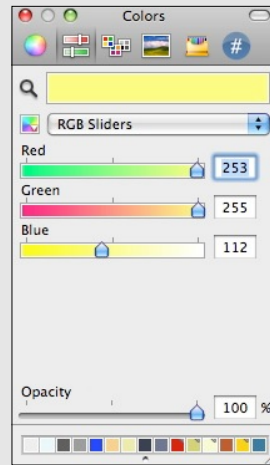


Make your GUI match the user's mental model

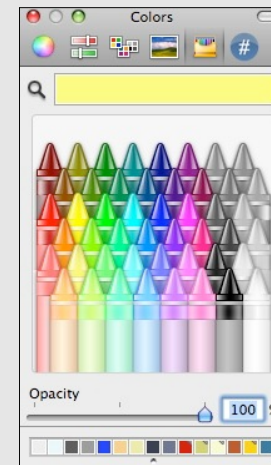
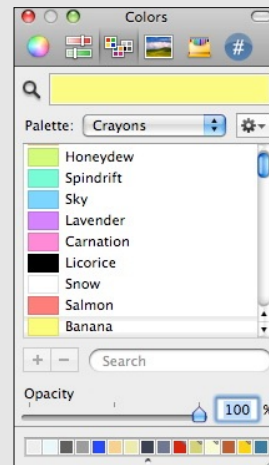
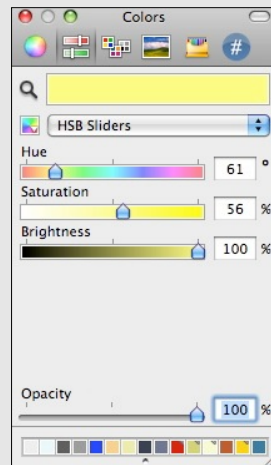
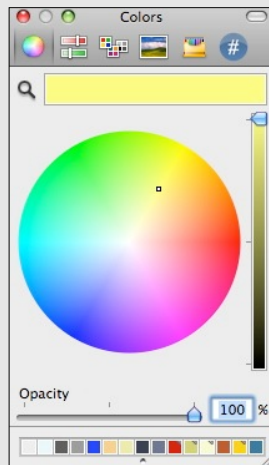


Affordance

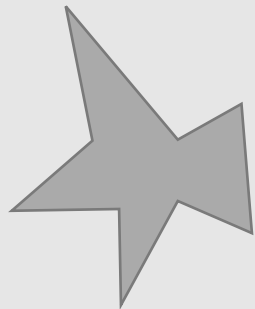
The properties of an object that suggest to people how the object can be interacted with. This should be distinguished from a signifier, which indicates how something is designed to be interacted with to get an intended result.



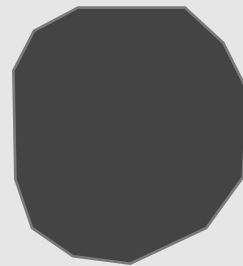
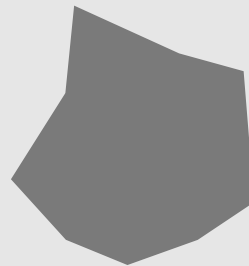
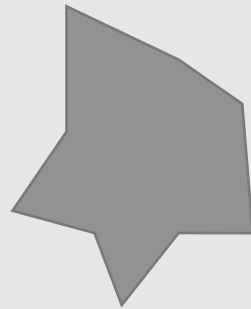
Implementation Model



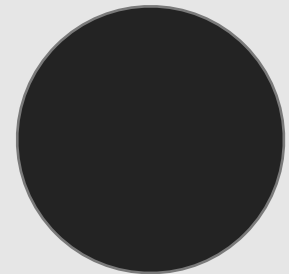
Conceptual Models



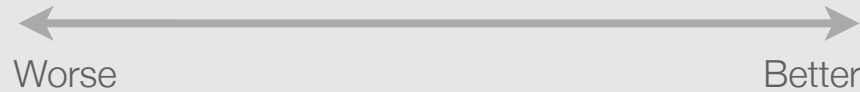
Implementation Model



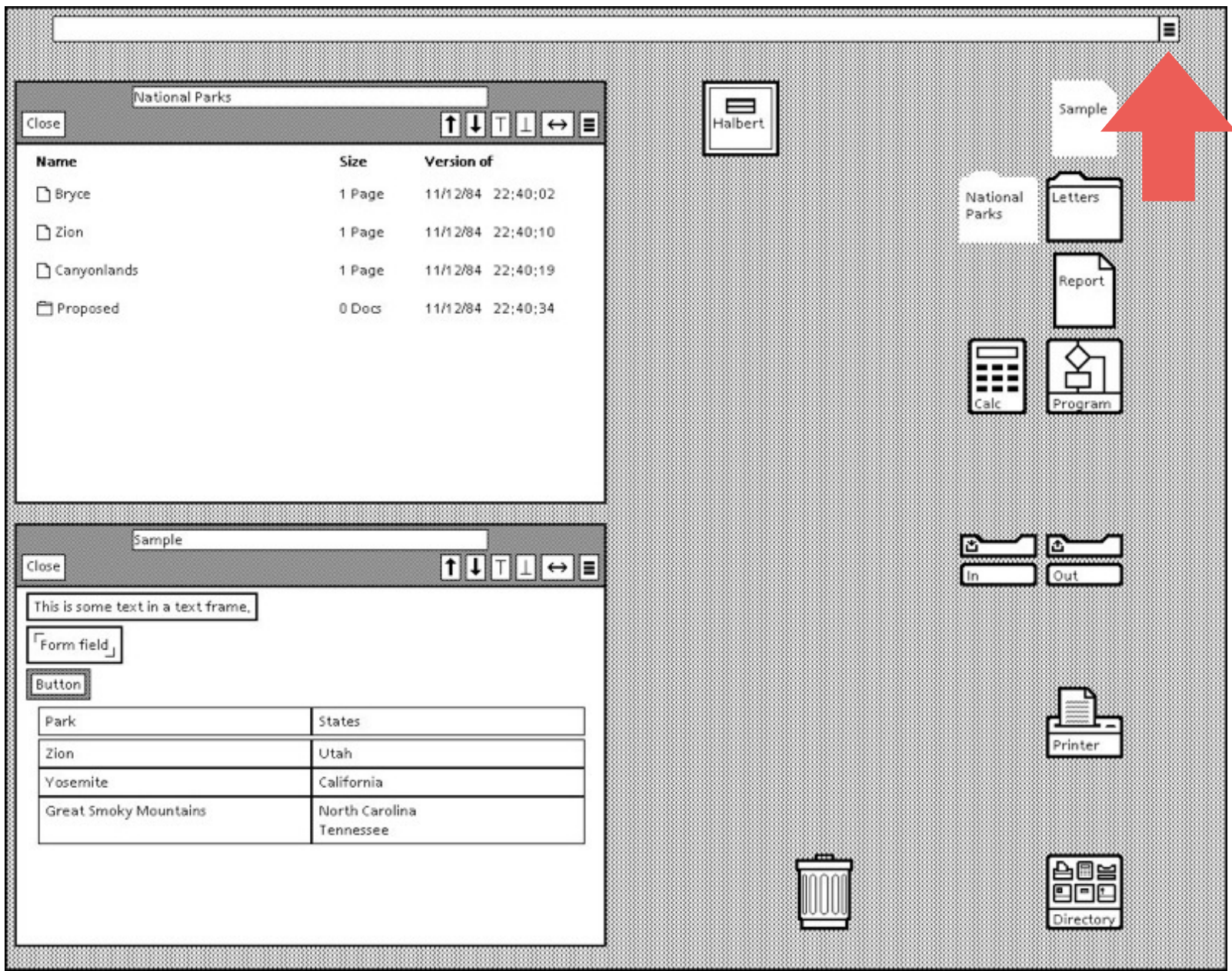
Conceptual Models



Mental Model







The desktop metaphor



No new recordings

Physicality and realism

Good metaphors

- Provide clues about how something works.
- Make the user comfortable with the unfamiliar.
- May make the system memorable.

But metaphors

- Are helpful only for inexperienced users.
- Can create functional limitations dictated by the original object
- May not cross cultures or languages.

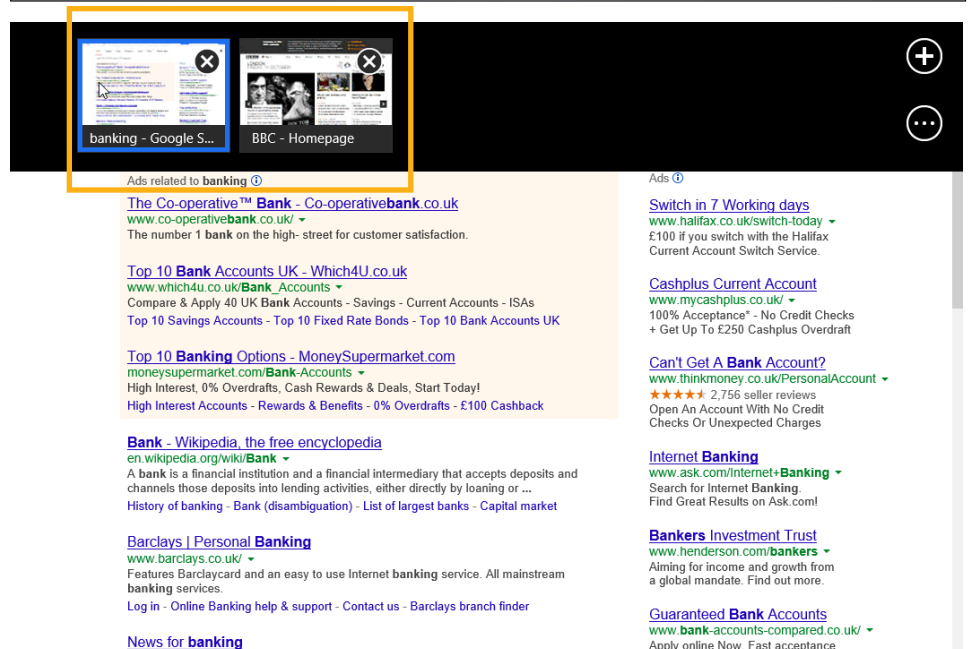
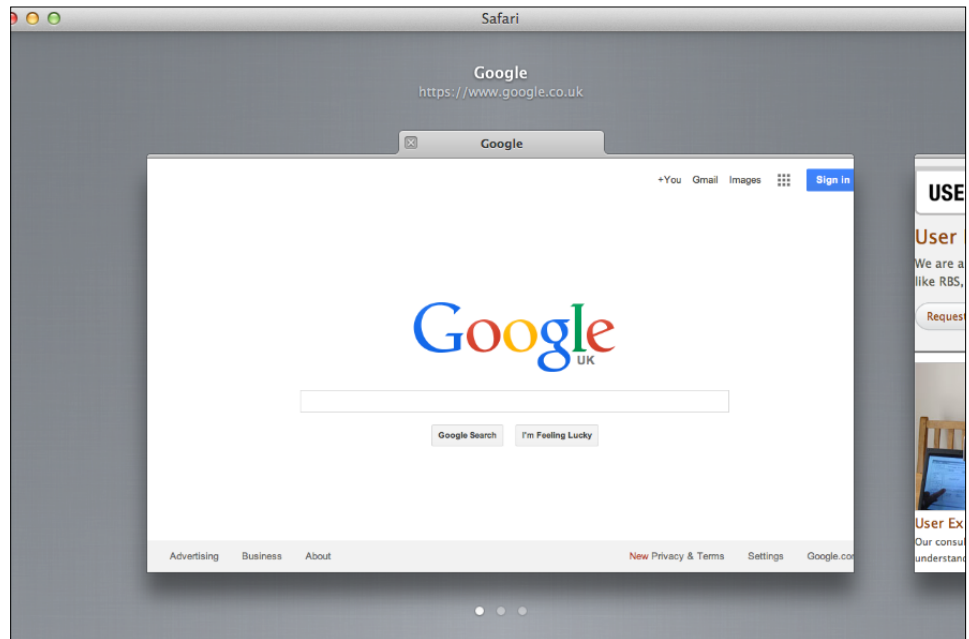


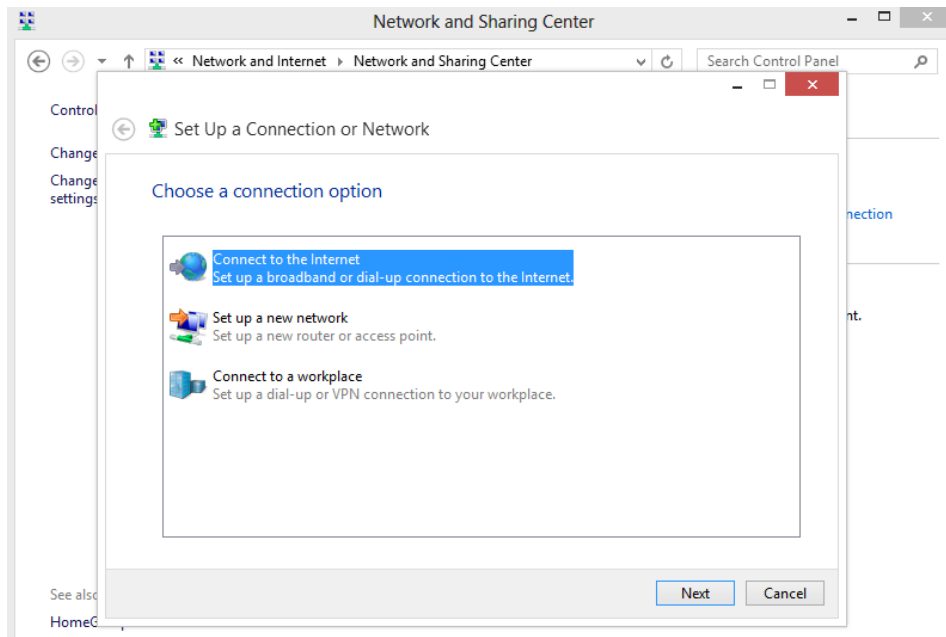
Conceptual models can also generate design metaphors

Parallel workspaces

Lets users switch views to reach distinct sets of tools and information. Navigation is persistently available.

Use when your users perform distinct sets of tasks.

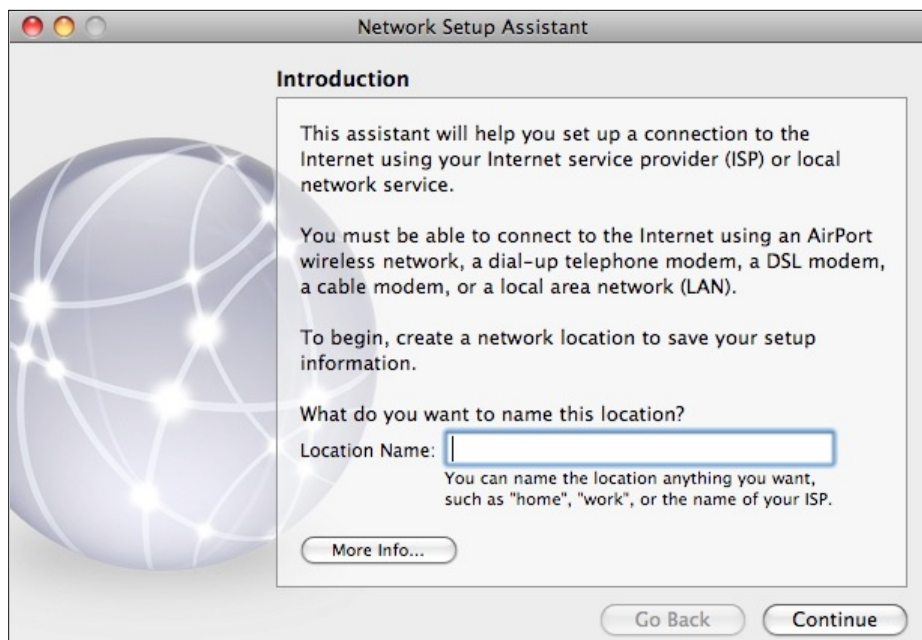




Wizards and tunnels

Lead the user through the interface step by step, doing tasks in a prescribed order.

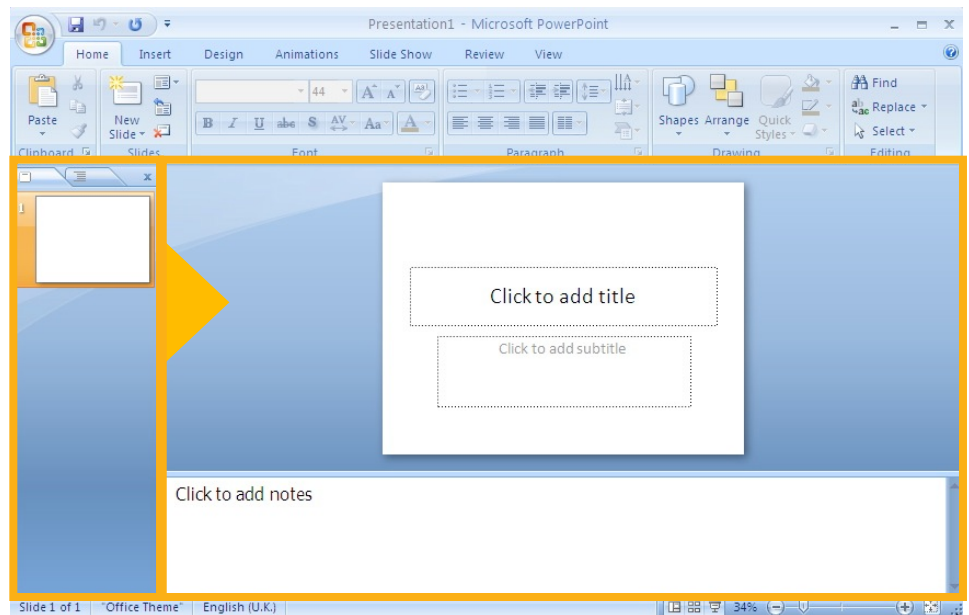
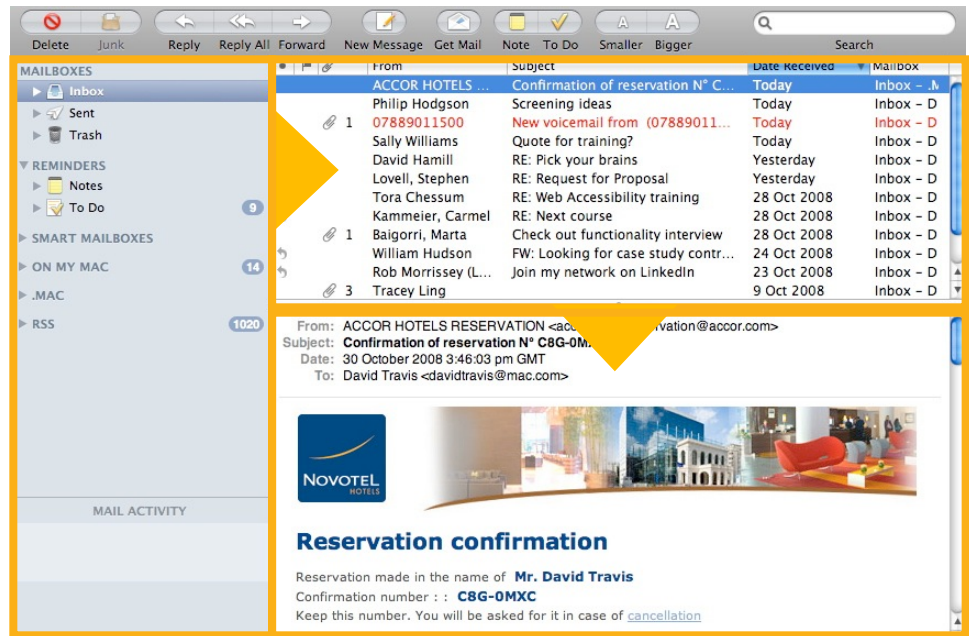
Use when you're designing a UI for a task that is long or complicated, and that will be novel for the user — it's not something that they do often or want much fine-grained control over.

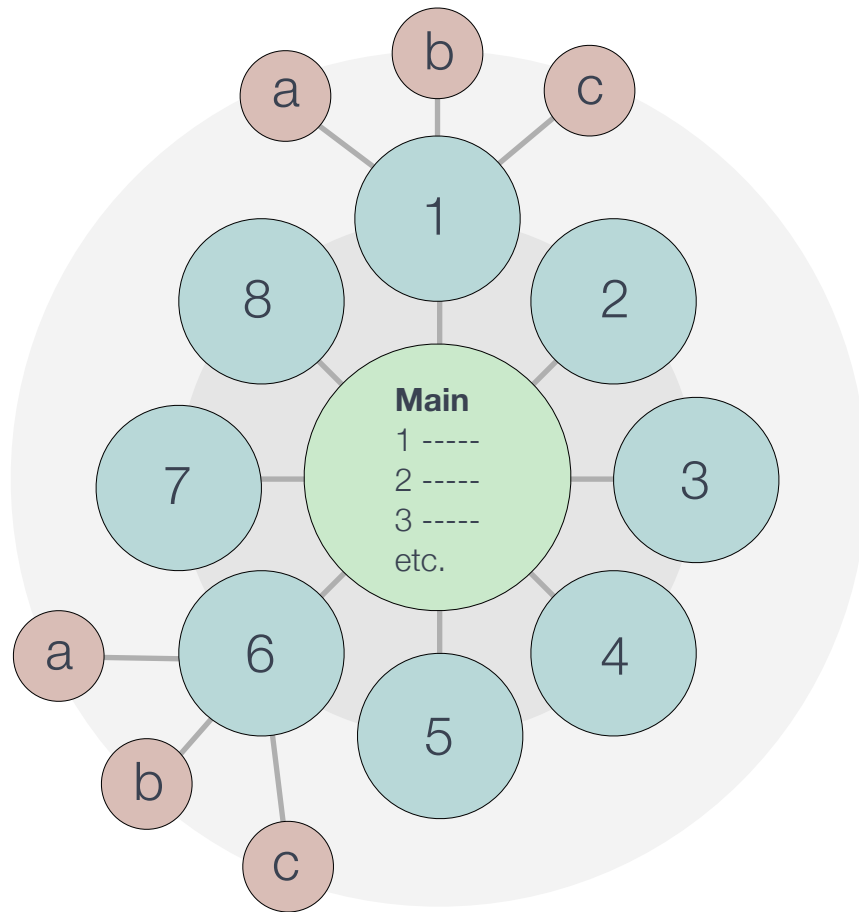


The organiser workspace

Put side-by-side panels on the interface. In one, show a set of items that the user can select at will; in the other, show the content of the selected item.

Use when you're presenting a list of objects, categories or actions and the user needs to get more detail.





Hub and Spoke (Hierarchical menu)

Users return to a central hub such as a main menu screen to transition from one activity to the next.

Use when you're designing a UI where people will only want to complete a small number of tasks at any one time, such as telephone-based support, kiosks, cash machines and DVDs.

User Interface Design Patterns

Getting input

Forms

- WYSIWYG
- Password Strength Meter
- Structured Format
- Fill In The Blanks
- Input Feedback
- Input Prompt
- Good Defaults
- Captcha
- Inplace Editor
- Calendar Picker
- Live Preview
- Forgiving Format

Explaining the process

- Wizard
- Inline Help Box
- Steps Left
- Tour
- Blank Slate

Community driven

- Lazy Registration
- Vote To Promote
- Account Registration
- Rate Content
- Wiki

Navigation

Tabs

- Navigation Tabs
- Module Tabs

Jumping in hierarchy

- Shortcut Dropdown
- Fat Footer
- Breadcrumbs
- Home Link

Menus

- Horizontal Dropdown Menu
- Vertical Dropdown Menu
- Accordion Menu

Content

- Thumbnail
- Carousel
- Archive
- Continuous Scrolling
- Tag Cloud
- Tag
- Pagination
- Event calendar
- Article list

Dealing with data

Tables

- Sort By Column
- Alternating Row Colors

Formatting data

- Copy Box

Images

- Image Zoom
- Slideshow
- Gallery

Search

- Autocomplete
- Live Filter
- Table Filter

Social

- Activity stream

Ego

- Completeness meter
- Collectible Achievements

Miscellaneous

- Adaptable View

Shopping

- Product page
- Shopping Cart
- Paywall
- Coupon
- Pricing table

Increasing frequency

- Tip A Friend

Make people take action! Get tips and tricks directly to your inbox!

Your e-mail address

Sign me up

Design patterns

User Interface Design patterns are recurring solutions that solve common design problems. Design patterns are standard reference points for the experienced user interface designer.

Dwell into the patterns below to learn a common language of web design.

Design patterns provide a common language between designers. They allow for debate over alternatives, where merely mentioning the name of a design pattern implicitly carries much more meaning than merely the name.

User Interface Design Patterns

Getting input

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WYSIWYG
Input Feedback
Captcha
Calendar Picker
Forgiving Format
Good Defaults
Fill In The Blanks
Live Preview
Inplace Editor
Input Prompt
Structured Format

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Slideshow
Gallery
Image Zoom

Search

Autocomplete
Live Filter
Table Filter

Social

Activity stream

Auto-sharing Mini
Invite friends Mini
Direct messaging Mini
Like Mini
Follow Mini
Friend list Mini

Ego

Collectible Achievements
Completeness meter

Miscellaneous

Adaptable View

Shopping

Product page
Paywall
Pricing table
Coupon

The designer's dilemma

- Users want all the features and options to handle all of their special needs.
- Users want simplicity; they find it hard to choose between lots of options.

The solution: Progressive disclosure

- Initially, show users only a few of the most important options.
- Then offer a larger set of specialised options upon request. Disclose these secondary features only if a user asks for them, meaning that most users can proceed with their tasks without worrying about this added complexity.

Play-by-Play Account of a Strip Tease



1. There goes Jones's coat! Whatta shirt that new Arrow *Brigade Stripes* is . . . whatta pattern! The "Mitoga" figure-fit curbs bunching . . . the Arrow collar is sloped for comfort...

2. He just took off the Brigade Tie! Boy, how it harmonizes with the shirt! It's an Arrow tie, ladies and gentlemen, wrinkle-resistant and perfect-knotting!

3. Ah! Arrow Shorts—in the Brigade Stripe pattern! The most comfortable shorts man ever wore. No chafing seam at the crotch! No shrinking out of fit! No buttons. They have laundry-proof Grippers!



4. Sorry—show's over. Go to your Arrow dealer's and get Arrow's handsomest pattern of the season: Brigade Stripes. The shirt is \$2.50; the tie in two patterns is \$1.50; the shorts, 65¢; the handkerchief, 50¢. Cluett, Peabody & Co., Inc., Troy, N.Y.

“Google has the functionality of a really complicated Swiss Army knife, but the home page is our way of approaching it closed. It’s simple, it’s elegant, you can slip it in your pocket, but it’s got the great doodad when you need it. A lot of our competitors are like a Swiss Army knife open — and that can be intimidating and occasionally harmful.”

- Marissa Mayer



Progressive disclosure

An interaction design technique that helps maintain the focus of a user's attention by reducing clutter, confusion, and cognitive workload. This improves usability by presenting only the minimum information required for the task at hand.

Manchester Airport, Manchester M90 1Q

Userfocus, 180 Piccadilly, London W1J 7BS

+

Leave now

OPTIONS

via M6 and M40

3 h 37 min

3 h 20 min without traffic

208 miles

This route has tolls.

DETAILS

via M6 and M1

3 h 53 min

3 h 24 min without traffic

192 miles

via M1

4 h 5 min

3 h 31 min without traffic

195 miles

Manchester Airport, Manchester M90 1Q

Userfocus, 180 Piccadilly, London W1J 7BS

Route options

Avoid

☐ Highways

☐ Tolls

☐ Ferries

Distance units

☒ Automatic

☐ miles

☐ km

DETAILS

via M6 and M1

3 h 53 min

3 h 24 min without traffic

192 miles

via M1

4 h 5 min

3 h 31 min without traffic

195 miles

Get the right split between initial and secondary features.

Make it obvious how to progress from the primary to the secondary disclosure levels



The two rules of progressive disclosure

Vertical labels layout

Vertical labels allow faster completion time for known data.

Text box:

Spinner:

Combo box:

Radio buttons:

- ☐ Radio
☐ Radio

Check boxes:

- ☐ Check box
☐ Check box

Primary action

[Secondary action](#)

Right aligned labels layout

Right aligned labels require less vertical space and present a clear link between a field and its label.

Text box:

Spinner:

Combo box:

Radio buttons:

- ☐ Radio
☐ Radio

Check boxes:

- ☐ Check box
☐ Check box

Primary action

[Secondary action](#)

Other form components

Multi-selection picker list:

List		Selected
Item 1	>	none
Item 2	<	
Item 3		
Item 4		



Radio buttons:

- ☒ Option chosen
☐ Option unchosen

Checkboxes:

- ☒ Option chosen
☐ Option unchosen

Password strength indicator:

Strong

Hyperlinks:

[Forgot your password?](#)
[Can't access my account](#)
[Learn more](#)

Progress indicator:

Useful for indicating progress through long multi-page forms.

1 Step one

2 Step two

3 Step three

4 Step four

Left aligned labels layout

Left aligned labels require less vertical space and allow label scanning, useful for unfamiliar data.

Text box:

Spinner:

Combo box:

Radio buttons:

- ☐ Radio
☐ Radio

Check boxes:

- ☐ Checkbox
☐ Checkbox

Primary action

[Secondary action](#)

Buttons - Equal priority

Equal priority button sets, these should be used when both actions are equally important

Action 1

Action 2

Option A

Option B

Option 1 >

Option 2 >

Single button

- | | | | |
|------------------------------------|--|--|------------------------------------|
| 1. Accordion | 13. Entry field with
dialogue button | 26. Menu/menu bar | 38. Selection
indication |
| 2. Analogue form
element/slider | 14. Geographical
map | 27. Output pane | 39. Selection list/
choice list |
| 3. Carousel/
Carrousel | 15. Group/group box | 28. Pointer | 40. Status information |
| 4. Check box/check
button | 16. Handle | 29. Pop-up menu/
contextual menu | 41. Stepper/spin
button |
| 5. Collapsible
container | 17. Hierarchical list/
tree view/tree lists | 30. Progress indicator | 42. System message |
| 6. Colour picker | 18. Implicit designator | 31. Prompt | 43. Tab set |
| 7. Combination box/
combo | 19. Instructive
information | 32. Push button/
command button | 44. Table |
| 8. Cursor | 20. Input tokenizer | 33. Radio button | 45. Text field |
| 9. Date picker | 21. Label | 34. Read only field/
protected field | 46. Time picker |
| 10. Dialogue box | 22. Legend/chart key | 35. Scroll bar | 47. Title |
| 11. Dropdown list box | 23. Link/hyperlink | 36. Scroll handle/
elevator/scroll
box/thumb | 48. Toggle button |
| 12. Entry field/input
field | 24. List box | 37. Selection cursor | 49. Tool bar |
| | 25. List button/menu
button | | 50. Tool tip |
| | | | 51. Window |

Enter your phone number

0	▼	0	▼	0	▼	0	▼	0	▼	0	▼	0	▼	0	▼	0	▼	0	▼
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Submit

Select your county

- | | | |
|---------------------------------------|---|---|
| <input type="radio"/> Avon | <input type="radio"/> County Fermanagh | <input type="radio"/> Grampian |
| <input type="radio"/> Bedfordshire | <input type="radio"/> County Londonderry | <input type="radio"/> Greater Manchester |
| <input type="radio"/> Berkshire | <input type="radio"/> County Tyrone | <input type="radio"/> Gwent |
| <input type="radio"/> Borders | <input type="radio"/> Cumbria | <input type="radio"/> Gwynedd County |
| <input type="radio"/> Buckinghamshire | <input type="radio"/> Derbyshire | <input type="radio"/> Hampshire |
| <input type="radio"/> Cambridgeshire | <input type="radio"/> Devon | <input type="radio"/> Herefordshire |
| <input type="radio"/> Central | <input type="radio"/> Dorset | <input type="radio"/> Hertfordshire |
| <input type="radio"/> Cheshire | <input type="radio"/> Dumfries and Galloway | <input type="radio"/> Highlands and Islands |
| <input type="radio"/> Cleveland | <input type="radio"/> Durham | <input type="radio"/> Humberside |
| <input type="radio"/> Clwyd | <input type="radio"/> Dyfed | <input type="radio"/> Isle of Wight |
| <input type="radio"/> Cornwall | <input type="radio"/> East Sussex | <input type="radio"/> Kent |
| <input type="radio"/> County Antrim | <input type="radio"/> Essex | <input type="radio"/> Lancashire |
| <input type="radio"/> County Armagh | <input type="radio"/> Fife | <input type="radio"/> Leicestershire |
| <input type="radio"/> County Down | <input type="radio"/> Gloucestershire | <input type="radio"/> Lincolnshire |

Load more counties...

Submit

Advantages

- Very flexible
- Familiar to users (as it is similar to a paper-based entry field)
- Occupies little screen space.

Disadvantages

- The user must recall the text to enter rather than simply recognise the correct entry
- There is scope for data-entry errors such as misspelling

New Address List

Enter Address information

Title: Dr

First Name: David

Last Name: Travis

Company Name: Userfocus Ltd

Address Line 1: 211 Piccadilly

Address Line 2:

City: London

State:

Buttons: New Entry, Delete Entry, Find Entry..., Filter and Sort..., Customize...

View Entries

View Entry Number: First Previous 1 Next Last

Total entries in list: 1

Close

Document1 Properties

General Summary Statistics Contents Custom

Title:

Subject:

Author:

Manager:

Company:

Category:

Keywords:

Comments:

Hyperlink base:

Template: Normal

☐ Save preview picture with this document

Cancel OK



How many dog's do you own?

Two



Bug Tracker

You find em, we'll squish 'em.

Where did you find it? *

Describe in detail what happened *

Please be as specific as possible. Basically, tell us what steps we need to take to create the bug, what you expected to happen and what actually happened.

Operating System

Browser

Assign to

Severity (Low / Medium / High)

Upload a Screenshot

no file selected

Fixed? (Yes or No)



Text Entry Fields

Bug Tracker

You find em, we'll squish 'em.

Where did you find it? *

Describe in detail what happened *

Please be as specific as possible. Basically, tell us what steps we need to take to create the bug, what you expected to happen and what actually happened.

Operating System

Browser

Assign to

Severity (Low / Medium / High)

Upload a Screenshot

no file selected

Fixed? (Yes or No)



Bug Tracker – New & Improved!

You find em, we'll squish 'em.

Where did you find it? *

Describe in detail what happened *

Please be as specific as possible. Basically, tell us what steps we need to take to create the bug, what you expected to happen and what actually happened.

Operating System

Browser

Assign To:

Severity

Upload a Screenshot

no file selected

Fixed?

☐ Yes

☒ No

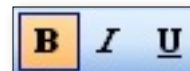
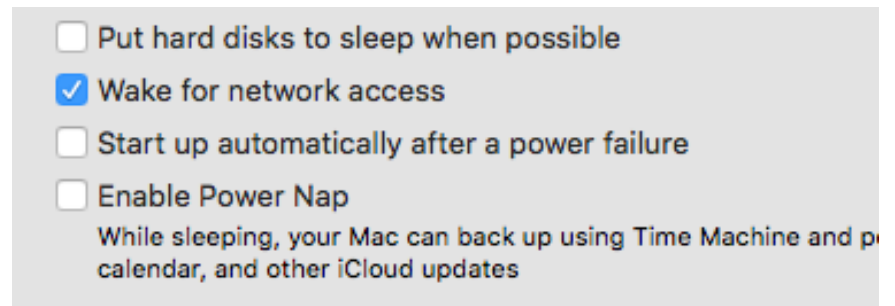
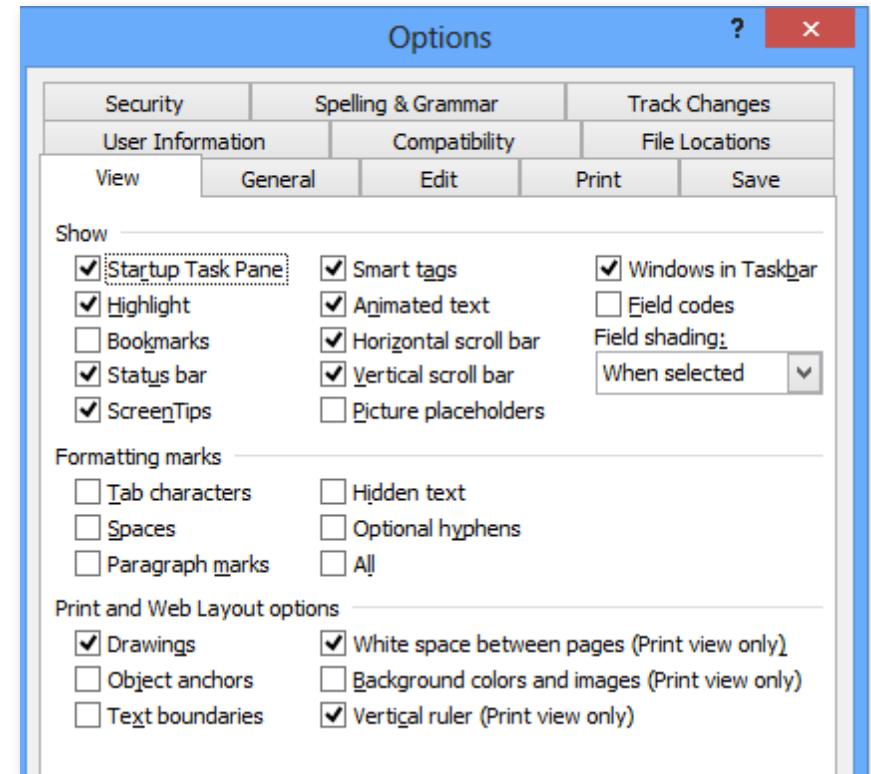


Advantages

- Easy access to options
- Easy comparison of alternative options.

Disadvantages

- Consumes screen space
- Only effective for a limited number of choices that are fixed and small (between 2 and 8).
- Single check boxes are difficult to align with other screen controls as they often possess long descriptions.



Select Multiple Felines

Tigers	<input checked="" type="checkbox"/>
Lions	<input checked="" type="checkbox"/>
Kitties	<input checked="" type="checkbox"/>
Lygers	<input type="checkbox"/>
Pumas	<input type="checkbox"/>
Cheetahs	<input type="checkbox"/>

Done



Your Comment

Great post, but there's a few things missing:

- What about the '**Facebook effect**'?



YOUNGOV PANEL

At what level do you think is it more acceptable for an employee to work from home? [Please tick all that apply]

- ☐ Entry level
- ☐ Graduate scheme level
- ☐ Managerial level
- ☐ Senior management level
- ☐ Board level
- ☒ It is acceptable at any level
- ☒ It is not acceptable at any level
- ☐ Don't know

SUBMIT



...a Beacon school?

✓ (Click here to choose)

Yes

No

...a DRES training school?

(Click here to choose)



✓ Subscribe to our newsletter

✗ Receive promotional emails

✓ I agree to the Terms of Service

Reset Submit Form



The check box is a control to help users choose more than one from a handful

Advantages

- Provides easy access to and comparison of choices
- Allows a textual description to be added to each choice item.

Disadvantages

- Only effective for a limited number of choices that are fixed and small (between 2 and 8).

Show scroll bars: ☐ Automatically based on mouse or trackpad
☐ When scrolling
☒ Always

Click in the scroll bar to: ☒ Jump to the next page
☐ Jump to the spot that's clicked

Frequent

Show the apps that I use most often at the top of the app list

On 

Show a list of how I share most often

On 

Items in list

5 ▼

Clear list

Use these apps to share



Mail

On



People

On



SkyDrive

On



Blades Of Glory (DVD). Genuine retail version. (270156768522)



Buyer: [staxi1000](#) (112 ★)

Ended: 26-Aug-07 12:39:39 BST

Rate the overall transaction. This Feedback will be public. ?

☐ Positive ☐ Neutral ☐ Negative ☒ I will leave Feedback later



30-day Free Trial on All Accounts

1,000 companies a week sign up for Basecamp. Get your own in 60 seconds.

Max \$149/month <small>TOP-OF-THE-LINE</small>	Premium \$99/month <small>FOR BIG GROUPS</small>	Plus \$49/month <small>MOST POPULAR PLAN</small>	Basic \$24/month <small>FOR SMALL GROUPS</small>
Unlimited projects 75 GB storage Unlimited users Time tracking <small>Enhanced security</small>	100 projects 30 GB storage Unlimited users Time tracking <small>Enhanced security</small>	35 projects 15 GB storage Unlimited users Time tracking <small>Enhanced security</small>	15 projects 5 GB storage Unlimited users <small>No time tracking Enhanced security</small>
Sign Up	Sign Up	Sign Up	Sign Up

We also offer a [free plan](#): 1 project, unlimited users, but no file sharing.



Your choice of site

- ☒ Personal
☒ Self-employed or small business
☐ Business over 10 people
☐ Business over 100 people

Do you want to receive the monthly newsletter?

- ☒ Yes
☐ No



Your Comment

B *I* |

Great post, but there's a few things missing:

- What about the 'Facebook effect'?



Credit/Debit Card

Card Type



You are commenting as a [Guest](#). Optional: Login below.



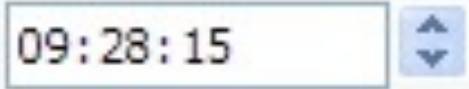
The radio button is a control to help users choose one from a handful

Advantages

- Consumes relatively little screen space
- Flexible, and permits either selection or typed entry.

Disadvantages

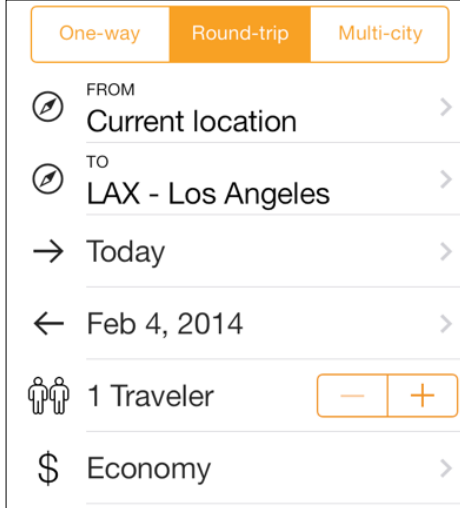
- Difficult to compare choices
- Can be awkward to use/operate.



A spin box displaying the time 09:28:15. It consists of a text input field with the time and a small button with up and down arrows to the right.



A dialog box titled "Copies". It contains a label "Number of copies:" followed by a spin box set to 1. Below this are two icons representing a stack of three pages, each labeled 1, 2, and 3. To the right of these icons is a checked checkbox labeled "Collate".



A flight search form with three tabs: "One-way", "Round-trip", and "Multi-city". The "Round-trip" tab is selected. The form contains the following fields:

- FROM: Current location
- TO: LAX - Los Angeles
- Today
- ← Feb 4, 2014
- 1 Traveler (with minus and plus buttons)
- \$ Economy



Fitts' Law

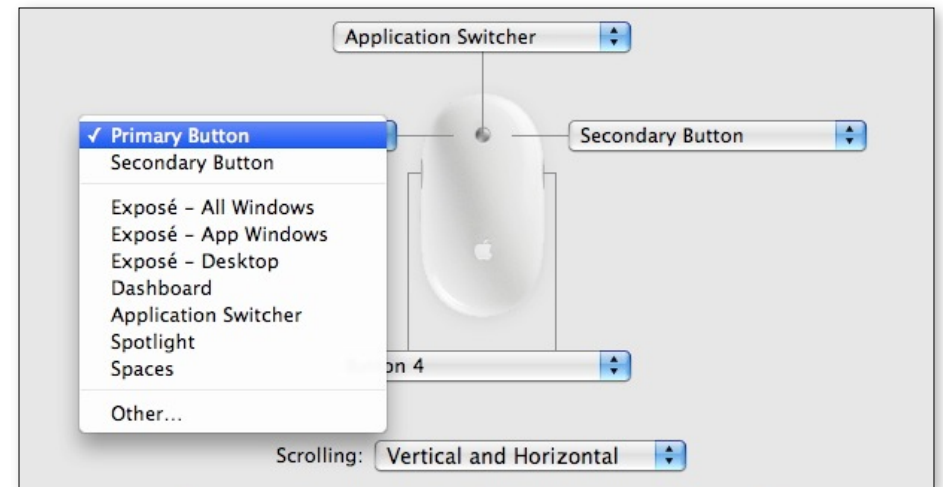
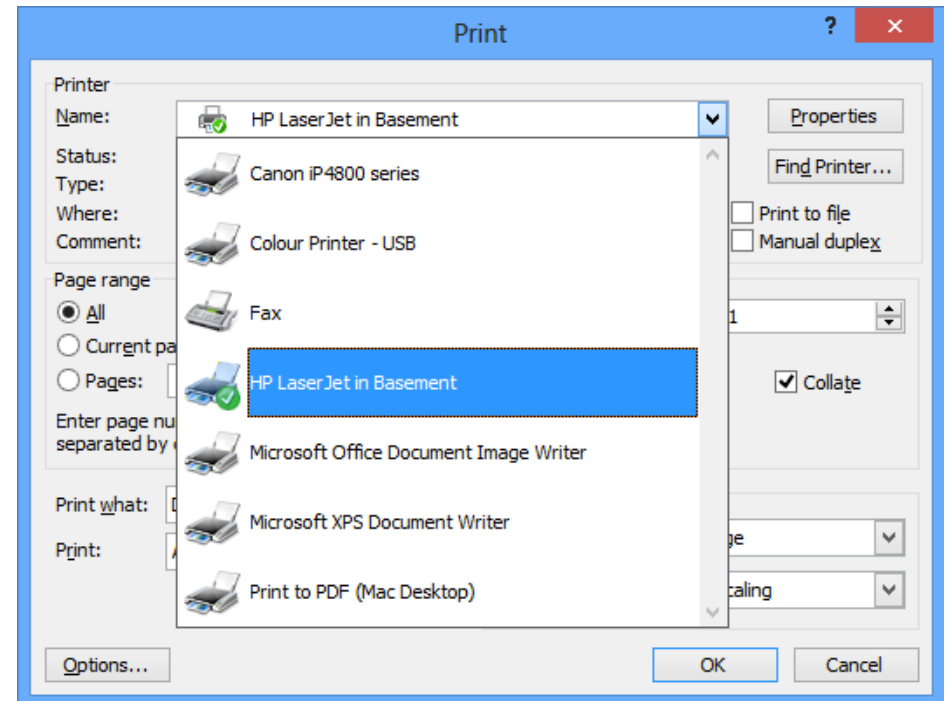
The time taken to move to a target is a function of the target size and the distance to the target.

Advantages

- Unlimited number of choices
- Reminds user of available options
- Conserves screen space.

Disadvantages


- Requires an additional action to display the option list
- May require scrolling in order to access all the list items
- The list may be ordered in an unpredictable way, making it hard to find items.




Your height and weight

What's your height?

What's your weight?

[Back](#) 

[Continue](#) 

an AVIVA company

Norwich Union Life Direct Limited. Registered
an appointed representative of Norwich Union

ed Office 8 Surrey Street, Norwich, NR1
authorised and regulated by the Financial
products of Norwich Union.

Please Select

- ✓ Please Select
- 5st 0lbs = 32kgs
- 5st 1lbs = 32kgs
- 5st 2lbs = 33kgs
- 5st 3lbs = 33kgs
- 5st 4lbs = 34kgs
- 5st 5lbs = 34kgs
- 5st 6lbs = 34kgs
- 5st 7lbs = 35kgs
- 5st 8lbs = 35kgs
- 5st 9lbs = 36kgs
- 5st 10lbs = 36kgs
- 5st 11lbs = 37kgs
- 5st 12lbs = 37kgs
- 5st 13lbs = 38kgs
- 6st 0lbs = 38kgs
- 6st 1lbs = 39kgs
- 6st 2lbs = 39kgs
- 6st 3lbs = 39kgs
- 6st 4lbs = 40kgs
- 6st 5lbs = 40kgs
- 6st 6lbs = 41kgs
- 6st 7lbs = 41kgs
- 6st 8lbs = 42kgs
- 6st 9lbs = 42kgs
- 6st 10lbs = 43kgs
- 6st 11lbs = 43kgs



How much do you weigh?

12 stone 8 8 pounds

[Switch to kgs](#)



TC Userfocus local Userfo

→ *First Name:
 → *Last Name:
 → *Address:
 Address 2:
 → *City:
 → *County/Region or US/Canada:
 → *Zip/postal code:
 → *Country:

Cancel
Clear

Notes:
 • County/Region or US/Canada:
 • US/Canada state:

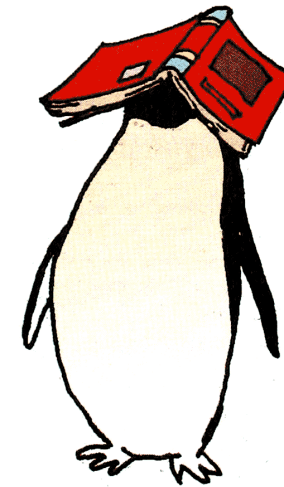
► Browse Subject Areas

- [Architecture](#)
- [Art](#)
- [Biology](#)
- [Biography & Autobiography](#)

- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Bosnia And Herzegowina
- Botswana
- ✓ Bouvet Island
- Brazil
- British Indian Ocean Territory
- Brunei Darussalam
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon

ARE penguins fond of reading books?
 Reader John Gray ordered a book from Blackwell's online, and was asked to click on his country of abode in a drop-down box. Among the options he could choose was Bouvet Island.

Bouvet Island, situated in the South Atlantic, belongs to Norway. "I have actually been there during a Norwegian



Antarctic expedition in 1978," Gray tells us. "It is small, only a couple of kilometres long. It is rocky, with very steep cliffs, it is snow and ice-capped, and it is the most remote island in the world. The only inhabitants are penguins and seals."

So who taught them to read, we wonder?

mySRA - Personal Details - Windows Internet Explorer provided by The Law Society

https://mytest.sra.org.uk/Website/Pages/Profile/PersonalDetails.aspx

File Edit View Favorites Tools Help

mySRA - Personal Details

- » Equality and Diversity
- » Professional Details
- » **My Organisations**
- » **My Documents**
- » **Change Password**

First name

Middle name(s) (Optional)

Surname

Date of birth

Preferred mobile number (Optional)

Mobile number (Optional)

Which country are you a national of?

If you have a second (Dual) nationality, which country are you a national of? (Optional)

If you have a third nationality, which country are you a national of? (Optional)

If you have a fourth nationality, which country are you a national of? (Optional)

Country of Origin (Optional)

Save Cancel

Freedom of Information Links Legal, copyright and privacy notice Accessibility About us Contact us

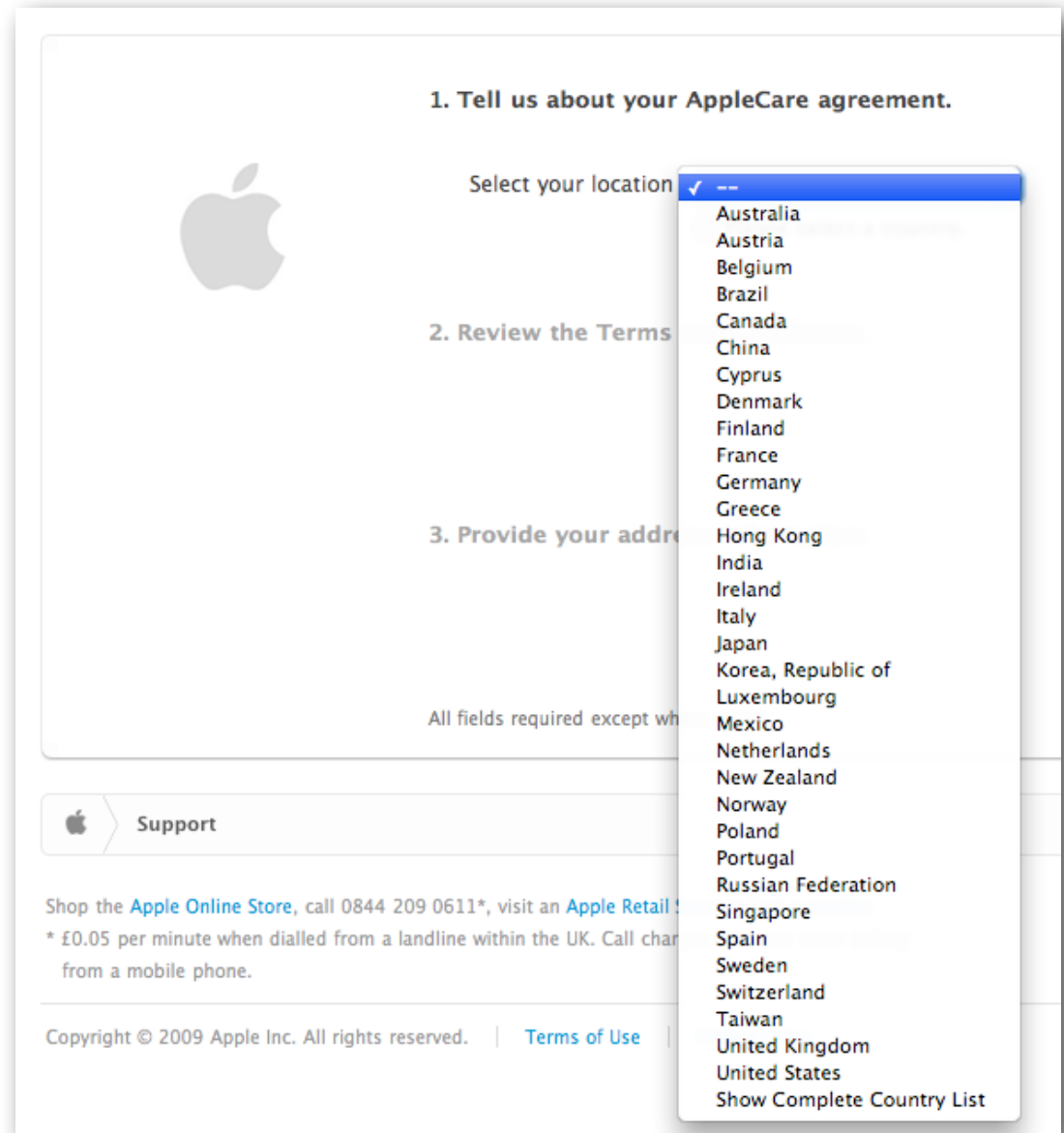
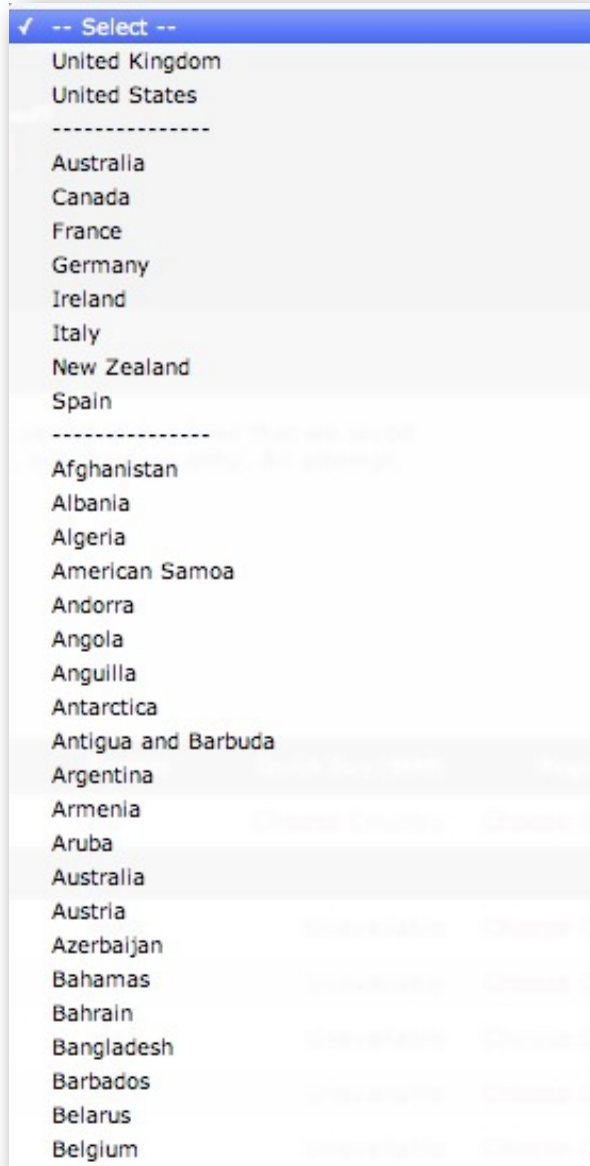
YouTube Twitter

Internet 100%

start Citrix XenApp - Logge... mySRA - Personal De... Screen41 - Paint 14:55

BELIZE
BENIN
BERMUDA
BHUTAN
BOLIVIA
BOSNIA AND HERZEGOVINA
BOTSWANA
BOUVET ISLAND
BRAZIL
BRITISH INDIAN OCEAN TERRITORY
BRITISH VIRGIN ISLANDS
BRUNEI DARUSSALAM
BULGARIA
BURKINA FASO
BURMA
BURUNDI
CAMBODIA
CAMEROON
CANADA
CANARY ISLANDS
CAPE VERDE
CAYMAN ISLANDS
CENTRAL AFRICAN REPUBLIC
CENTRAL AMERICA
CENTRAL PACIFIC
CHAD
CHANNEL ISLANDS
CHILE
CHINA
CHRISTMAS ISLAND
--Select--

The list of countries includes countries where no-one lives (such as Bouvet Island). Change the order of the list to include the five most common nationalities first, then include other nationalities in alphabetical order.



Ordering countries in a pull-down menu

**“Dropdowns should
be the UI of last
resort.”**

- Luke Wroblewski, <http://www.lukew.com/ff/entry.asp?1950>

hobbycraft

Email newsletter signup



Email newsletter signup



Cake Craft

view our range »



1 2 3 4



visit our
**ONLINE
SHOP** »

Sizzix Big Shot Machine - GREAT PRICE!

Deal of the Week: Cartoon Backpacks. £6.99!

Inspirational Ideas - Visit our Ideas Library

Sizzix Big Shot

The original cutting & embossing machine.

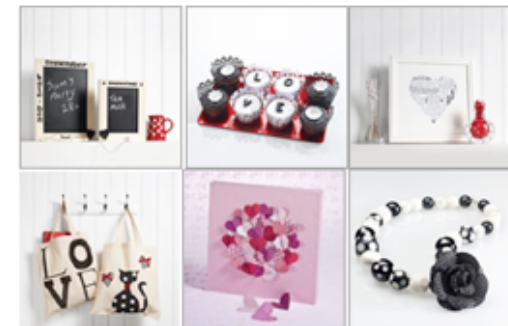
Was £74.99
Now only £59.99



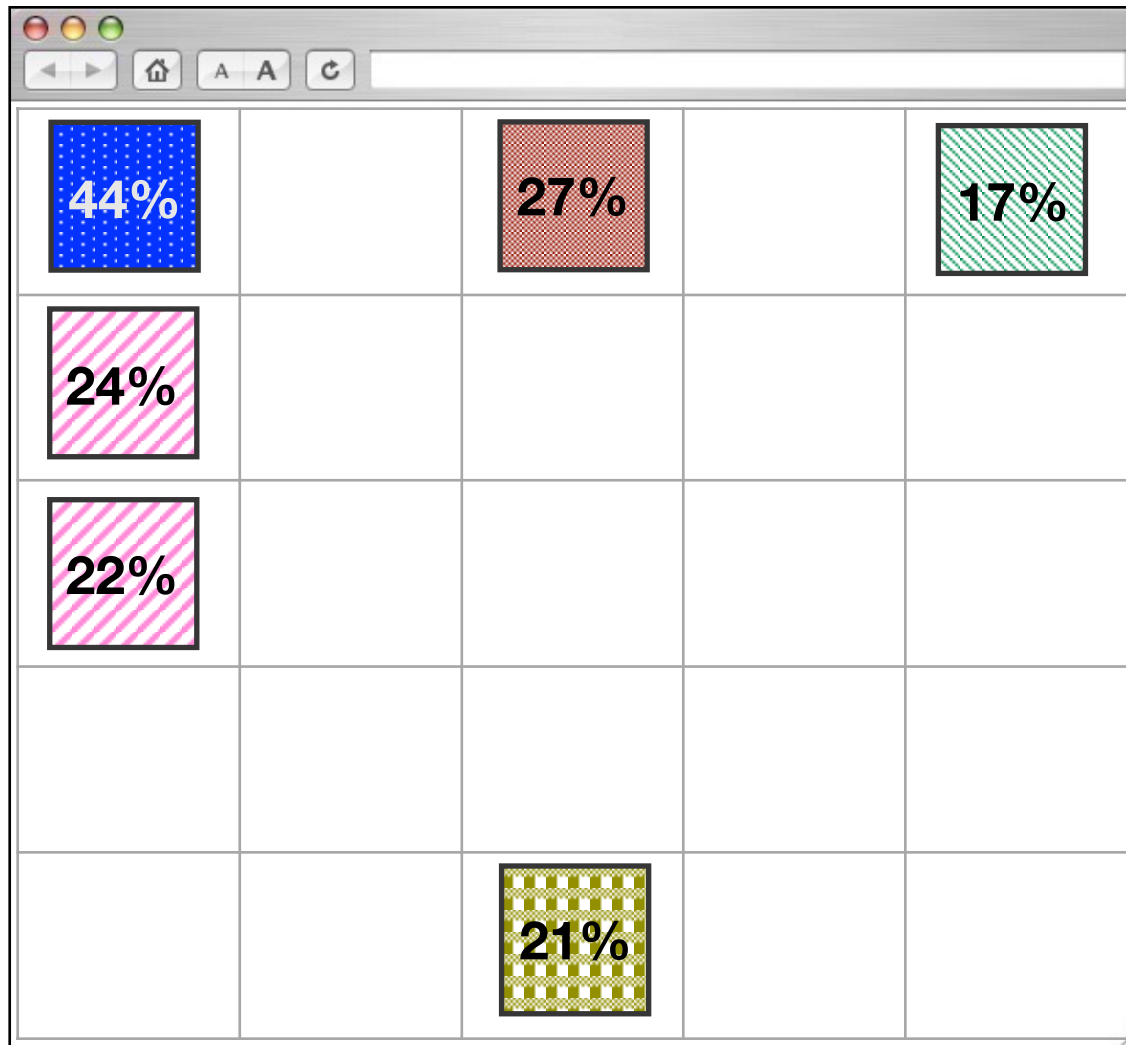
Kids Stationery Activity Backpack

Was ~~£8.99~~
Now only £6.99 each

Deal of the week



Search this web site



Back to home



Search engine



Adverts



Internal navigation links



About Us

Based on Shaikh, D. & Lenz, K. (2006) "Where's the Search? Re-examining User Expectations of Web Objects". <http://bit.ly/bZRSYi>

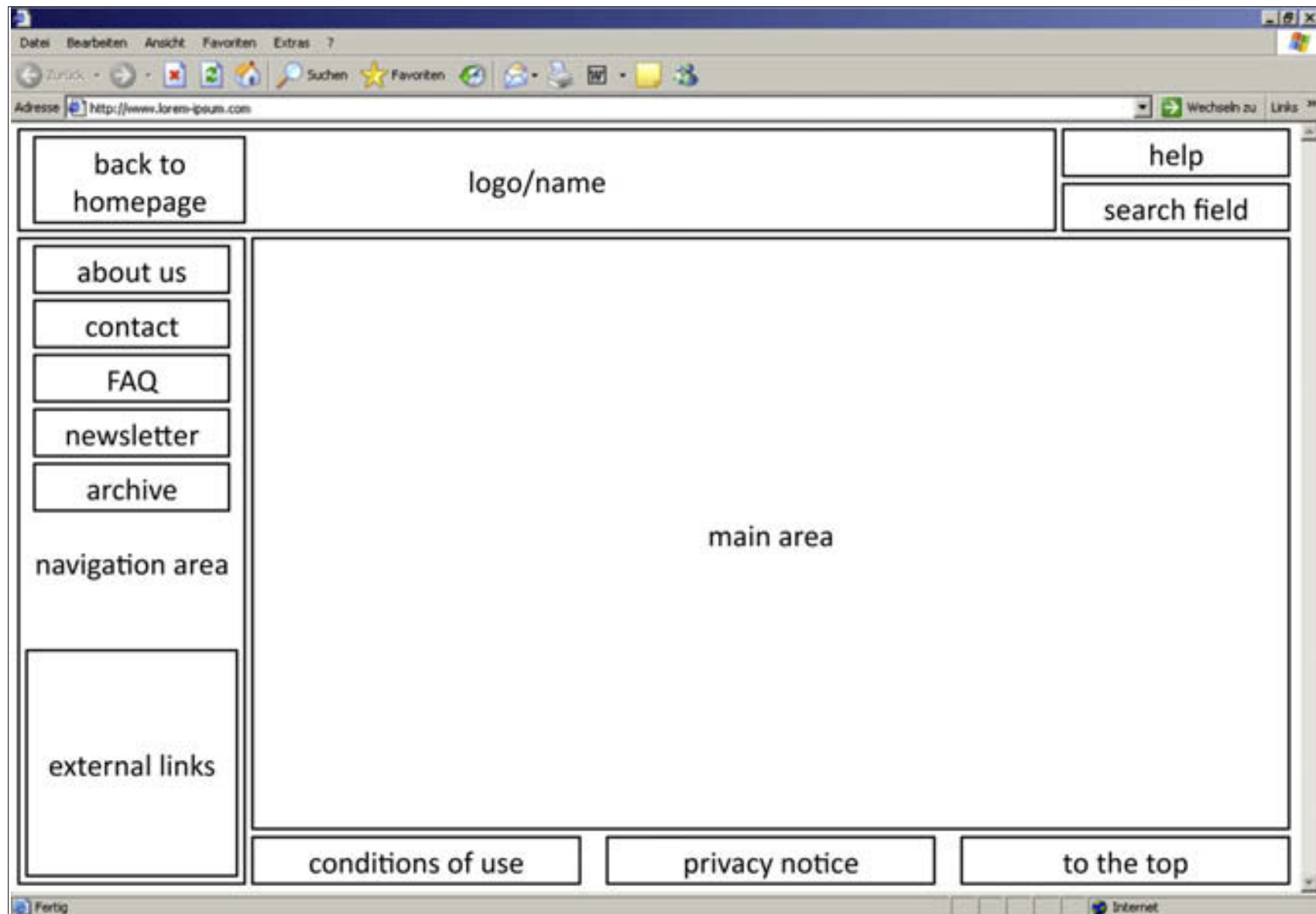
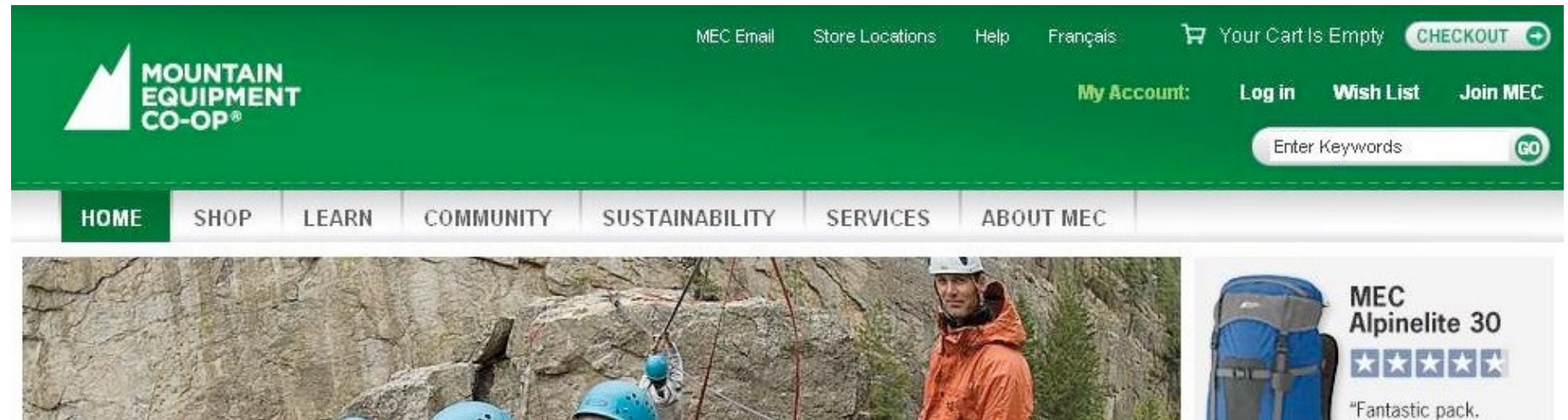


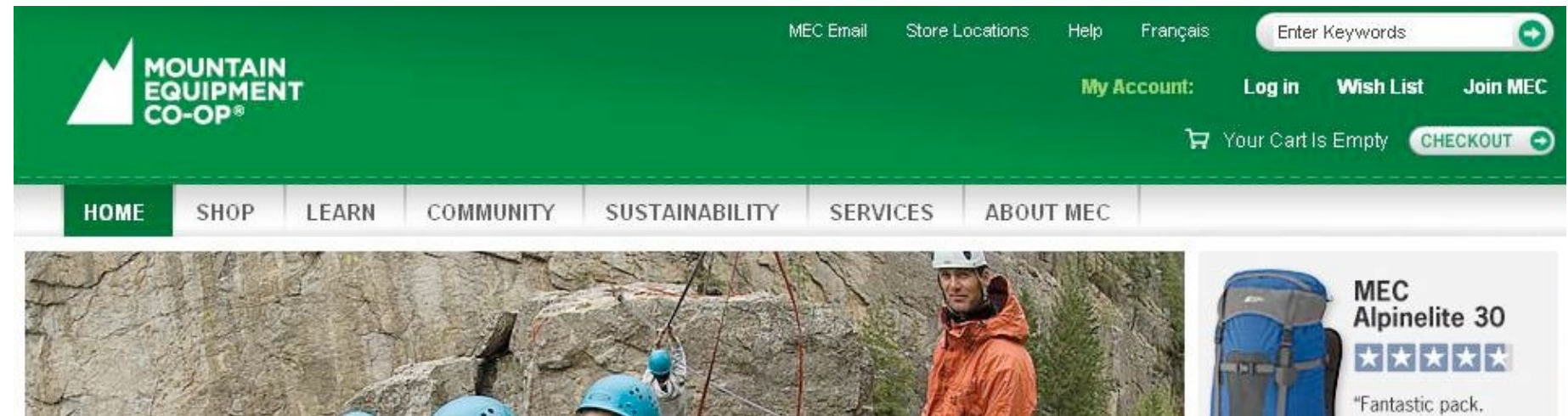
Fig. 8. Consolidated model for company web pages.

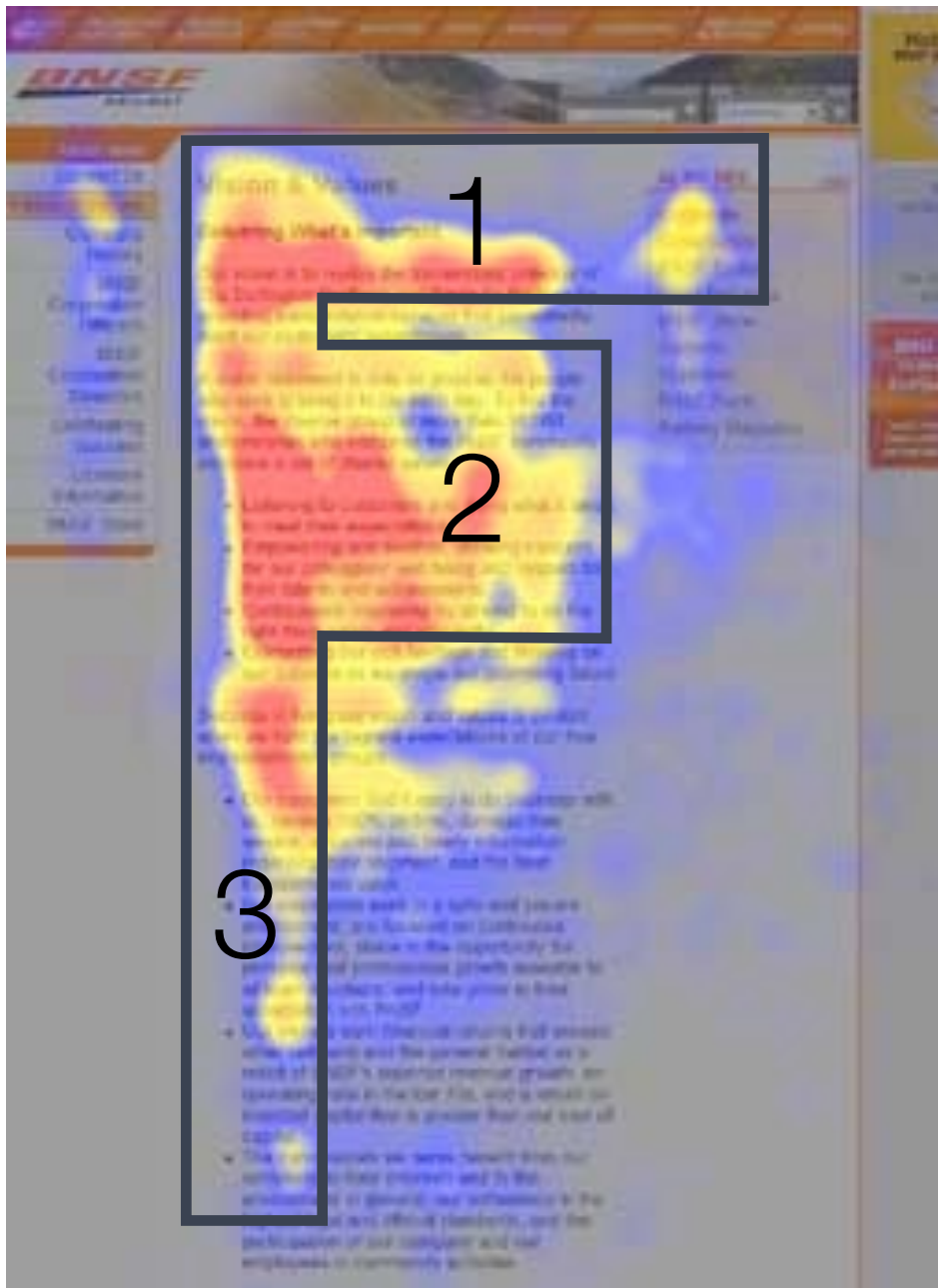
From Roth, S. P et al. (2010) Mental models for web objects. *Interacting With Computers*, 22: 2, pp140-152.

Version A



Version B





State the most important information in the first two paragraphs.

Keep critical content “above the fold”.

Start subheads, paragraphs, and bullet points with trigger words. Users will notice these when scanning down the left side of your content in the F's stem.

Don't put important information on the right-hand side of the page.

Based on Nielsen, J. (2006) “F-Shaped Pattern For Reading Web Content”. <http://bit.ly/c9c711>

C A R P

contrast

alignment

repetition

repetition

prox-
imity

CARP supports the aesthetic - usability effect

Contrast

The purpose of contrast is to **organise the page and make it more interesting.**

If two items are not exactly the same, then make them different ... really different.

Determine what you want the focus to be and use contrast to create that focus.

- Creates a focal point
- Brings out dominant elements
- Creates an hierarchy

Robin Williams
"The Non-Designers Design Book"

Primary Action

Secondary Action

Disadvantage: Potential errors

Alternative treatments using contrast to create an hierarchy

Primary Action

Secondary Action

Primary Action

Secondary Action

Primary Action

[Secondary Action](#)



Last week 7,112 companies signed up for Basecamp to manage their projects. Today it's your turn.

“For all of my projects, I use Basecamp to keep track of every file, discussion, and event from beginning to end—all in one place.

— Joy, [designer at Pitchfork](#)



Start your free trial.

You'll be up and running in less than a minute.

Already have another Basecamp, Highrise, Backpack, or Campfire account? [Log in here](#) and a new Basecamp trial will be added to your account.

Your full name

Company or organization

Email

Password

[Start your two month free trial](#)

By clicking you agree to the [Terms of Service](#), [Privacy](#), and [Refund](#) policies.

97% of customers recommend Basecamp.

[Find out 25 reasons why →](#)



WELCOME TO OUR WEBSITE

Thank you for visiting our website. We are excited to have you here and hope you find the information you are looking for.



For more information, please contact us at info@company.com or call us at 1-800-123-4567.

Last week 1,000 companies signed up for
Boschert's to manage their projects.
Today it's your turn.

Sign up now
and get
a free trial.



80% of customers recommend Boschert's.
[Find out why.](#)



**Last week 7,112 companies signed up for
Basecamp to manage their projects.
Today it's your turn.**

It's all in the name: Basecamp is the only project management tool that's also a collaboration tool. Sign up now and get it all.

[Sign up now](#)



Start your free trial

Test the power of Basecamp for free
for 30 days.

Basecamp is the only project management tool that's also a collaboration tool. Sign up now and get it all. [Sign up now](#)

Your name

Company or organization

Role

Phone

[Sign up now](#)

Basecamp is the only project management tool that's also a collaboration tool. [Sign up now](#)

97% of customers recommend Basecamp.
[Find out 25 reasons why](#)



Last week 7,112 companies signed up for Basecamp to manage their projects. Today it's your turn.

“For all of my projects, I use Basecamp to keep track of every file, discussion, and event from beginning to end—all in one place.

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Start your free trial.

You'll be up and running in less than a minute.

Already have another Basecamp, Highrise, Backpack, or Campfire account? [Log in here](#) and a new Basecamp trial will be added to your account.

Your full name

Company or organization

Email

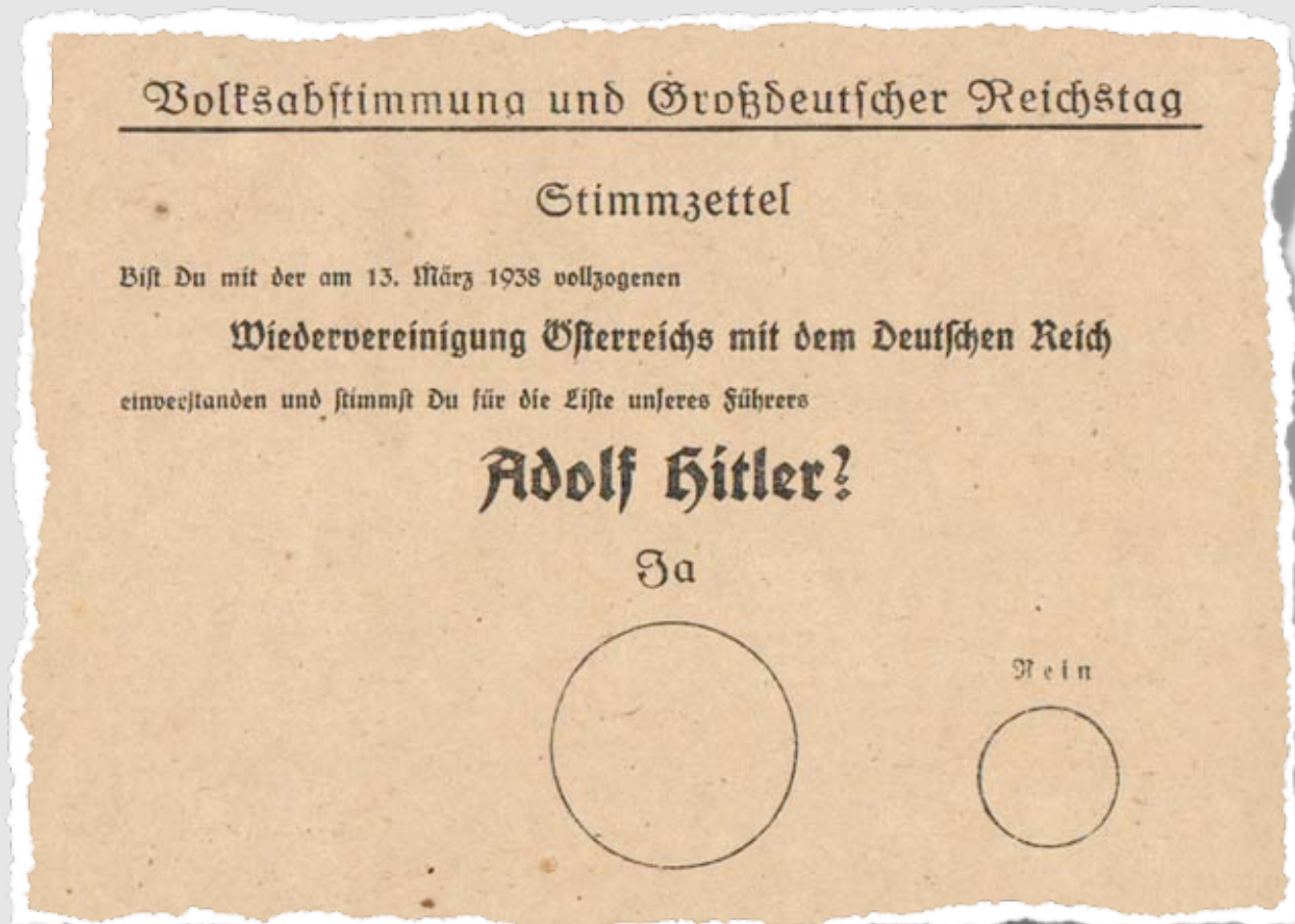
Password

[Start your two month free trial](#)

By clicking you agree to the [Terms of Service](#), [Privacy](#), and [Refund](#) policies.

97% of customers recommend Basecamp.

[Find out 25 reasons why →](#)



Do you agree with the reunification of Austria with the German Empire that was enacted on 13 March 1938, and do you vote for the party of our leader Adolf Hitler?
(The large circle is labelled "Yes", the smaller "No")

How to use contrast to manipulate a vote

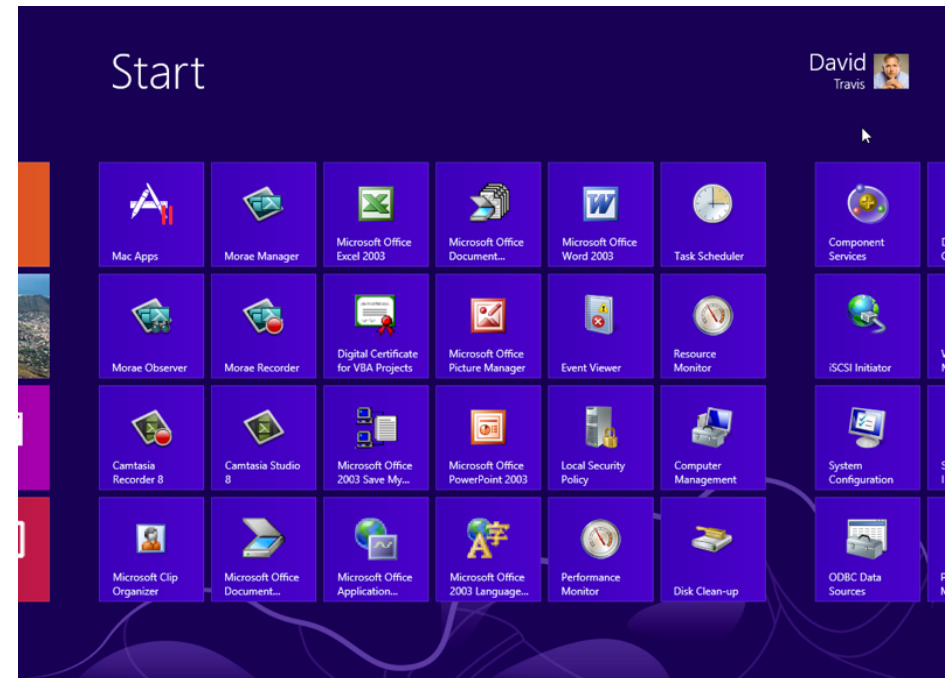
Alignment

The purpose of alignment is to **unify and organise the screen.**

Nothing should be placed on the page arbitrarily.

Every item should have a visual connection with something else on the page.

Robin Williams
“The Non-Designers Design Book”



Fluid 960 Grid System

Fluid 12-column Fluid 16-column Fixed 12-column Fixed 16-column Download / Forum

The 960 Grid System

Templates for Rapid Interactive Prototyping

DESIGN PROCESS

Design is based on the inspiration of past accomplishments. On that foundation, we can build upon those achievements to shape the future. Design is about life — past, present and future — and the learning process that happens between birth and death. It is about community and shared knowledge and experience. It is the passion to build on what we've learned to create something better.

DESIGN INFLUENCES

The words "design influences" can be understood as both a plural noun and as subject and verb. The plural noun speaks of those who have come before us and paved the way. The verb speaks of the responsibility of design to lead the way. By understanding where we have come from, we have a better idea of where we are going and, perhaps, where we should be heading.

INSPIRATION

I have been inspired by the work of many who have pioneered advances in Web Standards, including Jesse Bennett, Chamberlain, Douglas Bowman, Allen Chang, Andy Clarke, Jon Hicks, Shaun Inman, Cameron Moll, Veele Peters, Jason Santa Maria, Dave Shea, Ryan Sims, Nathan Smith, and Jeffrey Zeldman, to name a few. Thank you for inspiring me to give something back.

CONTRIBUTION

The Fluid 960 Grid System templates have been built upon the work of Nathan Smith and his 960 Grid System using effects from the MacTweaks and jQuery Javalibrary libraries. The idea for building these templates was inspired by Andy Clarke, author of Transcending CSS, who advocates a content-out approach to rapid interactive prototyping, crediting Jason Santa Maria with the grey box method.

16-COLUMN GRID

MOOTOOLS ELEMENTS

One	Two	Three	Four

PARAGRAPHS

ACCORDION

SEARCH

OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

ELECTORS FOR PRESIDENT AND VICE PRESIDENT <small>(A vote for the candidates will actually be a vote for their electors.)</small> <small>(Vote for Group)</small>	(REPUBLICAN)	3 ➡
	GEORGE W. BUSH - PRESIDENT DICK CHENEY - VICE PRESIDENT	
	(DEMOCRATIC)	5 ➡
	AL GORE - PRESIDENT JOE LIEBERMAN - VICE PRESIDENT	
	(SOCIALIST WORKERS)	11 ➡
	JAMES HARRIS - PRESIDENT MARGARET TROWE - VICE PRESIDENT	
	(NATURAL LAW)	13 ➡
JOHN HAGELIN - PRESIDENT NAT GOLDHABER - VICE PRESIDENT		

OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

(REFORM)	4 ⬅
PAT BUCHANAN - PRESIDENT EZOLA FOSTER - VICE PRESIDENT	
(SOCIALIST)	6 ⬅
DAVID McREYNOLDS - PRESIDENT MARY CAL HOLLIS - VICE PRESIDENT	
(CONSTITUTION)	8 ⬅
HOWARD PHILLIPS - PRESIDENT J. CURTIS FRAZIER - VICE PRESIDENT	
(WORKERS WORLD)	10 ⬅
MONICA MOOREHEAD - PRESIDENT GLORIA La RIVA - VICE PRESIDENT	
WRITE-IN CANDIDATE <small>To vote for a write-in candidate, follow the directions on the long stub of your ballot card.</small>	

A

Alignment issues in the Florida Butterfly Ballot paper

Official Florida Presidential Ballot

Follow the arrow and Punch the appropriate dot.

Bush



Buchanan



Gore



Nader



Traveller #1 - Adult
Note: Spelling of names must exactly match your government-issued ID ☐ Enter frequent flyer information

Title *First Name

*Last Name

*Gender *Date Of Birth (DD/MM/YYYY)

(Why do I need to provide Gender and Date of Birth?)

*Email address *Phone number (Ex: 800 022 3030)

*Password (why do I need a password?) *Re-type password

TSA Secure Flight Program Information [TSA Privacy Notice](#)

Optional TSA items

Passport Number Expiry Date (DD/MM/YYYY)

Passport Issuing Country Citizenship

Redress Number Known Traveller Number

Traveller #1 - Adult
Note: Spelling of names must exactly match your government-issued ID ☐ Enter frequent flyer information

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TSA Secure Flight Program Information [TSA Privacy Notice](#)

Optional TSA items

Passport Number Expiry Date (DD/MM/YYYY)

Passport Issuing Country Citizenship

Redress Number Known Traveller Number

How alignment affects complexity

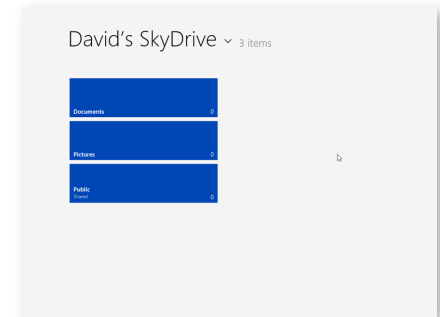
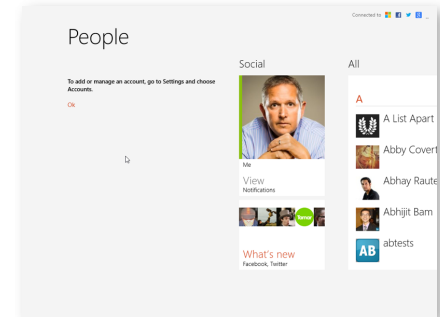
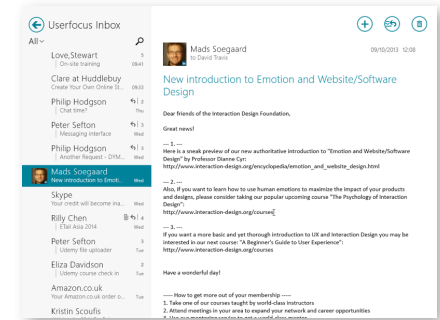
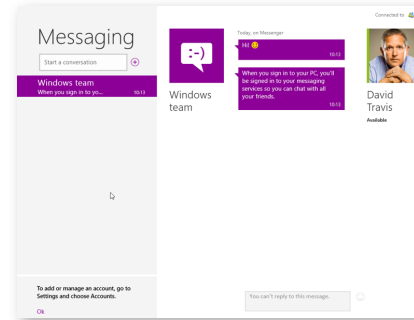
Repetition

The purpose of repetition is to **create consistency and to add visual interest.**

Repeat visual elements throughout the UI, such as fonts, sizes, colours, shapes, textures, spatial relationships, line thicknesses, graphic concepts, etc.

- Organises the screens
- Creates a consistent look

Robin Williams
“The Non-Designers Design Book”



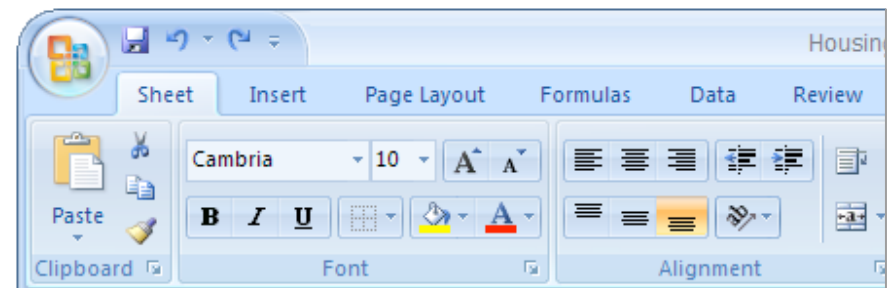
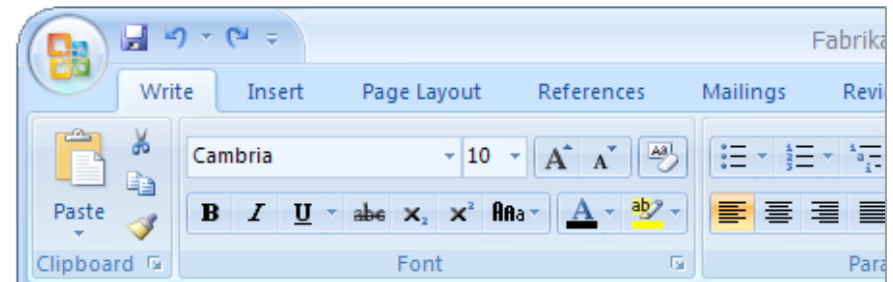
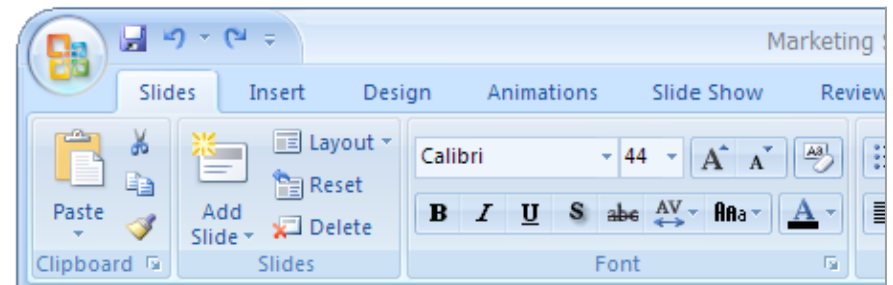
Proximity

The purpose of proximity is to **organise and group the various parts of the UI.**

All related items should be chunked or grouped together so that the related items are made to appear as cohesive groups.

- Makes pages look smaller
- Improves organisation
- Gives the page a clear structure

Robin Williams
“The Non-Designers Design Book”



Appliances
Audio,TV & Home Theatre
Blu-ray
Camera & Photo
Computers & Office
DVD
Electronics
Garden & Outdoors
Home & Garden
Houseware & Furnishings
iPod, MP3 & Accessories
Kitchen & Dining
Lighting
MP3 Downloads
Music
Music, DVD & Games
Office Products & Supplies
PC & Video Games
PCs & Laptops
Peripherals & Accessories
Sat Nav, Phones & PDA
Software

Music, DVD & Games

Music
MP3 Downloads
DVD
Blu-ray
PC & Video Games

Electronics

Camera & Photo
Audio,TV & Home Theatre
iPod, MP3 & Accessories
Sat Nav, Phones & PDA

Computers & Office

PCs & Laptops
Peripherals & Accessories
Software
Office Products & Supplies

Home & Garden

Kitchen & Dining
Appliances
Houseware & Furnishings
Lighting
Garden & Outdoors

FEEDBACK FORM

TITLE

FIRST NAME

SURNAME

TELEPHONE
NUMBER

E-MAIL
ADDRESS

COMMENTS

RESET

SUBMIT

Comments, Compliments and Complaints Form

We need the information we are asking for so that we can deal with your comment, compliment or complaint properly.

About you

Please fill in the following details

Title * ☐ Mr ☐ Mrs ☐ Ms ☐ Dr ☐ Cllr

First name *

Surname *

Address *

Postcode *

Phone number (day) *

Phone number (evening) *

Email address

Is this a comment, compliment or complaint ☐ Comment ☐ Compliment ☐ Complaint

What do you want to tell us?

What happened or didn't happen (details about your comment, compliment or complaint)? Please be specific e.g. dates, names and sequences of events

Have you spoken to anyone about this before?

If you have answered 'yes' please give details of when and to whom you spoke, or wrote to

All complaints are acknowledged automatically, if you are making a comment or giving a compliment, would you like us to acknowledge it?

If you have answered 'yes' , we will acknowledge your comment or compliment within 5 days.

Please indicate which method you would like us to acknowledge your comment, compliment or complaint

☐ In writing ☐ Over the telephone ☐ By email

You may use this form to contact Red Door VR Limited.
PO Box 101, LEEDS LS8 9AX
United Kingdom.

If you are making an enquiry regarding RETURNING GOODS or EQUIPMENT please use our
[RETURNS FORM](#).

Thank you for your interest.

In an attempt to reduce the amount of unsolicited and 'SPAM' email received by our company, we
are removing all e-mail addresses from our published web sites.

While we regret this may introduce an 'extra step' in your contacting us, we value your enquiry,
and genuine e-mails, and feel this method will enable us to deal with your enquiry efficiently.

You may also contact Red Door VR Ltd. by **FAX**:
UK: **FAX** 0113 320 0021

Please use the form below to make any enquires or to email a department or individual within Red
Door VR Limited.

Your Business Name - if applicable

Your Business Address - if applicable

Your Name:

Your Contact Telephone Number:

Your e-mail address: (valid e-mail address only accepted)


NOTE: NO @AOL address - AOL currently refuse our emails!

Please use the space below for details of your enquiry / e-mail for our attention.

IMPORTANT: If your enquiry relates to one of our websites
(we publish over 100 and they all share this form) please indicate which site.

Thank you.

If you wish this mail to be directed to an individual, or particular department, please choose from
the menu below:

General Enquiries 

Omni Healing

with Dr Sameer Kale



Introduction
to School of
Omni Healing

Teachers:
Dr Kale
Stephanie Jones

Healing
Systems

Omni
Products

Participating
Centres
(Programs)



© School of Omni healing
Accredited Courses

Home Page
School of Omni
Teachers of Omni
Healing Systems
Omni Healing
Omni Shiva
Omni Gaiutra
Omni Kripa
Omni Gphetic
Omni Shiva
Omni Karma
Omni Products
Omni Practitioners
Participating Centres
2009 Price List
FAQ Questions
Testimonials
Advertise with us
Accreditation
Contact
Links

Our Contact Form

1343

Please enter the number in the image above into the box below

Are you :

- ☐ A Sole Practitioner
- ☐ A Healing Centre
- ☐ Just interested to find out more

Contact Name

You will not be added unless your name is pro

Business Name

E-mail address:

Needs to be filled in please

Telephone Number

Website address (if applicable)

Address

Please use the space below for your Query.

If you have any additional
questions
please use this space....
thank you

☐ Tick if you wish to be added to the
Omni mailing list.

Are you interested in:

- ☐ Booking Dr Kale for Your Centre
- ☐ Booking Stephanie Jones for Your Centre
- ☐ Appearing in our advertising page. Includes
100 words + 1 picture, free for first 6 months
then £20 a year. (Applies to both centres &
practitioners)
- ☐ Appearing in our links page (centres only)
(free)
- ☐ Attending Dr Kale's workshops at Malindi
Centre

Submit Reset

Please note that all emails sent via this form are answered by Stephanie Jones.

UK
Official
Website

We are a Member of
the Following
Associations

theguild
of Holistic Therapists



GET
macromedia
FLASH
PLAYER

Site created by malindi ©2009 Omni-Healing, Last updated 18/1/09

FEEDBACK FORM

TITLE

FIRST NAME

SURNAME

TELEPHONE
NUMBER

E-MAIL
ADDRESS

COMMENTS

RESET

SUBMIT



Alignment

FEEDBACK FORM

TITLE

FIRST NAME

SURNAME

TELEPHONE NUMBER

E-MAIL ADDRESS

COMMENTS

RESET

SUBMIT

FEEDBACK FORM

TITLE

20px

FIRST NAME

20px

SURNAME

TELEPHONE NUMBER

E-MAIL ADDRESS

COMMENTS

RESET

SUBMIT

20px

20px

20px

FEEDBACK FORM

TITLE

FIRST NAME

SURNAME

TELEPHONE NUMBER

E-MAIL ADDRESS

COMMENTS

RESET

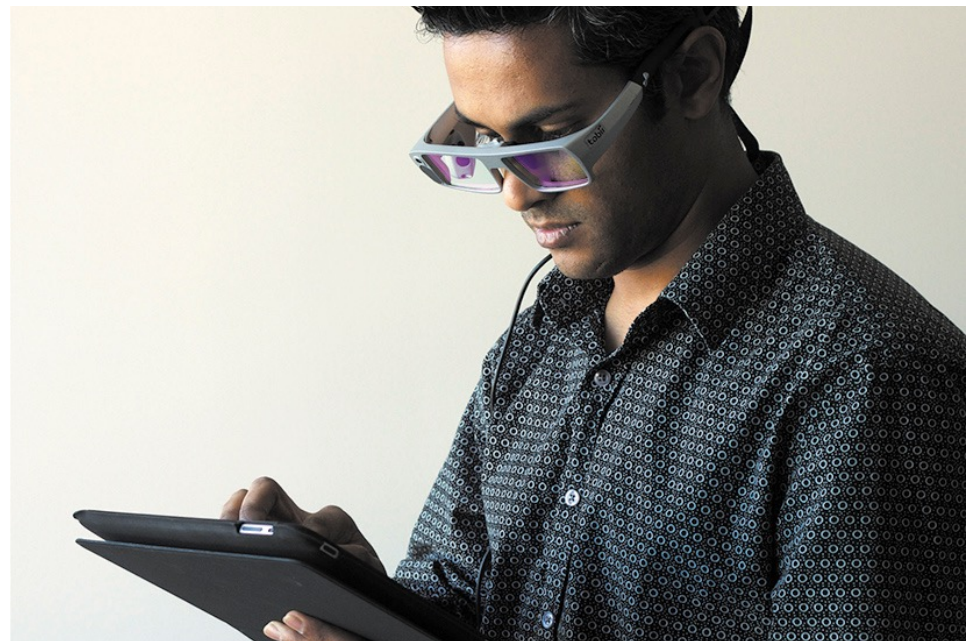
SUBMIT



Eye tracking

A technique used to measure either the point of gaze (where the user is looking) or the motion of the user's eye relative to the head.

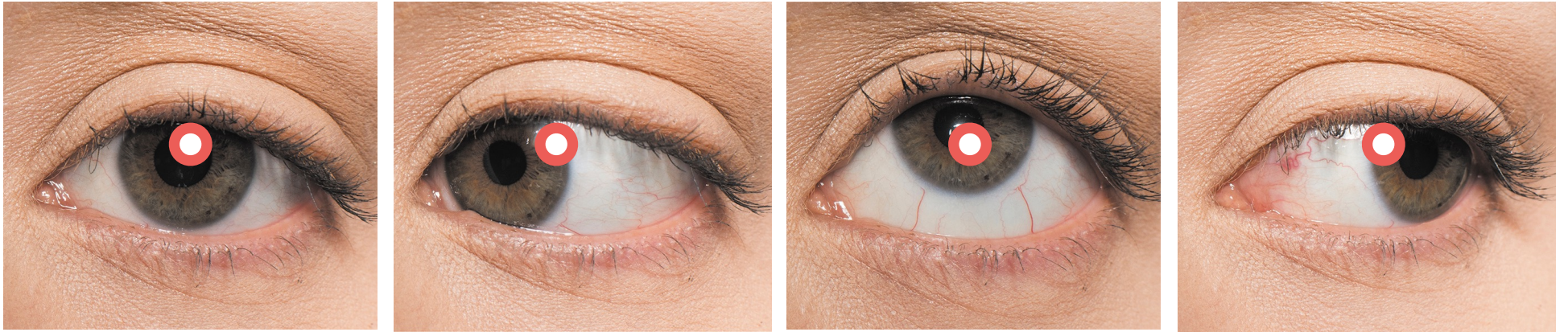
Examples of wearable and built-in eye trackers



Eye tracking (images from “Eye Tracking the User Experience” by Aja Bojko).



Eye tracking (images from “Eye Tracking the User Experience” by Aja Bojko).



How eye tracking works

As you move your eye, the position of the pupil and the corneal reflection change relative to one another.

Eye trackers exploit this effect by creating a reflection (using invisible, near infrared light) and then measuring the relative positions of the reflection and the pupil to work out where you are looking.

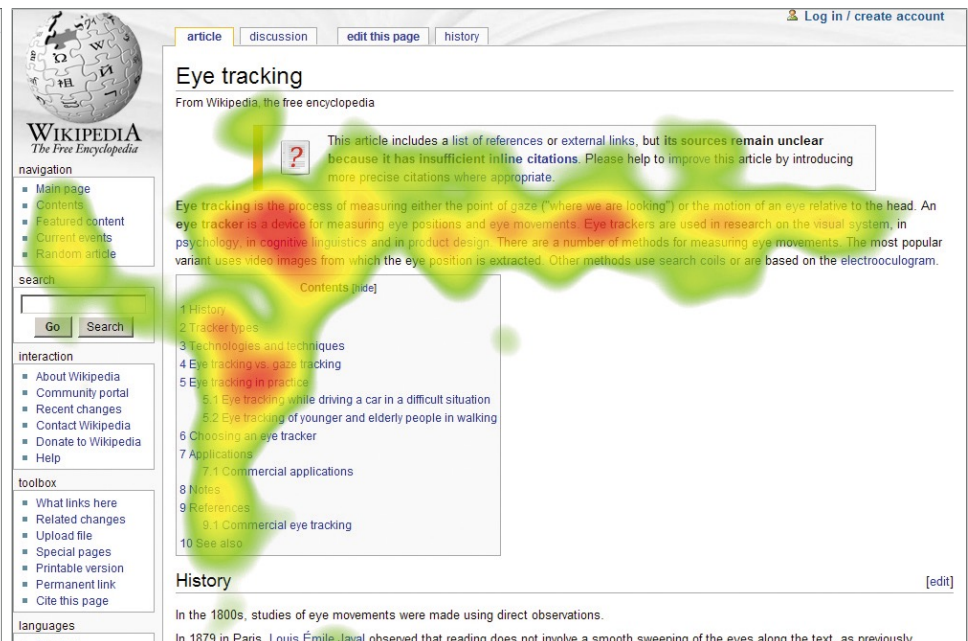
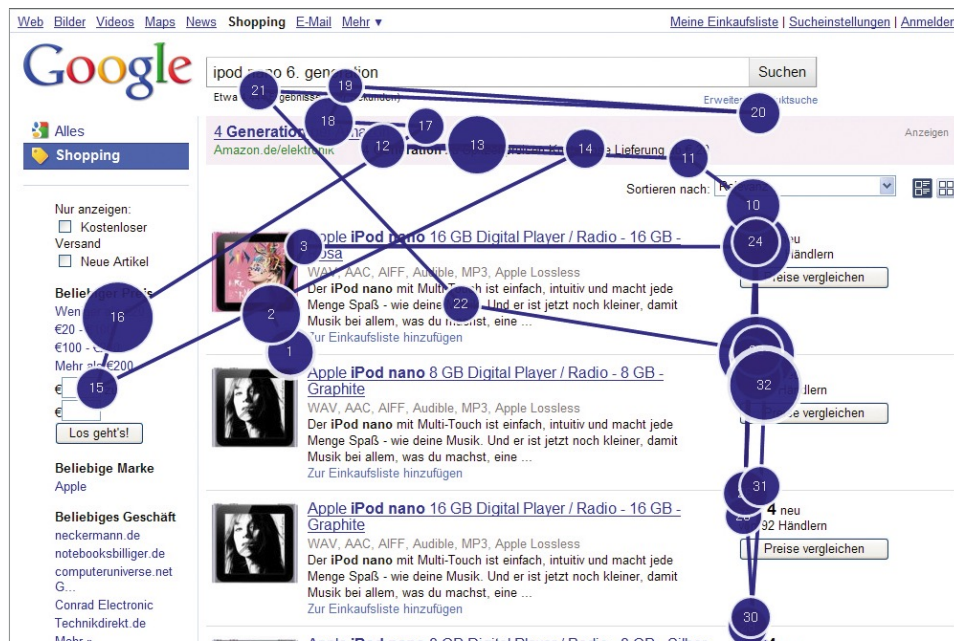


Saccade

The movement of the eye from one part of the visual field to another.

Fixation

The pause of an eye movement on a specific area of the visual field.

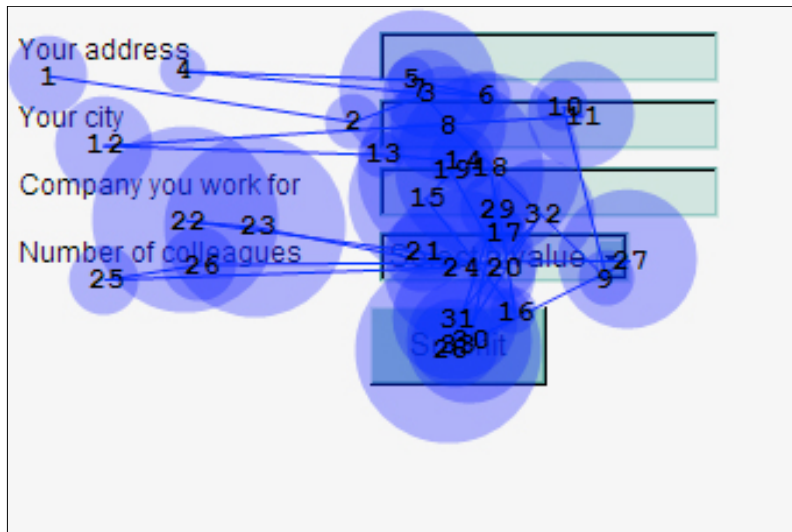


Gaze plot

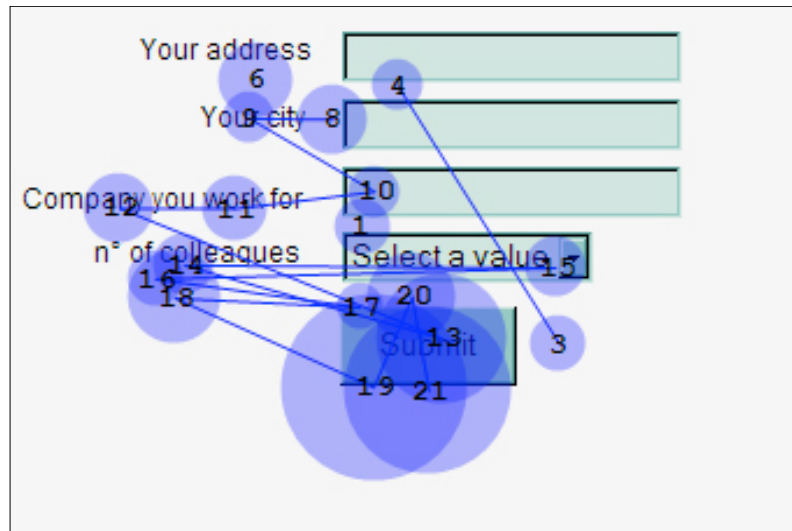
A moment-by-moment representation of a user's eye movement across the screen.

Heat map

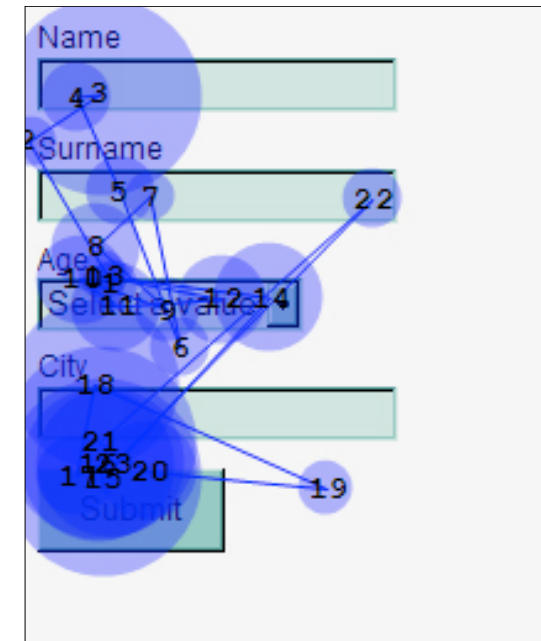
A representation of the different areas of the screen where the user has spent the most time looking.



Left aligned labels (typical saccade time 500ms)



Right aligned labels: fewer fixations (typical saccade time 170ms - 240ms)

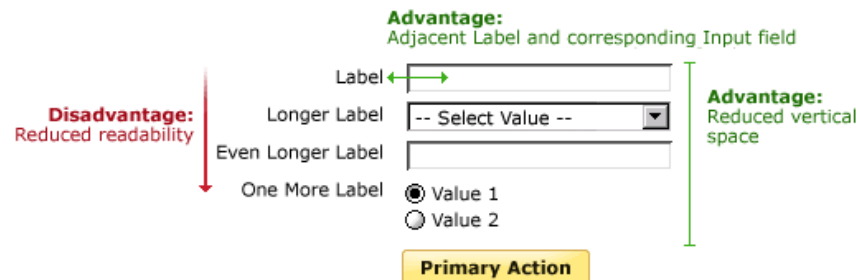
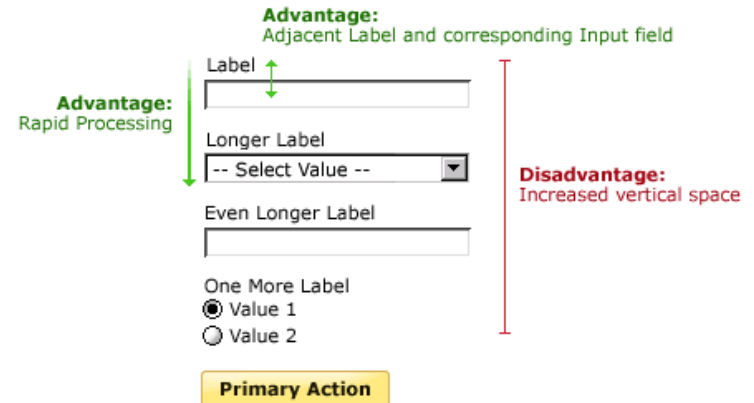
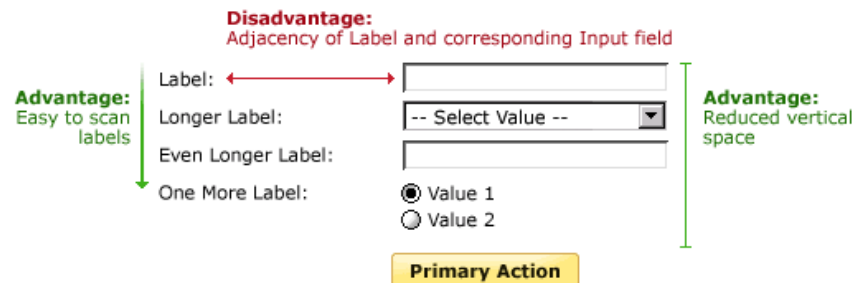


Top aligned labels: shorter saccade times (50ms) as the label and input field can be captured in a single fixation

UPDATE

More recent research finds no difference between labels above the fields and right-aligned labels

So, should you top-, right- or left-align the labels for input fields?





FEEDBACK FORM

TITLE

FIRST NAME

SURNAME

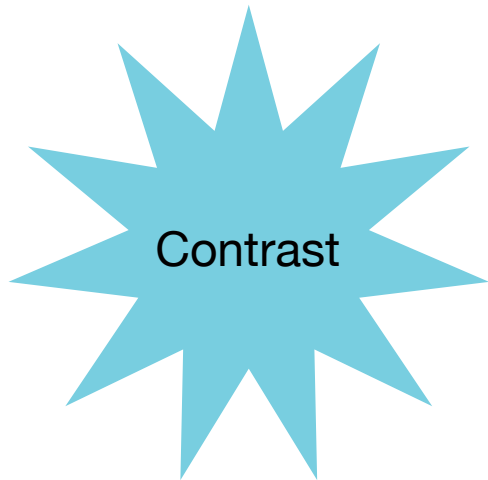
TELEPHONE NUMBER

E-MAIL ADDRESS

COMMENTS

RESET

SUBMIT



Feedback Form

Name

Telephone number

E-mail address

Comments

Reset

Submit

The text you write on a 'Submit' button really makes a difference.

Cabot Heritage Corporation, an investment newsletter publisher, tested out two different call-to-action buttons on a landing page.

Which version do you think performed best, and by how much?

Version A



Enter Your E-Mail Address Below

This form is enclosed in a black rectangular border. It features the heading "Enter Your E-Mail Address Below" in bold black text. Below the heading is a text input field containing the placeholder "you@company.com" and a button with the text "Send My Free Report".

Version B



Enter Your E-Mail Address Below

This form is enclosed in a black rectangular border. It features the heading "Enter Your E-Mail Address Below" in bold black text. Below the heading is a text input field containing the placeholder "you@company.com" and a button with the text "Start my free subscription".

Feedback Form

We'll use your comments to improve our web site.
Your personal details will not be shared.

Your details

Name (required)

Telephone number (optional)

()
area code *number*

E-mail address (required)

Your feedback

Comments (required)

Send feedback



Proximity



Repetition

“In most projects, the first system build is barely usable. The only question is whether to plan in advance to build a throwaway or promise to deliver the throwaway to customers.”

- Frederick Brooks

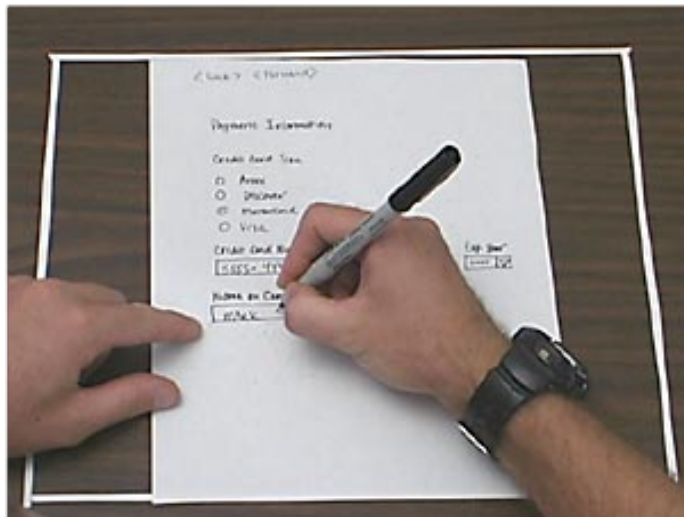


Paper — Good enough for Concorde!

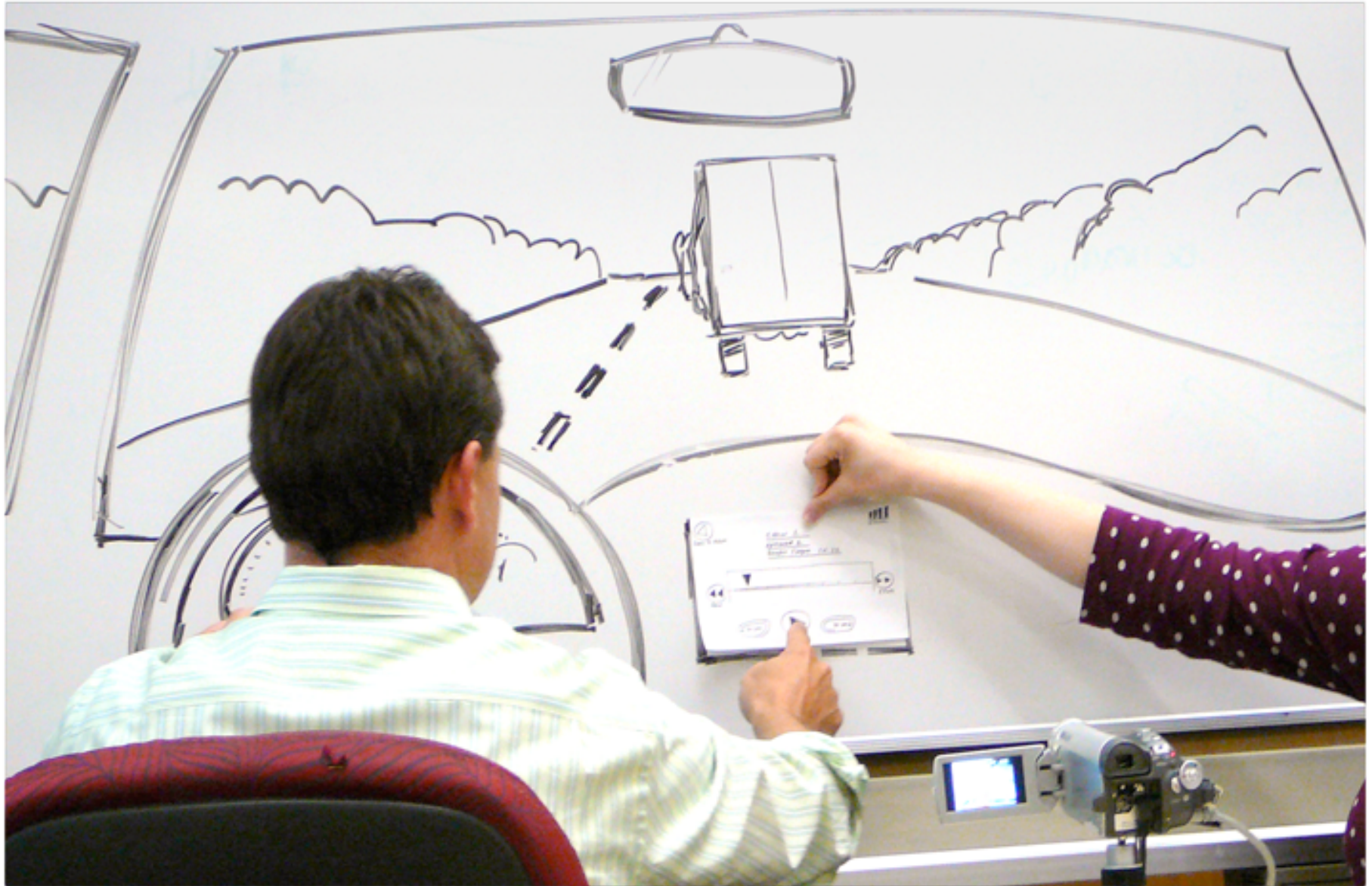
WIREFRAMING IS NOT
THE SAME AS PAPER
PROTOTYPING







Paper interfaces



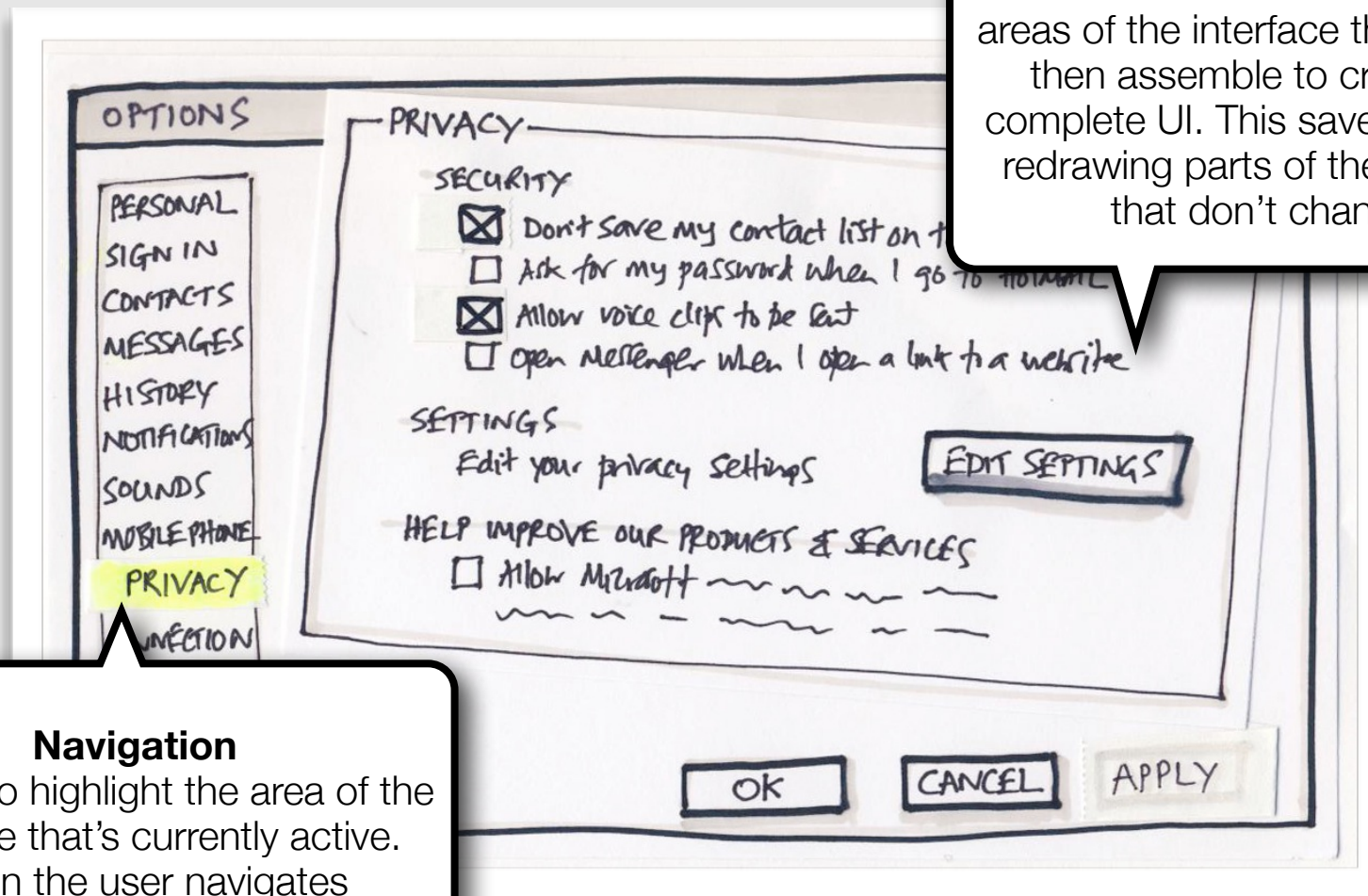
Paper interfaces (from <http://www.mediamatic.net/210875/nl/usability-testing>)

SETTINGS	PICTURE FRAME
AIRPLANE MODE	
Wi-Fi ~~~~	
NOTIFICATIONS	TRANSITION
LOCATION SERVICES ON	DISSOLVE ✓
BRIGHTNESS & WALLPAPER	ORIGAMI
PICTURE FRAME	
GENERAL	SHOW EACH PHOTO FOR 3s >
iCloud	ZOOM IN ON FACES ON
MAIL, CONTACT, CALENDAR	SHUFFLE OFF
TWITTER	ALL PHOTOS ✓
SAFARI	ALBUMS
MESSAGES	FACES
MUSIC	EVENTS
VIDEO	
PHOTOS	
NOTES	
STORE	
APPS	
40D GIGI UP	
ANGRY BIRDS	
APRAGE	
B&C NEWS	

UI controls

Removable tape works well for radio buttons and check boxes.





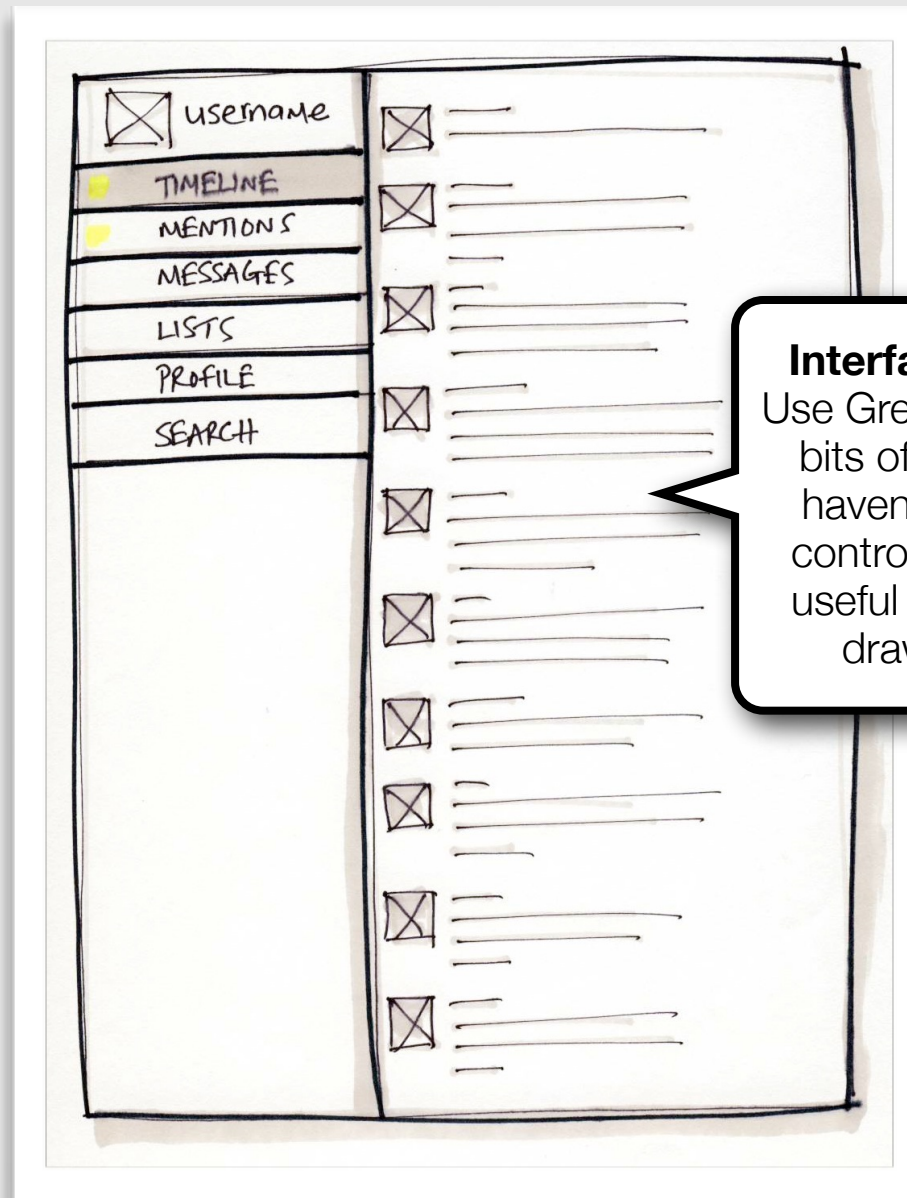
Dialog boxes

Use index cards to create separate areas of the interface that you can then assemble to create the complete UI. This saves you time redrawing parts of the interface that don't change.

Navigation

Use this to highlight the area of the interface that's currently active.

When the user navigates elsewhere, change the highlight to the new location.



Interfaces with lots of text

Use Greeking (squiggly lines) for bits of the interface that you haven't finished, or have no control over. Greeking is also useful to stop people getting drawn into the content.

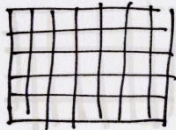
MYCAL

SEARCH CALENDAR

SEARCH

TODAY ◀ ▶ FEBRUARY

CREATE ▼



MON	TUES	WEDS	THU	FRI	SAT	SUN
30	31	1 FEB				
6	7	8				
13	14 VALENTINE'S DAY	15				

EVENT/TASK

When: Thu, February 16

What:

e.g. 7pm dinner at Pancho's

Calendar:

CREATE EVENT

PERSONAL ▼

WORK

HOLIDAYS

FAMILY

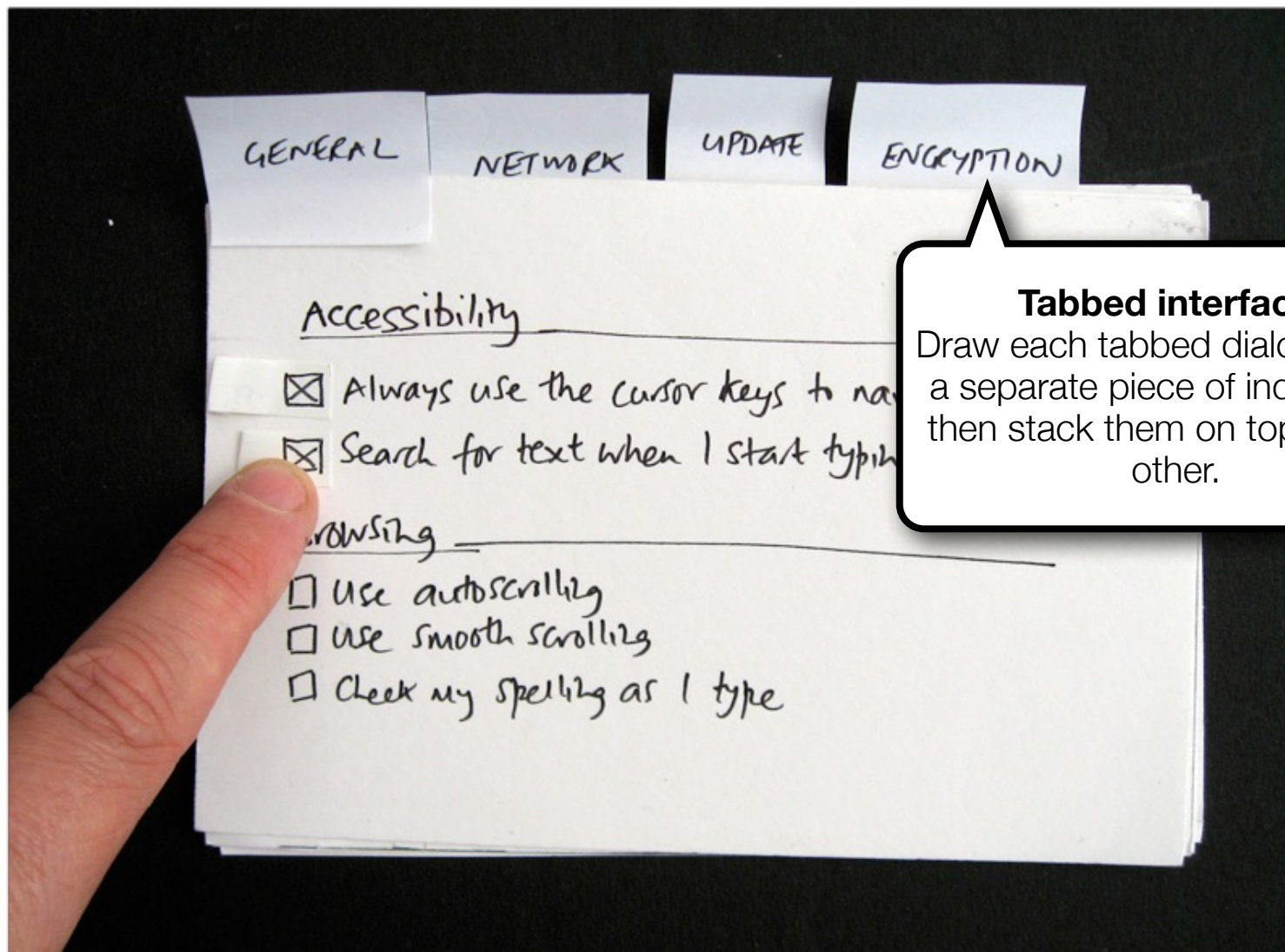
MARKETING

Text fields

Use removable tape for text fields — the Computer can reuse entered data elsewhere in the interface.

Pull-down menus

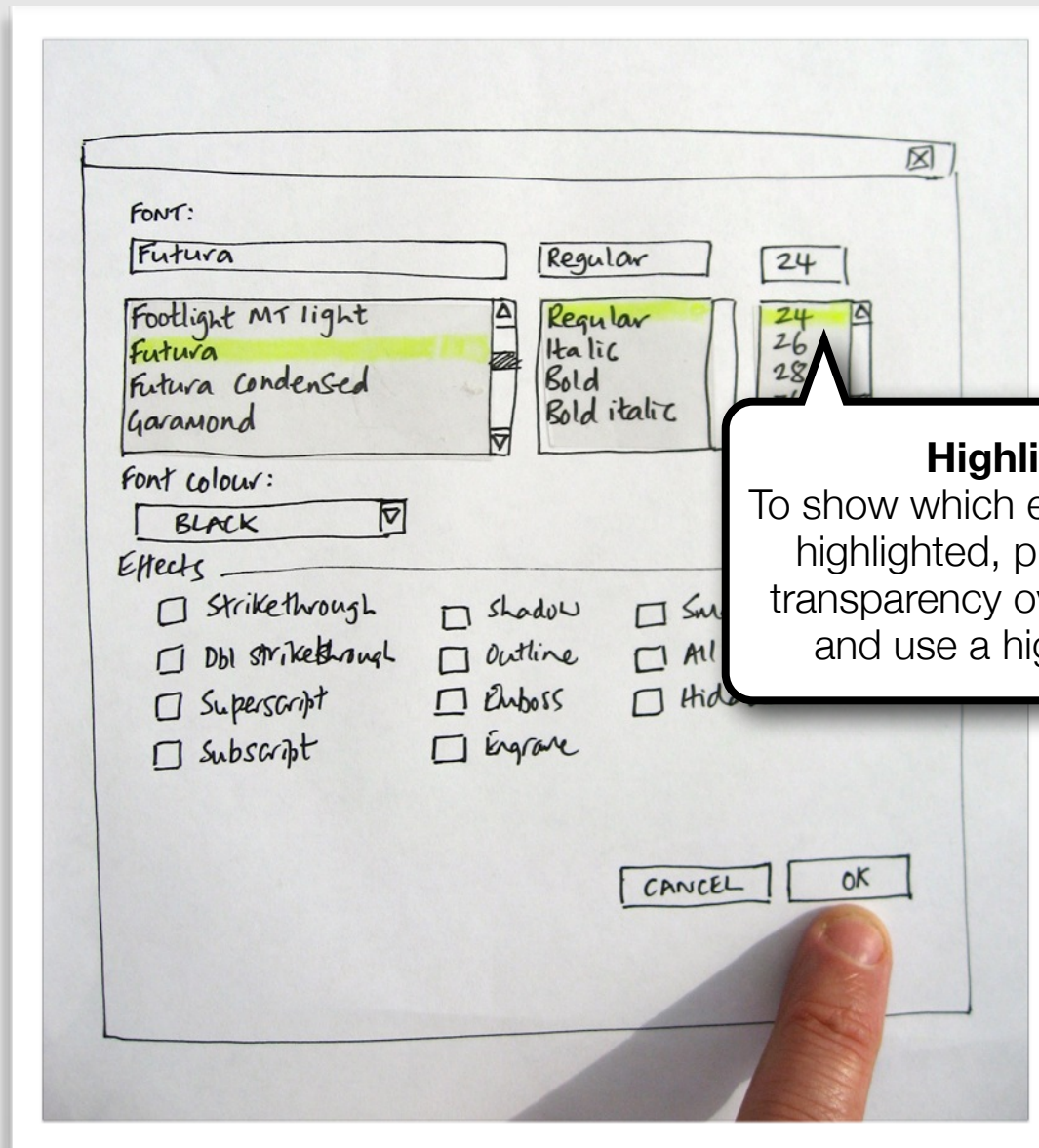
Write the drop-down list on a separate piece of paper. When the user clicks the down arrow, the Computer shows the list.

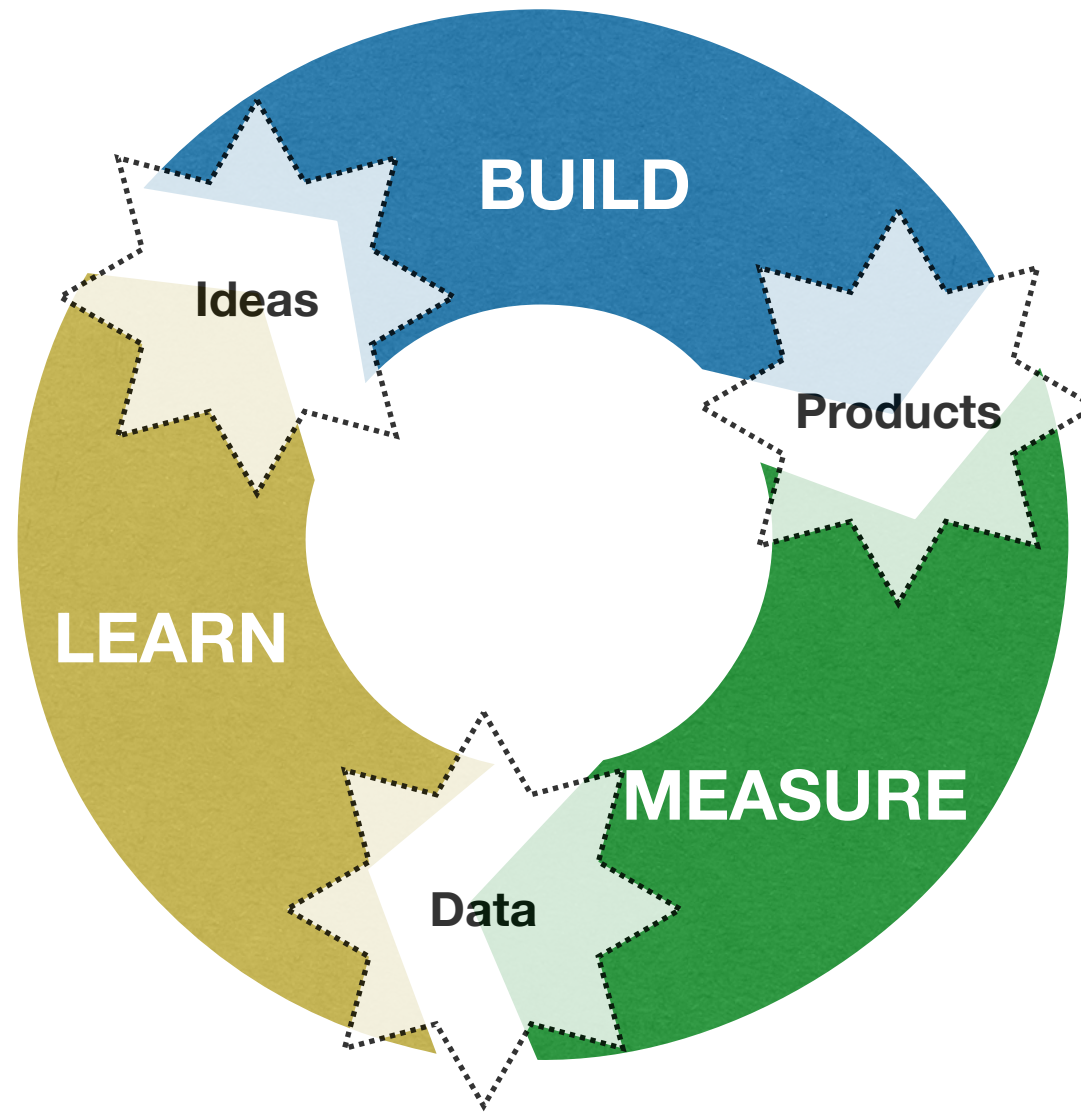




Greyed-out selections

If a button or menu option is disabled until the user does something, make a version on removable tape in “dotted” handwriting and place it over the same element written in black.





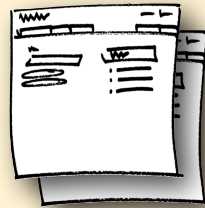
Paper prototyping supports validated learning



Design 1



Design 2



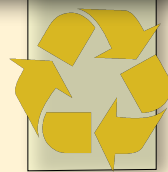
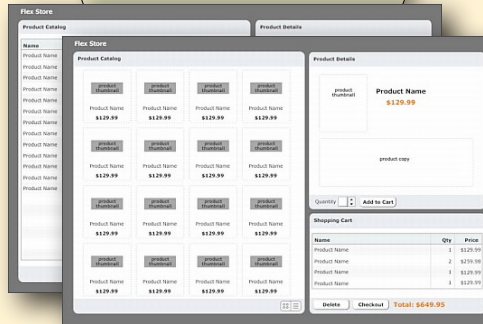
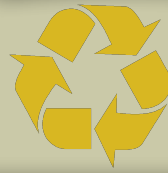
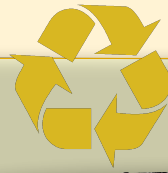
Design 3



Design 4

Get the right design

Get the design right



“It’s a process where they discover the product through constantly creating new iterations. A lot of companies will do six or seven prototypes of a product because each one takes time and money. Apple will do a hundred—that's how many they did of the MacBook. Steve Jobs doesn't wake up one morning and there’s a vision of an iPhone floating in front of his face. He and his team discovered it through this exhaustive process of building prototype after prototype.”

- Leander Kahney, a journalist who has followed Apple closely



Sketch

A design concept or solution not intended for testing with users.

Paper prototype

A prototyping technique that involves creating drawings (often roughly drawn) of an interface that can be used to test out design ideas with end users. There is often the ability to 'interact' with the prototype.

Choose paper prototypes when you want to test...

Concepts and terminology

Navigation/workflow

Content

Rough page layout

Functionality

Choose electronic prototypes when you want to test...


Technical feasibility

Download / response times

Scrolling

Colours, fonts and icons

Intricate or unfamiliar interactions



Thermo

Visio

Axure

Flex

Protoshare

iRise

Expression

iPlotz

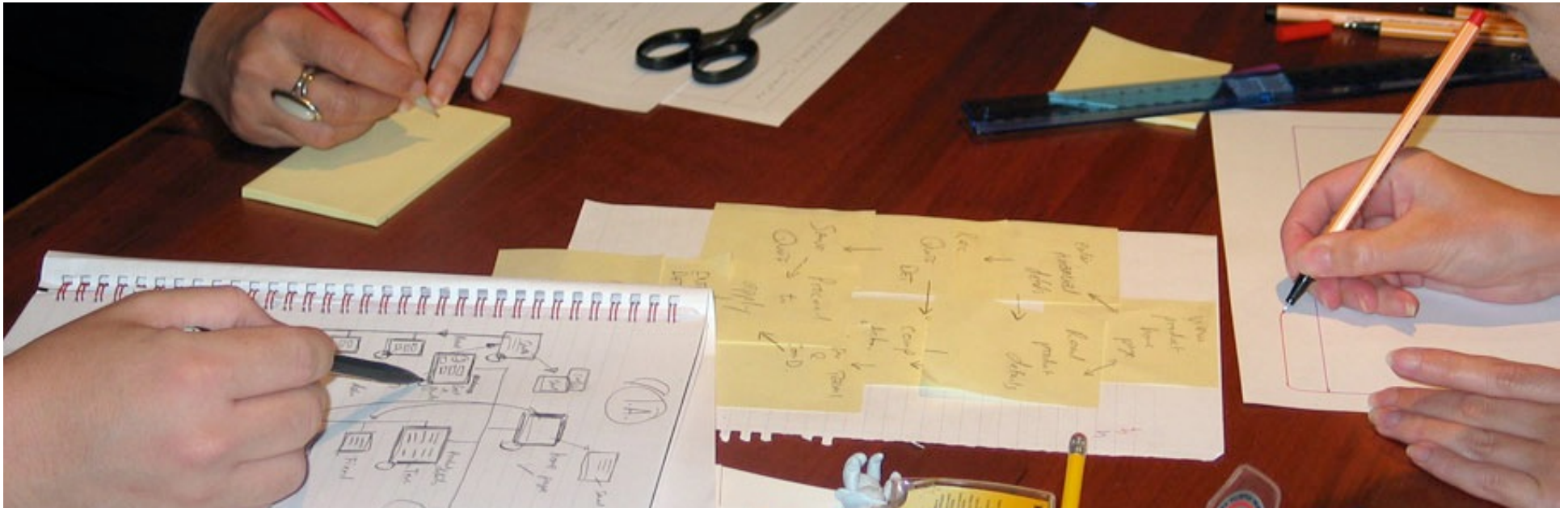
Keynote

OmniGraffle

PowerPoint

Bootstrap

Balsamiq

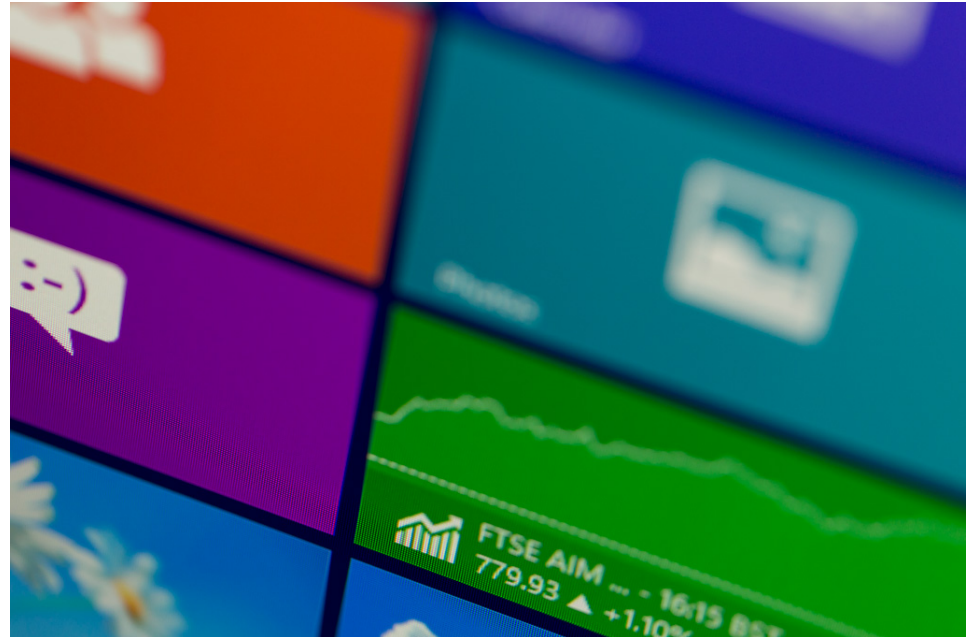


Develop a paper interface for your application based on one of your user stories and your primary persona.

Tip: Think about your design idiom before launching into screen design.

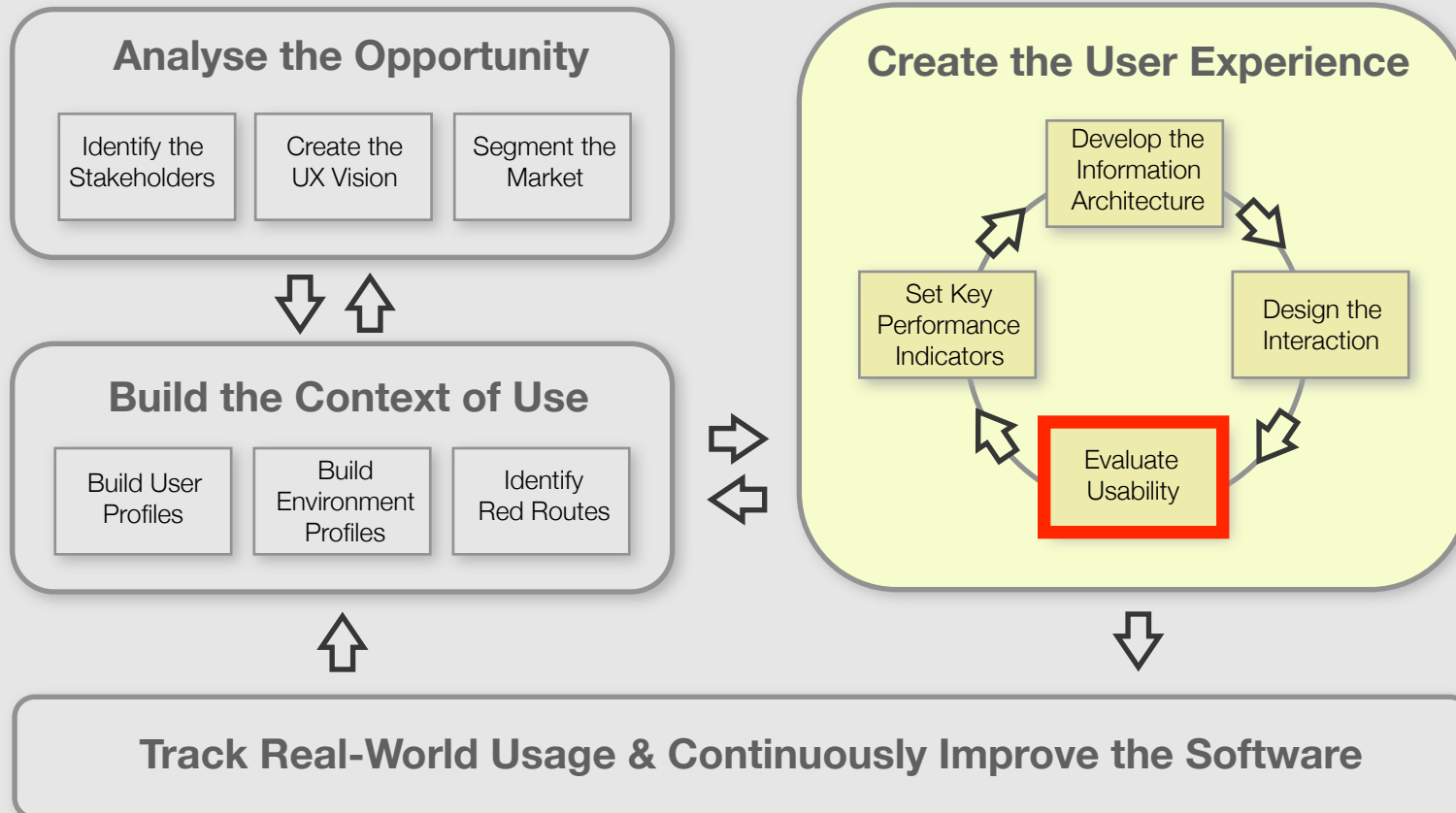
Your design should comprise a sequence of 4-6 screens (one screen per step).

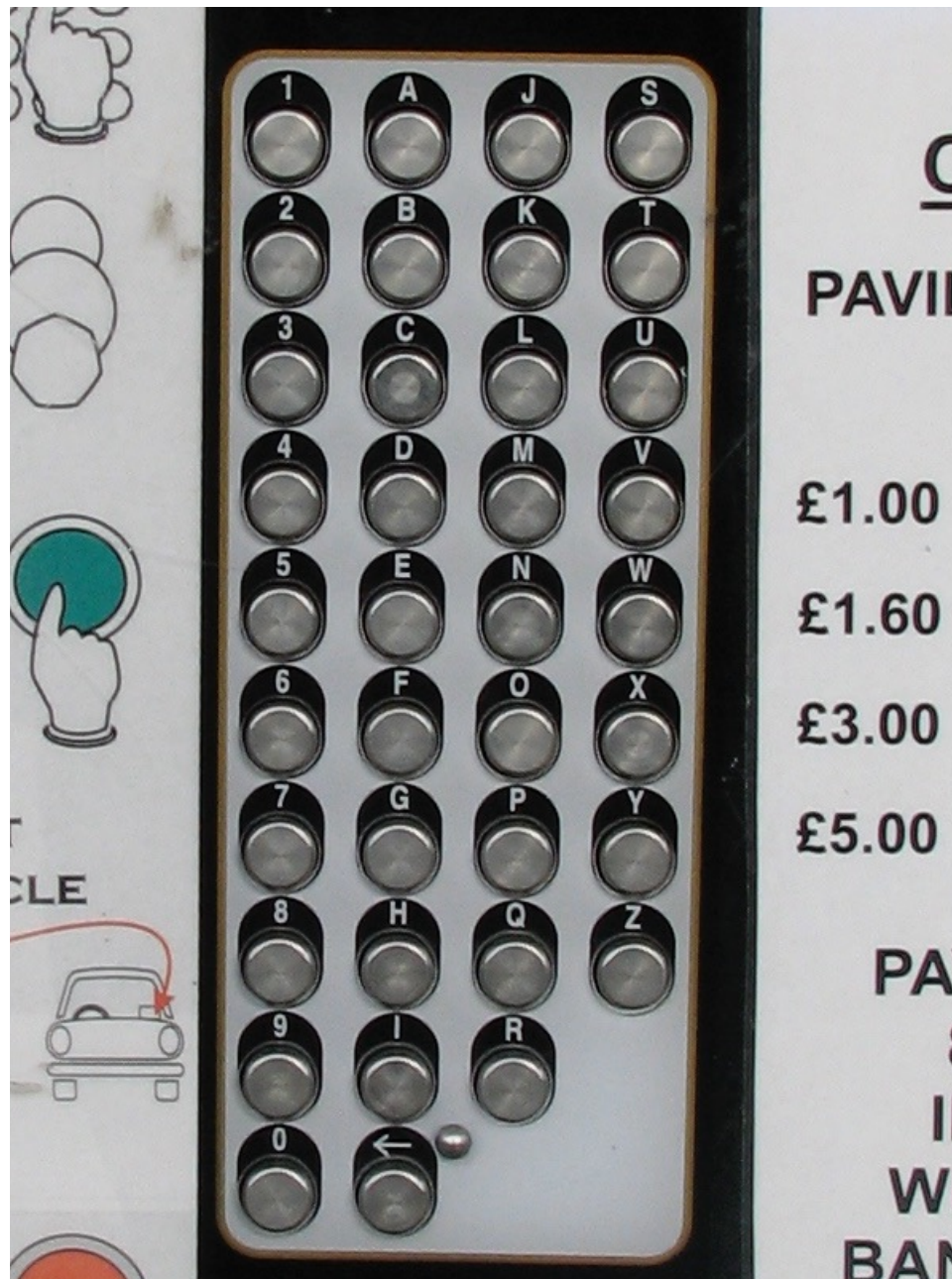
Tip: Later, you'll usability test your design, so keep it simple and clear.



User Experience: The Ultimate Guide to Usability

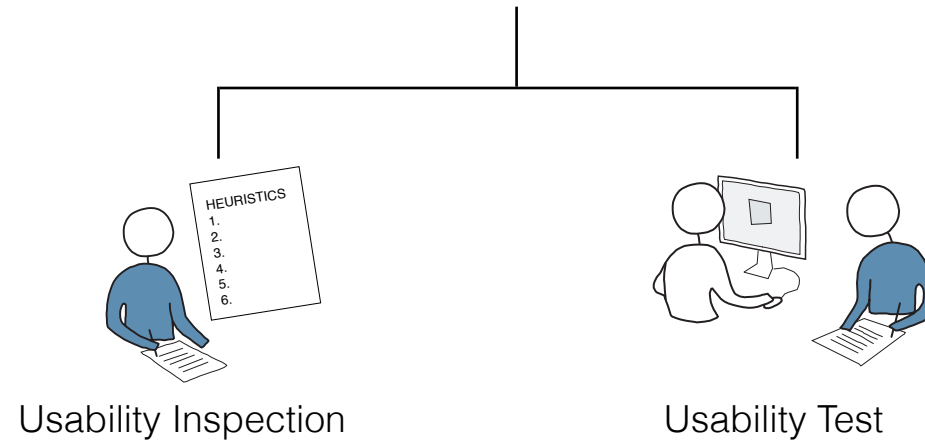
“And I have the data to prove it”: How to evaluate usability





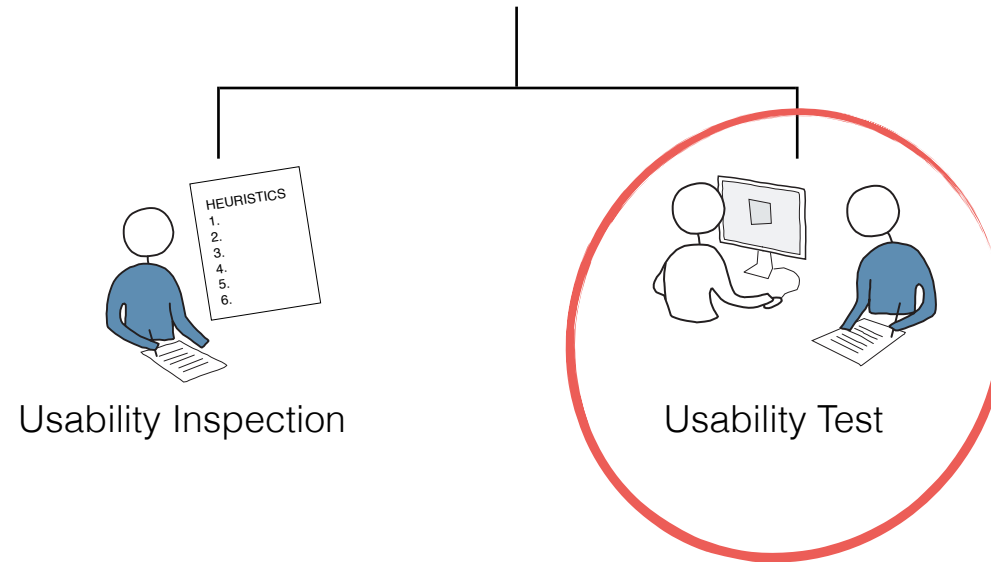
Try entering DU07 YPT

Usability Evaluation Methods



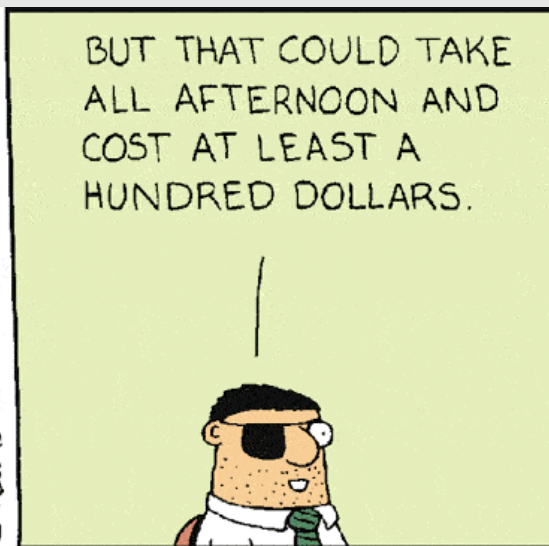
Method	Advantages	Disadvantages
Usability inspection	<ul style="list-style-type: none"> • Defects found early at low cost (3-5 experts). • Findings can usually be generalised to whole interface. • Relatively quick to carry out. • Evaluation can be carried out without understanding users' tasks. 	<ul style="list-style-type: none"> • Experts can be hard to get. • Tends to over-emphasise visual design and layout problems. • "Problems" are sometimes false alarms and evaluators miss problems. • Hard to prioritise problems. • Doesn't capture real user behaviour.
Usability test	<ul style="list-style-type: none"> • Quickly highlights real problems. • Verbal protocols valuable source of information. • Provides real performance data. • Easy to prioritise problems. 	<ul style="list-style-type: none"> • Technique requires a test administrator who can keep the user talking. • "Thinking aloud" can affect user behaviour and performance levels. • Analysis of data can be time consuming.

Usability Evaluation Methods





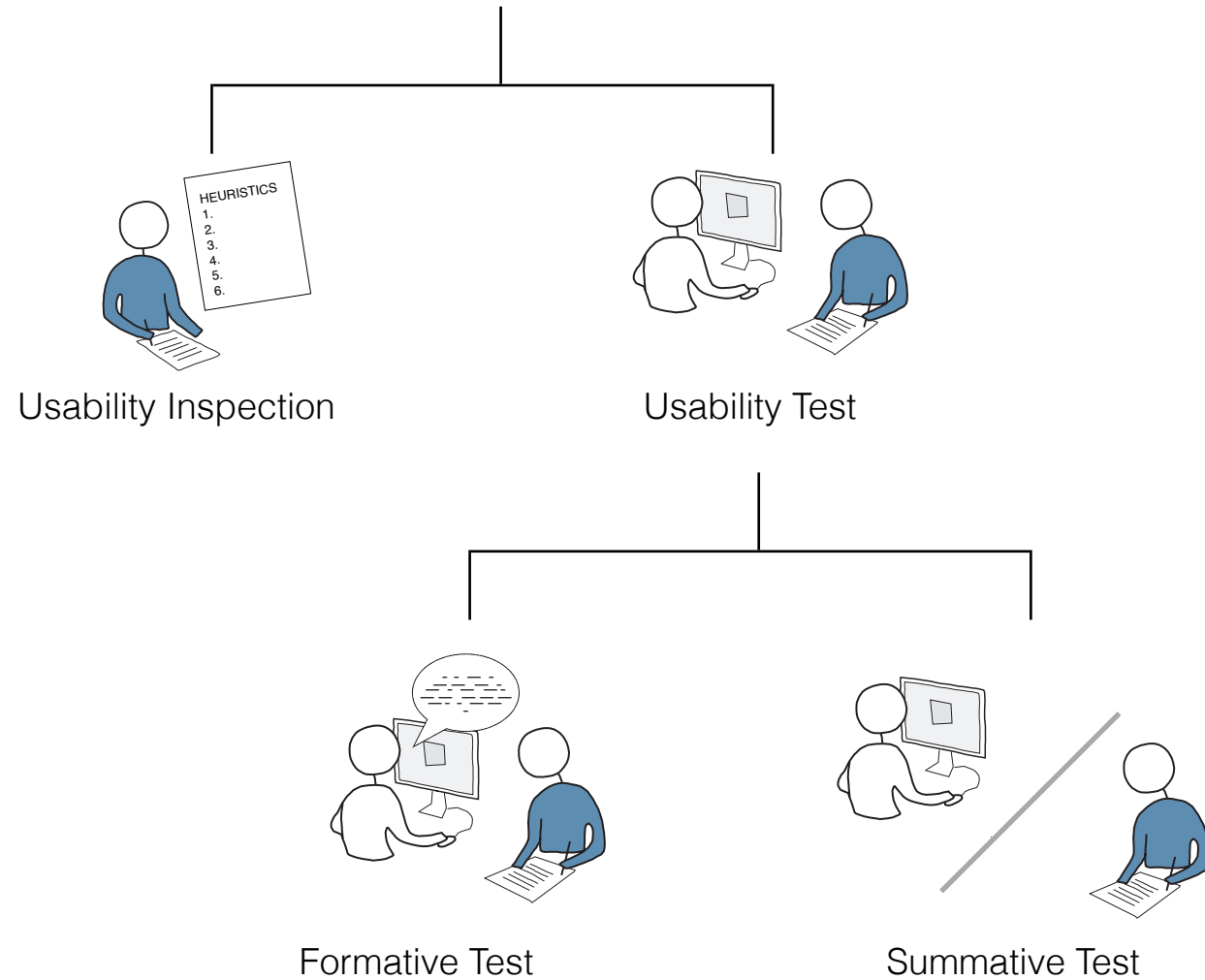
S. Adams 5
E-Mail: SCOTTADAMS@AOL.COM



12-28 © 1994 United Feature Syndicate, Inc.



Usability Evaluation Methods





Formative usability test

A form of iterative usability testing that aims to find problems with a system so they can be fixed.

Summative usability test

A form of usability testing that aims to measure usability metrics, such as effectiveness, efficiency and satisfaction.

How

A participant uses the application to carry out pre-defined tasks.

The participant thinks aloud as he or she works.

Participants

5+ representative users (each tested individually).

Test moderator.

Observer.

Materials

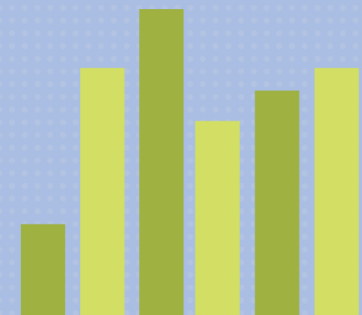
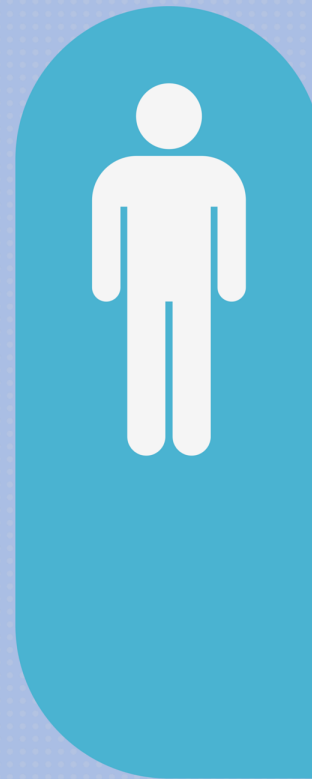
Early prototype.
Screenshots and paper mock-ups are fine.

Task scenarios.

Pen and paper.

When is it OK to test with 5 users?

- If you're mainly interested in finding problems that will affect lots of users (31%).
- If the problems you fail to discover will not have dangerous or expensive outcomes.
- If your design and testing process is iterative.



**“Testing one user
early in the project is
better than testing 50
near the end.”**

- Steve Krug







In person usability test

The moderator and participant sit in one room. Observers can see the moderator and participant through a one-way mirror and hear their conversation through the lab's built-in audio system. Observers get a close-up view of the participant's screen via screen sharing software.



In person usability test

The moderator and participant sit in one room. Observers can see the moderator and participant through a one-way mirror and hear their conversation through the lab's built-in audio system. Observers get a close-up view of the participant's screen via screen sharing software.



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In person usability test

The moderator and participant sit in one room. Observers can see the moderator and participant through a one-way mirror and hear their conversation through the lab's built-in audio system. Observers get a close-up view of the participant's screen via screen sharing software.

Remote usability test (moderated)

The participant carries out the test from his or her home or office desk. The moderator uses screen sharing software to see the participant's screen and presents the tasks to the participant over the phone. Observers use conferencing software to view the test over the Internet.





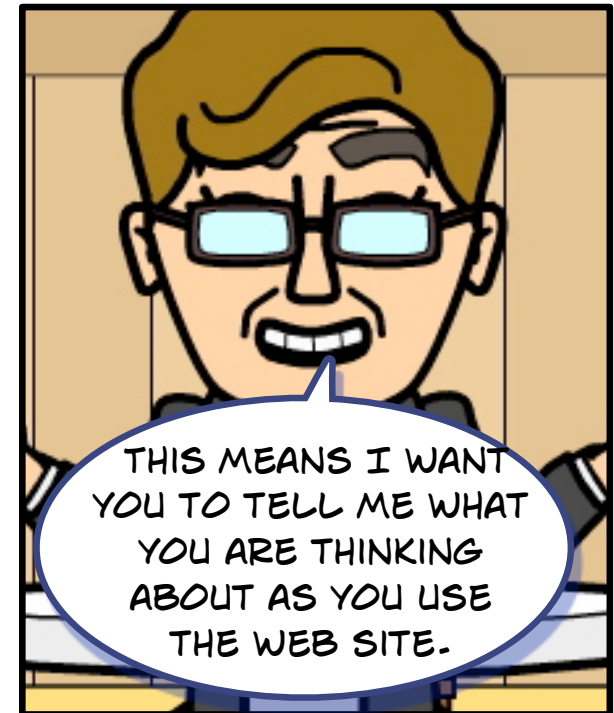
Explain “thinking aloud”

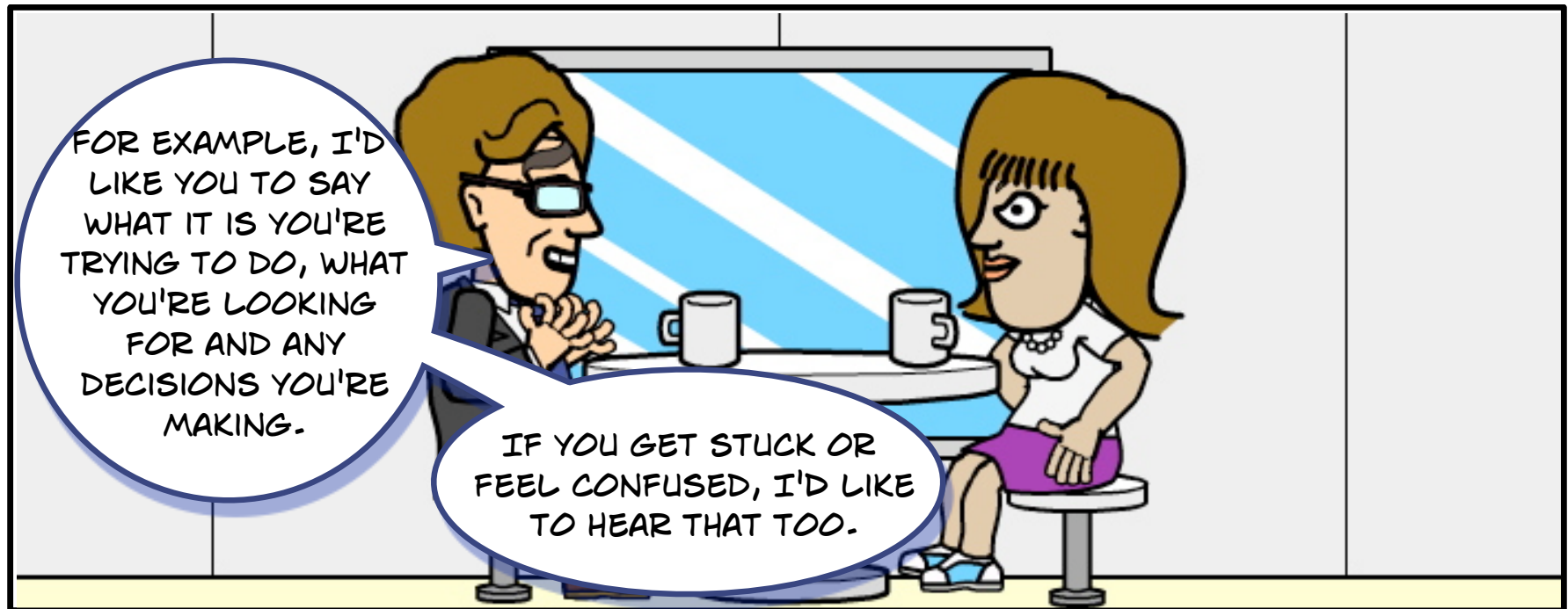
You may need to demonstrate thinking aloud and let the participant practice.

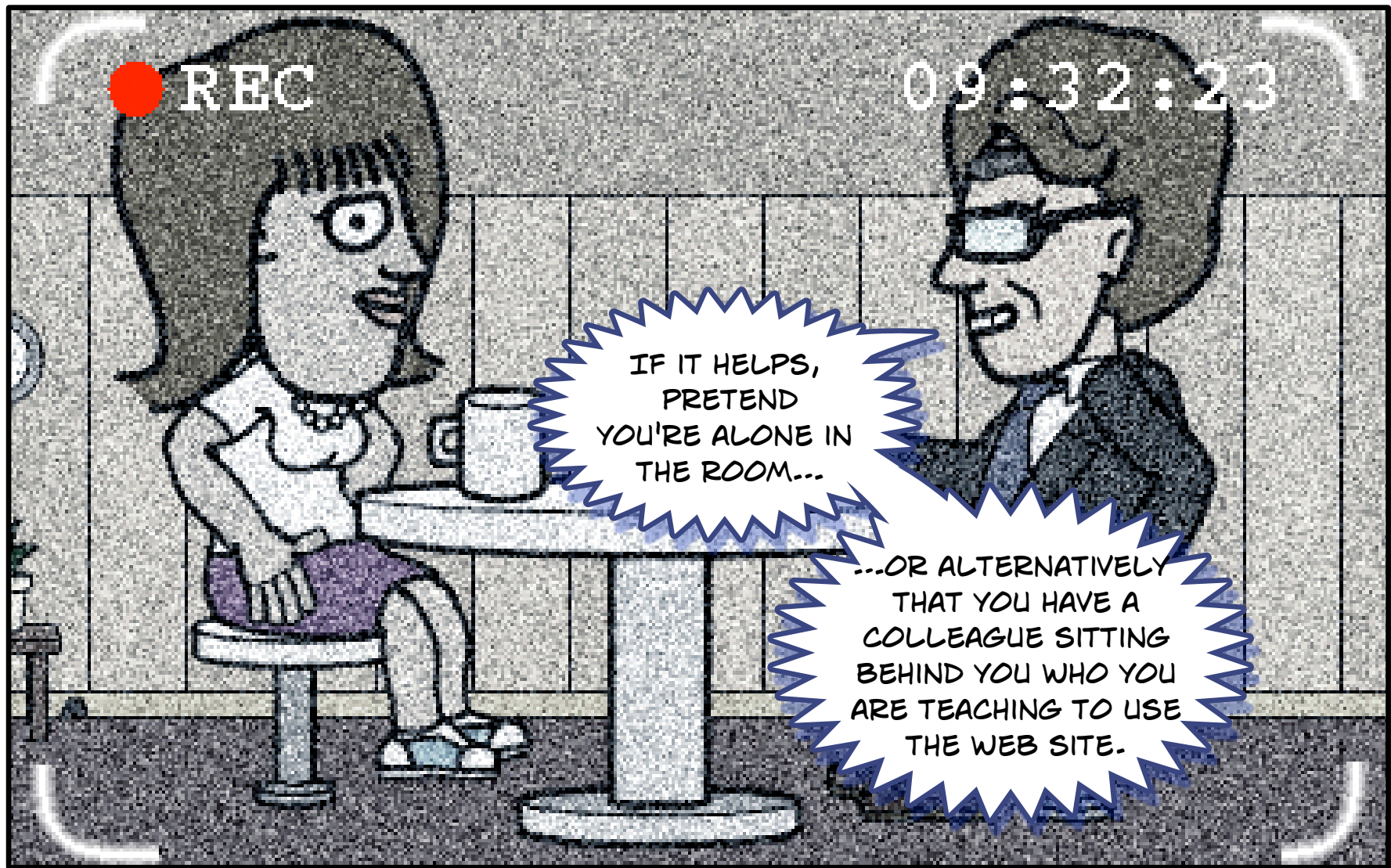
Give the participant a test scenario

If the participant forgets to think aloud, probe with open questions. Otherwise, keep quiet.

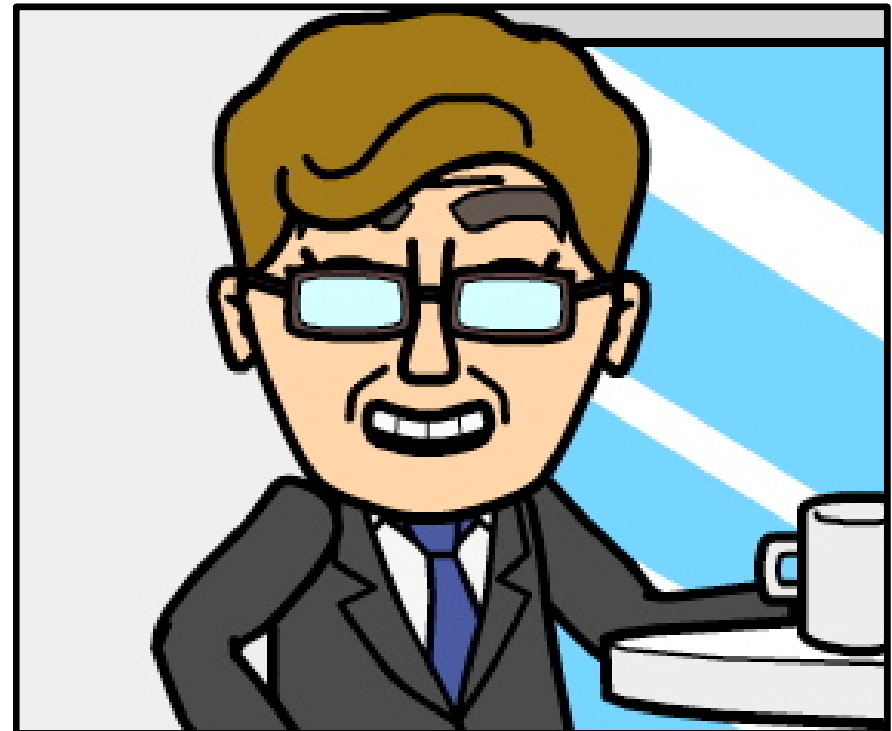
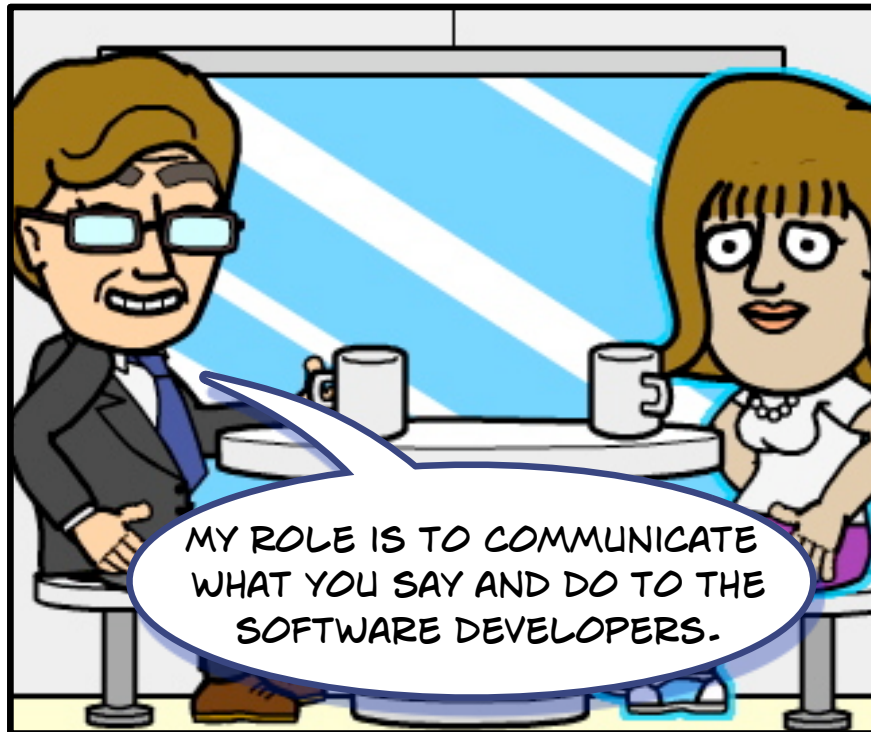
PHASE 1: GIVE INSTRUCTIONS

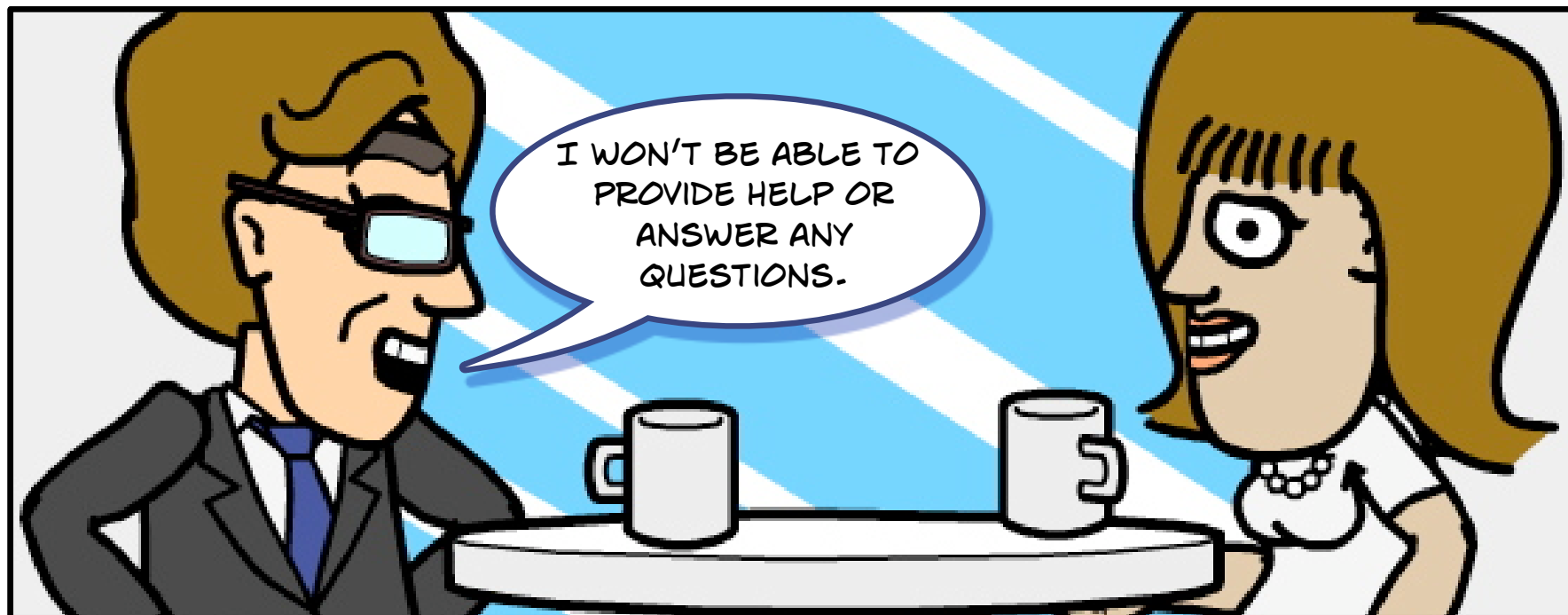




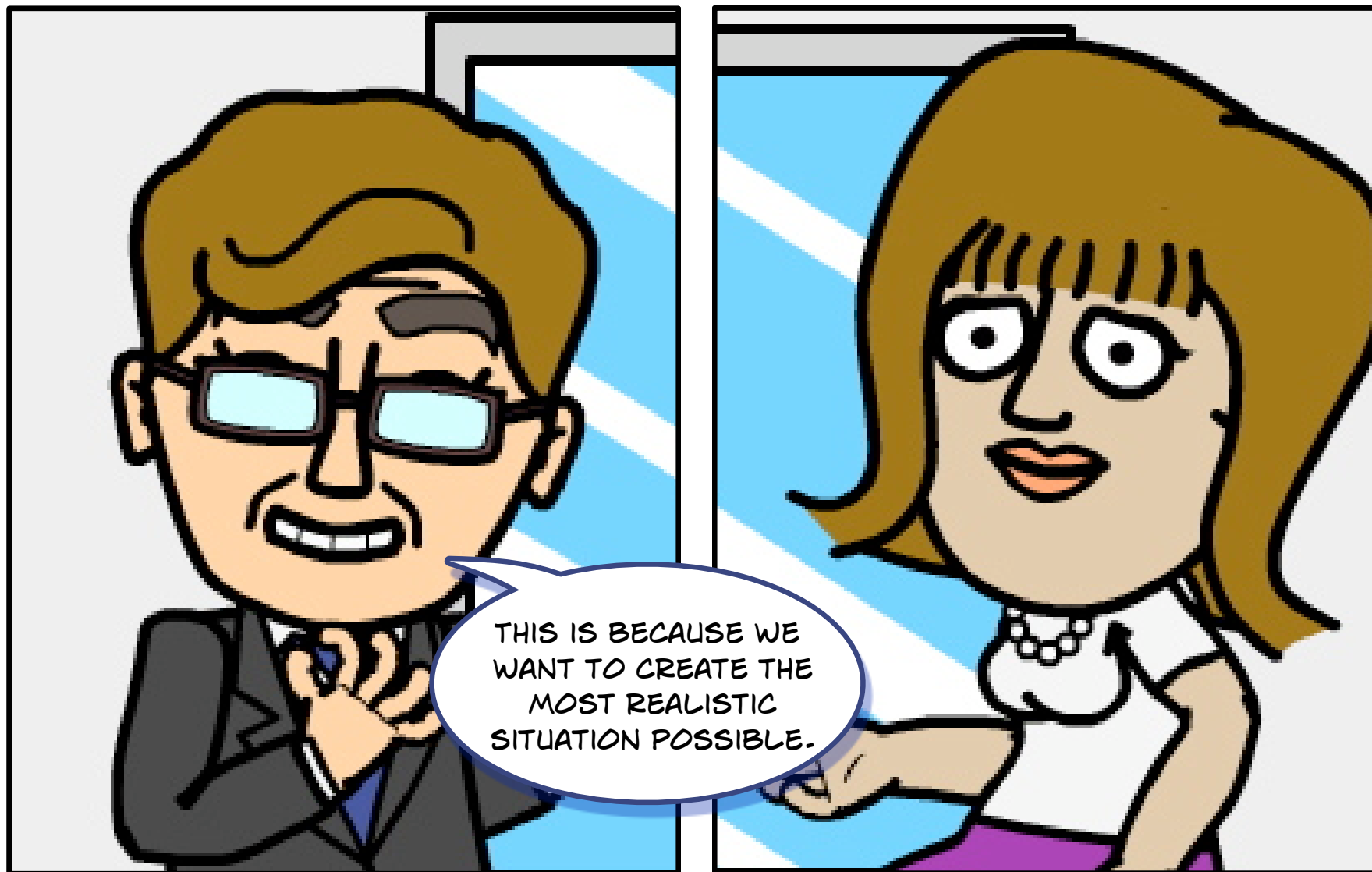


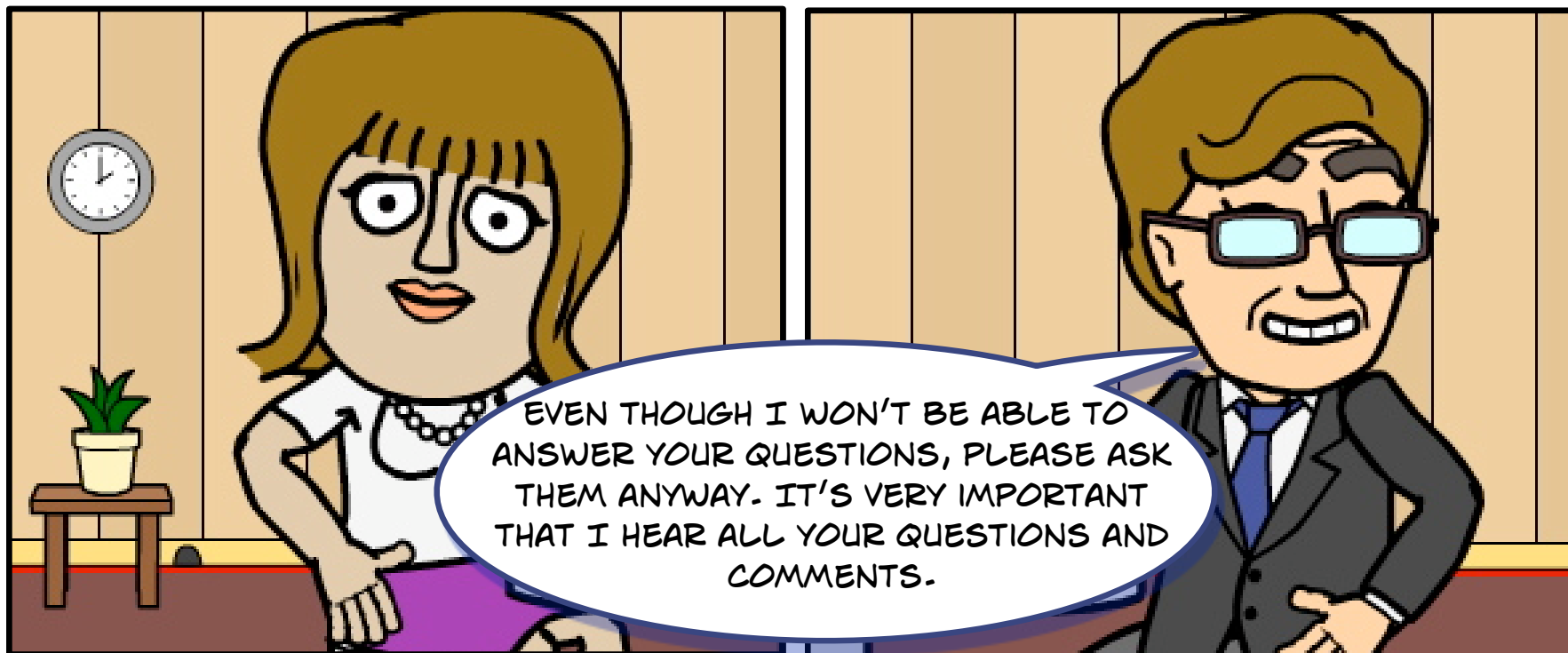
Give Instructions

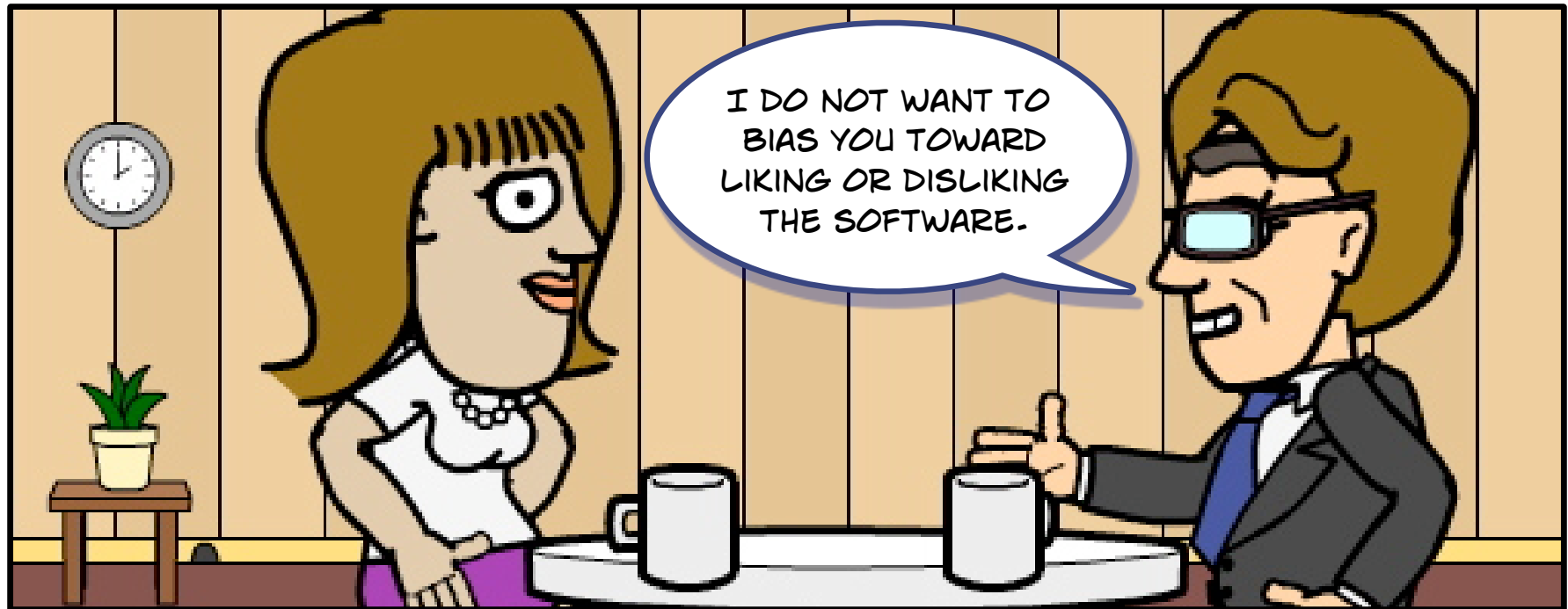


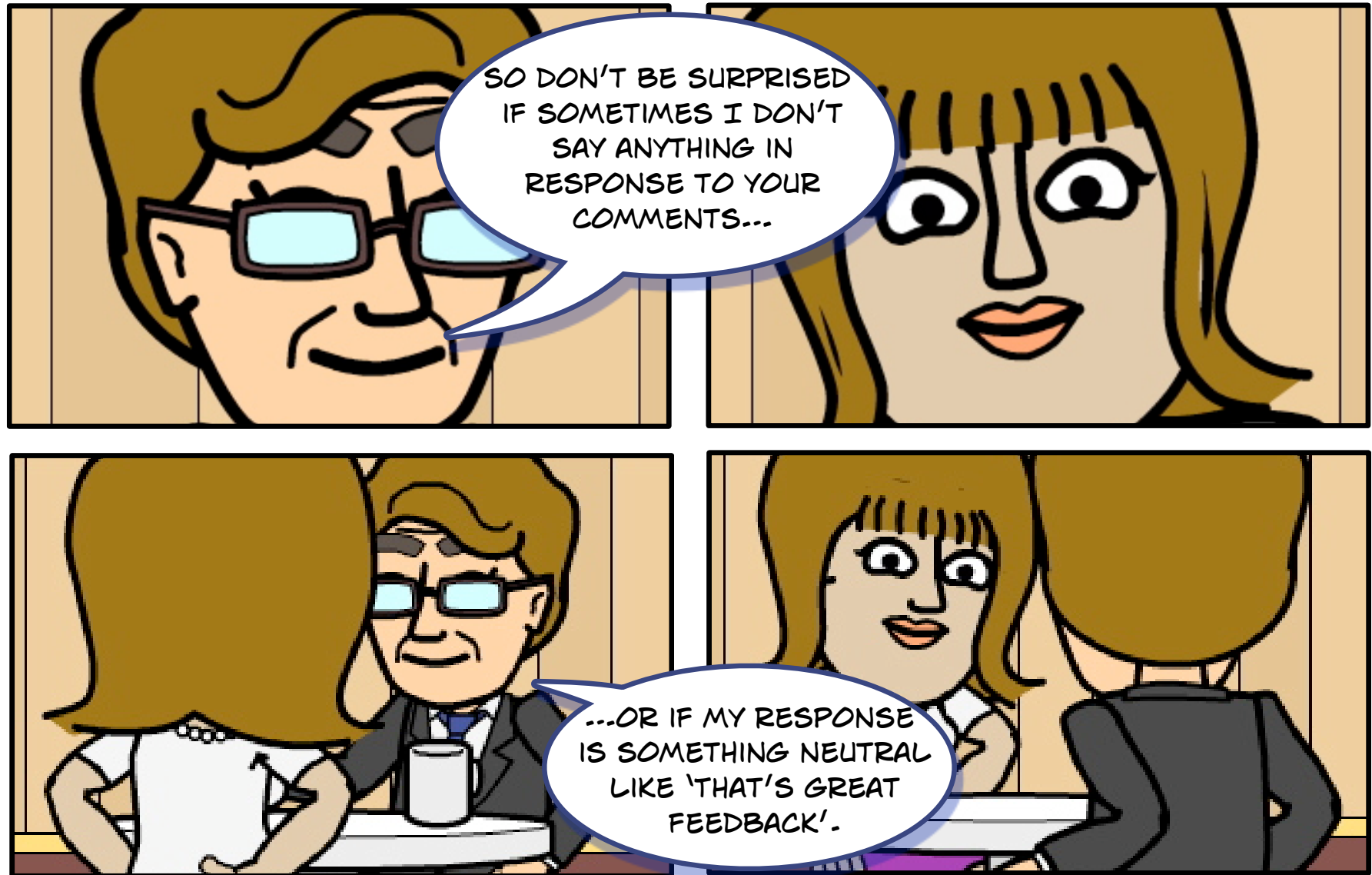


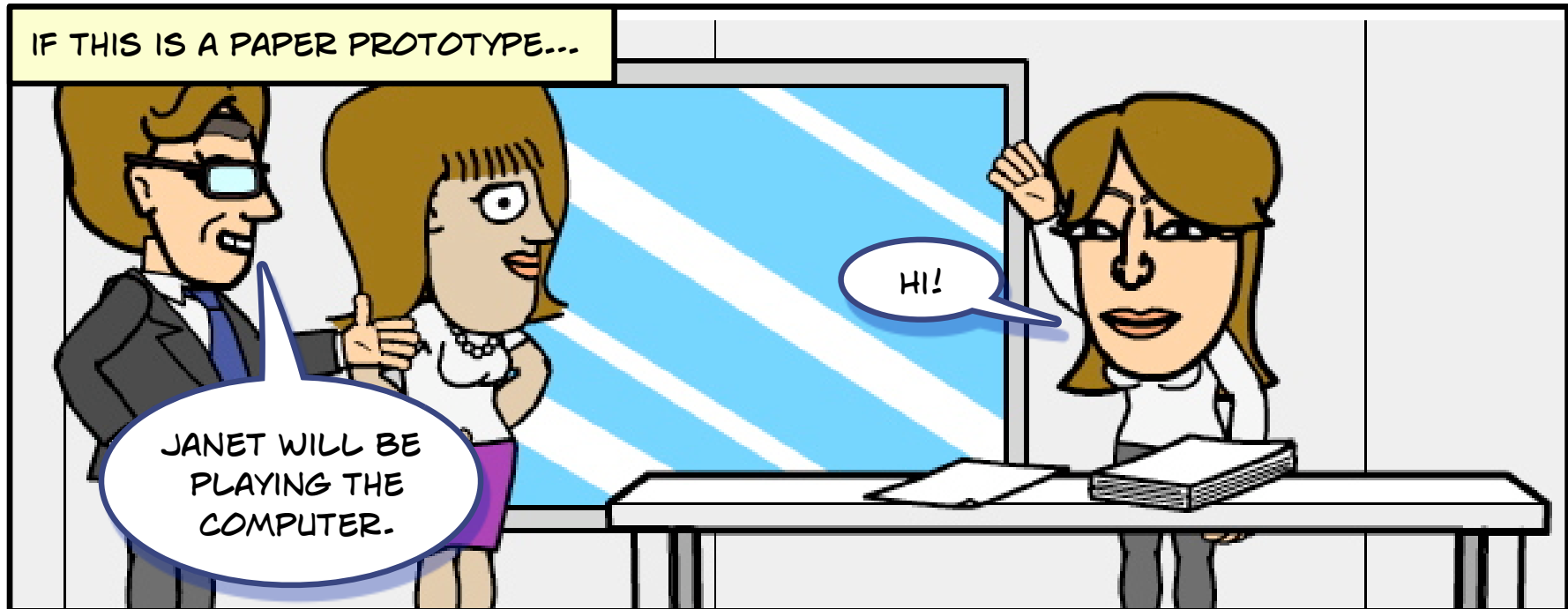
Give Instructions



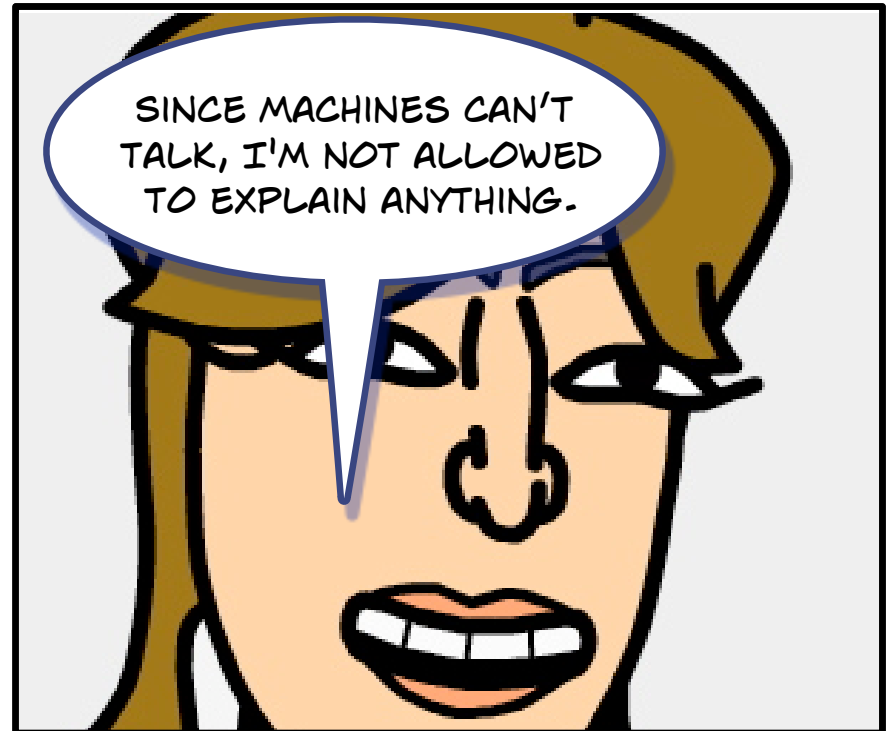
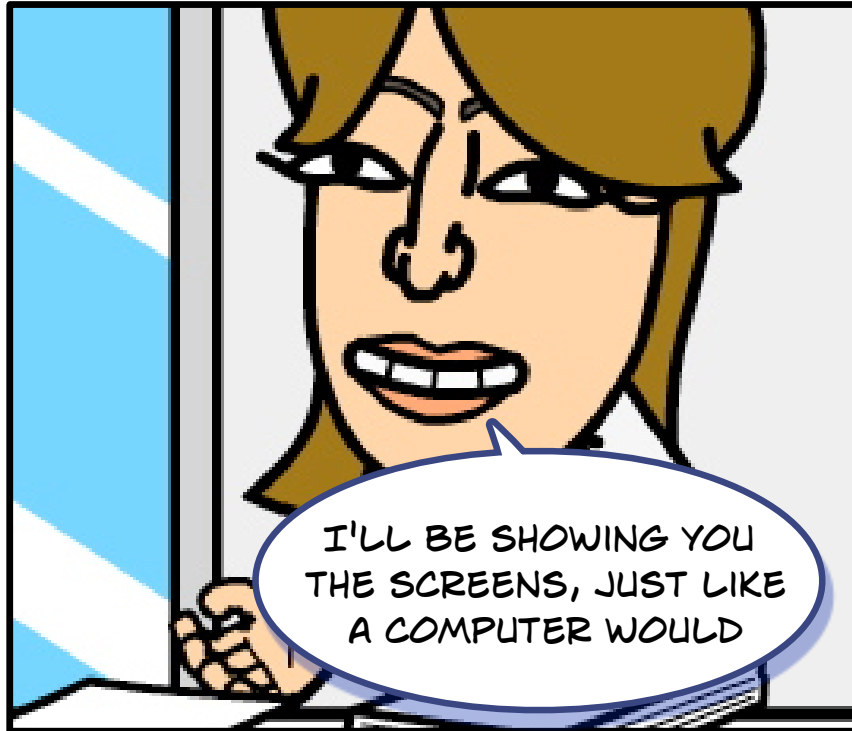




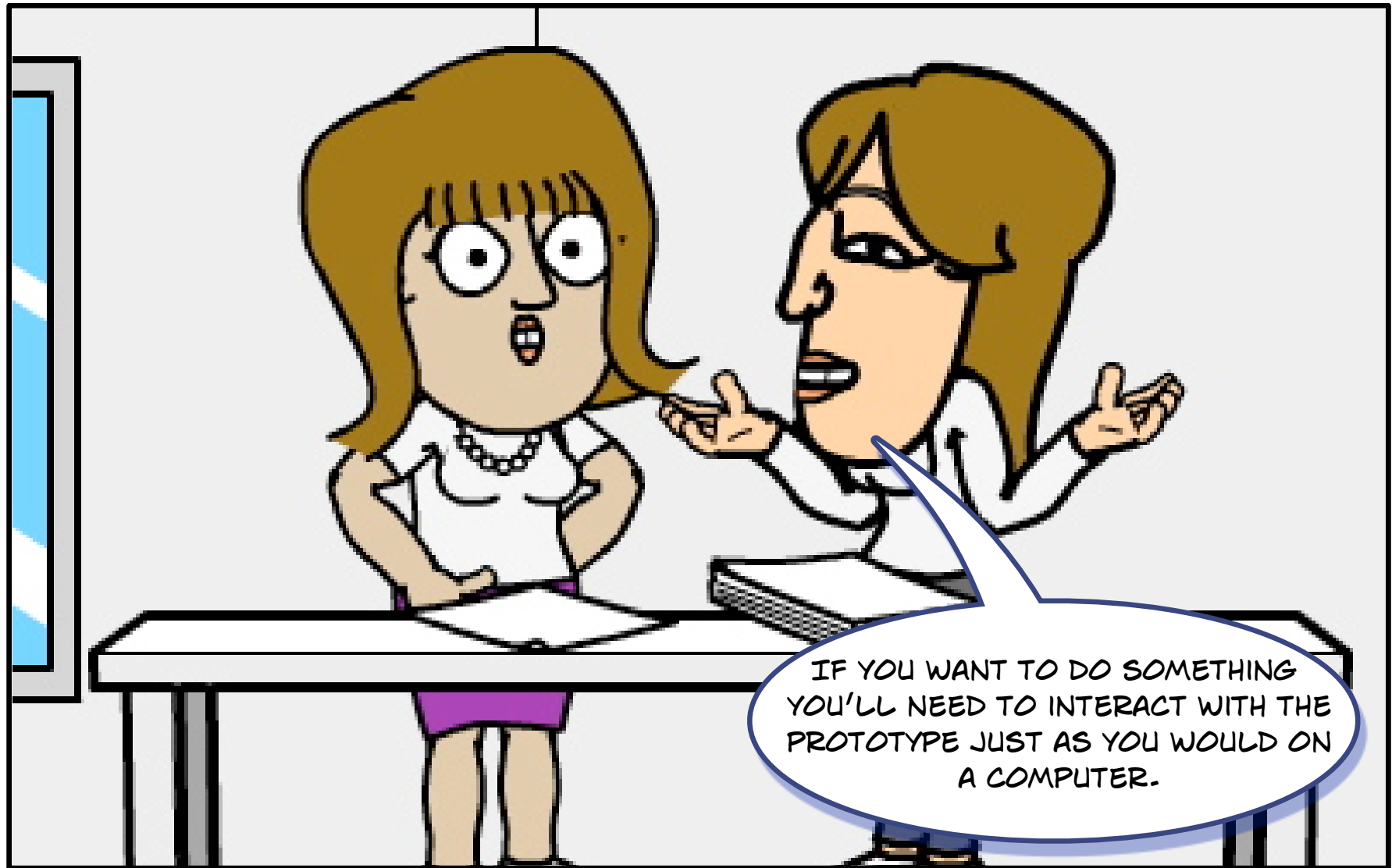




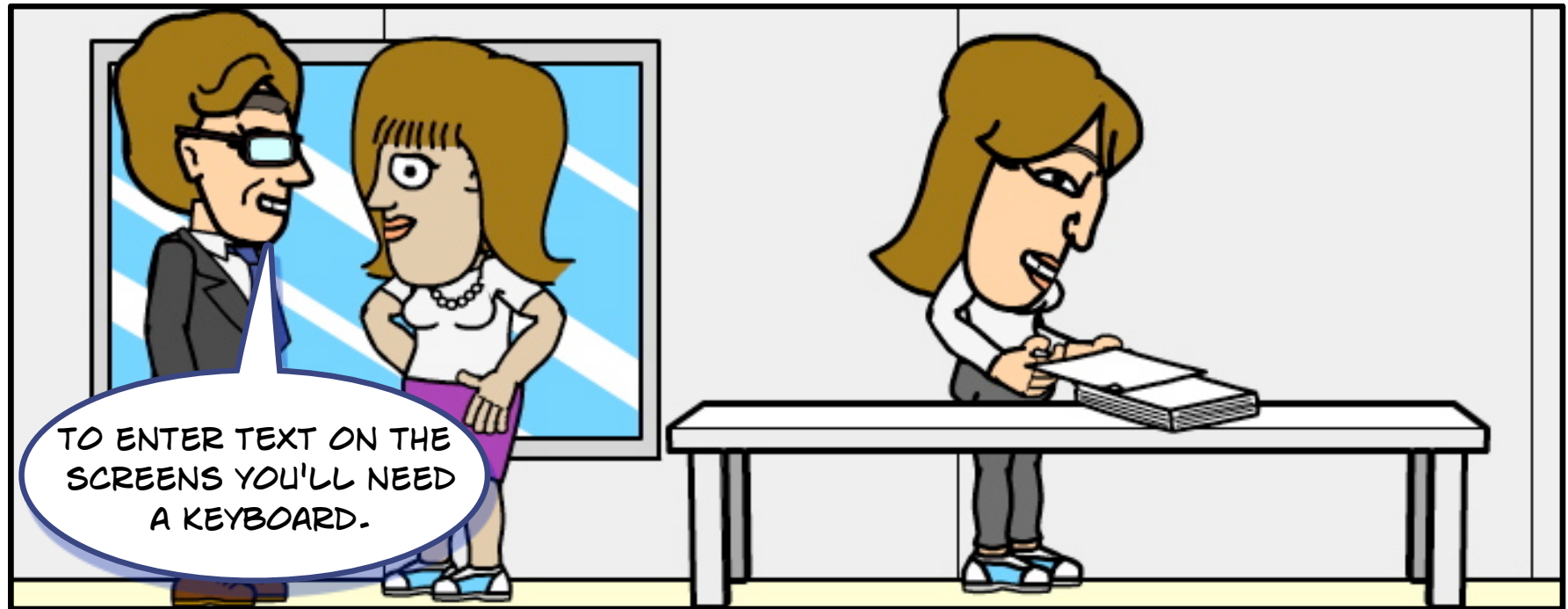
If this is a paper prototype...



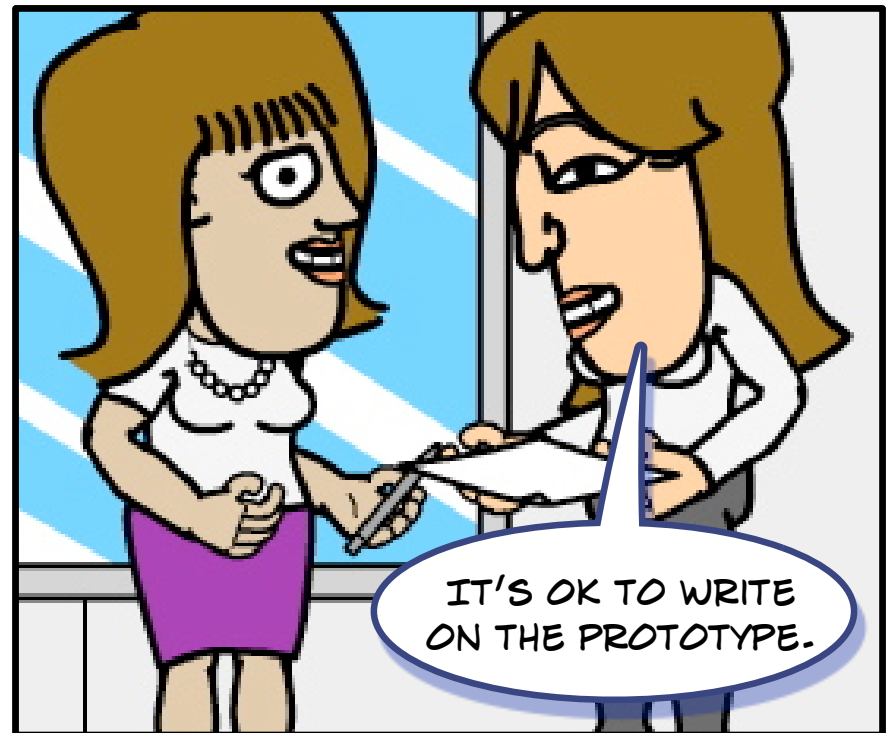
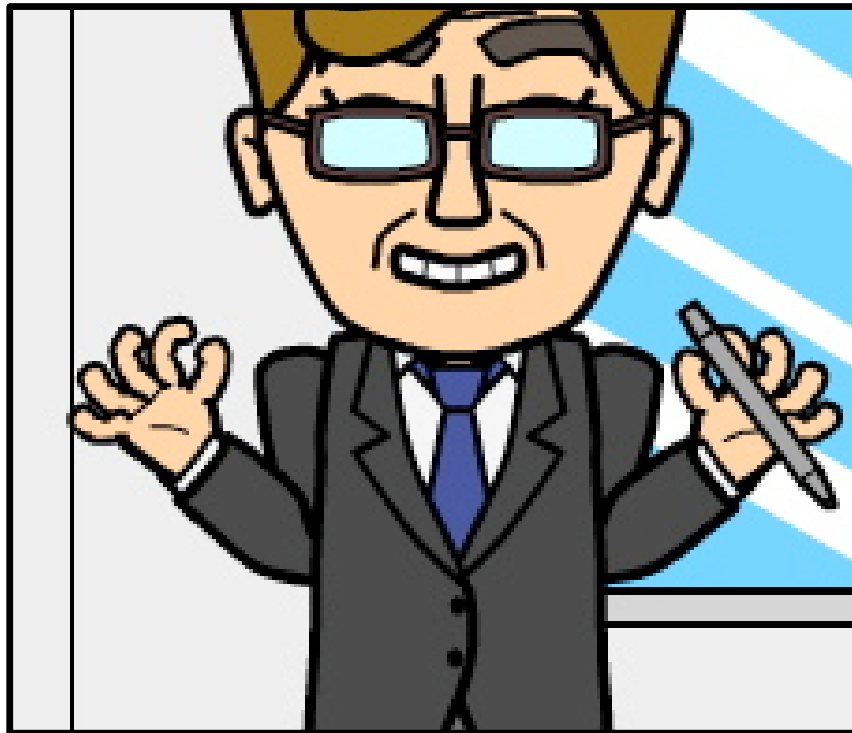
If this is a paper prototype...



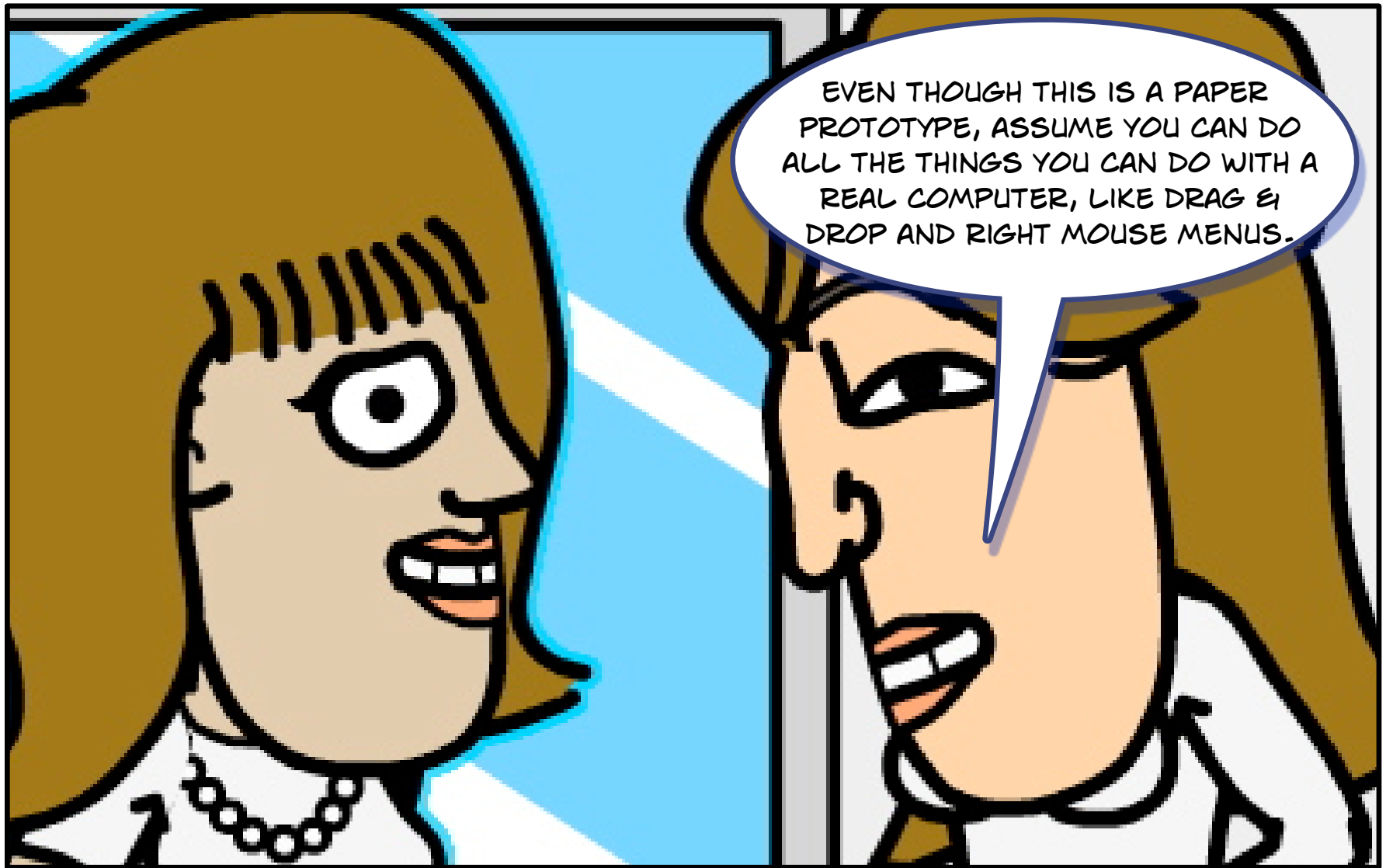
If this is a paper prototype...



If this is a paper prototype...



If this is a paper prototype...



If this is a paper prototype...



Demonstrate thinking aloud with an example:

Turn your phone to silent

Get the participant to practice with a different example:

Adjust the height of his or her chair

Make sure your practice task is easy: you want the user to practice the technique and feel successful!

Demonstrate and let them practice

Red route

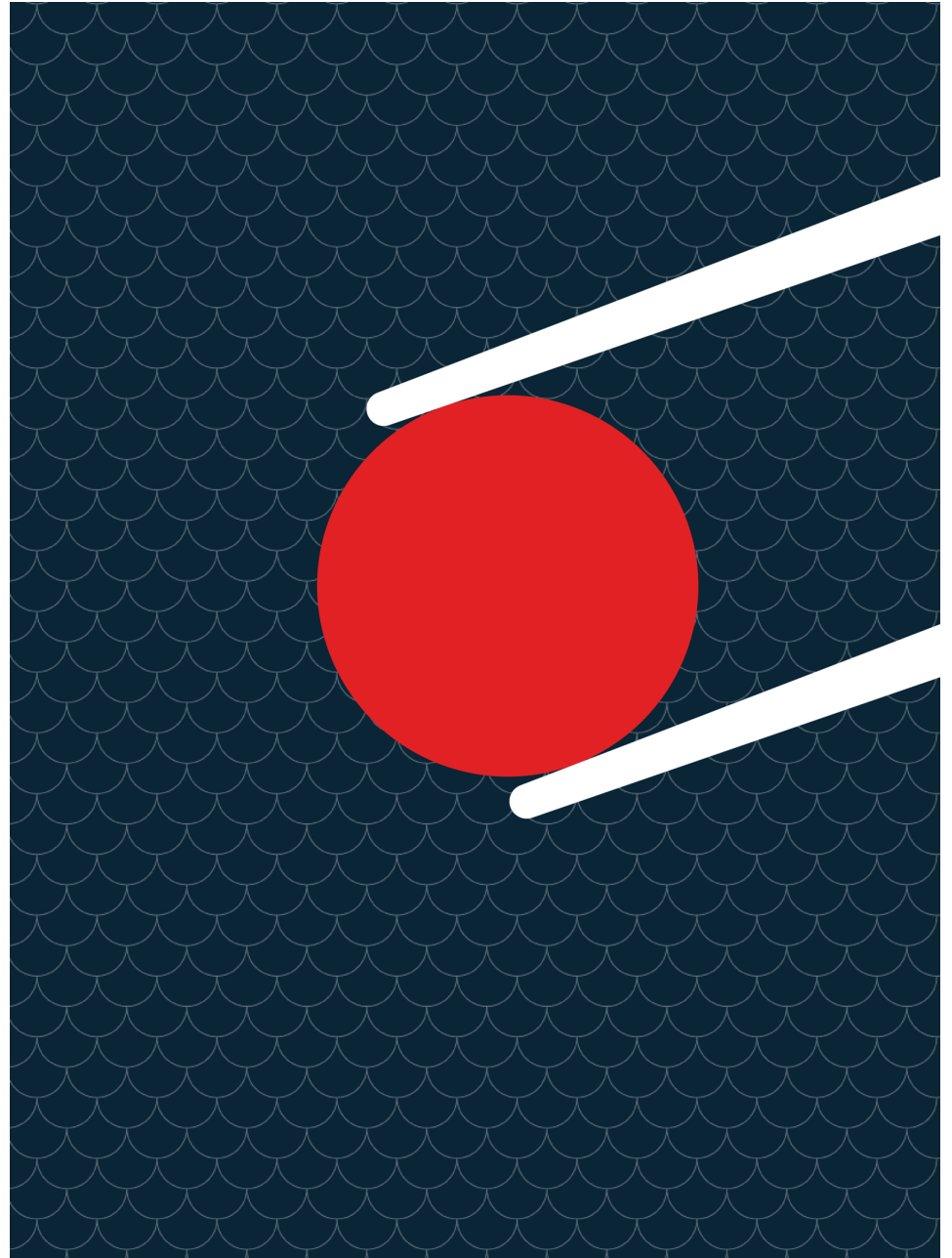
“Set the burglar alarm”

Test Scenario

“You’re about to go to bed and you want to set the burglar alarm. Your pet dog moves around the kitchen in the night and you don’t want him setting off the alarm. Set the alarm, making sure that the kitchen detectors are turned off.”

Good usability test scenarios:

- Are expressed in the user's language (they avoid system-specific jargon).
- Realistic, i.e. they describe things that the user would normally expect to do.
- Don't hint at the correct path (a usability test is not a user acceptance test).
- Have a correct solution (so you know if the task was successfully completed).





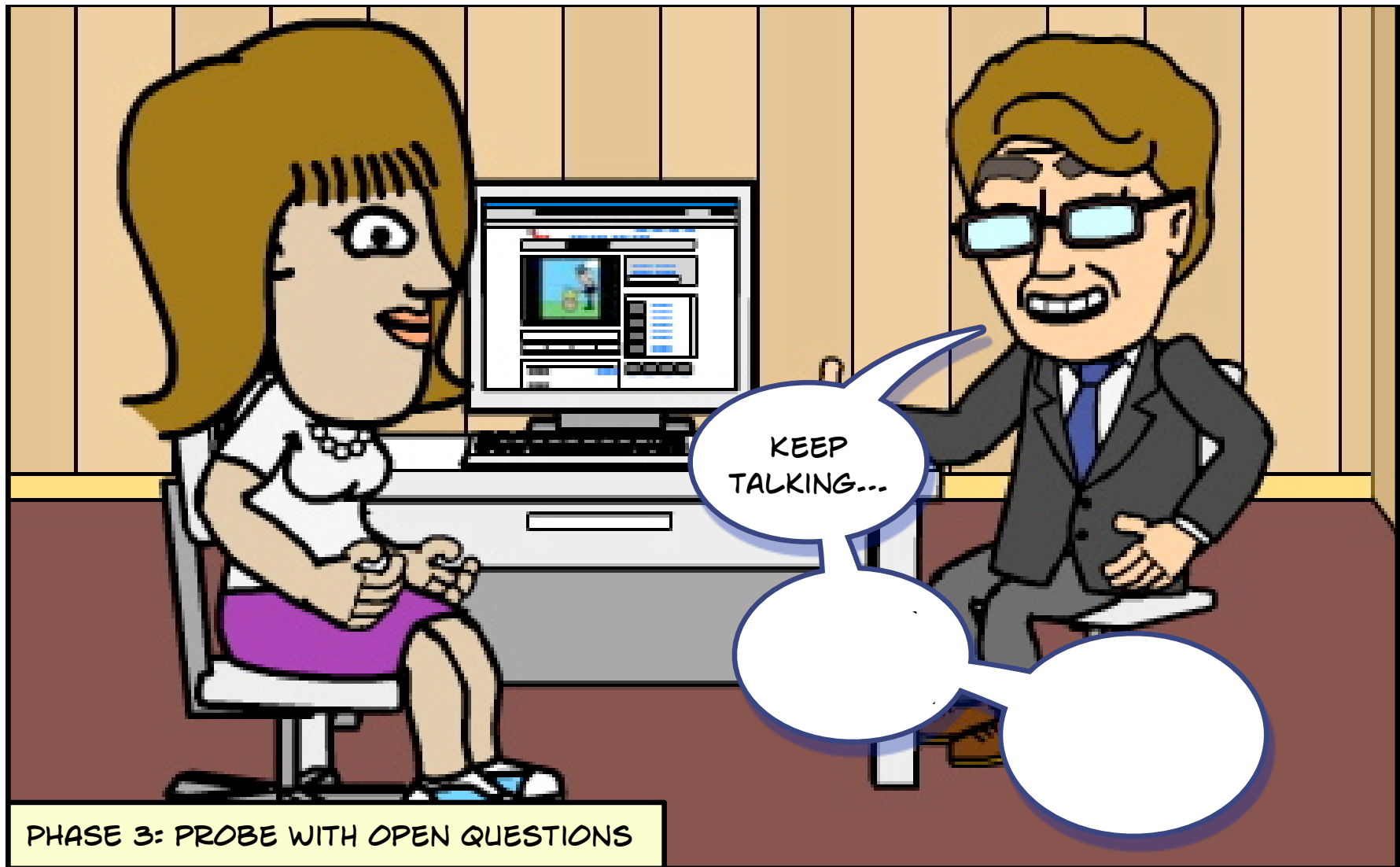
Create a test scenario for your usability test

Read over your user story — the one your prototype is based on — and review your prototype.

Create a usability testing scenario that you could give to a test participant that will put your prototype through its paces.

Make sure your scenario passes the criteria on the previous slide.

Quick Activity: Create a usability test scenario

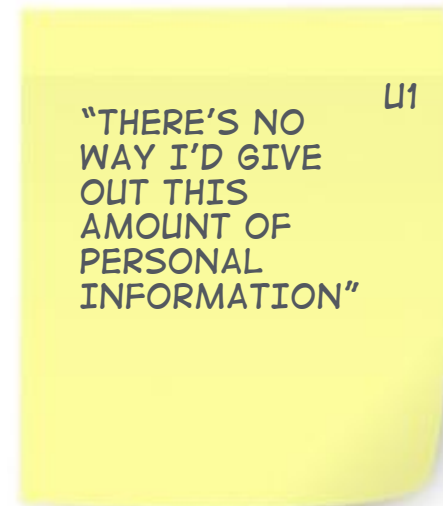
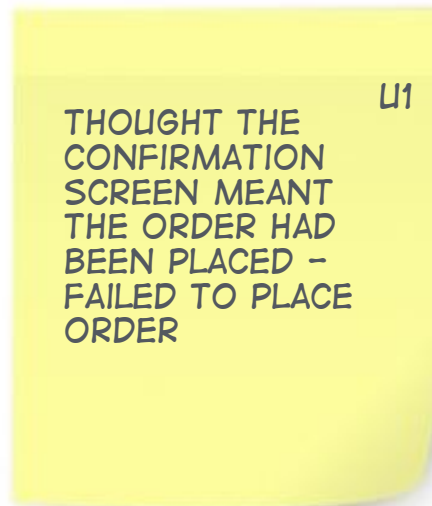
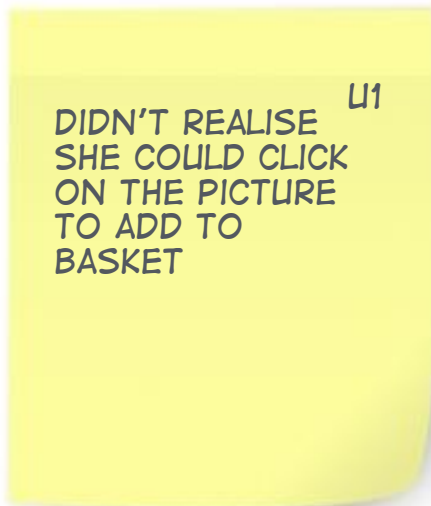


Probe with open questions



The Moderator	The Computer
<ul style="list-style-type: none"> – Get participants actually using the prototype, not simply saying what they would do. – It's OK to clarify elements in your prototype ("That button is greyed out") but don't explain the interface ("That button is greyed out because you haven't selected a record yet"). – Watch for Computer mistakes. – Take a break if the paper prototype "crashes". 	<ul style="list-style-type: none"> – Keep quiet. – Think of yourself as a machine that can do only what it's been programmed to do. – Provide verbal error messages if the user takes a wrong turn but try to use the same content that the real system would — don't elaborate. (If the error message will be "Beep", you say, "Beep"). – To avoid cueing participants, wait for them to select an option before readying the next screen.

The best observations are things you **see** or **hear**.
It's not your guess at what's behind the problem, no matter how sure you are.

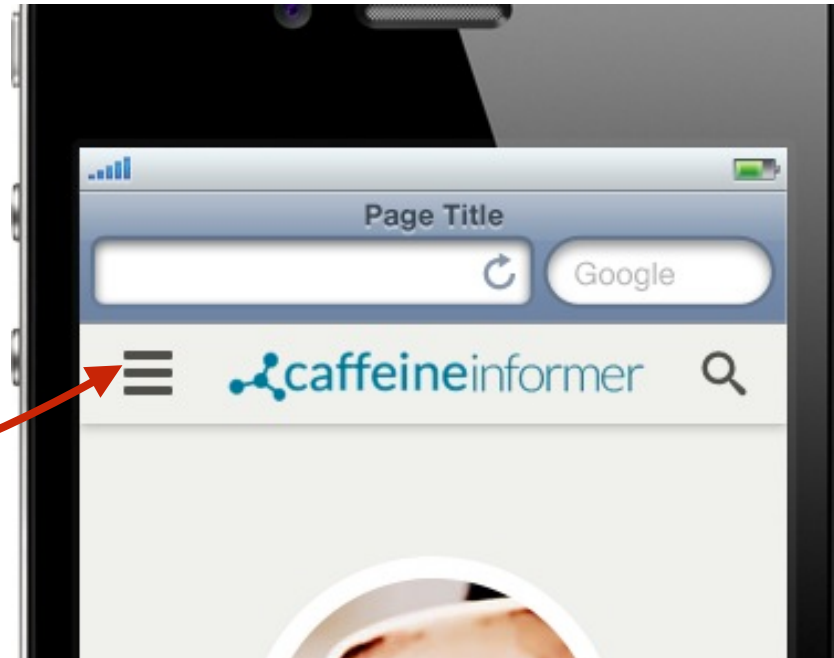


Two Golden Rules

1. **One** observation per sticky note
2. Write the participant number at the top right

OBSERVATION

IN A TEST WITH
20,000 USERS,
ONLY 2% OF
PEOPLE
INTERACTED WITH
THE "HAMBURGER"
MENU.





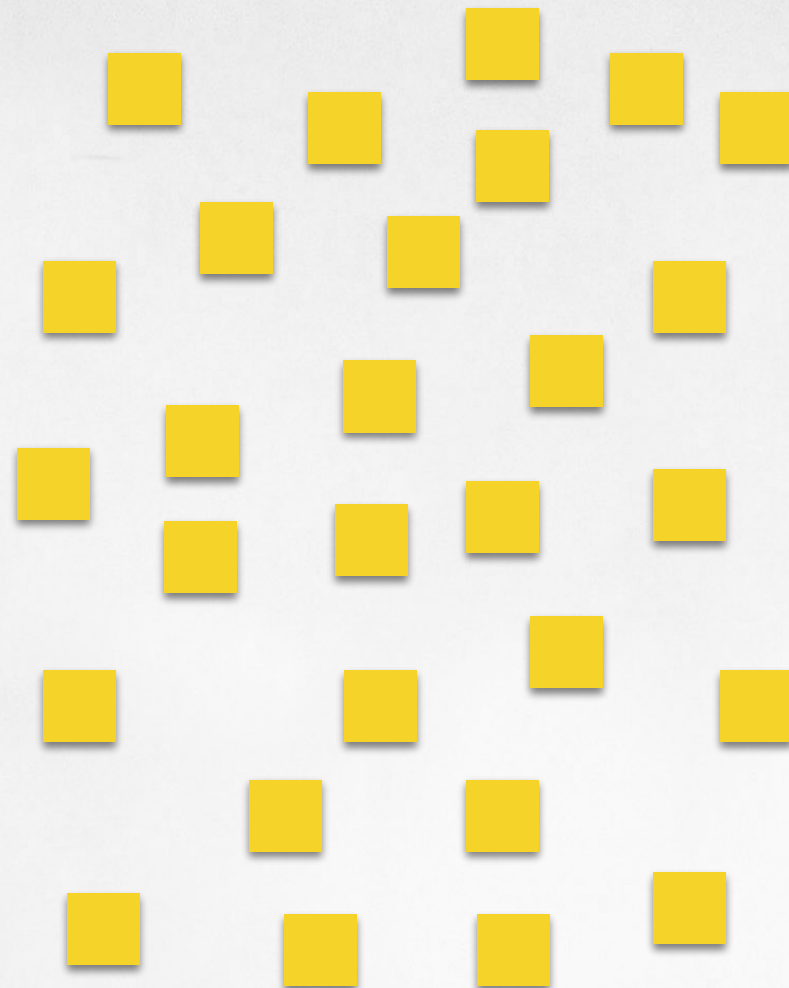
Evaluate your paper interface with a usability test

Moderator: Run the session and write each usability problem on a sticky note

Computer: Present the screens

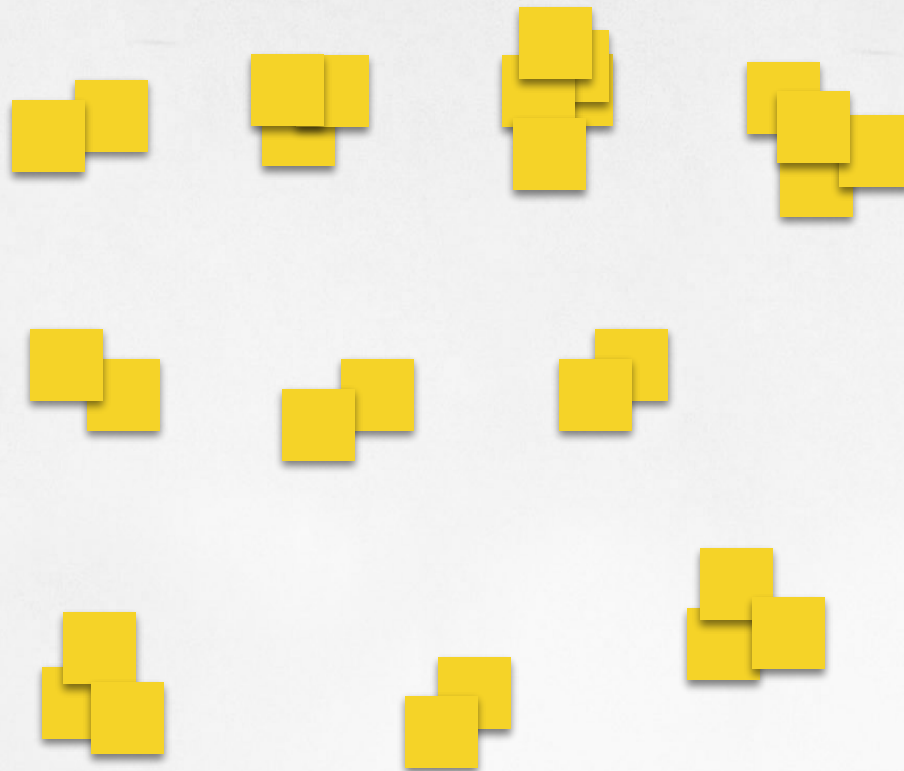
Try to test around 5 participants.

PUT YOUR
STICKY NOTE
OBSERVATIONS
ON A WALL OR
ON FLIP CHART
PAPER



Analyse the results with affinity diagramming

GROUP
SIMILAR
OBSERVATIONS
TOGETHER

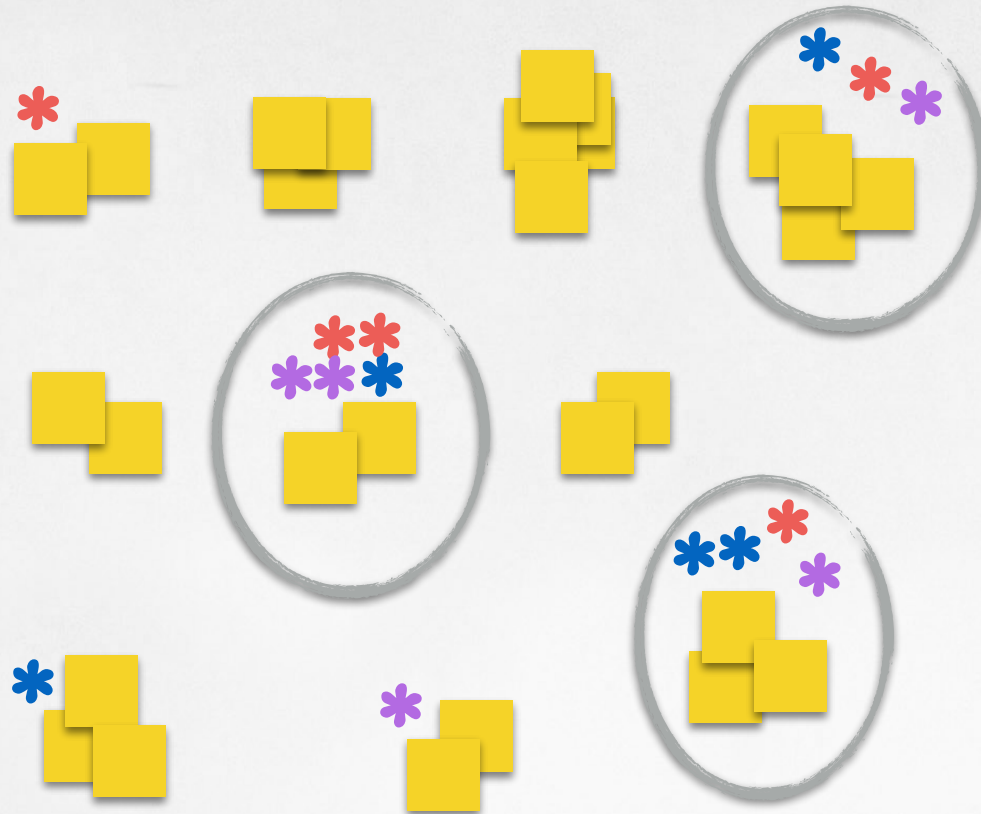


Analyse the results with affinity diagramming

DOT VOTE TO
AGREE THE HIGH
PRIORITY
ISSUES

EACH PERSON
GETS FIVE
VOTES.

YOU CAN ASSIGN
MULTIPLE VOTES
TO THE SAME
ISSUE IF YOU
FEEL IT'S
IMPORTANT.



Analyse the results with affinity diagramming

What is the impact of the problem?

- Problems that affect completion rate (especially with frequent or critical tasks) are more severe than problems that affect user satisfaction.

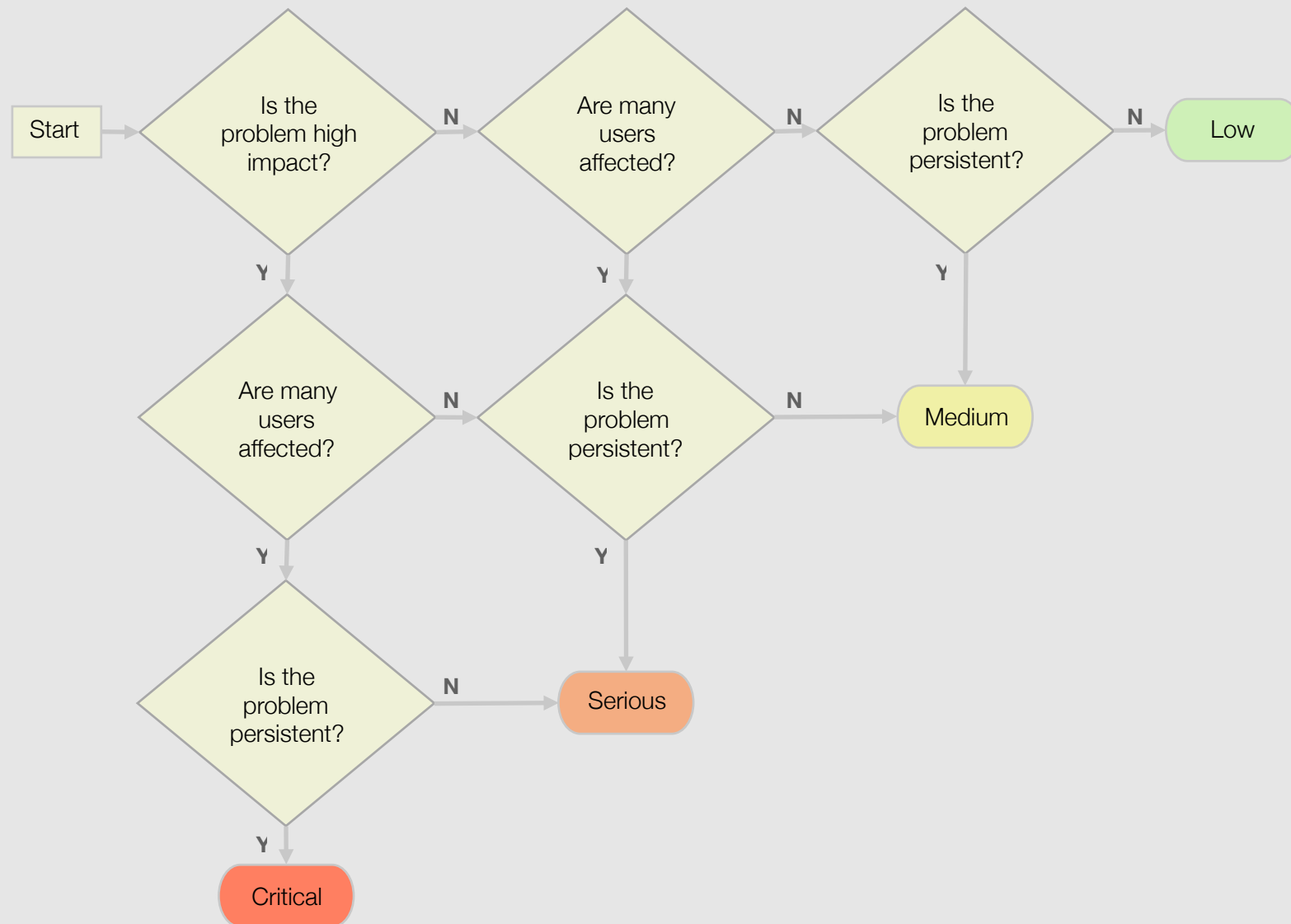
How many users are affected by the problem?

- Problems that affect several users are more severe than problems that affect just one.

Will users be bothered by the problem repeatedly?

- Persistent problems — problems that keep cropping up — are more severe because they have a bigger impact on completion time and on customer satisfaction.





Provisional technique for setting severity



Critical

- This usability problem will make some users unwilling or unable to complete a common task. Fix urgently.

Serious

- This usability problem will significantly slow down some users when completing a common task and may cause customers to find a workaround. Fix as soon as possible.

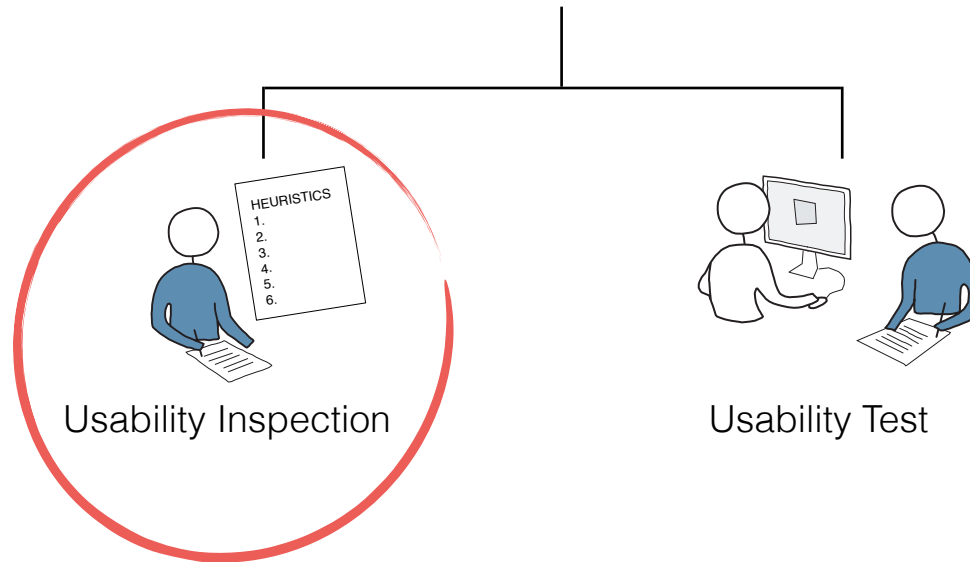
Medium

- This usability problem will make some users feel frustrated or irritated but will not affect task completion. Fix during the next “business as usual” update.

Low

- This is a quality problem, for example a cosmetic issue or a spelling error. Note: Although this is a minor issue in isolation, too many “lows” reduce perception of trust.

Usability Evaluation Methods



1.0/4 + Fast Response

Ensure that the computer will acknowledge data entry actions rapidly, so that users are not slowed or paced by delays in computer response; for normal operation, delays in displayed feedback should not exceed 0.2 seconds.

Example

A key press should be followed by seemingly immediate display of its associated symbol, or by some other appropriate display change.

Comment

This recommendation is intended to ensure efficient operation in routine, repetitive data entry tasks. Longer delays may be tolerable in special circumstances, perhaps to reduce variability in computer response, or perhaps in cases where data entry comprises a relatively small portion of the user's task.

Comment

Note that this guideline refers to acknowledgment, rather than final processing of entries which may be deferred pending an explicit ENTER action.

Reference

- [EG Table 2](#)

See also

[3.0/18](#) | [3.0/19](#)

Visibility of system status

Match between system and the real world

User control and freedom

Consistency and standards

Help users recognise, diagnose, and recover from errors

Error prevention

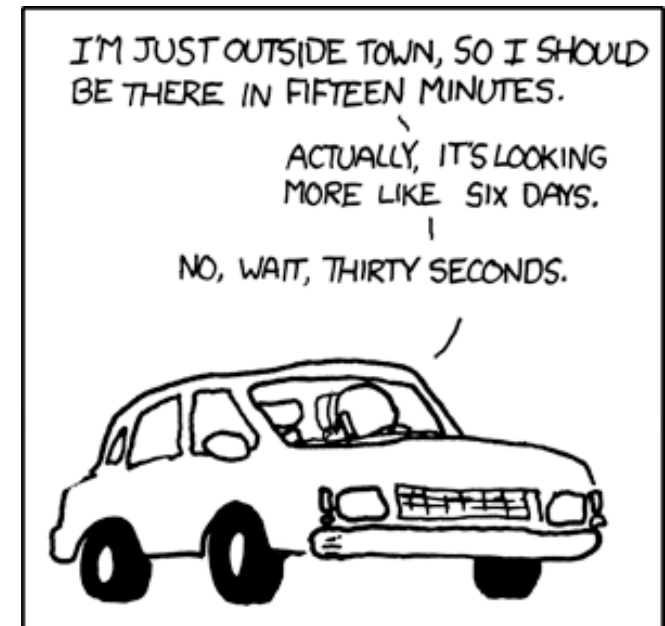
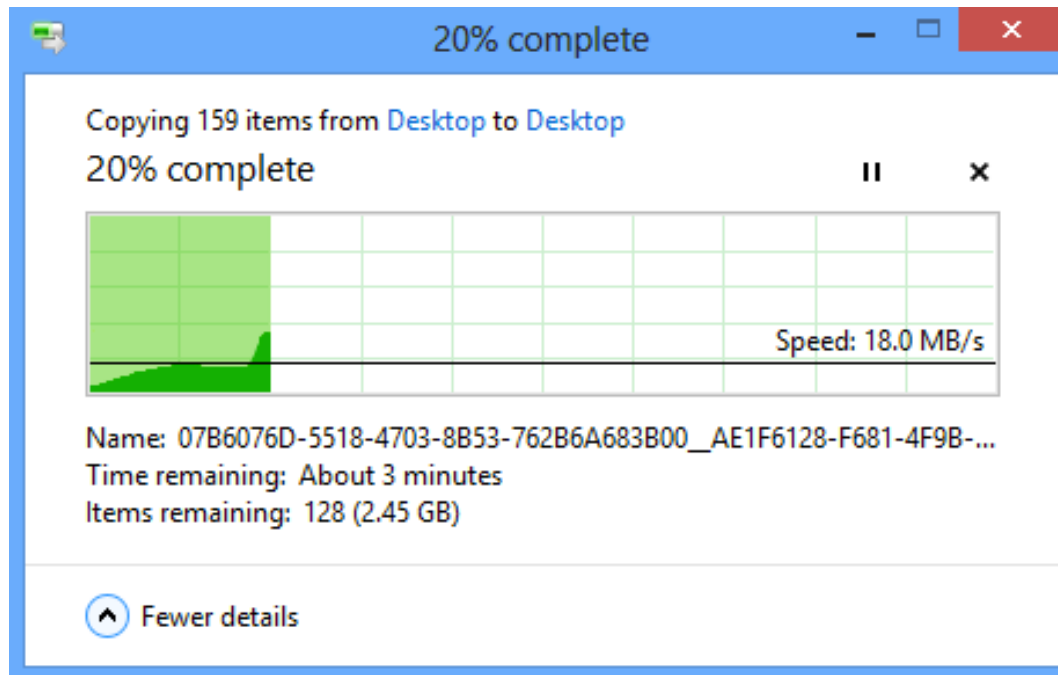
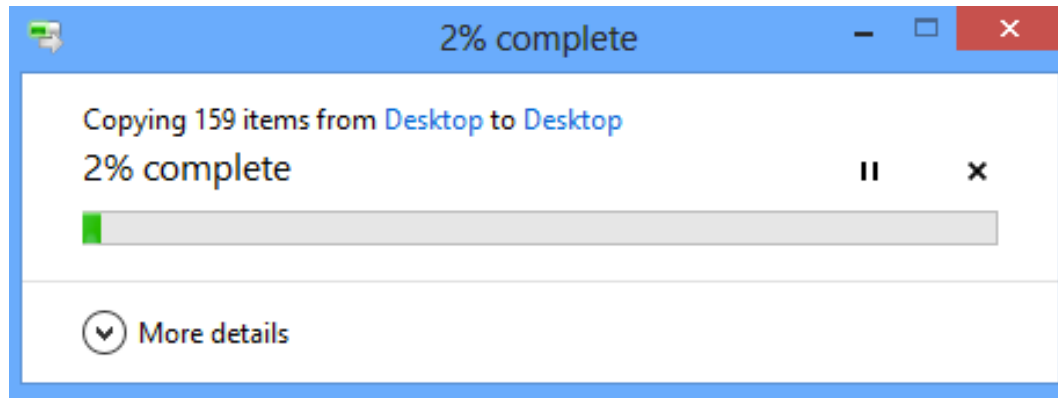
Recognition rather than recall

Flexibility and efficiency of use

Aesthetic and minimalist design

Help and documentation





THE AUTHOR OF THE WINDOWS FILE COPY DIALOG VISITS SOME FRIENDS.

© <http://xkcd.com/612/>



Match between system and the real world



Match between system and the real world

Home

Search

Browse

zango™
You're Good to Go

FreeTVonline.com is sponsored by Zango

Zango's toolbar for IE, Outlook/Outlook Express and Word provides FREE access to premium content, including weather, paid for by advertising. Based on keywords generated by your browsing, Zango shows ads in a separate browser window or a temporary Slider, and toolbar search suggestions. ShopperReports provides comparison shopping offers in a Sidebar. Both run continuously and update automatically. Uninstall easily via Add/Remove Programs.

The page at http://freetvonline.com says:

?

Are you sure you want to cancel? Zango content on this and other websites is free if you install Zango programs. You can easily uninstall Zango via Add/Remove Programs. Click "OK" to cancel or click "Cancel" to continue the installation and get free access to Zango premium content and websites.

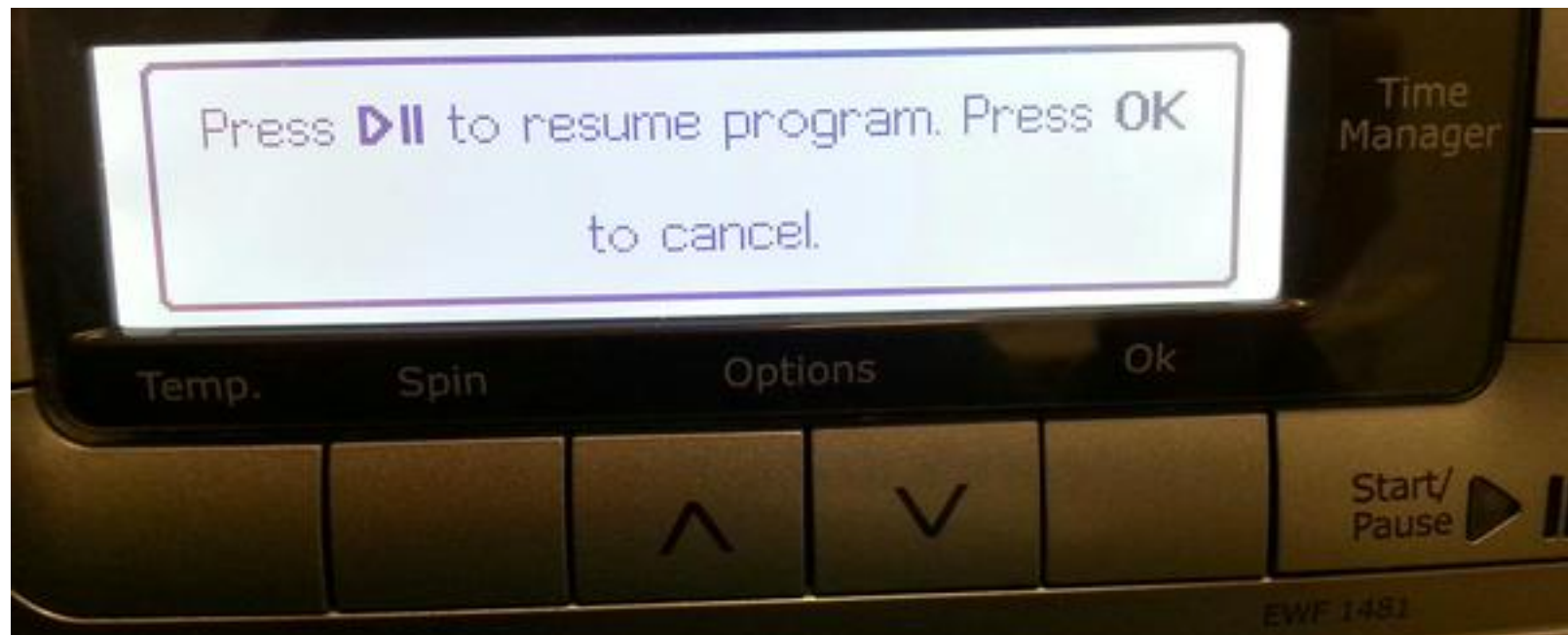
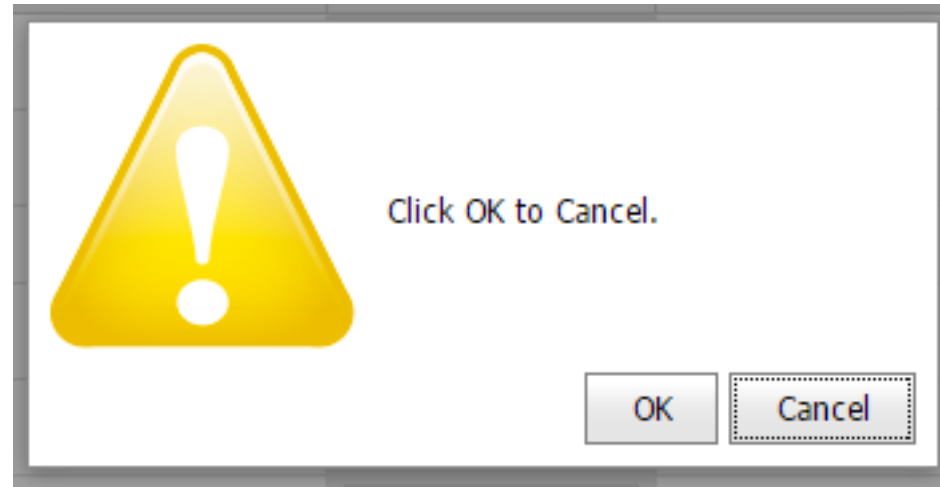
OKCancel

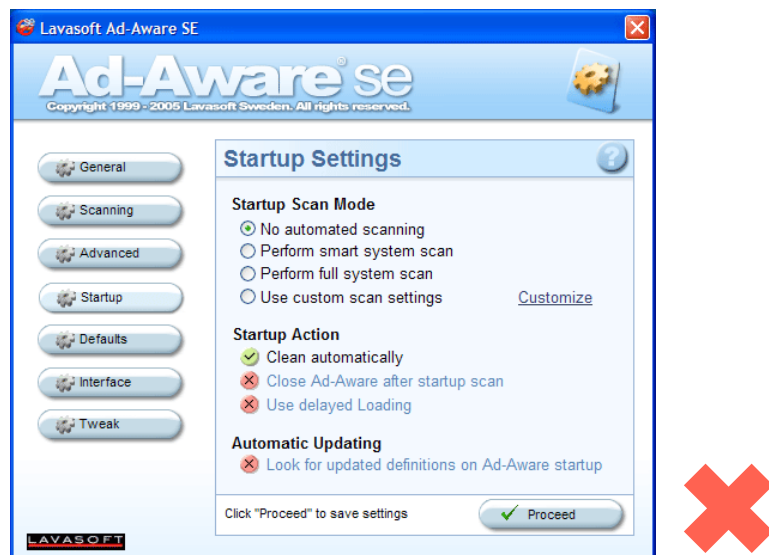
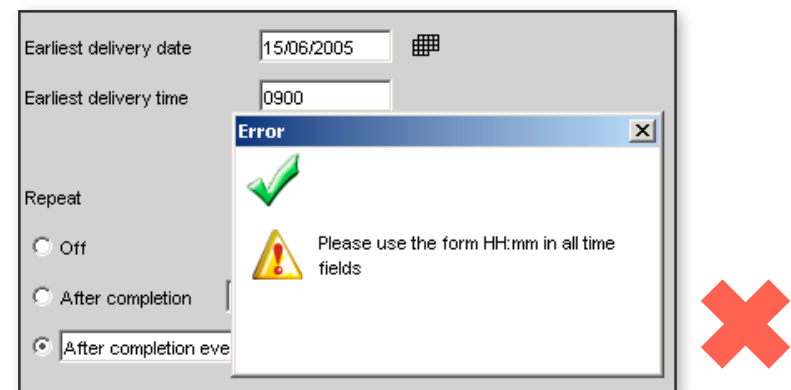
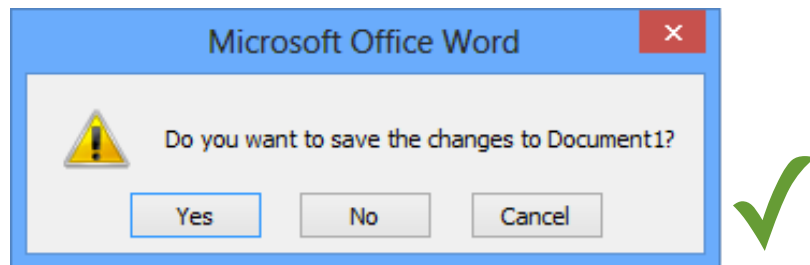
Cancel

Click "Start" to install Zango and access this website for free

Start







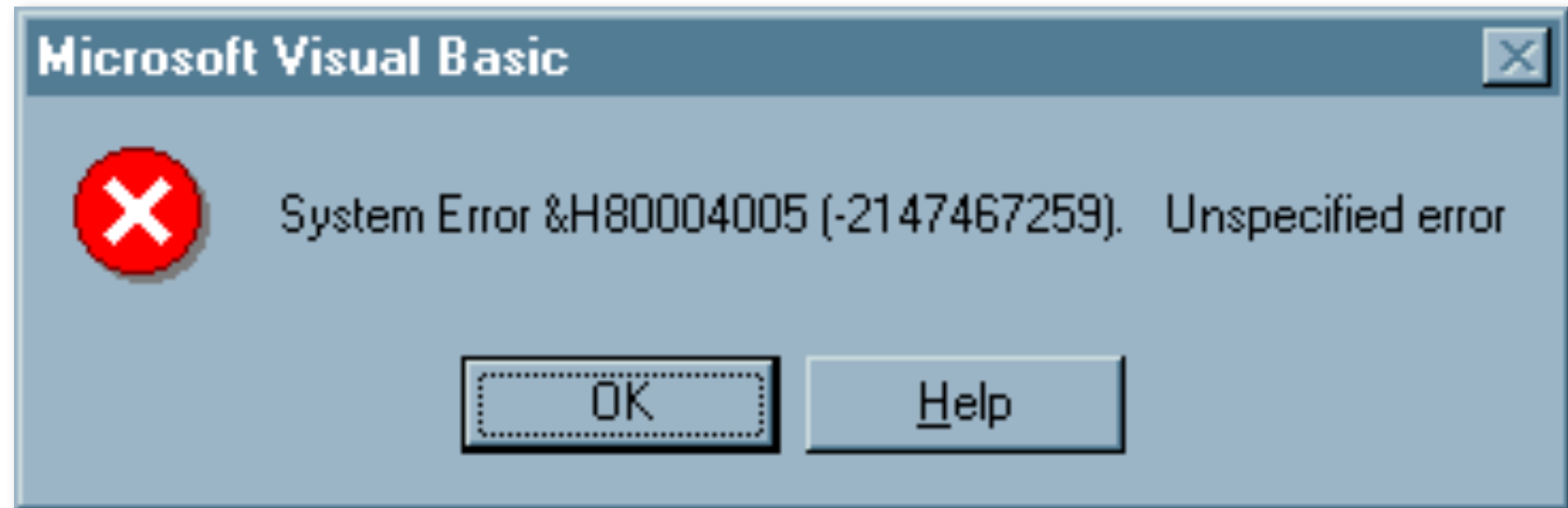


Sorry...

OK, GOT IT



Help users recognise, diagnose and recover from errors





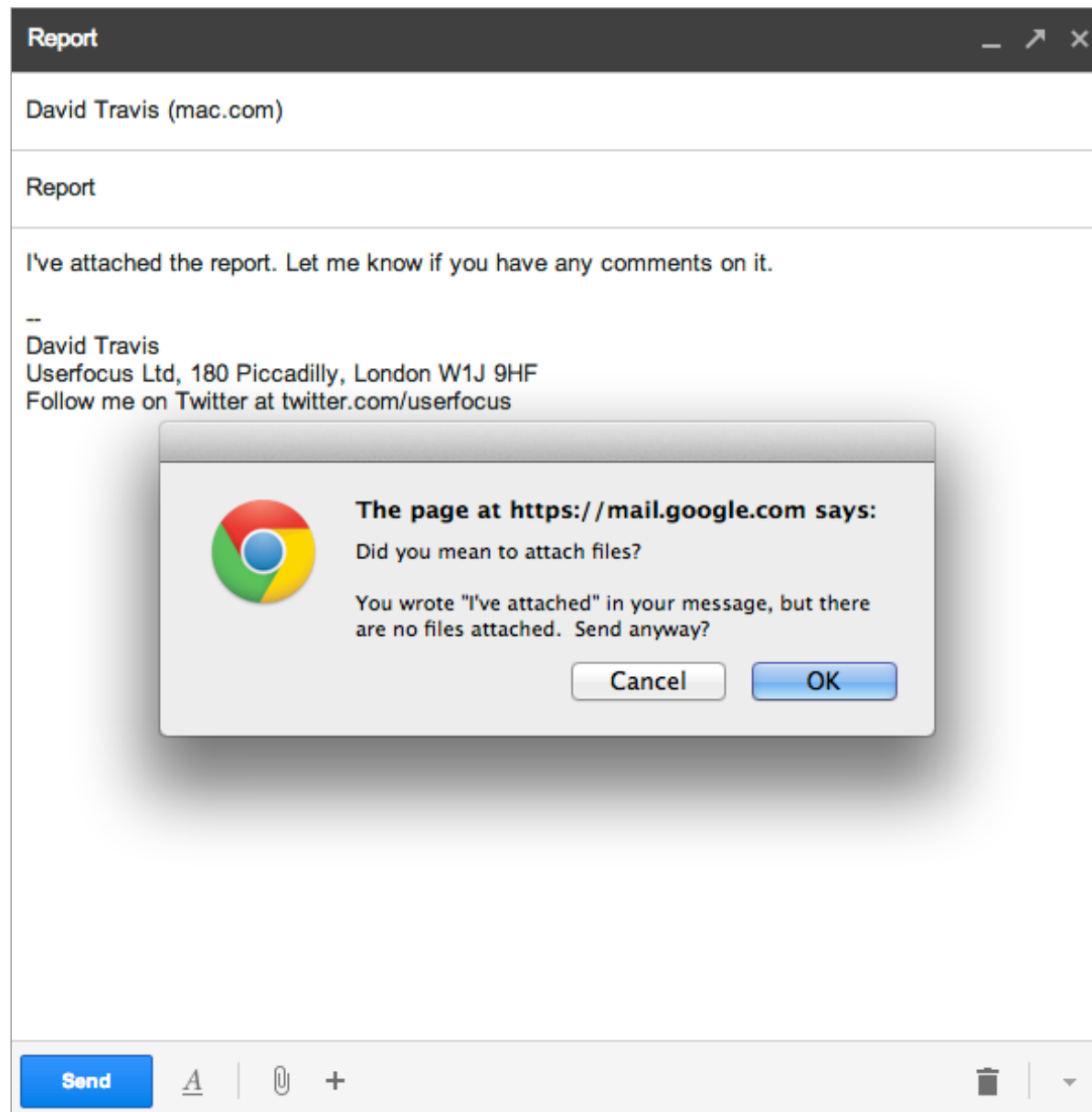
Error Number : 311

Printer is in use or an error has occurred. If an error has occurred, eliminate the cause of the error.

Cancel



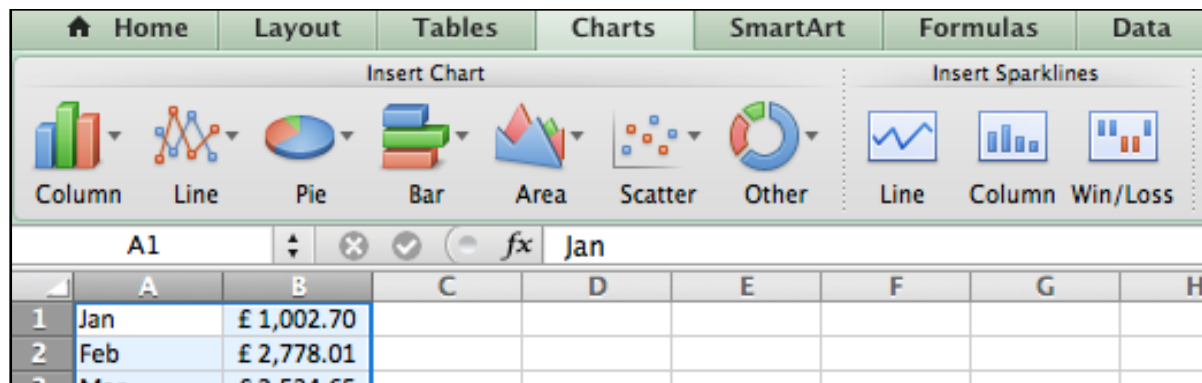
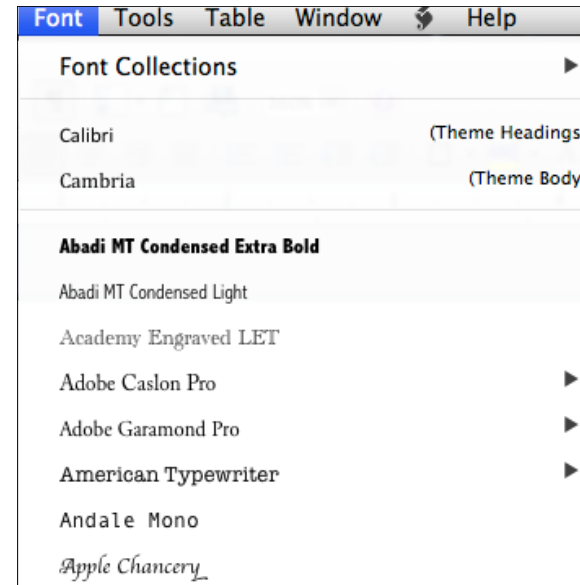




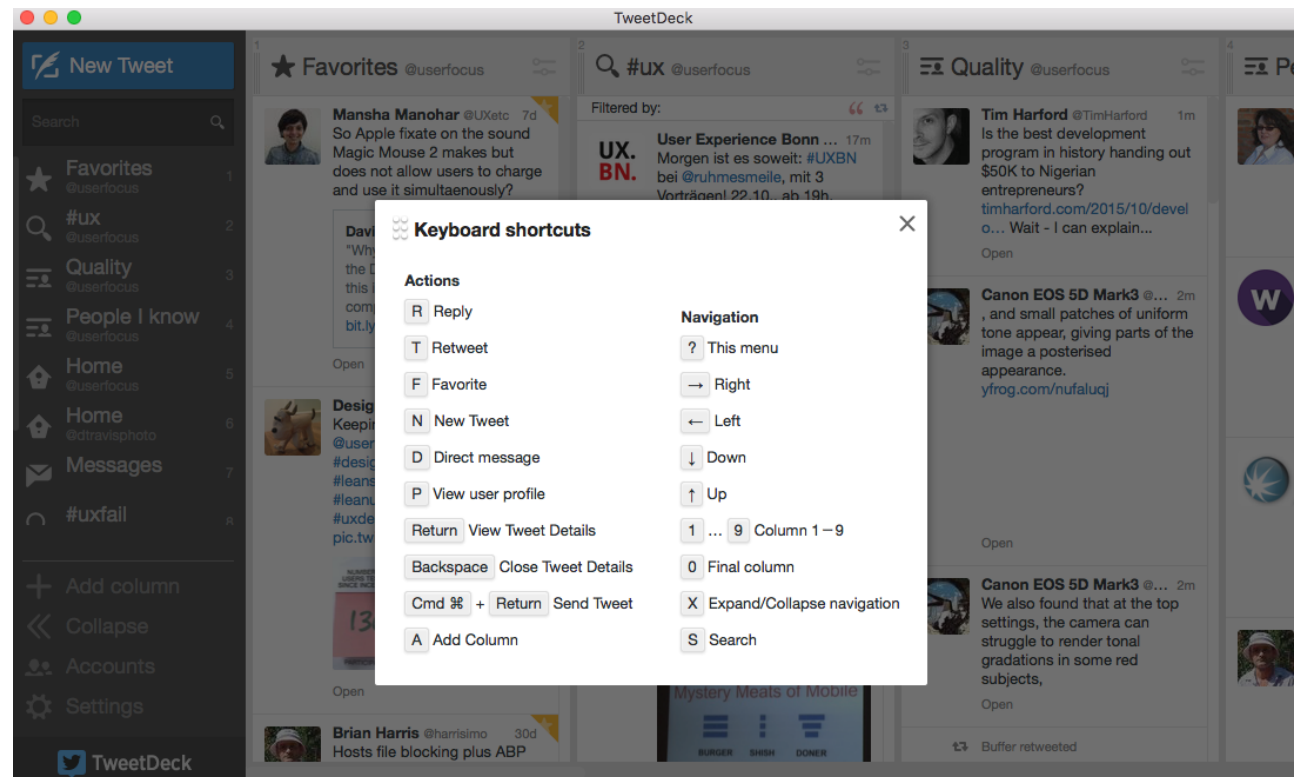
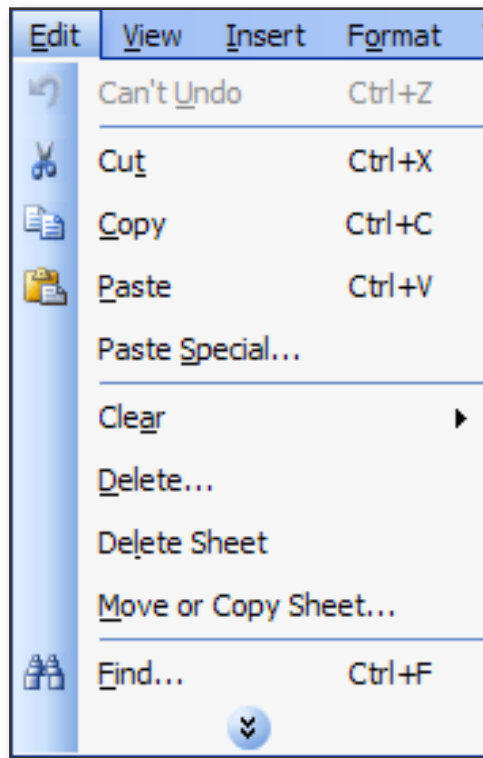
Lock screen Start screen Account picture



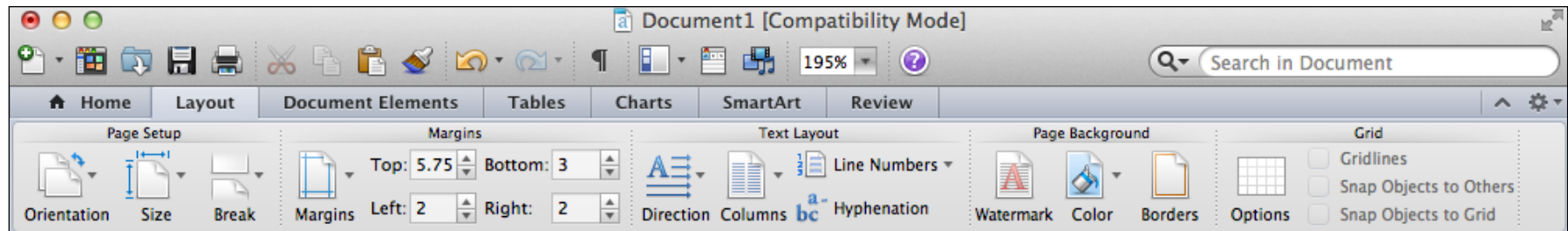
Browse



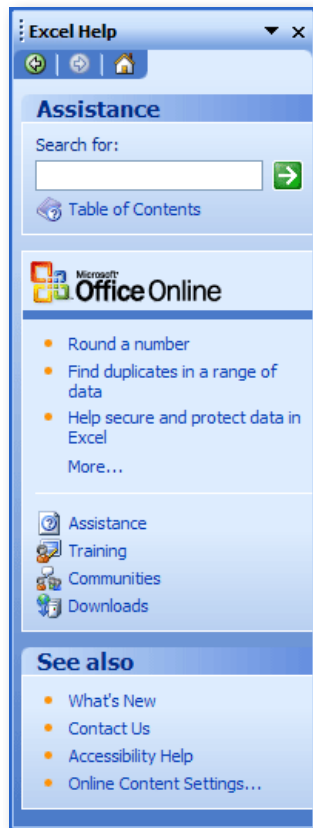
Recognition rather than recall



Flexibility and efficiency of use



Aesthetic and minimalist design



Email

Confirm Email

Password

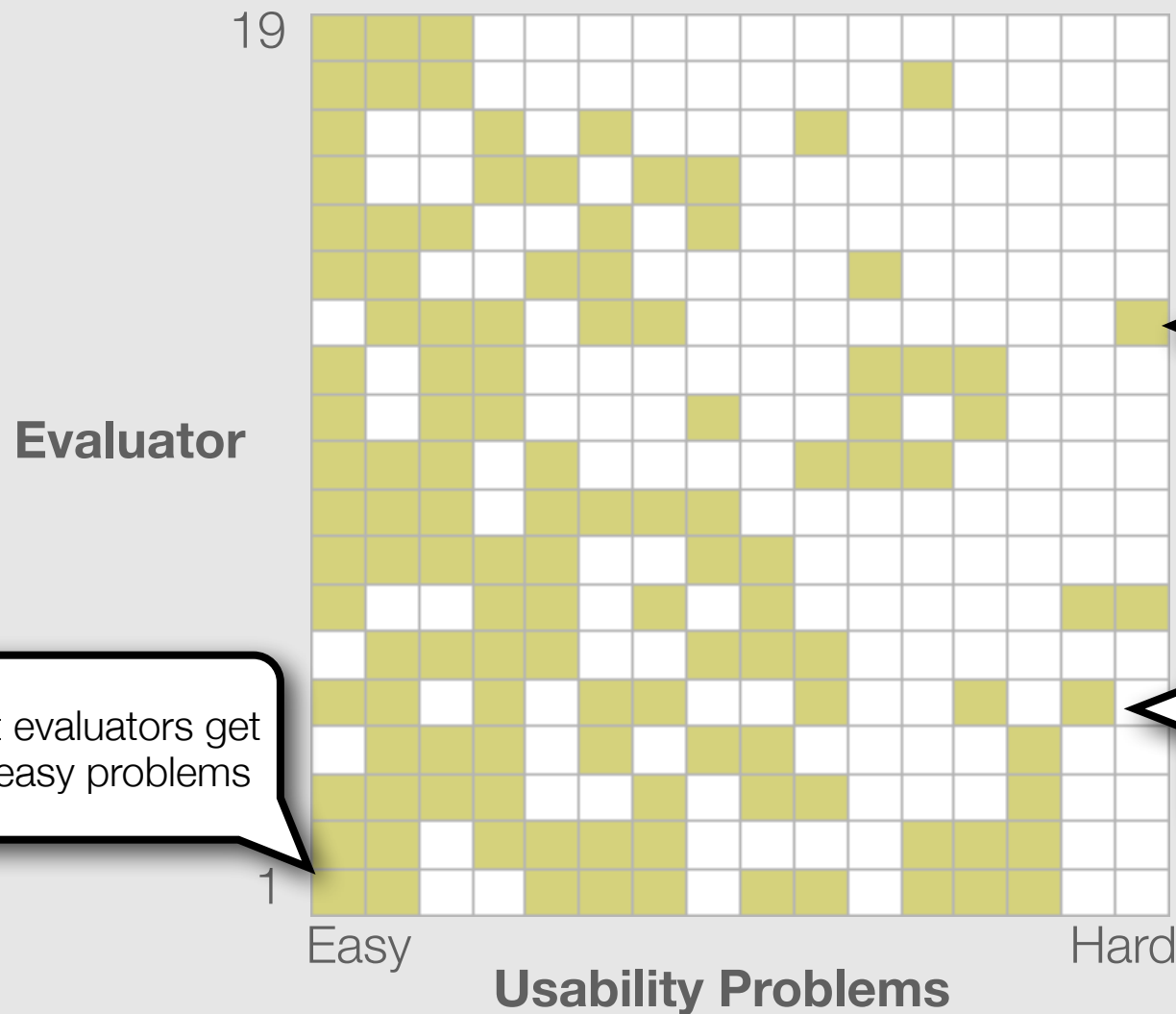
Your password must be at least 8 characters long and include an uppercase letter, lowercase letter and a number.

The field Password must match the regular expression `'^.*(?={8,})(?=.*\d)(?=.*[a-z])(?=.*[A-Z]).*$'`.

Confirm Password

The field Confirm Password must match the regular expression `'^.*(?={8,})(?=.*\d)(?=.*[a-z])(?=.*[A-Z]).*$'`.





Some of the hardest problems are found by evaluators who do not otherwise find many problems

Most evaluators get the easy problems

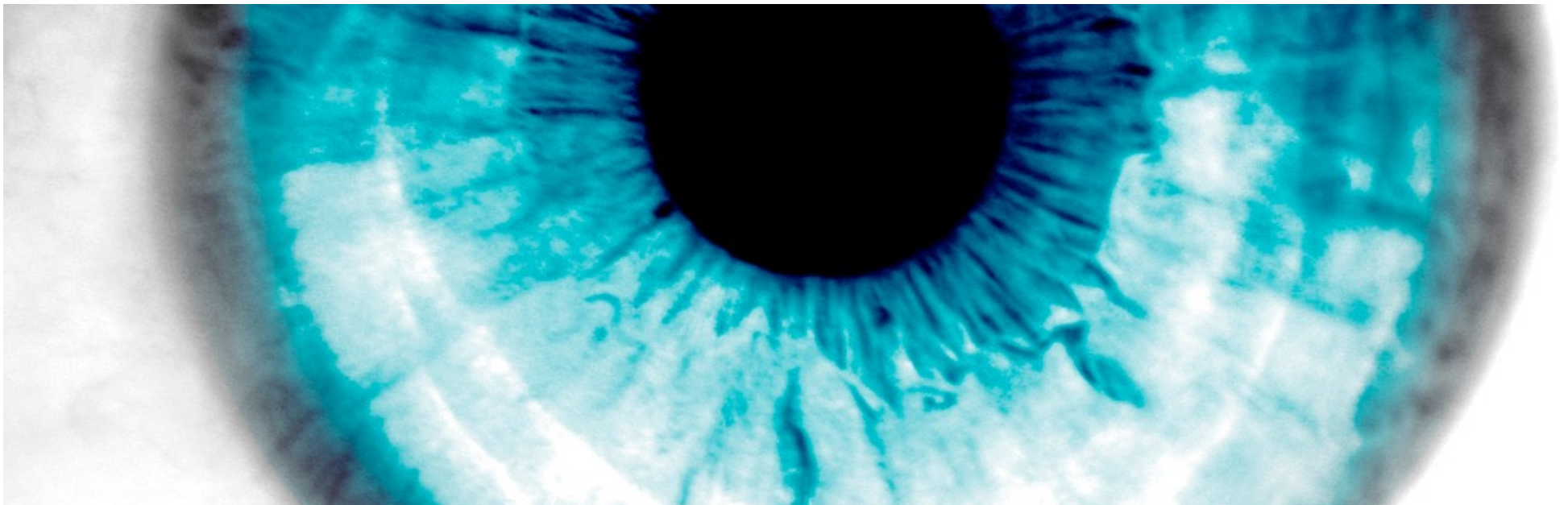
Some problems are found by very few evaluators

Adapted from Nielsen, J. (1992). Finding usability problems through heuristic evaluation. Proc. ACM CHI '92 Conference (Monterey, CA, May 3-7), 373-380.

Use 3-5 evaluators

Perceivable: Information and user interface components must be perceivable by users

Users must be able to perceive the information being presented (it can't be invisible to all of their senses)



Operable: User interface components must be operable by users

Users must be able to operate the interface (the interface cannot require interaction that the user cannot perform)



Understandable: Information and operation of user interface must be understandable by users

Users must be able to understand the information as well as the operation of the user interface (the content or operation cannot be beyond their understanding)



Robust: Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies

Users must be able to access the content as technologies advance (as technologies and user agents evolve, the content should remain accessible)

$$\binom{s+\log N-2}{s-1} C^{s+1} \binom{s+K}{s-1} N^2 \binom{s+\log N-2}{s-1} C^{s+1} \binom{s+K}{s-1} K^{-(s+1)} \leq N^2 2^{8+\log N-2} C^{s+1} \binom{s+K}{s-1} e^{s+1} K^{-(s+1)}$$

$$\leq N^2 2^{8+\log N-2} C^{s+1} \binom{s+K}{s-1} e^{s+1} K^{-(s+1)} \leq N^3 \left[\frac{2eC(s+K)}{(s+1)K} \right]^{s+1} N^3 \left[\frac{2eC(s+1)}{(s+1)K} \right]^{s+1}$$

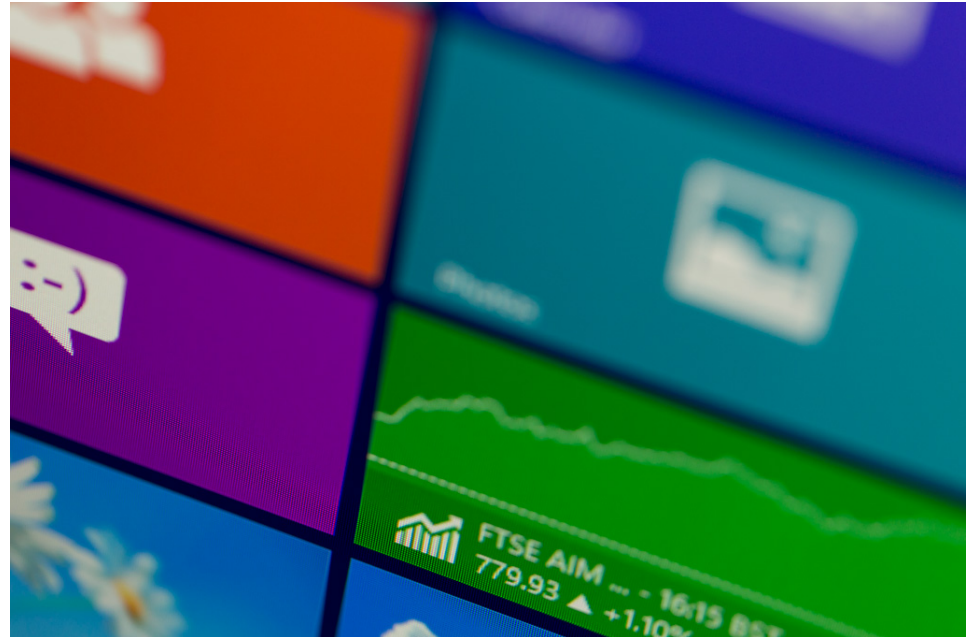
$$\leq N^3 \left[\frac{2eC(s+K)}{(s+1)K} \right]^{s+1} N^3 \left[\frac{2eC(s+1)}{(s+1)K} \right]^{s+1} \leq N^3 \left(\frac{4eC}{K} \right)^K \text{ if } C \geq \frac{\log N}{2} \text{ and } K = \frac{e(s+K)}{(s+1)K} \leq N^3 \left(\frac{4eC}{K} \right)^K$$

If $C \geq \frac{\log N}{2}$ and $K = 8eC$, then this probability is at most $N^3 2^{-8eC} N_8 \leq N_2 \binom{s+\log N-2}{s-1} C^{s+1} \binom{s+K}{s-1} K^{-(s+1)}$

AND $K = 8eC$, then then this probability is at most $N^3 2^{-8eC} N_8 \leq N_2 \binom{s+\log N-2}{s-1} C^{s+1} \binom{s+K}{s-1} K^{-(s+1)}$

bility is at most $N^2 \left(\frac{4eC}{K} \right)^K = N^3 2^{-8eC} \leq N^3 - 4e \leq N^3 - 4e N^2 \binom{s+\log N-2}{s-1} C^{s+1} \binom{s+K}{s-1} K^{-(s+1)}$

$K = N^3 2^{-8eC} N_8 \leq N_2 \binom{s+\log N-2}{s-1} C^{s+1} \binom{s+K}{s-1} K^{-(s+1)} \leq N^2 2^{8+\log N-2} C^{s+1} \binom{s+K}{s-1} e^{s+1} K^{-(s+1)} \leq N^3 \left[\frac{2eC(s+K)}{(s+1)K} \right]^{s+1}$



User Experience: The Ultimate Guide to Usability

What next? Putting your knowledge into practice

Think **S**trategically

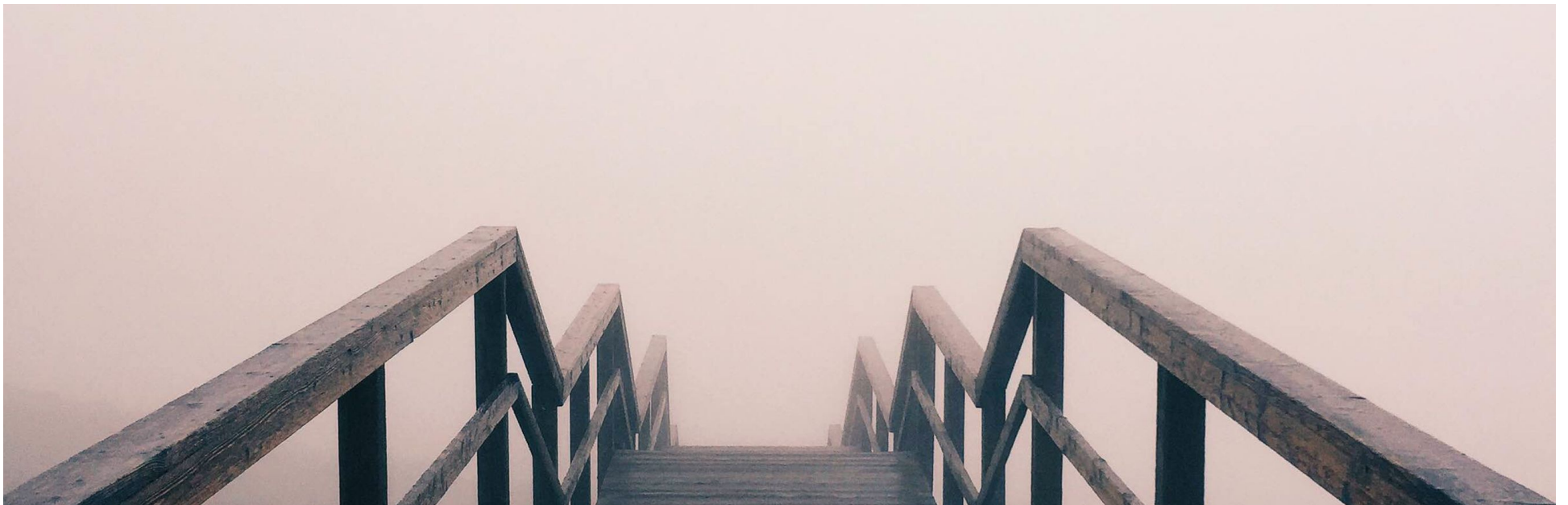
Recruit a **T**op-level champion

Raise **A**wareness

Demonstrate **R**OI

Talk the right language

START!



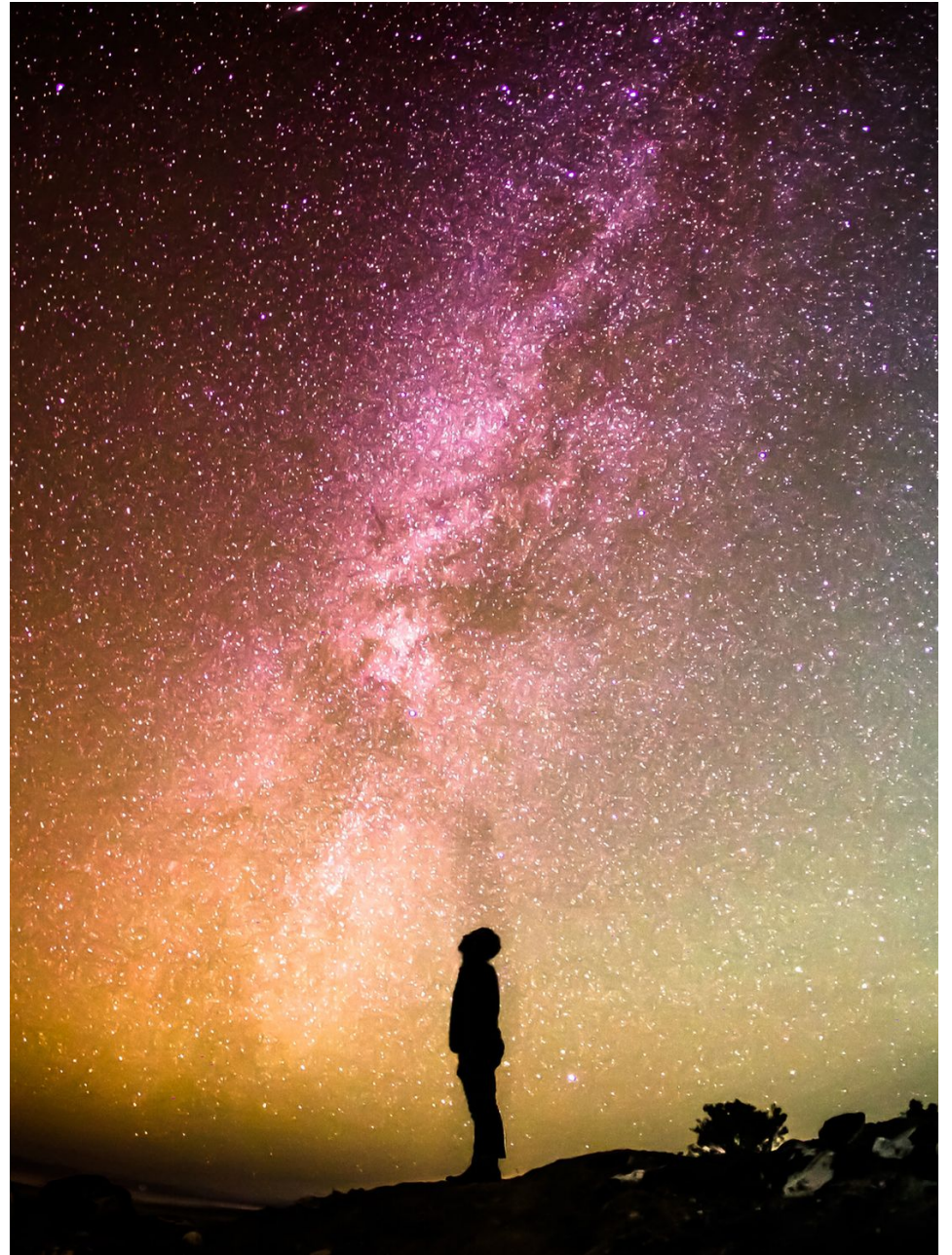
How to embed usability in your company

How important is good usability to this project?

How important is the project within your organisation?

How likely is it that you can use the project to measure the before and after benefits of usability?

How supportive is the project manager of user-centred design?



Show how user centred design is linked to key business objectives.

Prepare a "wake-up call".

Show some usability test footage of a user struggling with your product.



Recruit a top-level champion

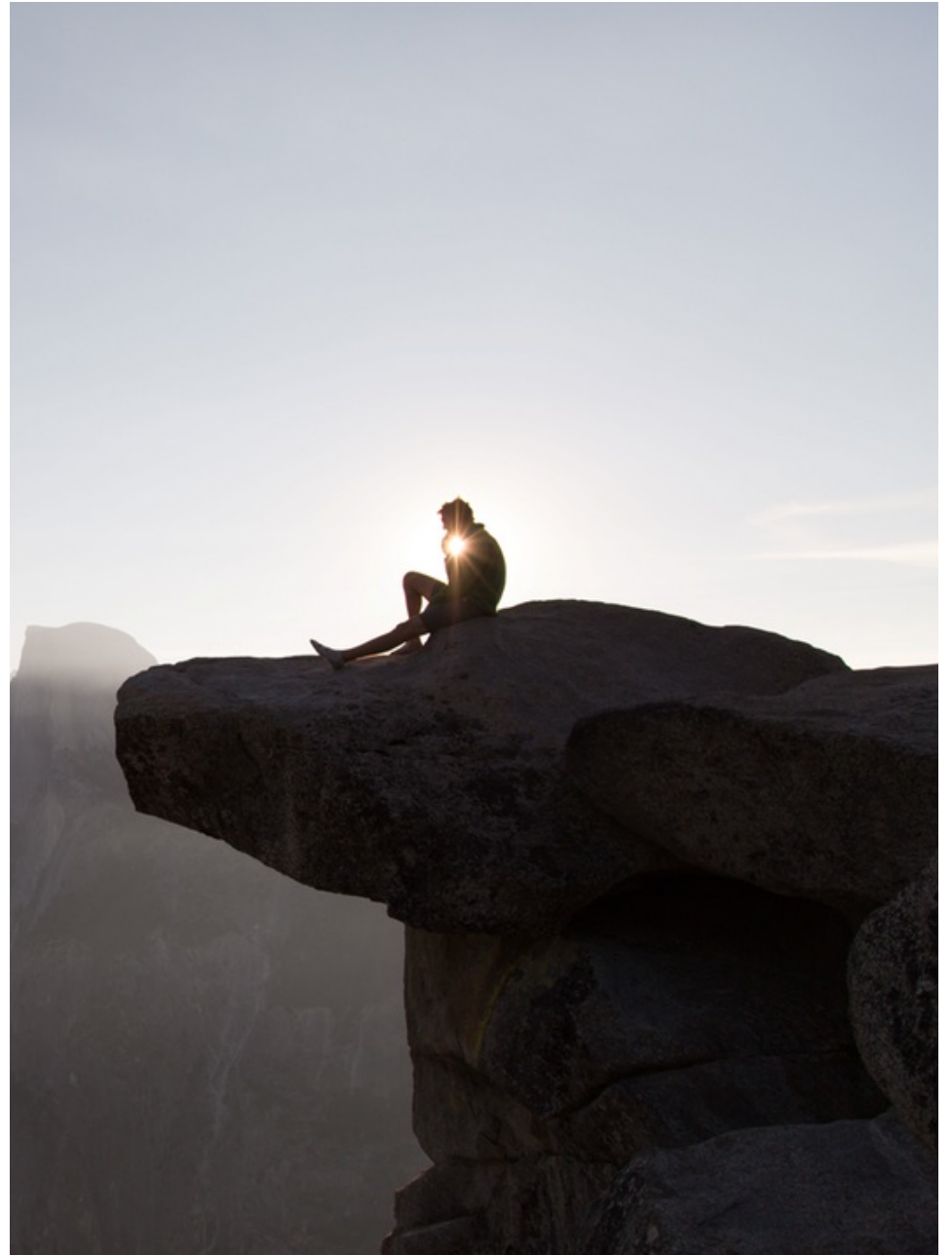
Collect advocacy material.

Subtly educate your boss and your clients.

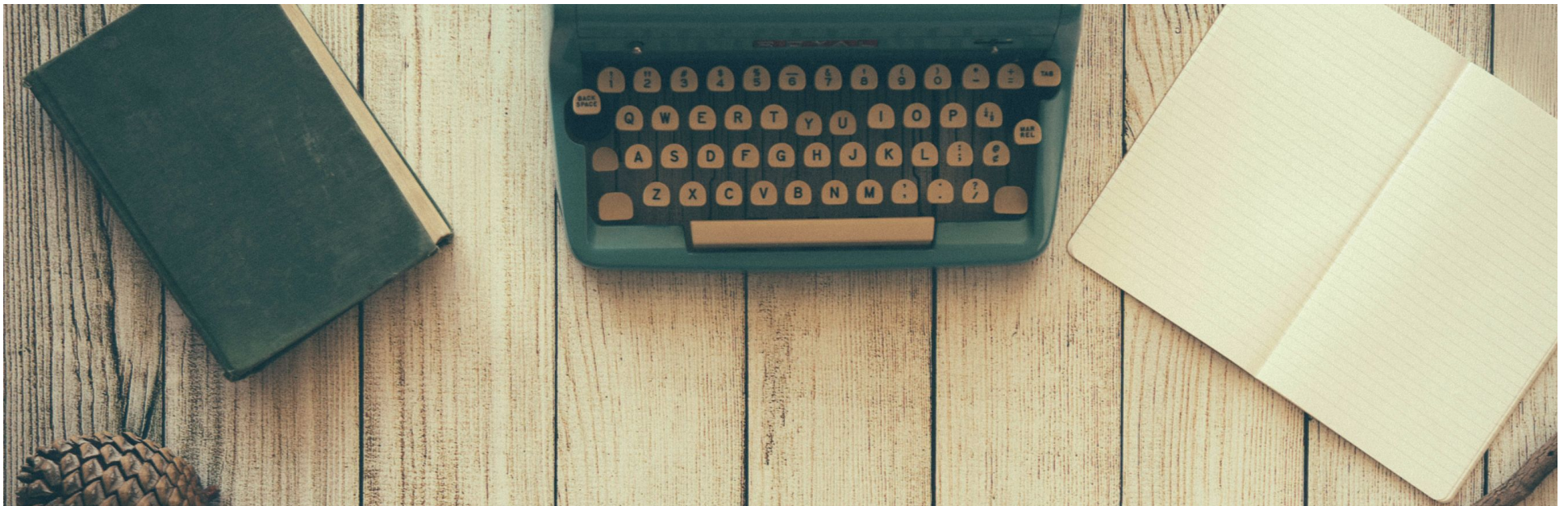
Raise awareness of relevant legislation.

Speak at industry meetings and usability conferences.

Increase your team's profile with professionally-produced posters and giveaways.



Collect "before" and "after" ROI data to show the demonstrable benefits of your involvement.



Demonstrate ROI



Detailed report?

PowerPoint deck?

Usability test?

Highlights video?

One-page dashboard?

Talk the right language



Offer an incentive

**Tell people they are designing
the future**

Win over an influential user

**Just get in amongst your
users**

Pay for a recruiter

How do I get started with users?



Describe what you do in a memorable way

Make suggestions

Keep on top of your game

Stand out from the crowd

Write a blog post for your intranet

How do I build my career?

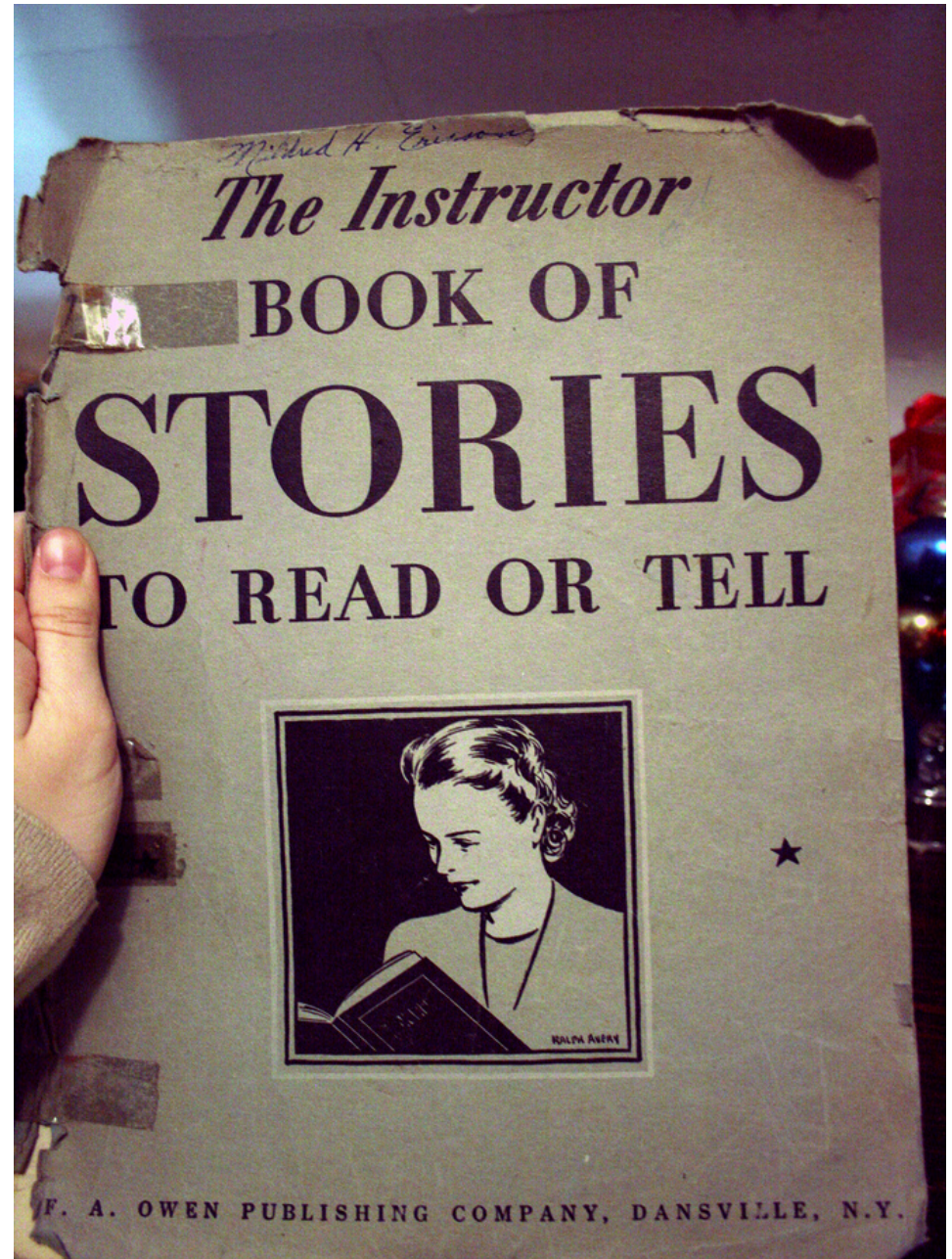
Show your working.



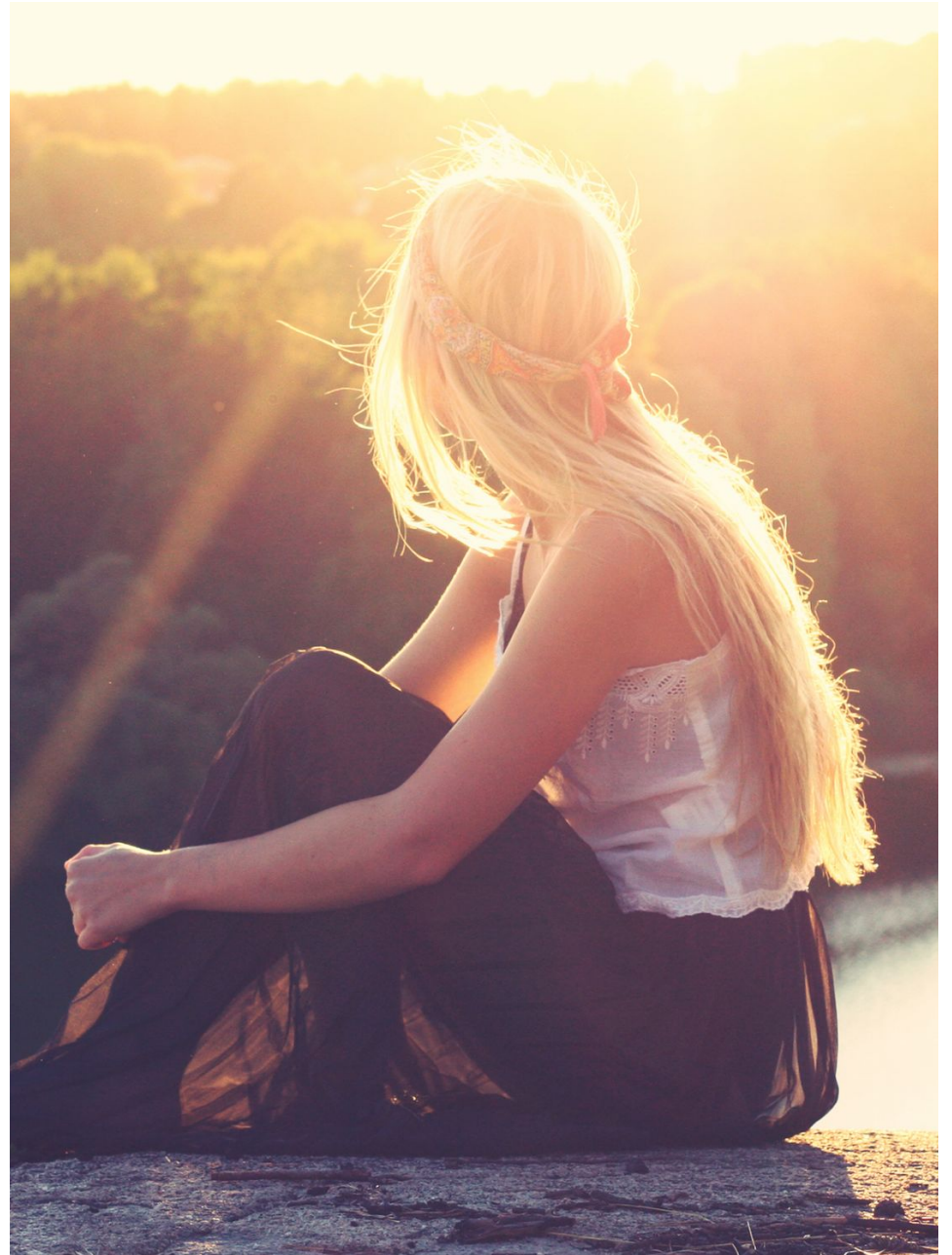
Create a UX Portfolio

Tell a story for each case study

- Explain the business problem
- Describe your approach
- Present your results
- Describe the impact of your work

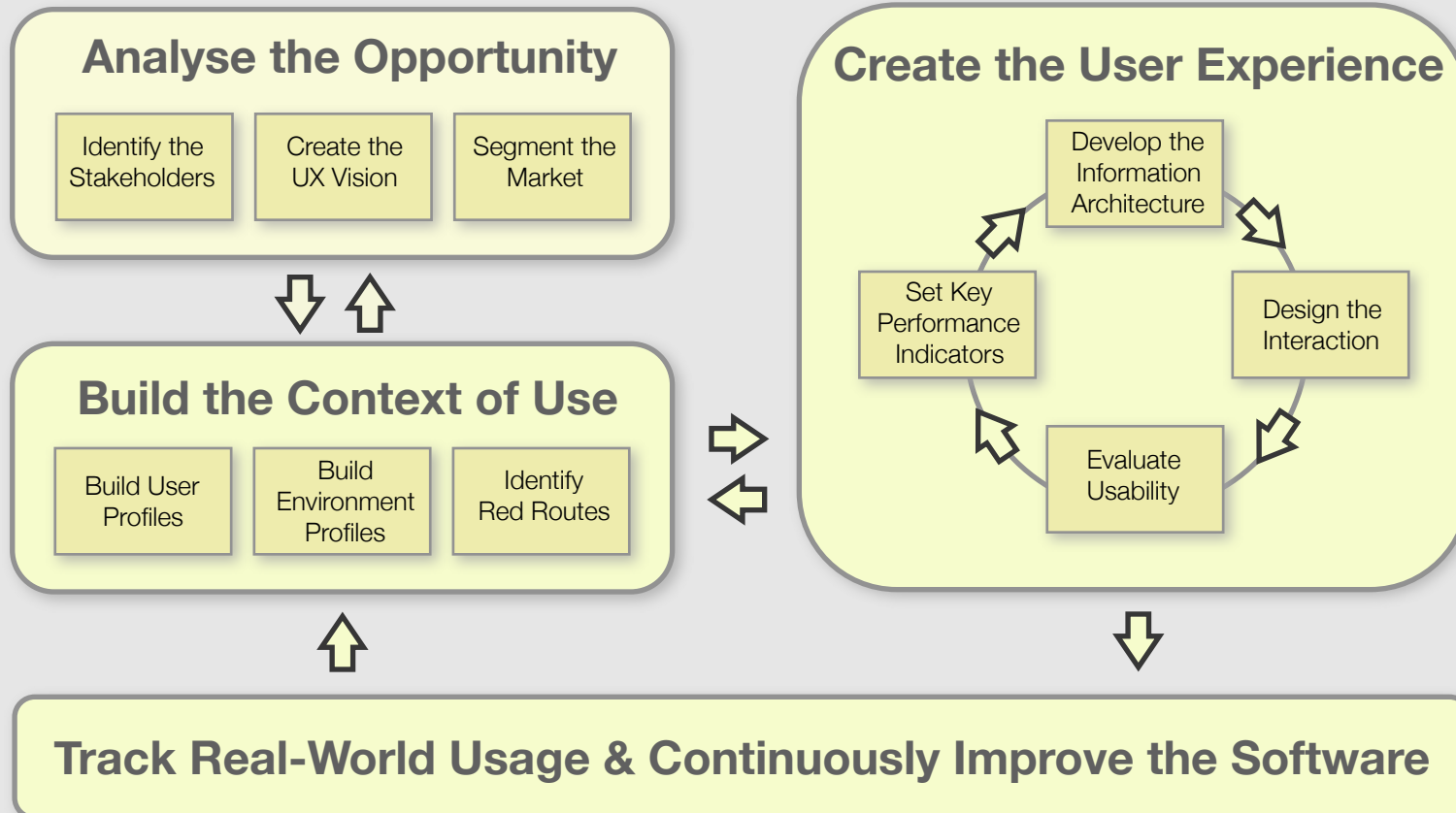


Assume you have 1 minute to
land your dream job



Focus on the details





Create a portfolio

Get certified

Take charge of your career

- Use coupon code 'alumni' to save 25% on my other courses



Next steps



USERFOCUS

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Thank You!