



Usable Usability

Lessons Learned & Best Practices

Usability Acronyms

UX: User Experience

WYSIWYG: What You See Is What You Get

DWYNTDTGTSD: Do What You Need To Do To Get The Stuff Done

SOS: Save Our Ship

FUD: Fear, Uncertainty and Doubt

Usable Usability

Eric Reiss conducted this seminar based on his book
Usable Usability: Simple Steps for Making Stuff Better
Wiley & Sons

Eric Reiss is CEO of The FatDUX Group ApS, an international user-experience design company headquartered in Copenhagen, Denmark.

<http://www.fatdux.com/en/Who/EricReiss>

<https://www.linkedin.com/company/fatdux>

What is Usability?

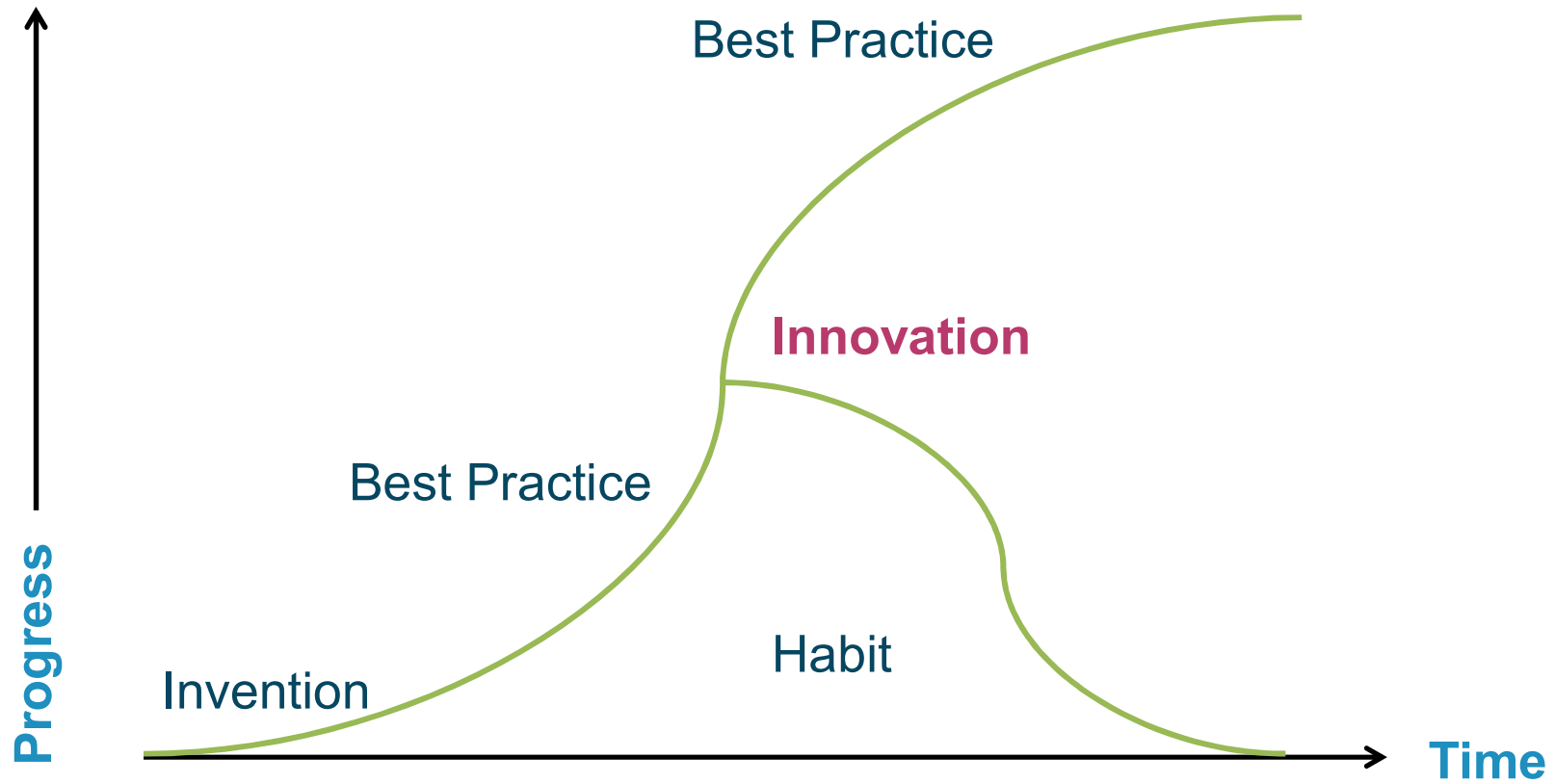
Usability is situational

- And it changes over time

Usable Usability

- It does what I want it to do

Innovation Lifecycle



Usability Topics

Ease of Use

- Physical – It does what I *want* it to do

Elegance and Clarity

- Psychological – It does what I *expect* it to do

Usability Formula

Ease of Use

- Functional
- Responsive
- Ergonomic
- Convenient
- Foolproof

Elegance and Clarity

- Visible
- Understandable
- Predictable
- Logical
- Consistent

Functional

It actually works

Will it work on all browser platforms and devices?

Louis Sullivan, architect

“Form follows function”

Functionality builds trust

Responsive

I know its working; it knows its working

Exclude Zero Due Amount Record(s) From File
 Export Unassigned Credit Roll-Forward records

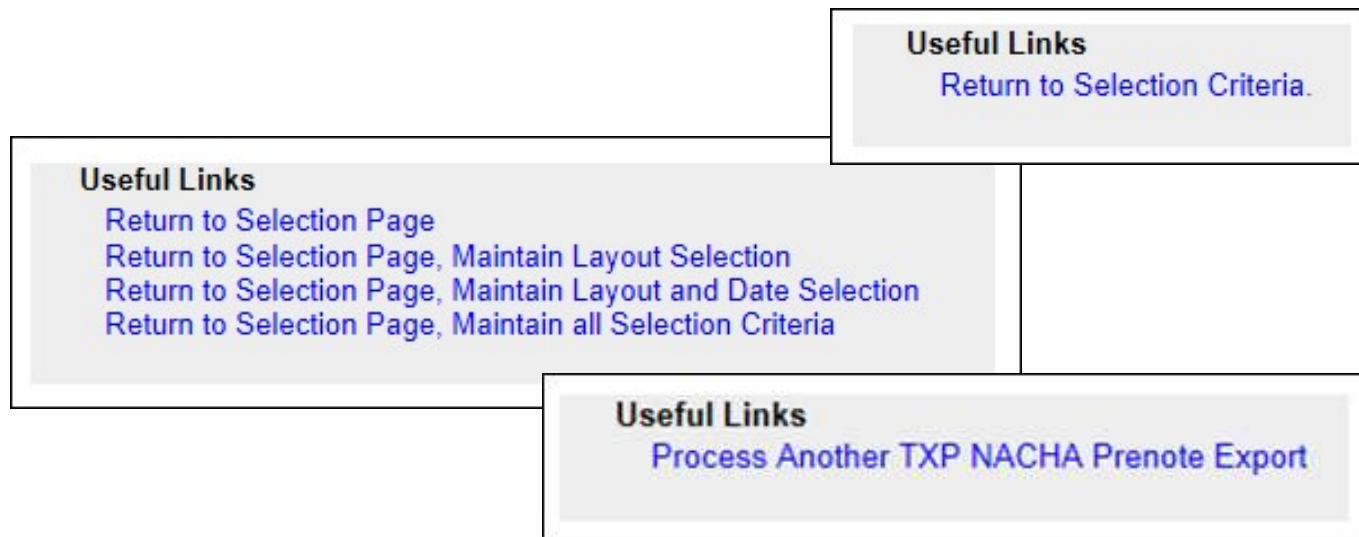
Record Option: ▼

Required fields are denoted by an asterisk (*).

Processing . . . Please Wait . . .

Ergonomic

I can easily get around on the page



“Useful Links” minimize workflow interruptions

Convenient

Everything is right where I need it

Payroll Tax Records	▶ Add/View/Edit
Validation	▶ Generate Zero Records
Notice Tracking	▶ Recalc Due Date
Penalty/Interest	▶ Tax Record Auto Reversal
Employee	▶ Convert Federal 941 to 941-SS
Attach System Setup	▶ Reconciliation Import
Attachments	▶ Missouri Compensation Credit
Attachment Tables	▶ Process Credit Roll-Forward
Scheduler	▶ Credit Memo ▶
Audit Trails	▶ Tax Record Type
Security	▶ Generate ELITA Credit
System Admin	▶

Foolproof

I can avoid breaking stuff

Are error messages understandable? Are they sufficient?



Visible

I can actually see stuff

Gray bars break up sections of data making the page easier to view

BLS Group:				
* Name:	<input type="text"/>			
* Description:	<input type="text"/>			
New BLS Group Details:				
* Multiple Worksite Code	Reporting Unit#	* Multiple Worksite Description	Address Line 1	Address Line 2
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
				<input type="button" value="Add BLS Group"/>
				<input type="button" value="Cancel"/>

Understandable

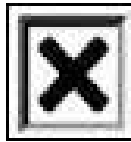
I know what I am looking at and get what it means



This grouping of commands is easy to understand

Understandable

These aren't commands...are they clearly understood?



So... what am I supposed to do?

Predictable

When I do something, I have an idea of what will happen next

Use active voice - action verbs



This should explain what happens next in the process

Logical

The stuff I am asked to do makes sense

- Are your shared references strong and clear?
- Are there responsiveness issues that also make you wonder why something is happening or is *not* happening?

Design dissonance can send out mixed messages

Consistent

The rules of the game won't change on me unexpectedly

- Always call things by the same name
- Don't rely on icons (people will interpret them in many different ways as a result of learned behaviors)

Be aware of the descriptions you use for labels and buttons by using the correct tense for action verbs

Questions to consider

- Does usability apply to my job? **Yes.** If so, how?

It is important to me to create content and images that are meaningful, aesthetically pleasing and user-friendly.

- Do I think of “usability” in your everyday life? **Yes, every day**

I hate grocery shopping at most grocery stores. Unless I go to the same store every time, I won't know where most things are.

Some stores (i.e. Target) get it right! Items are easy to find because they are organized and grouped in a logical fashion.

www.charmingcharlie.com **Love this store!**

Everything is grouped by color (shoes, accessories and apparel) – this makes it very easy and fun to shop, yet I can still get creative by mixing different colors and textures together.