

Understanding User Experience & Usability

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“If you want users to fall in love with your design, fall in love with your users.”

-Dana Chisnell

What is User Experience?

“User experience’ encompasses all aspects of the end-user's interaction with the company, its services, and its products.”-Jakob Nielsen and Don Norman

“User experience is the overall effect created by the interactions and perceptions that someone has when using a product or service.”-Leah Buley

“User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations. It also takes into account the business goals and objectives of the group managing the project. UX best practices promote improving the quality of the user’s interaction with and perceptions of your product and any related services.”-usability.gov

UX Honeycomb



Created by Peter Morville

<http://semanticstudios.com/publications/semantics/000029.php>

Four Phases of UX Design

- Analysis Phase
- Design Phase
- Implementation Phase
- Deployment Phase

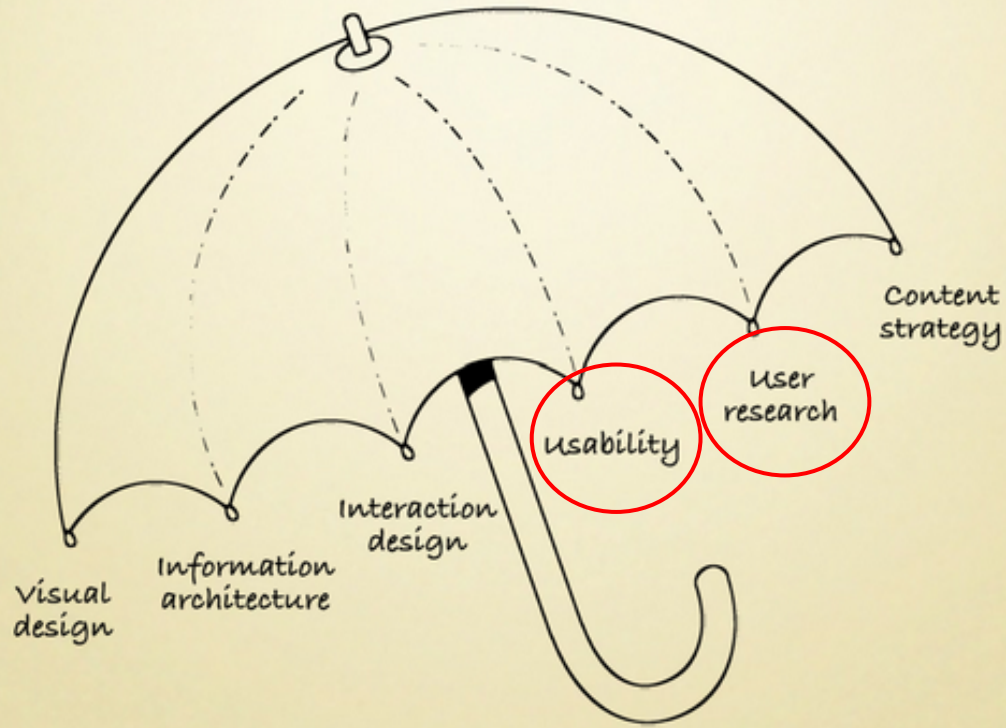
Why is UX important?

Being concerned with the User Experience of your product:

- Influences the development strategy for a product
- Helps reduce costs and “surprises” after releasing
- Increases customer satisfaction

But most importantly, UX helps solve problems

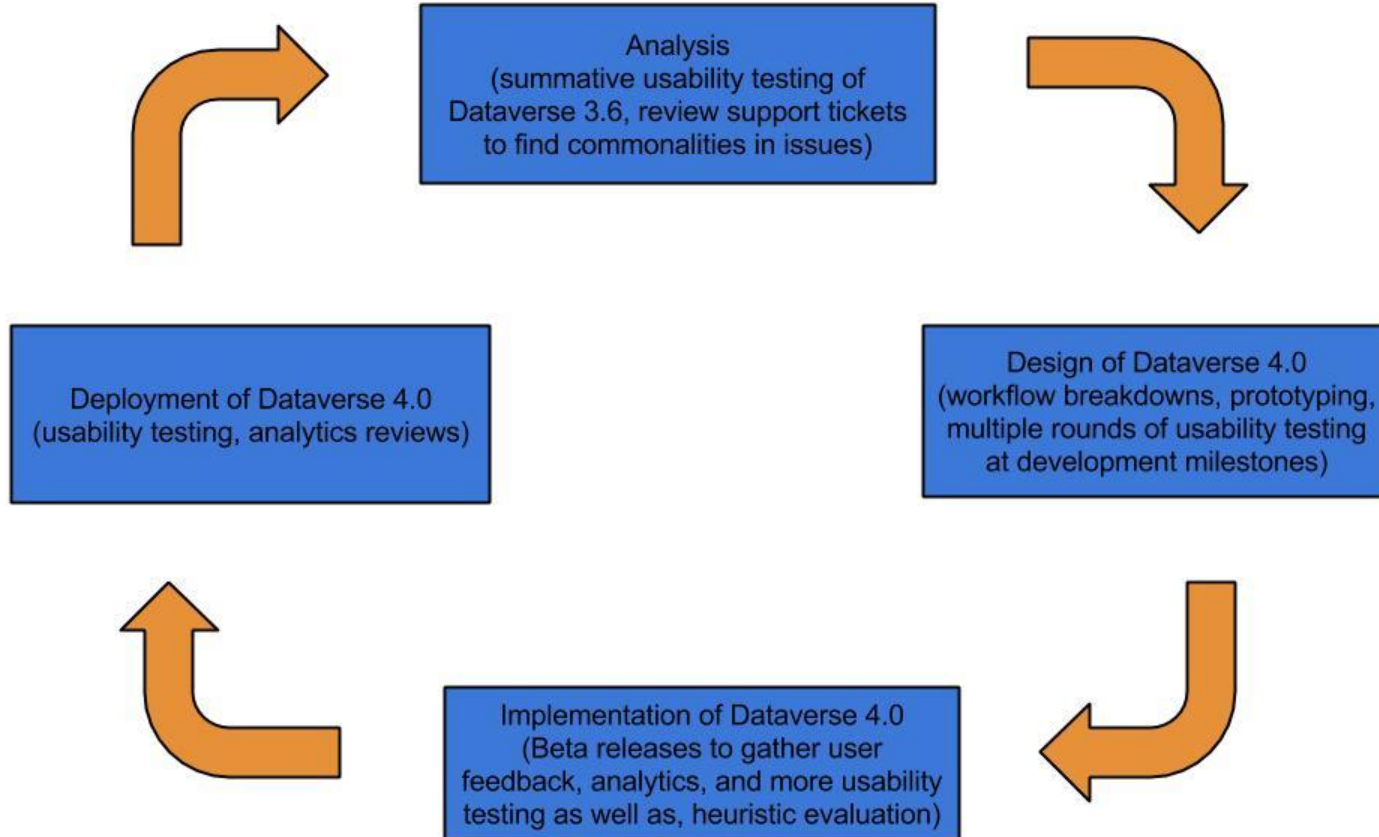
HOW UX SOLVES PROBLEMS



Usability

- Prominent role in all four phases of UX Design
- Usability Evaluations
 - Usability testing (set tasks, research design)
 - Heuristic evaluation
 - Focus groups
 - Surveys
 - and many more

Dataverse Usability Process



Usability Testing

Evaluates seven factors:

- Intuitive design
- Ease of learning
- Efficiency of use
- Memorability
- Error frequency & severity
- Subjective satisfaction

Dataverse Usability Testing

- Pre and post test surveys
- Task based
 - Each task has a predetermined successful completion criteria and what constitutes a failure
- Control user

Low Risk Usability Methods

- Competitive Analysis
- Heuristic Review
 - [Nielsen's Usability Heuristics](#)
- [Usability Checklist](#)
- Watch someone use your product

UX & Usability Tools

- Google Hangouts for remote usability testing
- [Zurb's free applications](#)
- Wireframing and sketching applications
 - [Moqups](#)
 - [Balsamiq](#)
- Google Analytics
- Morae Software

Want to learn more?

- [A List Apart](#)
- [Hints From The Lazy Bear](#)
- [Luke Wroblewski's writings](#)
- [UX Stack Exchange](#)
- [UXPA](#)

Talk to a person who doesn't know your product and see how they use it!

