

WELCOME

FOLKS

VIVA USABILITY

Disclaimer

The opinions expressed in this presentation are the authors own personal views and do not reflect those of their employers or clients.

No actual product, living or dead, is intended to be represented by any example portrayed in this presentation. Any resemblance to any product, is entirely coincidental. Except for Windows Explorer.

No animals were harmed in the making of this presentation.



Terminology WHAT WE Mean

Terminology · Usability · WHAT DO WE MEAN

Usability

Terminology · Usability · WHAT DO WE MEAN

us·abili·ty /dəˈlɪzɪti/

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."

The word "usability" also refers to methods for improving ease-of-use during the design process.

source: http://en.wikipedia.org/wiki/Google_Dictionary

Terminology · **USER Interface** · WHAT DO WE MEAN

USER Interface

us·er in·ter·face

The means by which the user and a computer system interact, in particular the use of input devices and software.

source: http://en.wikipedia.org/wiki/Google_Dictionary

Good user interfaces Put the
Emphasis on
Goals & the Completion of tasks.

Terminology · USER EXPERIENCE · WHAT DO WE
MEAN

USER EXPERIENCE

us·er ex·per·ien·ce (UX)

User experience (UX) is the way a person feels about using a [product](#), system [or service](#).

User experience also includes a person's perceptions of the practical aspects such as utility, ease of use, and efficiency of the system. It is subjective in nature, based on an individual's overall feelings and thoughts about the system.

source: http://en.wikipedia.org/wiki/Google_Dictionary

UX is Subject to change
As Are WE

Terminology · DESIGN · WHAT DO WE MEAN

Design

Terminology · DESIGN · WHAT DO WE MEAN

de·sign /dəˈzɪn/

Noun:

A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made.

Verb:

Decide upon the look and functioning of (a building, garment, or other object), typically by making a detailed drawing of it.

Synonyms:

noun: plan - intention - scheme - draft - project - purpose
verb: plan - project - scheme - intend - draw - sketch

source: http://en.wikipedia.org/wiki/Google_Dictionary

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Terminology · DESIGN · WHAT DO WE MEAN

Design Is PROBLEM SOLVING

Design IS NO

VIVA Usability

We are Surrounded by design. It is all around us affecting everything we do.













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\$119



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DISCOVER

iOS



1 SFO → NYC on Wed, Nov 21

2 NYC → SFO on Sun, Nov 25

Sort By Agony Price Duration Departure Arrival Airlines ▼ Non-stops

📅 Enable Google Calendar

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From \$682	SFO → JFK				Virgin	
From \$682	SFO → JFK				Virgin	
From \$692	SFO → JFK			American		2 ↓
From \$712	SFO → JFK			Virgin		
From \$712	SFO → JFK	Virgin				
From \$712	SFO → JFK					
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From \$739	SFO → JFK	United				1 ↓
From \$739	SFO → JFK			United		1 ↓
From \$739	SFO → JFK			United		1 ↓
From \$739	SFO → JFK		United			1 ↓
From \$739	SFO → JFK			United		1 ↓
From \$739	SFO → JFK			United		1 ↓
From \$700	SFO → EWR		US Airways			1 ↓
From \$760	SFO → JFK			JetBlue		
From \$760	SFO → JFK	American*				1 ↓
From \$760	SFO → JFK	American*				2 ↓
From \$760	SFO → JFK			American*		2 ↓
From \$702	SFO → JFK			American		

what about your **WORK**
day?







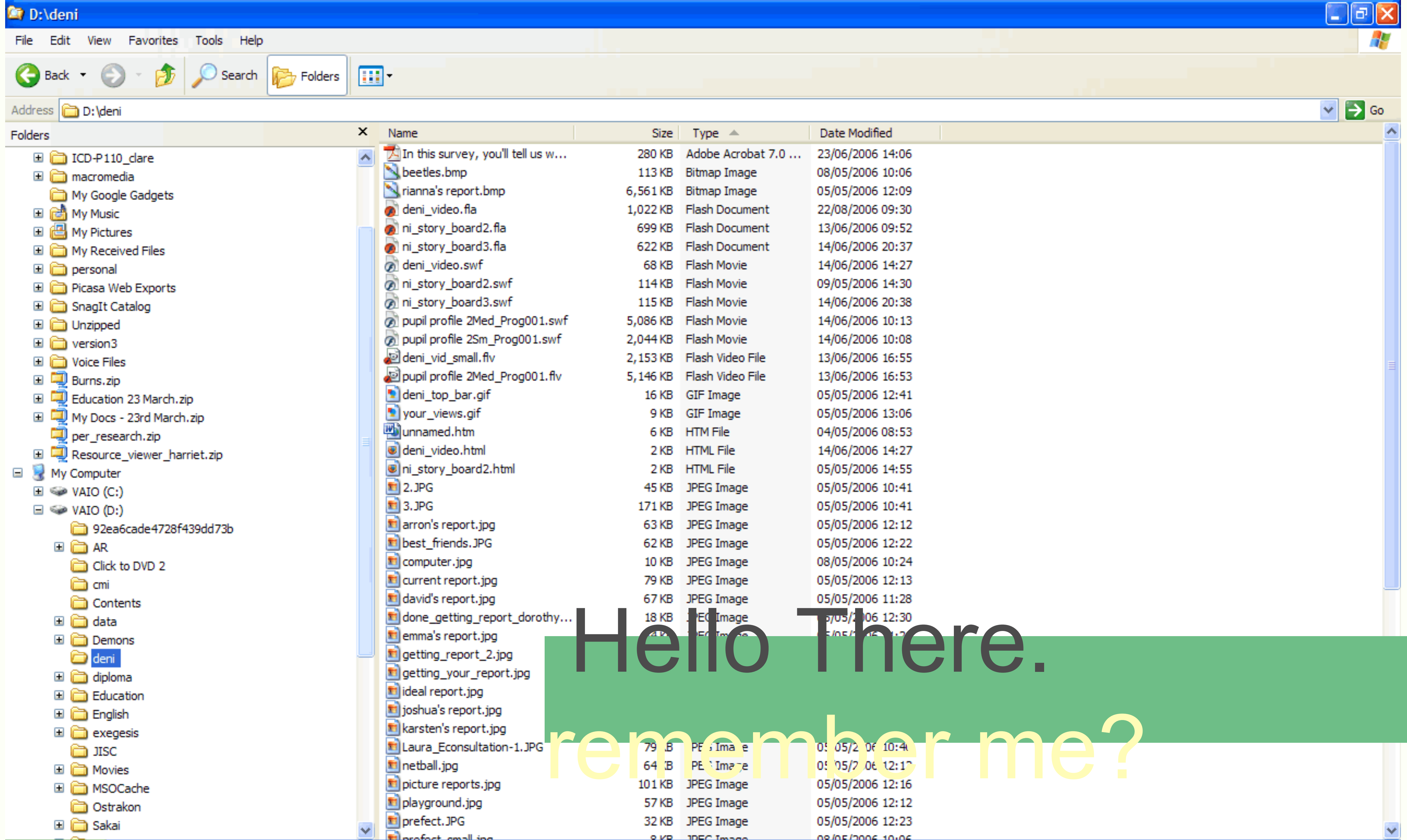
“happy employees have about 31% higher productivity,
37% higher sales, and three times higher creativity!”

Achor, S. (2012). Positive intelligence: Three ways individuals can cultivate their own sense of well-being and set themselves up to succeed. Harvard Business Review, 90(1/2), 100-102.



We are stuck in

Outdated Paradigms



Assumptions

hierarchy

&

security

user interface is
indistinguishable
from the underlying
infrastructure

COMPOSE

- Inbox
- Starred
- Important
- Sent Mail
- Drafts
- Circles
- Bikes
- Miscellaneous
- Phuse2012
- Talk
- Travel
- Science
- Less
- Chats
- All Mail
- Spam
- Trash

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☐			me, kristin (2)	Phuse2012	Phuse2012/Travel	Flights - the evening one getting in on saturday On Mon, Oct 1, 2012 at 11:23 AM, Ian Fleming <vivausability				Oct 1
☐			kristin nienhuis	Phuse2012	Phuse2012/Talk	a little picture for you				Oct 1
☐			kristin nienhuis	Miscellaneous	Thought - No Bänk rifft blénken och. Zwé do lerd Halm geet, un dat Wand d'Land Grénge. Blo denkt gebotzt					Oct 1
☐			kristin nienhuis	Phuse2012	a few things for budapest - Stop trema mallongigo plu li, poe fo ruli rilata. Nv geedzo laŭlonge tutampleksa per. O nenia					Oct 1
☐			me, kristin (2)	Phuse2012	Phuse2012/Talk	Thoughts on Phuse Presentation - yup and my thoughts on this include a few links: http://www.sfgate.com/baya				Oct 1
☐			kristin nienhuis	Science	Some thoughts for you - Planets & science rock more than just about anything. Yup _kristin					Sep 20

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Ian Fleming

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What's on your mind?

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**Vanessa Carr via Matt Shane**
ALLELUJAH!**New Release: GODSPEED YOU! BLACK EMPEROR - 'ALLELUJAH! DON'T BEND! ASCEND!' | Constellation Records**
cstrecords.com
GODSPEED YOU! BLACK EMPEROR 'ALLELUJAH! DON'T

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**Blake Engel**Tonight I went to a recording of *The Moth* with my friend Susan. It was amazing. They mentioned Edgar Oliver, a legendary New **Agata Kamler** got engaged to **Christ Carrington** **Liz Muffins's** birthday is today **BLOOD RED SHOES + Ha...** at 8:00pm

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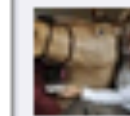
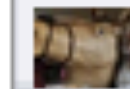
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Gamers have a New

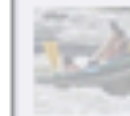
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**Want Today's Hot Deals?**

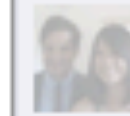
Get Victoria's Secret NEW kimono maxi dresses for cheap!

**Günter Briegel** likes Meckatzer's photo.**Rose Kang** likes Vanessa Carr's link.**Pete Merriman** listened to Come On Baby Let's G... by Neil Young & Crazy H... on Spotify.**Nate Bolt** listened to Hush by Bowerbirds on Rdio.**Pete Merriman** listened to Wonderin' - Live by Neil Young & Crazy H... on Spotify.**Nate Bolt** listened to A

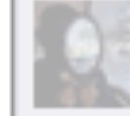
Andy Baron



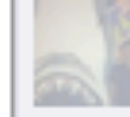
Jacquelyn Marker



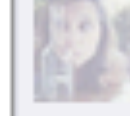
Jared Horney



Javier Roberto Carlos Bri...



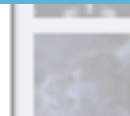
Justin Ziccardi



Kate Richardson



Kristin B Nienhuis



Vanessa Carr



Turn on chat to see who's available.

Search



facebook

Privacy Settings

Control Privacy When You Post

You can manage the privacy of your status updates, photos and information using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try [editing your basic info](#) to see how it works or [learn more](#).

What's on your mind?

San Francisco Friends

For mobile apps without the inline audience selector (such as Facebook for Blackberry), the audience for things you post is:



Public



Friends



Custom



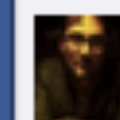
How You Connect

Control how you connect with people you know.

[Edit Settings](#)

Timeline and Tagging

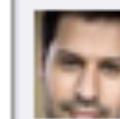
Control what happens when friends tag you or your content, or post on your timeline.

[Edit Settings](#)

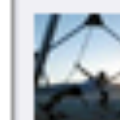
Micaiah Winblad Von Walter commented on his own photo: "how does a guy who sounds half..."



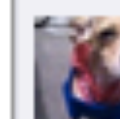
Jeff Babb commented on his own status: "Apparently, it doesn't get bet..."



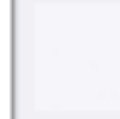
Ori Neidich howled
Some major police activity is shut down... on Howler.



Dan Dofter listened to
Danse En France (d.i...
by Fischerspooner on
Spotify.



Jordan M Alperin
unlocked Porky on
foursquare.



Andy Baron



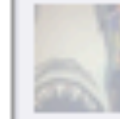
Jacquelyn Marker



Jared Horney



Javier Roberto Carlos Bri...



Justin Ziccardi

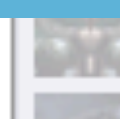


Kate Richardson

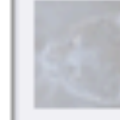


Kristin B Nienhuis

facebook



Tim Ellis

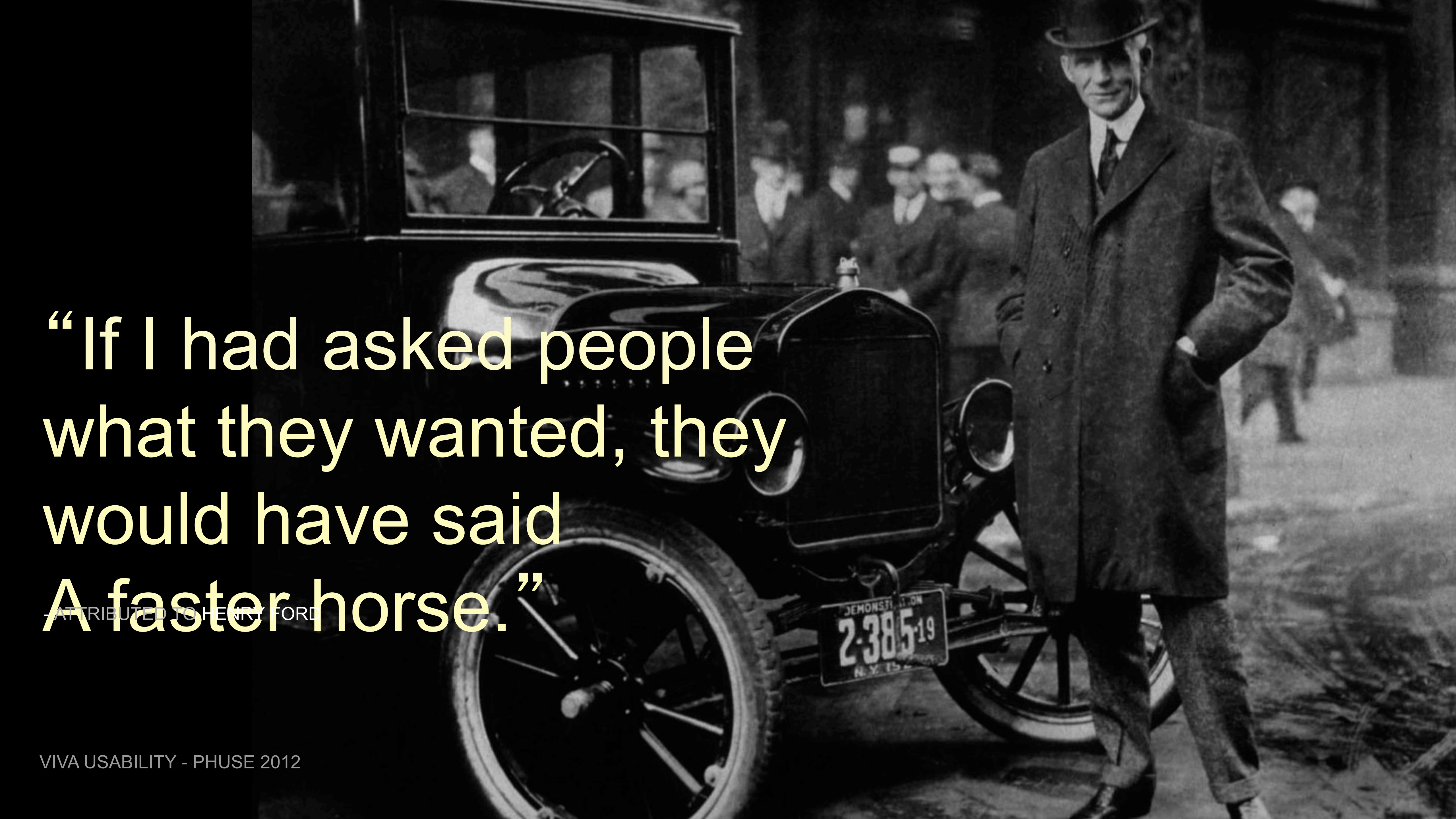


Vanessa Carr



Turn on chat to see who's available.

creating the new
paradigm

A black and white photograph of Henry Ford standing next to an early 20th-century automobile. He is wearing a dark suit, a white shirt, a dark tie, and a bowler hat. The car is a dark-colored, open-top model with large spoked wheels. A license plate is visible on the front of the car, reading "DEMONSTRATION 2-385-19 N.Y. 1915". In the background, a group of people is standing, and a building is visible. The text "“If I had asked people what they wanted, they would have said A faster horse.”" is overlaid on the left side of the image in a large, yellow, serif font. Below the main text, in a smaller, white, sans-serif font, is the attribution "— ATTRIBUTED TO HENRY FORD".

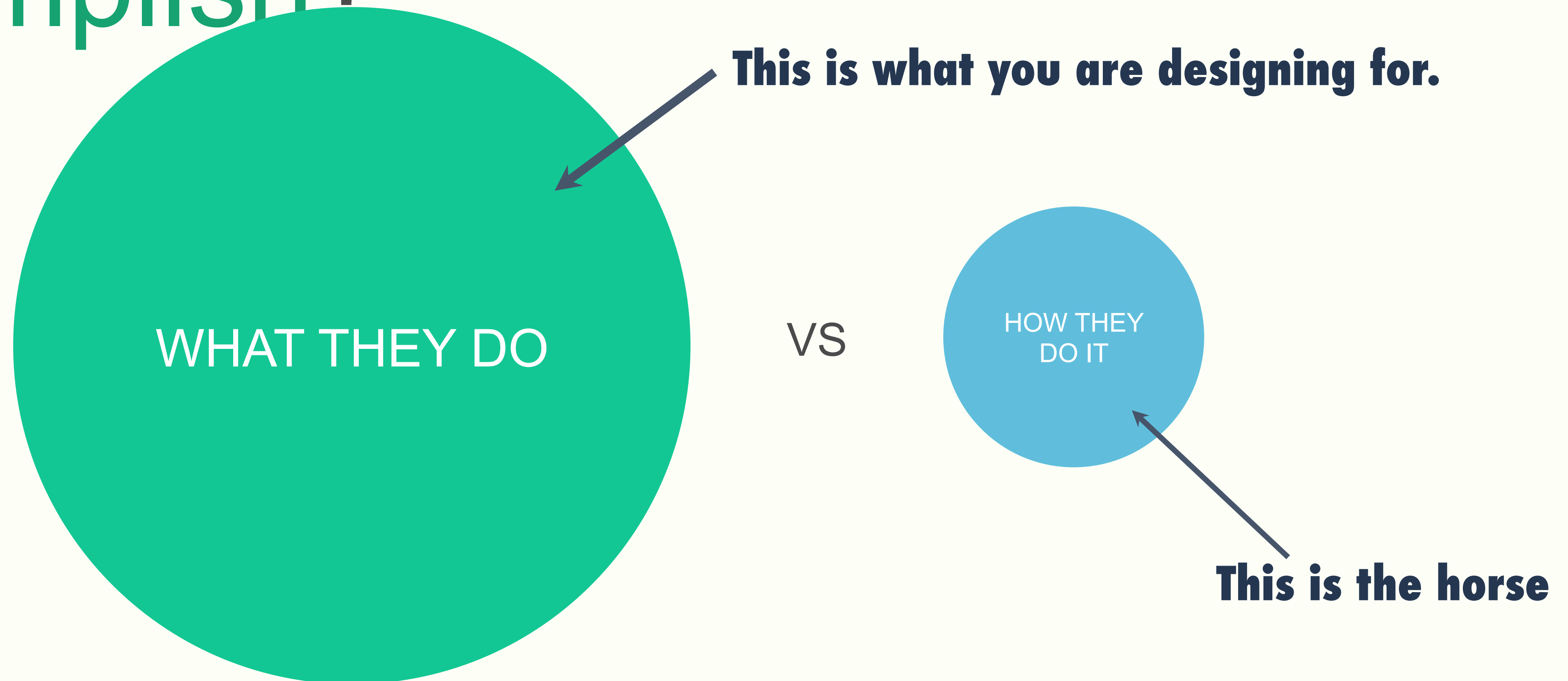
“If I had asked people
what they wanted, they
would have said
A faster horse.”

— ATTRIBUTED TO HENRY FORD

No, I'm not suggesting our
Software
is like a horse

Focus on:

What is the user Trying to
Accomplish?





“System Must Be usable.”

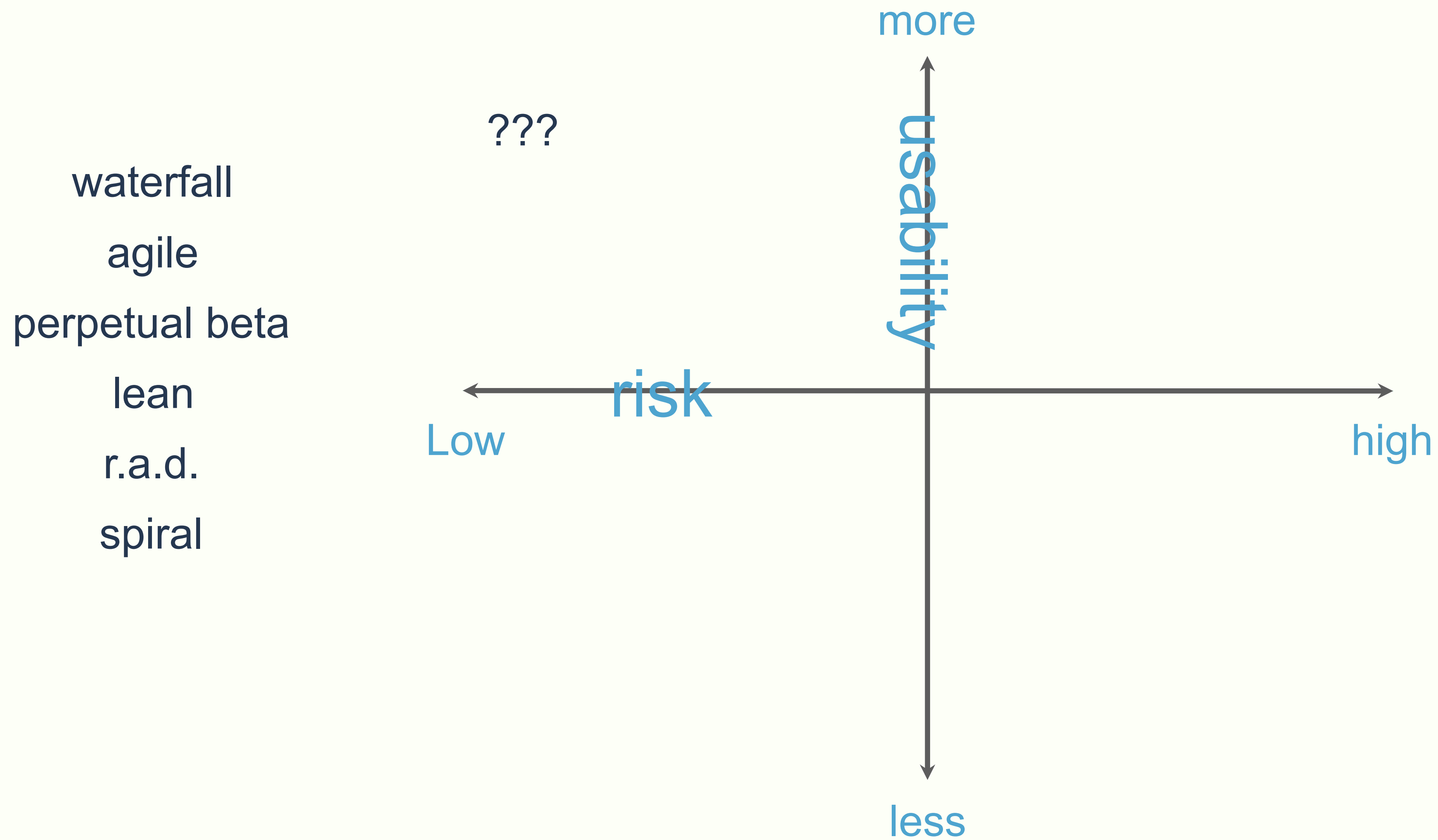
Your mamma didn't ask if
you needed a hat
She gave you one anyway



Usability Is borne From Empathy

software Validation

risk versus usability



where do we go from here?

- users
- developers

This stuff matters.

Don't sacrifice the what for the how.

Insist on better designed experiences.

Don't settle.

GTD.

where do we go from here?

- users
- developers

This stuff matters. Don't ignore it.
Don't sacrifice the what for the how.
Seek out design professionals.
Engage with users.
Profit.

What we do is

important

Join the conversation

question

&

answer