Dimitri Myers & Grace Rouleau

DTC 478

04/15/20

Project #11

Usability ensures that the audience can navigate the website properly and ensures that they can interact properly with all aspects of the website. According to Robert Hoekman, “The usability of an application and creates the X-factor. This is the part of the application with which people actually interact.” (Hoekman, Robert) By properly employing usability the designer or website host can ensure both a pleasant experience and more site traffic. Regarding products this ensures both positive feedback and increased sales.

By eliminating clutter, the users must think less which allows them to focus on what they are searching for. Based on Steve Krug’s writings, “Don’t make me think! For as long I can remember, I’ve been telling people that this is my first law of usability.” (Krug, Steve) By delivering good usability the creator ultimately gives the audience a better user experience.

User requirements are all aspects of what users must know and or learn to be able to properly use the product. As Martin Maguire notes, “It is now widely understood that successful systems and products begin with an understanding of the needs and requirements of the users.” (Maguire, Martin) By catering and simplifying the requirements of users the likelihood of success is improved.

Another element of user requirement is that they not only make users learn, but often require them to change their behavior. According to a Wikipedia article, “User-centered design (UCD) tries to optimize the product around how users can, want, or need to use the product, rather than forcing the users to change their behavior to accommodate the product.” (User-Centered Design) However, if the UCD is well optimized the user has to change or do little to efficiently use the product and has a better experience.

1. Psychology of Design

The psychology of design is important because it involves how users think as well as how they interact with a product. According to an article by Internetrix, “When considering the usability of something, Norman says there are two aspects which influence how functional something is - discoverability and understanding.” (Frustrating Doors) Benefits of proper psychology design include better discoverability and understanding of the content and or product.

Yet another important aspect of design is how changes affect the users mind. As Robert Mening mentions, “Weber’s law of just noticeable difference, which states that the slightest change in things won’t result in a noticeable difference.” (Mening, Robert) So by implementing indiscernible changes there is a better reception by the audience.

1. Design over “Design”

Design is how the item works and is often overlooked for the aesthetic or “Design” of a product. A usability article mentions, “User experience design is the process of applying a user-centered design approach to understanding and meeting the needs of users with an experience that’s both usable and delightful.” (UX vs. UI.) So, to create a good user experience it is vital to create both a usable and visually appealing product. But without both the reaction is negative.

Another aspect of design is the incorporation of a wider audience. Aurora Harley stated, “Including more people in your ideation process can generate a much wider set of ideas than you could produce individually, because it allows you to draw on many diverse perspectives.” (Harley, Aurora) While creating a unique item is great, creating an item that is more universal will appeal to a larger audience.

1. Navigation

Navigation influences how a user finds information and can influence their experience. David Travis suggests, “Activities that are both frequent and critical are the web site's bread and butter. Get these wrong and you may as well not be in business.” (Travis, David) So by creating efficient essential items like navigation and the site will be more successful and efficient.

Although navigation is often viewed as a singular piece of a website it is more crucial than it seems. According to Cody Miller, “Without website navigation, your visitors can’t figure out how to find your… information.” (Miller, Cody) To create a good navigation extends beyond a navigation bar to the entirety of the website and allows for access to information as well as exposure.

1. Findability

Findability is crucial to ensure that the website can be found in the first place. As Kara Pernice mentions, “In the F-shaped scanning pattern is characterized by many fixations concentrated at the top and the left side of the page.” (Pernice, Kara) In order to eliminate the findability of information the designer should ensure that they employ different typography to draw the audience’s attention to key information and creating diversity in their writing or content. This in turn reduces the likelihood that the audience will skip most of the information and simply muddle through.

Without findability and subsequently discoverability users would skip the site altogether or get frustrated and give up on their goal. Scott Berkun states, “Discoverability is one link in the chain of elements that make for good design.” (Berkun, Scott) The benefits of which are better design, and more consumers visiting the site and retaining the information offered there.

1. Wireframes vs. Prototypes

Wireframes are an essential way to show the visual representation of a product before it is finished. According to an article on Wireframes, “The simplest definition for Internet wireframes is: visual illustrations of particular web pages.” (Wireframes Vs Prototypes) Ultimately a wireframe will allow the audience to interact with the web pages or a version of the product to give feedback. This in turn allows designers to address potential issues and create a better product.

Prototypes on the other hand are functioning versions of the product meant to address how users will interact with the item and how well they function.

The process of Prototyping involves creating a functional version of the website or product, then releasing to a test group after which you learn and evaluate the results. Finally, you fix the problems and continue the process until satisfied. (What is Prototyping?) A successful prototype will address issues that could occur with user error and designer errors that stem from prior knowledge or simply not being obvious to users.

1. Typography

Typography is important because it conveys the message in regard to the product or website and the audience. Without it there would be an unbearable level of things being clear only if they are already known (COIK). As Don Norman states, “Think of the problem of writing something that other people will understand and find easy to read as the same problem of designing something that people will find understandable and easy to use.” (Chapter 17 Writing) Thus, by writing simple and understandable content the user will be able to interact and learn how to use the writing as they would an object.

Another important aspect of typography is it can explain how to interact with the design of the website or the product in addition to conveying the message. As noted in an article regarding how users read, “In research on how people read websites we found that 79 percent of our test users always scanned any new page they came across.” (How Users Read) Without good writing, it is little wonder that users would choose to merely scan most of the pages they come across. However, this means that most of the content that page contains is useless but could be useful if written properly.

1. Accessibility
	* + - 1. why it is important
				2. how it should be implemented “Overly literal search engines reduce usability in that they're unable to handle typos, plurals, hyphens, and other variants of the query terms.” (Top 10 Mistakes)
				3. the potential benefits of its utilization.
				4. why it is important
				5. how it should be implemented “Design your forms for accessibility. Label its fields.” (Infographic: 8 tips)
				6. the potential benefits of its utilization.
2. Mobile Design
	* + - 1. why it is important
				2. how it should be implemented “Understanding how users interact with an app is essential for optimization. As designers and developers, we should understand the user’s goals in the context of the entire user flow.” (The Guide to Mobile)
				3. the potential benefits of its utilization.
				4. why it is important
				5. how it should be implemented “When your app has a lot of information or actions, there’s no need to show everything-all-at-once.” (12 Mobile UX)
				6. the potential benefits of its utilization.
3. HCD- Human Centered Design
	* + - 1. why it is important
				2. how it should be implemented “Human-Centered Design was developed to overcome the poor design of software products.” (Human-Centered Design)
				3. the potential benefits of its utilization.
				4. why it is important
				5. how it should be implemented “By focusing upon the tasks to be done and on the activities that are actually carried out, I hope to broaden people's views of what should be considered.” (HCD Harmful?)
				6. the potential benefits of its utilization.
4. Presenting
	* + - 1. why it is important
				2. According to Christian Denny, “Good design is CRAP, contrast, repetition, alignment, and proximity. Designing a good presentation requires CRAM as well. Clarity, relevance, animation, and method.” (Denny, Christian)
				3. the potential benefits of its utilization.
				4. why it is important
				5. Based on an article written by Stephanie Burns, “Waste no time in engaging the audience with humor or vulnerability.” (Burns, Stephanie)
				6. the potential benefits of its utilization.
5. Usability Testing
	* + - 1. why it is important
				2. As stated by Christian Rohrer, “This distinction can be summed up by contrasting ‘what people say’ versus ‘what people do’ (very often the two are quite different.)” (Rohrer, Christian)
				3. the potential benefits of its utilization.
				4. why it is important
				5. As Marisa Peacock notes, “Usability is a quality attribute that assesses how easy user interfaces are to use.” (Peacock, Marisa)
				6. the potential benefits of its utilization.

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