



Human-Technology *Interaction*



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Usability and User Experience

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Usability is everywhere...

(not only digital interfaces)



Objects impossible to use...



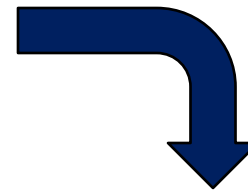
Objects complicated to use...



Usability is about the “why”...



WHAT happened?



WHY did it happen?

Usability goes beyond “ease of use”



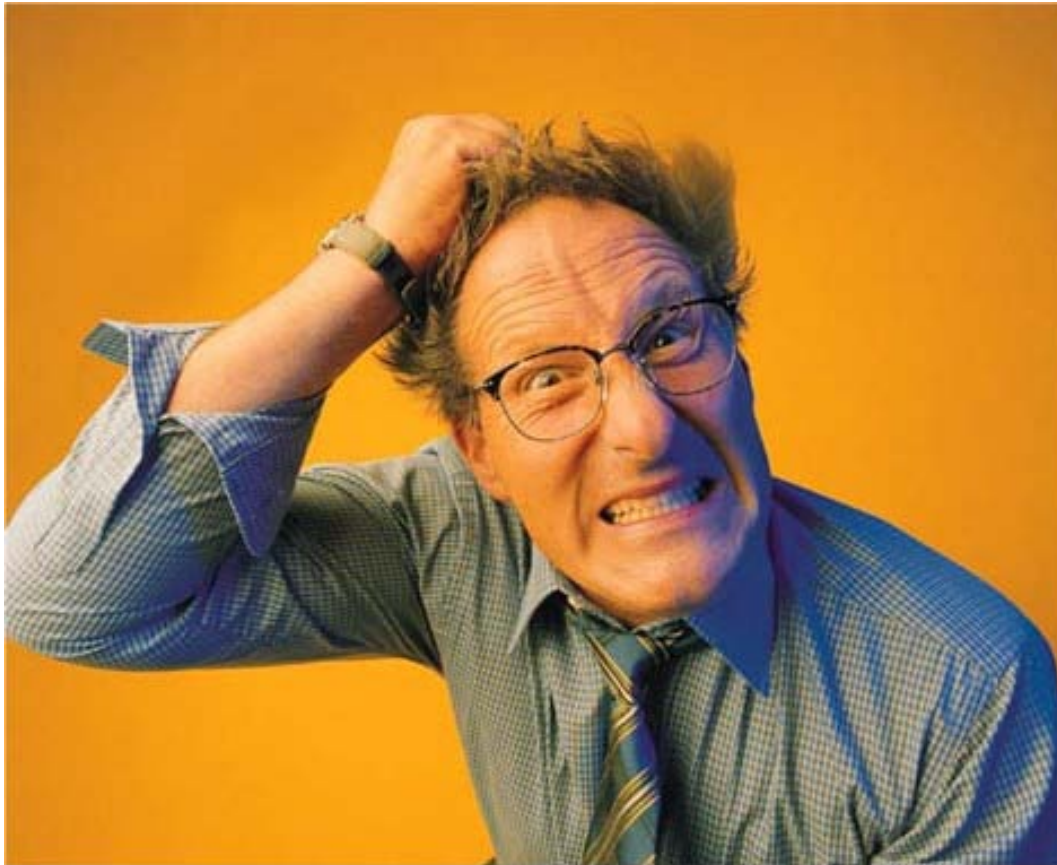
ISO 9241-11:

“...the extent to which a product can be used to achieve specified goals with effectiveness, efficiency and satisfaction ...”

Wikipedia:

“...the product is designed with its intended users in mind at all times.”

So why should I care?



Because even minor complications drives users away.

Usability directly affects business ratios

A usable interface:

- ✓ *improves conversion rates*
(converting more visits into sales, sign-ups, etc.)
- ✓ *lowers bounce rates*
(fewer people abandon before completing their goal)



So how do I analyse usability?



In specialized usability test labs...

So how do I analyse usability?



... or by remote usability testing (via web).

Any questions, comments, ideas?

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