Outline

Introduction what is “usability”

Best Practices common solutions

Design Patterns shared languages

New Patterns you design

School of Information UC Berkeley
Definition: Usability

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.

Definition: Usability

Learnability
Efficiency of use
Memorability
Few Errors
Satisfaction

— Jakob Neilson

http://www.userfocus.co.uk/resources/iso9241/index.html
Principles

**Perceivable**
Information and user interface components must be perceivable by users

**Operable**
User interface components must be operable by users

**Understandable**
Information and operation of user interface must be understandable by users

**Robust**
Content must be robust enough that it can be interpreted reliably by a wide variety of user agents

http://www.w3.org/TR/WAI-WEBCONTENT/
**Manifesting Usability**

*Usability is as important as technical execution.*

**Build it in**

Ensure a usable product by building usability in from the beginning.

**Or fix it later**

Evaluate completed projects for usability.

Fix what can be fixed.

Implementation may impose constraints.
Building in usability

User-Centered Design

Based on the work of Alan Cooper, et al.

Can be used to design non-technical products including bowling balls and ice cream flavors.

Ideally begins before or coincident with initial product design and development.

Building in usability

The User-Centered Design Process

A product development methodology based on actual user needs, abilities and perceptions.

Offers the most effective path to useful and usable products.

Personas

Are based on actual users.

Put a human face on the amorphous “user.”

Save time by focusing development away from unlikely “edge” cases.
Building in usability

Six phases of UCD
User Research
User Modeling
Requirements Definition
Delivery Method Definition
UI Design
Development Support
Building in usability

Six phases of UCD
User Research
User Modeling
Requirements Definition
Delivery Method Definition
UI Design
Development Support

Notice how many phases come before UI Design.
Building in usability

Six phases of UCD

User Research: Who are the users?
User Modeling
Requirements Definition
Delivery Method Definition
UI Design
Development Support
Building in usability

Six phases of UCD

User Research: Who are the users?

User Modeling: What are their needs, abilities and perceptions?

Requirements Definition

Delivery Method Definition

UI Design

Development Support
Building in usability

Six phases of UCD

**User Research:** Who are the users?

**User Modeling:** What are their needs, abilities and perceptions?

**Requirements Definition:** How can the product meet their needs?

**Delivery Method Definition**

**UI Design**

**Development Support**
Building in usability

Six phases of UCD

User Research: Who are the users?
User Modeling: What are their needs, abilities and perceptions?
Requirements Definition: How can the product meet their needs?
Delivery Method Definition: How will the product deliver services?
UI Design
Development Support
Building in usability

Six phases of UCD

User Research: Who are the users?
User Modeling: What are their needs, abilities and perceptions?
Requirements Definition: How can the product meet their needs?
Delivery Method Definition: How will the product deliver services?
UI Design: How will the product appear to and work for the users?
Development Support
Building in usability

Six phases of UCD

User Research: Who are the users?

User Modeling: What are their needs, abilities and perceptions?

Requirements Definition: How can the product meet their needs?

Delivery Method Definition: How will the product deliver services?

UI Design: How will the product appear to and work for the users?

Development Support: How does the test version work for users? How can it be improved before release? How can the next version be improved?
1 User research

Who are the users?

We are not the users. They are not us.

If we’re not careful, we’ll assume that they are like us, or like someone we know.

The best way to get to know the users is to go to them and see what they’re up to.
1 User research

Learn about users’
Goals
Behaviors
Attitudes

Methodologies
Interview
Contextual Inquiry
1 User research

Contextual inquiry

Takes place in task setting
Origins in ethnography
1 or 2 people with recording equipment:
• Note pad
• Audio recorder
• Still camera
• Video camera
List of topics, and ability to follow the user’s lead
1 User research

Contextual inquiry would reveal some constraints.

Source: http://www.flickr.com/photos/meestajack/486053407/
1 User research

Notes and other items external to a system are called **artifacts**.
2 User Modeling

Making sense of user research

Documenting experience
Analyzing data
Finding patterns and clusters
Discovering dimensions
Eliminating edge cases
Developing personas
Writing functional principles
2 User Modeling

Raw data from research phase

- Two months ago
- Sunday afternoon
- With one friend
- Love chick flick
- Front row seat
- Wanted my money back
- Scary movie
- With family
- Popcorn
- Yesterday
- Alone
- Matinee
- Last week
- Walked
- Love story
- Ice cream
2 User Modeling

Filter, cluster and organize
2 User Modeling

A pattern becomes a persona

“Sylvia”:
• Who: With one person
• When: Yesterday
• What: Love story
• Time: Matinee

A persona is an archetype, not an actual person.

A name & photo is associated, to further humanize each persona.
2 User Modeling

Persona: Example 1

**Persona - Jen Yang**

*Researcher, School of Nursing*

**Description**

Jen is a full-time researcher at Stanford’s School of Nursing. Along with her typical activities in the lab, she is a member of a 20 person research project studying nursing in the ER.

Jen is confident in her work and the project study but finds herself fighting with the web-based project site her team uses for “off-line” communication and to store and share project documents...particularly in finding the most current information.

She’s familiar with using computer programs to create documents and exchange emails with colleagues and friends. She also likes to do her Christmas shopping on-line.

**Goals**

- Be “in the loop” on her projects - have the most current project information
- Not to let team members see her work until she is comfortable with it
- Spend her time doing research and minimize the administration overhead including time posting and finding documents on the Project site

**Level of Expertise**

Office products, email, on-line shopping

Source: The Fluid Project
2 User Modeling

**Functional principles**

High level statements about product qualities

Stable: subsequent UCD phases will not affect them

Inform subsequent UCD phases, including functional requirements

**Examples**

- Reminds me when I need it, but does not nag (assists)
- Tells me when something’s important (reliable)
- Keeps my friends informed about my schedule (extends)
3 Requirements Definition

Functional requirements

Concrete statements about product features and functions
Stable: subsequent UCD phases will not affect them
Inform subsequent UCD phases, including Delivery Method Definition

Examples

• Two levels of authentication: user and user’s designates
• Schedule is exportable to iCalendar format
• Course catalog is always current
4 Delivery Method Definition

Examples

• Web application
• Smart phone application
• Dedicated hardware device
5 UI Design

Wireframe
6 Development Support

Activity
Iterate in response to usability testing
Limitations of UCD

Users may not always
Know enough to act in their own best interest.
Be motivated to meet an organization’s goals.

Remediation
Educate the user about the merits of their options.
Communicate the user benefits of the organization’s goals.
Make the institution’s goals at least not conflict with the user’s goals and habits, and at best provide incentives.
Improve Usability

**Heuristic Evaluation**
Evaluators examine the interface and judge its compliance with recognized usability principles.

**User Testing**
Run multiple small tests with users to discover interface elements that should be kept, changed, or removed.

**Paper Prototypes**
Involves creating rough drawings of an interface (on paper) to use as models of a design.

**Competitive Analysis**
Test interface designs with similar features for similar goals.

http://www.w3.org/TR/WAI-WEBCONTENT/
Heuristic Evaluation

Visibility of system status
Match between system and the real world
User control and freedom
Consistency and standards
Error prevention
Recognition rather than recall
Flexibility and efficiency of use
Aesthetic and minimalist design
Help users recognize, diagnose, and recover from errors
Help and documentation

http://www.useit.com/papers/heuristic/heuristic_list.html
Heuristic Evaluation

Visibility of system status
The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
Heuristic Evaluation

Match between system and the real world
The system should speak the users’ language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

RATES

<table>
<thead>
<tr>
<th>Loan Type</th>
<th>Rate</th>
<th>APR</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-yr Fixed</td>
<td>5.98%</td>
<td>6.16%</td>
</tr>
<tr>
<td>15-yr Fixed</td>
<td>5.64%</td>
<td>5.92%</td>
</tr>
<tr>
<td>5/1 ARM</td>
<td>5.99%</td>
<td>6.94%</td>
</tr>
</tbody>
</table>

See today’s average mortgage rates across the country. Source: Bankrate.com

Sponsored by: Countrywide - Low refi rates. No Closing Cost Refi
Heuristic Evaluation

User control and freedom
Users often choose system functions by mistake and will need a clearly marked “emergency exit” to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
Heuristic Evaluation

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions. Consistency builds the user’s feeling of mastery over the interface through recognizability, predictability, empowerment, and efficiency.
Error prevention
Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
Heuristic Evaluation

Recognition rather than recall
Minimize the user’s memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

- Please enter a State/Province
- Please enter a Zip/Postal Code
- Please choose a subscription plan for Times Select.

Select a subscription plan
- 14-day free trial into an annual subscription to TimesSelect, $49.95
- 14-day free trial into a monthly subscription to TimesSelect, $7.95

Tell us your billing information
Member ID: [Field]
First Name: [Field]
M.I.: [Field]
Last Name: [Field]
Address Line 1: [Field]
Address Line 2: [Field]
City: [Field]
State/Province/Region: [Field]
Zip/Postal Code: [Field]

Related Datasheets
- Edge Gx
- nlc Case Study
- Edge Gx Advanced Outbound
- Edge Gx Shared Security
- Edge Gx with McAfee Anti-Virus
- Edge Gx with Cloud Authority Anti-Spam
- Edge Gx with Brightmail Anti-Spam
- Qumbr Report: Openly Exploring the Path against Messaging A
Heuristic Evaluation

Flexibility and efficiency of use
Accelerators – unseen by the novice user – may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
Heuristic Evaluation

Aesthetic and minimalist design
Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
Heuristic Evaluation

Help users recognize, diagnose, and recover from errors
Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
Heuristic Evaluation

Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user’s task, list concrete steps to be carried out, and not be too large.

http://www.useit.com/papers/heuristic/heuristic_list.html
http://www.asktog.com/basics/firstPrinciples.html
Problems in Web Design

Knowledge about user interface and design is distributed across many people and often not shared.

Knowledge about what constitutes good user interface is inconsistent among designers and users.

Each person has their own agenda and goals motivating the design of the interface.

Design is not always valued as much as compiled code is. If almost anyone can make a web page, how hard can design be?
Confusion in Web Design

According to Jakob Nielson, multiple studies showed “23% of [web] design elements were done in so many ways that no single approach dominated.” Such design elements included:

- The main navigation schemes (left-hand menu, tabs across the top, navbar across the top)
- Placement of the search feature, which included upper right, upper left, middle, and elsewhere on the page
- The sign-in process.
Design Patterns are **best practices** and common practices in web design.

They are **not style guides**, rules or a mandate.

**Flexible** for different contexts and applications.
What are Web Design Patterns

A pattern is a description of a common web design problem and good solutions for that problem.
What are Web Design Patterns

Models for **common problems** and appropriate solutions in highly diverse development environments.

Provide a **common language** for people to use in their work process.
A Web Design Pattern

Breadcrumbs
(Other names for this pattern: Location Indicator, Location Breadcrumbs)

Design Problem
The user needs to know their current location within the Website or application.

Use When
• The page displayed is within a hierarchy of pages and is not the topmost page.
• The user arrived at their current location from and external source such as search results, links in email, bookmarks or any other method that does not lead the user through the site hierarchy.

Solution
A. The breadcrumb should always be visible in the browser at the top of the page. It should not need to scroll to see it.
B. The breadcrumb is a horizontal list of pages reflecting the site hierarchy starting the topmost page (Home) and ending with the current page.
C. Where possible, labels should match the title of the corresponding page, but should be kept short for readability.
D. Breadcrumbs often use some symbol like “>” between links to indicate direction. These symbols are not linked.
E. Breadcrumbs should provide links to each page in the trail with the exception of the first. This simplifies the user's current location in the trail.

Rationale
• Breadcrumbs give clear visual cues for the user’s current location and context.

Examples

This pattern from other collections
• http://www.w3c.com/patterns/showPattern.php?patternID=crumbs
• http://developer.yahoo.com/ypatterns/pattern_breadcrumbs.php

Contributors
Kelly Snow, Tim Dennis
Web Design Patterns

“Each pattern is a three-part rule, which expresses a relation between a certain context, a problem, and a solution”
– Alexander 1979
Problem
How Should Labels be Aligned?

Top

Right

Left
# Enter Your Information
(Already registered? Sign In)

Please enter your U.S. address and email address to create your account.

<table>
<thead>
<tr>
<th>Field</th>
<th>Input</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>Street Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td>ZIP Code</td>
</tr>
<tr>
<td>Phone Number</td>
<td>ext:</td>
</tr>
</tbody>
</table>

A valid email address is required to communicate with you.

Email address

Re-enter Email address
## Top Aligned Labels

### Vertical Labels

| Label          |  
|----------------|---
| Longer Label   | ![Select Value Dropdown]  
| Even Longer Label | ![Input Field]  
| One More Label | ![Checkbox for Value 1, Value 2]  

*Primary Action*
### Vertical Labels

<table>
<thead>
<tr>
<th>Label</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Longer Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select Value</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Even Longer Label</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>One More Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value 1</td>
</tr>
<tr>
<td>Value 2</td>
</tr>
</tbody>
</table>

**Primary Action**

---

**Advantage:**
Adjacent Label and corresponding Input field

**Advantage:**
Rapid Processing

<table>
<thead>
<tr>
<th>Label</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Longer Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select Value</td>
</tr>
</tbody>
</table>

**Disadvantage:**
Increased vertical space
This person’s name will appear with their messages, comments, and files and whenever they are responsible for a to-do or milestone.

**First Name:** Luke  
**Last Name:** Wroblewski  
**Email:**

Choose a user name and password so that this person can log in (they can change this later).

**User Name:**

**Password:**

The rest is optional, but some contact info will come in handy when you want to take your communication offline.

**Title:**

**Office #:**  
**ext:**

**Mobile #:**

**Fax #:**

**Home #:**
Right Aligned Labels

Right-Justified Horizontal Labels

<table>
<thead>
<tr>
<th>Label</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Longer Label</td>
<td>Select Value</td>
</tr>
<tr>
<td>Even Longer Label</td>
<td></td>
</tr>
<tr>
<td>One More Label</td>
<td>Value 1</td>
</tr>
<tr>
<td></td>
<td>Value 2</td>
</tr>
</tbody>
</table>

Primary Action

Advantage:
Adjacent Label and corresponding Input field

Disadvantage:
Reduced readability

<table>
<thead>
<tr>
<th>Label</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Longer Label</td>
<td>Select Value</td>
</tr>
<tr>
<td>Even Longer Label</td>
<td></td>
</tr>
<tr>
<td>One More Label</td>
<td>Value 1</td>
</tr>
<tr>
<td></td>
<td>Value 2</td>
</tr>
</tbody>
</table>

Primary Action

Advantage:
Reduced vertical space
## Left Aligned Labels

### Edit Estimate Book

**WEVV Book Type: DMA**

<table>
<thead>
<tr>
<th>Label</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book Name</td>
<td>May05 EST (P)</td>
</tr>
<tr>
<td>Project Year</td>
<td>2005</td>
</tr>
<tr>
<td>Month</td>
<td>May</td>
</tr>
<tr>
<td>Enabled for</td>
<td>Research, Sales</td>
</tr>
<tr>
<td>Type</td>
<td>4 Bk. Avg., Custom Book</td>
</tr>
<tr>
<td>Share Book</td>
<td>Feb-04</td>
</tr>
<tr>
<td>Put Book</td>
<td>Feb-03</td>
</tr>
<tr>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Description</td>
<td>(Feb-04/Feb-03)</td>
</tr>
</tbody>
</table>

- [ ] Update default book formula
- [ ] If PAV exists, use PAV to build SHR book
- [ ] Delete number for Not Selected DP
Left Aligned Labels

Left-Justified Horizontal Labels

Label:
Longer Label: Select Value
Even Longer Label:
One More Label: Value 1, Value 2
Primary Action

Disadvantage:
Adjacency of Label and corresponding Input field

Advantage:
Easy to scan labels
Advantage:
Reduced vertical space

Label:
Longer Label: Select Value
Even Longer Label:
One More Label: Value 1, Value 2
Primary Action
Problems

Problems

Can you think of a common design problem?
What's In A Pattern

Pattern

- Title
- Problem (situation)
- Use When (constraints)
- Solution
- Why (rationale)
- How (to apply)
- Examples
- Related Patterns
- Accessibility
- Code Samples
Solution

Pattern Name
Quick Access

Pattern Description

Context
User: Novice and expert
Workplace: Website

Problem
Help the user find useful pages that need to be accessed from any location on the site, regardless of the current state of the artefact

Solution
Group the most convenient action links, such as home, site map, and help; place it consistently throughout the whole Web site
Design Ideas: Your turn

Print

Brown, Dan Communicating Design New Riders 2007
Cooper, Alan About Face 3 Wiley 2007
Saffer, Dan Designing for Interaction New Riders 2007
Tidwell, Jenifer Designing Interfaces O’Reilly 2006

Web

boxesandarrows.com
useit.com: Jakob Nielsen’s Website

Design Pattern Libraries

Jenifer Tidwell
http://designinginterfaces.com

Open Source Design Pattern Library
http://uidesignpatterns.org/

UC Berkeley’s web pattern library
http://groups.ischool.berkeley.edu/ui_designpatterns/webpatterns2/webpatterns/home.php

http://www.welie.com

Yahoo Design Pattern Library
http://developer.yahoo.com/ypatterns/