

1 — One-sentence description

- ◆ Identify the **human activity** you will support
- ◆ Identify the **user**
- ◆ Identify the **usability** (levels of support)
- ◆ Identify the **basic levels of solution**
- ◆ Design a
- for
-
- by

2 — Know thy audience

- ◆ Describe in a detailed way the “typical user(s)”
 - Why is she **interested** in your application
 - What is the **problem** she wants to solve
 - Her **educational** background
 - Her **experience** with high-tech
 - Her assumptions, beliefs, **preoccupations**
 - Her hopes and fears
 - Her **background** on the subject you work on
- ◆ The **context** in which the application will be used
- ◆ You **HAVE TO** get this right!
 - If you fail everywhere else, this can save you

4 — Find a good metaphor

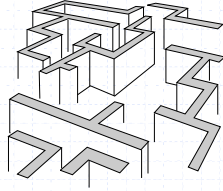
- ◆ ... “real world” object, event, thing that your audience is familiar with
- ◆ Operating System: **office desktop** (MacOS)
- ◆ Electronic mail: **air mail** (Eudora)
- ◆ Painting: **painter's palette** (Fractal Designer)
- ◆ Database: **organizing cards** (HyperCard)
- ◆ Writing: **typewriter** (Word)
- ◆ Animation: **theatrical stage** (Director)

5 — Make it easy to navigate

- ◆ If it is difficult to use,
it will not be used (simple, huh?)

- ◆ User needs to know:
 - where am I?
 - where have I been?
 - who am I?
 - where can I go from here?
 - how can I get there?

- ◆ Care about Usability



6 — Encourage interaction. Early!

- ◆ Get them to do something early on — click, type, select — not just sit back and watch
- ◆ Think of the novice user
 - Give him a short, well laid-out, to the point, introduction
- ◆ Think of the advanced user
 - give her a way to skip introduction
- ◆ Specialized help for every screen
- ◆ Follow Chinese wisdom:
 - I hear and forget;
I see and remember;
I Do and Understand!
- ◆ KISS!!

7 — Don't get it original; get it right!

- ◆ Design screen **grids**
- ◆ Be **consistent** in the screen design
- ◆ Minimize administrative **debris**
- ◆ Use **icons**
- ◆ **Brief** text — reading from screen is difficult
- ◆ Scrolling is **evil**
- ◆ Try serifs and non-serifs
- ◆ Use **meaningful** lines
- ◆ Be **forgiving**
- ◆ Break the rules,
but **only** when you know **how** and **why** you follow them
