



Overview: Introducing Usability and User-Centered Design (UCD)

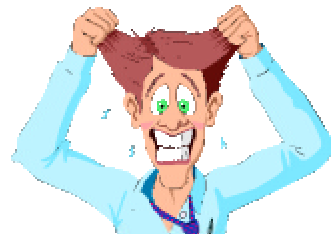
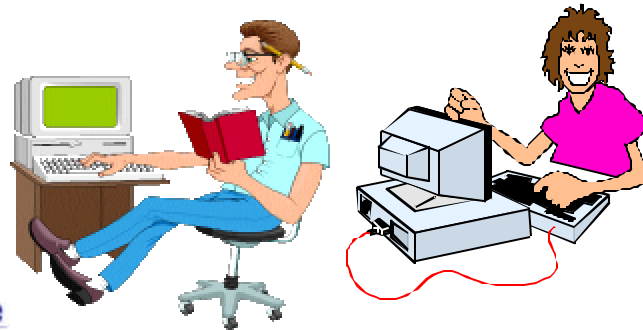
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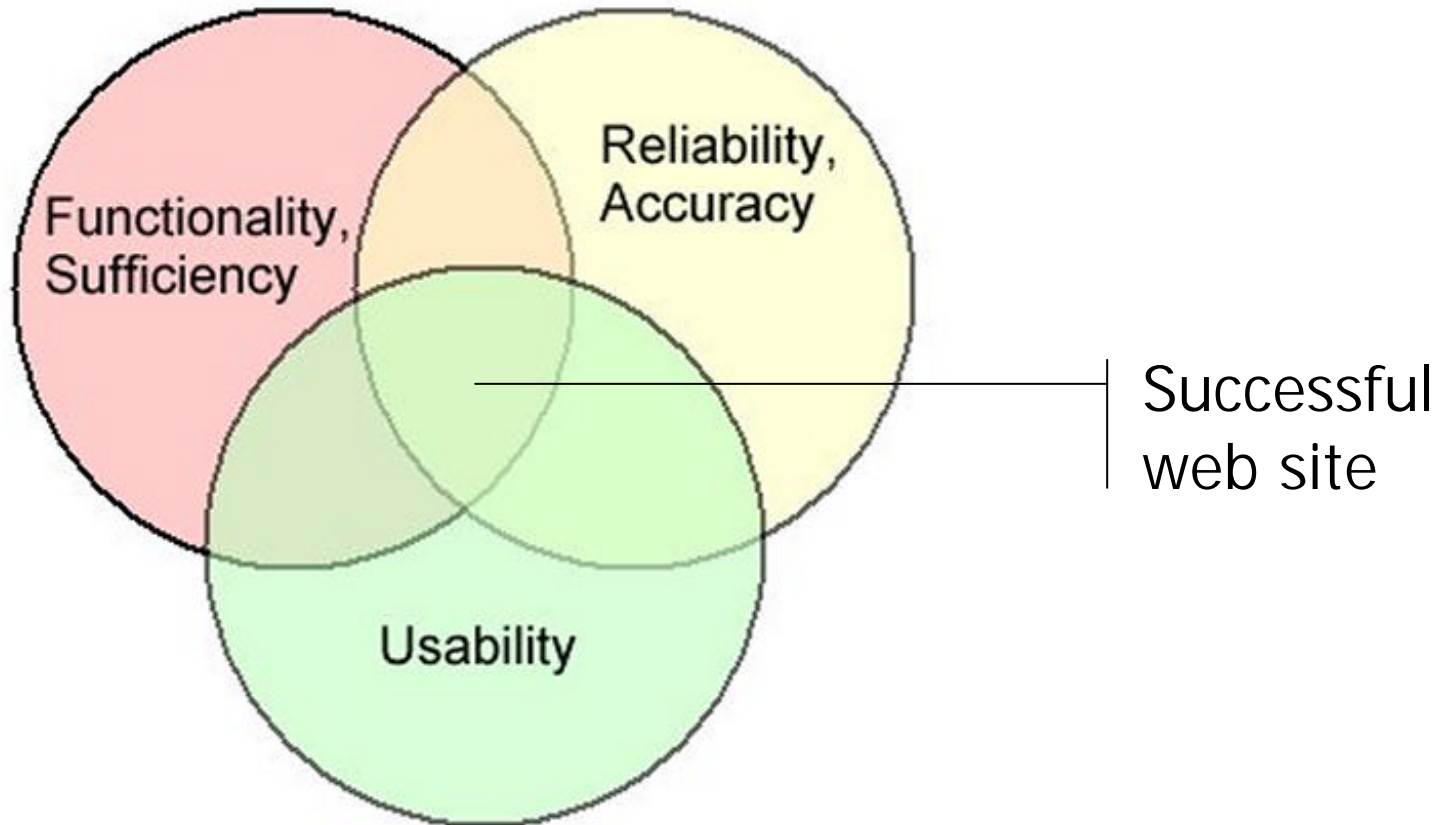
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Why worry about usability?

- Web sites (information-rich or e-gov applications) exist only to be used.
- Without users, why have an application or a web site?
- If users can't figure out the application or web site...



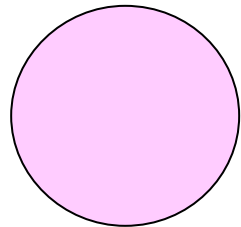
What do users want?



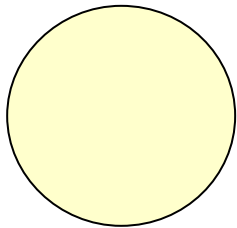
These are different attributes.



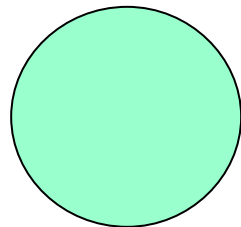
What's the difference?



Sufficiency = What I'm looking for is there.
Functionality It lets me do what I need.



Accuracy = I can trust what it says.
Reliability It works the same way every time.



Usability = I can find what I need
and understand what I find.

All three are necessary for a successful web site.



What is usability?

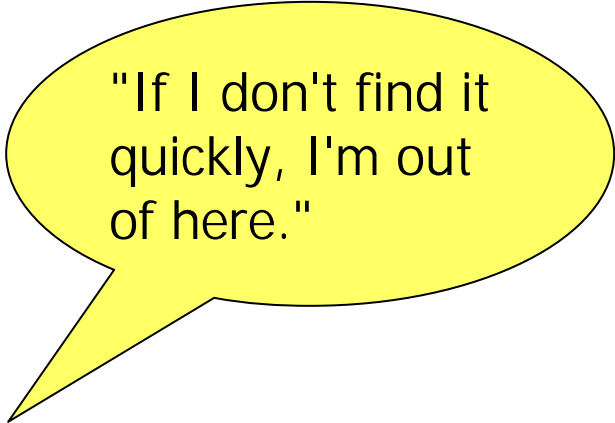
Usability means making sure that

- the **people** who will use your web site
- can use it to do **their work** productively, to **answer their questions**, to reach **their goals**
- within their own physical and social **environments**
- **easily** (effectively and efficiently – defined by the users)

Usability means providing **value** that users can see themselves.

Who decides what is usable?

- Users do. They decide
 - whether to use your web site
 - when to use it
 - how to use it
 - how much to use it
- Users satisfice.
They trade off time and effort for benefit.



"If I don't find it quickly, I'm out of here."



You are not the user!



How do you assure usability?

- by building it into products
- through a process called User-Centered Design

Usability = User-Centered Design

Usability is not a polish that you spread over a web site at the end.

It is an integral part of the process of creating the web site from the first moment you start to think about the need for the web site.

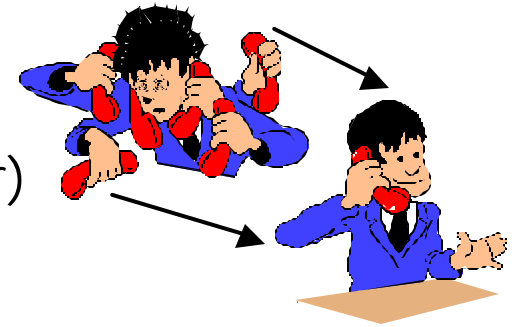
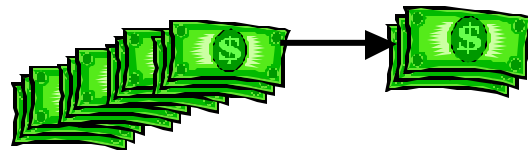


What is user-centered design (UCD)?

- A process for focusing on users throughout planning, design, and development
- Not – having users dictate functionality
- Not – having users do the design
- Yes – finding out
 - who users are
 - why they come to the web site (tasks, scenarios)
 - where and how they work (context, environment)
 - how they use the site (frequency, motivation...)
- Yes – designing with users in mind
- Yes – exploring and evaluating plans and designs with users
- Yes – refining the design based on feedback

Why do agencies want e-government?

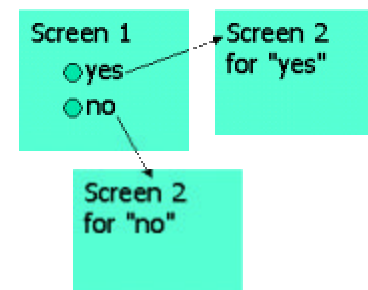
- Benefits to agencies
 - serves citizens and businesses
 - allows them to meet expectations of citizens and businesses
 - promotes reusability
 - facilitates electronic interactions among agencies
 - saves money, saves costs for data entry, paper, mail
 - reduces phone calls
 - reduces errors (built in edits)
 - speeds transactions (immediate answer)
 - improves efficiency and productivity



But only if the applications are easy for people to find and use!

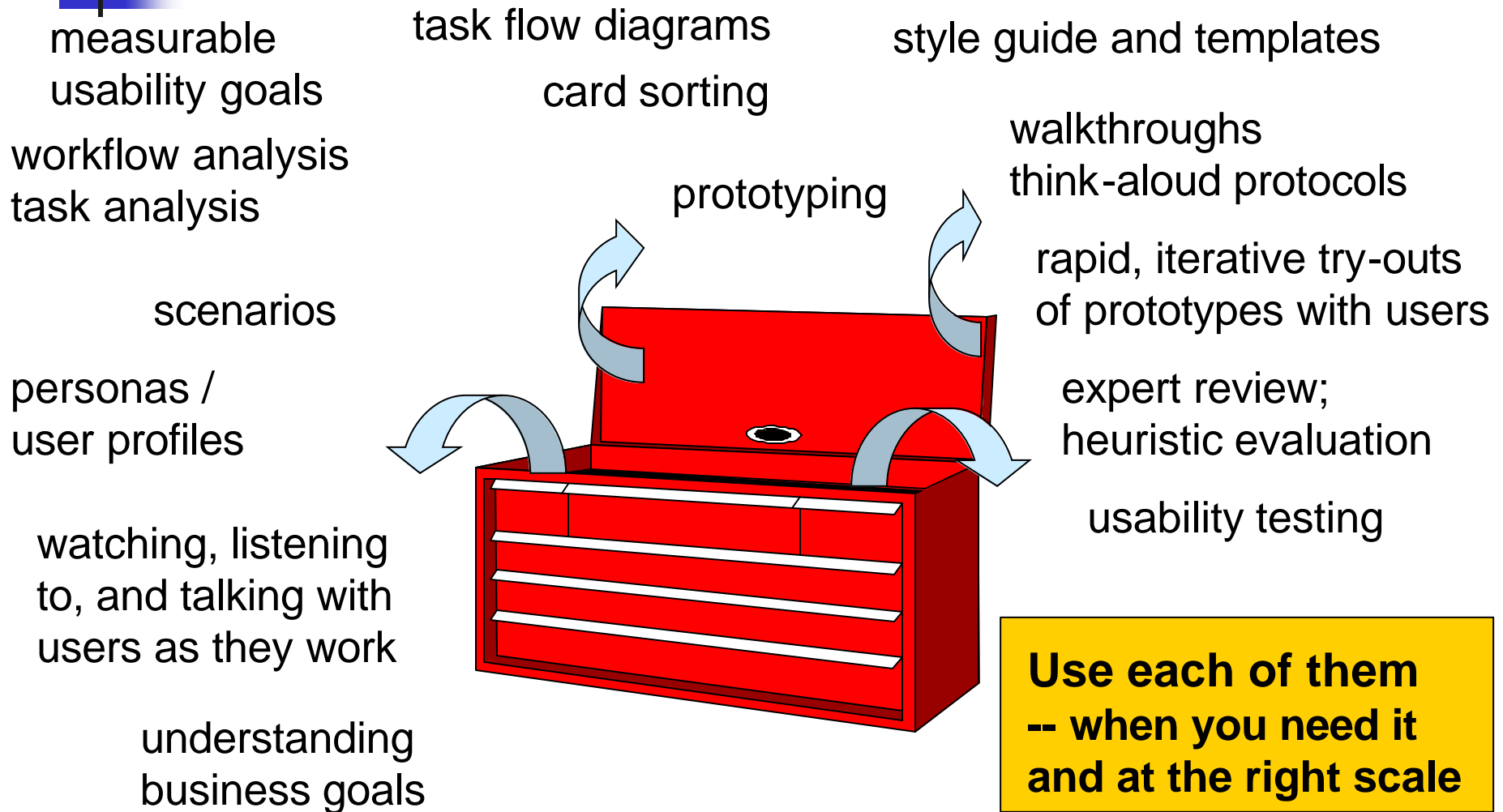
Why do users want e-government?

- Benefits to individuals and businesses
 - available anytime
 - reduces need for mail, phone
 - speeds transactions
 - reduces errors (if...)
 - improves efficiency (if...)
 - keeps them from seeing what is not relevant to them



But only if the applications are easy for people to find and use!

How do we do UCD? Use the toolkit.



How do we fit techniques to process?

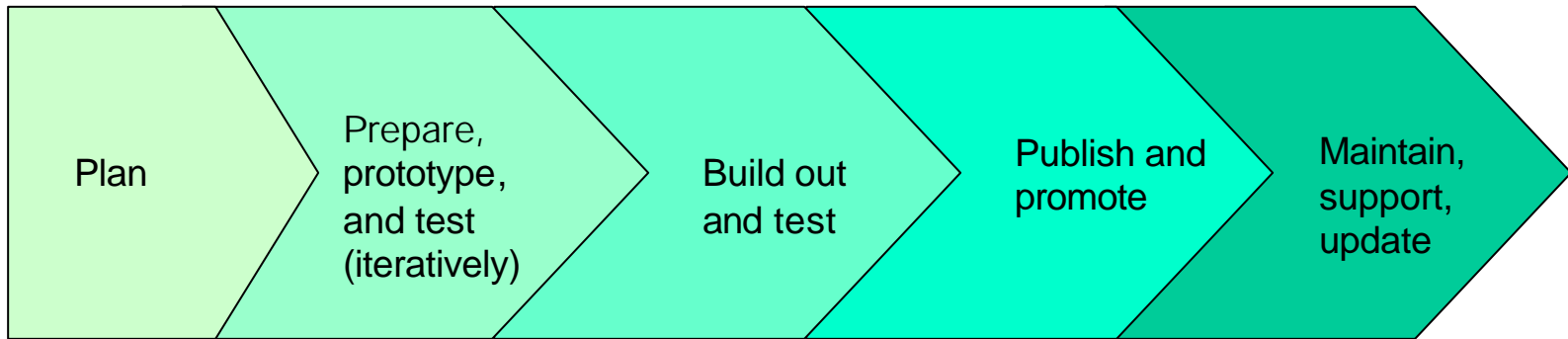
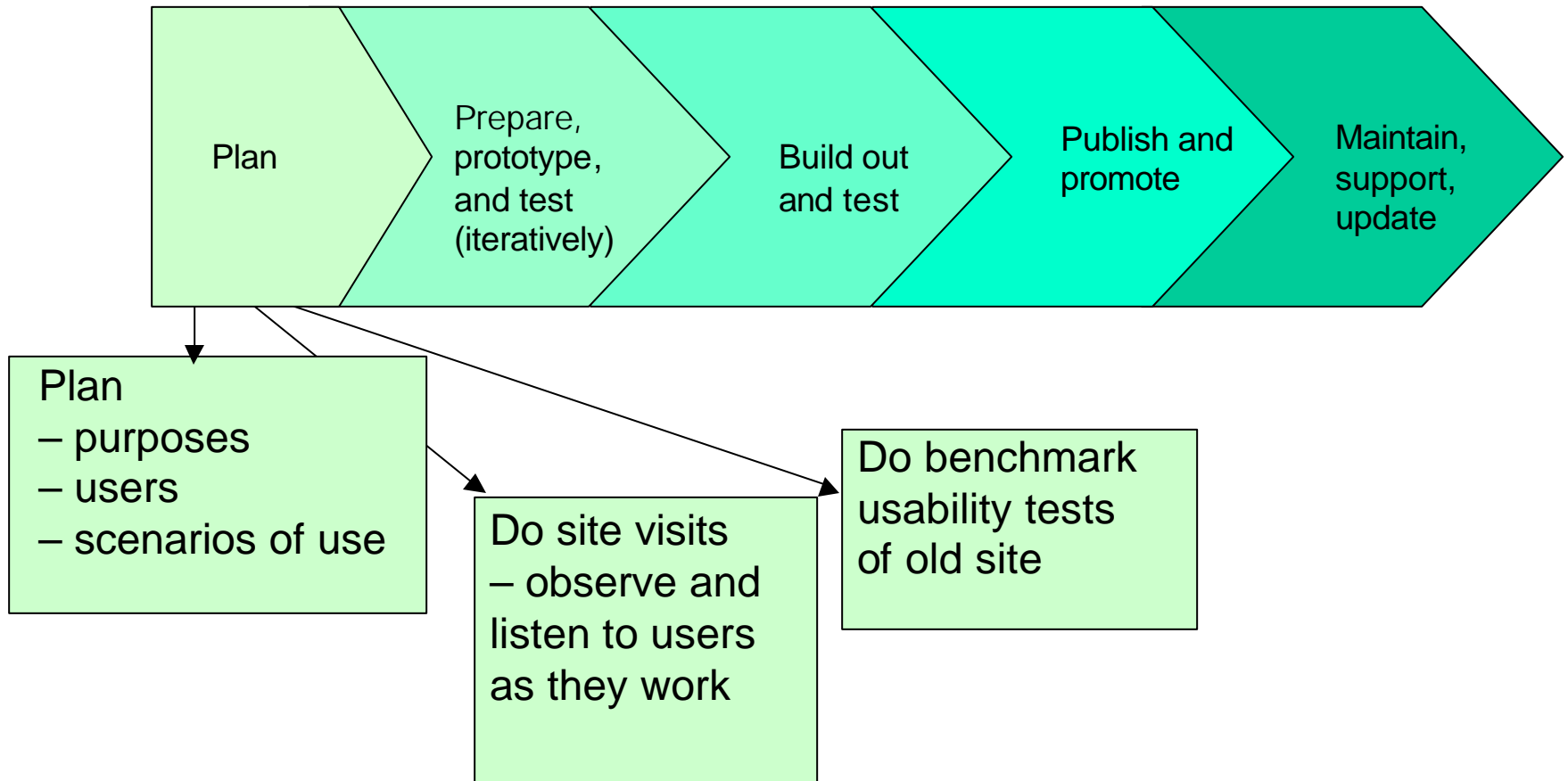
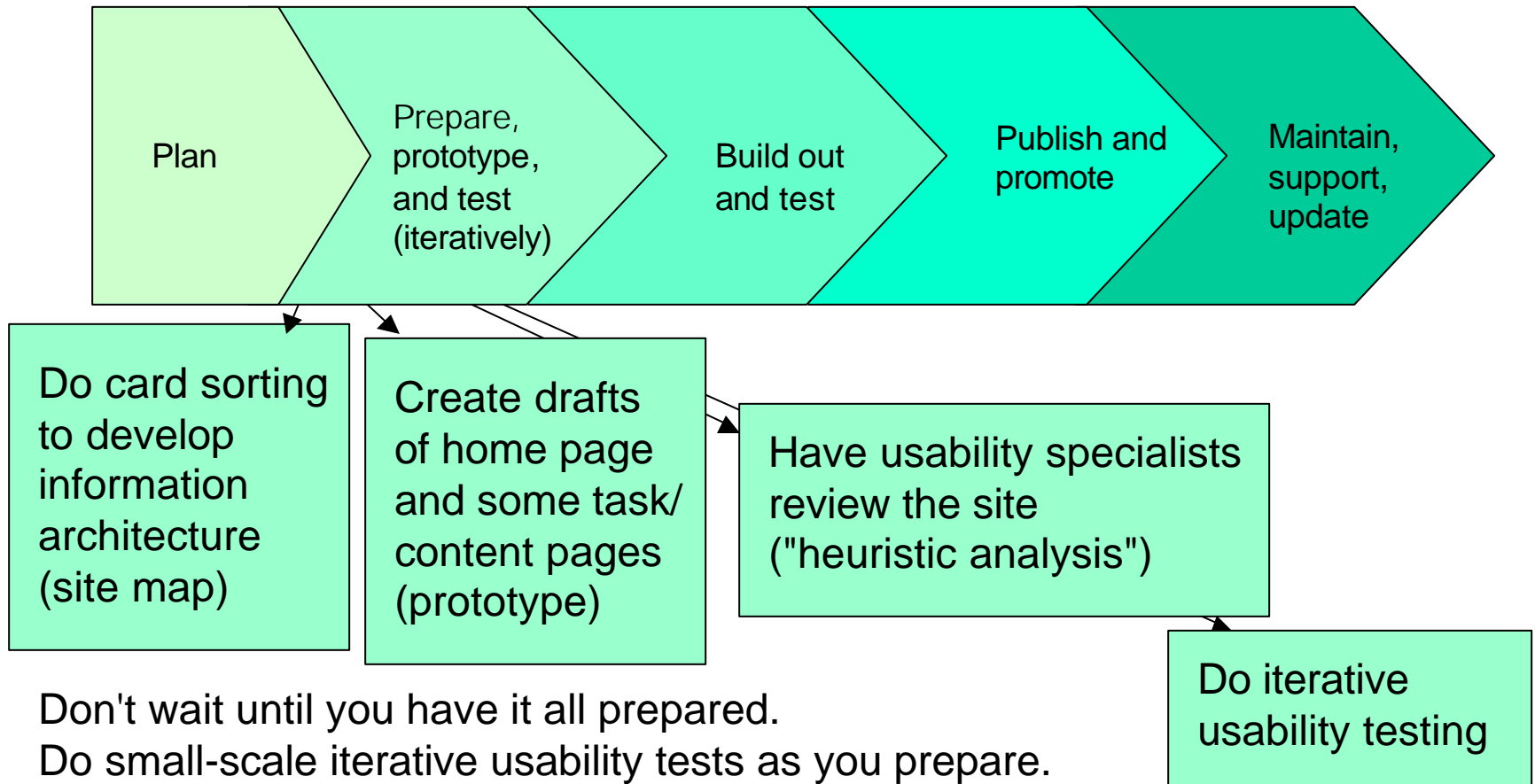


Figure adapted from the Washington state Department of Labor & Industries

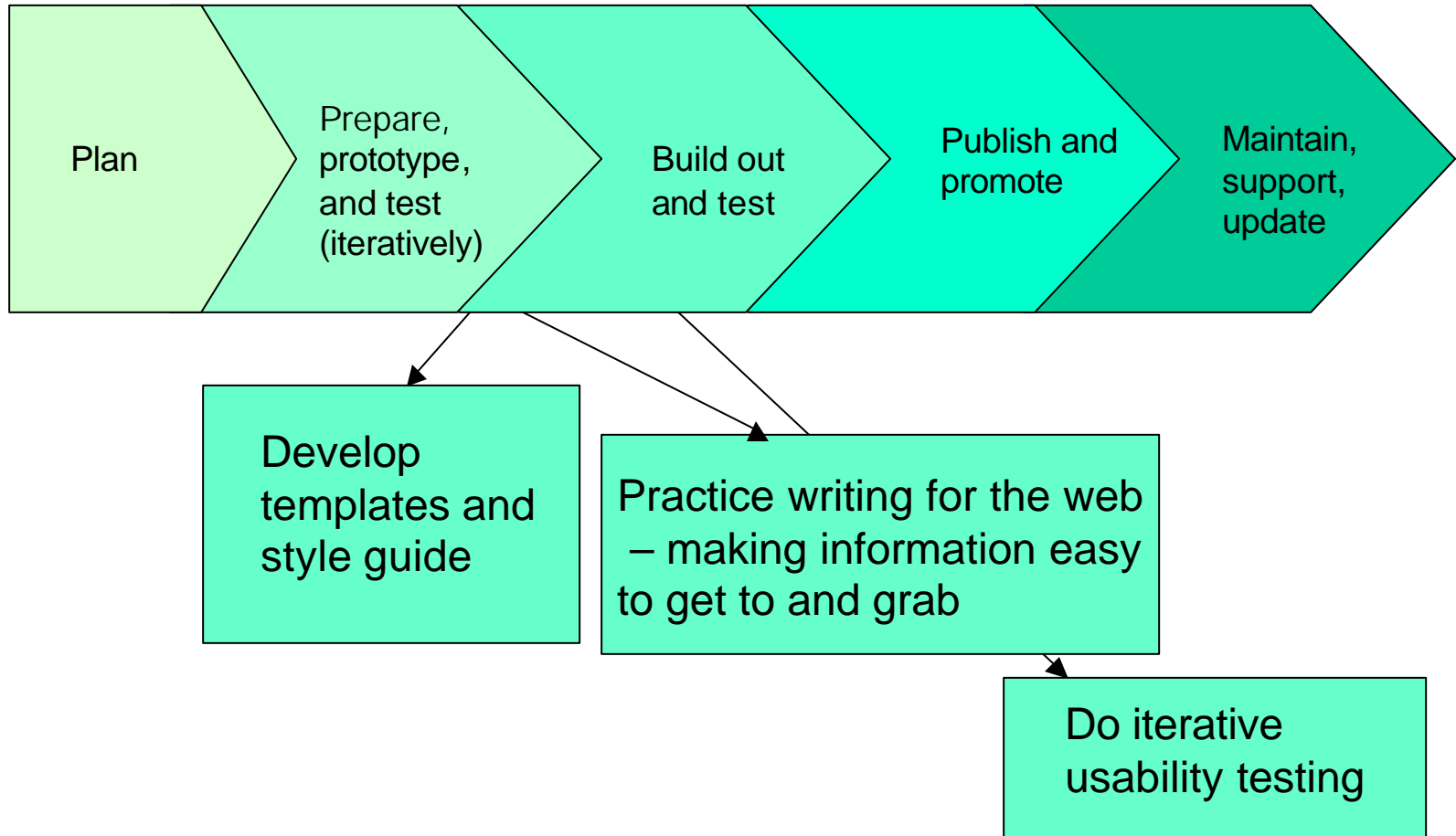
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How do we fit techniques to process?



All these techniques are scalable

too little
time!

not enough
people!

too little
money!

- You can still do user-centered design.
- You can still do user research.
- **Select** the techniques that get you the information you need.
- **Scale** the techniques to match your resources.

Some data is much better than no data.

Remember:

The cost of NOT doing UCD is much greater!

cost
without
UCD



cost
with
UCD

