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Usability/UX: Metrics... and What Matters



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AM, AM+A: 25 Years of Education about Usability/UX/UI/InfoViz

- 25 Years of talking to industry executives, managers, staff about usability, user-experience design, user-interface design, information-visualization
- Many techniques used to explain, show, convince prospects, clients, colleagues
- What works? What will we have to do in the next 25 years?

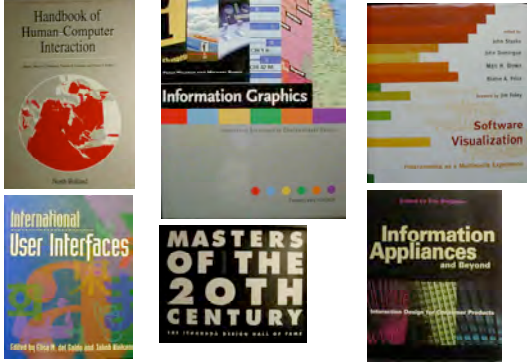
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Publications: Books



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Publications: Chapters in Books



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What are our Objectives?

- Convince clients that usability matters?
- Show how can we work together?
- What are the benefits of our collaboration?
- What are the metrics?
- What matters?

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The Challenge: Storytelling

- Usability (human factors, ergonomics, usability, user-experience engineering, etc.) tried for 25 years to convince business people to pay attention
- Some good statistics exist
- Others made a stronger case: better storytelling
 - Marketing and sales
 - Industrial design and product design
- Business publications don't mention usability enough (*Bus. Week*, *WSJ*, *NYT*, *FT*, etc.)
- **Key Challenge: Tell a Better/Different Story!**

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Latest Success of Design World: In Quarterly in *Business Week*



The cover of Business Week magazine shows a woman's hand with fingers spread, with the headline 'Innovation Champions' and a sub-headline 'The new breed of managers and their radical cultures of creativity'. The magazine title 'BusinessWeek' is at the top, and 'in' is written in a large font over the image.

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In: "Innovation = The New Black"

- Assist. Mng. Ed. Bruce Nussbaum dresses in black and touts innovation, methods and *metrics* of design, changing corporate culture, serving customers better
- Articles of first issue primarily speak of heroes, heroines, with minimal metrics.
- Articles of first issues stress design, creativity, ethnography, with minimal terminology definition and reference to usability.
- An opportunity?

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Business Week as an Example: Usability is Buried and/or Blurred



The image shows two pages from Business Week. The left page is titled 'Technology & You' and features an article 'Palm Barks Up the Right Tree' with a photo of a PDA. The right page is titled 'News Analysis & Commentary' and features an article 'HOW DO YOU TURN ON THE #91 AIR?' with a photo of a car.

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Usability often Neglected

- Business Week* awards annual designs, but usually neglects user-interface and information-visualization design
- AIGA awards information design, but only 3 out of about 100 awarded projects were in that category in 2005.
- CHI leader's comment: "As long as there is no VP/Design, design will never be taken seriously."
- Challenge: Bring usability/UX's story more effectively to business.


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What's Next?

- Learn the language, key objectives, of business
- Design a story that addresses these items and shows value of usability/UX
- Present that story in key business locations, events, publications
- Keep at it for 3-7 years and look for results

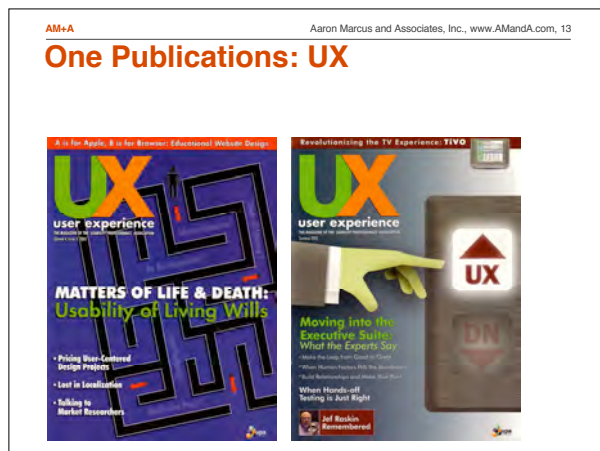
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User-Experience Spaces: Opportunity Spaces



The diagram consists of five overlapping circles representing different user experience spaces: Self-Enhancement (yellow), Relationships (pink), Information (blue), Entertainment (orange), and Commerce (green). The central intersection of all five is labeled 'Identity'. Other intersections contain terms like 'health/safety', 'education', 'active past', 'reference', 'organizational', 'business', 'strangers', 'community', 'friends', 'games', and 'media'.

- I-ware = Me-ware, My-ware
- You-ware = Love-are
- Fun-ware
- Buy-ware = Sell-ware
- Know-ware = Who-ware, What-ware, Why-ware, Where-ware, When-ware
- Be-ware



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What's Needed: Communication to Business, not Members

- UPA and other groups must help business people make smarter decisions faster about when and how to incorporate usability/ux experts
- UPA and other groups must help build centers of excellence for innovation, customer experience that emphasize usability, usefulness, and appeal in user experience.

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UI/UX Development Process

- **Planning:** brainstorming
- **Research:** technology, design issues, strategies
- **Analysis:** user profiles, use scenarios, prototypes
- **Design:** content, applications, branding, storytelling
- **Implementation:** scripting, coding, final production
- **Evaluation:** focus groups, user tests, heuristic evals.
- **Documentation:** guidelines, patterns, specifications
- **Training:** courseware, tutorials, mentoring
- **Maintenance:** continuing client relations

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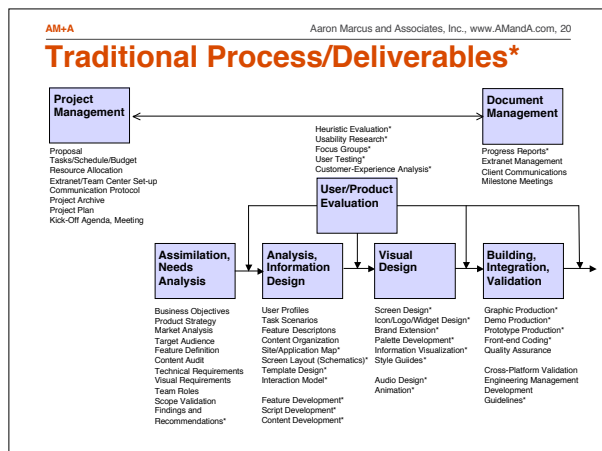
UI Components

- **Metaphors:** Clear concepts via words, images, sounds, music
- **Mental Models:** Easy assimilation of data, functions, tasks, and roles at work, play, on the way
- **Navigation:** Efficient movement in menus, windows
- **Interaction:** Effective input/output, feedback
- **Appearance:** Quality perceptual characteristics

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An Approach: Powerful UX via User-Centered Development

- Focus on usability
- Attend to user experience and branding
- Attend to technology
- Consider culture/globalization issues
- Look for opportunities to make our services part of business, innovation, marketing, as well as engineering



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How Better can We Sell our Services?

- Usability research and analysis?
- Heuristic evaluations, focus groups, user testing
- User-interface and information-visualization?
- Design-strategy consulting?
- Design guidelines development?
- Training?
- User experience/brand analysis?
- Improving corporate centers of excellence?

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Which Metrics Add Business Value?

- Increase
 - Appeal
 - Sales
 - Productivity
 - Return on investment (ROI)
 - **Something else that matters more?**
- Decrease
 - User errors
 - Training costs
 - Late design-change costs
 - User support costs, e.g., for call centers
 - **Something else that matters more?**

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Let's Move Forward Together... Together with Business Leaders!

- What are we like, what do we have to offer?
 - Smart, trustworthy, rigorous, experienced, flexible, team-oriented?
- How can we work together?
 - Planning, research, analysis, design, evaluation, implementation, documentation, training?
 - Improve existing centers of excellence and corporate methodology?
 - Stimulate new approaches, lines of business, strategies, methods?
- What are the benefits of our partnership?
 - Assist in development?
 - Add to profitability? How?
 - Assist in improving centers of excellence?
 - **Assist in developing user profiles, use scenarios, prototypes, and presentations....from the very beginning, not just at the end?**
- What is our story?

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