Usability Engineering
CS 3240
Experiences from the “real world”

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BGSU Computer Science

- 1983: Freshman in CS
- 1985: Bachelor’s
- 1986: Graduate studies, Software engineering
- 1988: Research Associate, HCI & Sys admin
- 1992: Hypertext research & teaching
- 1995: Web usability
  - 1997: Left BGSU
- 2006: Graduate human factors instructor
Consulting

- 1997: Independent, web usability
- 2012: Independent, strategic user experience
IBM

- 2001: ibm.com, user-centered design, marketing & sales, navigation
- 2004: Technical architecture, Search
- 2006: Team leader
- 2008: Web UI design standards, Agile
- 2010: Intranet
- 2011: Product UI standards
- 2012: Left IBM
Usability Engineering: Process, Products, Examples

- Dr. Leventhal, Dr. Barnes
- For an introductory, one-semester course in Usability Engineering.
- Written in an accessible, conversational style, this comprehensive introduction is crafted to support a project-based course emphasizing the development process.
- The authors provide detailed coverage of fundamentals without unnecessary depth or breadth, aiming to foster an understanding of the goals and process of usability engineering.
- Students gain valuable hands-on experience that will serve them in future careers.
Definitions (Ch 2)

- HCI
- Usability, usability engineering
- User interface

- Why important now (vs. before)?
- Why hard?
- User experience
Usability models (Ch 3)

• Shackel, Nielsen, Eason, Book’s model

• How to think, talk about usability (put you ahead)

• User experience (again)
Process (Ch 4)

• Waterfall software development (& usability engineering)
• Team (of developers)
• Team (cross-disciplinary)
• “Code writing” vs. “Software engineering”
• Agile
Understanding users
(Ch 5)

• Contexts
• Use cases
• Scenarios
• Task analysis
• User profiles

• Personas
• User research methods (lots)
UI Design / Specs (Ch 8 & 13)

- Menus, Windows, Forms
- Direct manipulation (GUIs)
- Command line
- Video games & Virtual reality
- Activity diagrams, UML

- Desktops (GUIs) --> Hypertext --> Browser-based Apps --> Native Apps (GUIs)
- Boxes & arrows, Wireframes
Guidelines & Standards  
(Ch 7 & 9)

• Metaphors
• Modes
• User control
• Platform guidelines
• Project guidelines
• Industry standards
• Visual design, Screen layout
• Corporate guidelines & standards
Prototyping (Ch 10)

• Fidelity matters
• Tools
Assessment & Evaluation (Ch 11)

- When to do it
- How to do it
- Analytic
- Expert evaluations
- User testing
- Measuring performance
- Measuring behavior & emotions
Understanding humans (Ch 14)

- Information processor
- Memory
- Problem solving
- Embodied cognition
Universal Usability (Ch 15)

- Accessibility
- Accessibility > Usability
- Usability > Accessibility
What else?

• More questions, comments?!?

• Feel free to contact me later:

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