

# The Importance of End User Terminology - a Usability Perspective

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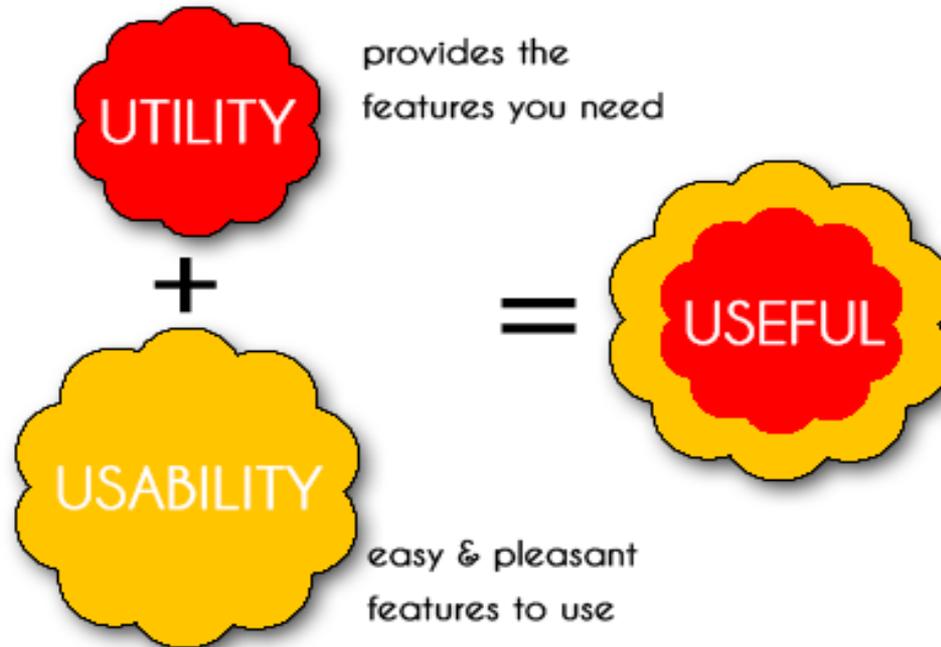
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# Usability

## Definition of Usability:

“Quality attribute that assesses how easy user interfaces are to use.”

“Methods for improving ease-of-use during the design process.”



- Reference:

- Nielsen, Jakob. (2012, January 4). *Usability 101: Introduction to usability*. Retrieved from <https://www.nngroup.com/articles/usability-101-introduction-to-usability/>
- Nimit. (2013, September 19). What is usability. Retrieved from <https://nimitmangal.wordpress.com/2013/09/19/what-is-usability/>

# Heuristic Principles

- 10 Principles were originally defined and presented by Jakob Nielsen in 1994.
- They are called "heuristics" because they are broad rules of thumb and not specific usability guidelines.

1) Visibility of system status

2) Match between system and the real world

3) User control and freedom

4) Consistency and standards

5) Error prevention

6) Recognition rather than recall

7) Flexibility and efficiency of use

8) Aesthetic and minimalist design

9) Help users recognize, diagnose, and recover from errors

10) Help and documentation

- Reference:

- Nielsen, Jakob. (1995, January 1). *10 Usability Heuristics for User Interface Design*. Retrieved from <https://www.nngroup.com/articles/ten-usability-heuristics/>

# Heuristic Principles - Continued

- Know thy user, and YOU are not thy user.
  - Things that look the same should act the same.
  - Don't overload the user's buffers.
  - The user should always know what is happening.
  - The user should be in a good mood when done.
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- Reference:
    - Lund, A. M. (1997). Expert ratings of usability maxims. *Ergonomics in Design*, 5(3), 15-20. A study of the heuristics design experts consider important for good design.

# Experiences without Usability and Familiarity



# Experiences with Usability and Familiarity



# Thank You!

## Questions? Comments

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