# Usabilit//





#### Welcome folks

Jens Hoffmann (Creative Director - d.k.d)

(HCITeam Leader - TYPO3)





Human <--> Computer Interfac

#### Welcome folks

**Jens Hoffmann** (Creative Director - d.k.d)

Usability Team Leader - TYPO3)





#### Index

## Next

90 minutes





#### **INTRO**

**BOOKS** 

**BASICS** 

**EXAMPLES** 

**FUTURE** 





#### Communication ...

#### Communication ...



## Usability ?!

Usability is a qualitative attribute that assesses how easy is something to use.

## Interactions must fit the audience



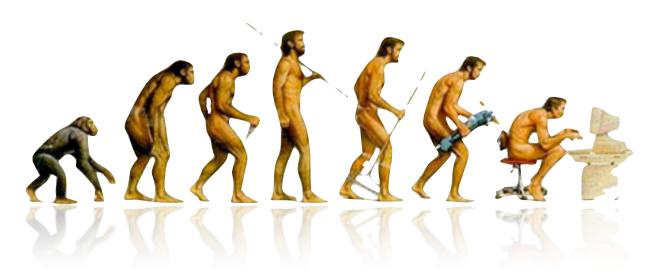
### Me, Myself & I





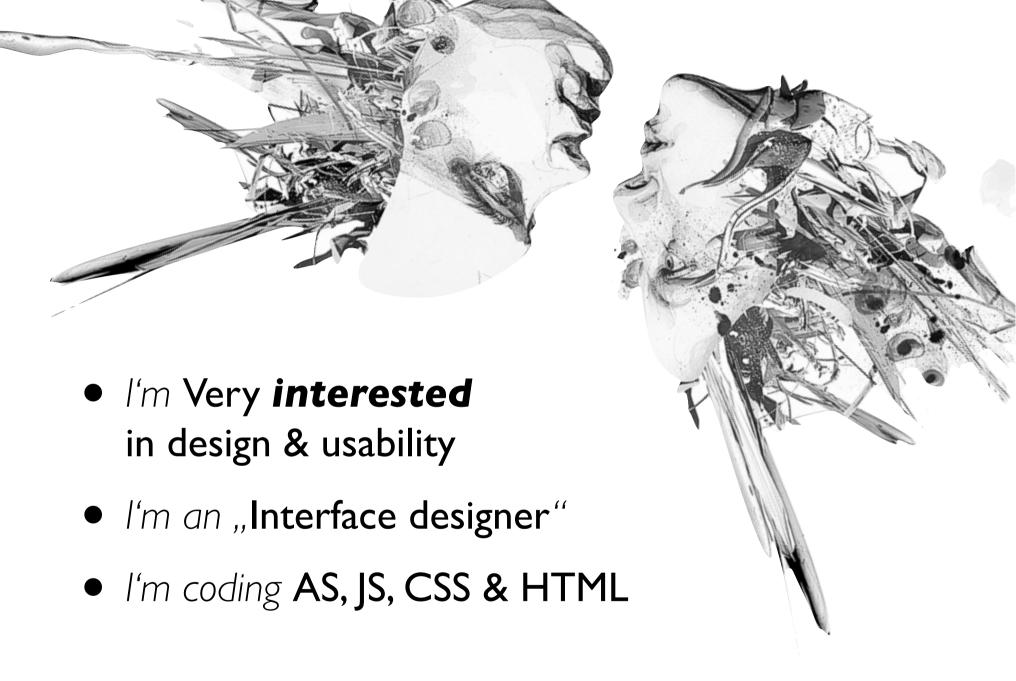
#### Vita

- Private art school
- Education as draftsman / architect
- Studied marketing & communications industry design, at a private institute



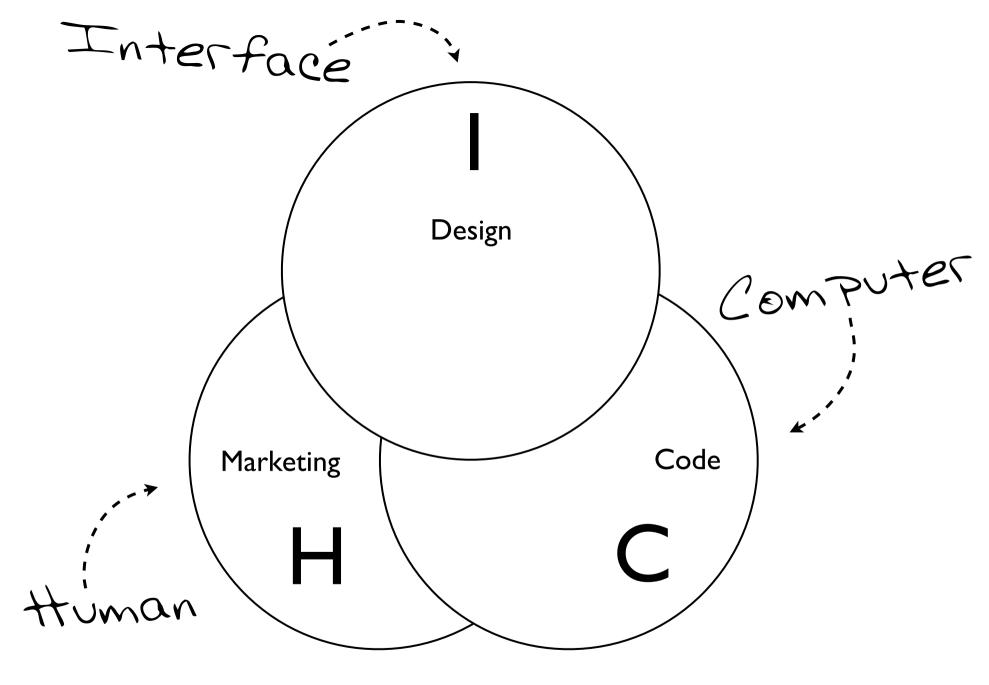
















#### Current HCI-Team Members





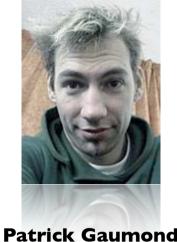
#### Human Computer Interface







Björn Brockmann



Jens Hoffmann











#### New HCI-Team Members?!





#### Qualifications

- √ Common sense
- √ A good feeling for designs / concepts
- √ Ability to imagine others ...
  - .. in their situations/workflows
  - .. and their problems
  - .. with their skills





#### **INTRO**

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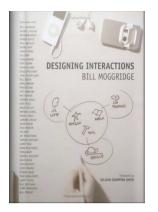
#### Good usability books

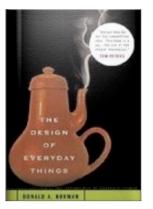
Web- & Interface design





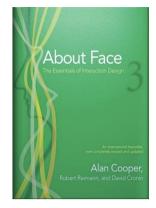








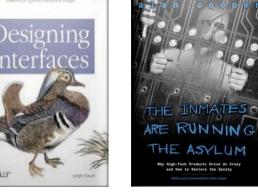




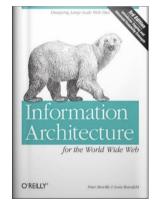




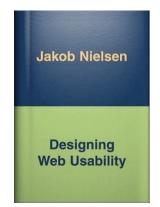


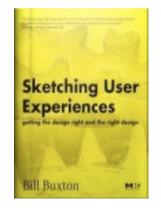


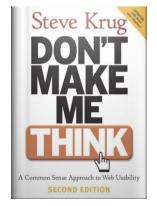


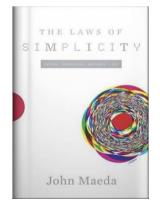


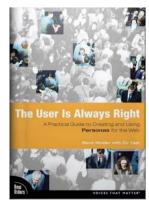






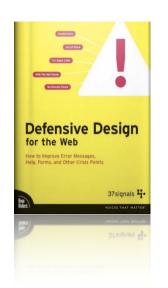




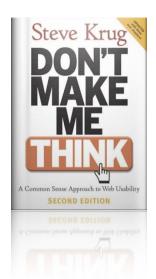


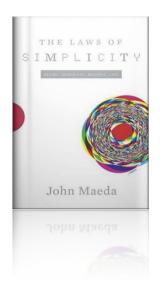


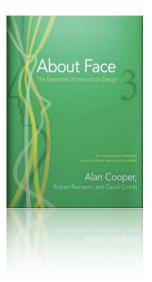










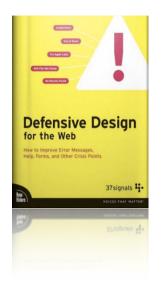






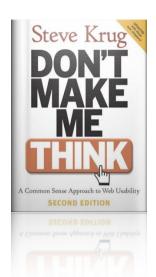


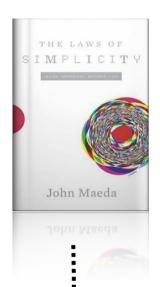


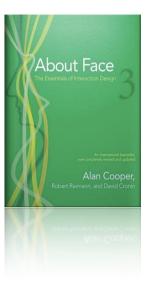












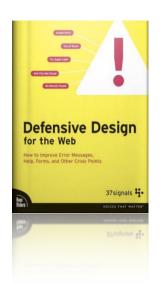
#### John Maeda

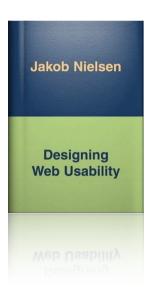




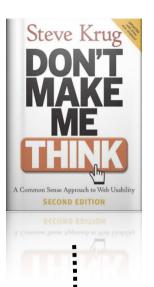


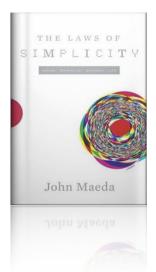


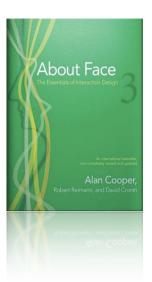






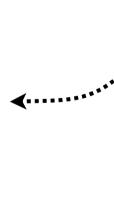












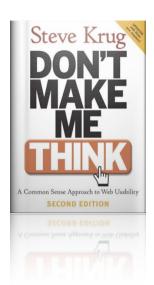


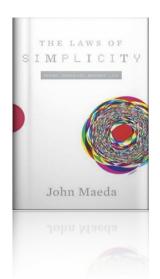


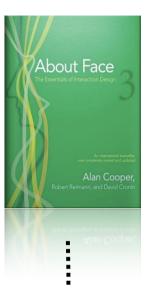






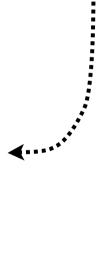






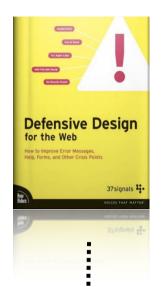
#### Alan Cooper





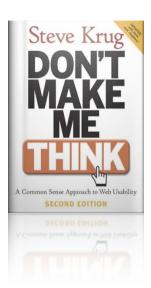


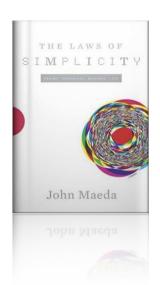


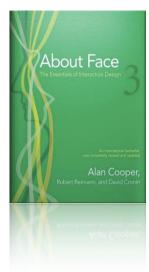












#### Jason Fried



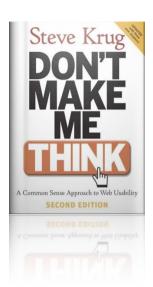


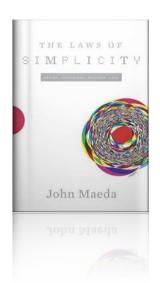


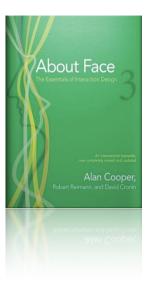




















## PRØBLEM

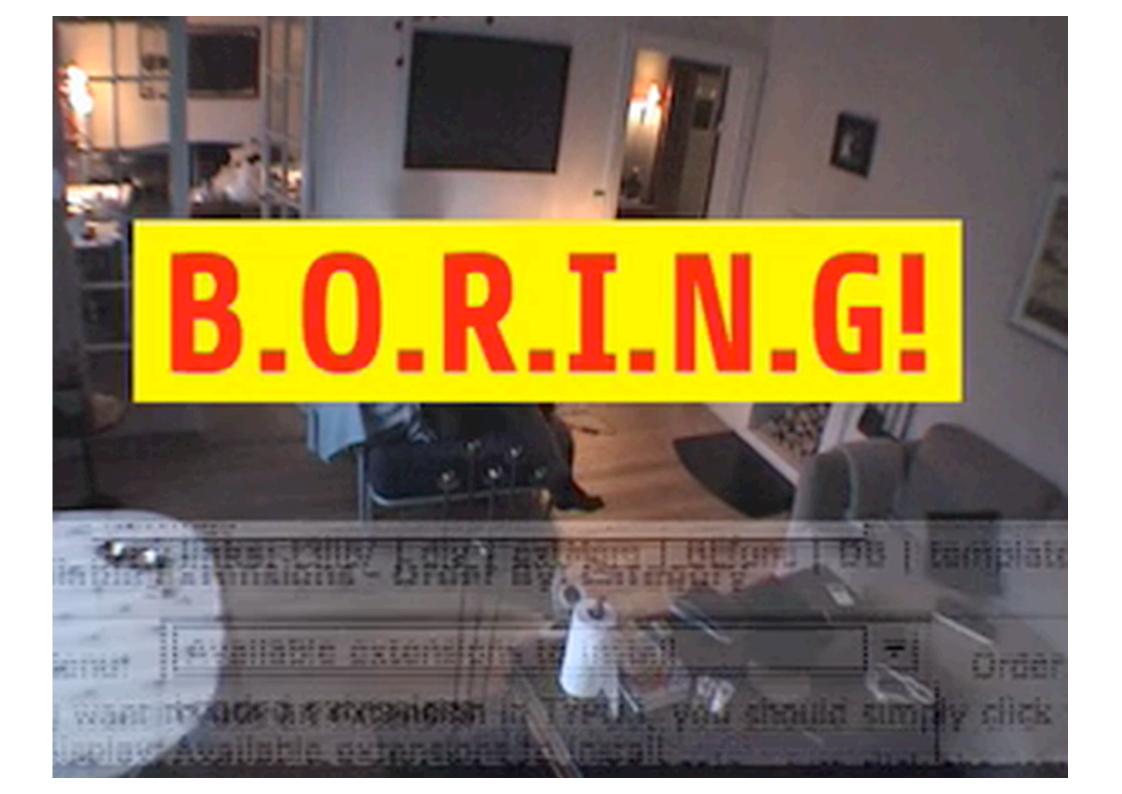
## ~80 Min LETT

## 18 3ØØKS

## 5 300KS

## ~458 ChΛP+ER

## 237.681.459 WØRDS



## BETTER BOOKS

#### **INTRO**

**BOOKS** 

**BASICS** 

**EXAMPLES** 

**FUTURE** 





### Usability Business point of view







37 Signals - Jason Fried @ Web 2.0 Expo NY





#### Challenges ...

- Mission: Easier to use!
- Broader untechnical audience
- We buy it overloaded
- Too fast technology development
- Everything, beside us, gets smaller
- Price, workflows and decisions









#### Kickoff ruleset

**Evaluation** 

**Equivalents** 

Consistency

**Amount** 

Wording

Intelligence

Simplicity







The Lisa is turning off.

WARNING: If you intend to turn the disk off, wait until the light in the Lisa's on-off button goes off.

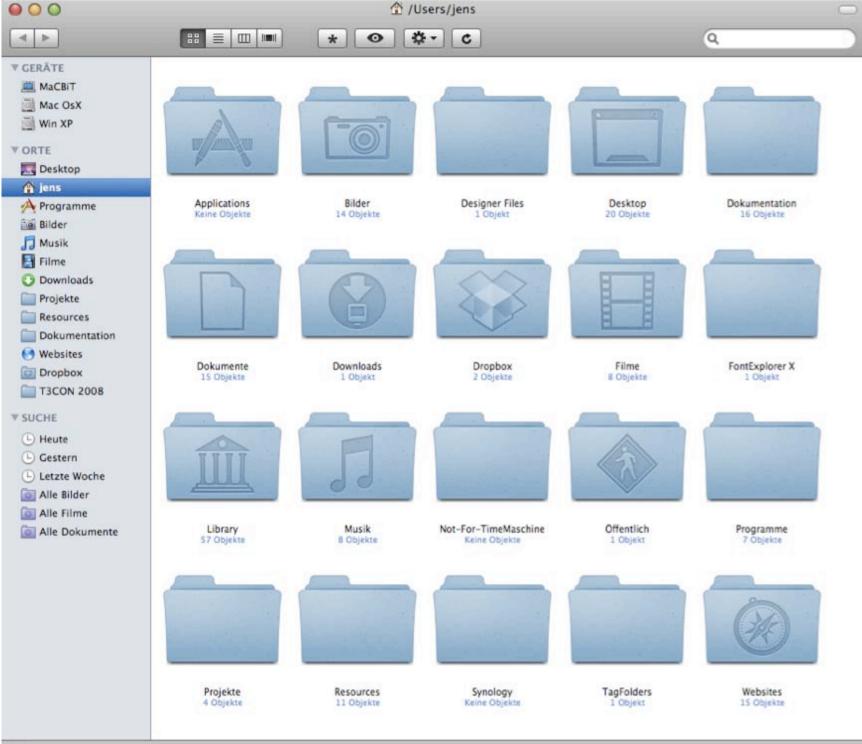


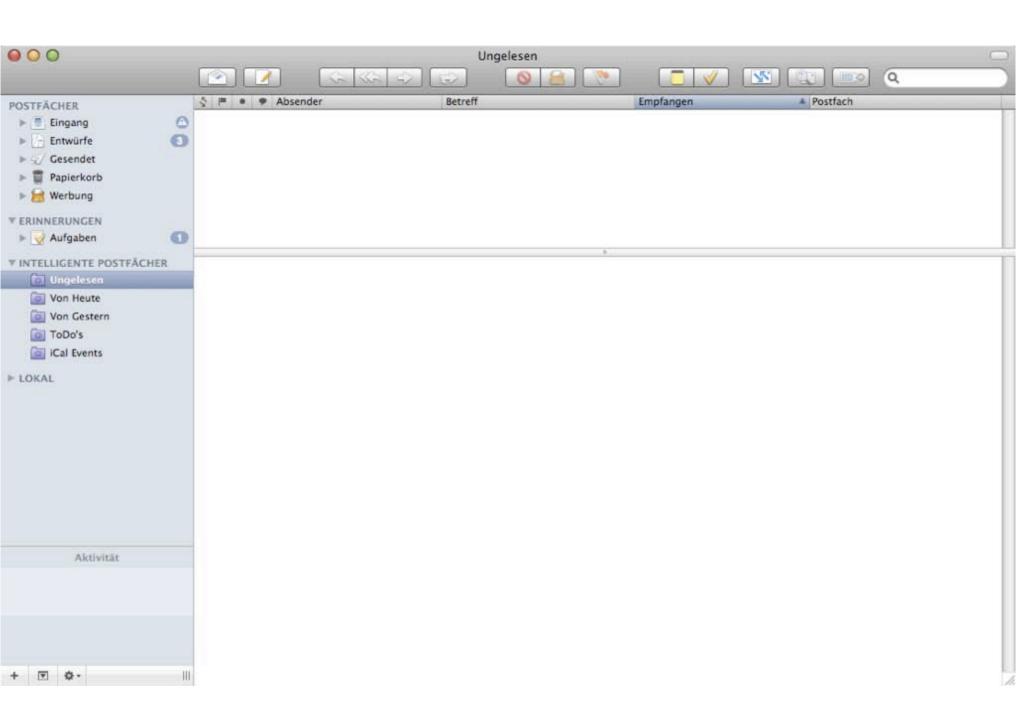




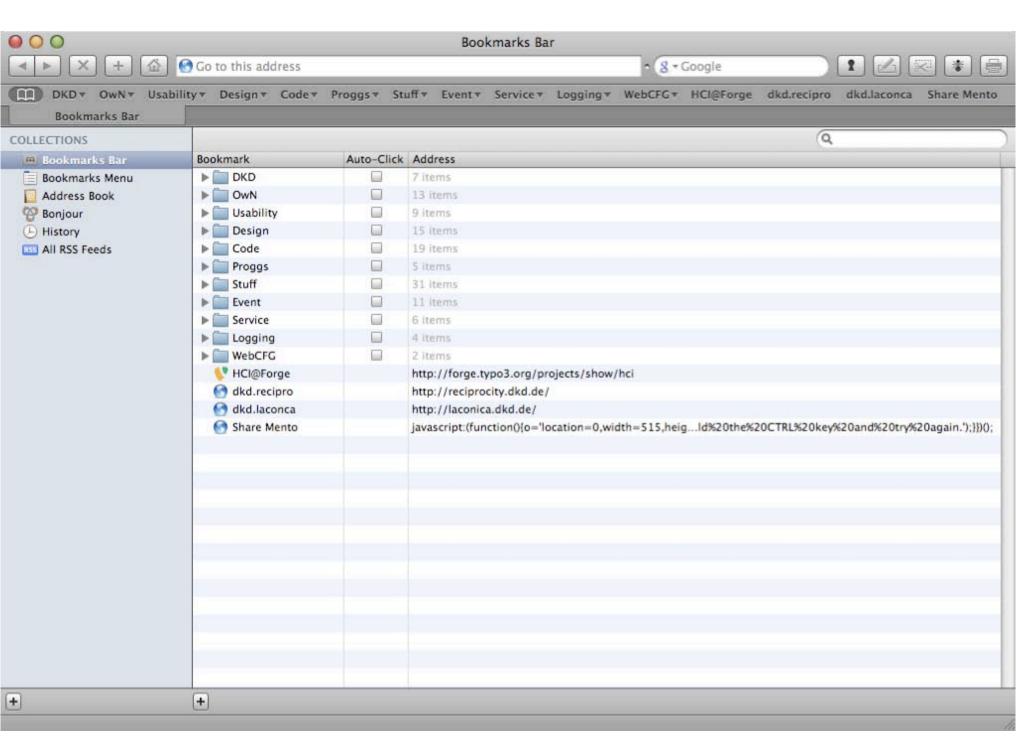


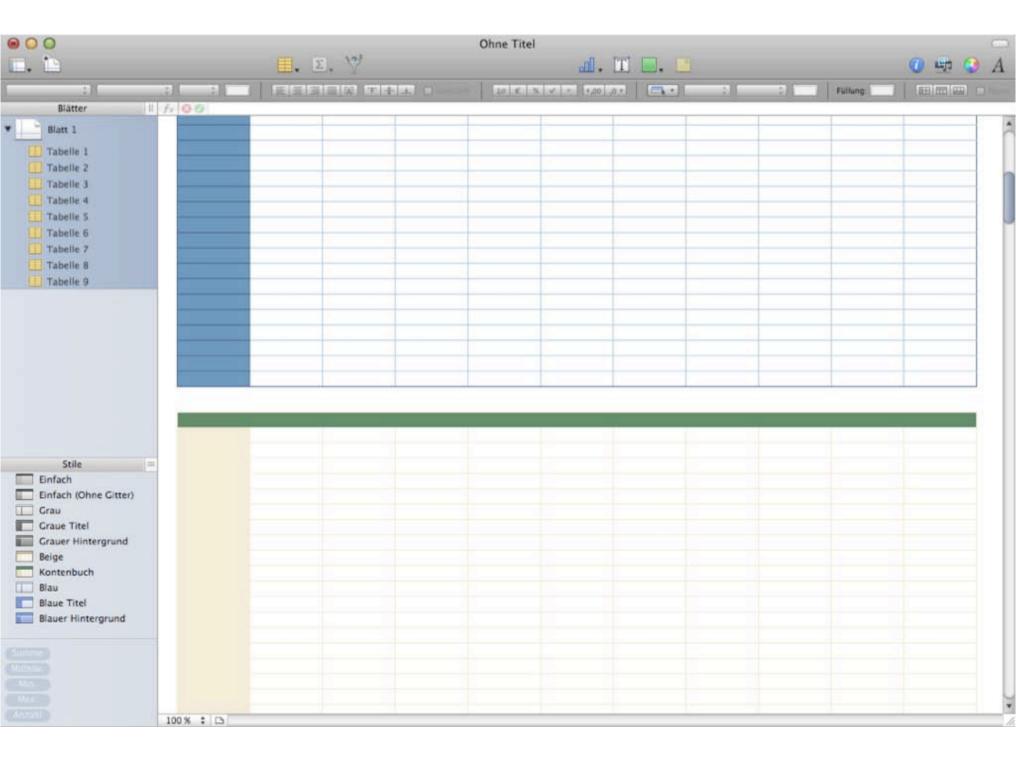
ferences Clipboard Wastebaske

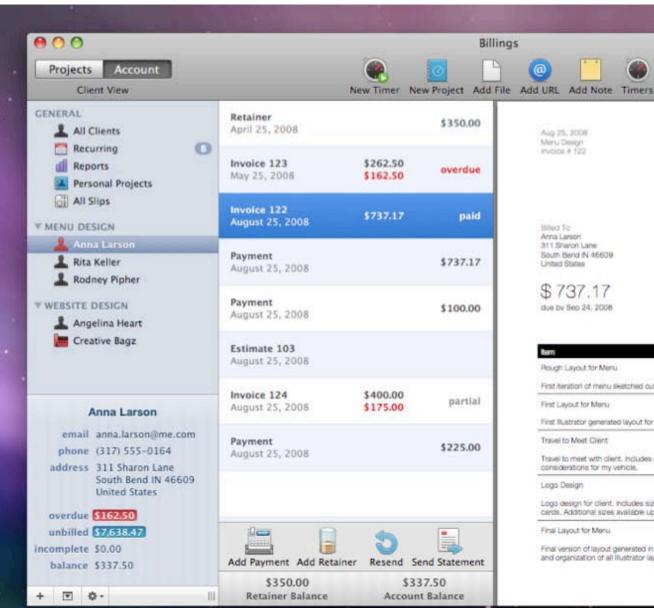












Aug 25, 2008 Menu Design invoice # 122

Billed To Anna Larson 311 Sharon Lane South Bend IN 46609 United States

due by Sep 24, 2008



Q Search

Search.

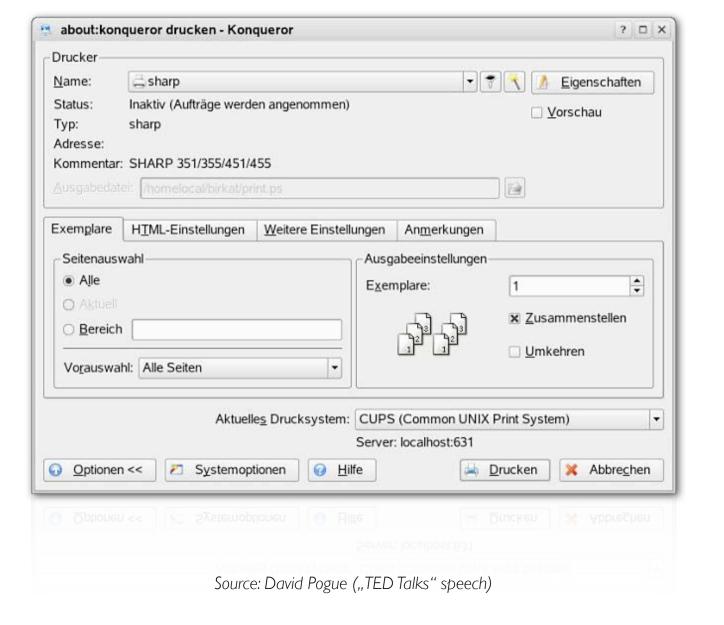
tem	Hrs / City	Subtotal
Rough Layout for Menu	01:52	\$ 180.00
First iteration of menu sketched out on paper.		
First Layout for Menu	00:33	\$ 67.50
First Illustrator generated layout for client's menu.		
Travel to Meet Client	5.7 km	\$ 3.42
Travel to meet with client, includes gas/mileage/maintenance considerations for my vehicle.		
Logo Design	01;40	\$ 400,00
Logo design for client, includes sizing for print, website, and business cards. Additional sizes available upon request.		
Final Layout for Menu	00:43	\$ 86.25

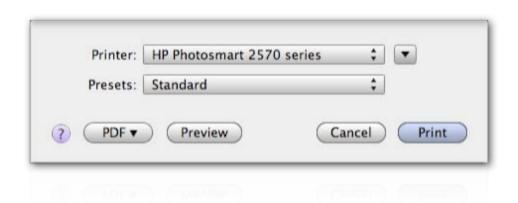
Final version of layout generated in flustrator, includes dataled labeling and organization of all illustrator layers.

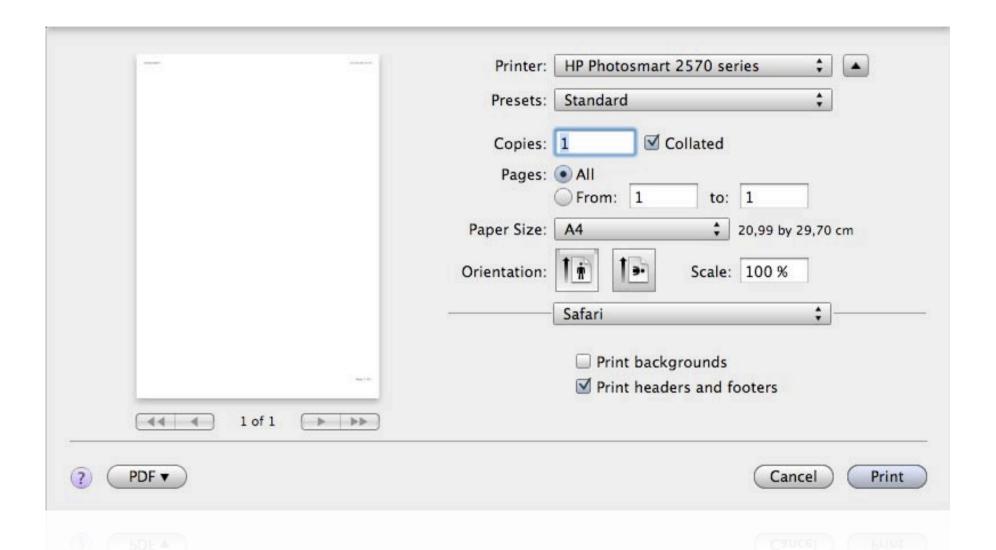
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		ОК	Abbrechen	
Ogtionen.	•			

Source: David Pogue ("TED Talks" speech)









#### German Amazon.de

Land

Telefonnummer für Rückfragen:

✓ Deutschland Ägypten Albanien Algerien

Amerikanisch-Samoa



## Source of trouble





#### Involved









sex is updatedb; locate; talk; date; cd; strip; look; touch; finger; unzip; uptime; gawk; head; apt-get install condom; mount; fsck; qasp; more; yes; more; umount; aptget remove --purge condom; make clean; sleep;

- Anarchistic driven persons
- They respect competence
- They don't follow hierarchy

If they have to, they behave demotivated and unproductive!

After a while ... they finally quit ...



Paul Glen (Leading Geeks)
Alan Cooper (About Face 3.0)



- Craftsman not industrials
- Quality not quantity
- Get it right, not fast





- Developers are often forced to act in an ,,all in one" position
- Heavy time pressure, based on bad ,,top to bottom" decisions
- Universities don't focus those problems enough





- Have problems in interface design
- Don't test the interface by humans
- Less interest to gain UX knowledge







#### Managers

- Often only industrial driven
- Competition >> Time pressure
- Never taught how to lead developers comfortable
- Understanding the needs for Usability ...
   ... but dislike to pay for it ...





# First-to-Market vs. Best-to-Market







#### Alan Cooper

Best-to-Market trumps
<u>First-to-Market</u>





#### Alan Cooper

Apple: Created a MP3 dynasty

Google: Tomorrow would be better

Amazon: Years of secret alpha phase





#### Alan Cooper

First-to-Market, always seems to be more important ...?





#### Best-to-Market?

- + Bigger success with better product
- + Build brand value, in the long run
- + Brand values gain stronger customer loyalty

- × Management is industrial driven
- × Price beats quality, in the short run





#### Source of the trouble?





## Hubris Ignorance

Alan Cooper About Face 3.0





#### Solution = <u>Deal</u>

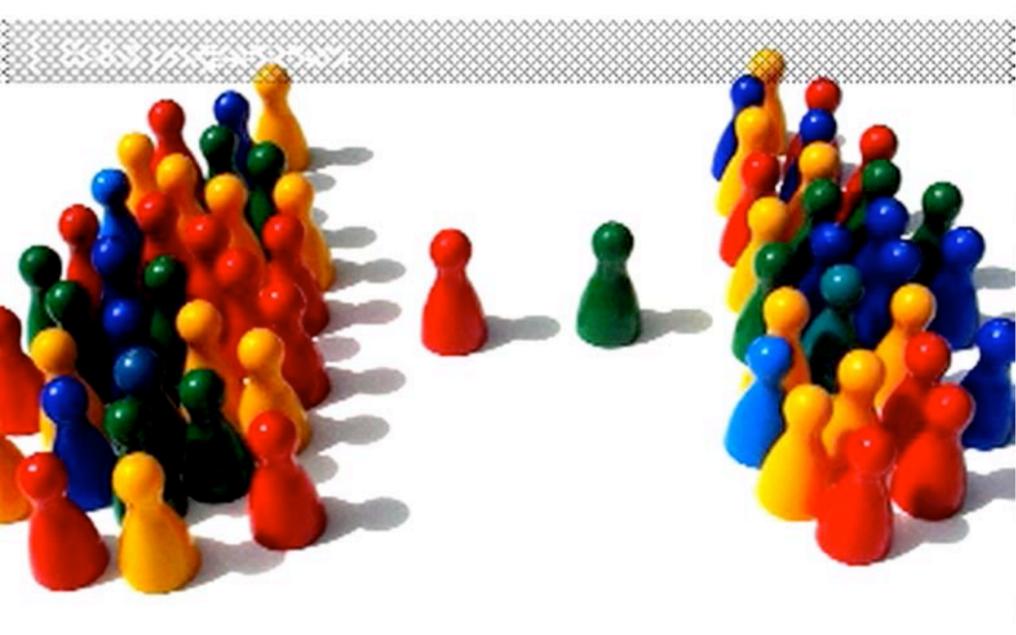




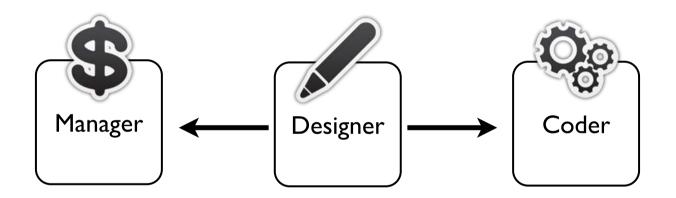


### Diplomats

- User Experience Planner
- Usability Specialist
- Information Architect
- Interface Designer
- Interaction Designer
- Common Designer



#### Deal





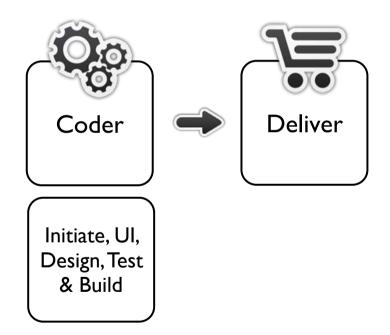


#### Team Process





#### Dream up and deliver







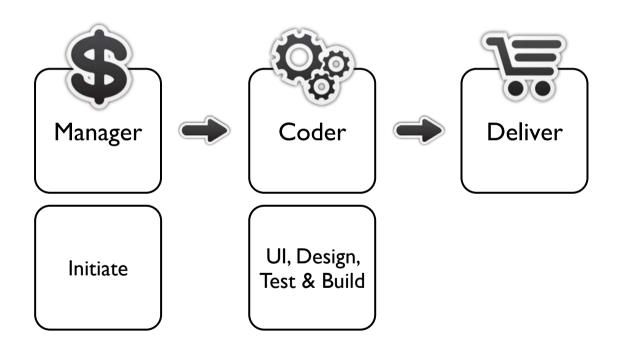
#### Dream up and deliver







### Market fitting products





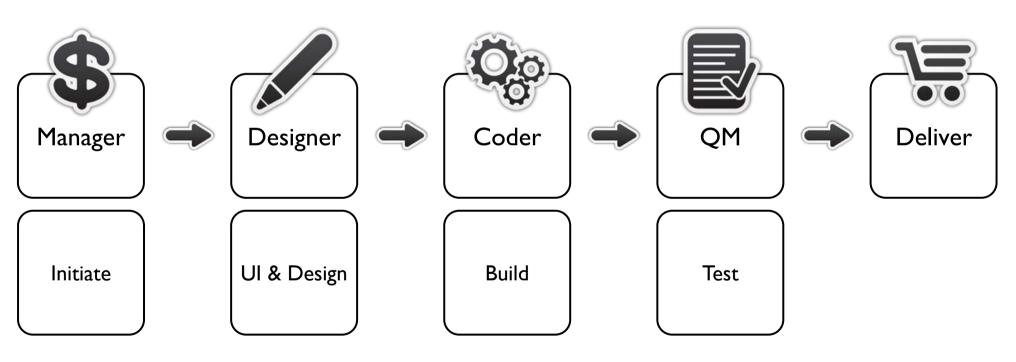








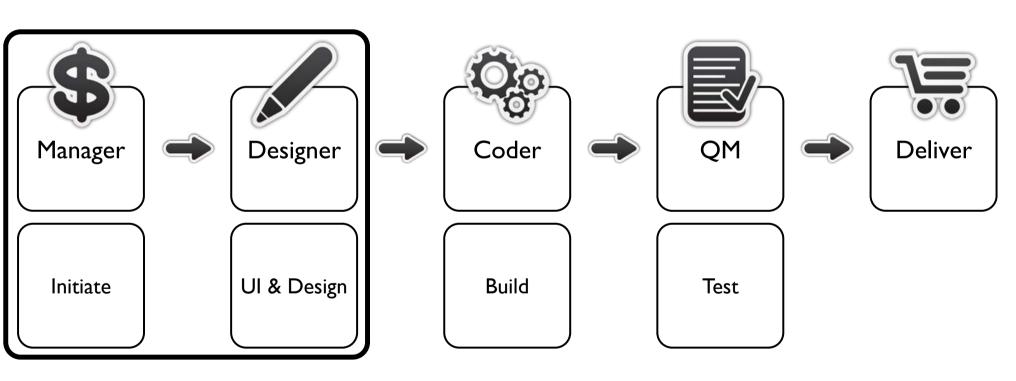
#### Domain driven products







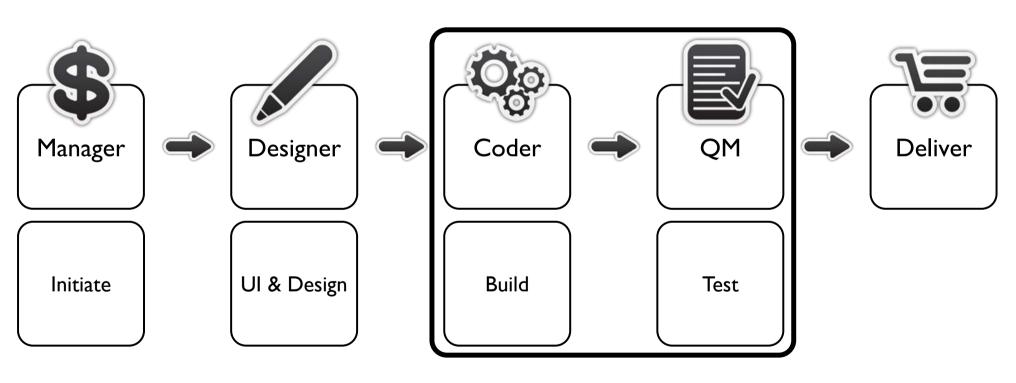
#### Domain driven products







#### Domain driven products

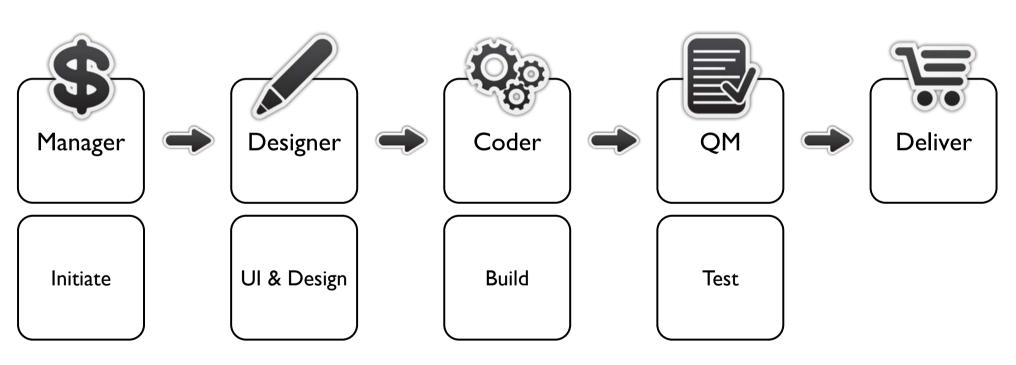








### hain driven products





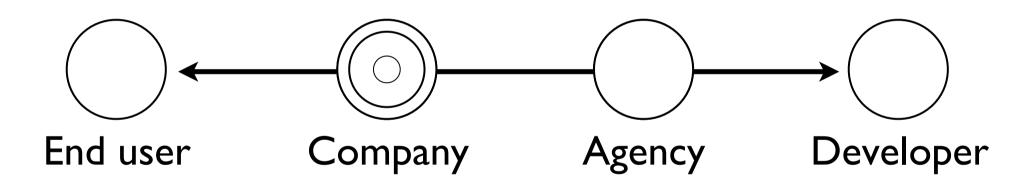


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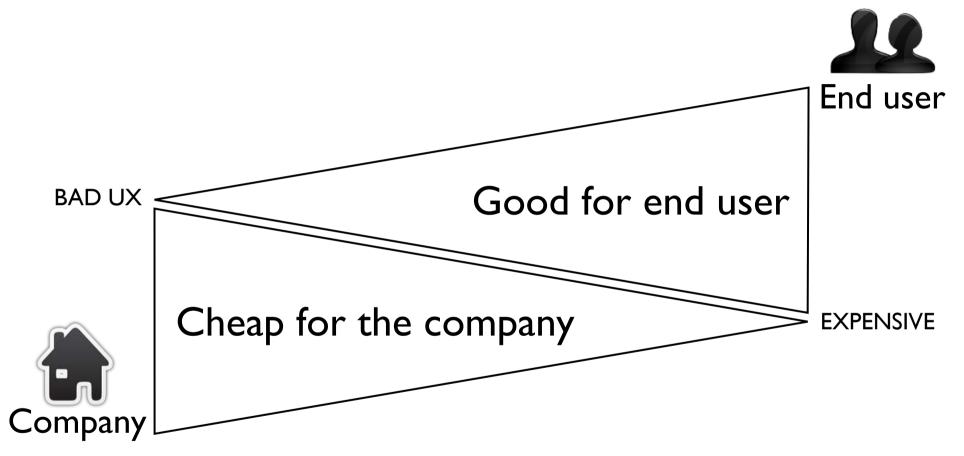
#### Problem transaction







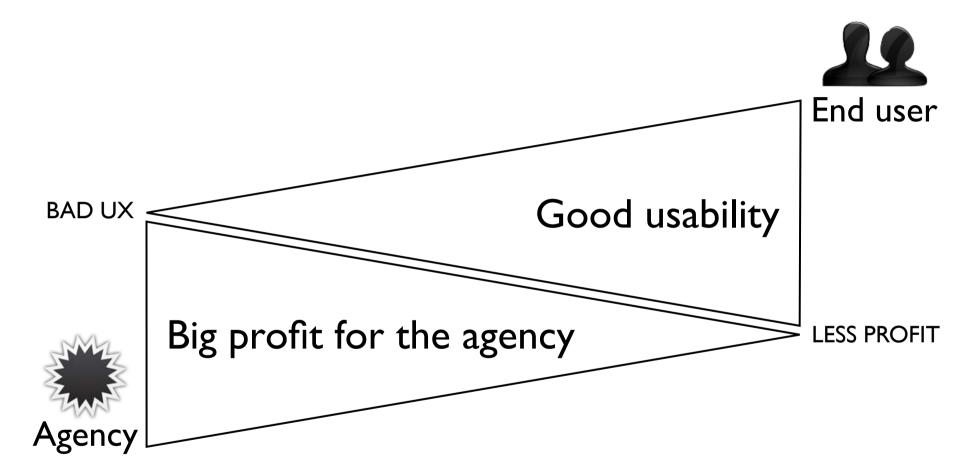
#### Advantage?







#### Profit?

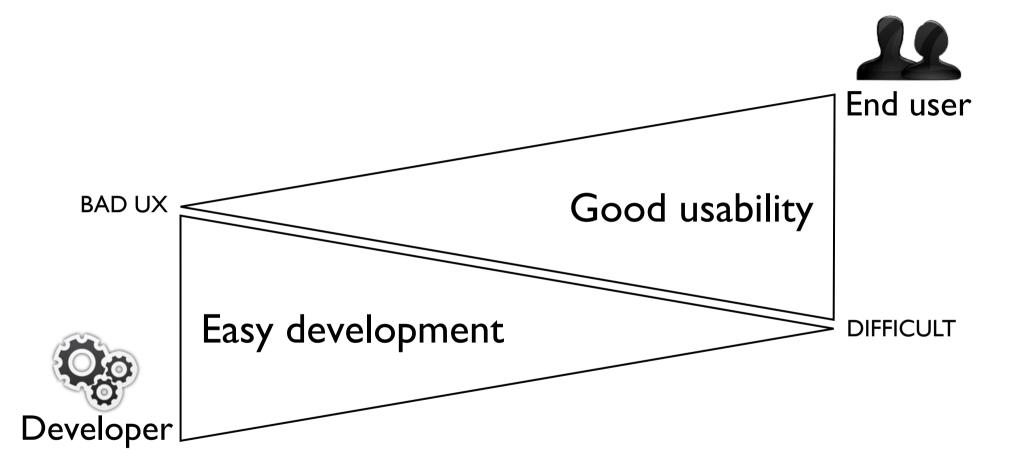


All inclusive offers - without usability separation





#### Workload?







#### **INTRO**

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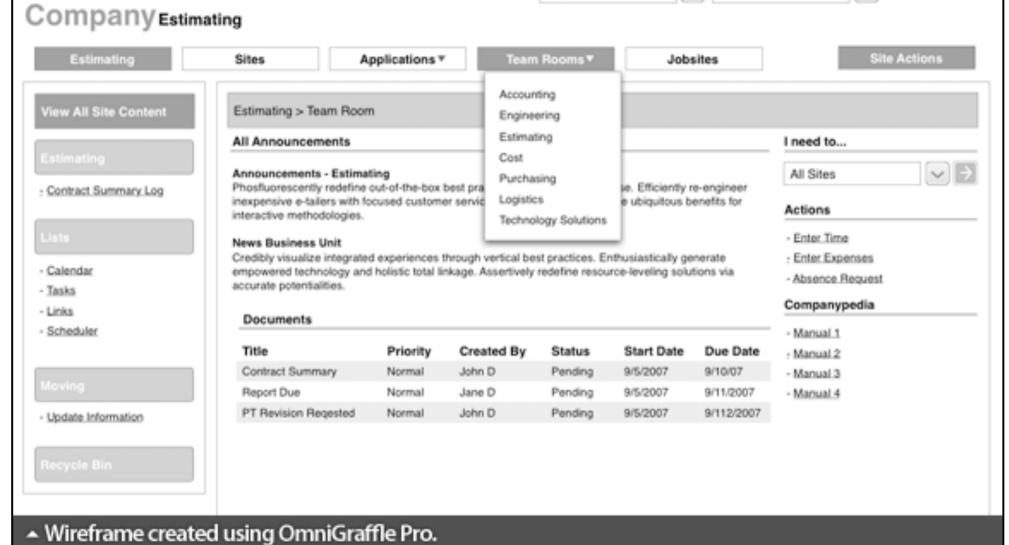


### Simple tipps





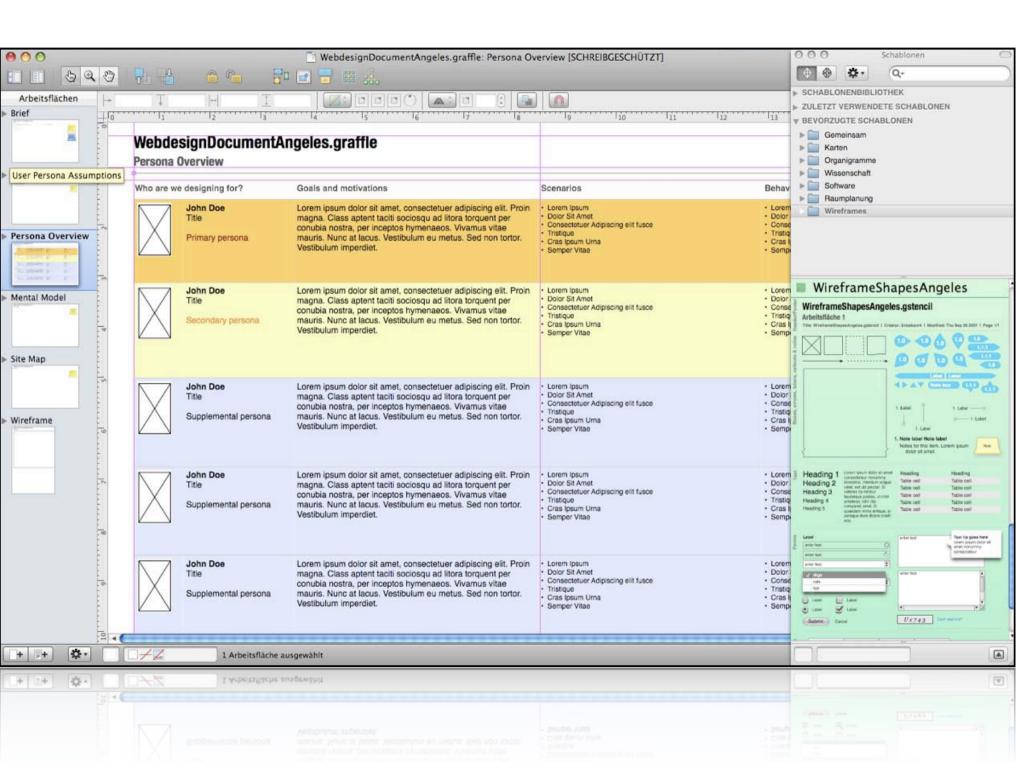
#### Wireframe created using OmniGraffle Pro.

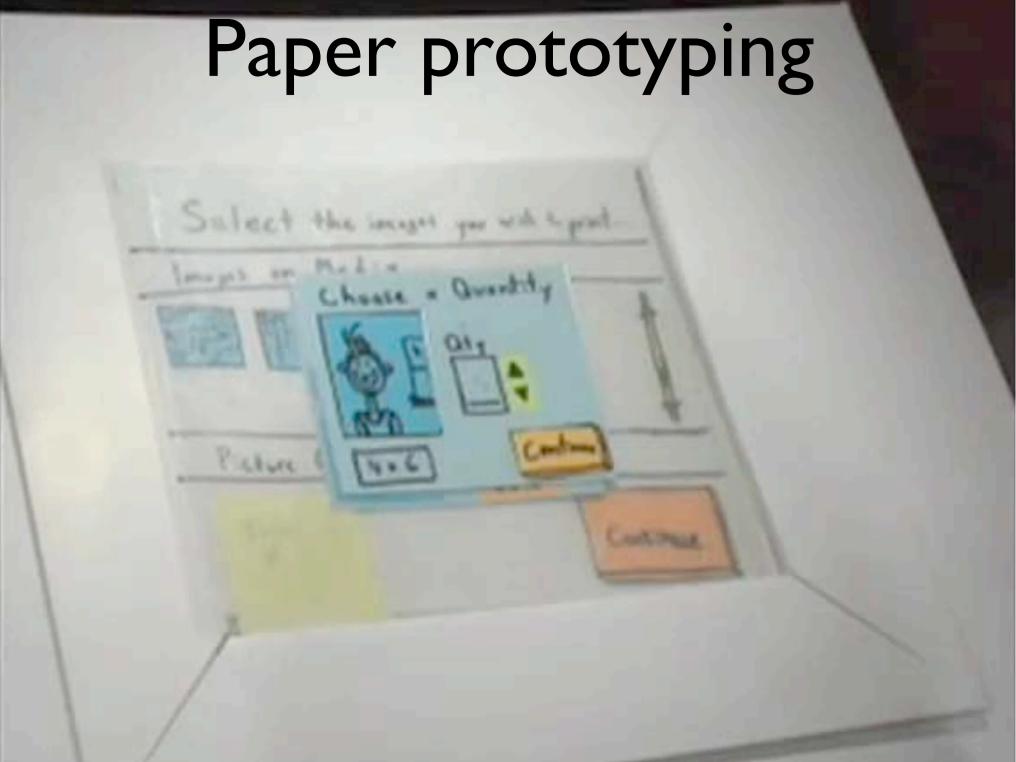


All Sites

Welcome John D | My Site | My Links |

Advanced Search





## Don't add features, just because you can!

# Don't add features, just because you can!

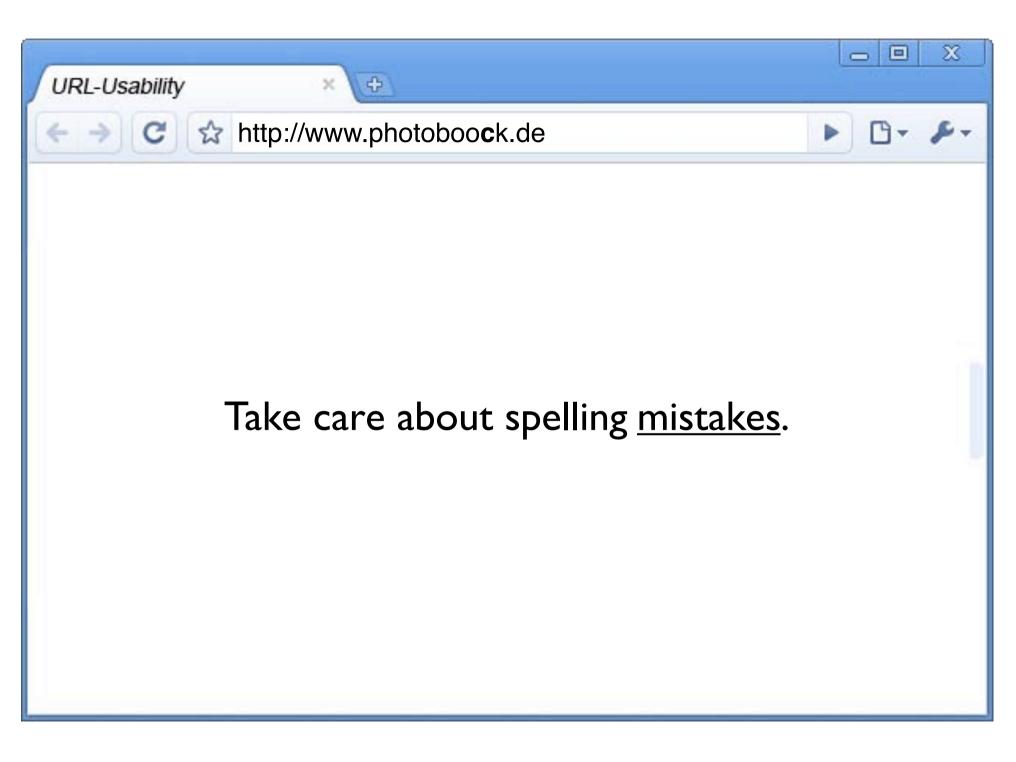














#### Push?

<< Test "back button" concepts

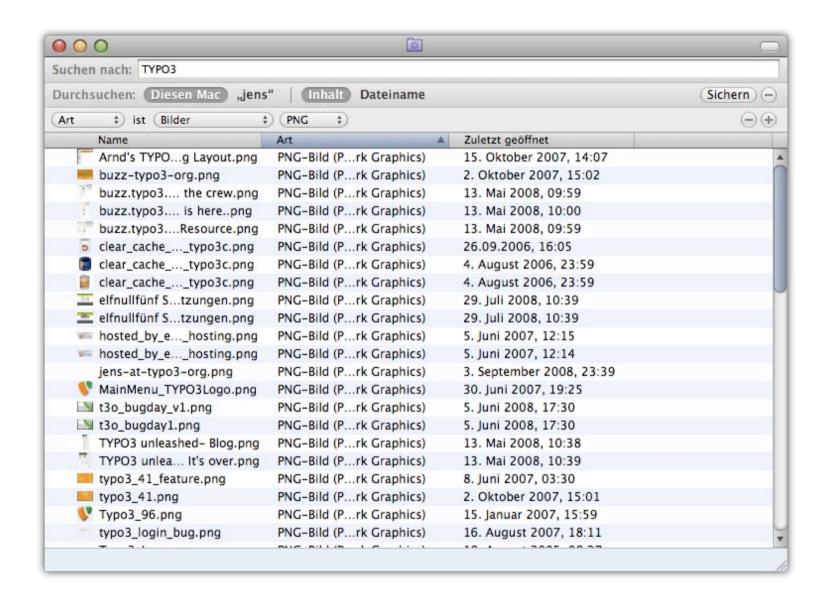




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urchsuchen: Diesen Mac "jens	" Inhalt Dateiname		Sichern +
Name	Art	Zuletzt geöffnet	
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- header.psd	Adobe Photoshop-Bild	9. März 2007, 13:34	
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List_Ver2.psd	Adobe Photoshop-Bild	3. November 2006, 01:53	
NewMenu.psd	Adobe Photoshop-Bild	6. November 2006, 12:37	
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NewTV_2.psd	Adobe Photoshop-Bild	13.11.2006, 03:48	
■ NewTV.psd	Adobe Photoshop-Bild	5. November 2006, 03:50	
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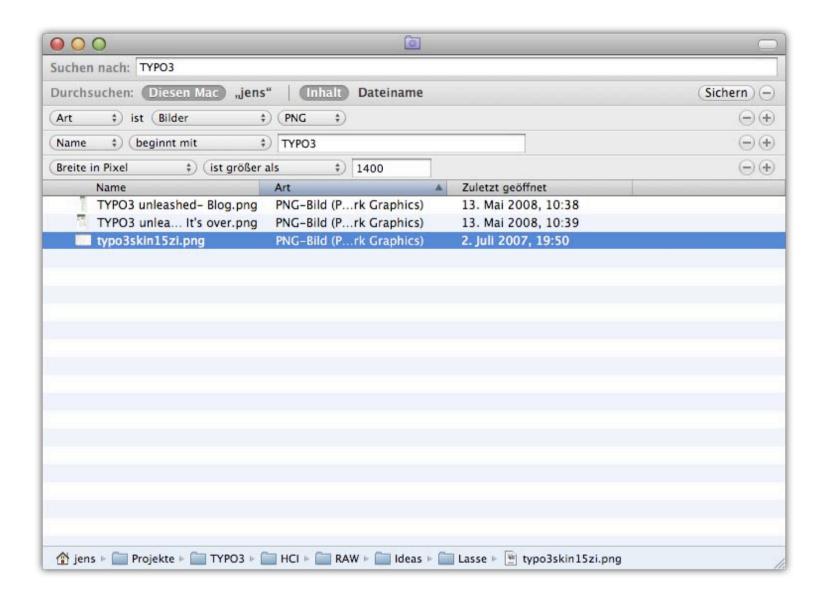
















**Examples** 

Show input value examples

Precise

Smart ways to precise



**Alternative** 

Alternative search results

"Typo4" - Did you mean "TYPO3"?

Readable

Human readable wording





Human readable wording

10 km

30 km

50 km

100 km





Human readable wording

City (10km)

District (30km)

County (50km)

Land (100km)

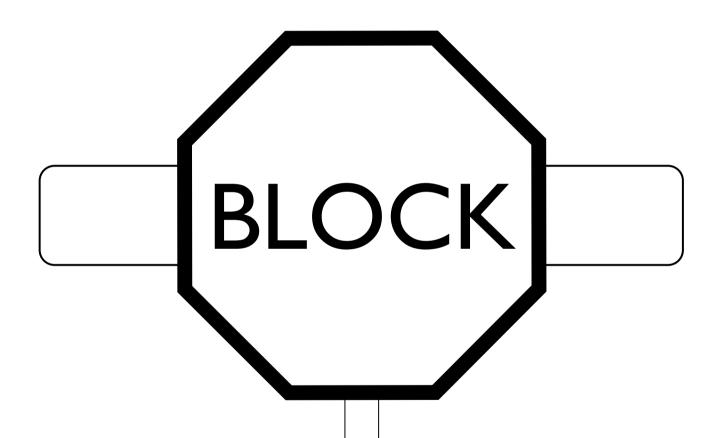




## Submit











## **Errors**

- Brand it!
- Show human understandable ..
  - .. reasons
  - .. solutions / next steps
    - .. examples
    - .. search input field





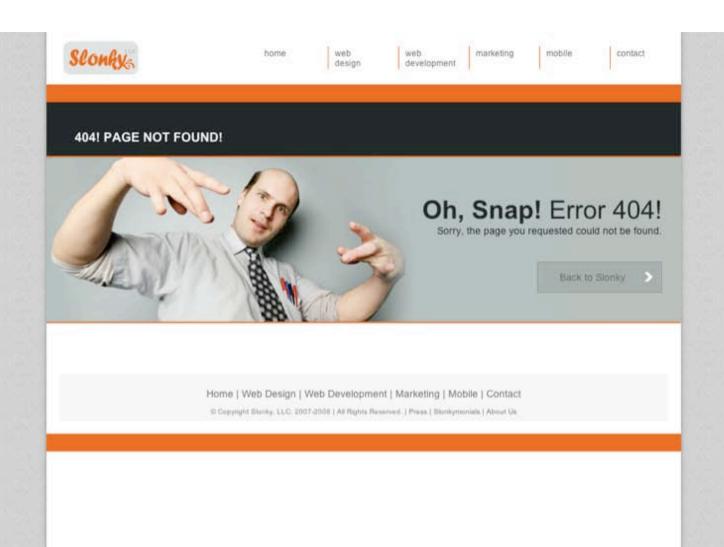


37signals says ...

# Make it friendly,



it's frustrating enough!



### WHOOPSIE!

It's looking like you may have taken a wrong turn. Don't worry...it happens to the best of us.

Here's a little map that might help you get back on track:

HOME PORTFOLIO ABOUT GOODIES CONTACT

[SMASHING MAGAZINE]



ERROR 404

The page is missing or never was written. You can wait and see if it becomes available again, or you can restart your computer.

- \* Send us an e-mail to notify this and try it later.

  \* Press CTRL+ALT+DEL to restart your computer. You will lose unsaved information in any programs that are running.

Press any link to continue

index | contact | info

ERROR 404 DUNE FILE NOT FOUND YOU'RE LOST !

#### The page you were looking for appears to have been moved, deleted or does not exist.

- I have been notified about this error and will notify the webmaster of www.smashingmagazine.com about it as soon as possible.
   You tried to reach /404df via a link from www.smashingmagazine.com.
   Try returning to the home page and finding the page you were looking for.

Sorry for your inconvenience

© Martin Komer, All Rights Reserved.

#### Page not found



Sorry, there is no page with that URL. Perhaps you meant to type something similar?

#### Looking for interesting videos on Vimeo?

#### **Groups**

Mini communities around the things people like.

#### Channels

Showcasing the best videos around a common theme.

#### Staff Picks

These are the videos Vimeo Staff likes the bestest!

#### High Def

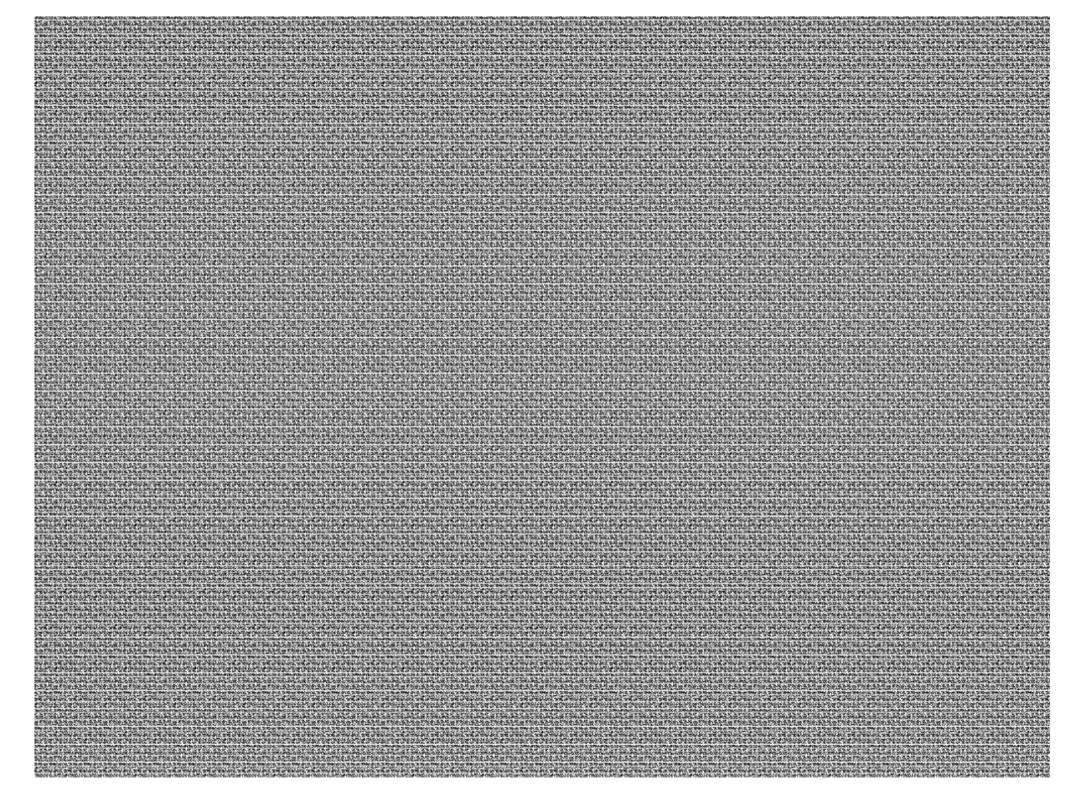
Watch HD videos in full 1280x720 resolution!

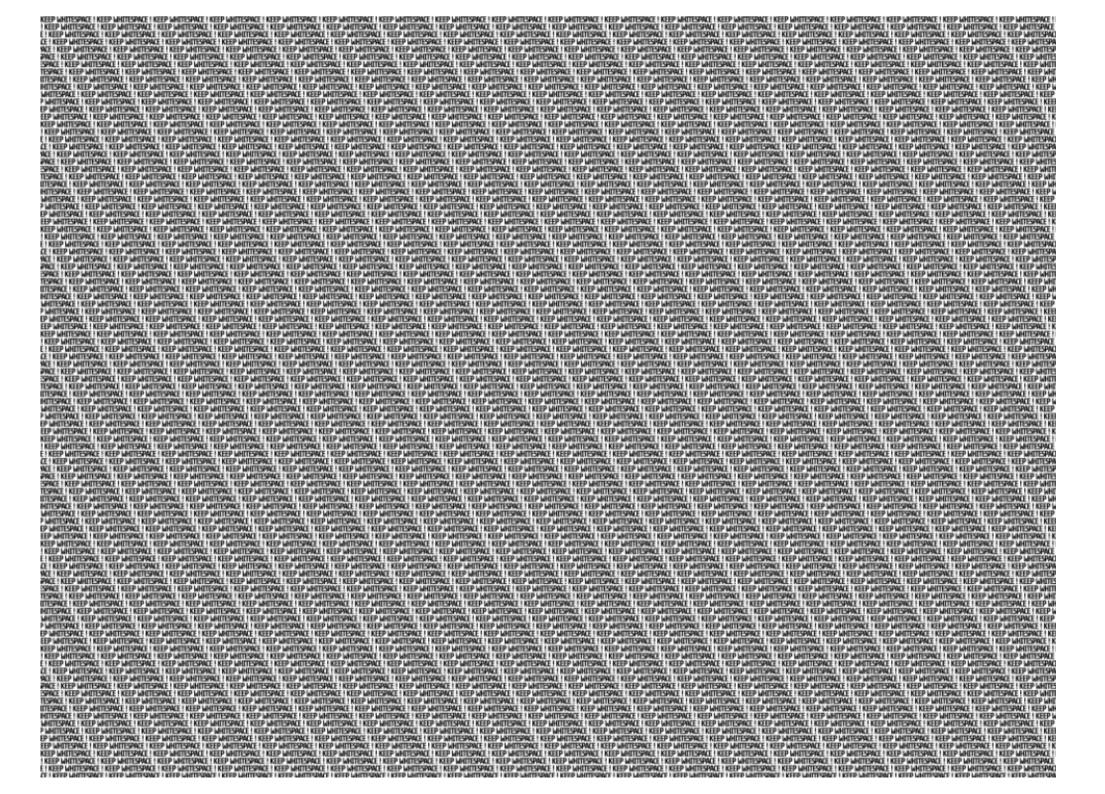
VIMEO Widgets

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Vimeo: About / Blog / Roadmap / Developers / Community Guidelines / Forums / Help! / Site Map

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## **KEEP WHITESPACE!**

# Inspiring interfaces





# Usability is about details





Web Images Maps News Shopping Mail more ▼



#### **Finance**

Company	Exchange	Symbol	Last Price	Quote Chang	e	Market Cap
DOW JONES INDUSTRIAL AVERAGE INDEX	INDEXDJX	.DJI	11,502.51	+89.64	(0.79%)	
NASDAQ COMPOSITE INDEX	INDEXNASDAQ	.IXIC	2,382.46	+20.49	(0.87%)	
S&P 500 INDEX	INDEXSP	INX	1,281.66	+10.15	(0.80%)	



INDEXDJX:.DJI INDEXNASDAQ:.IXIC INDEXS

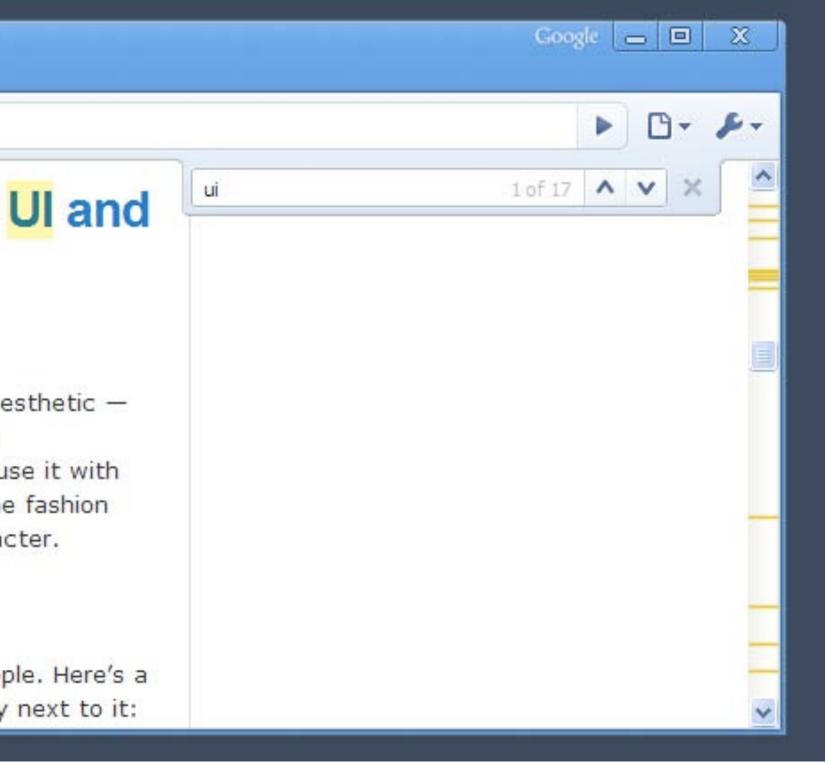
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Wikipedia Articles

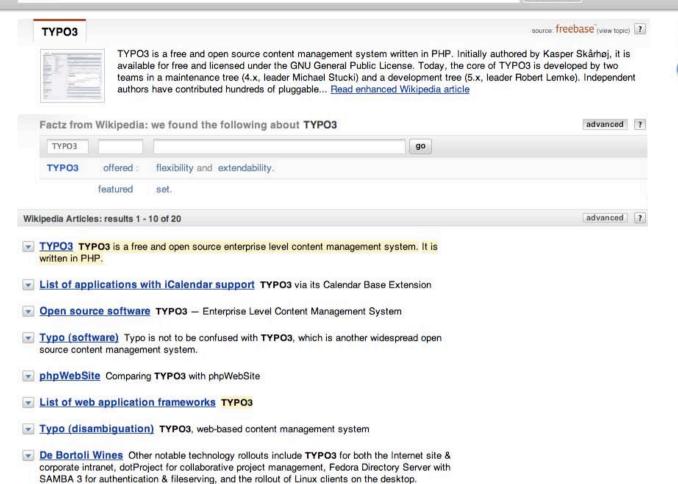
TYPO3

search

Feedback Need Help? Powerlabs

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watch demo video





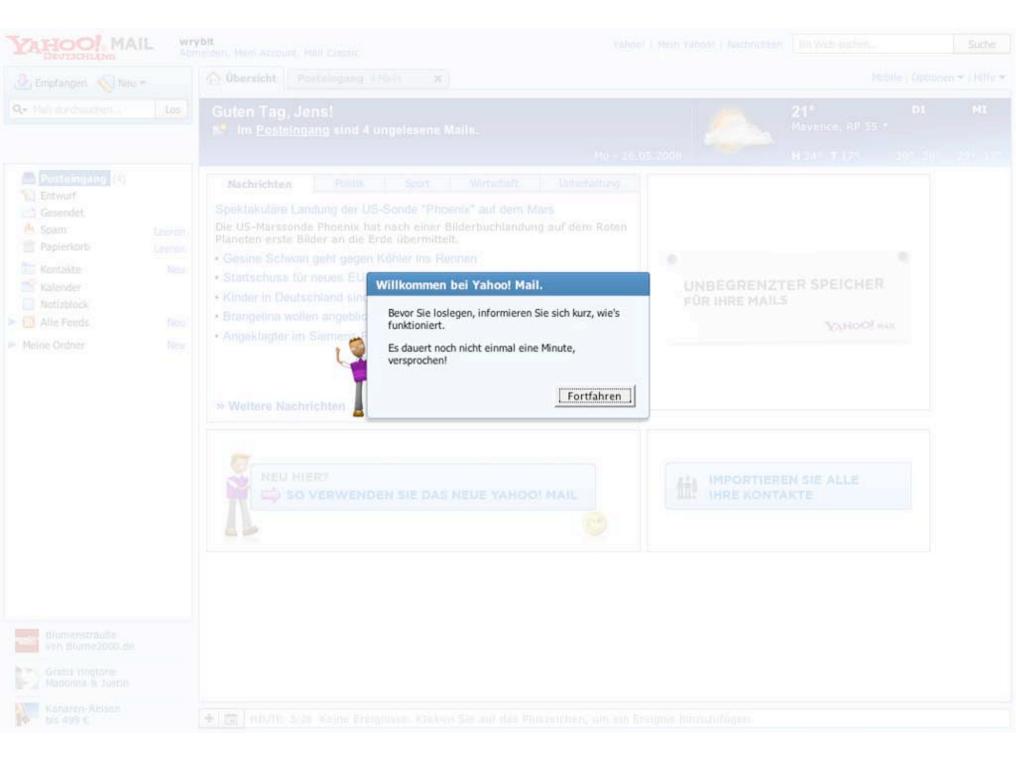


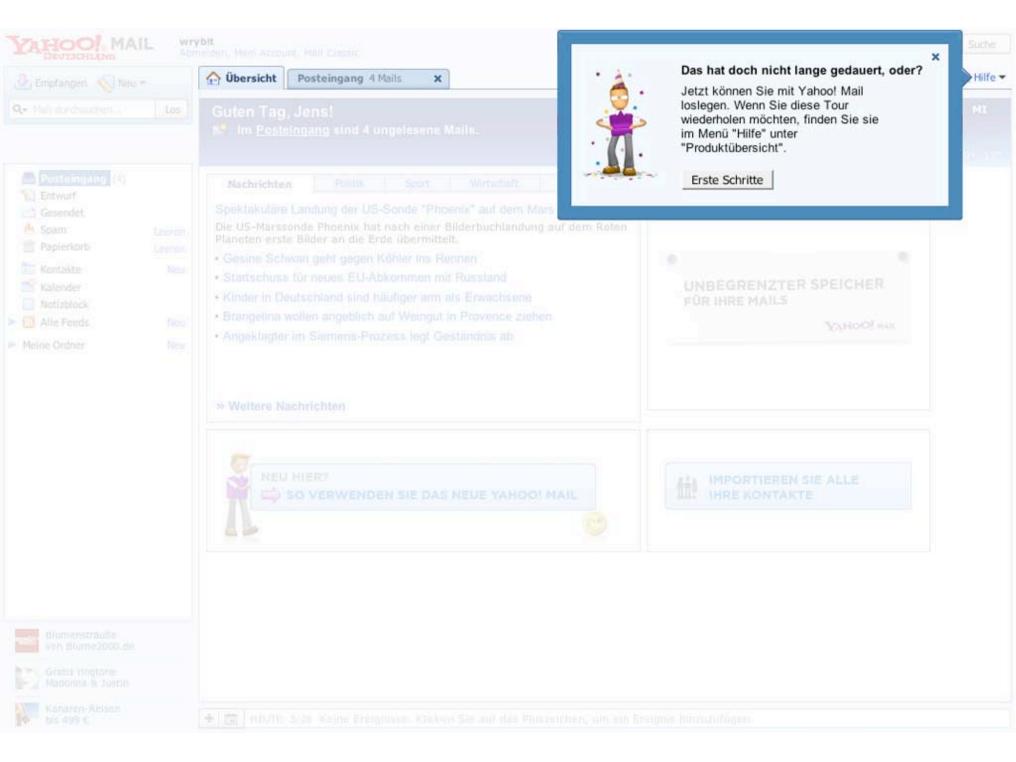
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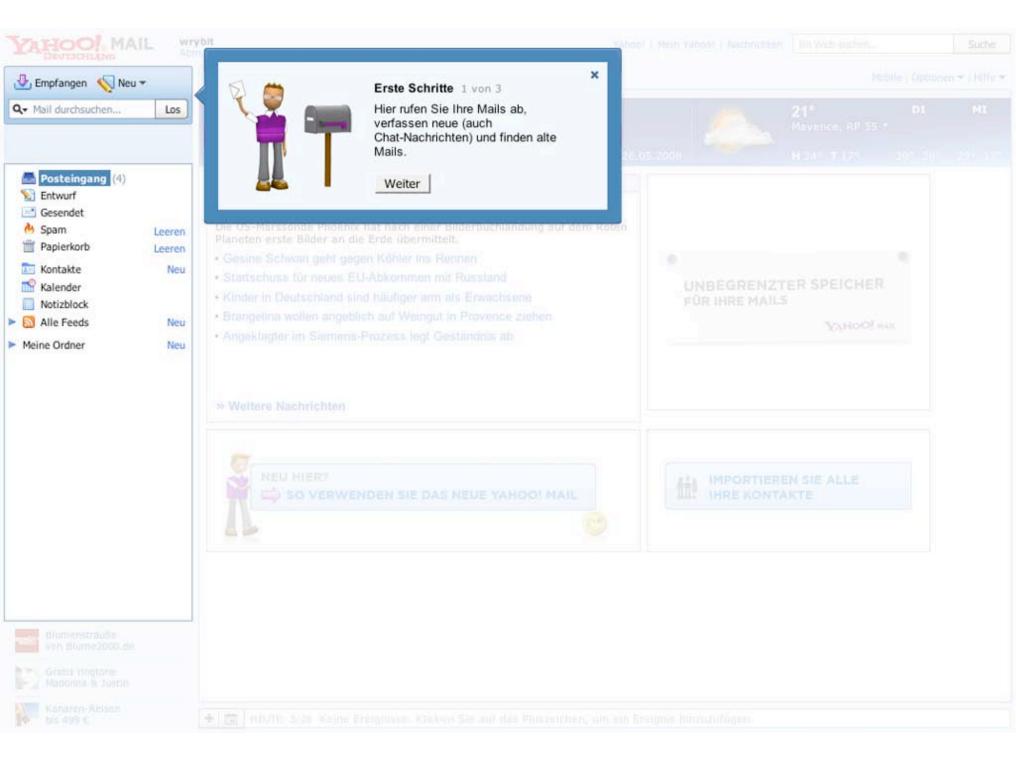
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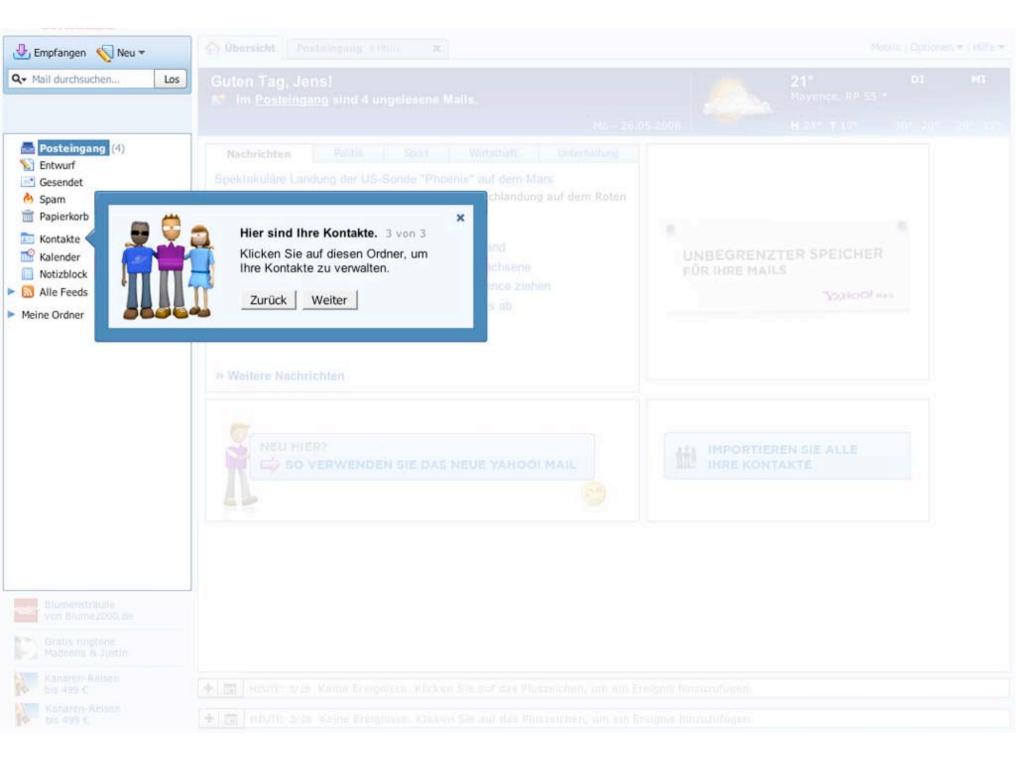






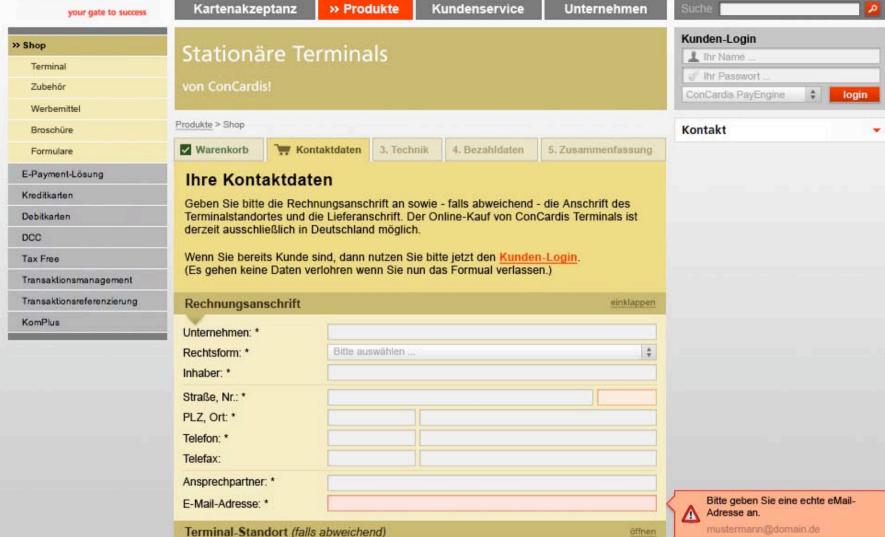






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Lieferanschrift (falls abweichend)

# Content Management

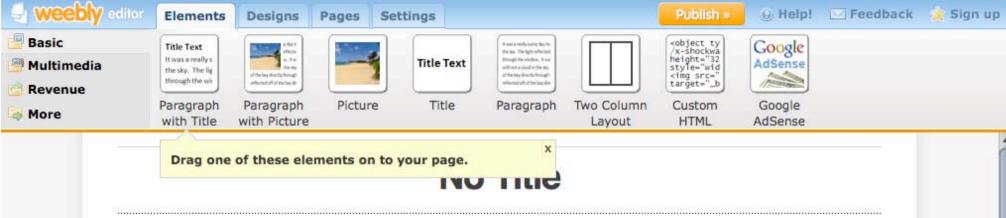




# Weebly









This page is empty. Drag Elements here.

(hint: Elements, like a Paragraph, are in the top bar)

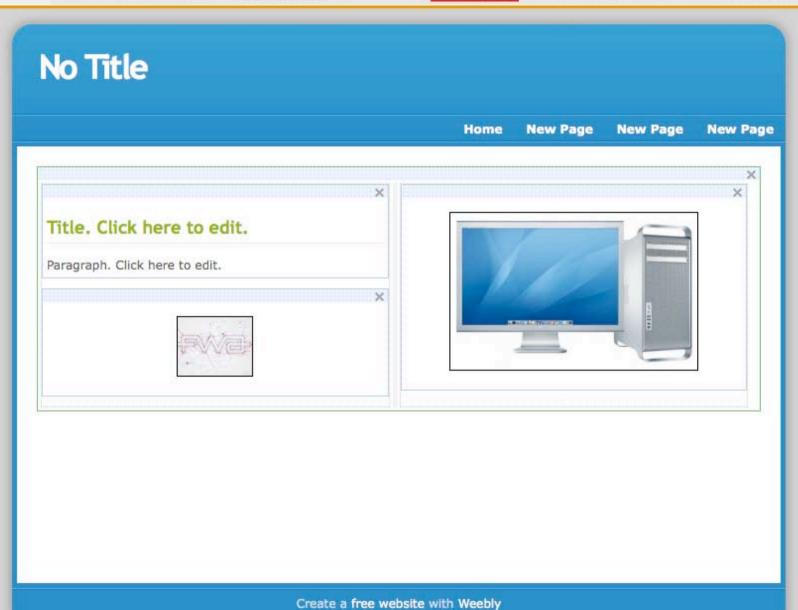


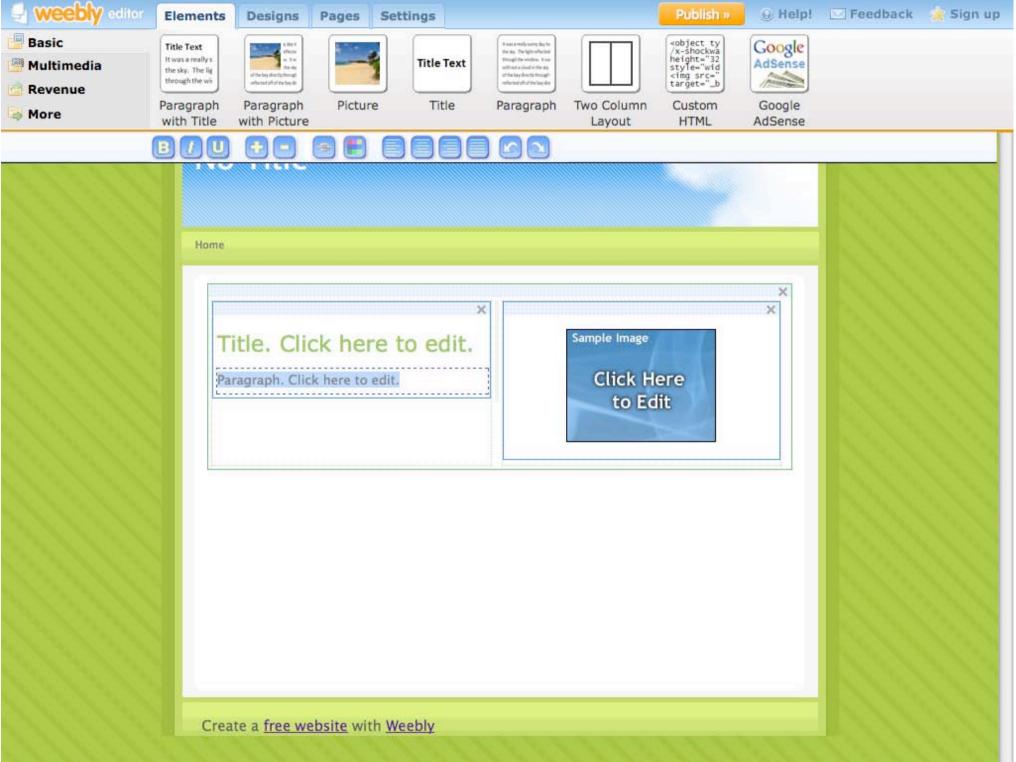


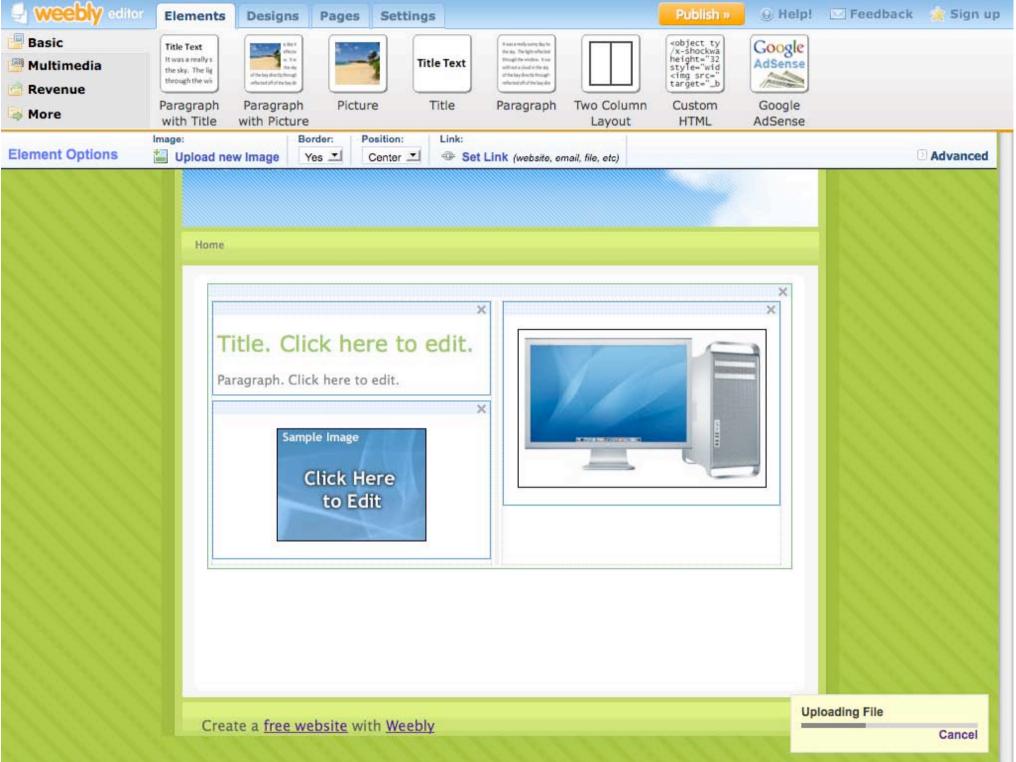
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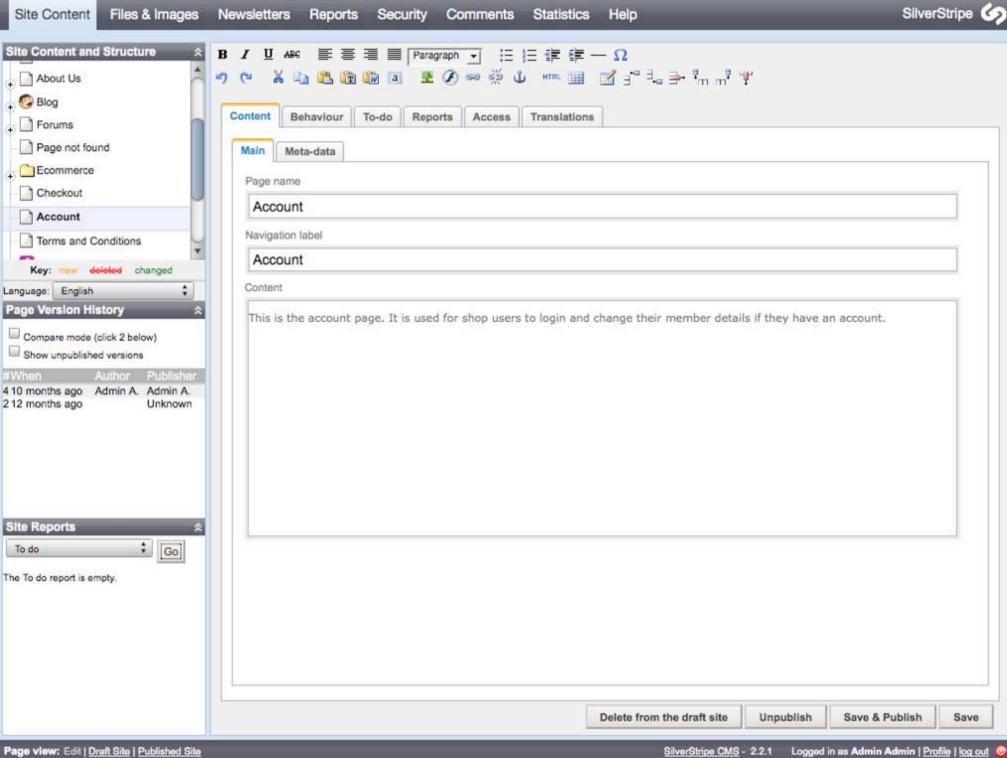


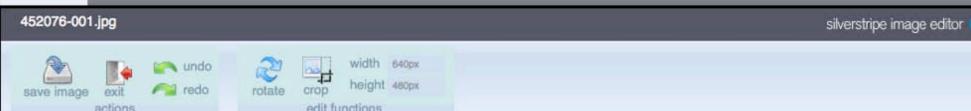


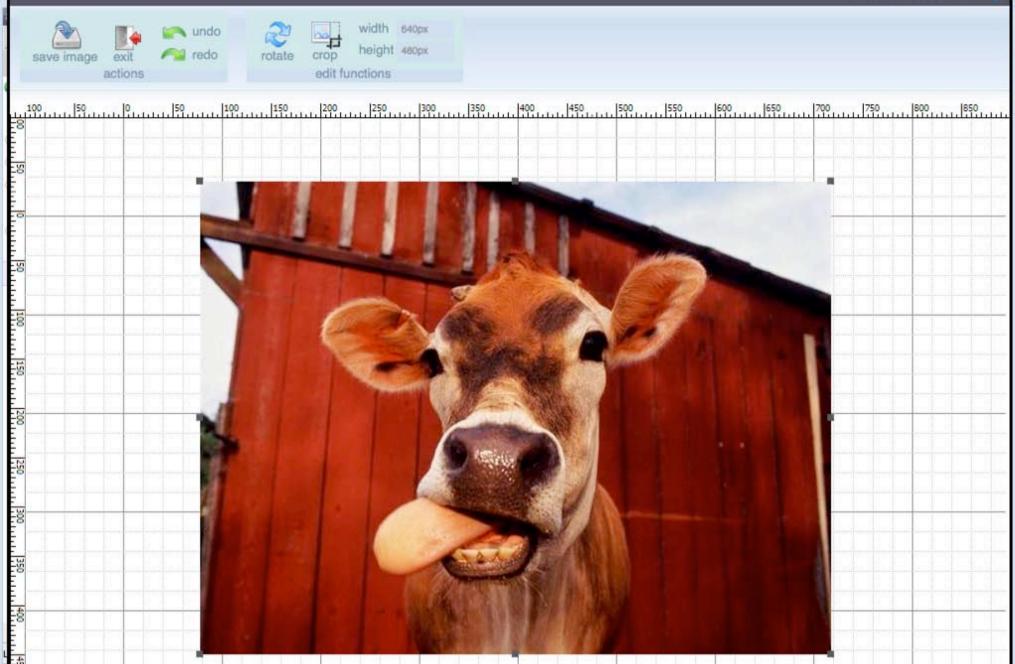
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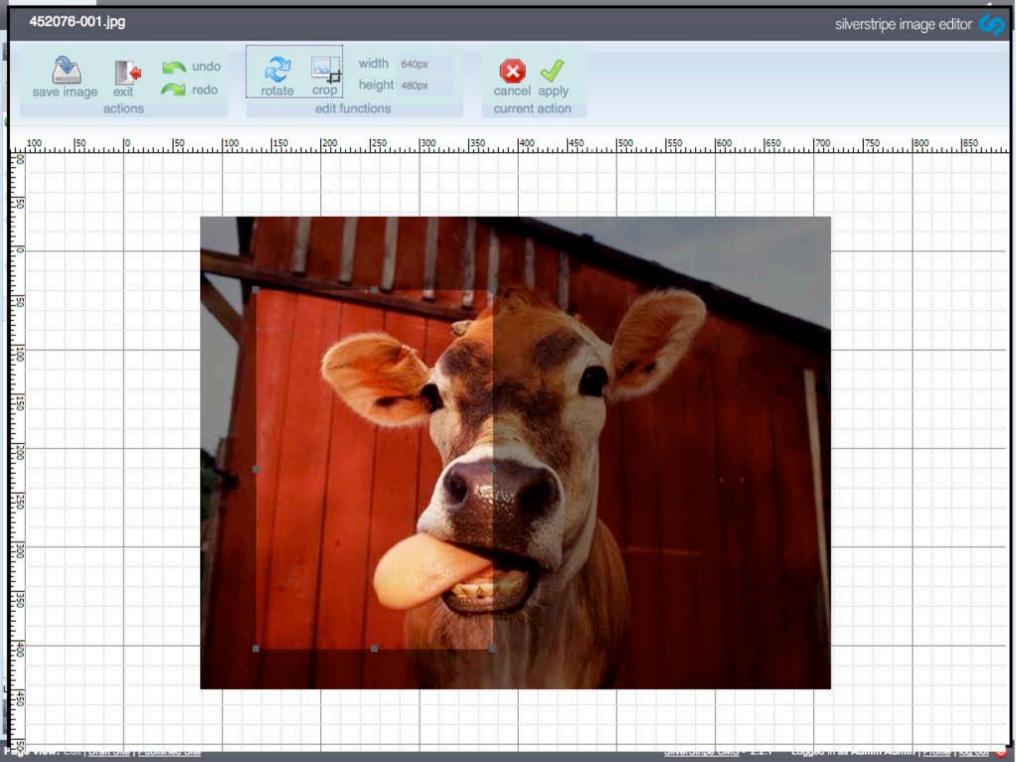


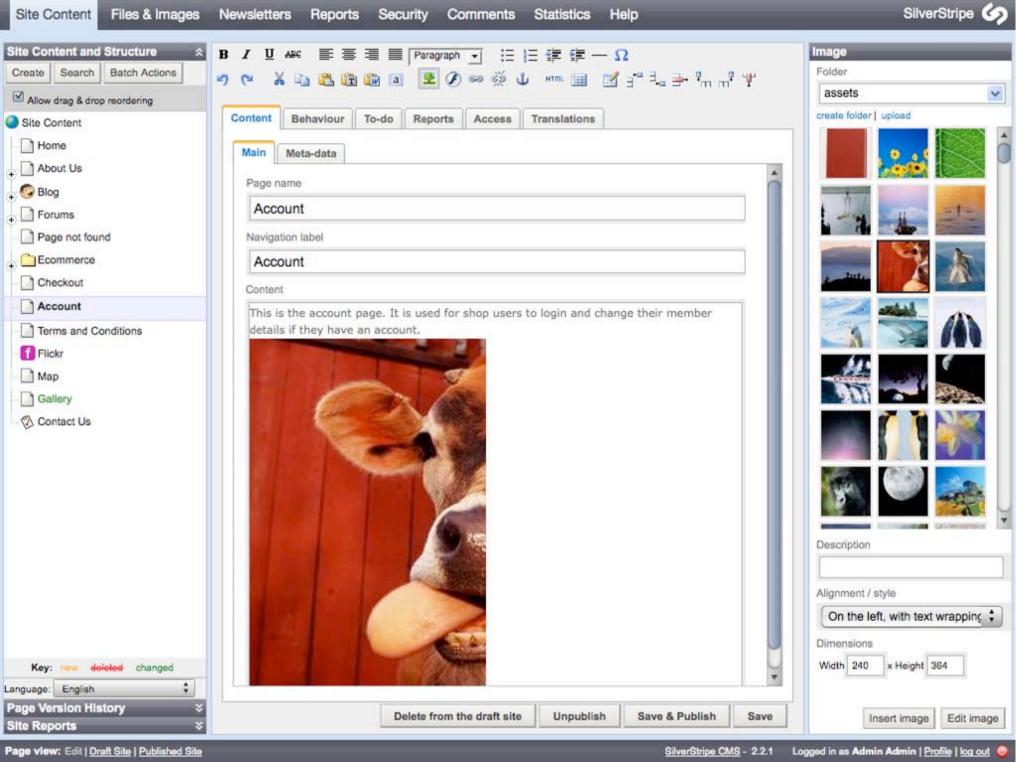






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# TYPO3 & HCI





## Lost between teams





### **Before**



### Suggested

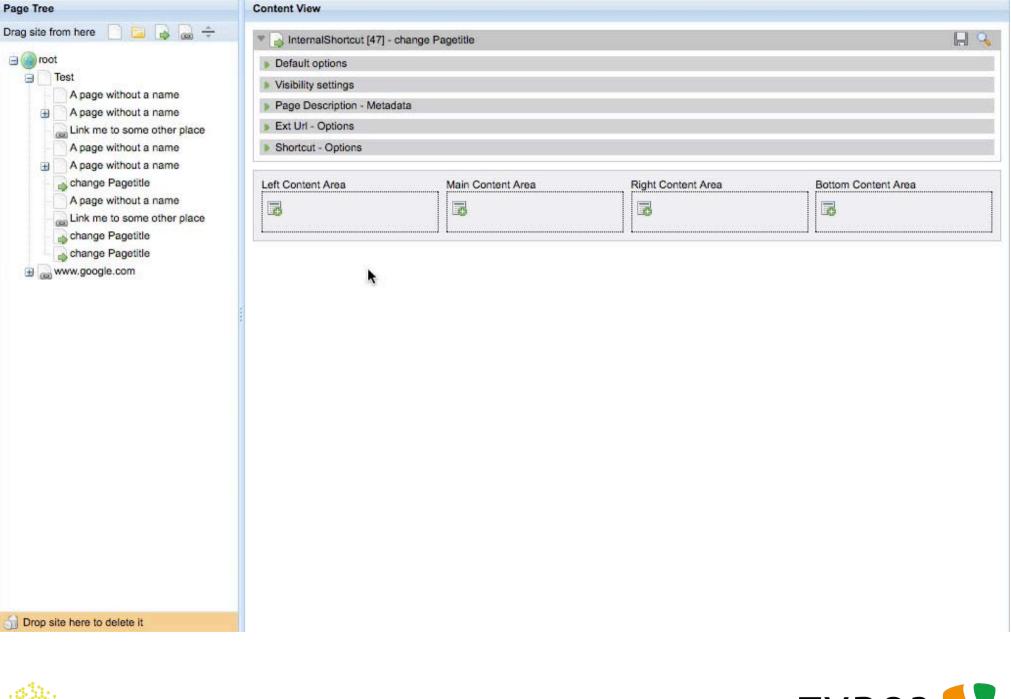


### After













## Interface issues

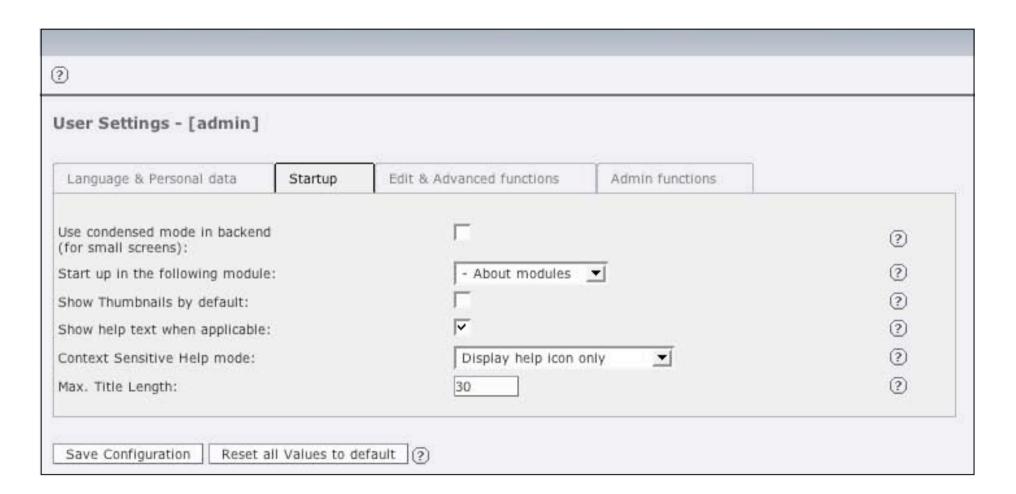






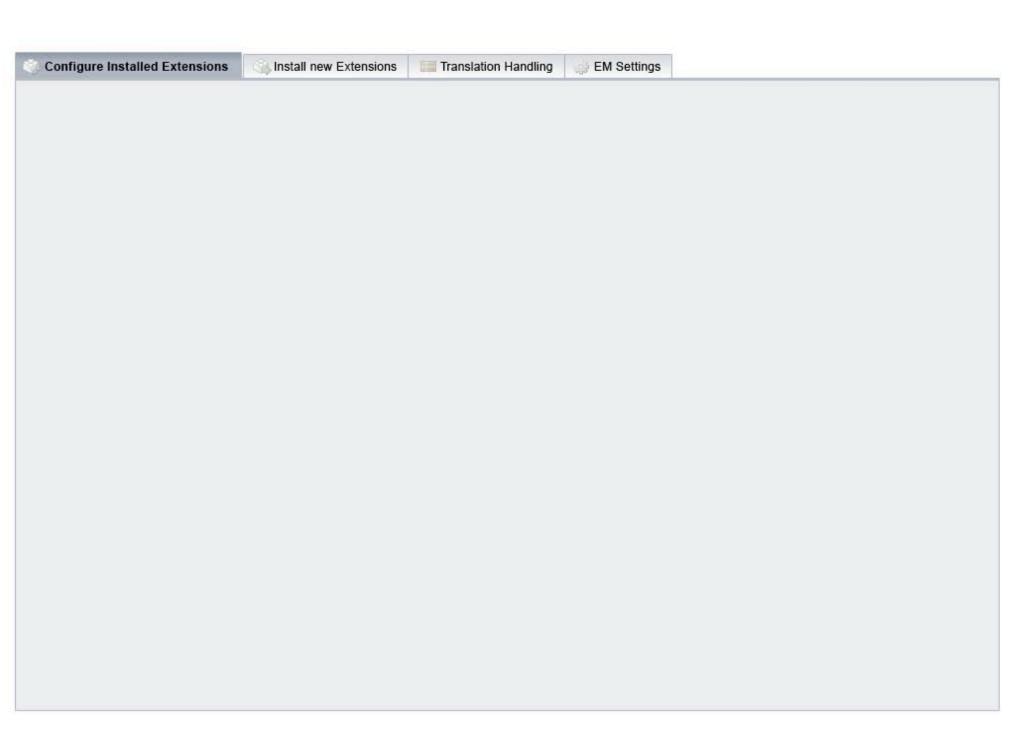








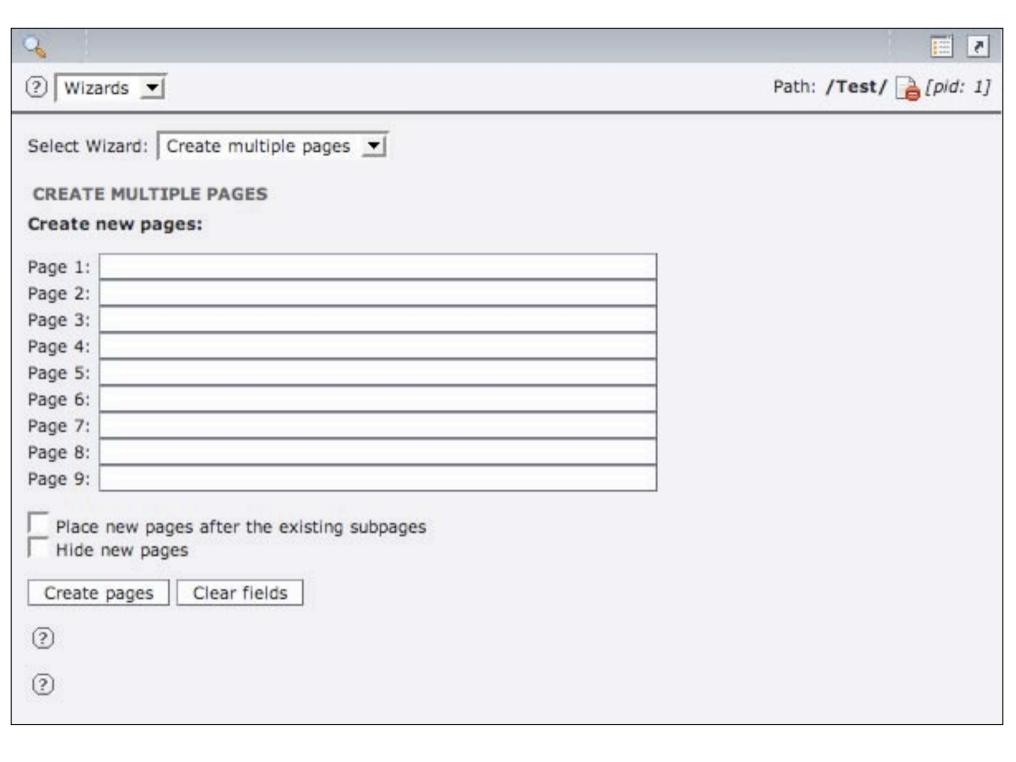














#### Error!

Reason: Segment "Unknown-Page" was not a keyword for a postVarSet as expected!







37signals?!



### Error!

No template found!



### Error!

No pages are found on the rootlevel!

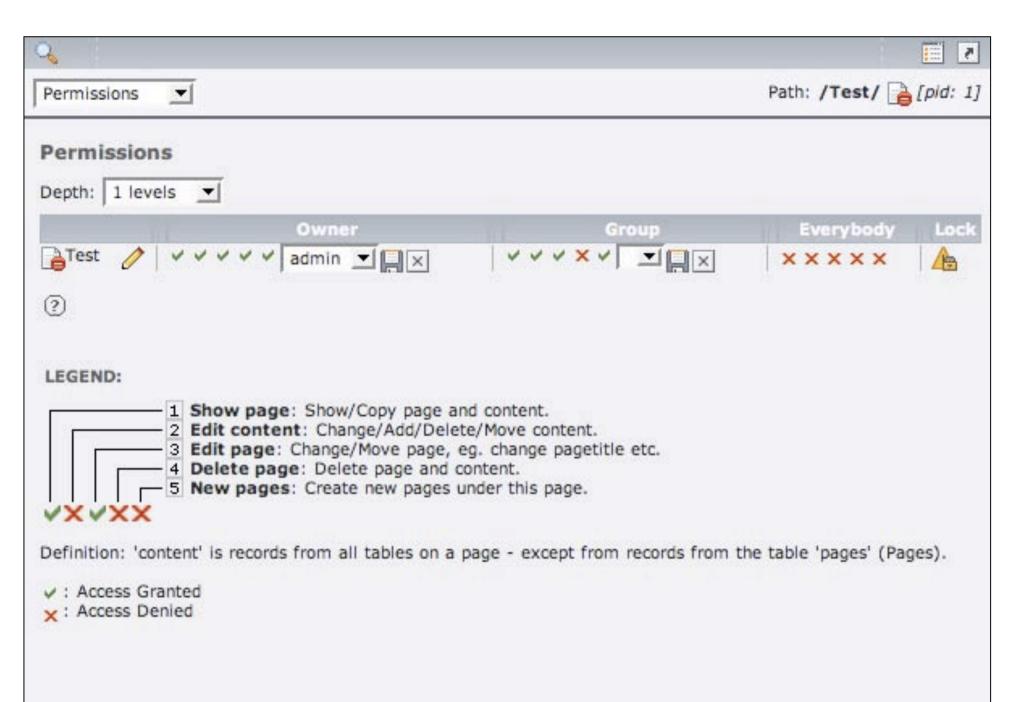


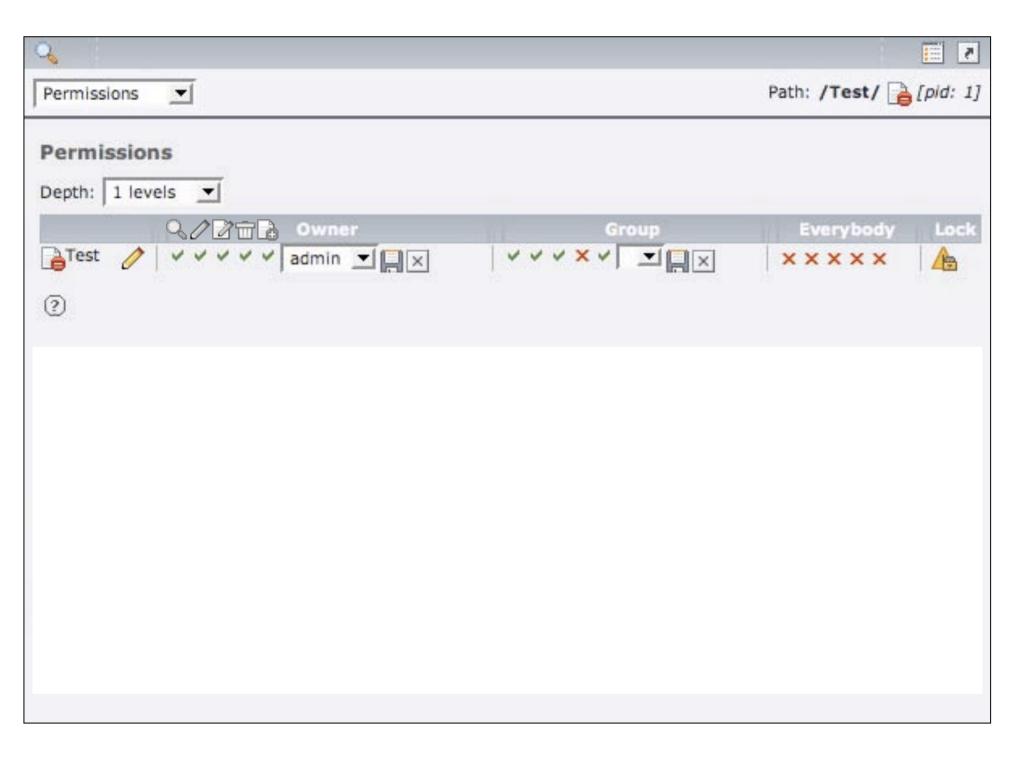
### Login-error or session timed-out

No user logged in! Sorry, I can't proceed then!

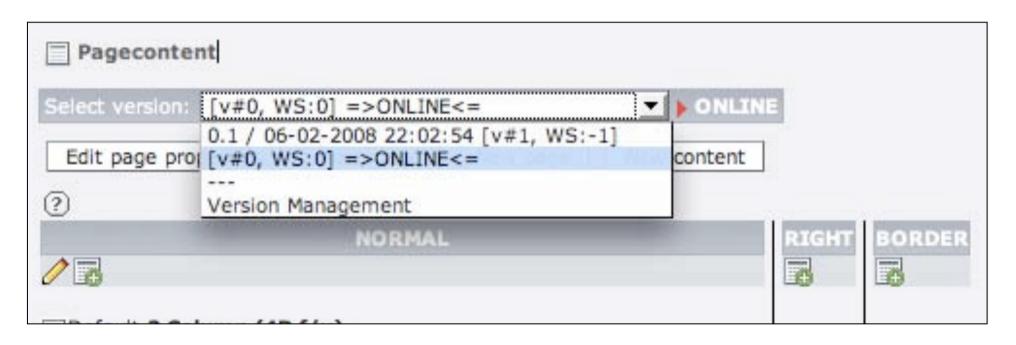
(You must have cookies enabled!)

If your session has just timed-out, you may click here to re-login.



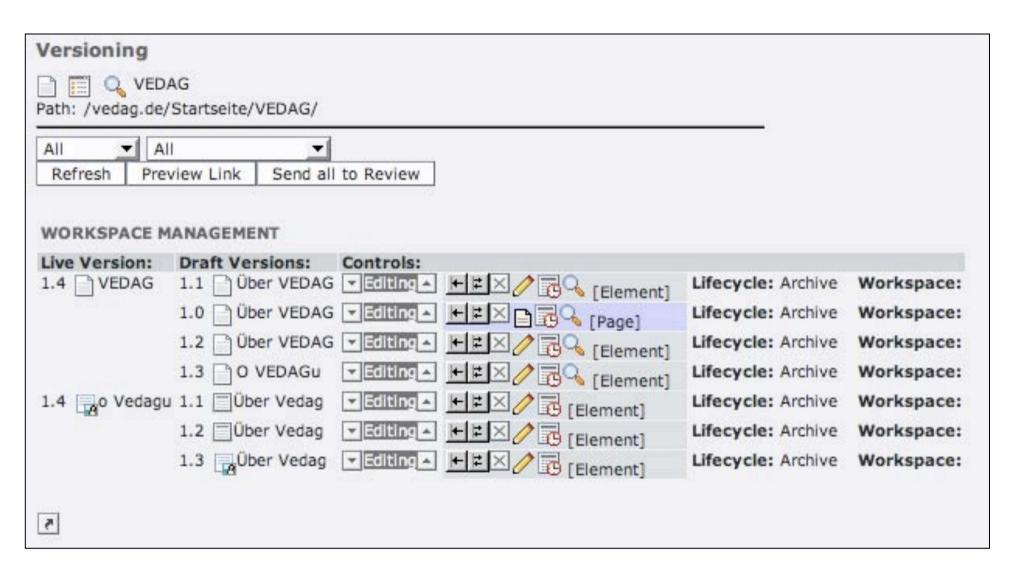


# v#1, WS:-I



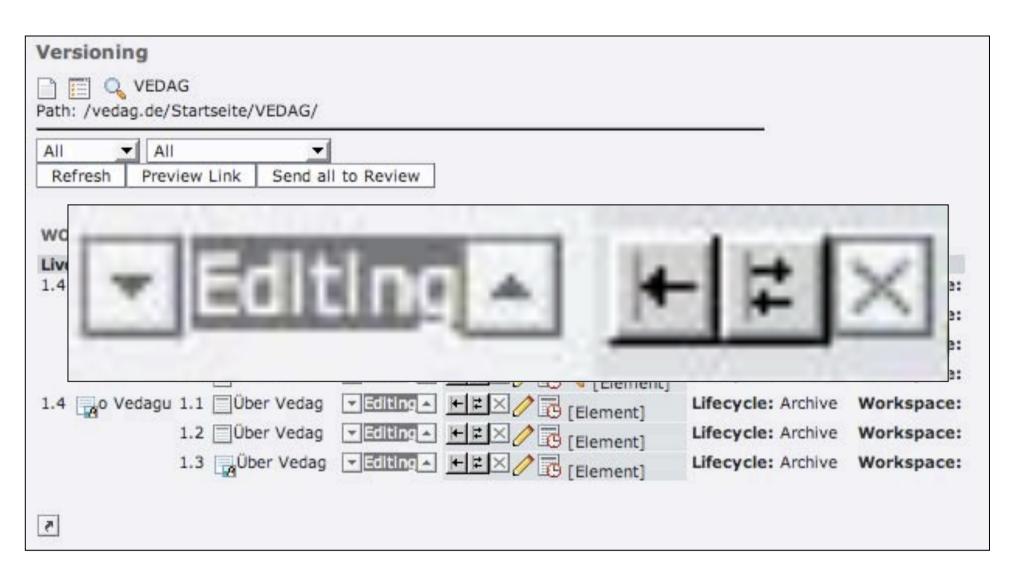












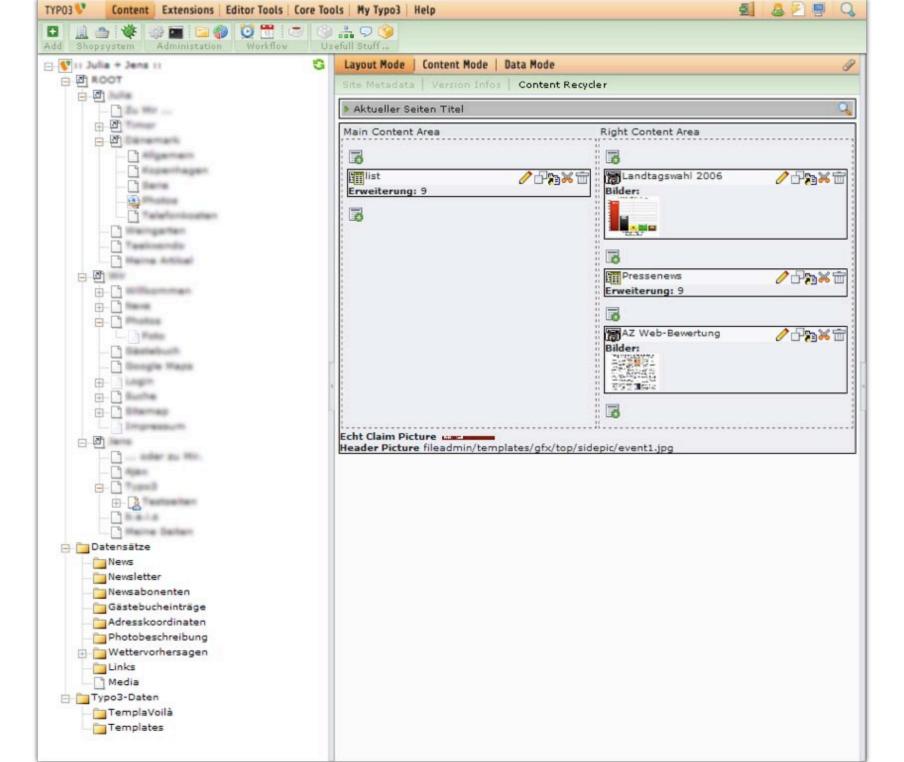


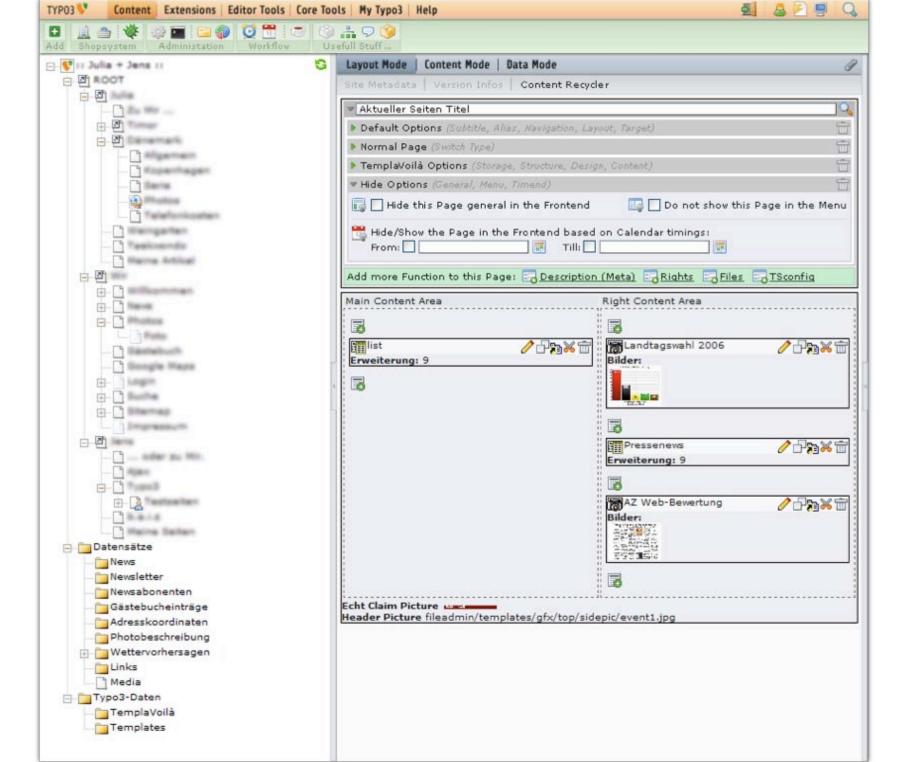


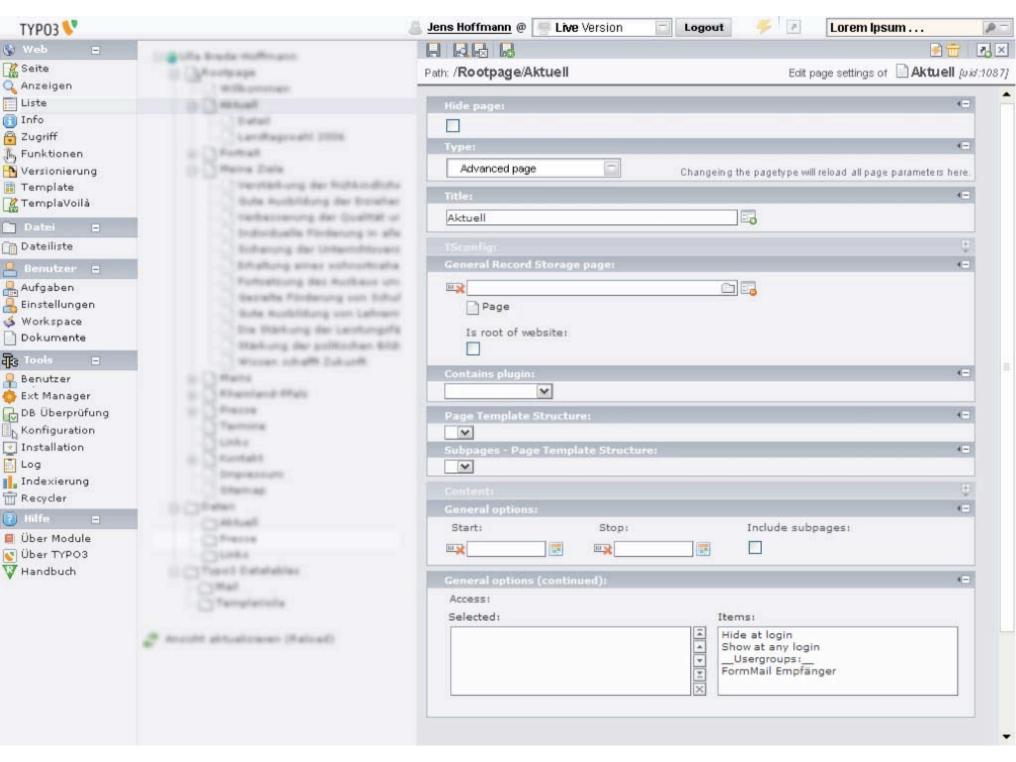
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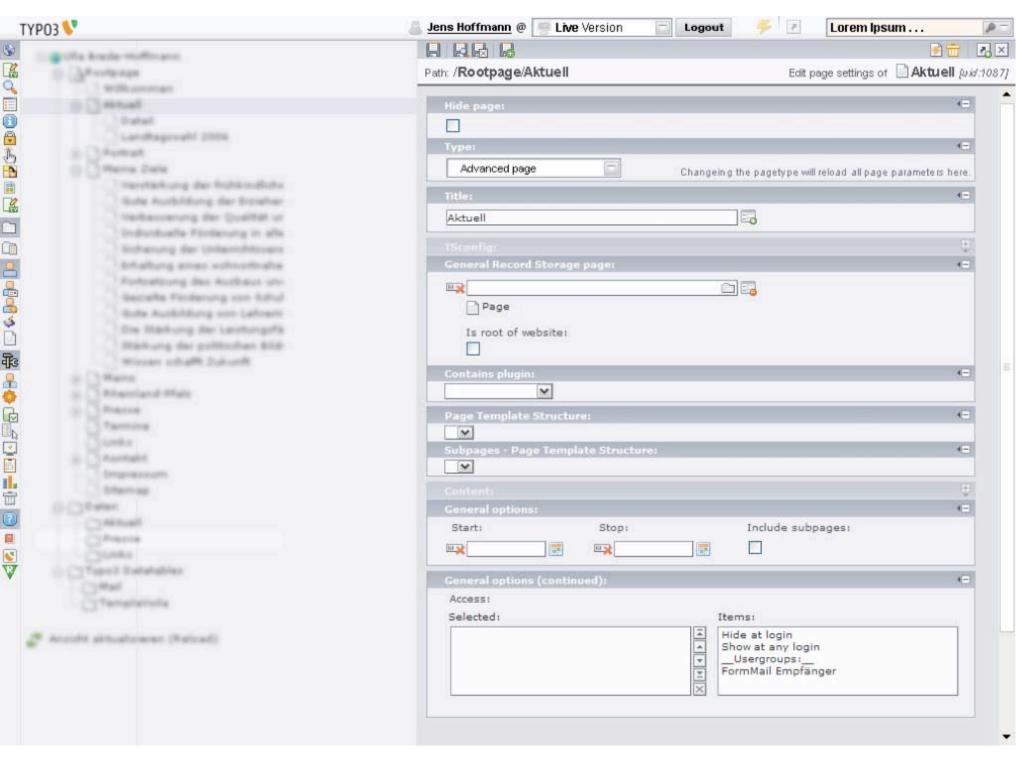


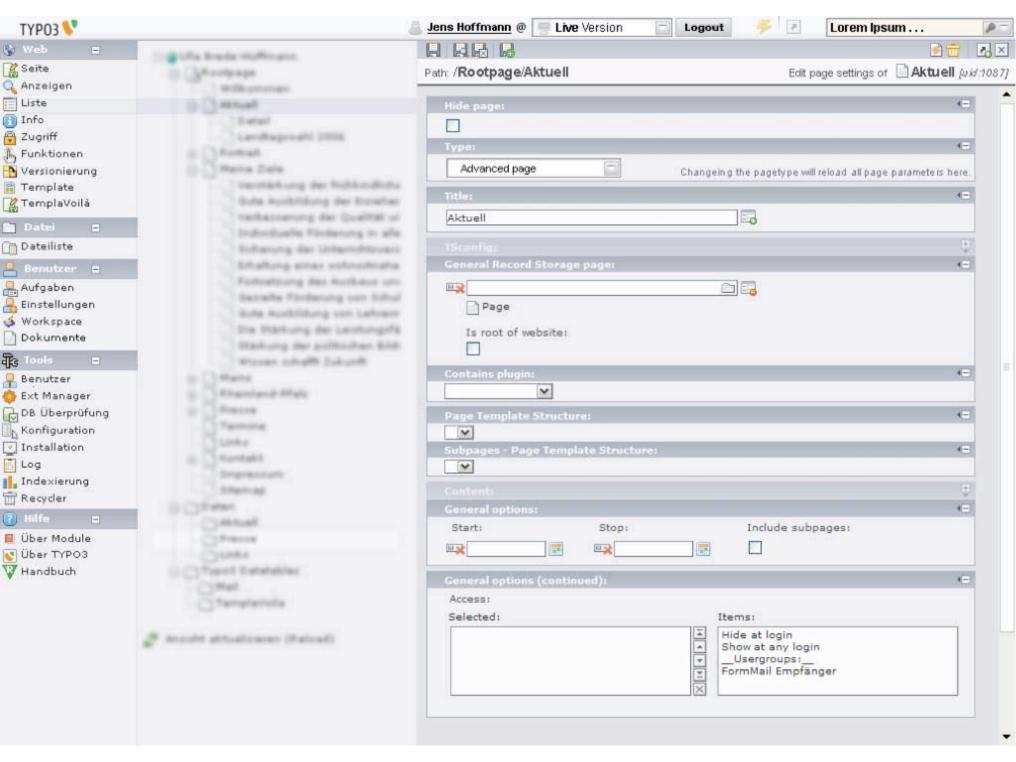


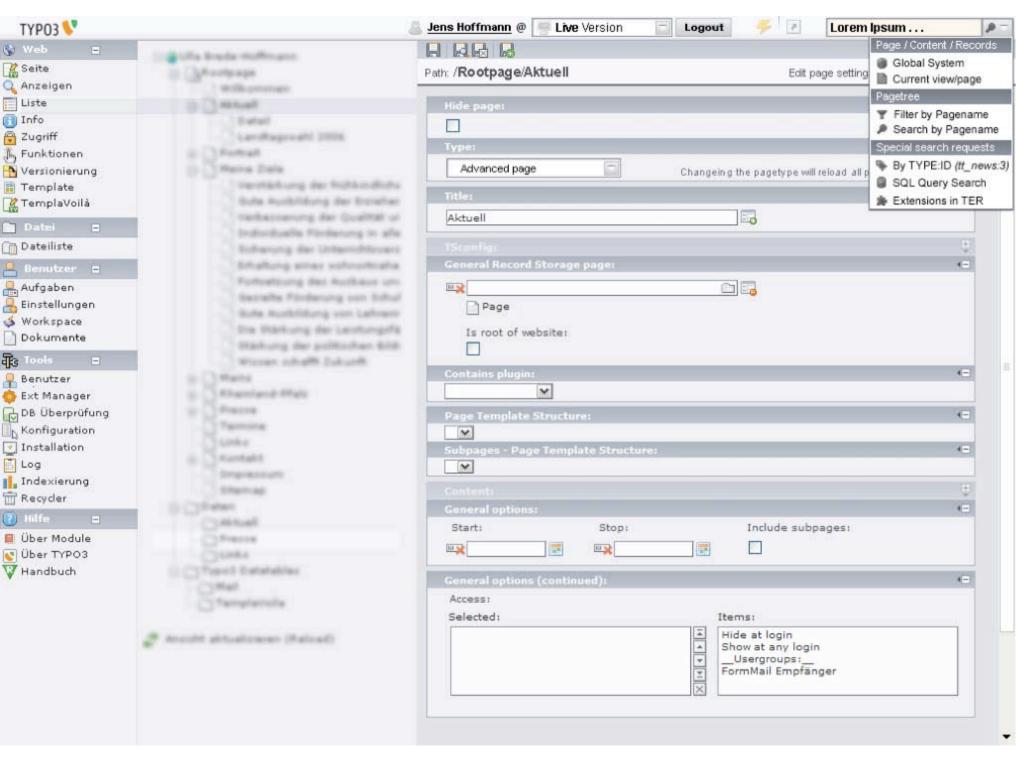


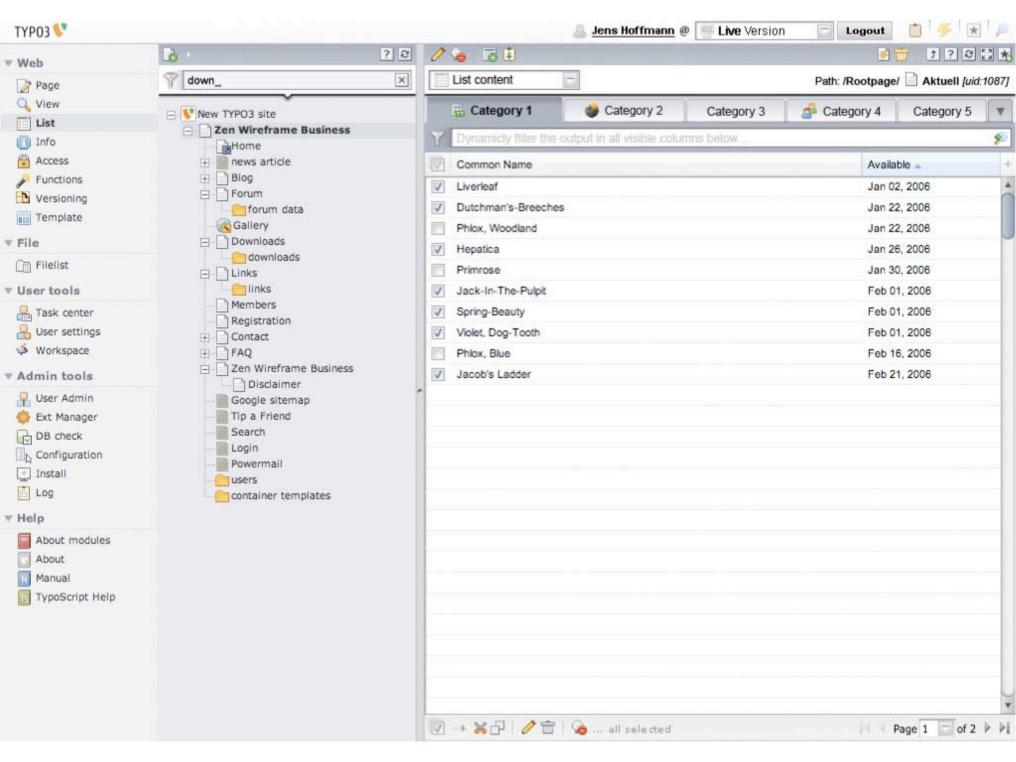


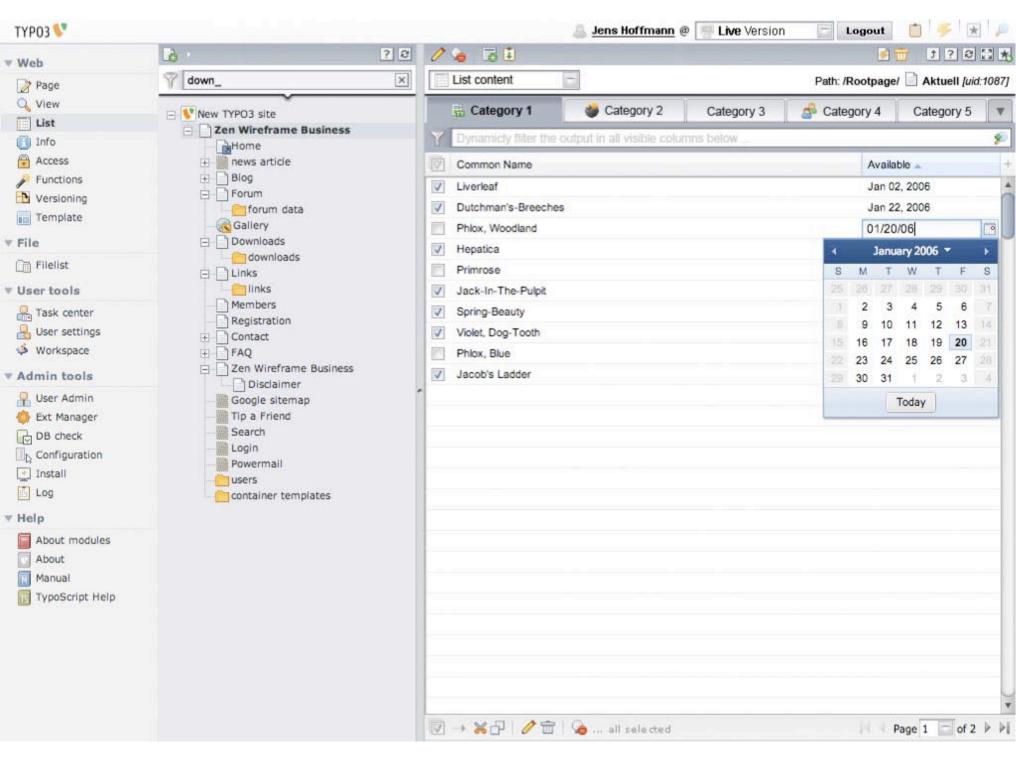


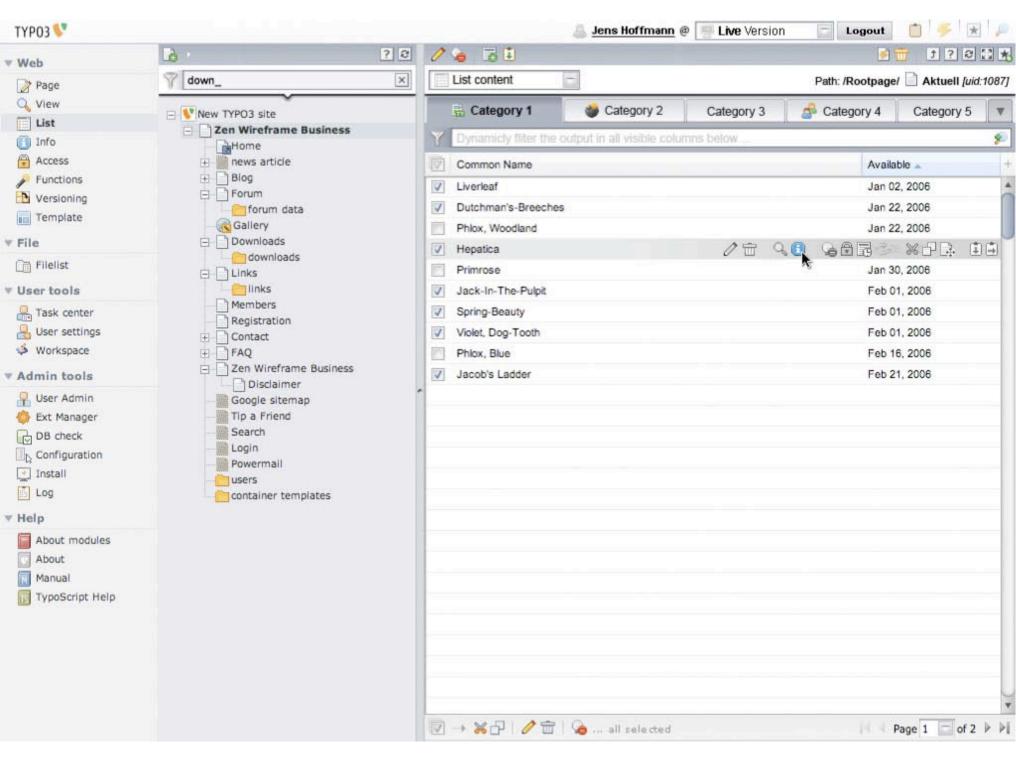


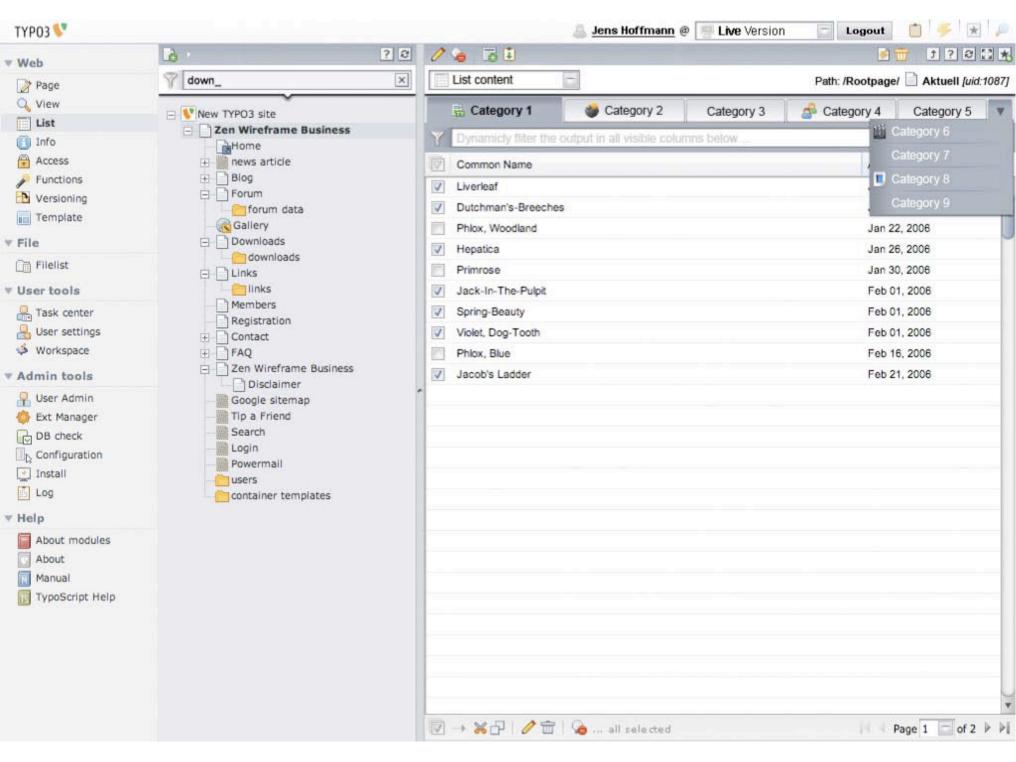
















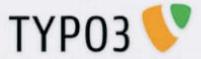
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Password:

Log In

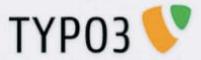
(Note: Cookies and JavaScript must be enabled!)

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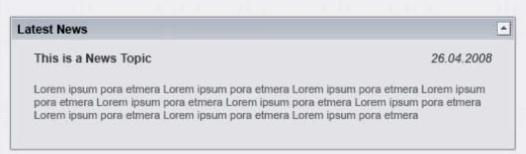




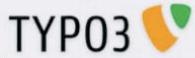






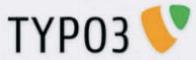




















#### **INTRO**

**BOOKS** 

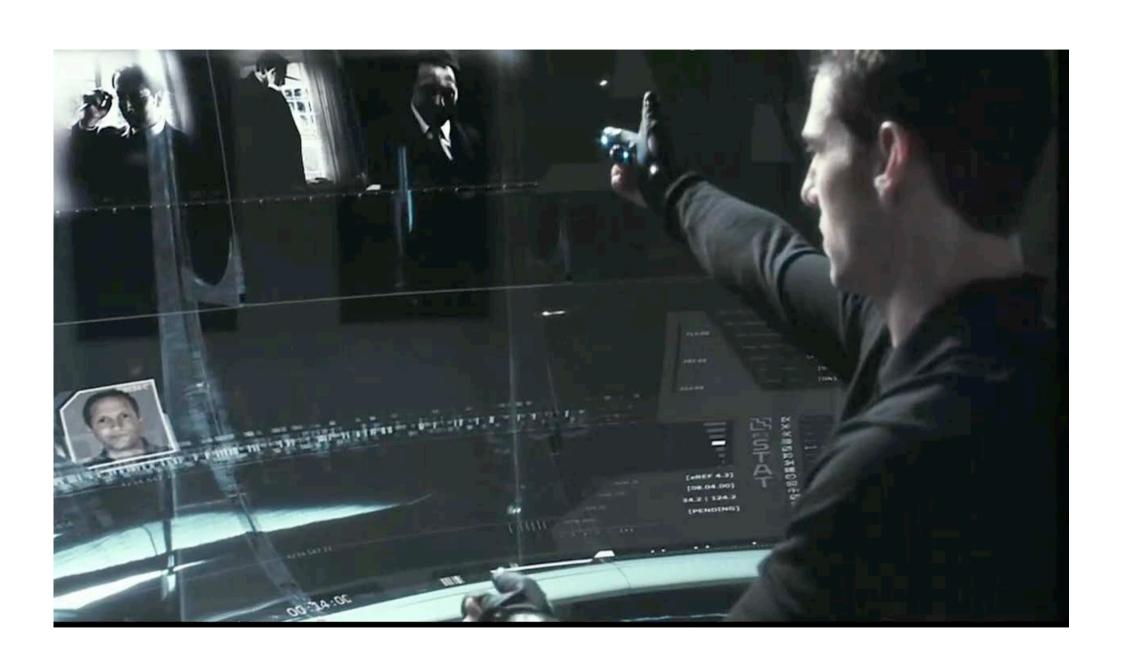
**BASICS** 

**EXAMPLES** 

**FUTURE** 











# Fiction?





**Keyboard** interaction

Neural controller

Touch screens

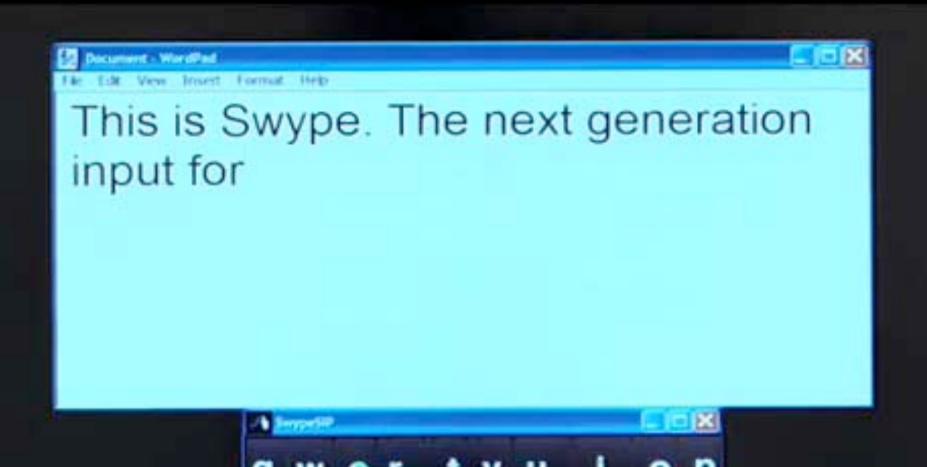
**Motion** detection

Overlay detection

Futuristic visualisation









**Keyboard** interaction

Neural controller

Touch screens

**Motion** detection

Overlay detection

Futuristic visualisation



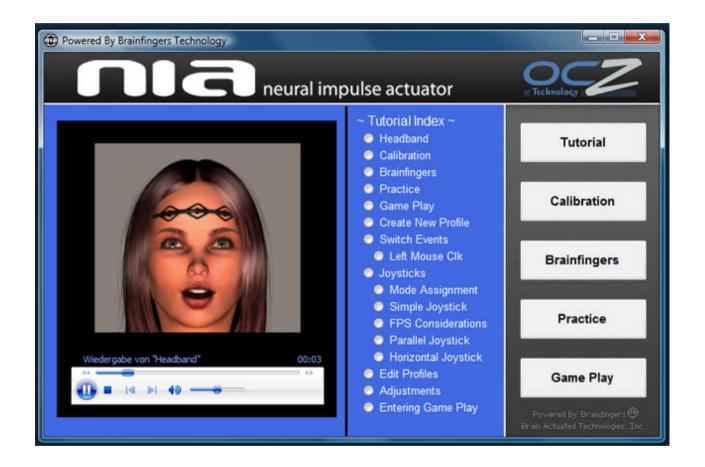


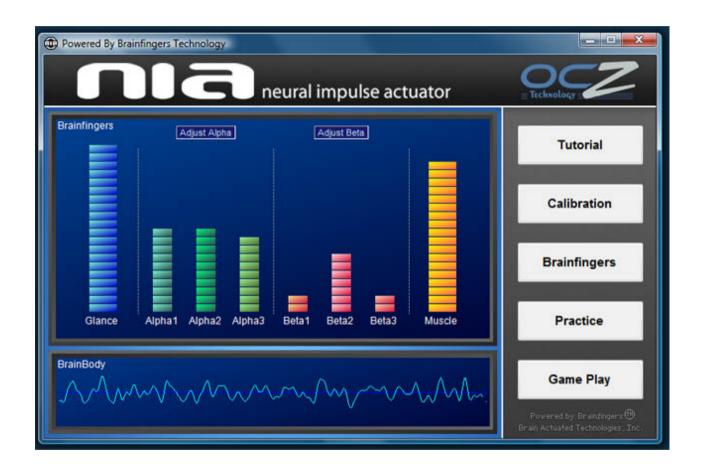


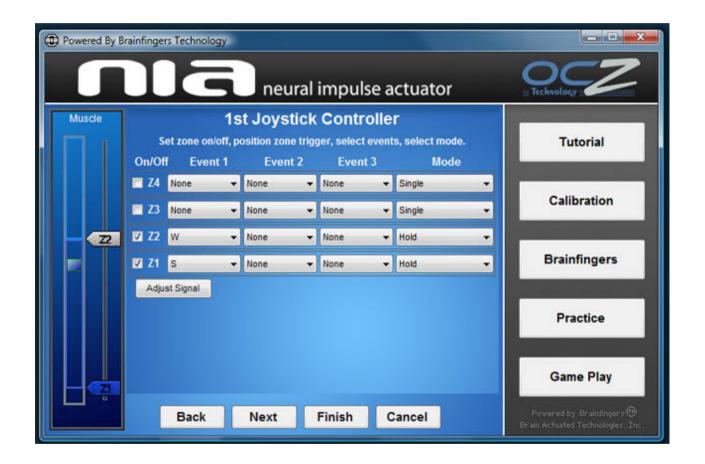












**Keyboard** interaction

Neural controller

Touch screens

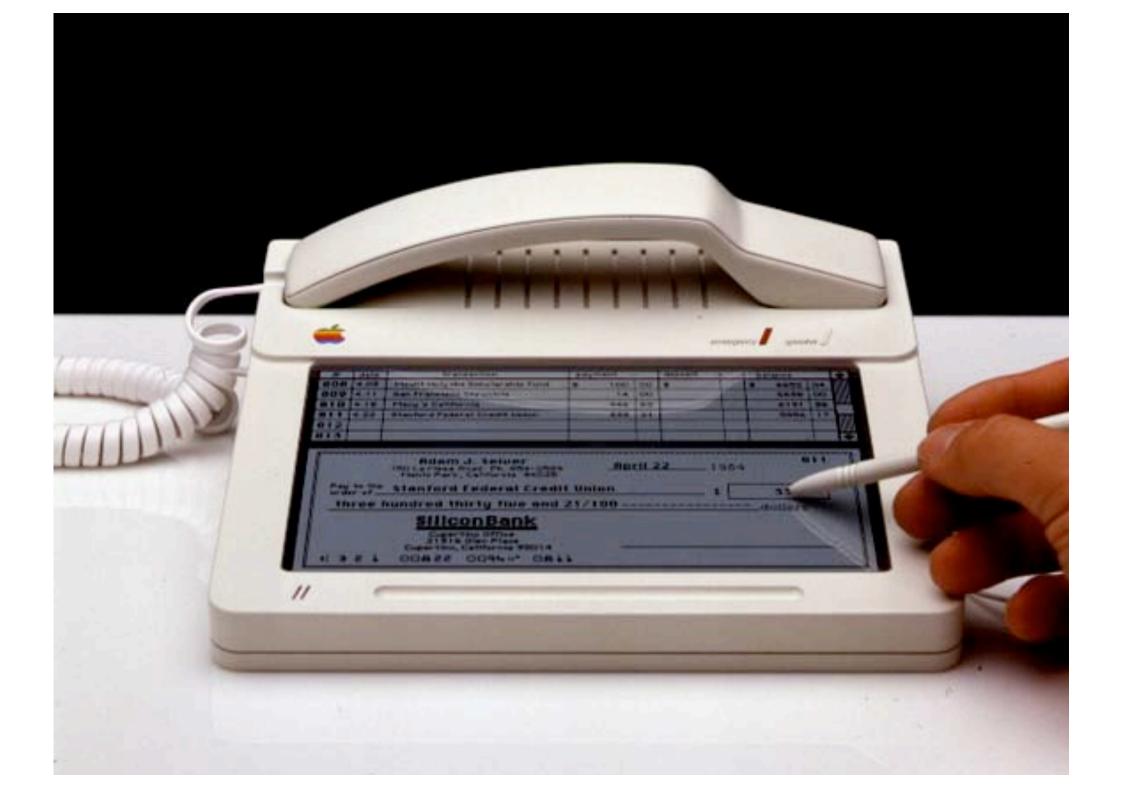
**Motion** detection

Overlay detection

Futuristic visualisation





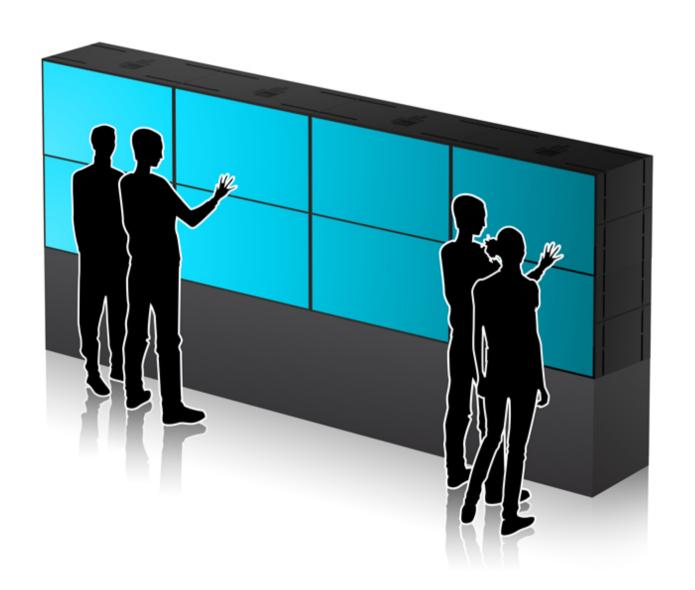






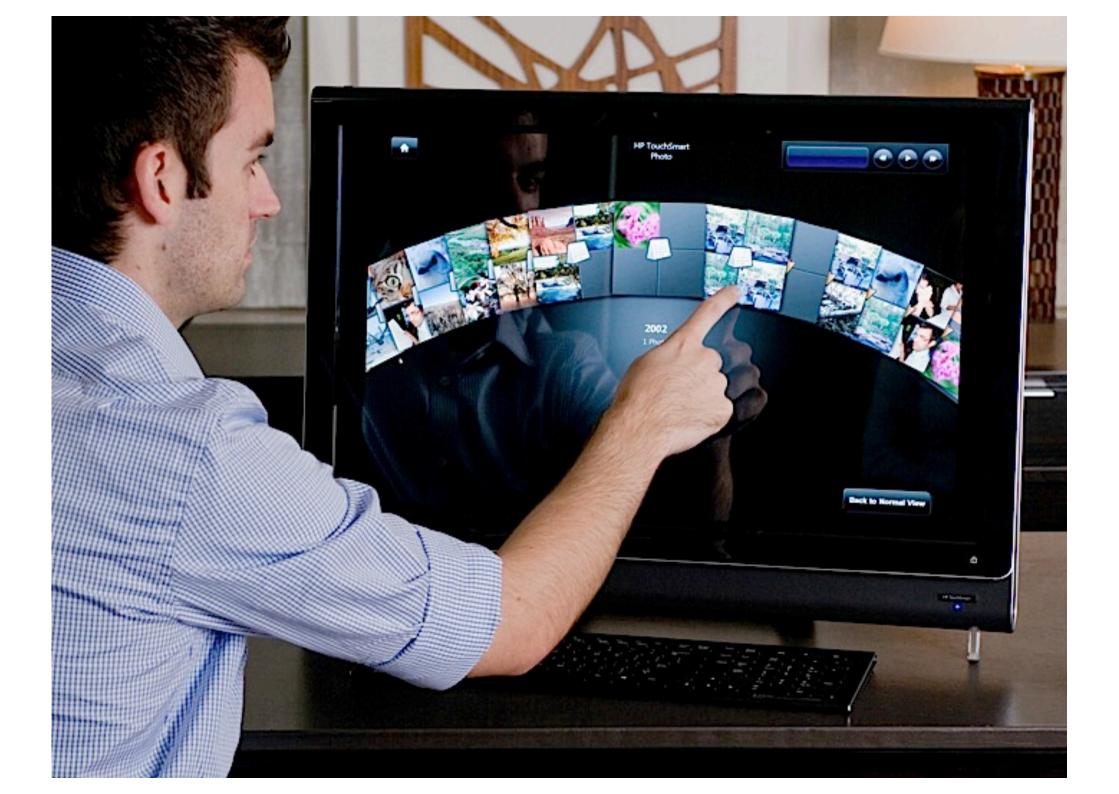
PERCEPTIVE PIXEL







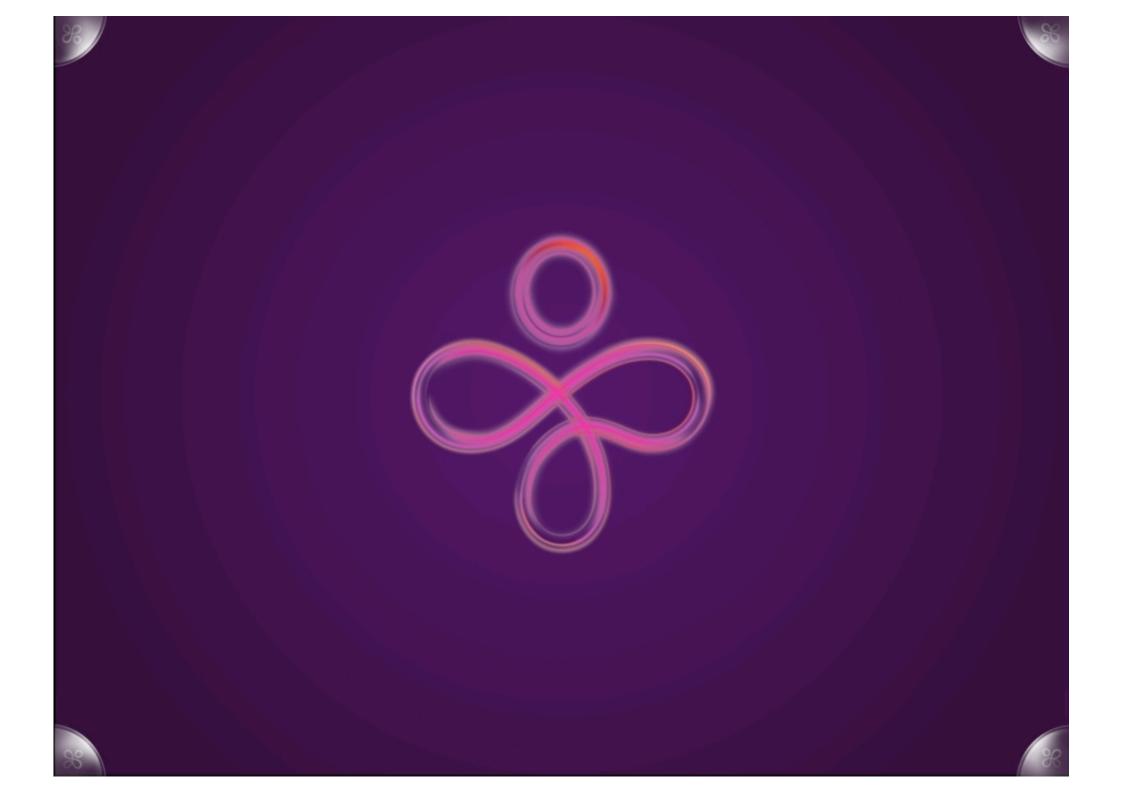


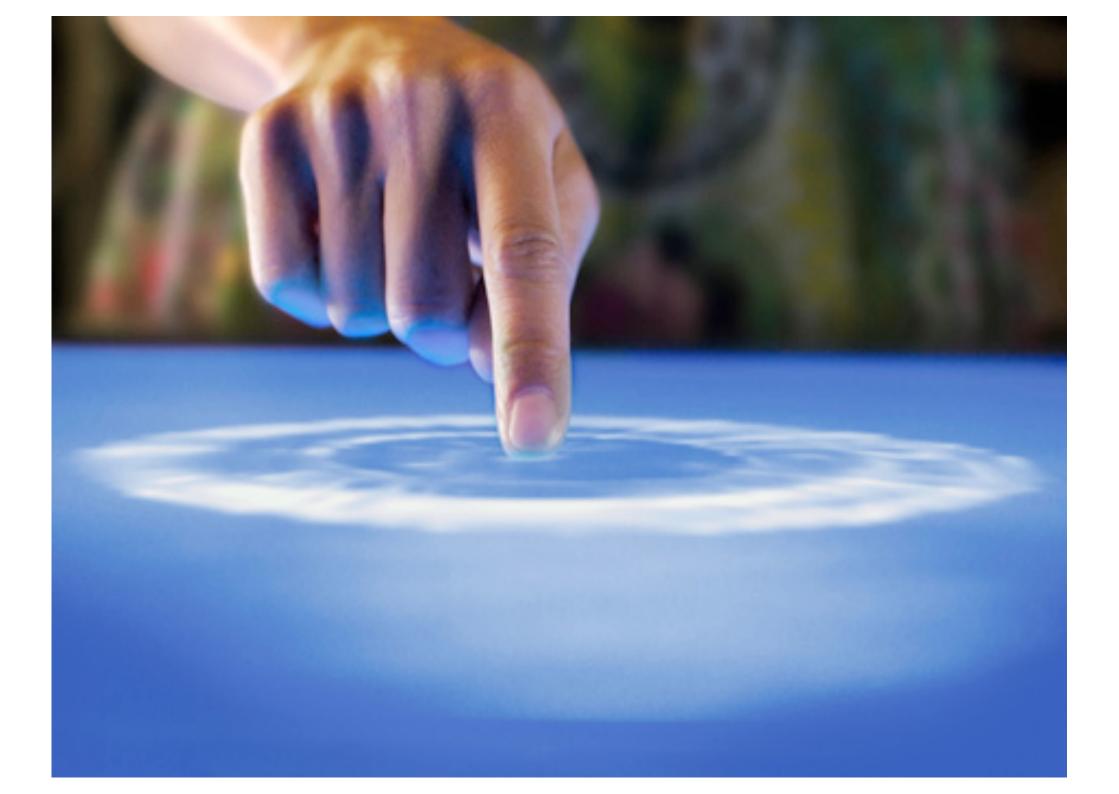




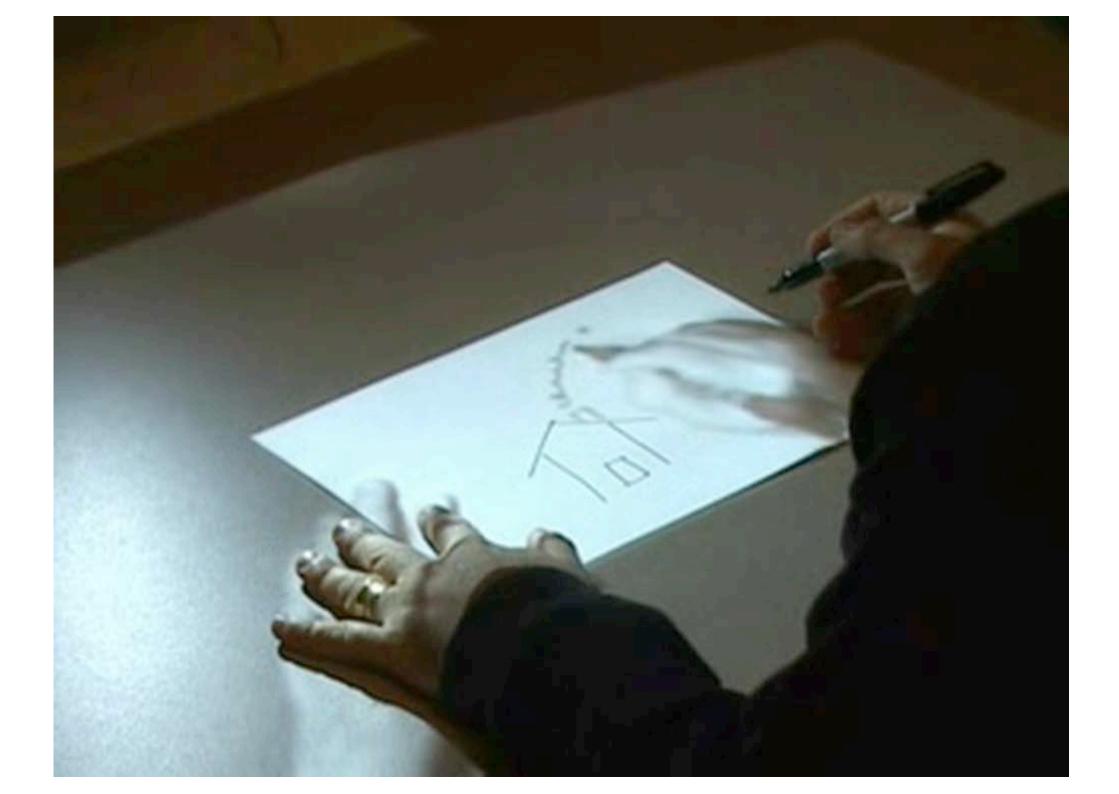


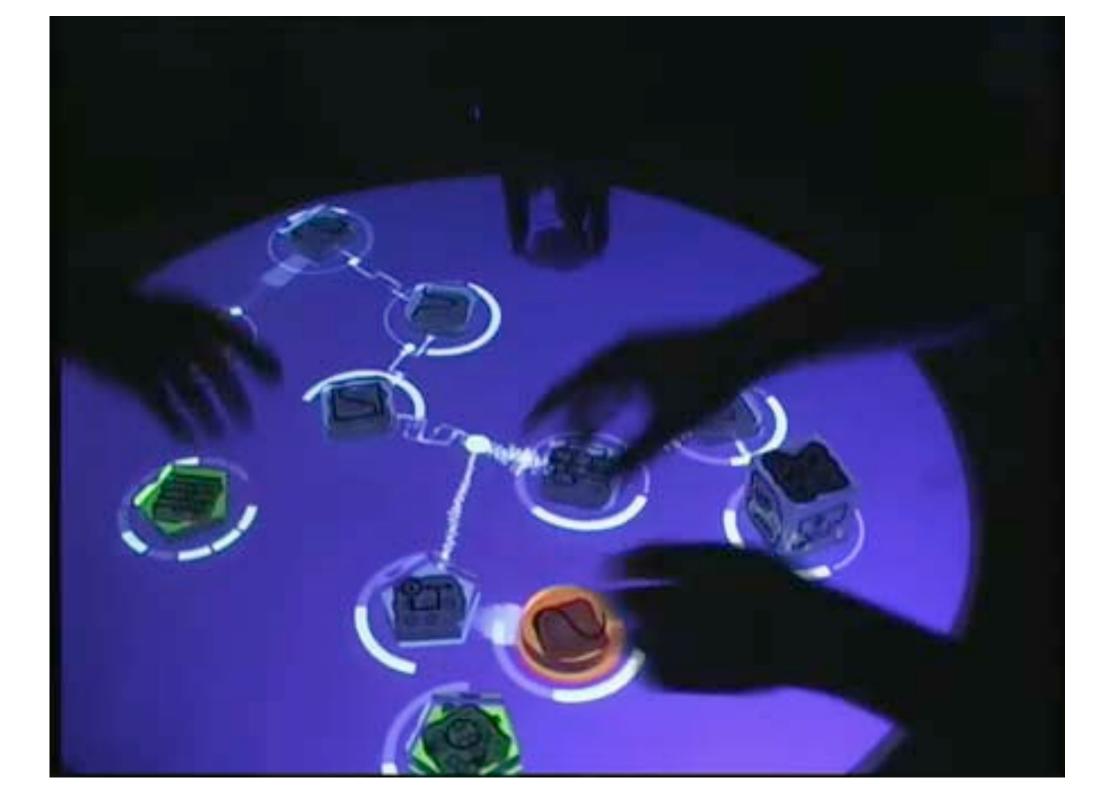












## mtg.upf.edu/reactable

Music Technology Group Universitat Pompeu Fabra

Barcelona, 2006

## Future interfaces

**Keyboard** interaction

Neural controller

Touch screens

**Motion** detection

Overlay detection

Futuristic visualisation

















## Future interfaces

**Keyboard** interaction

Neural controller

Touch screens

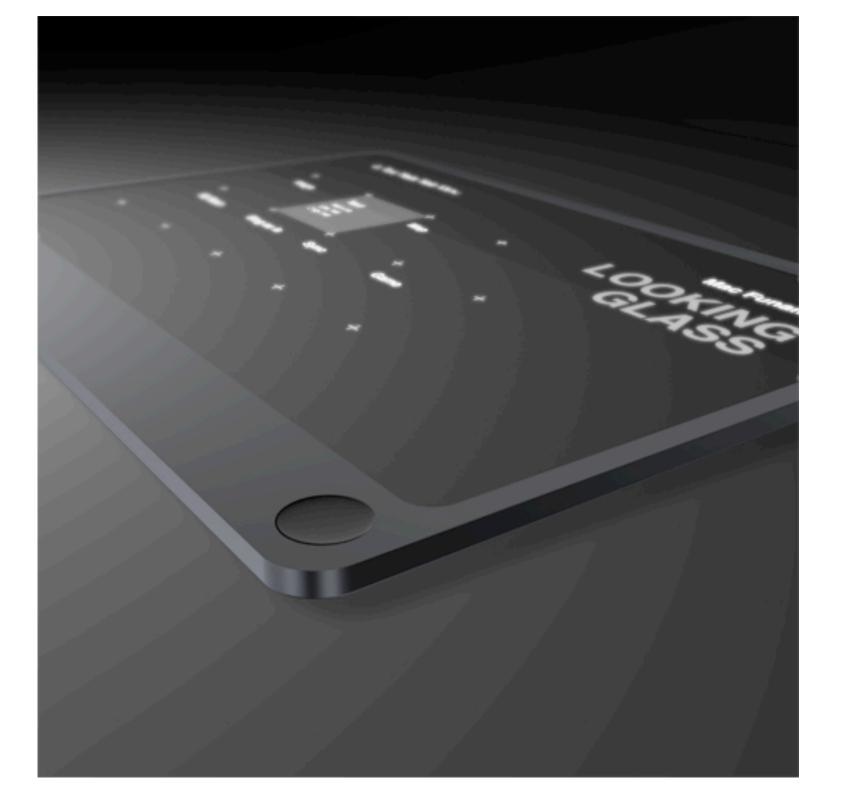
**Motion** detection

Overlay detection

Futuristic visualisation







roject, which is an or testifetions: it must be Lauren M antasy, must include a international roe Town acter named who is a held in D County. ver the al activist, have an With Va somewhere in there un ar ago, Basile worked toward n lude the line of diaon the film that earned the ano writers be logue Cinema Workshop group a ve never seen one of that is ma those. top-10 finish and a special sign readi Rous 30 teams - many screening at the Philadelphia ner", crew of them Film Festival. Cinema W fessional produclate a list tion tea shop, a campus club wh - from the for a Wal-M Philadelp. film majors get a chance region competing such i apply their skills to variou bucket, um t's just projects, welcomed a number to compete rettes, sku ee how of fresh faces this year to easure up," actors train attempt the competition for o- senscene and the first time. o to fina Their mission: squeeze about three months worth of m work at a normal pace into OUP one weekend. and the sixth most populous city in the the county seat of Philadelphia adelphia addad referred to as "the City of Brotherly I φιλαδέλφεια, [při.la. del.pre.a], Mod "brotherly love" from philos "love" and a Residents often informally call the city "F

## ae Finibus Bonorum et Malorum", written by Cicero in 45 BC

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluntatem quie voluptas sit

consequuntur pleasure, but because those who do m sequi nesciunt. pursue pleasure rationally encounter ipsum quia dolor are extremely painful. Nor again is the loves or pursues or desires to obtain p quia non labore et dolore because it is pain, but because occasic stances occur in which toil and pain can enim ad minima some great pleasure. To take a trivial exorporis us ever undertakes laborious physical ex mmodi obtain some advantage from it? But who I ehenderit qui find fault with a man who chooses to enjoy that has no annoying consequences, or or pain that produces no resultant pleasuring 99% Neque porro quiatin -

lor again is the smultaneous Trans esires to obto

quia dolor

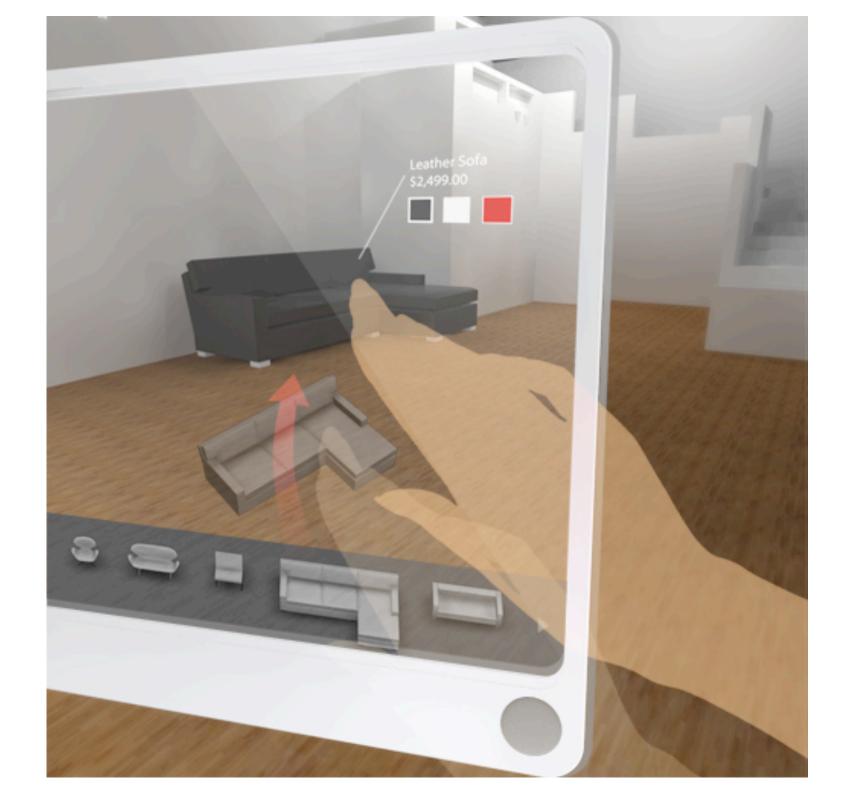
et dolore d minima

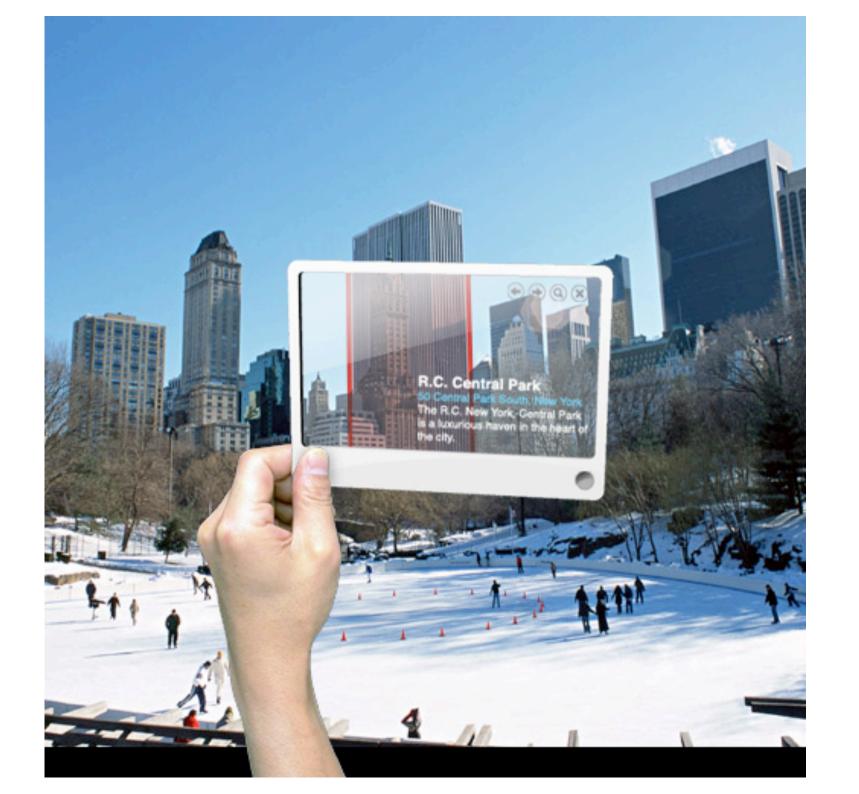
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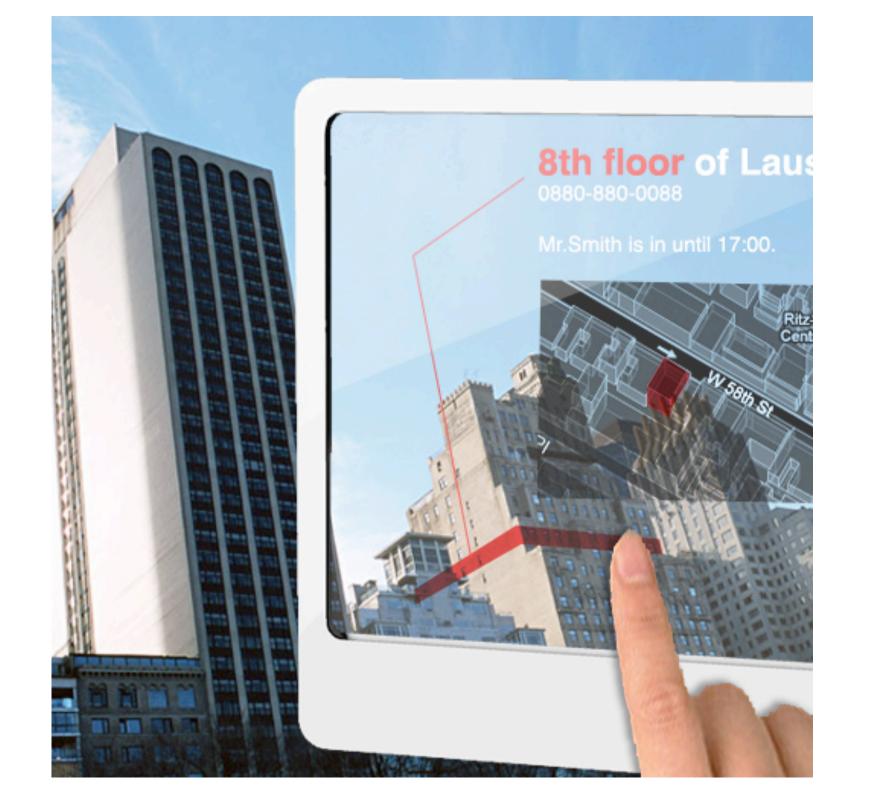
voluptas.

corporis

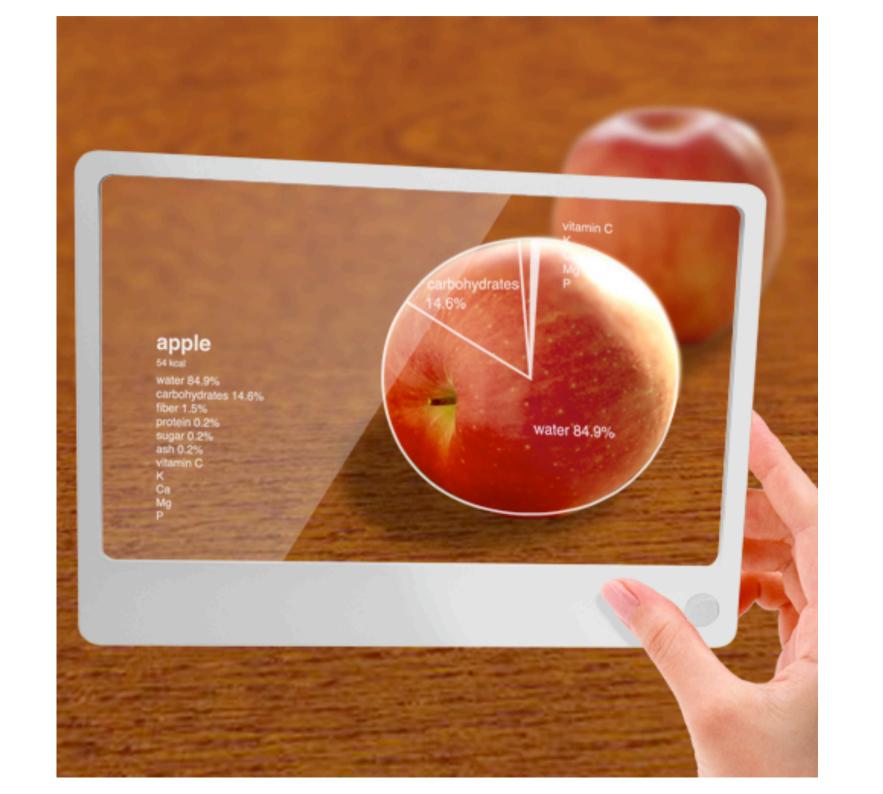
ατ aliquid ex ea commodi squatur? Quis autem vel eum iure reprehenderit qui voluptate velit esse quam nihil molestiae conse-Ir. vel illum qui doloro





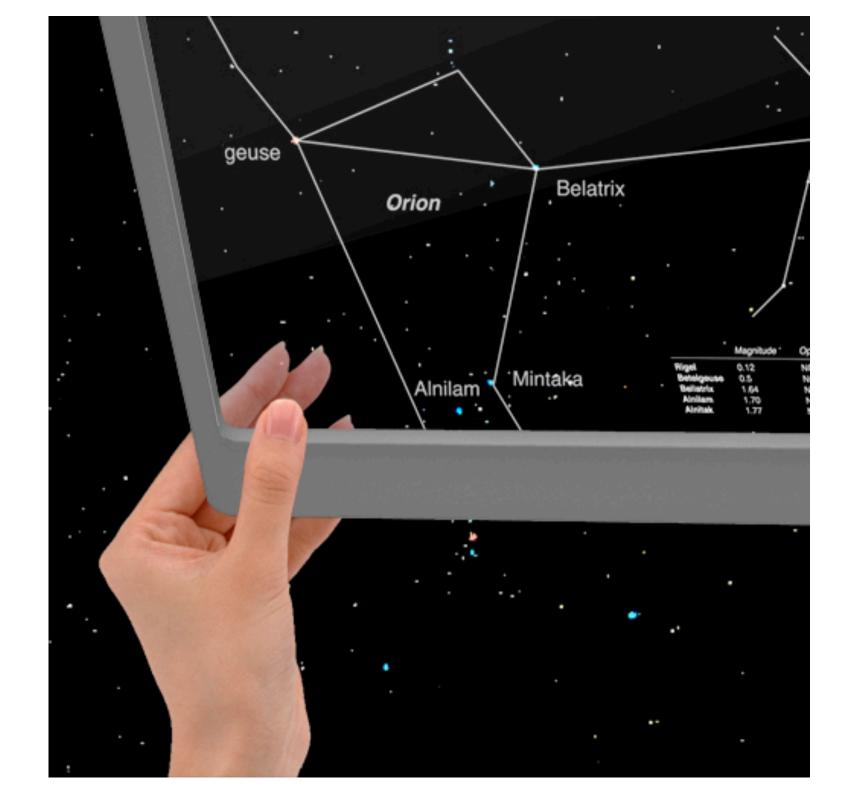




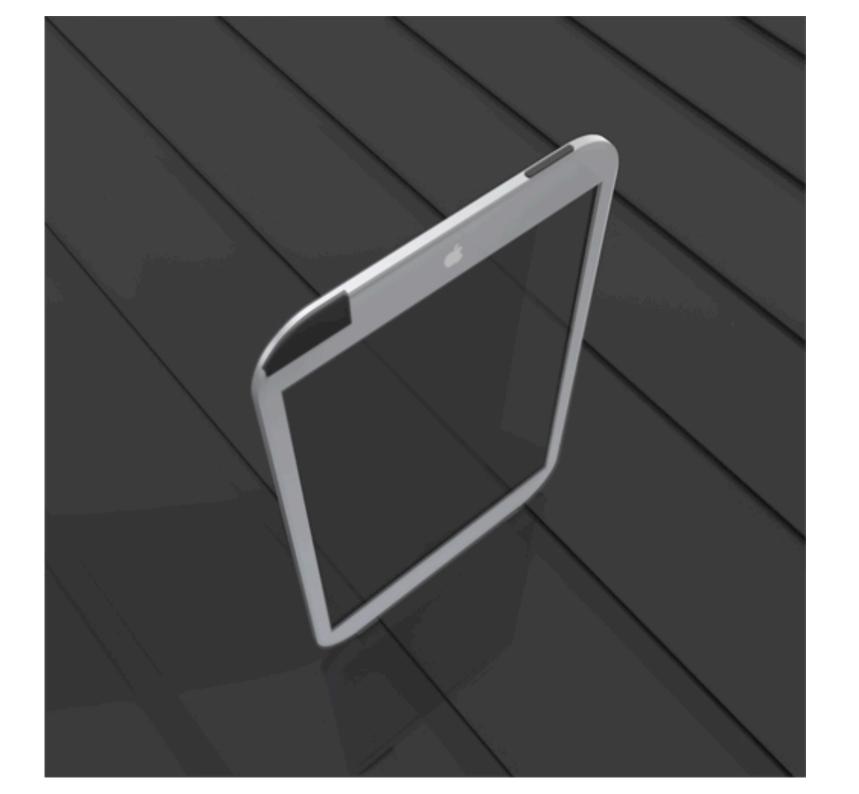






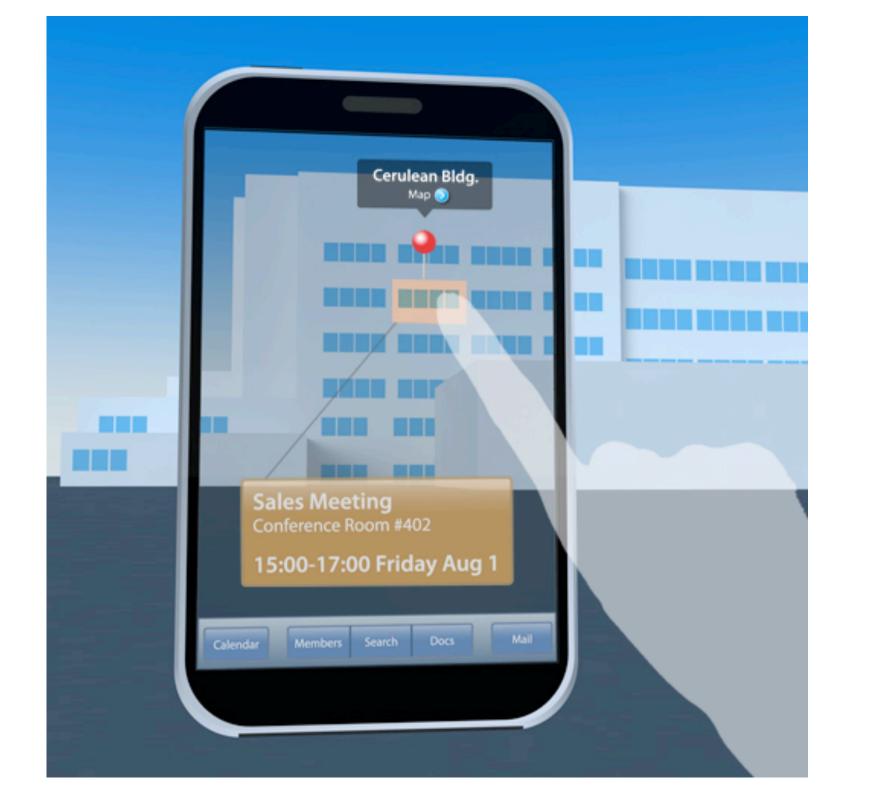


















#### Future interfaces

**Keyboard** interaction

Neural controller

Touch screens

**Motion** detection

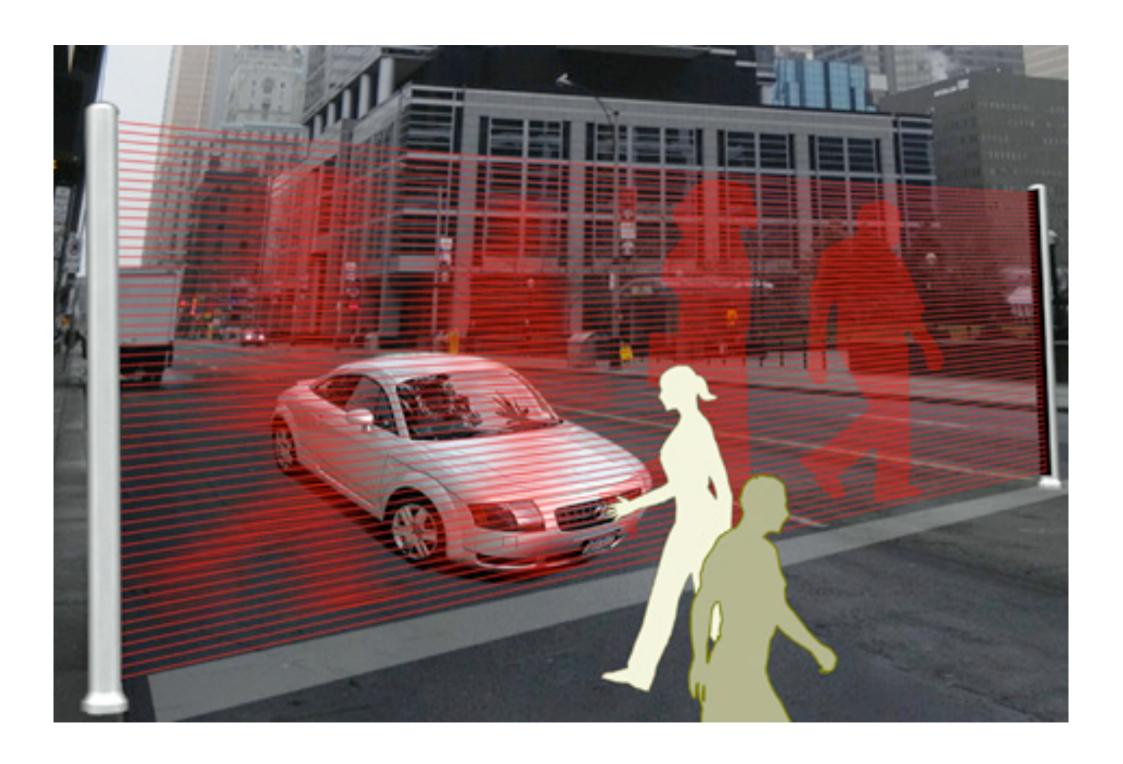
Overlay detection

Futuristic visualisation



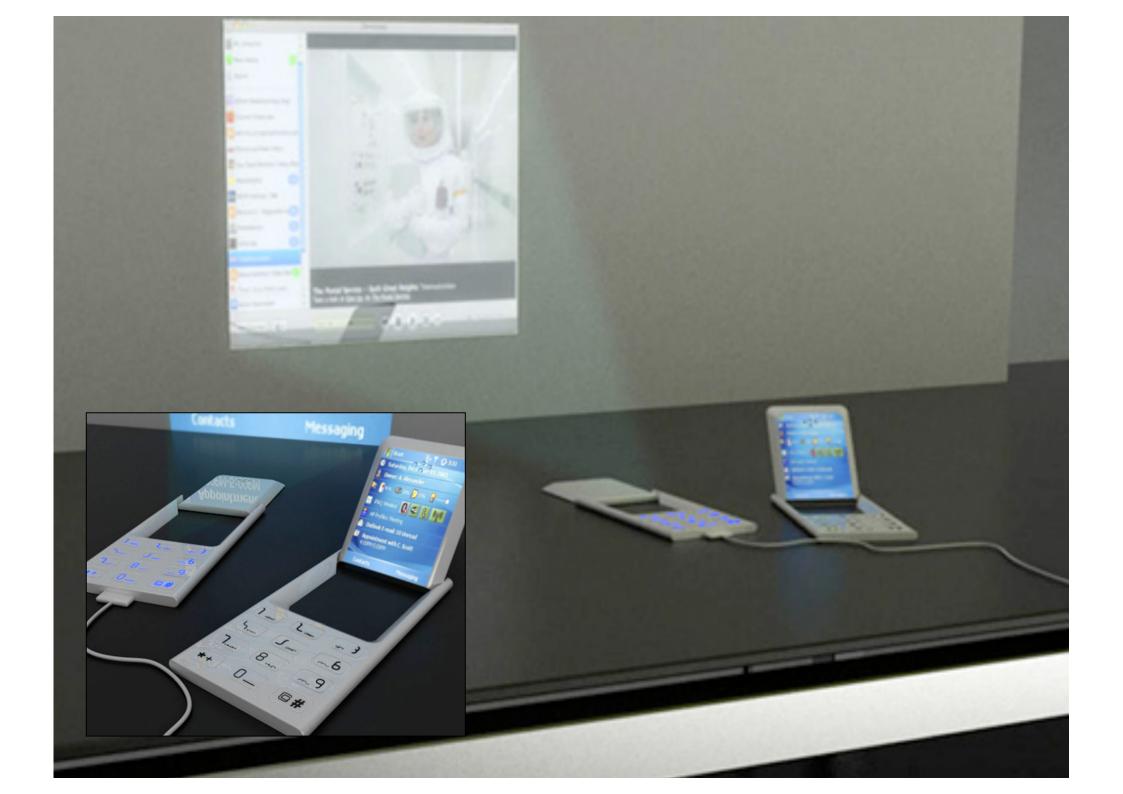




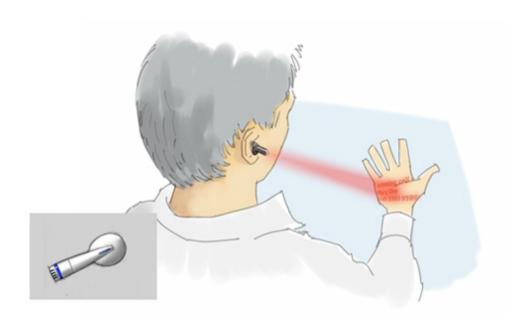














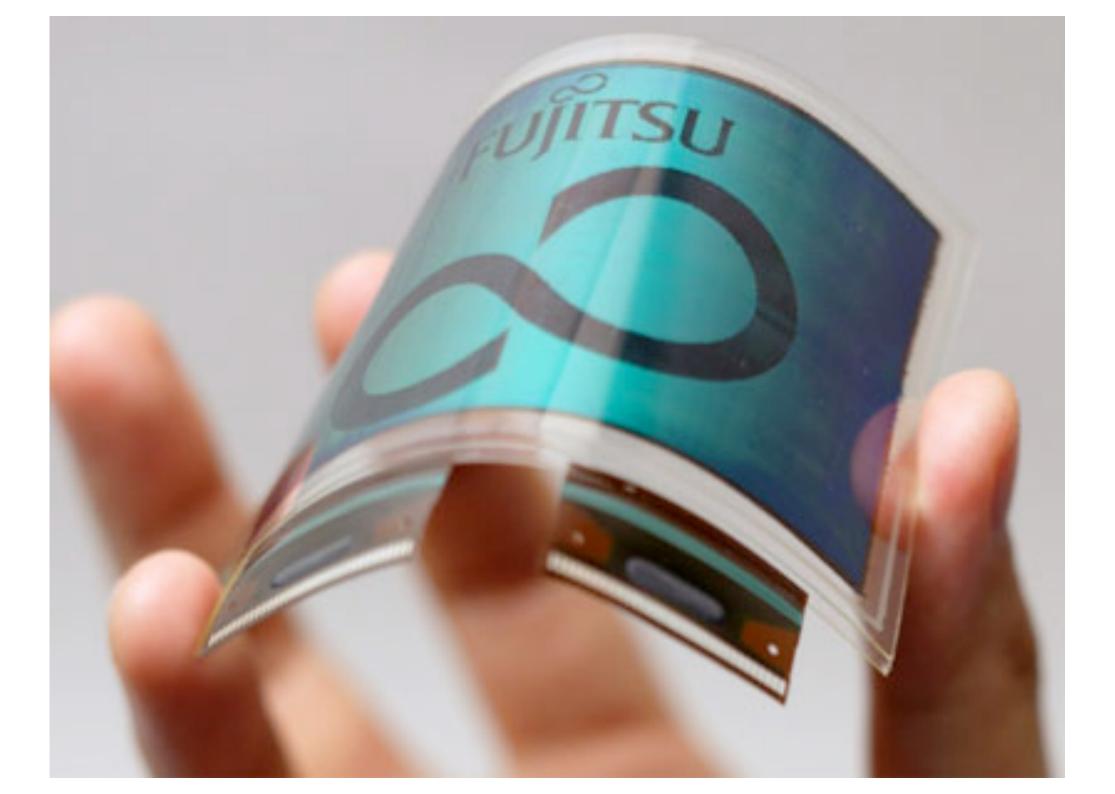








Multimedia Messaging (Visual communication)

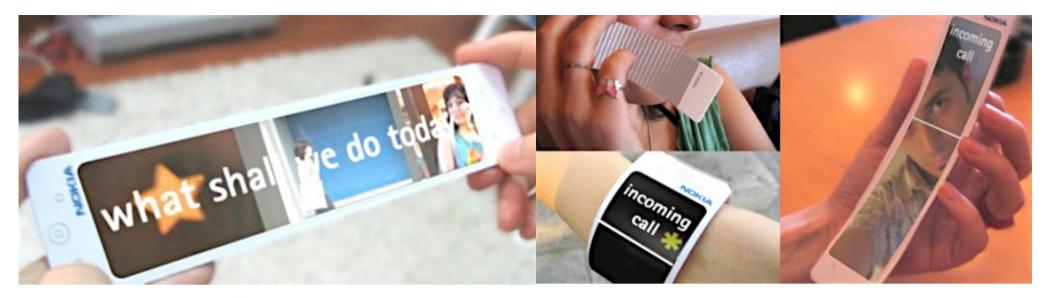




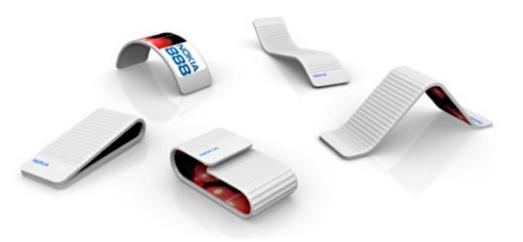




and one negative. These magnets serve as a battery, when connected, will reveal the time and other information relevant during your journey.





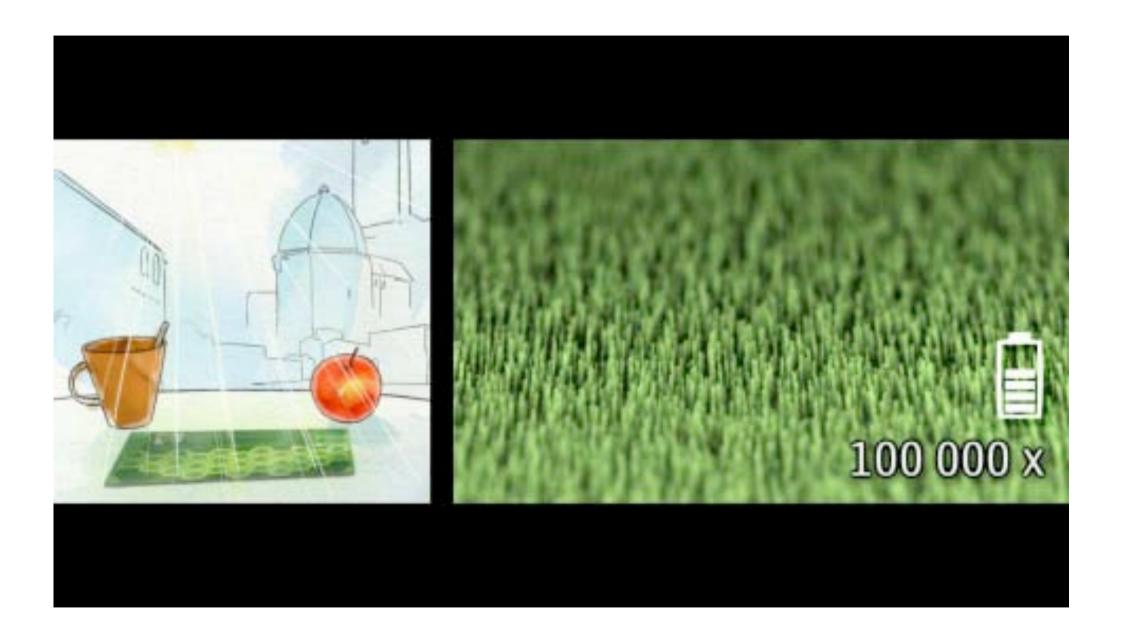
















Studentische Konzeptarbeit UX - Ivan Tihlenko





### Future motivation





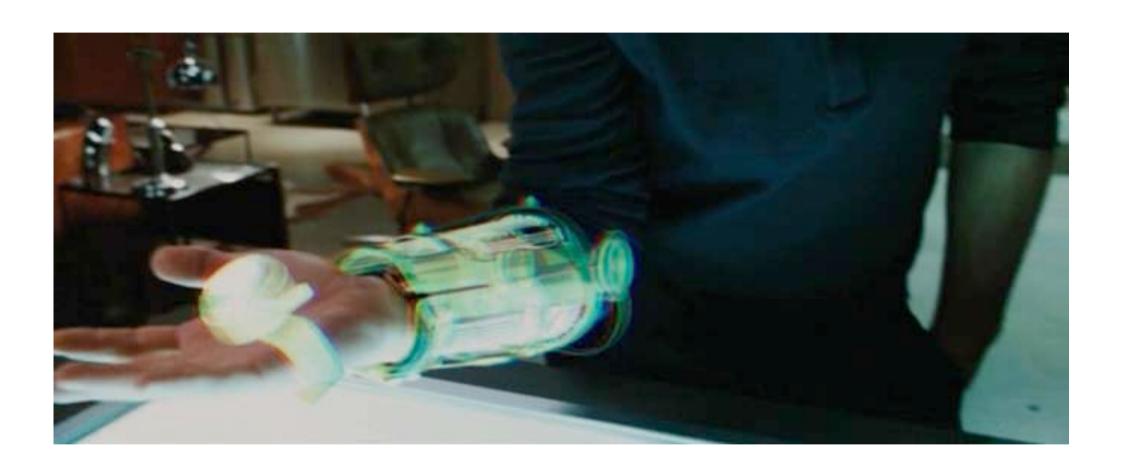
## What you should take with you ...

- Try to think more ahead
- Be open for new approaches
- Rethink commune solutions

- Invest into usability
- Support TYPO3 !!!







# Thanks

# Questions?

Have a nice time at the T3.CON.08





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