

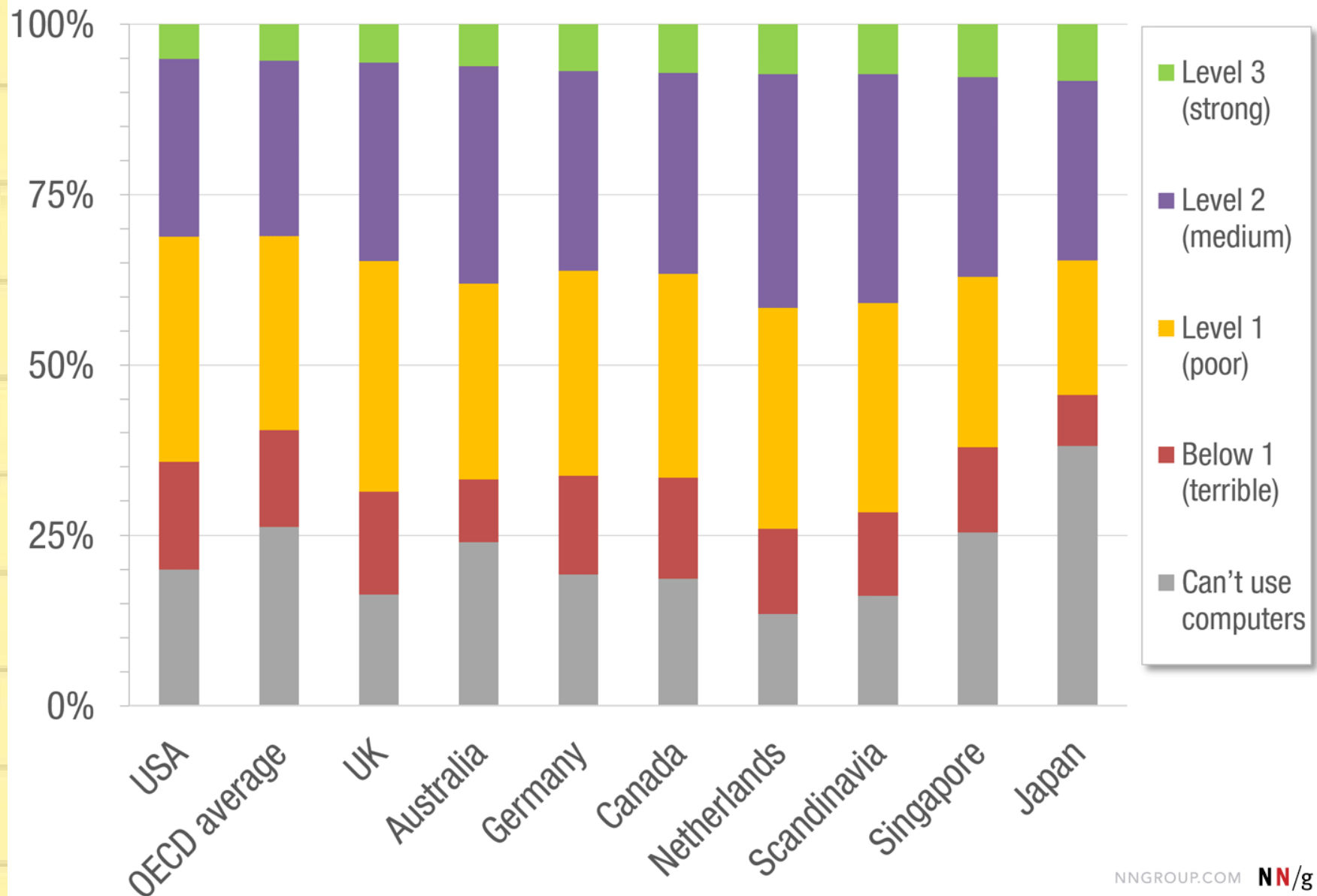
GETTING YOUR "USER EXPERIENCE" RIGHT, AND HOW TO KEEP MAKING IT BETTER

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Distribution of Computer Skills Among People Aged 16–65



NNGROUP.COM **NN/g**

<https://www.nngroup.com/articles/computer-skill-levels/>

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- Summary: Across 33 rich countries, only 5% of the population has high computer-related abilities, and only a third of people can complete medium-complexity tasks.
- 26% of adults are unable to use a computer
- 43% essentially can use email..
Read it, find specific email, delete it
- What's important is to remember that 95% of the population in the United States (93% in Northern Europe; 92% in rich Asia) not do what you do!

**IF 95% OF USERS CAN'T USE A
COMPUTER AS WELL AS YOU!**

YOU ARE NOT YOUR USERS!

UI



UX



Usability



WHAT IS UX

1. Useable
2. Utility
3. Functional Integrity
4. Persuasive
5. Visual design

5. VISUAL DESIGN

Scrolling

Content overload

Hierarchy of headings

Images

Links

Navigation

Where to find common elements

TEST YOUR CONTENT AND DESIGN

1. Use the right people
2. Write realistic tasks around content and ask testers to perform that task
3. Ask them to explain in their own words about the result of performance
4. Ask follow up questions.
5. Make site adjustments and repeat this process!

Each test with five participants will find about 85% of the usability problems
Fix these problems in a redesign and try with 5 more people.

<https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>

NOW LET'S TALK LEGAL



<https://pixabay.com/photos/courthouse-court-law-justice-legal-1223280/>

THE OBVIOUS REQUIREMENTS

- SSL Certificate
- Copyrighted content/Content attribution
- Accessibility Issues
- Return Policy
- Charitable Disclosure for NonProfits
- Can-Spam for Email Campaigns

THE BIGGER ISSUES

Privacy Policy

Terms and Conditions

Disclaimer

End user License agreement

<https://termageddon.com/>

LINKS REFERENCED IN THIS TALK

<https://www.nngroup.com/articles/computer-skill-levels/>

<https://www.nngroup.com/articles/usability-for-senior-citizens/>

<https://www.nngroup.com/videos/ux-challenges-designing-millennials/>

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<https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>

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User Experience

Design