Focus on the User

Perception, Expectations and Needs

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When the user is ignored
When the user is considered
Perception
Which way is she turning?
Correct or good enough perception?
Whodunnit?
What do we look at?

- Top left corner is the first target
- 80% of time is used in the area visible when page loads.
- Empty space around an element highlights it efficiently
- The less there is content, the better it is understood
- 500x500 pixels from top left corner is the best area for content
What users look at on web pages?

- Titles and subtitles
- Bold and underlined words
- Short paragraphs
- Lists
- Links
- Buttons

- Welcome texts
- Marketing text
- Long paragraphs
- Irrelevant images
- Banner ads
"What sport does G. Brett play and where?"
Gender differences

Men

Women
Needs
”People don’t want to buy a ¼ inch drill. They want a ¼ inch hole.”

-Theodore Levitt, Harvard Business School
User’s wants and needs

**Wants**
- Revealed by language
- Tell little about real usage
- Opinions
- Much variability
- Only things users are able to imagine coming true

**Needs**
- Revealed by actions
- Tell a lot about real usage
- Less opinions
- Little variability
What do the users want?

More!

Faster!

Easier!

Cheaper!

The same as now, but...
User’s select the easiest (perceived) path

- Who needs the gate? Not the users!
- You must think like the user. They will not start thinking like you do.
  - Unfortunately this is very difficult to do.
- If something even seems complex, it is not even attempted.
Good and bad use experience

Insert DVD → Watch Movie

- Insert DVD
- An unskippable "coming soon" screen.
- I don't see the point but oh well...
- Unskippable
- You may fast forward

Select Play

- Finally! The menu. At this point I am not sure if I want to watch the movie anymore.
- Some Blu-Ray commercial that goes on and on about how better it is than DVD.
- Unskippable
- Trailer #3 (Someone put me out of my misery)
- Ok I get it, this next trailer may scar me for life if I am under 17
- Unskippable Trailer #2
- This is ridiculous

- Some fade to black or outro that is completely unnecessary
- Ok enough already I am a legit customer, I paid for this damn DVD with my hard earned cash
- OH COME ON!!!
- FFFFFUUUUUUU!
- I already finished my popcorn bucket at this point.
- My soda is flat.
- Meh!
Example: Linnanmäki
Two levels of usability

Surface
- Controls and how they work
- Icons
- Everything visible

Functionality
- What the user is trying to accomplish?
- Understanding the users’ needs and aiming to satisfy those needs.
Example: Finnair
Expectations
Utilize existing knowledge

- Don't break user's way of working
  - If there is an established way, use it
- Consistency
  - Consistent with established conventions
  - Consistent within the site/application itself
- User's expectations come from consistent interfaces
  - Your interface is always a very small part of the user’s whole experience
  - You will have great difficulty trying to change their expectations
Example: seat belts
H-day 3.9.1967
Example: seat adjustment lever
Example: seat adjustment lever
"Assumption is the mother of all mistakes."

-Eugene Lewis Fordsworththe
Thank you!

Positive user experiences.

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