Focus on the User

Perception, Expectations and Needs

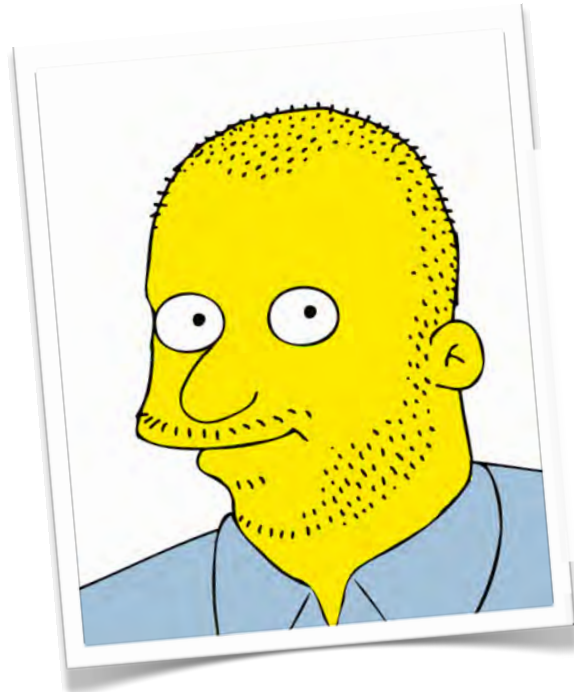**Aapo Puskala**

Usability Specialist, CEO

User Point Oy

aapo.puskala@userpoint.fi

www.userpoint.fi

Aapo Puskala

Aapo Puskala

Usability Specialist, CEO

+358 40 722 0706

aapo.puskala@userpoint.fi
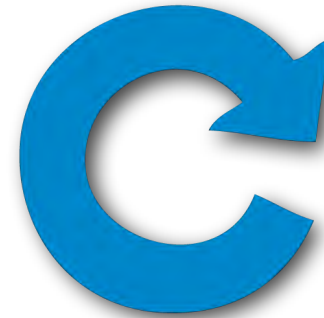
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When the user is ignored

Peruuta julkaisuoikeudet

Haluatko varmasti peruuttaa sovelluksen HeiaHeia julkaisuoikeudet?

Peruuta   Peruuta

When the user is considered

Perception

Which way is she turning?

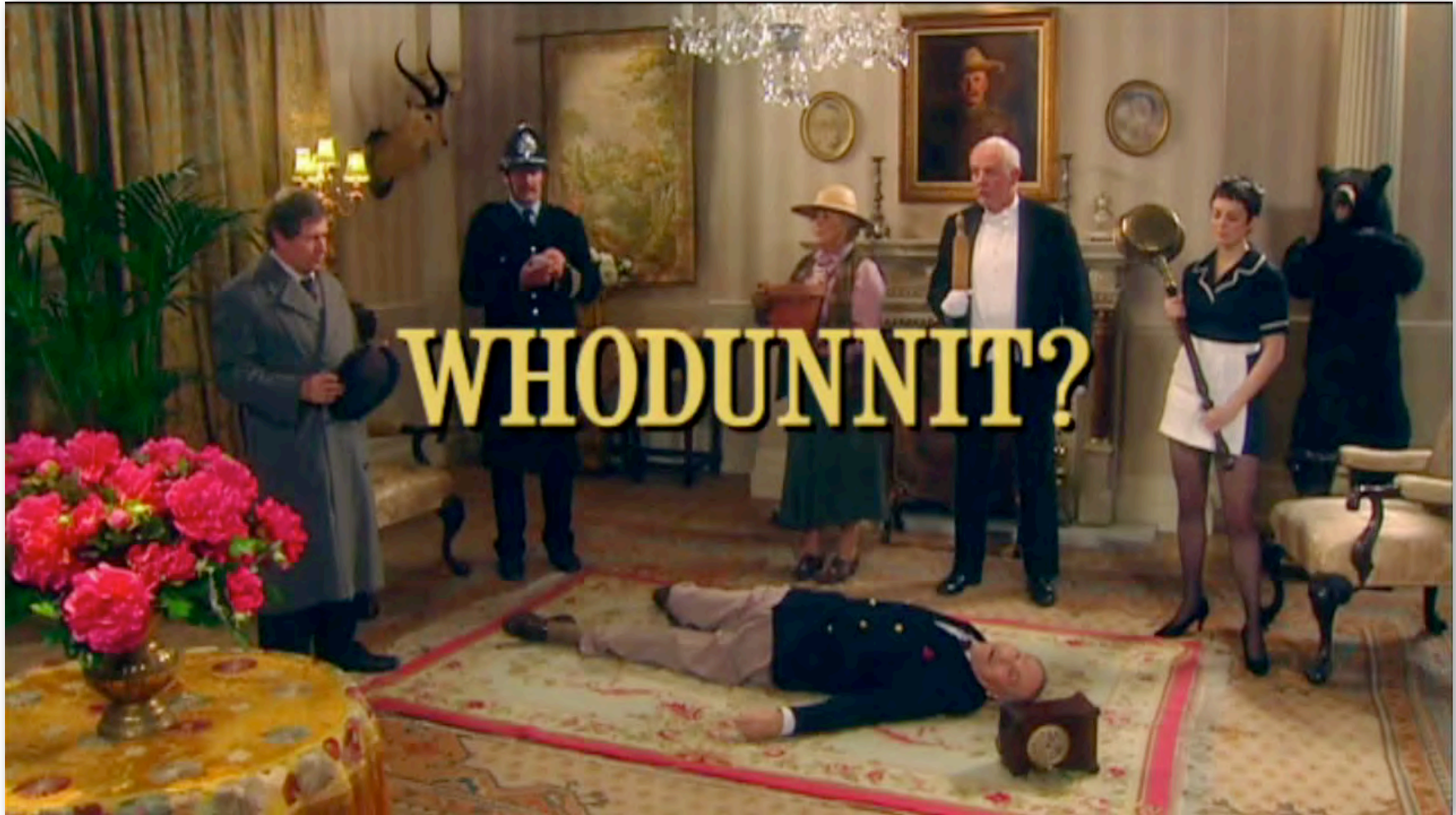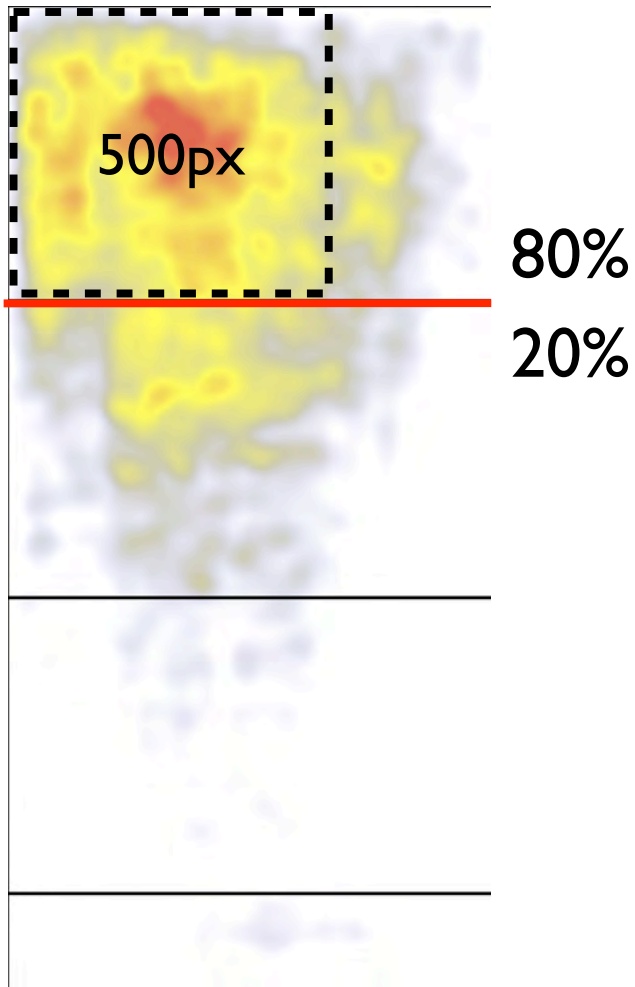# Correct or good enough perception?

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
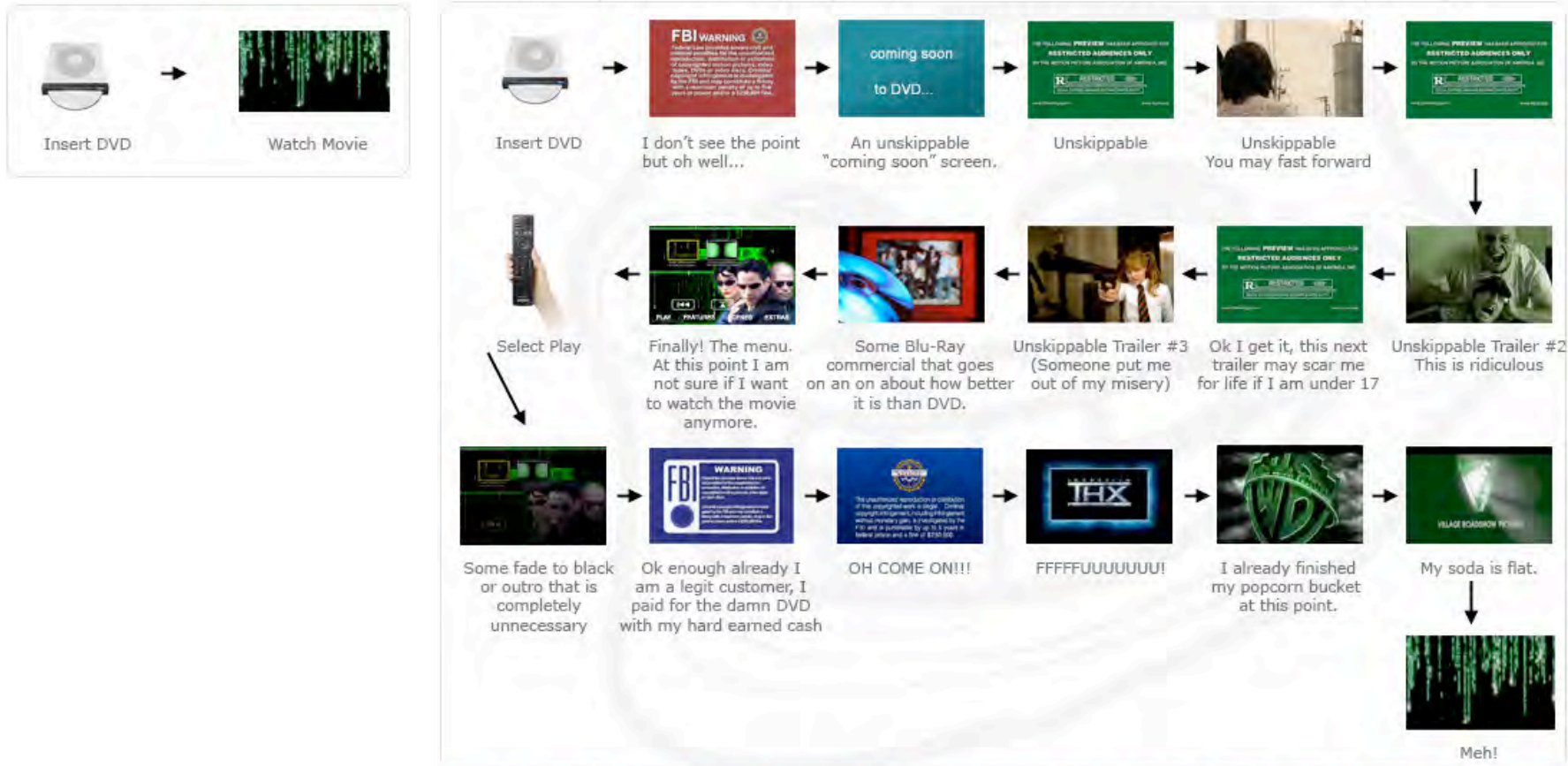- Little variability

USER POINT

What do the users want?

User's select the easiest (percieved) 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.

USER POINT

Good and bad use experience

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.

USER POINT

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 Fordsworthe

Thank you!

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Positive user experiences.

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www.userpoint.fi

USER POINT