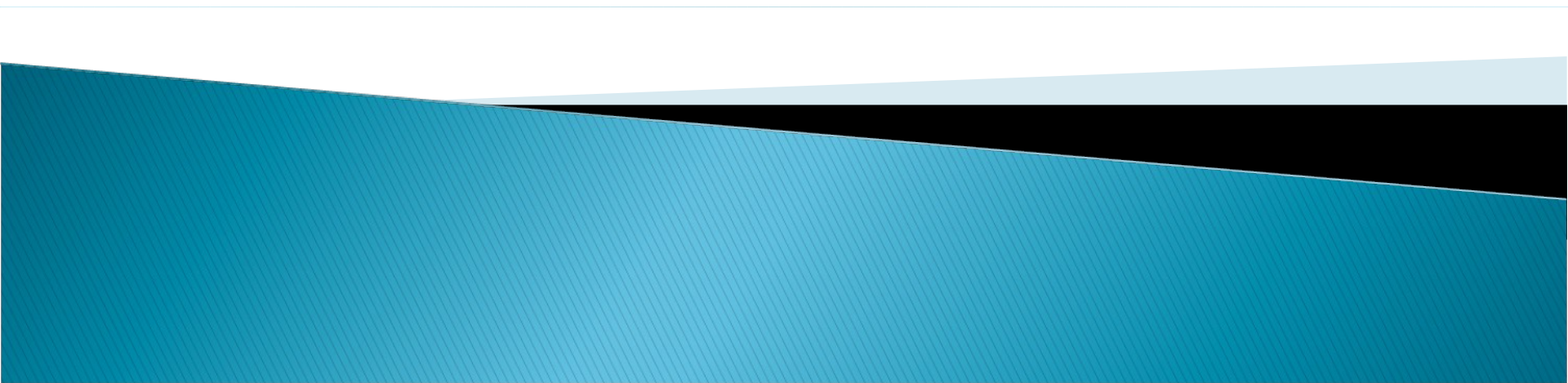


Think Usability and User Experience in Design

November 27, 2008



Is This Usable?



The Philippines' No.1 Fastfood Chain

STORE LOCATOR **FIND**

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Ilang taon na rin
Napamahal sa 'nyo
Langhap-sarap
ay kinagat,
Sinapuso...

Paghanga'y natamo
Salamat sa inyo!
Pangakong totoo
Mas mahalín kayo

Saan man magtungo
Mahal pa rin kayo.
Kailan man, kahit saan

New Products 

Promos 

Kids Meal 

New TV Ads 

Buzz Room 

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First: Basic Usability Design

1



What Are Your User's Tasks?



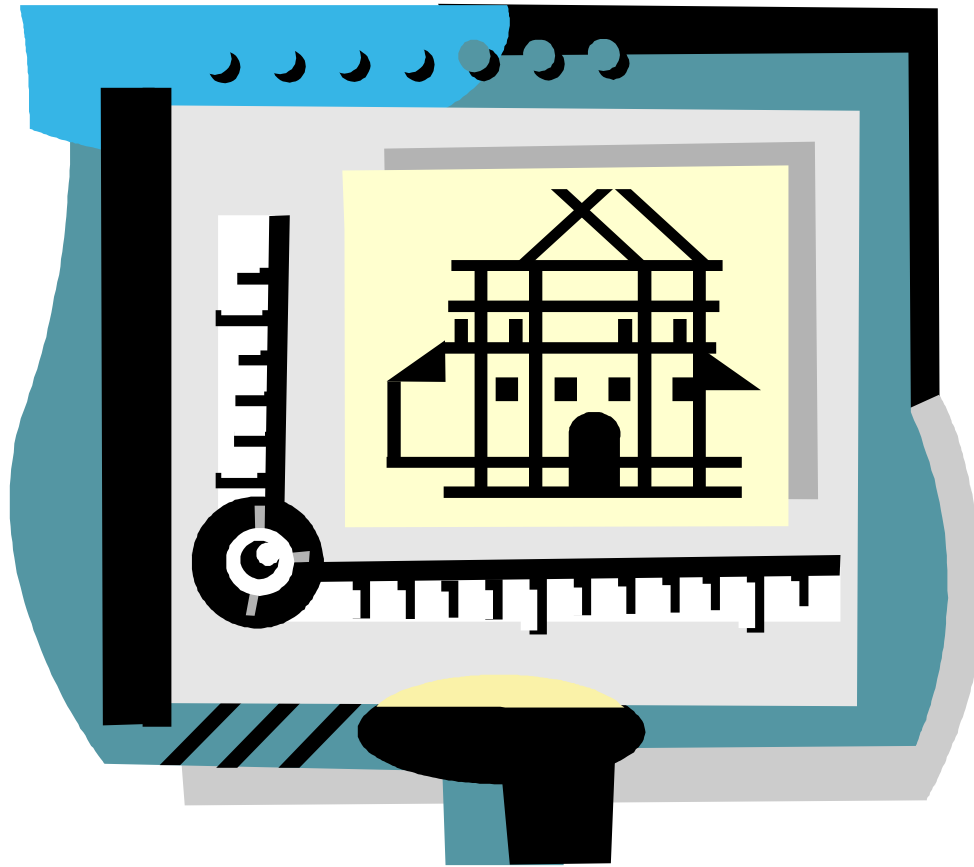
What Are Your User Personas?



What Are the Use Scenarios?



Wireframe Features



Wireframe Example

music store

[Home](#)→[Music](#)→[Genre](#)→ Artist

[Log out](#) [Your Cart](#) [Your account](#)

1 Search ☐

Go

2 Related Artists

[Artist 1](#)
[Artist 2](#)

Popular Tracks

Track 1[Listen](#)
Track 2[Listen](#)

3 ARTIST NAME

This is a description about the artist. This will talk about their bio and short listing of their discography

Album Art

Choose an album:

Album Title 1
Album Title 2
Album Title 3

☒ CD
☐ Tape
☐ LP

Price: \$16.99

Add to Cart

☒ send me updates on this artist

1 For Q1 release, music search only

2 Related artists determined by user purchasing data mining

3 Album art to be approved by legal

Parallel Design



2

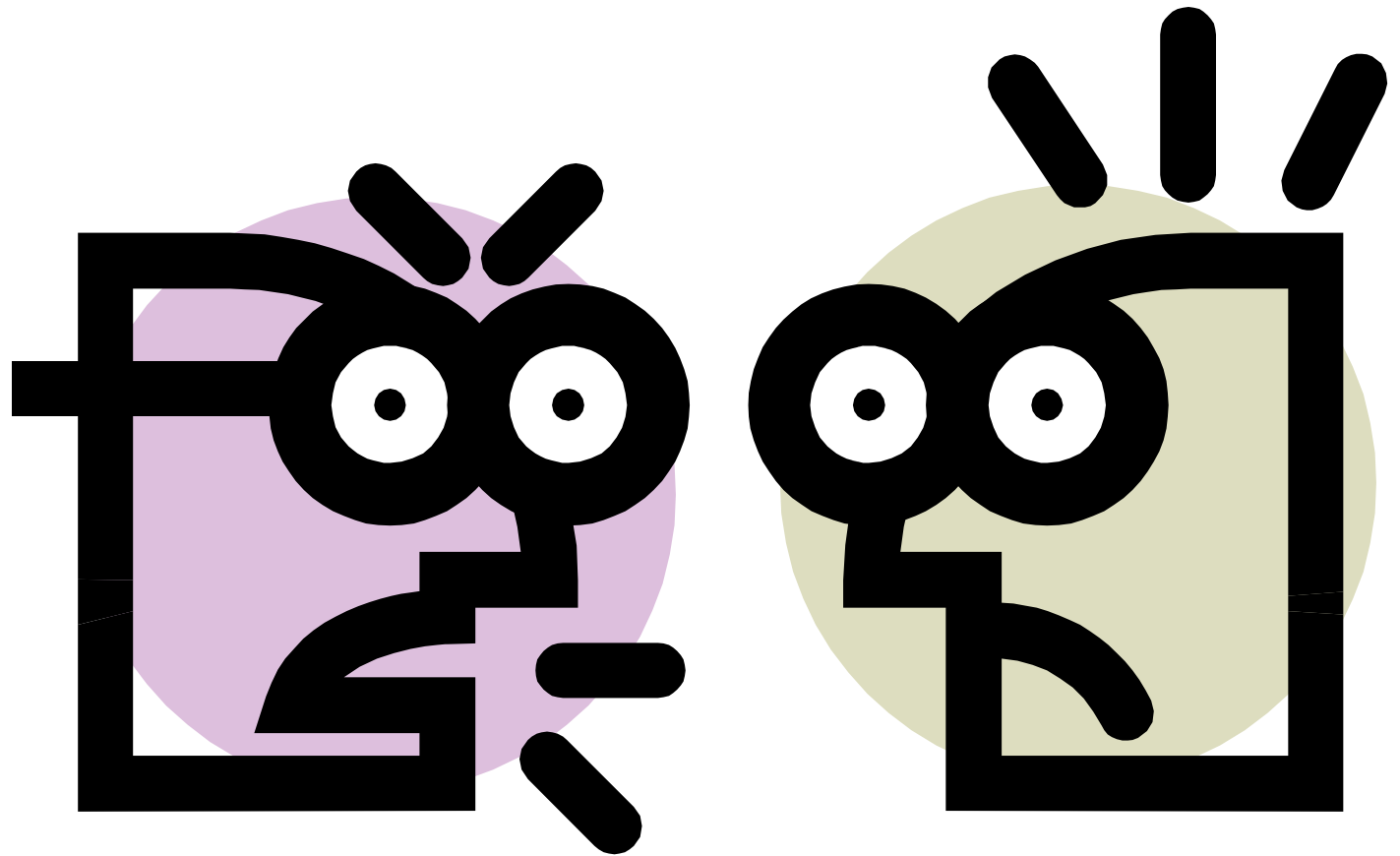
Give Value To Users



Sometimes, Users Don't Know



But They Know What They Hate!



Positive Surprise



Trick: Relative Perception of Value



Under Promise, Over Deliver!



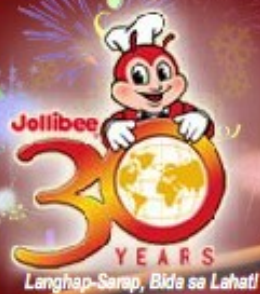
Formula for Usability?



- ▶ Efficiency (TIME)
- ▶ Effectiveness (Errors/Completion)
- ▶ Satisfaction (Feedback)

Relative Value and Benchmarking





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New Products



Promos



Kids Meal



New TV Ads



Buzz Room

NEW





WED 2:30 PM

ESPAÑOL

ORDER

MENU

COUPONS

LOCATIONS

CORPORATE INFO? DOMINOSBIZ.COM

PIZZA+ KARMA COMBO

ADD A FEW DOLLARS
TO YOUR ORDER AND
HELP THE KIDS OF ST. JUDE.



SEE HOW ST. JUDE HELPS ►

ORDER ONLINE NOW

YOU GOT
30
MINUTES™

ORDER ONLINE NOW

FIND A STORE

PIZZA TRACKER

Enter your order's phone number*

*Only available at participating locations

☐ I agree to only track my own orders and to the [Terms & Conditions](#).

TIME SAVING TECHNOLOGY

THESE PROMOS HAVE BEEN SPECIALLY ENGINEERED FOR EASY ACCESS



TRACK YOUR PIZZA

Track your order in real time with the Domino's Pizza Tracker.

Track Now ►



HOT EMAIL OFFERS

Get Domino's coupons and news delivered right to your inbox.

Sign Up ►



GIFT CARDS

Domino's offers a gift card for any occasion! Pick one up today!

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LEGAL STUFF ►

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DOMINO'S // YOU GOT 30 MINUTES



Think User Tasks



Give Relative Value



Time, Completion,
Feedback/Surveys

Resources

- ▶ [Usability.gov](https://usability.gov)
- ▶ [Jozzua.com](https://jozzua.com)

**“What users want is
convenience and results.”
– Jef Raskin**

