Usability expert review

Below you will find a list of the factors that need to be taken into account while carrying out usability evaluations.

Evaluating factors

Visibility of system status

The transparency between a system's back-workings with regards to the user's input (e.g. loading bars, breadcrumbs, number of search results, etc.).

Match between system and the real world

The degree to which the system is acting upon users' expectations. This can be old conventions, current best practices, etc.

User control and freedom

The degree of flexibility the platform offers with regards to a user's goal and performing tasks.

Consistency and standards

The replicable, homogenous experience users get throughout the task that is being undertaken. This can range from the layout and design mood-board to icons & components and tone & voice.

Errors (recognising and recovering)

The degree to which the platform offers users an easy explanation so they understand where they have gone wrong in their behaviour, along with visual or contextual cues that help them in recovering from errors.

Flexibility and efficiency of use

The degree of flexibility the platform can sustain, allowing users to take multiple, efficient paths to achieve the same goal.

Aesthetic and minimalist design

The degree to which the platform is able to achieve the user's goal with the least amount of visual distractions and unhelpful content.

Language translations

The degree to which the platform performs just as well in other languages other than the intended one.

Bugs

See reporting bugs template for further examples on how we document bugs (<u>Usability bug report</u>)

Critical questions

Once all factors are taken out from the equation and the service is fully assessed, the following questions should be asked:

- is it an engaging and enjoyable experience for the users?
- is this update/iteration more efficient to use? (against benchmark)
- how does the usability of this product compare to that of our peers?
- what are the most significant usability problems that can be treated easiest/quickest? (based on a Kano model)
- are improvements being made from one design iteration to the next?