Usability

• ISO definition:
  “The effectiveness, efficiency, and satisfaction with which users can achieve specified goals in particular environments”

Usability over time

• (Graph on page 16 of Jordan)

Measuring usability

• Behavioral design targets (Gould et al.)
• The relative importance of effectiveness, efficiency, and satisfaction varies with the product

Measures of effectiveness:

– Task completion
– Quality of output

Measures of efficiency:

• Deviations from the critical path
• Error rate
  – Slips [sic] and mistakes
  – Severity of errors
• Time on task
• Mental workload (capacity limitations)
  – Subjective
  – Objective

Measures of satisfaction

• Qualitative
  – Interviews
• Quantitative
  – Rating scales
• By definition, satisfaction is a subjective measure