UI Concerns

- Functionality
  - What is necessary?
    - Pareto Principle (80/20 “rule”): “20% of the X does 80% of the Y”
    - Too little vs. too much
- Reliability
  - Does it do what it’s supposed to do?
  - Unreliability → user becomes unconfident, modifies behavior
UI Concerns

- Availability
  - How often is it up?
- Privacy and security
  - Who else sees this?
  - How safe is it?
- Standardization
  - “Standards are wonderful. That’s why there are so many of them.”
- Integration

(Phishing Site)

This is a reminder that your Citibank Card needs to be verified. In order to receive uninterrupted service, please verify your information immediately. To verify your card, please click the link below, log in and follow the provided steps:


NOTE: PIN not required.

Regards,

CitiCards Customer Service

UI Concerns

- Consistency
  - {Intra/inter} {application/OS}
- Portability
  - Of programs
  - Of programmers
- On schedule
- Within budget
UI Concerns

- Aesthetics

UI Concerns

- Usability

Feiner, COMS W4170, Fall 2018
Quantifiable Usability Measures

- Time to learn
- Time to use

Errors
- How many?
- What kind?
  - Goal: *Italic vs. roman*
  - Result: *Italic vs. roman* *Italic vs. roman*
  - Cause(?): *Italic vs. roman* *Italic vs. roman...*
- How important?

- Skill retention
  - For how long?
  - Frequent vs. casual user
    - “-” vs. “—” vs. “—”
- User impressions
  - Does user like the system?
  - User’s subjective impressions of objective measures
Other Quantifiable Human Factors

- Behavioral measures
  - Facial expressions
  - Vocalizations
  - Posture
  - Gaze
- Physiological measures
  - Temperature
  - Pulse
  - Respiration
  - Skin conductance
  - Tremor
  - BCI
- Can be used to evaluate systems by inferring user’s internal state
  - Measures of “presence” in virtual environments

Why are good UIs important?

- “Chess is like life.”
  — Boris Spassky
- “Chess is life.”
  — Bobby Fischer