

Optimizing the usability of user-interfaces

Presentation of PinkPuffin's services

PinkPuffin provides the analysis and testing to secure optimal usability during the development of your web system and its user-interface, assessing all web-based tools and software.

Optimizing usability increases the number of visits, transactions and sales and decreases the cost of errors and user support. A positive by-product of optimizing usability is increased customer loyalty and a greatly improved perception of your brand.

Optimal usability is the right combination of utility and user-friendliness.

Utility

- ◇ User's needs and goals are fulfilled
- ◇ User's cultural values are considered

User friendliness

- ◇ Easy to use
- ◇ Easy to remember

Various solutions are employed to achieve optimal usability and these can be performed independently of one another. The purpose is to involve end-users in the development of a system. In this way the end-users' requirements and needs are considered and a logical and user-friendly interface emerges.

♥ Expert assessment

The usability of a system is assessed based on specific usability criteria and information about user-groups, as well as previous experience with providing optimal user-interface.

Result

- ◇ An analysis of your system with suggestions that will improve your user-interface, transactions and product.

♠ Usability testing

The user-interface is tested on members of a user-group in order to analyze the overall quality of the system. This provides an in-depth evaluation of the user group's opinion of the interface and reveals its level of usability. The expectations of the user-group and suggestions for further development are also evaluated.

Result

- ◇ An in-depth analysis of the quality of the system and realistic suggestions for improvement.

◆ Requirement analysis

A user-group and its particular requirements are analyzed before the system and its interface are designed and developed. The benefit is a system designed to suit this user-group's requirements, needs and expectations.

Result

- ◆ A description of the user group's requirements, needs and expectations in the form a written report and personas.

♣ Requirement specification

Prototypes of the system are created and tested on members of a user-group to discover and visualize the user-group's requirements, as well as design functionality and user-interfaces that fulfill the user-group's expectations and are user-friendly. This process is iterative and the prototypes are continuously improved and tested until usability is optimized.

Result

- ◆ Detailed requirement specification visualized in prototypes ready for production.

About PinkPuffin

PinkPuffin is headed by Rósa Guðjónsdóttir and is part of a multi-disciplined team of product and process-independent consultants. With a Masters in Applied Social Anthropology, Rosa contributes her extensive international experience in user-centered design for both visual and vocal interfaces, working for clients like Department for Constitutional Affairs in the UK, ICA Handlarnas AB and Africa Online. With PinkPuffin you have a team of experts to analyze, test and assess your user-interfaces to optimize the productivity of your system.

Want to find out more? Contact PinkPuffin:

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