

alysis



*User
Experience*

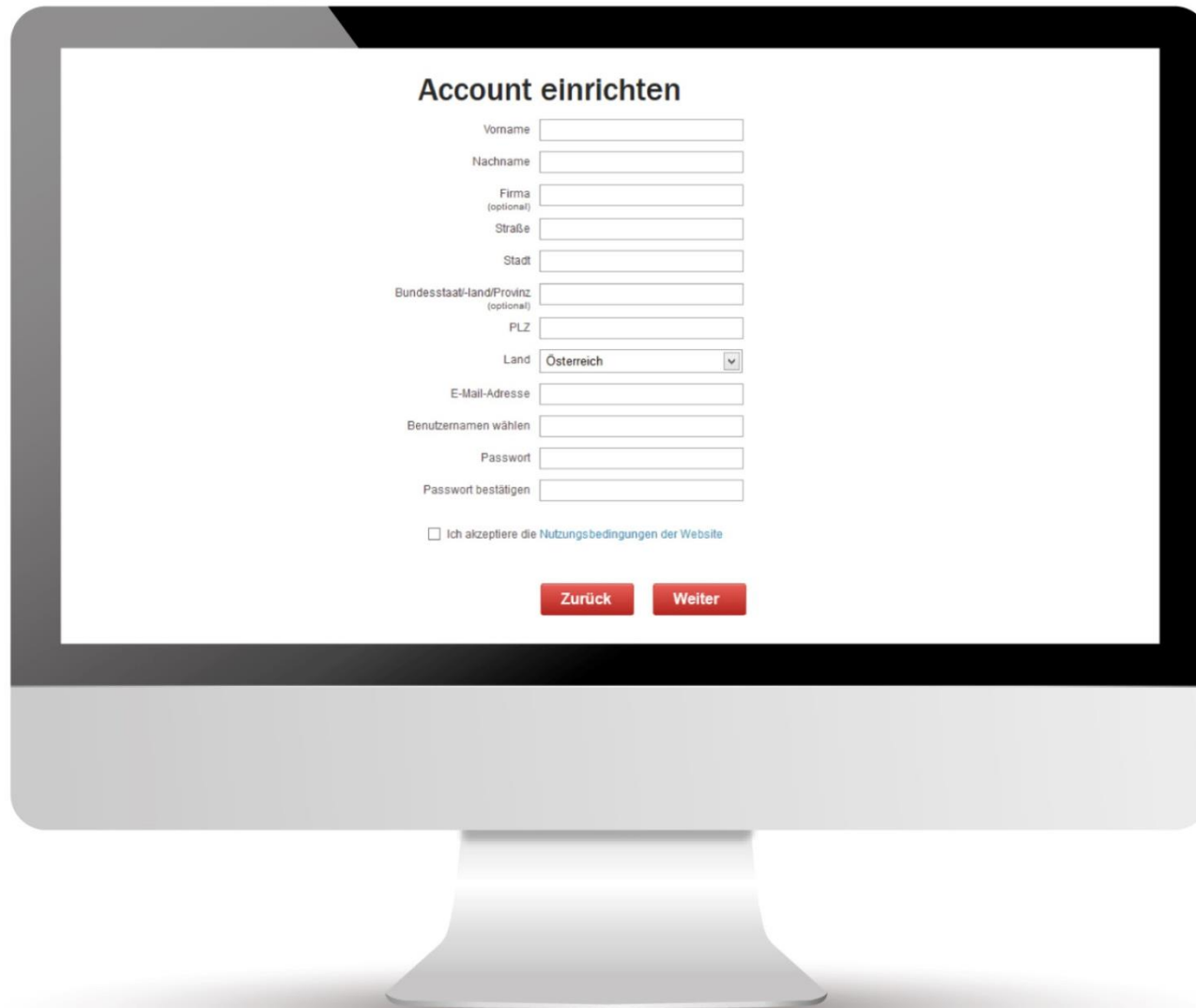
Zufriedene Kunden durch gute Usability

Zur Person

DI(FH) Sandra Murth

- **Alysis** - Geschäftsführung
- **Uxpro Austria** - Vorstand

Was passiert wenn...



The image shows a computer monitor displaying a registration form. The form is titled "Account einrichten" and contains several input fields for user information. At the bottom of the form, there are two red buttons labeled "Zurück" and "Weiter".

Account einrichten

Vorname

Nachname

Firma (optional)

Straße

Stadt

Bundesstaat/-land/Provinz (optional)

PLZ

Land

E-Mail-Adresse

Benutzernamen wählen

Passwort

Passwort bestätigen

Ich akzeptiere die Nutzungsbedingungen der Website

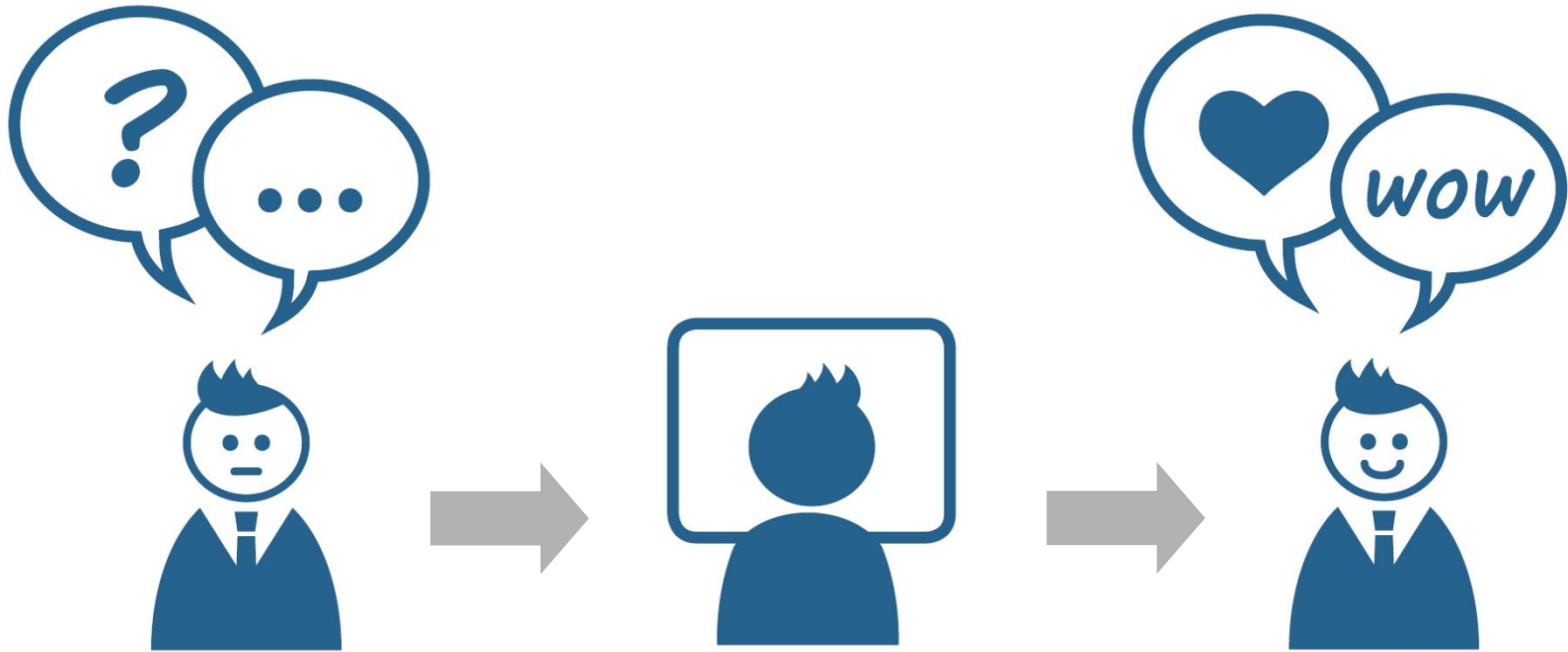
Zurück **Weiter**

A woman with long blonde hair, wearing a grey long-sleeved shirt, is sitting at a desk looking at a computer monitor. She has a confused expression and is holding her hands to her head. The background is a bright, out-of-focus office setting. There are two speech bubbles: one containing "#?" and another containing "wuah... wuah".

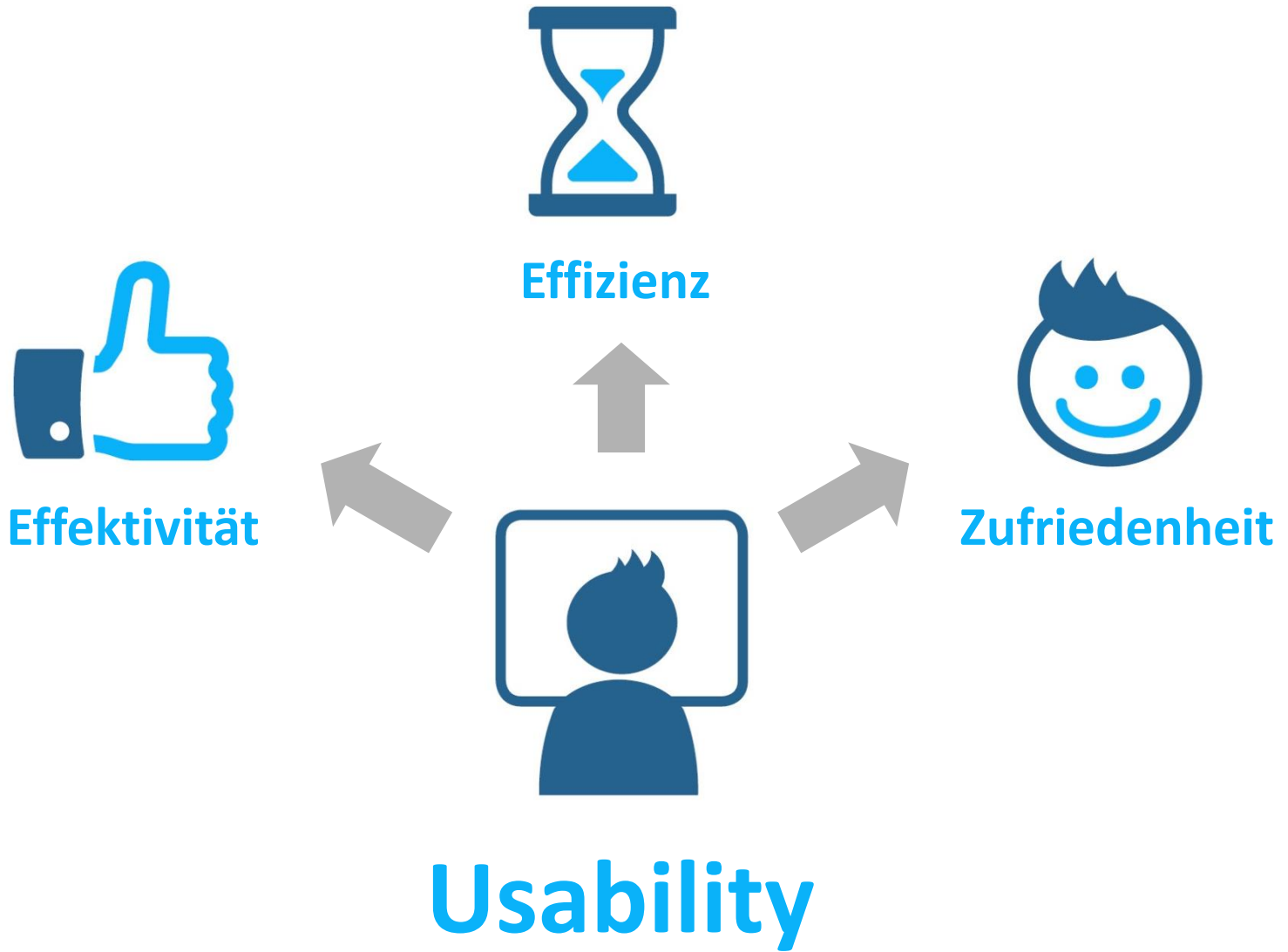
#?

wuah...
wuah

User Experience



Usability





*3 Goldene
Regeln*

Usability

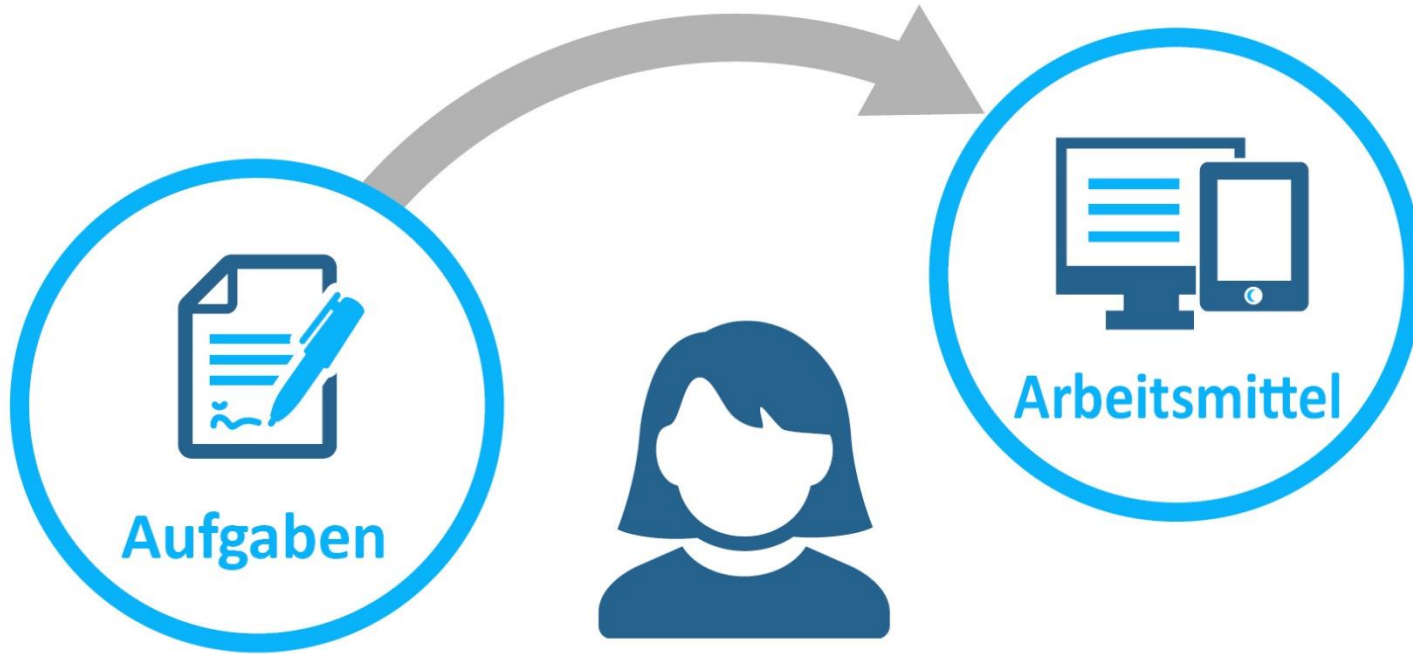
alysis

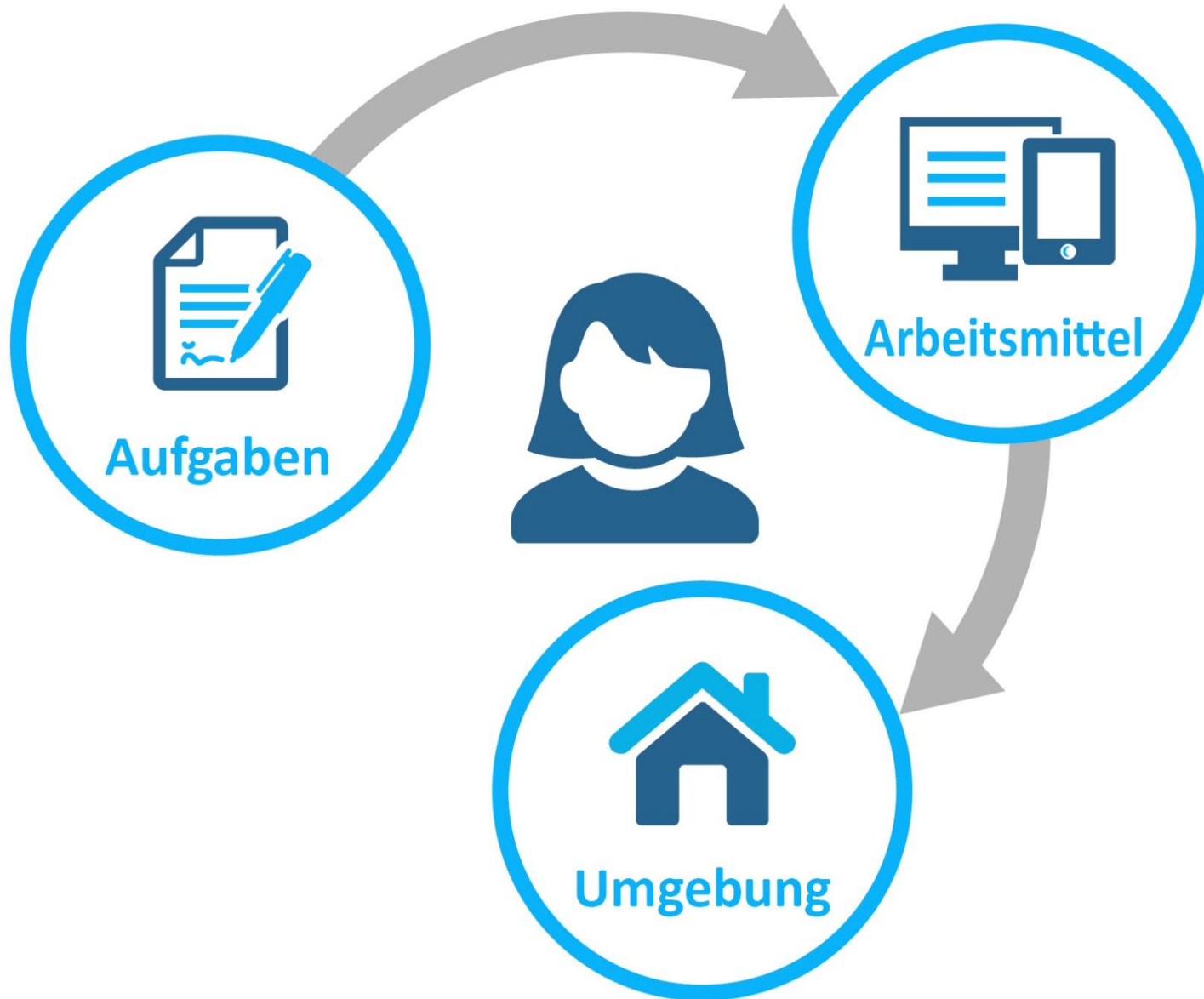
*Kenne deine
Nutzer*

1.











*Beachte
Designprinzipien*

2.



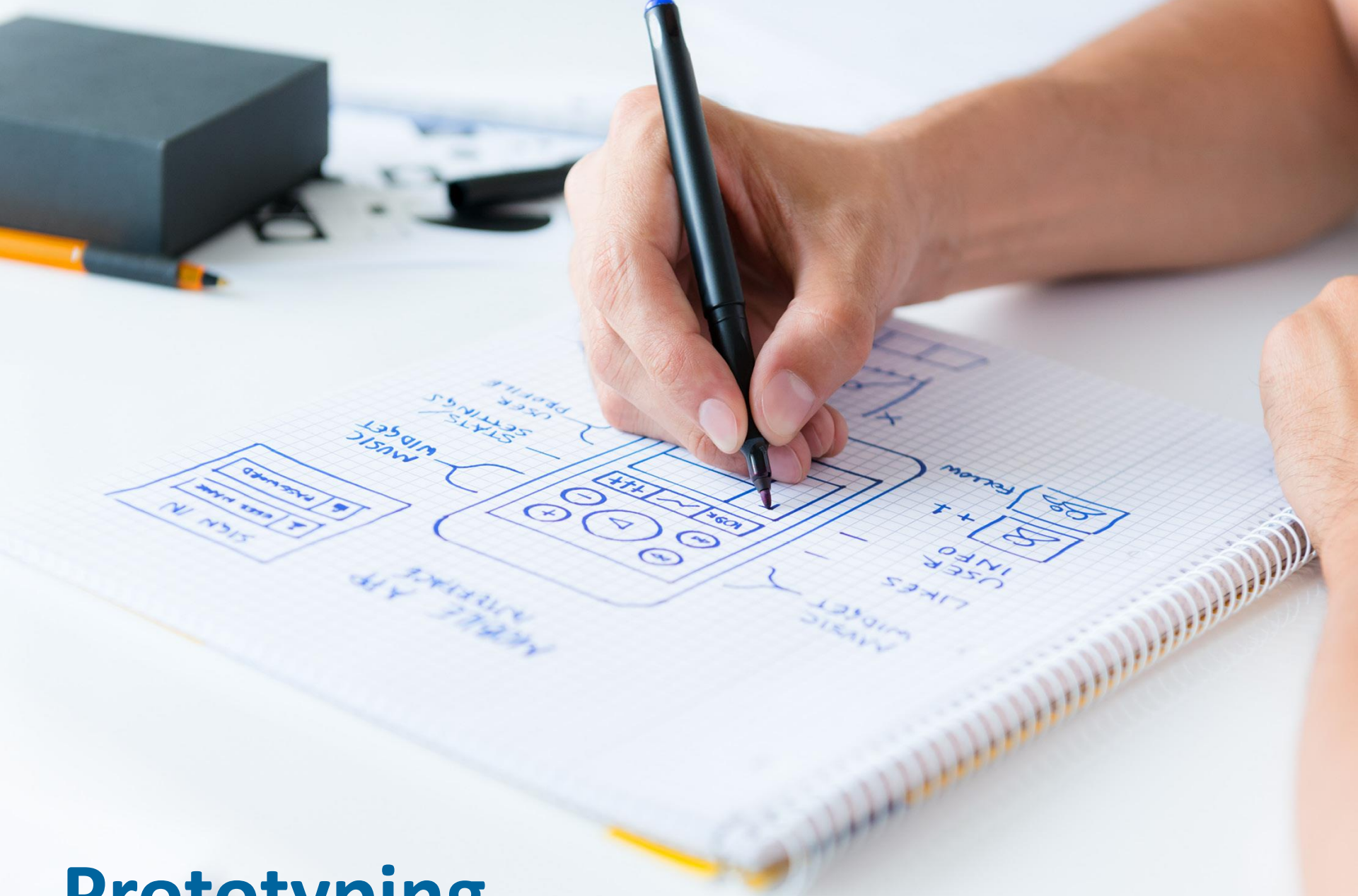
Intuitivität

Mentale Modelle

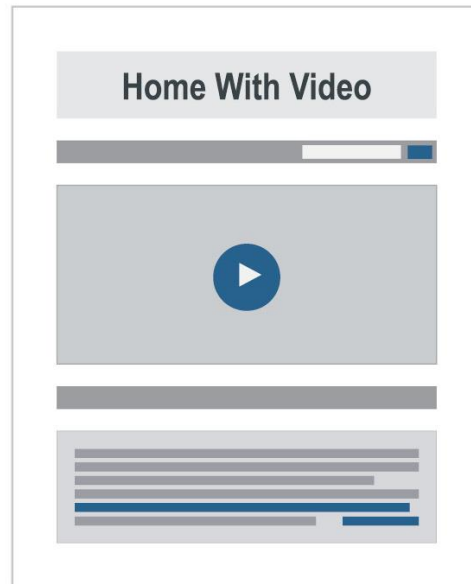
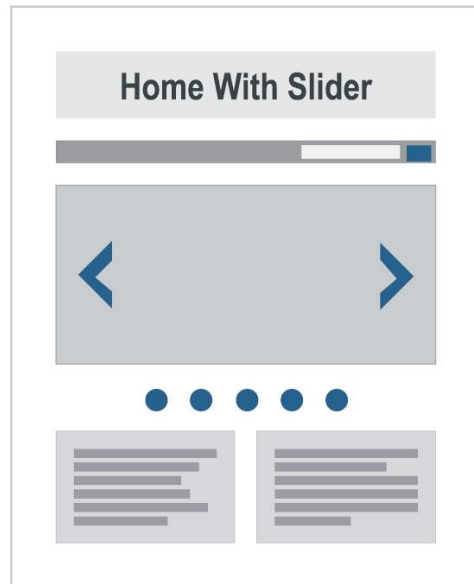
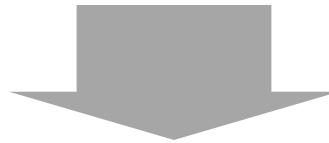
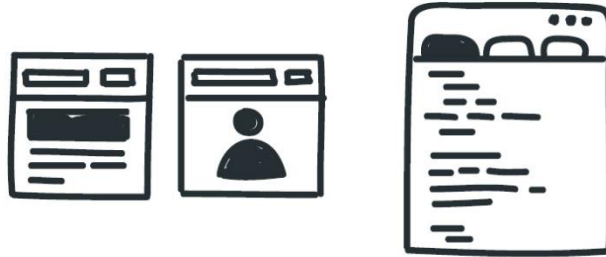
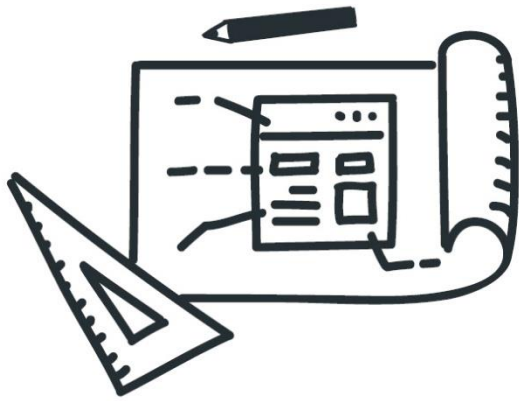


*Mach Fehler,
je früher umso
besser*

3.



Prototyping





Usability Tests

alYSIS



Iteration

alYSIS

Einbindung der Nutzer



Beispiele

Grüner Veltliner
Frauengrund
2010
6,50 EUR
Josef Dockner
Ortsstraße 30
3508 Höbenbach

2. Fotos

Bewertung 1 = wenig 3 7 = viel

sauer 4

süß 5

fruchtig 4

kräftig 4

schmeckt mir 6

Steinobst, Zitrusfrucht
schmeckt zu Huhn und Hirsch

bearbeiten

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Frauengrund Kremstal

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Speichern Abbrechen

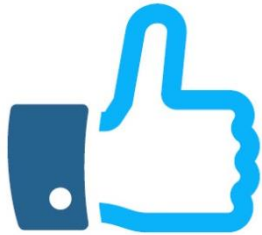




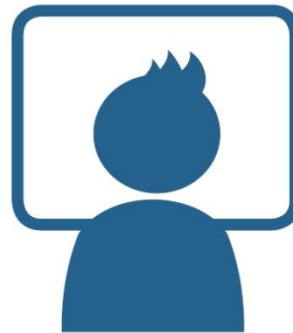
Effizienz



Zufriedenheit



Effektivität



Usability





alysis

Noch
Fragen?

uxpro.at

aalysis.at

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