

# 1998 Usability Management Trilogy

## **Ten Elements of Usability: A Yardstick for Designers**

A product will be more successful if the designers:

1. Clarify the core concepts.
  2. Plan and maintain consistency.
  3. Fit content to customers who use the product.
  4. Provide reassuring feedback.
  5. Clarify interaction rules.
  6. Structure navigation clearly.
  7. Use plain terminology.
  8. Optimize user assistance.
  9. Optimize visual design.
  10. Design for the context of use.
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## **Ten Steps to Product Usability: A Roadmap for Project Managers**

The product designers will be more successful if the project leaders:

1. Set strategic and detailed usability objectives.
  2. Develop and incorporate user profiles.
  3. Prioritize critical product components and task flow.
  4. Identify a design team and clarify roles.
  5. Develop the UI design process.
  6. Develop a usability evaluation strategy.
  7. Establish product design guidelines.
  8. Develop a UI specifications documentation procedure.
  9. Develop a user assistance procedure.
  10. Maintain a feedback channel from users.
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## **Enterprise Usability Management: A Compass for Top Management**

Project teams will be more successful if the organization leaders:

1. Equate usability with competitiveness and quality in the enterprise.
2. Trace costs of usability problems to the source.
3. Incorporate design and evaluation cycles into product development.
4. Balance the use of static design standards and dynamic research results.
5. Systematize the learning of design principles and skills.
6. Develop team evaluation methods for team design projects.
7. Align feedback loops from all sources toward new product design.
8. Maintain cross-project collaboration in the product design process.
9. Align all forms of communication to customers who use the products.
10. Participate in growing the base of knowledge about usability.