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#6 - Better Customer Experiences
Adam Dunford, Steeple Ashton



Better Customer Experiences through Usability

The \$300,000,000 Button



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Usability

Every dollar a company invests in usability results in \$10-\$100 in benefits.

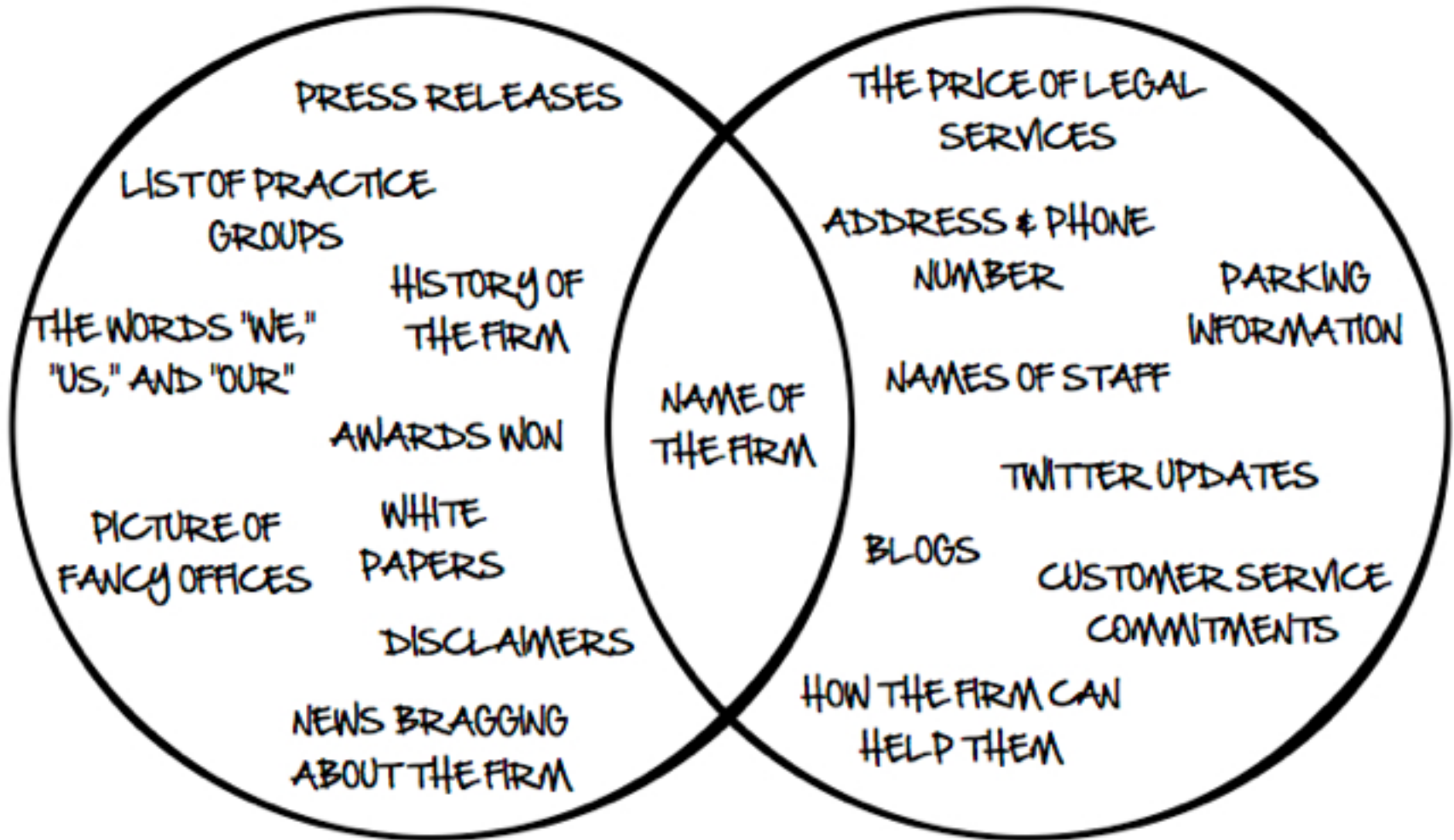
—IBM study

User Ability

Can a user accomplish
their goal?

THINGS ON THE FRONT
PAGE OF LAW FIRM
WEBSITES

THINGS PEOPLE GO TO THE
SITE LOOKING FOR



Reduce Barriers

“The most common user action on a Web site is to flee.”

—Edward Tufte, Information Design Guru



Some nice contests for Adam Lambert and Mike Posner up in Sweden this week. <https://www.spotify>

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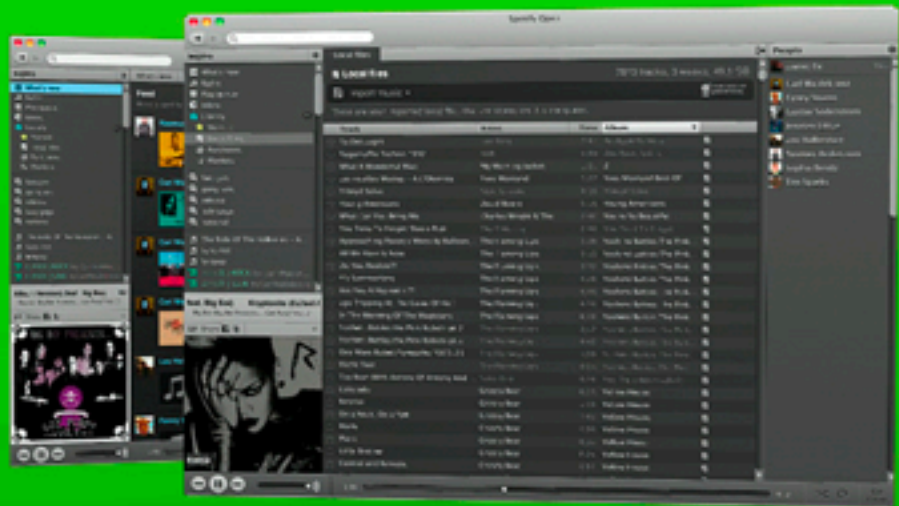
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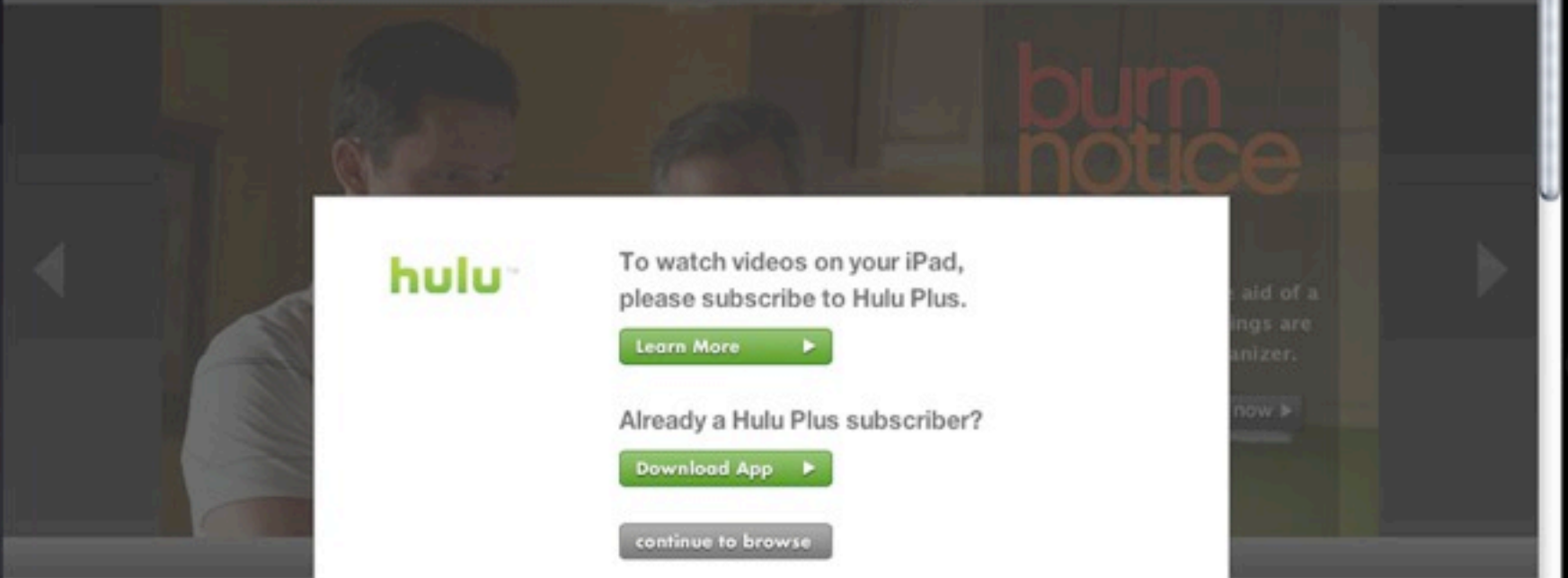
Music is



Add Affordance

“The only ‘intuitive’
interface is the nipple.
After that it’s all learned.”

—attributed to Bruce Ediger



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Five Years After Katrina
ABC News reports on the state of New Orleans five years after Hurricane Katrina.

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Simplify

“Every time you provide an option, you're asking a user to make a decision.”

— Joel Spolsky

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Choices = Headaches

—Joel Spolsky

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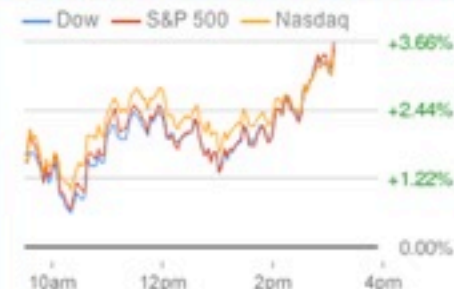
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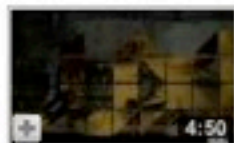
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Can a user
accomplish their
goal?

interface design | information architecture | web design

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Adam Dunford
adam@steepleashton.com





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the next
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