

Usability Central—*Best Practices*

User experience (UX) methods, standards, knowledge, tools

Establish UX in your organization. Build a strong future with customizable resources for user-centered Web, application, and mobile interface design.

“ Over the last 10 years Usability Central has become the professional’s choice to support serious usability operations. It combines the methodology, standards, templates, and knowledge that are required for industrial strength usability.”



Eric Schaffer, Ph.D., CUA, CPE
Founder and CEO
Human Factors International

Author of *Institutionalization of Usability: A Step-By-Step Guide*

New modules in release 4.1!

Mobile UI Standards

Templates and guidelines help you design for the hand-held environment:

- › Learn the rules of engagement for small-screen design
- › Build an intuitive navigation structure that makes sense for the mobile world
- › Create rapid prototypes with PowerPoint® and Visio®-based tools

UX Scorecards

Learn how your site stacks up in terms of usability and user experience:

- › Set benchmarking metrics
- › Systematically quantify the usability of your site
- › Score individual pages *and* your whole site

Graphics (Extensive updates in this release)

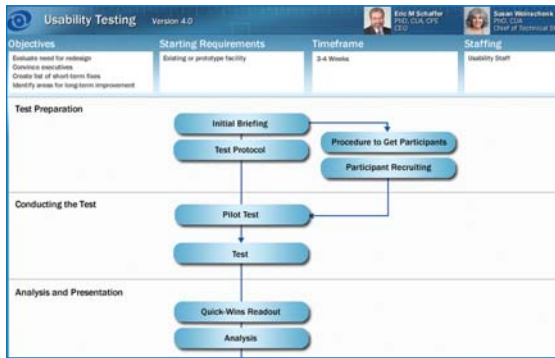
HFI’s detailed design consulting includes a baseline set of icons, images, objects, and/or style guides

- › Ensure consistency of brand appearance
- › Support full adoption of your user interface standards
- › Give graphic designers best practices and insights

See next page for additional four module included in *Usability Central—Best Practices*



Usability Central–Best Practices is part of HFI's complete suite of usability solutions, to help you make user experience (UX) design a routine part of your development process. It resides on your intranet and can be shared organization-wide.



Methodology

HFI's ISO-certifiable Schaffer-Weinschenk Method™ guides you through each phase of user-centered design:

- › Integrates with your software development process
- › Scalable depending on project scope
- › Includes exemplar deliverables and documents

Web UI Standards

29 reusable page templates and guidelines help you standardize frequently created page types:

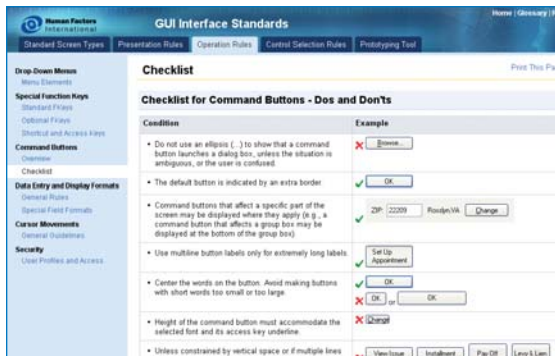
- › Design consistent, usable interfaces
- › Improve page layout, task flow, and interaction
- › Build an intuitive navigation structure
- › Create rapid prototypes with PowerPoint® and Visio®-based tools and reusable HTML code



GUI UI Standards

Streamline application development with 17 reusable screen design templates:


- › Templates capture key screen elements and structure, based on research and experience
- › Includes general rules for presentation, operation, and control selection
- › Create prototypes in PowerPoint® and Visio® for early rounds of usability testing



Personas

Personas are a more concrete description of a single user segment.

Jim Duncan, Software Engineer



- 29 yrs old
- Single
- 5 years with company
- Has a degree in engineering
- Full-time employee
- High energy & very competitive
- He loves sports of all kinds
- Known as a "go to" person
- Travels frequently for work

Things I want to know

1. Information about previous trips

Things I want to do

1. Book travel for himself

Usability Central—Best Practices helps make user-centered design a routine part of your development process. Your Web sites and applications will benefit from consistent interface design and architecture, letting you meet business goals and end-user needs simultaneously.

“ Usability Central is our one essential source of usability information, and everybody trusts it. Usability Central is also highly customized to meet Anthem's needs. It's the foundation of all the Web work we do.”



Mark Howland
Executive Director of e-Business
Anthem, Inc.

Anthem provides health benefits for over 12 million people in the United States.

Benefits

Organizational Benefits

- › *Starting point for institutionalization of usability*
Usability Central provides a foundational framework for the integration of a user-centered design methodology into your software development cycle.
- › *Knowledge transfer*
The practical benefit of over ten years of user experience research resides on your Intranet.
- › *No need to reinvent the wheel*
Usability Central includes reusable design templates and rules for creating successful Web sites, applications, and hand-held interfaces.

Team Benefits

- › *Gets everyone on the same page*
Designers, usability specialists, and developers all have a common repository of standards and templates.
- › *Complements training*
The Usability Central knowledge base expands on what you learned in HFI training courses.
- › *Knowledge and tools at your fingertips*
Don't waste time looking for proven UX solutions. The answers you need are in Usability Central.

Find out more

Call HFI to learn how Usability Central—Best Practices can be introduced into your organization.

Phone: 1.800.242.4480

Email: hfi@humanfactors.com

