

**alysis**



*User  
Experience*

**Zufriedene Kunden durch gute Usability**

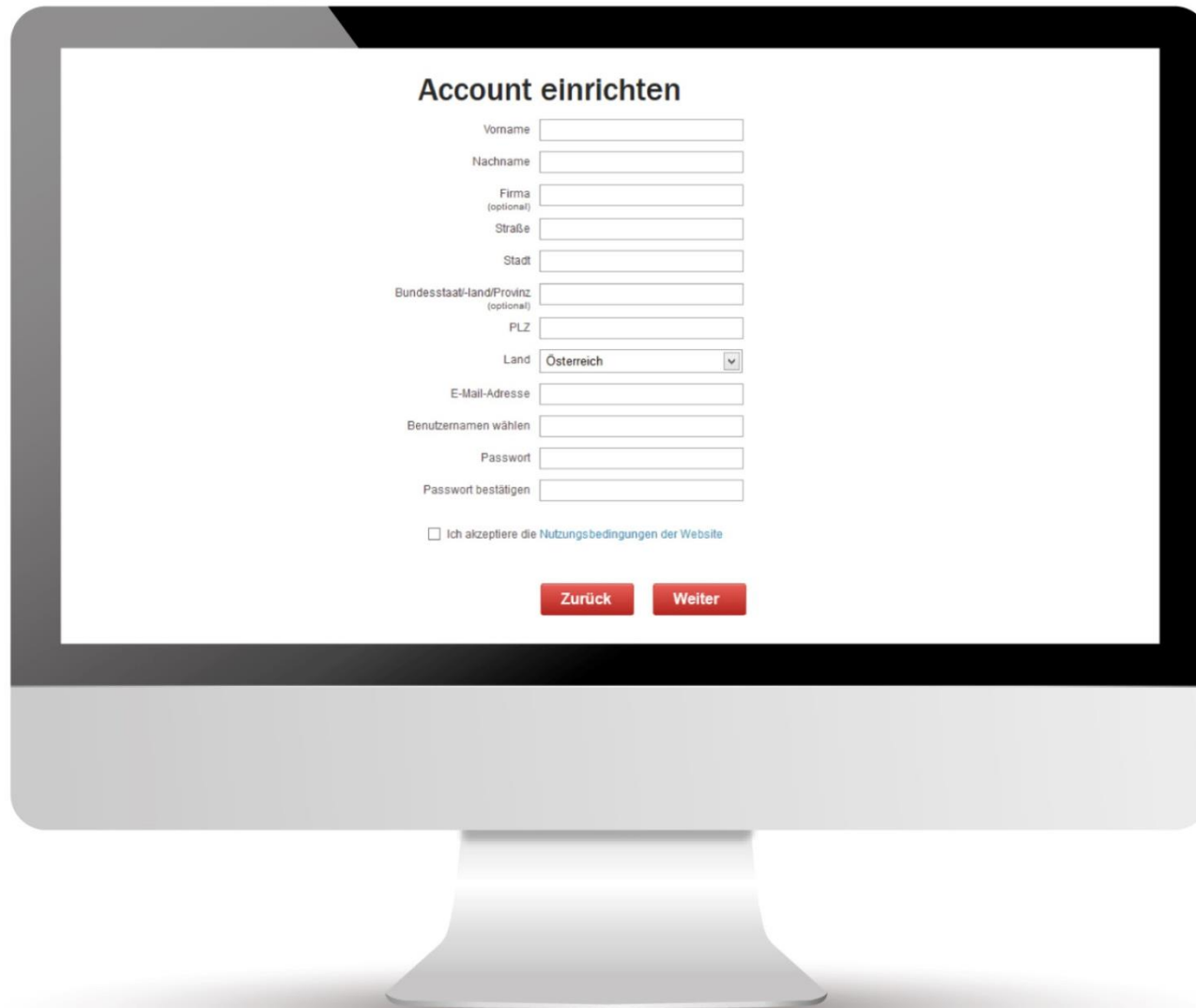
Zur Person

## **DI(FH) Sandra Murth**

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- **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**

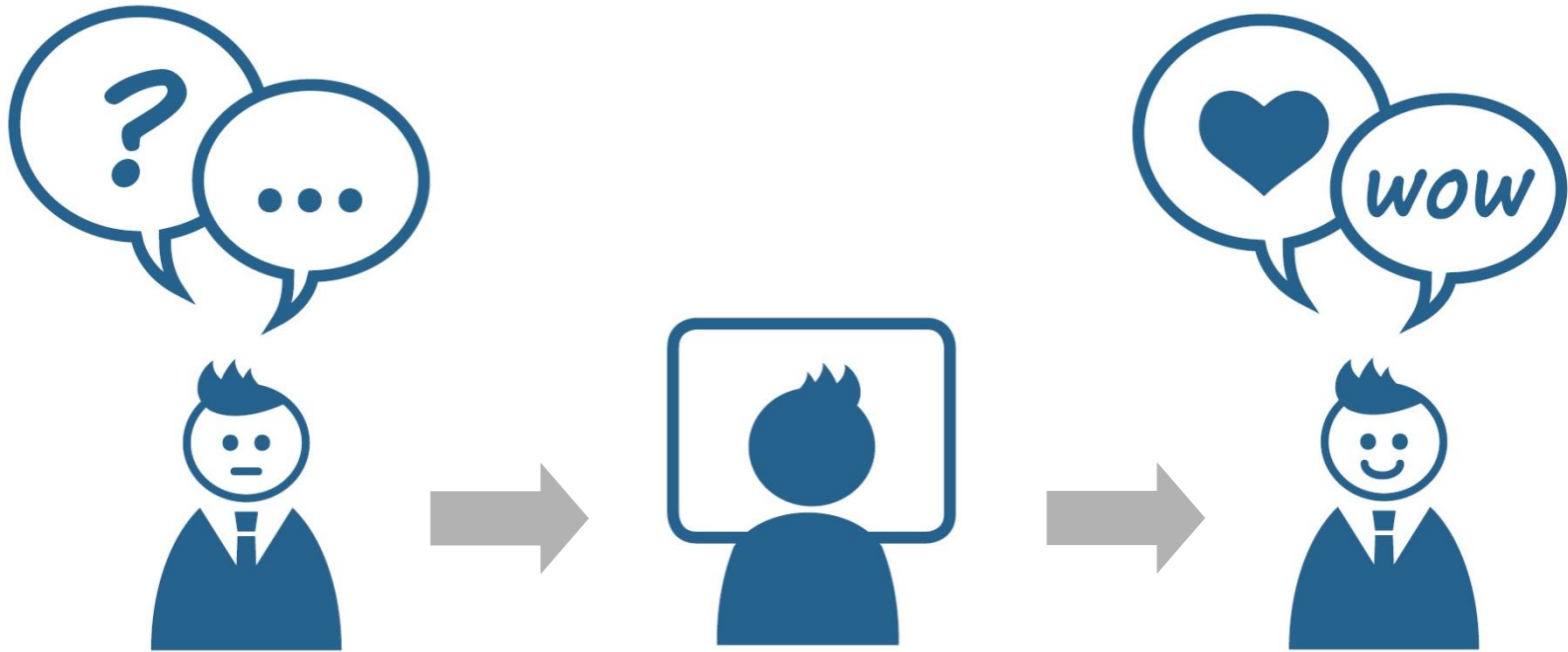
A woman with long blonde hair, wearing a grey long-sleeved shirt, is sitting at a desk and looking at a black computer monitor. She has a confused expression, with her hands pressed against her forehead. The background is a bright, out-of-focus office setting. Two blue speech bubbles are overlaid on the image. The first speech bubble, positioned above the monitor, contains the text "#?". The second speech bubble, positioned above the woman's head, contains the text "wuah... wuah".

#?

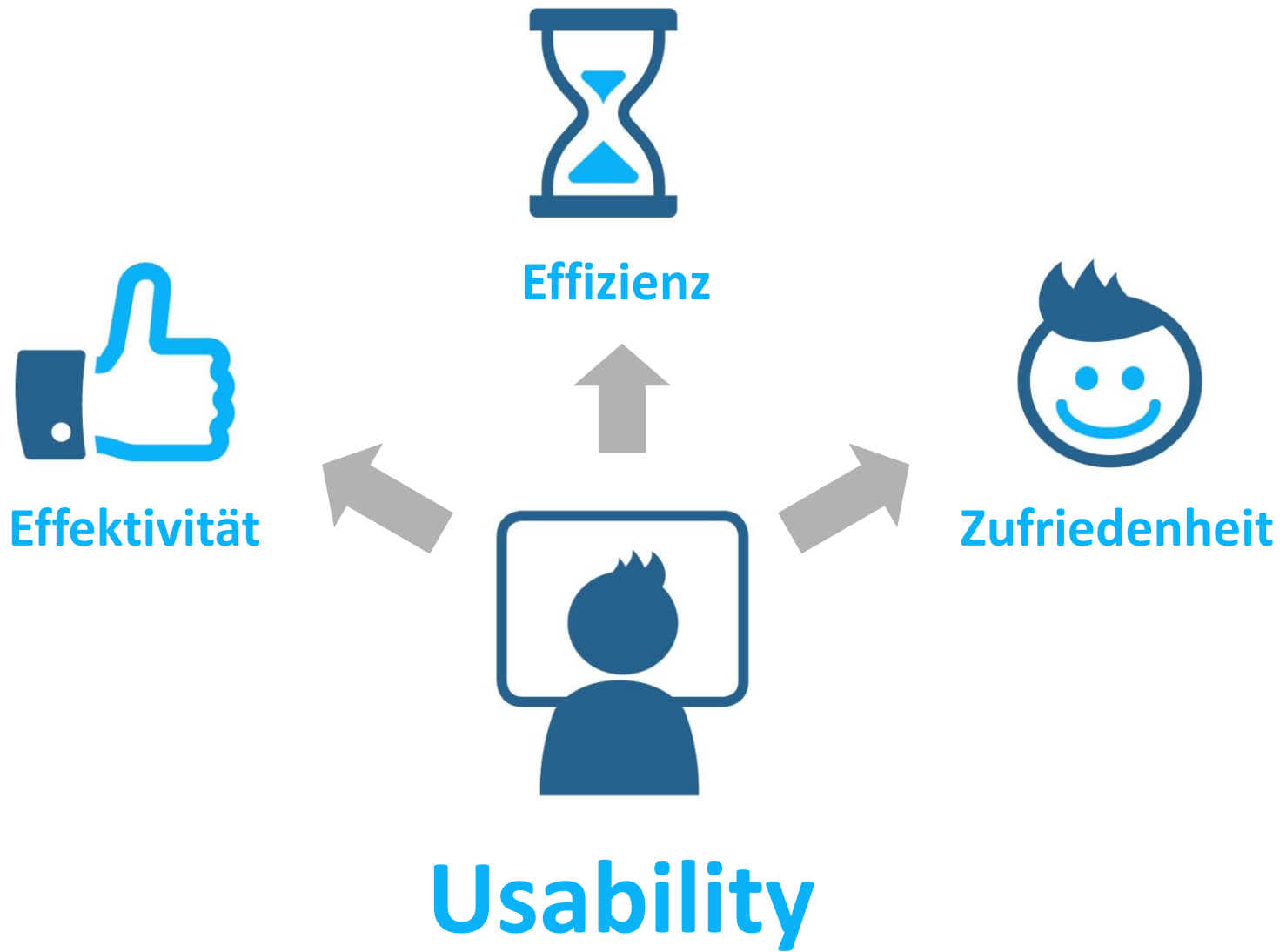
wuah...  
wuah



# User Experience



Usability





*3 Goldene  
Regeln*

Usability

alysis

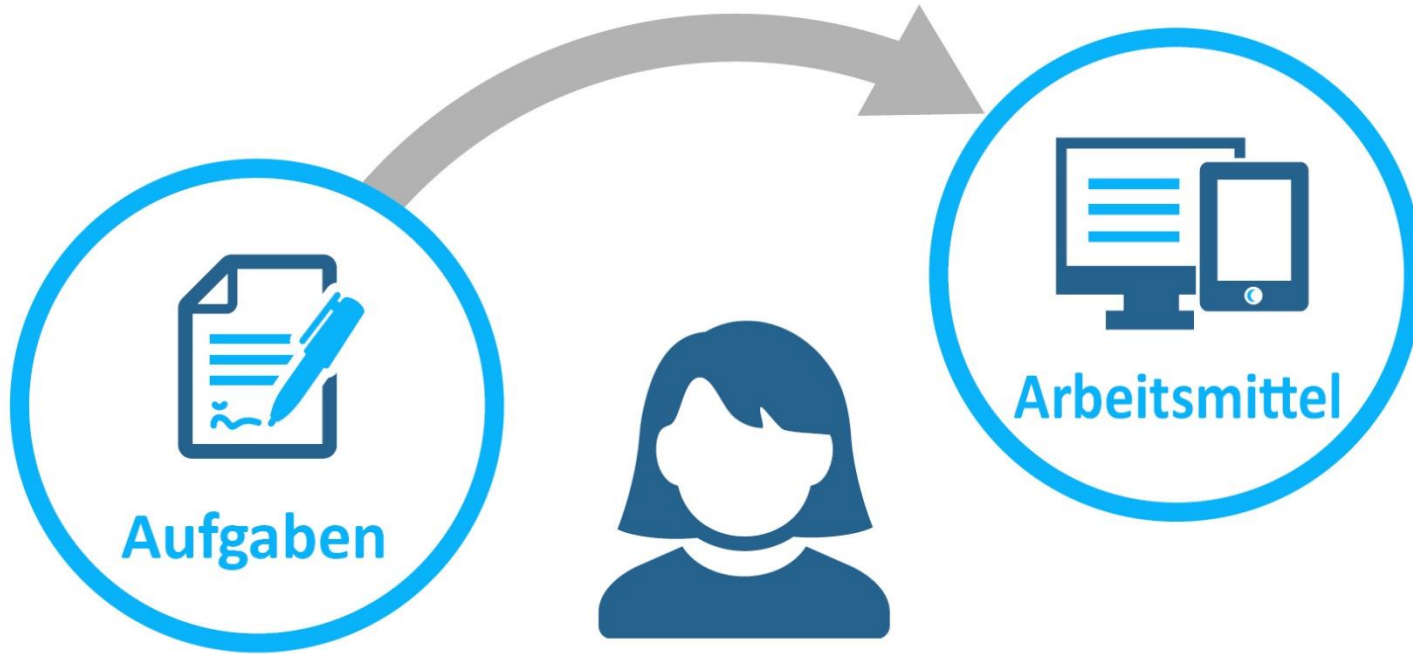
*Kenne deine  
Nutzer*

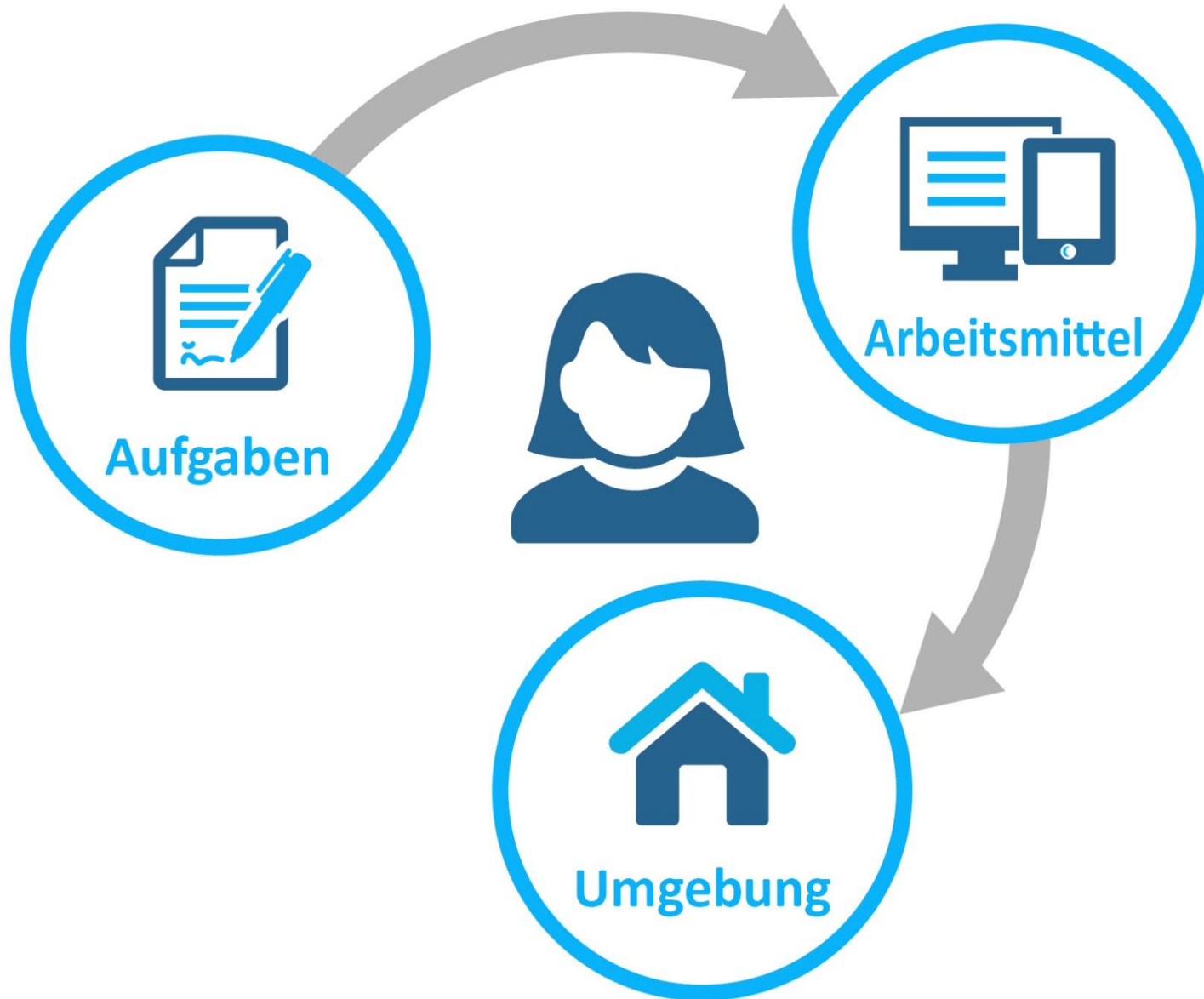
1.















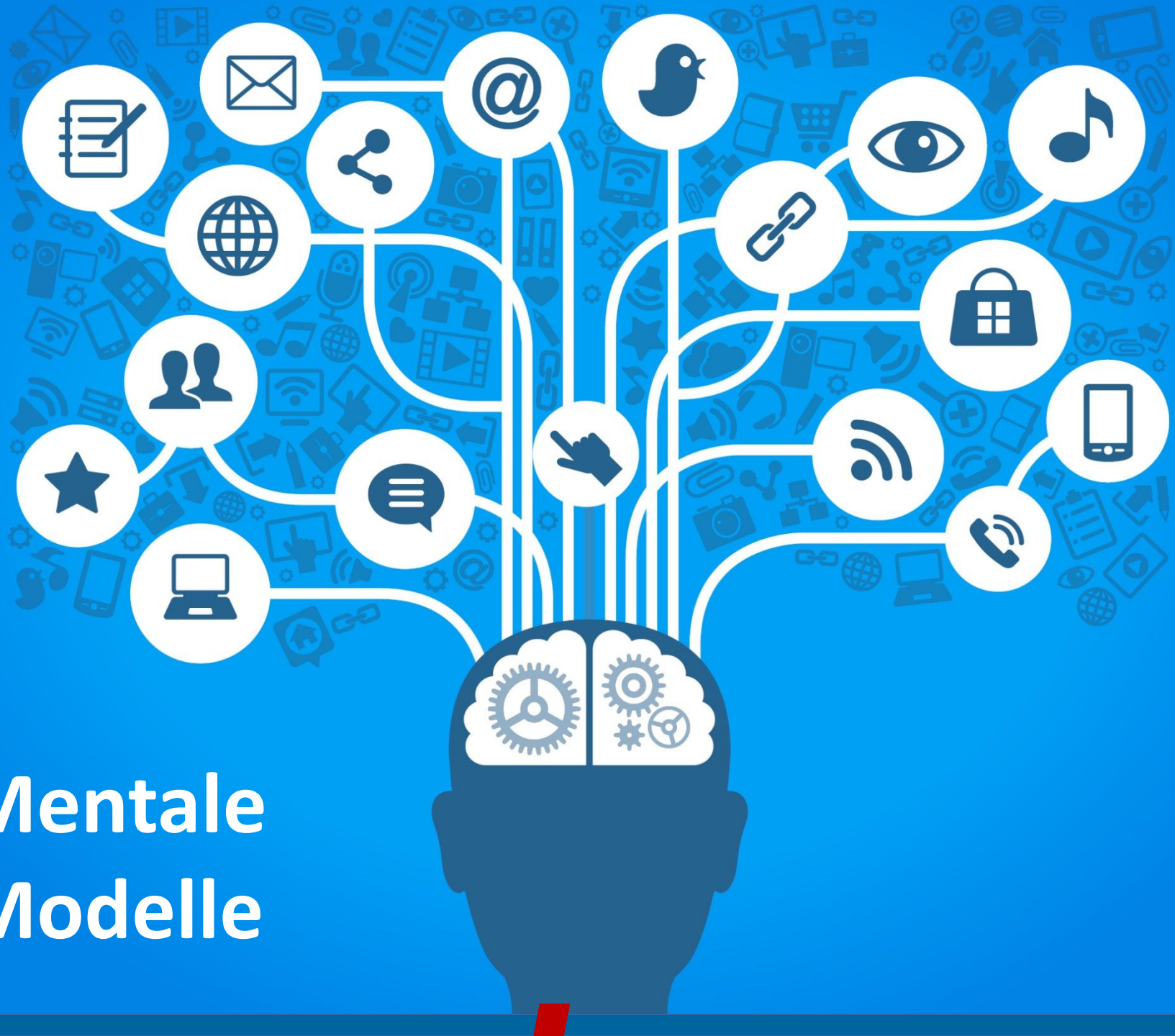
*Beachte  
Designprinzipien*

2.



**Intuitivität**

# Mentale Modelle







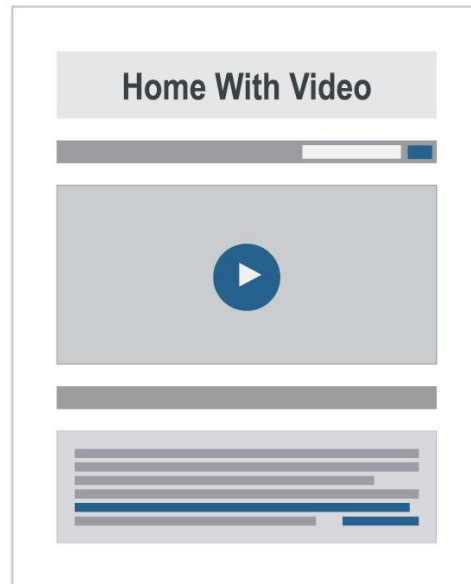
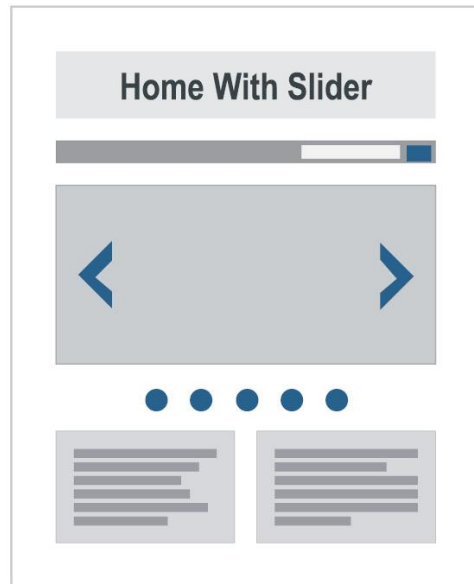
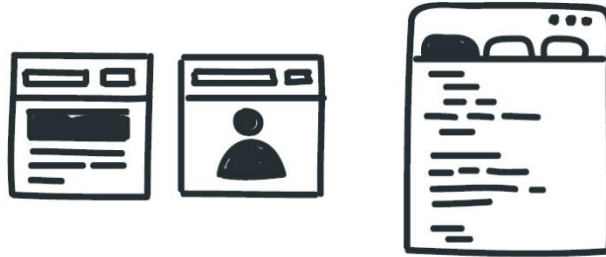
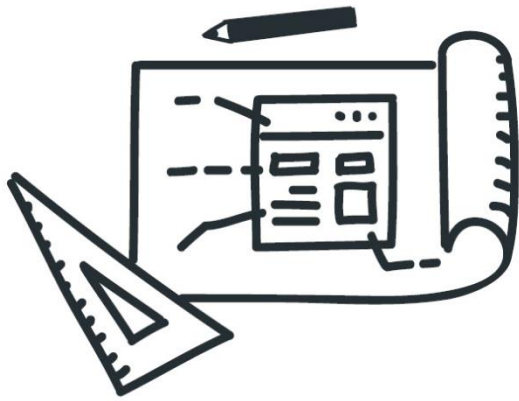
*Mach Fehler,  
je früher umso  
besser*

**3.**





# Prototyping





# Usability Tests

**alysis**



Iteration

alYSIS



# Einbindung der Nutzer





# Beispiele

1,9

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

Grüner Veltliner

Frauengrund Kremstal

2010

6,50 EUR

Josef Dockner

Ortsstraße 30

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Bewertung 1 = wenig 3 7 = viel

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Speichern Abbrechen

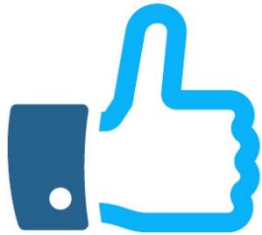




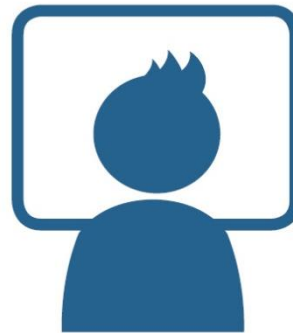
Effizienz



Zufriedenheit



Effektivität



Usability





**alYSIS**



Noch  
Fragen?

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