

Discovery research

Agenda

Lecture

- ▶ Proč dělat výzkum?
- ▶ Heuristiky a expertíza
- ▶ Přehled výzkumných metod
 - interviews

Workshop

Úkol z minula - představení

Research

- Výzkum od stolu
- Interview
- Persona

Communication tools

- **Gitlab**
<https://gitlab.fi.muni.cz/ghala/dashboard-PV278>

- **Slack** (preferred)
fi-muni-rejnoci.slack.com
When you log in - say hi to #general

- **Email**
khala@redhat.com
msviriko@redhat.com
lenka.sakaloseva@notino.com

Final project - UX

UX part (50%)

- Define a problem
- Understanding your user (personas, storyboard)
- Sketches and prototypes
- Usability testing feedback captured and incorporated
- Creativity

Final project - UI

UI part (50%)

- Landing page
- Dashboard
- Chart using some chart library
- Table - static
- Table - interactive
- Entity detail
- User detail

Final project variables

Meteorological information of czech republic past 40 years

- ▶ Temperature - average, minimum, maximum
- ▶ Sun - precipitation, snow, sunshine
- ▶ Air - wind speed, air pressure, air mois

Choose interesting and relevant date or date range

- ▶ Eg: date of birth (how much sunshine was in history at this date), temperature change in your life or someone famous

Data are not 100% clean and up to date

Úkoly z minula!

- Challenges - témata
- Cílová skupina/segment
- POV statement

.....

Lecture: Discovery research

- What and why
- How to research

Research

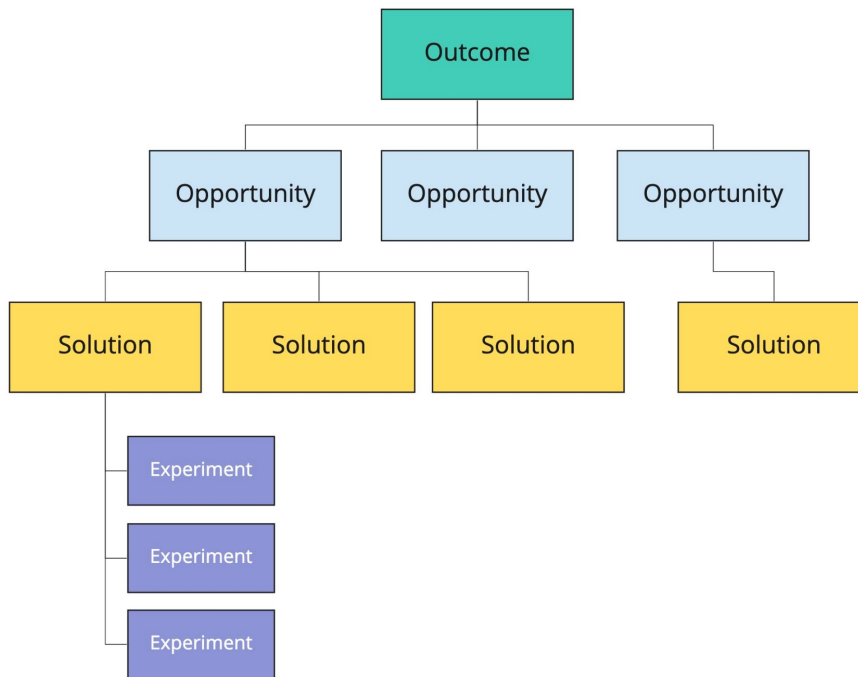
Co to je?

Proč děláme výzkum?

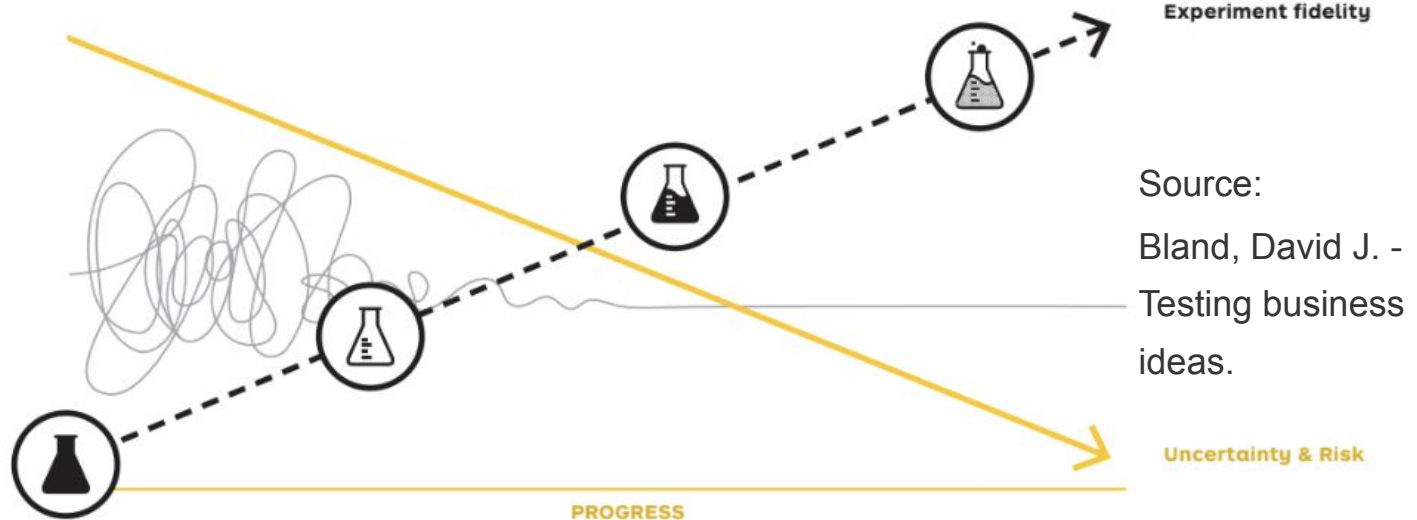
Proč děláme výzkum?

You are not your user

Proč děláme výzkum?



Proč děláme výzkum?



Source:
Bland, David J. -
Testing business
ideas.

**“Generating ideas
is not a problem.”**

Rita McGrath
Professor of Management
Columbia Business School

**“A founding vision for a startup
is similar to a scientific hypothesis.”**

Rashmi Sinha
Founder, Slideshare

**“It doesn’t matter how beautiful
your theory is, it doesn’t matter
how smart you are. If it doesn’t
agree with experiment, it’s wrong.”**

Richard Feynman
American theoretical physicist

**“Anyone who isn’t embarrassed
by who they were last year
probably isn’t learning enough.”**

Alain de Botton
Philosopher

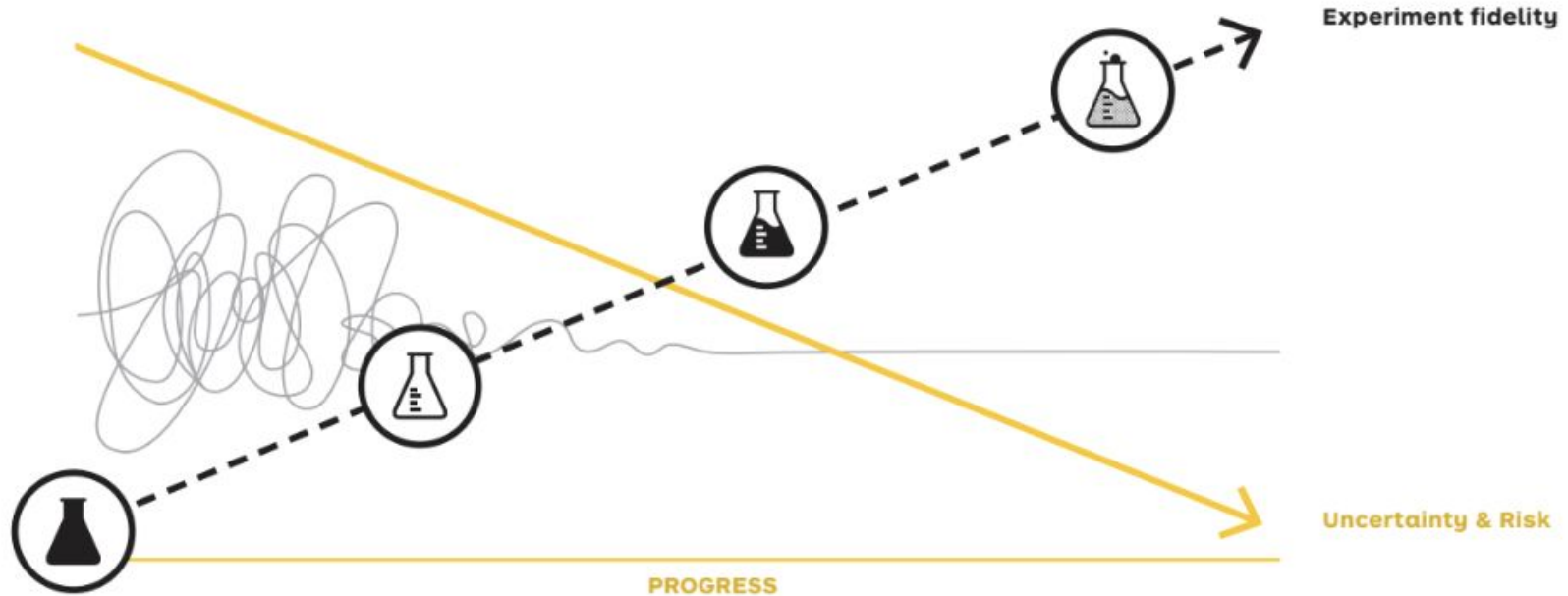
Kdy ho děláme?



**Discovery
Explorative**

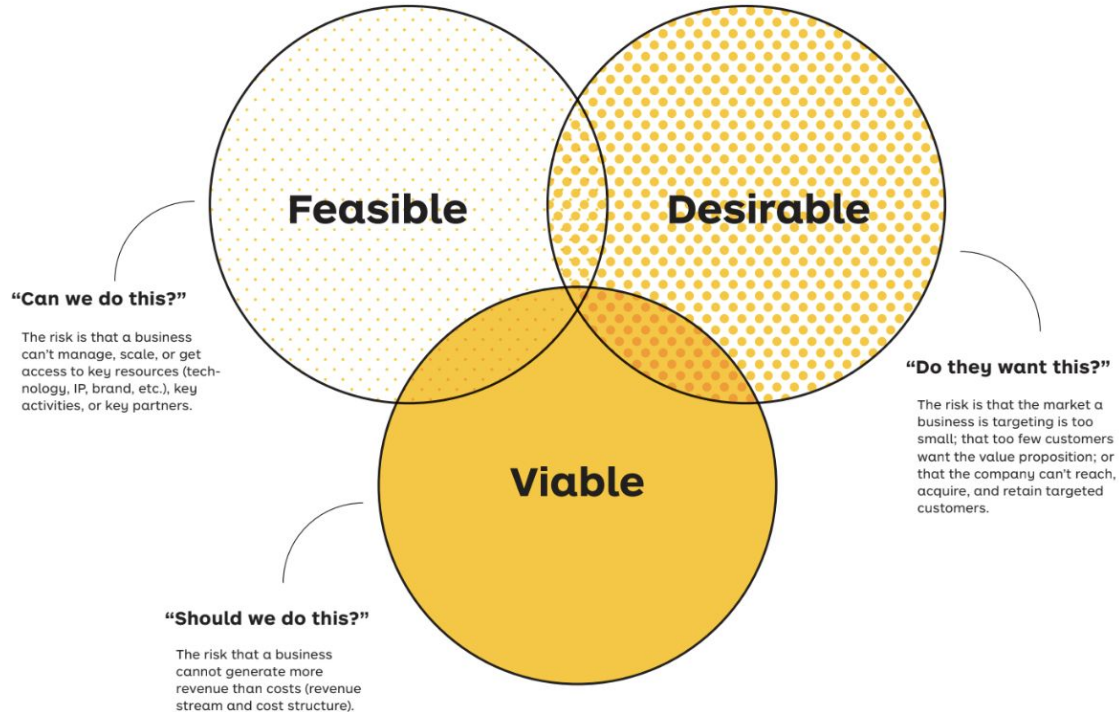
**Validation
Testing, Experiments**

Kdy ho děláme?



**Experiments Reduce the Risk
of Uncertainty**

Druhy otázek v biznisu



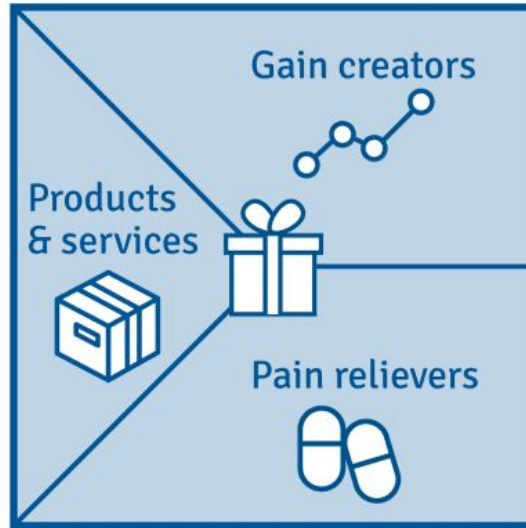
Product-market fit

The Product-Market Fit Pyramid

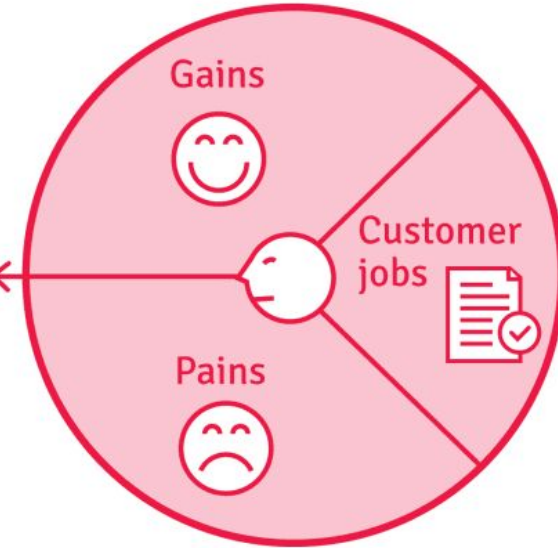


Product-market fit

Value Proposition



Customer Profile



Interní výzkum a příprava

Interní výzkum

Co již o problému víme?

Cíle a vize

- Čeho chceme dosáhnout?
- Jaké máme omezení?

Aktuální stav

- Jak to vypadá teď?

Předešlé pokusy

- Máme jiné zdroje dat
- Zkoušeli jsem to změnit?

Koho se ptát:

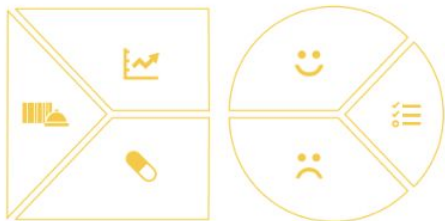
- Management
- Experti
- CC
- Analytici

MARKET RISK

Desirability Hypotheses

Explore first

The Value Proposition Canvas contains market risk in both the Value Map and Customer Profile. Identify the desirability hypotheses you are making in:



Customer Profile

We believe that we...

- are addressing jobs that really matter to customers.
- are focused on pains that really matter to customers.
- are focused on gains that really matter to customers.

Value Map

We believe...

- our products and services really solve for high-value customer jobs.
- our products and services relieve top customer pains.
- our products and services create important customer gains.

The Business Model Canvas contains market risk in the value proposition, customer segment, channel, and customer relationship components. Identify the desirability hypotheses you are making in:



Customer Segments

We believe...

- we are targeting the right customer segments.
- the segments we are targeting actually exist.
- the segments we are targeting are big enough.

Channels

We believe...

- we have the right channels to reach and acquire our customers.
- we can master the channels to deliver value.

Value Propositions

We believe...

- we have the right value propositions for the customer segments we are targeting.
- our value proposition is unique enough to replicate.

Customer Relationships

We believe...

- we can build the right relationships with customers.
- it is difficult for customers to switch to a competitor's product.
- we can retain customers.

Assumptions

Known	Things we are aware of and understand	Things we are aware of but don't understand
Unknown	Things we understand but are not aware of	Things we are neither aware of nor understand
	Knowns	Unknowns

Assumptions mapping

Knowns	Assumptions	Unknowns

Assumptions mapping 1

KNOWNNS

Co víme

- Zdroje info
- Jak moc to víme?

ASSUMPTIONS

Co předpokládáme

- Co musí být splněno, aby nápad fungoval?

UNKNOWNNS

Co nevíme

- Otázky, které máme
- Co bychom potřebovali vědět k práci

Prioritize Hypotheses

Step 2

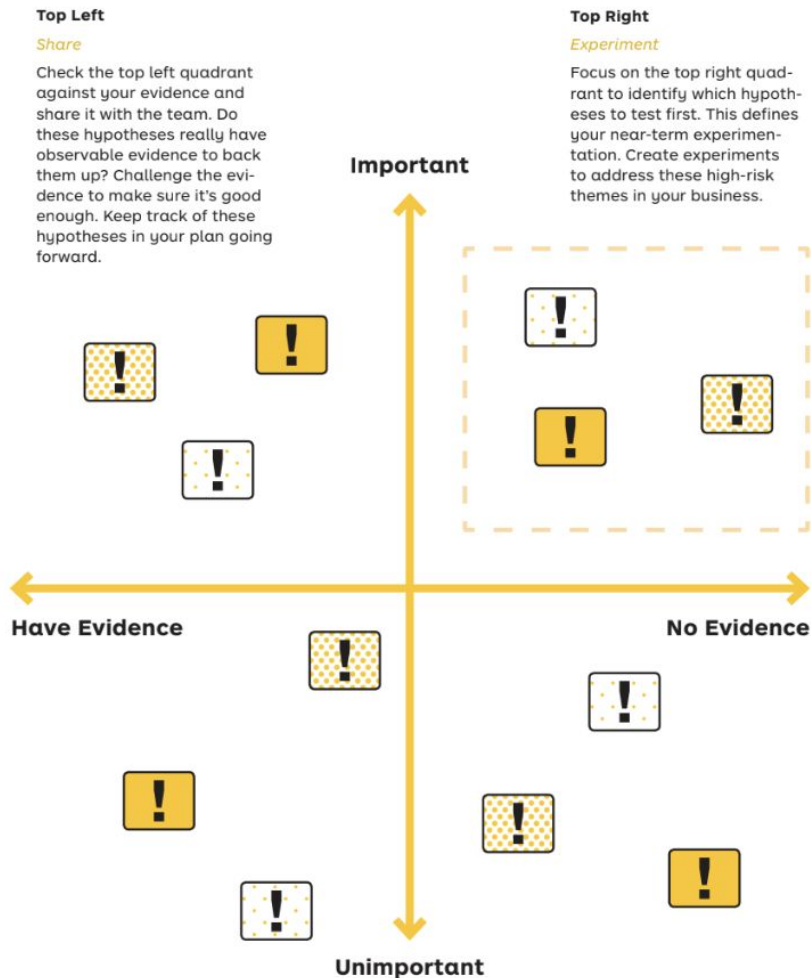
Use the Assumptions Map to prioritize all your hypotheses in terms of importance and existence or absence of evidence that supports different types of hypotheses.

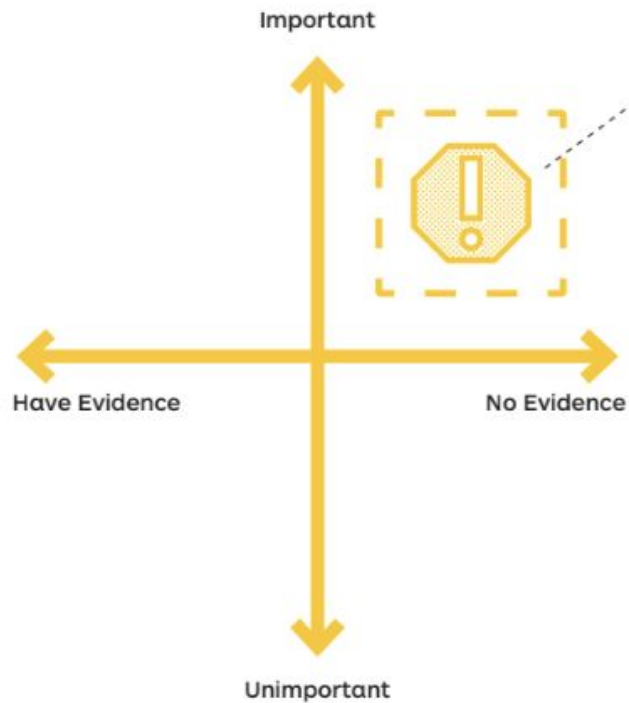
x-Axis: Evidence

On the x-axis you place all your hypotheses positioned to show how much evidence you have or don't have to support or refute a specific hypothesis. You place a hypothesis on the left if you are able to produce relevant, observable, and recent evidence to support a hypothesis. You place a hypothesis on the right if you do not have evidence and therefore will need to generate it.

y-Axis: Importance

On the y-axis you place all your hypotheses in terms of importance. Position a hypothesis at the top if it is absolutely critical for your business idea to succeed. In other words, if that hypothesis is proven wrong, your business idea will fail and all other hypotheses become irrelevant. You place a hypothesis at the bottom if it is not one of the first things you'd go out and test.





1. Design Experiment

To get started with testing your business idea, you turn your most important hypotheses into experiments. You should start with cheap and fast experiments to learn quickly. Every experiment will reduce the risk that you'll spend time, energy, and money on ideas that won't work.

2. Run Experiment

Every experiment has a specific run time to generate sufficient evidence that you can learn from. Make sure you run your experiments almost like a scientist, so that your evidence is clean and not misleading.

Assumptions mapping 2: Prioritizace

Důležitost



Knowns	Assumptions	Unknowns

Výzkumné otázky

Důležitost ↑

Knowns	Assumptions	Unknowns

- Kvalitativní: Jak, proč?
- Výzkumná otázka
 - Zkoumatelná
 - Specifická
 - Dostatečně
Zobecnitelná
- Pochopení:
 - vašeho uživatele,
 - jeho situace,
 - Motivací, cílů, potřeb

Výzkum od stolu

Co můžeme zjistit z existujících zdrojů

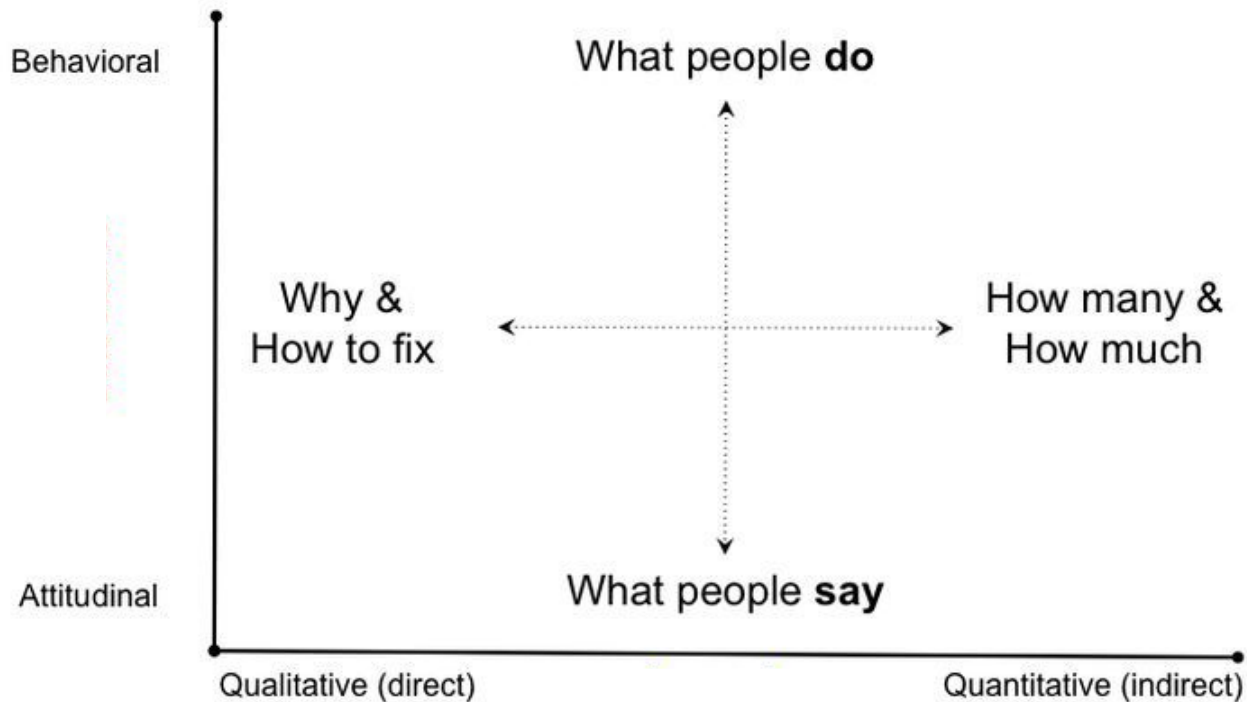
Výzkum od stolu

Co můžeme zjistit z existujících zdrojů

- Analýza konkurence
- Klíčové slová
- Volné "googlennie"
 - Google scholar

Metody externího výzkumu

Druhy výzkumu



Kvalitativní výzkum

Proč bychom měli dělat kvalitu?

Kvalitativní výzkum

Proč bychom měli dělat kvalitu?

- Zjistíte neznámé neznámé
 - ◆ Nezávislé na vašich předpokladech
- Hluboké a detailné pochopení
- Vytváření teorií, modelů, hypotéz

Known	Things we are aware of and understand	Things we are aware of but don't understand
Unknown	Things we understand but are not aware of	Things we are neither aware of nor understand
	Knowns	Unknowns

Kvalitativní výzkum

Proč bychom neměli dělat kvalitu?

- Je to těžké
- Zabere to hodně času

→ Bias:Konfirmační zkreslení

→ Halo effect

→ Efekt prvního dojmu

→ Availability (dostupnosti)

Výzkumné metody

ZDROJE

Online:

- <https://100metod.cz/>
- <https://nngroup.com/>

Knihy:

- Just enough research
- Surveys that work
- Rocket surgery made easy

TYPE	EXPERIMENT
Exploration	Customer Interview <i>p. 106</i> Expert Stakeholder Interviews <i>p. 107</i> Partner & Supplier Interviews <i>p. 108</i> A Day in the Life <i>p. 116</i> Discovery Survey <i>p. 122</i>
Data Analysis	Search Trend Analysis <i>p. 126</i> Web Traffic Analysis <i>p. 130</i> Discussion Forums <i>p. 134</i> Sales Force Feedback <i>p. 138</i> Customer Support Analysis <i>p. 142</i>
Interest Discovery	Online Ad <i>p. 146</i> Link Tracking <i>p. 152</i> 404 Test <i>p. 160</i> Feature Stub <i>p. 156</i> Email Campaign <i>p. 162</i> Social Media Campaign <i>p. 168</i> Referral Program <i>p. 172</i>
Discussion Prototypes	3D Print <i>p. 176</i> Paper Prototype <i>p. 182</i> Storyboard <i>p. 186</i> Data Sheet <i>p. 190</i> Brochure <i>p. 194</i> Explainer Video <i>p. 200</i> Boomerang <i>p. 204</i> Pretend to Own <i>p. 208</i>
Preference & Prioritization Discovery	Product Box <i>p. 214</i> Speed Boat <i>p. 218</i> Card Sorting <i>p. 222</i> Buy a Feature <i>p. 226</i>

Interviews

Co z nich zjistíte

- Pochopení zákazníka
 - Kto to je?
 - Persony, segmenty
- Mentální modely
 - Jak nad tím lidi uvažují?
- Cesta zákazníka
 - Jaké mají procesy?
- Příležitosti
 - Co lidem chybí?
 - Co je opruzuje?
 - Co je pro ně důležité?

Co z nich nezjistíte

- Budoucí chování
 - Koupili by jste si?
 - Kolik by jste zaplatili?
- Kolik?
 - Kolik lidí to vnímá takto
 - Kolik lidí je v tomto segmentu...

Interview

Jak je připravit

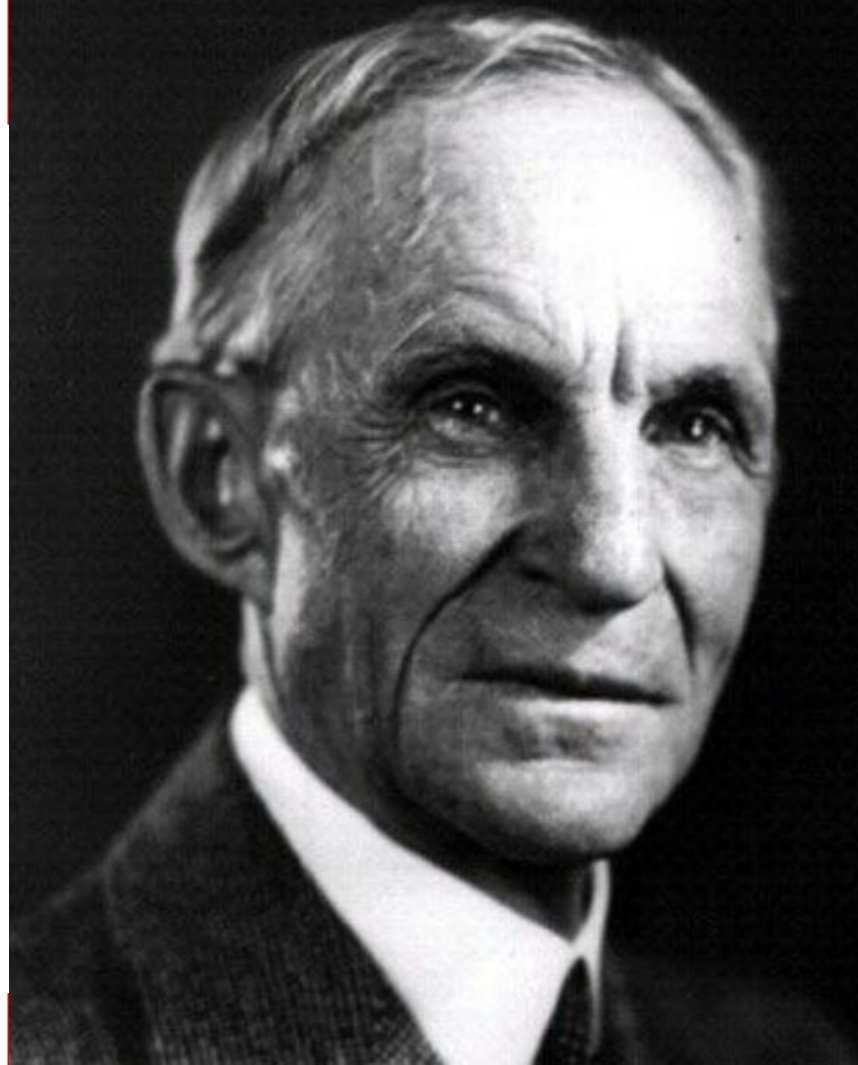
Druhy otázek

Vycházáme z výskumných otázok

3 časti:

- Warmup
- Hlavná časť
- Ukončovanie

- Ask about sequence. "Describe a workday. What do you do when you first sit down at your station? What do you do next?"
- Ask for specific examples. "What was the last movie you streamed?"
- Ask for the complete list. "What are all the different apps you have installed on your smartphone?" "What else?"
- Ask about relationships. "How do you work with new vendors?"



**“If I had asked people
what they wanted,
they would have said
faster horses.”**

—Henry Ford

Interview: Čekárna u vašeho praktického lékaře

→ Identifikujte výzkumnou otázku

- ◆ Kto to je?
- ◆ Jak zapadá do jeho života
- ◆ Jaké je pro něj čekání v čekárně?

→ Napište scénář

- ◆ Otázky, které se skutečně zeptáte

5 minut

- 1 min výzkumná otázka
- 4 min scénář

Interviews

Jak na ně

Principy

- Naslouchání
 - Naslouchejte
 - Mluvte co nejméně
- Vyhodte si z hlavy předpoklady a očekávání
 - nenavázejte!
- Zklidněte ego
 - Designera
 - Researchera

Tipy

- Mlčení - 3 sekundy
- Opakování
- Bumerang
- Nedokončené otázky

.....

Interview: Čekárna u vašeho praktického lékaře

Skupiny po 4

10 minut:

Role:

- Zapisovatel
- Interviewer
- Interviewee/participant/uživatel
- pozorovatel
-

- 1 minuta rozdělení rolí
- 5 minut rozhovor
- 3 minuty feedback

Analýza

Kvalitativních dat

Proper

- Nestrukturované:
 - Affinity diagram - zjištění témat
- Strukturované:
 - Mental model
 - Persona
 - Empathy map

Quick and dirty

- Sepište si hlavní pointy
 - POV statements
- ⋮

Persona

Analýza kvalitativních dat

Cílová skupina

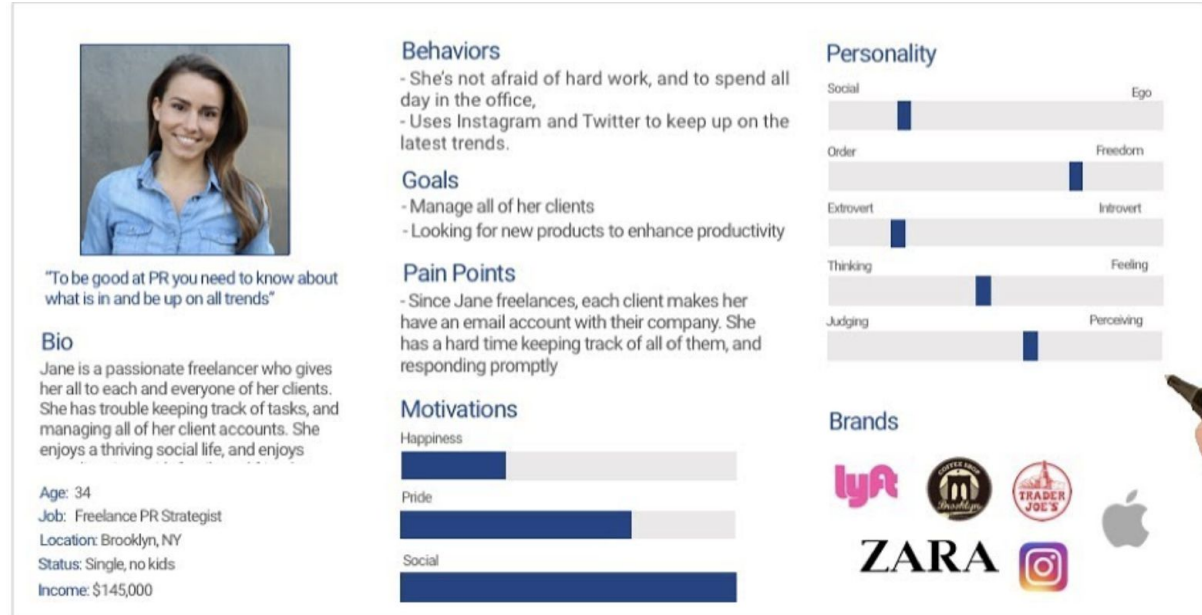
- Formální kritéria

Segment

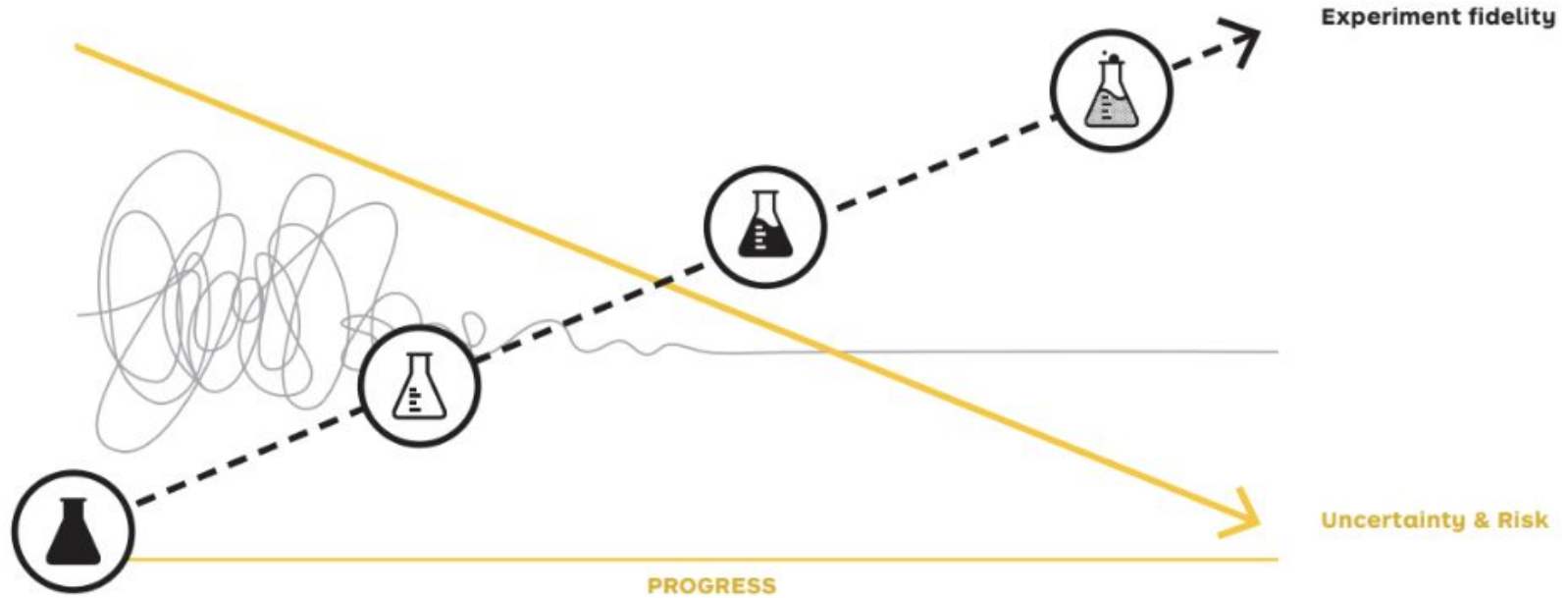
- Podskupina cílové skupiny

Persona

- Fiktivní typický reprezentant segmentu
- Slouží k empatii a alignmentu



Persona



Experiments Reduce the Risk of Uncertainty

Person 1

- Born 1948
- Grew up in England
- Married twice
- 2 children
- Successful in business
- Wealthy



Prince Charles

Person 2

- Born 1948
- Grew up in England
- Married twice
- 2 children
- Successful in business
- Wealthy



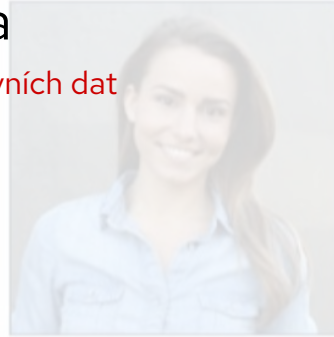
Ozzy Osbourne

Persona

Analýza kvalitativních dat

Typické info do persony

- **Persona Group** (i.e. web manager)
- Fictional **name**
- Job titles and major responsibilities
- **Demographics** such as age, education, ethnicity, and family status
- The **goals and tasks** they are trying to complete using the site
- Their physical, social, and technological **environment**
- A **quote** that sums up what matters most to the persona as it relates to your project
- Casual **pictures** representing that user group



"To be good at PR you need to know about what is in and be up on all trends"

...ionate freelancer who gives her all to each and everyone of her clients. She has trouble keeping track of tasks, and ... all of her client accounts. She enjoys a thriving social life, and enjoys

Age: 34
Job: Freelance PR Strategist
Location: Brooklyn, NY
Status: Single, no kids
Income: \$145,000

Behaviors

- She's not afraid of hard work day in the office,
- Uses Instagram and Twitter latest trends.

Goals

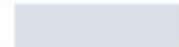
- Manage all of her clients
- Looking for new products to

Pain Points

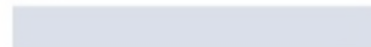
- Since Jane freelances, each client has an email account with the client. She has a hard time keeping track of responding promptly

Motivations

Happiness



Pride



Social



Persona - practical example



Michael Maintenance

Role: System Administrator

Company & Team: Works at an University. Is on a team of 5 people, and he is responsible for all Linux systems running at the university.

Size of infrastructure: 300 RHEL systems, across different departments at the university.

Location and type of infrastructure: RHEL 7 and 8 systems; Interested in RHEL 9 but no active use yet. Hosted on 2 public clouds (one department requires the use of Azure).

Key tasks:

- Patch systems for security & stability ([Insights research](#))
- Provision systems on demand
- Install software
- Manage user access
- Monitor performance

Characteristics & Tasks:

- Monitors and maintains systems that are used by others in his company
- Works towards a regular patch cycle
- Interested in automating as much as possible - manual patching takes 20-25 hours a week!

Other considerations:

- Different groups in his org may have different SLAs for service

Workshop

Práce na vašem projektu

Agenda workshopu /domácí úkol

- Představení domácího úkolu
- Feedback na úkoly z minula
- Práce na domácích úkolech
 - ◆ Formulace výzkumných otázek
 - ◆ Příprava scénáře
 - ◆ Realizace interview
 - ◆ Analýza:
 - Persona
 - Empatická mapa
 - POV statements - revize

Do příští hodiny

- Výzkum od stolu (nepovinné)
- Interview (2x30 min)
 - ◆ Výzkumné otázky
 - ◆ Scenář
 - ◆ Persona
 - ◆ Empatická mapa
 - ◆ PoV statements - revize

Interview

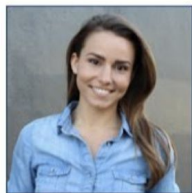
Do příští hodiny

- Stanovit výzkumné otázky
- Sepsat scénář
 - Kdo to je
 - Co je pro něj důležité souvislosti s počasím / vaším tématem
 - Jak nad tím uvažuju
 - Jaké má emoce
 - Jak to řeší - jaké mé teď procesy
- Udělat 2 interviews na 30 min
 - Najít vhodné respondenty

Interview - analýza

Do příští hodiny:

1. Personu



"To be good at PR you need to know about what is in and be up on all trends"

Bio

Jane is a passionate freelancer who gives her all to each and everyone of her clients. She has trouble keeping track of tasks, and managing all of her client accounts. She enjoys a thriving social life, and enjoys

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Behaviors

- She's not afraid to be in the office,
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Goals

- Manage all of her clients
- Looking for new projects

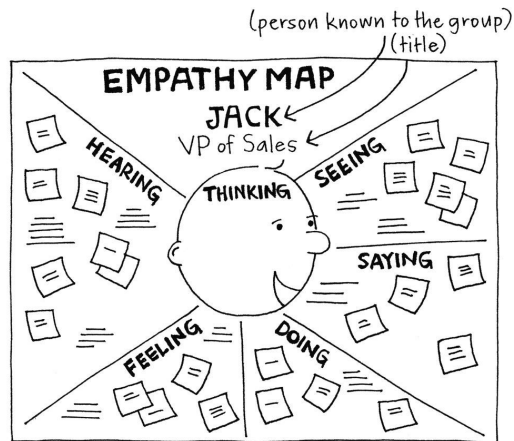
Pain Points

- Since Jane is a freelancer she has a hard time keeping track of tasks and responding promptly

Motivations



2. Empatickou mapu



3. PoV statements

POINT OF VIEW STATEMENT

_____ needs a way to _____
(User name) (Verb)

because _____
(Surprising Insight)

Interviews

Jak je připravit

Vychádzame z výskumných otázok

3 časti:

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- Hlavná časť
- Ukončovanie

Druhy otázek

- Ask about sequence. "Describe a workday. What do you do when you first sit down at your station? What do you do next?"
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Interviews

Jak na ně

Principy

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 - Naslouchejte
 - Mluvte co nejméně
- Vyhodte si z hlavy předpoklady a očekávání
 - nenavádejte!
- Zklidněte ego
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Tipy

- Mlčení - 3 sekundy
- Opakování
- Bumerang
- Nedokončené otázky

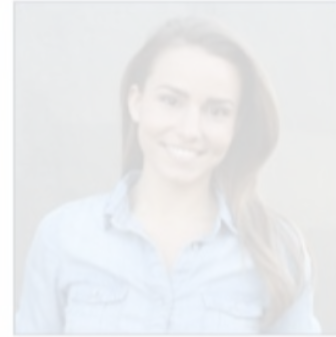
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Persona

Analýza kvalitativních dat

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"To be good at PR you need to know about what is in and be up on all trends"

Jane is a passionate freelancer who gives her all to each and everyone of her clients. She has trouble keeping track of tasks, and managing all of her client accounts. She lives a busy life, and enjoys

Age: 34

Job: Freelance PR Strategist

Location: Brooklyn, NY

Status: Single, no kids

Income: \$145,000

Behaviors

- She's not afraid to try new things
- Uses Instagram to stay on top of the latest trends.

Goals

- Manage all of her client accounts
- Looking for new clients

Pain Points

- Since Jane freelance, she doesn't have an email account for her business, so she has a hard time keeping track of responding promptly to clients.

Motivations

Happiness

Pride

Social

DEFINITION

Hypothesis

The hypothesis has its roots in ancient civilization. The English word "hypothesis" comes from the Greek word hypothesis which means "to suppose." Some even refer to a hypothesis as an educated guess. Hypotheses are instruments you use to prove or refute your assumptions.

For the purposes of Testing Business Ideas, we focus on your business hypothesis, which is defined as:

- an assumption that your value proposition, business model, or strategy builds on.
- what you need to learn about to understand if your business idea might work.

Creating a good business hypothesis

When creating hypotheses you believe to be true for your business idea, begin by writing the phrase "We believe that..."

"We believe that millennial parents will subscribe to monthly educational science projects for their kids."

Be mindful that if you create all of your hypotheses in the "We believe that..." format, you can fall into a confirmation bias trap. You'll be constantly trying to prove what you believe, instead of trying to refute it. In order to prevent this from occurring create a few hypotheses that try to disprove your assumptions.

"We believe that millennial parents won't subscribe to monthly educational science projects for their kids."

You can even test these competing hypotheses at the same time. This is especially helpful when team members cannot agree on which hypothesis to test.

Characteristics of a good hypothesis

A well-formed business hypothesis describes a testable, precise, and discrete thing you want to investigate. With that in mind, we can continue to refine and unpack our hypotheses about the science project subscription business.

	X	✓
<p><i>Testable</i></p> <p>Your hypothesis is testable when it can be shown true (validated) or false (invalidated), based on evidence (and guided by experience).</p>	<p>- We believe millennial parents prefer craft projects.</p>	<p>□ We believe millennial parents prefer curated science projects that match their kids' education level.</p>
<p><i>Precise</i></p> <p>Your hypothesis is precise when you know what success looks like. Ideally, it describes the precise what, who, and when of your assumptions.</p>	<p>- We believe millennials will spend a lot on science projects.</p>	<p>□ We believe millennial parents with kids ages 5-9 will pay \$15 a month for curated science projects that match their kids' education level.</p>
<p><i>Discrete</i></p> <p>Your hypothesis is discrete when it describes only one distinct, testable, and precise thing you want to investigate.</p>	<p>- We believe we can buy and ship science project boxes at a profit.</p>	<p>□ We believe we can purchase science project materials at wholesale for less than \$3 a box.</p> <p>□ We believe we can ship science project materials domestically for less than \$5 a box.</p>

Weak Evidence



Strong(er) Evidence

1. **Opinions (beliefs)**

When people say things like "I would...", "I think _____ is important," "I believe...", or "I like..."

Facts (events)

When people say things like "Last week I _____," "In that situation I usually _____," or "I spent _____ on."

2. **What people say**

What people say in an interview or survey is not necessarily what they do in real life or will do in the future.

What people do

Observable behavior is generally a good predictor of how people act and what people might do in the future.

3. **Lab settings**

When people are aware that you are testing something, they may behave differently than in a real world setting.

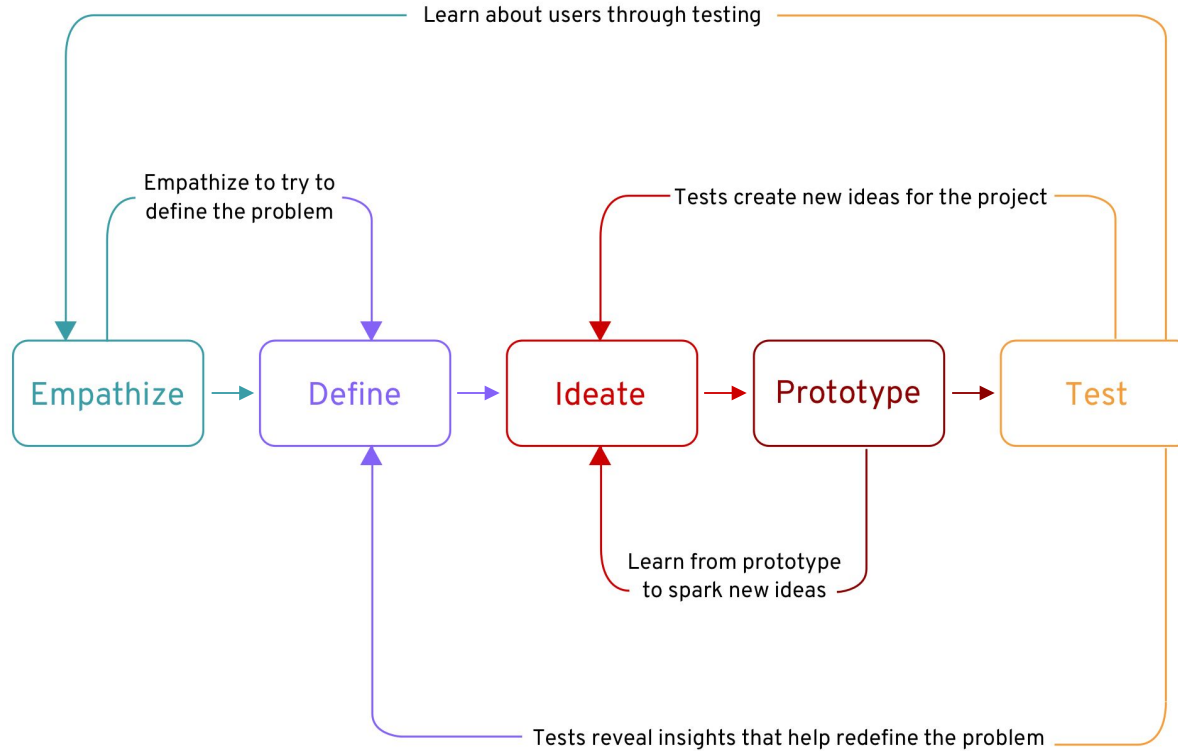
Real world settings

The most reliable predictor of future behavior is what you observe people doing when they are not aware they are being tested.

USABILITY PRINCIPLES

Nielsen's 10 Usability Principles

DESIGN THINKING : A NON-LINEAR PROCESS



NIELSEN'S USABILITY HEURISTICS

- ▶ Jakob Nielsen's 10 general principles for interaction design
- ▶ They are called "heuristics" because they are broad rules of thumb and not specific usability guidelines



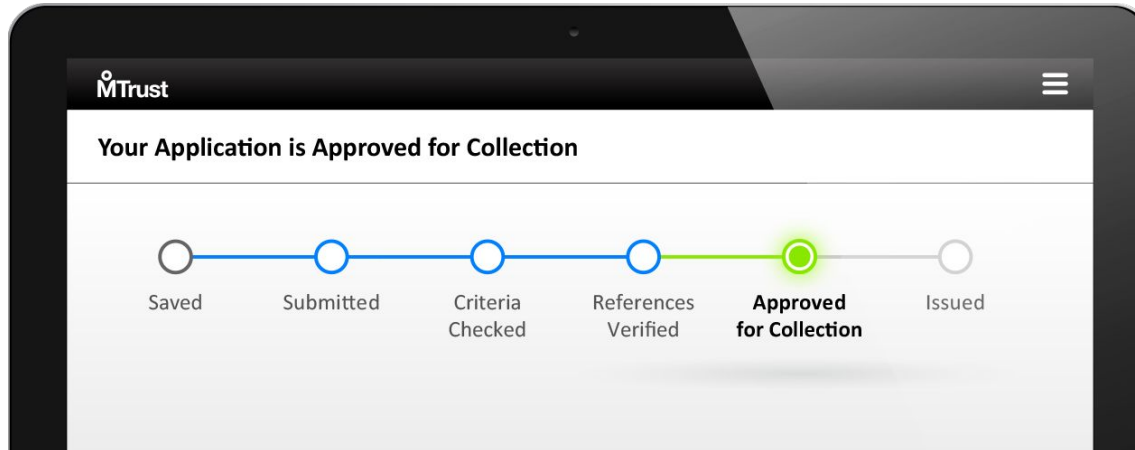
NIELSEN'S 10 USABILITY PRINCIPLES

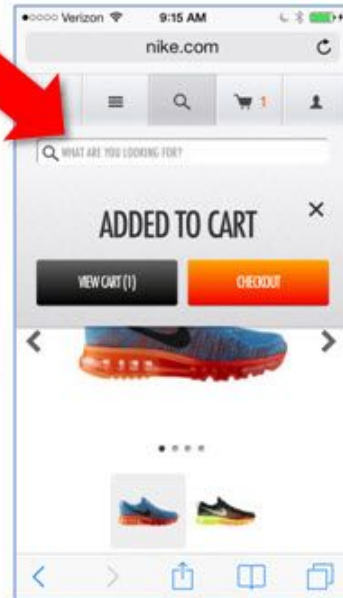
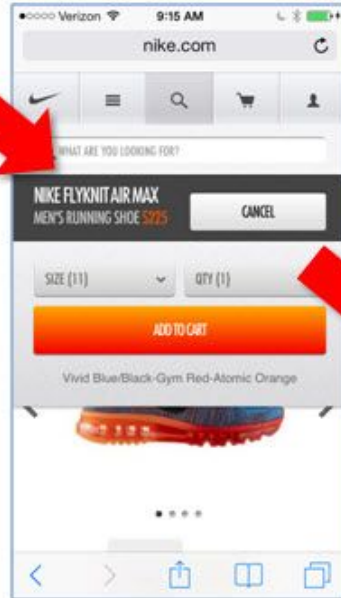
1

Visibility of System Status

Keep users oriented and clear about where they are in the system or where they are up to in a process.

"I know what's going on."





NIELSEN'S 10 USABILITY PRINCIPLES

Match between the system and the real world

Follow real-world conventions, making information appear in a natural and logical order.

2

"I know what you're talking about."



NIELSEN'S 10 USABILITY PRINCIPLES

User Control and Freedom

Users should be free to select and sequence tasks (when appropriate), rather than having the system do this for them.

"Oops, let me out of here."

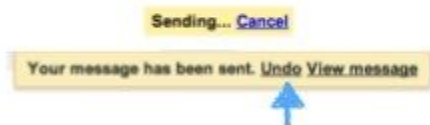


3

3 User control and freedom

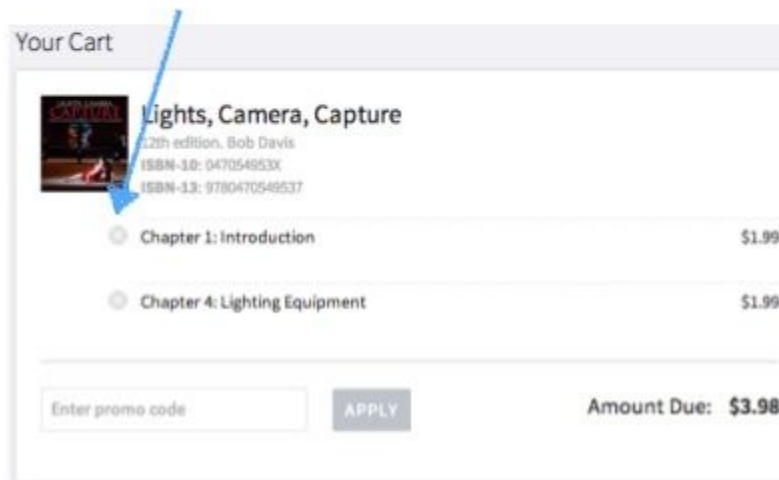
“Oops, let me outta here”

Allow people to change or delete items in a shopping cart as seen in this example from Inkling. It's also useful to allow them to continue shopping.



Ever felt the need for an undo button after sending an email to the wrong person?

It's a good thing Gmail allows that.



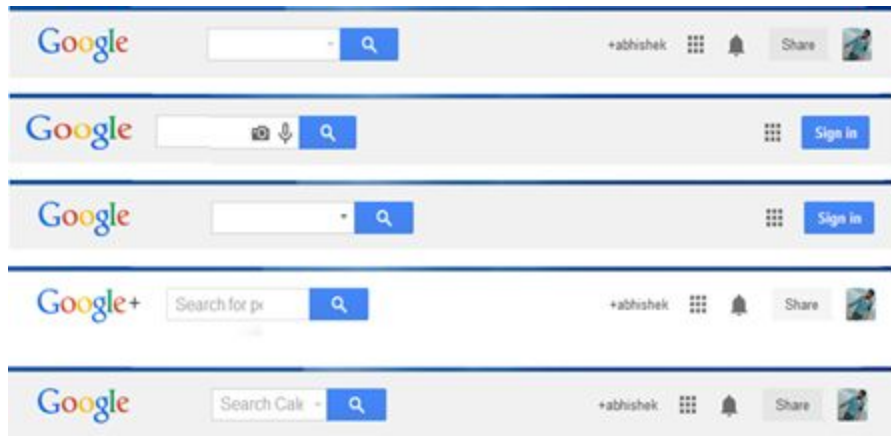
NIELSEN'S 10 USABILITY PRINCIPLES



Consistency and Standards

Follow platform conventions. Principle of least surprise.

"Seems familiar, makes sense."



Google

google



[All](#) [Images](#) [Maps](#) [Videos](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 10,210,000,000 results (0.53 seconds)

NIELSEN'S 10 USABILITY PRINCIPLES

Help Users Recognize, Diagnose, and Recover from Errors

Error messages in plain language. Give users understanding of how they will solve the problem in plain language.



5

"I know what went wrong, I can fix it."

Message from webpage



Adult 1: Title is required.
Adult 1: First Name is required.
Adult 1: Last Name is required.
Adult 1: Please choose Priority Boarding option.
Adult 2: Title is required.
Adult 2: First Name is required.
Adult 2: Last Name is required.
Adult 2: Please choose Priority Boarding option.
SMS confirmation option not selected
Please indicate that you have read and understand the terms and conditions to continue.

OK

Or start a new account

Choose a username (no spaces)

bert

! bert is already taken. Please choose a different username.

Choose a password

! Passwords must be at least 6 characters and can only contain letters and numbers.

Retype password

Email address (must be real!)

not an email

! The email provided does not appear to be valid

Send me occasional Digg updates.

Oops!

We can't seem to find the page you're looking for.

Error code: 404

Here are some helpful links instead:

[Home](#)

[Search](#)

[Help](#)

[Traveling on Airbnb](#)

[Hosting on Airbnb](#)

[Trust & Safety](#)



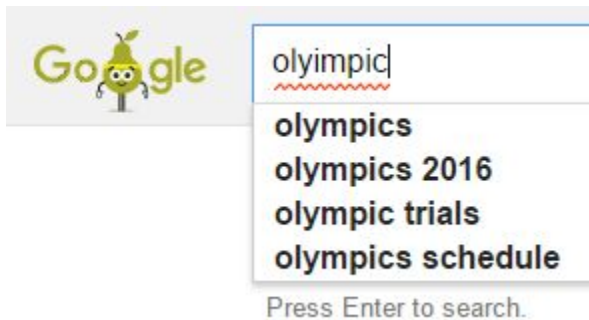
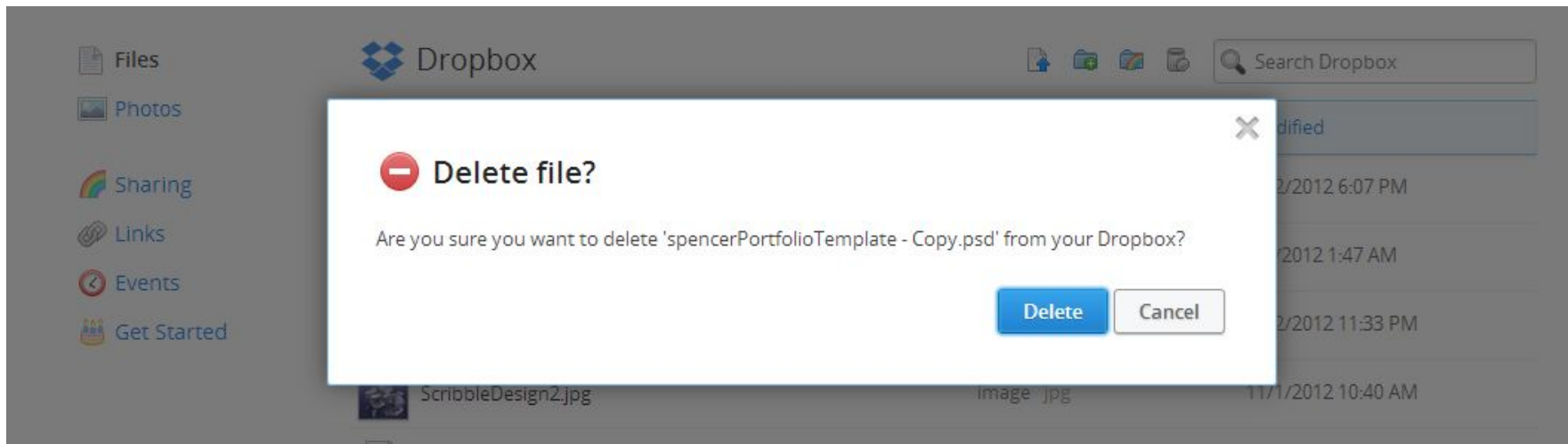
NIELSEN'S 10 USABILITY PRINCIPLES



Error Prevention

Even better than good error messages is a careful design that prevents a problem from occurring in the first place.

"Glad I didn't do that."



NIELSEN'S 10 USABILITY PRINCIPLES

Recognition Rather than Recall

Make objects, actions, and options visible.



"I know what I need to do here."

6 Recognition rather than recall

"I know what I need to do here"

Minimise the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

The screenshot shows a travel website's search interface. On the left is a vertical navigation menu with icons and text for: Flights, Hotels, Flight + Hotel, Trains, Buses, Weekend getaways (with a 'NEW' badge), Collections, Waytogo, and Mobile. The main content area is titled "Search for hotels" and includes the text "Over 100,000 hotels around the world". There are two radio buttons: "Hotels" (selected) and "Weekend Getaways" (with a "NEW" badge). A "Where" section contains a text input field with the placeholder "Enter a city, area, landmark or hotel". Below this are "Check-in" and "Check-out" sections, each with a "Pick a date" label and a calendar icon. The "Rooms" section has a dropdown menu set to "1". The "Adults" section has a dropdown menu set to "1" with the text "12+ yrs" below it. The "Children" section has a dropdown menu set to "0" with the text "0-11 yrs" below it. At the bottom right is an orange "Search hotels" button. A circular badge in the top right corner of the main area says "WEEKEND GETAWAYS" and "Escape. Every Weekend." with an icon of a car and a suitcase.

NIELSEN'S 10 USABILITY PRINCIPLES

Flexibility and efficiency of use


Cater the system to the inexperienced and expert user. Encourage exploration. Offer accelerators.



"Allow me to do more of less."

Web **Images** Videos Shopping News More  Search tools

Size  Color  Type  Time  Usage rights  More tools 

- Any size
- Large
- Medium
- Icon
- Larger than... 
- Exactly...



Halloween



Party



Winter



NIELSEN'S 10 USABILITY PRINCIPLES

Aesthetic and Minimalist Design

Dialogues should not contain information that is irrelevant or rarely needed. Simplicity.



"Looks good, works beautifully."



Google



Google Search

I'm Feeling Lucky

Google offered in: čeština

NIELSEN'S 10 USABILITY PRINCIPLES

Help and Documentation

Integrate help with the system. "How do I...?"



10

"Okay, I need help."

1



Visibility of system status

2



Match between system + real world

3



User control and freedom

4



Consistency and standards

5



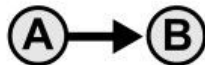
Recognition rather than recall

6



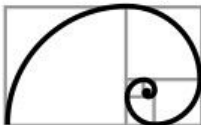
Error prevention

7



Flexibility and efficiency of use

8



Aesthetic and minimalist design

9



Help users with errors

10



Help and documentation