

# Anti-usability and UX





# Making Software. Better.

At Equal Experts, we focus on providing simple software solutions to complex business problems.

**Simon Bostock**

@i4\_1

Getting ready to talk at [#GOTOber](#) in a couple of hours as part of the [@EqualExperts](#) network [gotocon.com/berlin-2014/sp...](http://gotocon.com/berlin-2014/sp...) Looking forward to it!

 **GOTO Berlin****Simon Bostock speaking at GOTO Berlin 2014**

Simon is a UX / digital strategy person who's worked on games, intranet, Open Source and 'big website' stuff for a range of clients and agencies. He's currently working for Equal Experts in the UK on...

[View on web](#)

8:56 AM - 6 Nov 2014







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## 10 Usability Heuristics for User Interface Design

by [JAKOB NIELSEN](#) on January 1, 1995

Topics: [Heuristic Evaluation](#) [Human Computer Interaction](#) [Standards](#) [Web Usability](#)

**Summary:** 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.

### Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

### Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

### User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

### Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

# Usability heuristics

- 1. Visibility of system status**
- 2. Match between system and the real world**
- 3. User control and freedom**





Zithwithmakentk





- 4. Consistency and standards**
- 5. Error prevention**
- 6. Recognition rather than recall**







- 7. Flexibility and efficiency of use**
- 8. Aesthetic and minimalist design**
- 9. Help users recognise and recover from errors**

GAME OVER

PRESS ENTER to restart

## **10.Help and documentation**



		
Francisco	Tony	Carlo
Leading	Following	Following



**THE SOUND YOU HEAR ALERTS OF AN INCOMING MISSION OBJECTIVE  
MISSION OBJECTIVES ARE MARKED ON THE MINIMAP (TOP RIGHT CORNER)  
USE THE MINIMAP TO NAVIGATE - ZOOM IN (DOT) - ZOOM OUT (COM)**

Ammo	Clips	Grenades
59 :: 60	11	4



# Horrible games













Best: 4.7m

QWOP

© Foddy.net 2008



THIGHS

0.8 metres



CALVES



# How to Beat QWOP



Best: 6m

QWOP

© Foddy.net 2008



THIGHS

74.1 metres



CALVES



# **1. Visibility of system status**

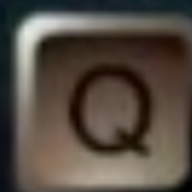




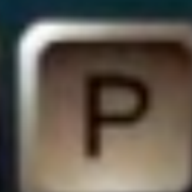
Best: 100.1m

QWOP

© Foddy.net 2008



THIGHS

**100.1 metres**

CALVES

**NATIONAL HERO**

you ran to the end of the track and jumped!  
In the end, you went:

**100.1 metres**

press space to restart



## **2. Match between system and the real world**



Best: 4.7m

QWOP

© Foddy.net 2008



THIGHS

0.8 metres



CALVES



# **3. User control and freedom**



LIFE

WOLF

JAMMING

電波障害

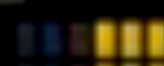
電波障害は、電波の干渉によって発生する障害です。電波障害は、電波の干渉によって発生する障害です。電波障害は、電波の干渉によって発生する障害です。

4/4



RATION

13/16



**LIFE**

**WOLF**

3/4

## RATION

3/16

☐ ☐ ☐ ☒ ☒ ☒



LIFE

THERM.G

GASMASK

NO USE

CAMERA

4/4  
RATION

2/6  
DIAZEPAM

EQUIP

《Diazepam》

Anti-anxiety drug.  
Temporarily stops  
involuntary trembling.

PAL KEY

MINE.D

DISC

NO ITEM

## 4. Consistency and standards







Why couldn't I read your mind?

PlatanoGames

# 5. Error prevention



Best: 4.7m

QWOP

© Foddy.net 2008



THIGHS

0.8 metres



CALVES





## 6. Recognition rather than recall



SCORE: 0







HIGHSCORE: 31790

SCORE: 3990

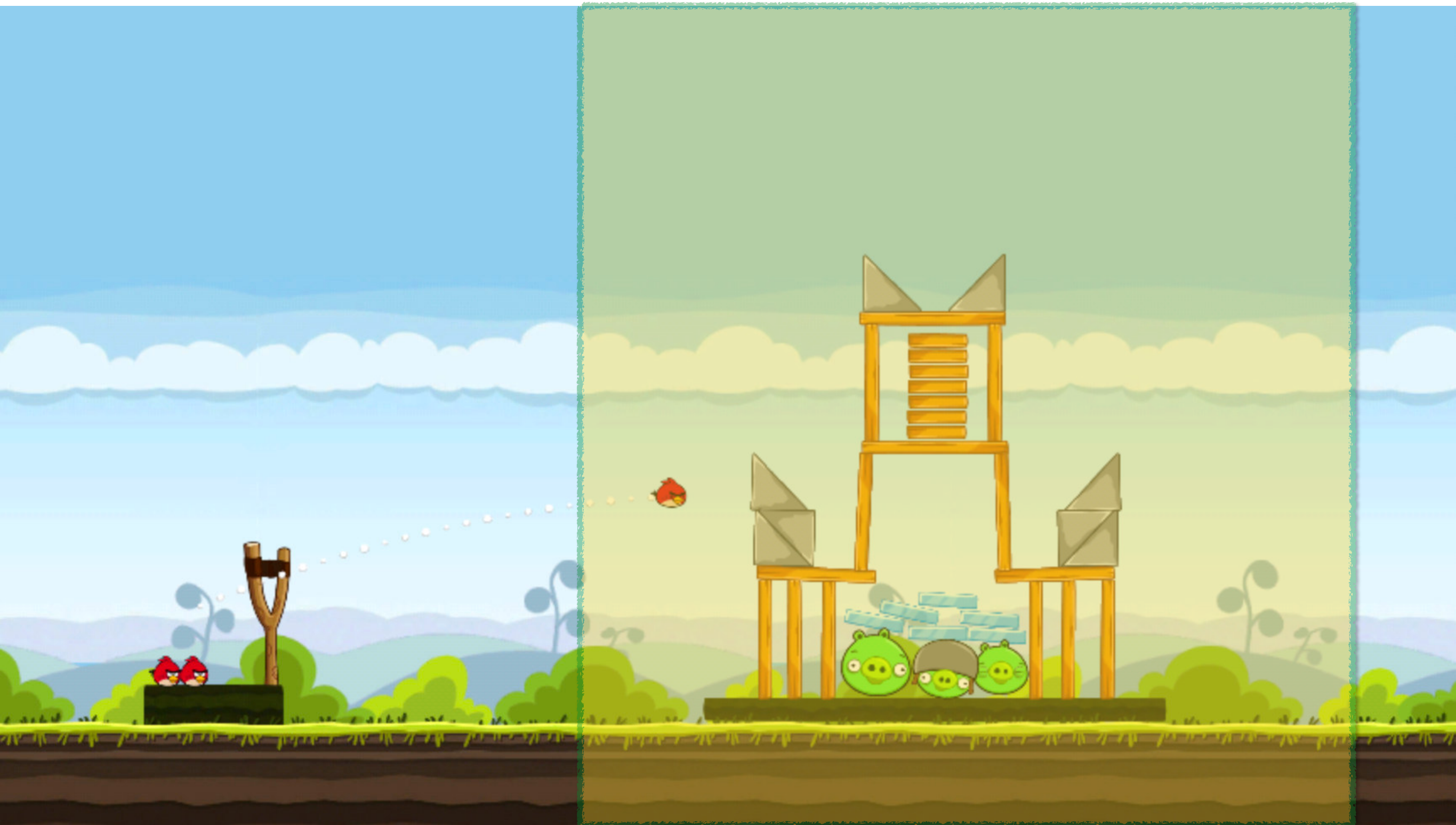
5000

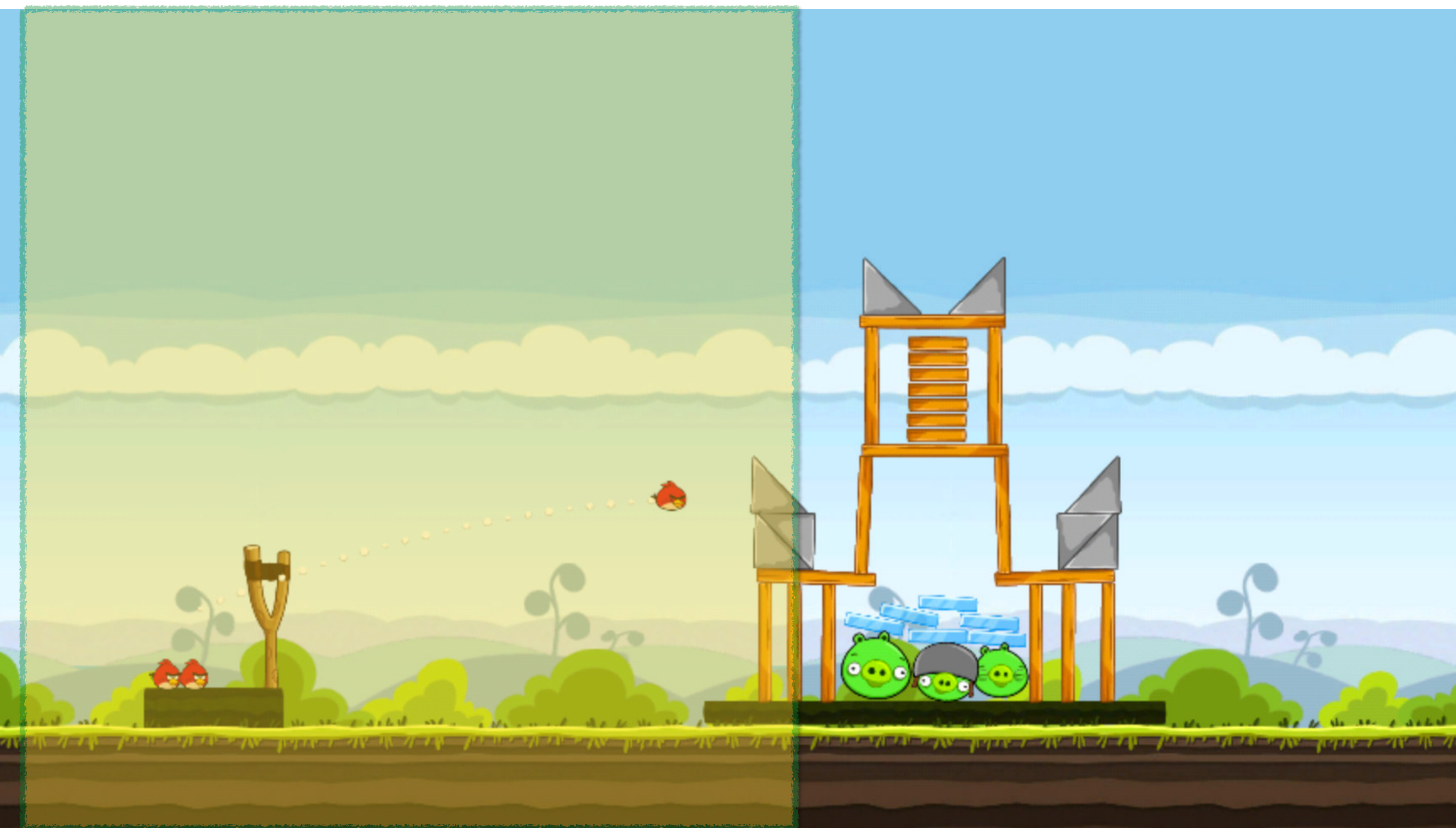
70













## **7. Flexibility and efficiency of use**



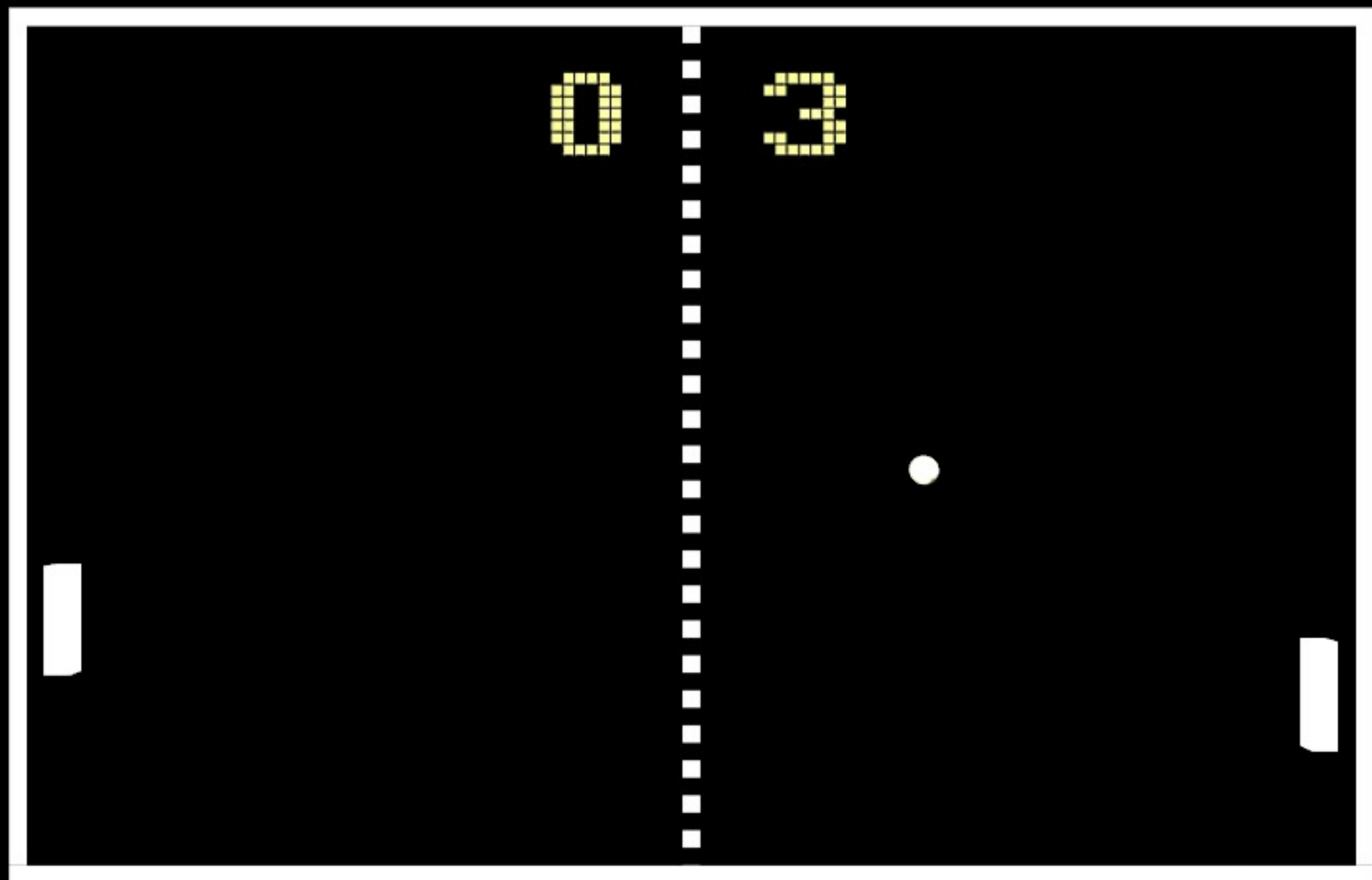
ZEN VERSION OF WHERE'S WALDO?







## **8. Aesthetic and minimalist design**





## **9. Help users recognise and recover from errors**





No... CLON! Aagh!





YOU HAVE DIED OF DYSENTERY

# 10.Help and documentation



# THE WATER TEMPLE

Pissing everyone one off for a decade



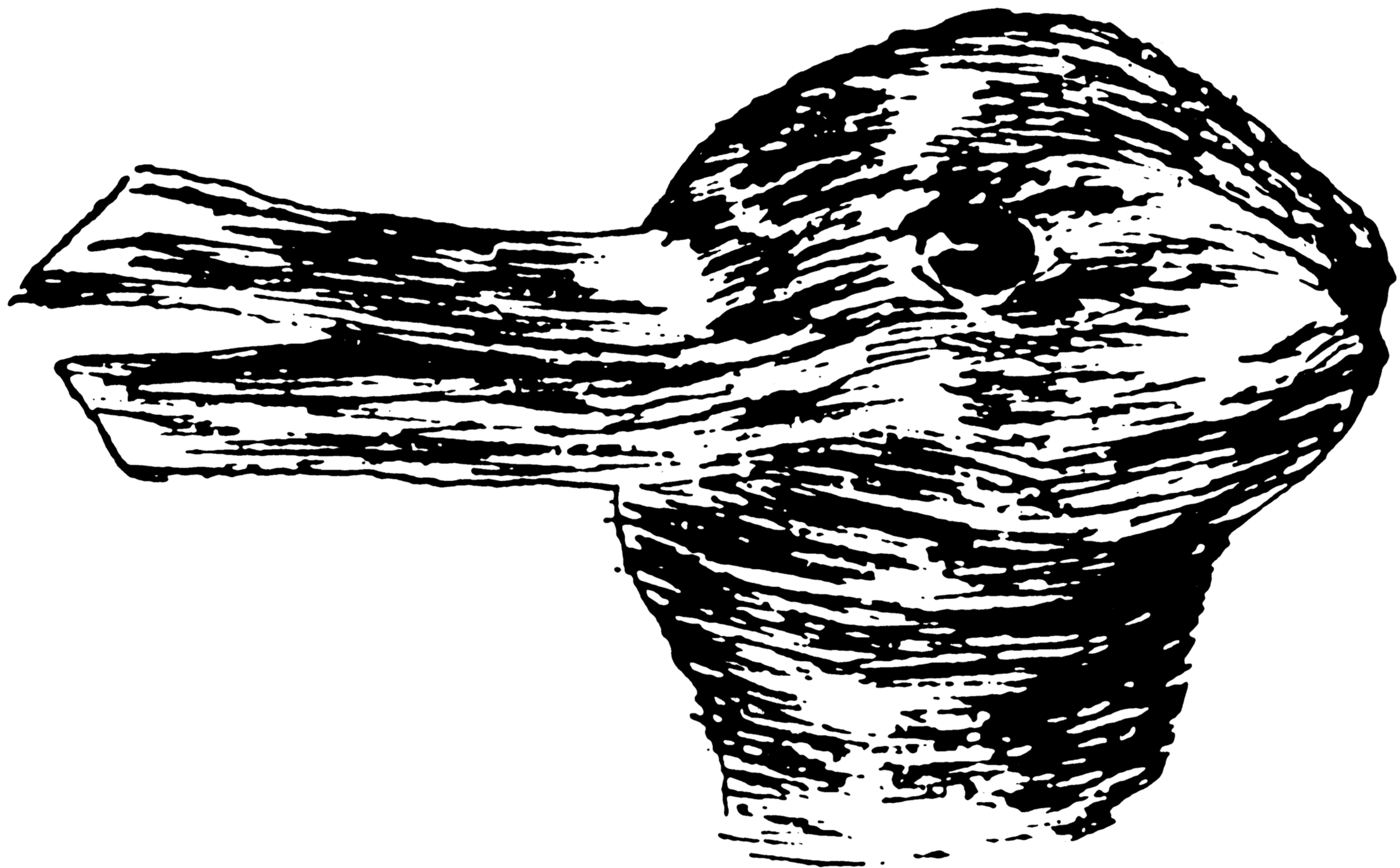


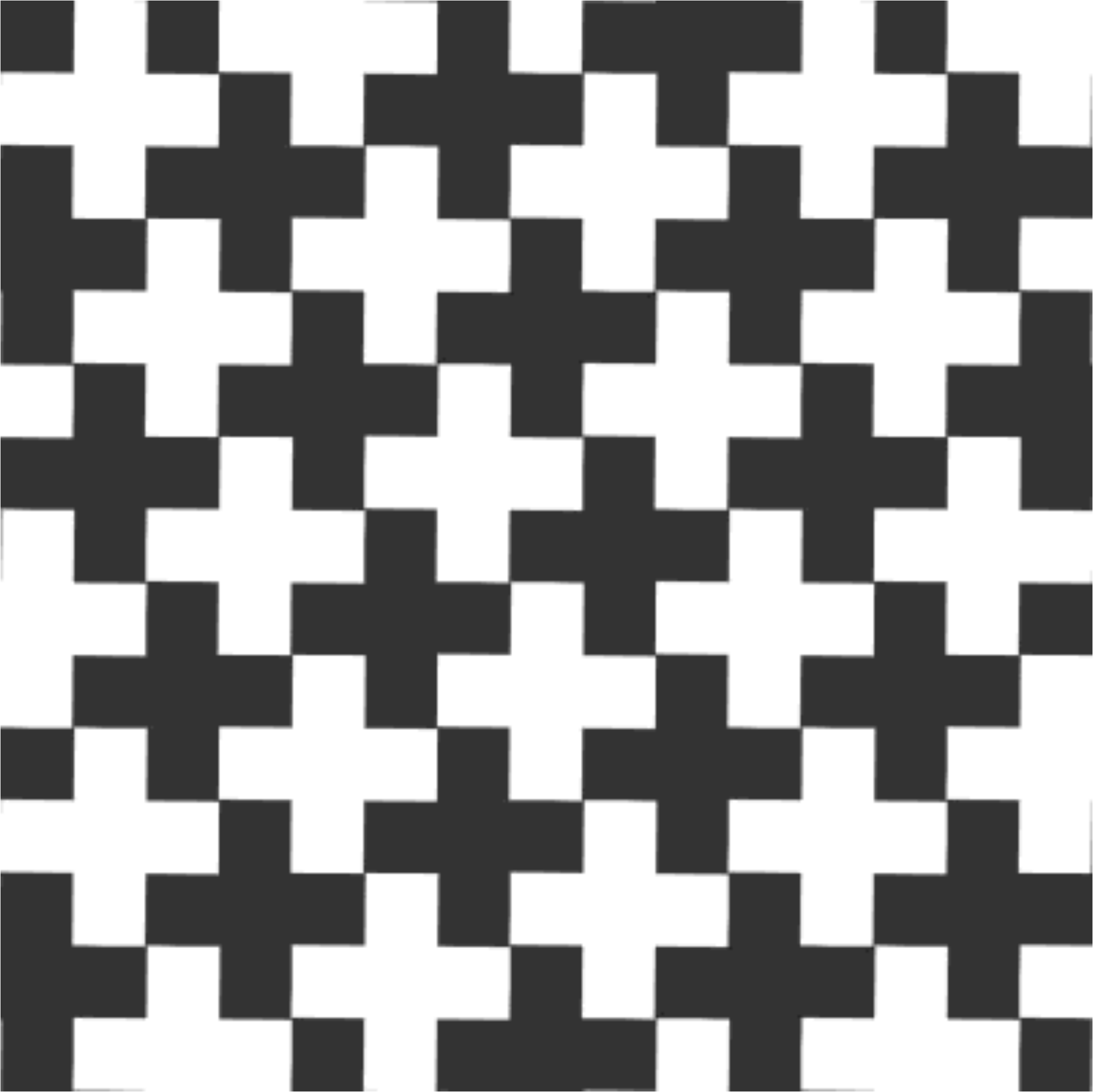


- a. Match between system and the real world and documentation**
- b. Error prevention**
- c. Help users recognize and recover from errors**
- d. Help and documentation**

# Intuitive vs Arbitrary







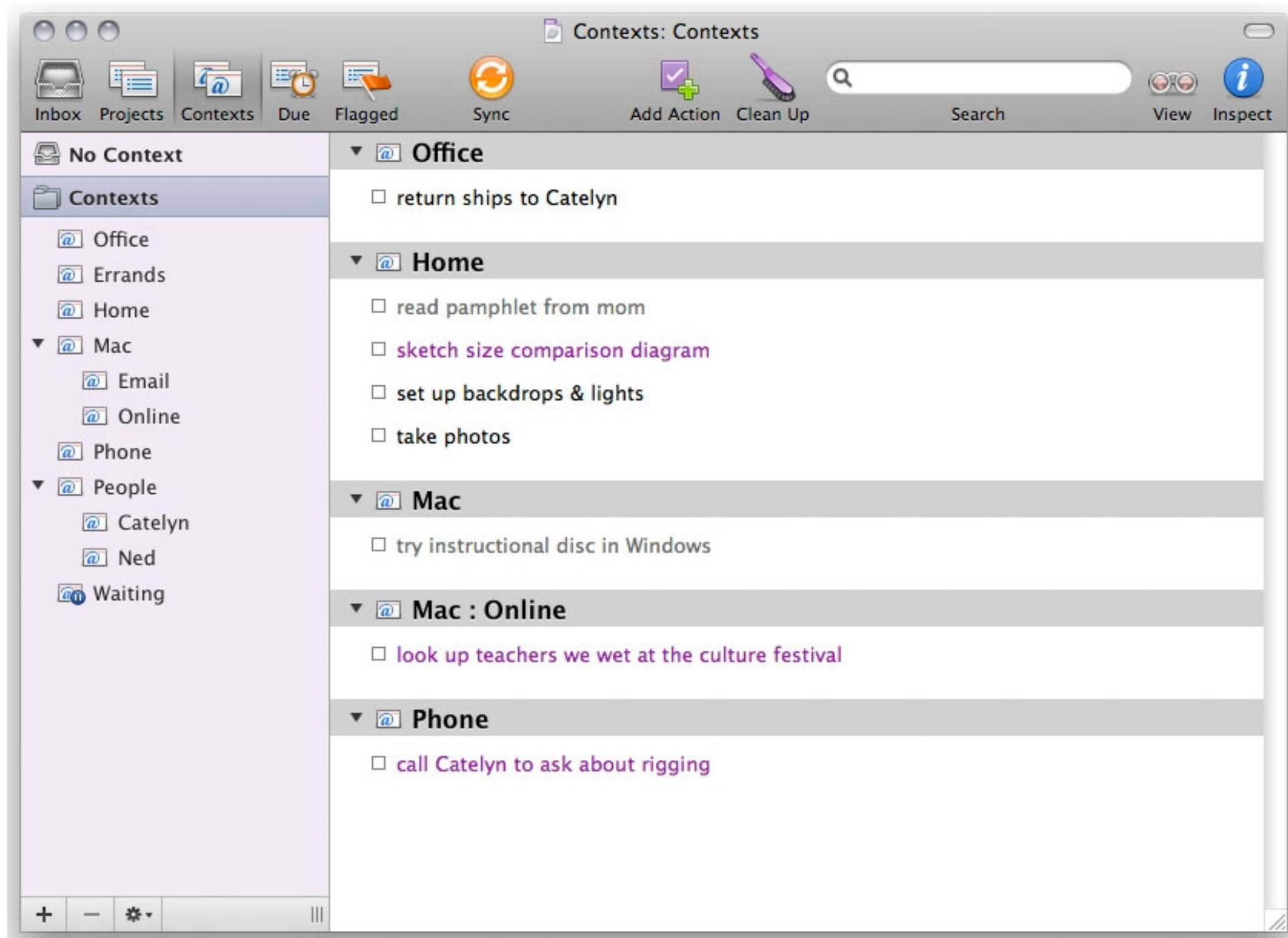




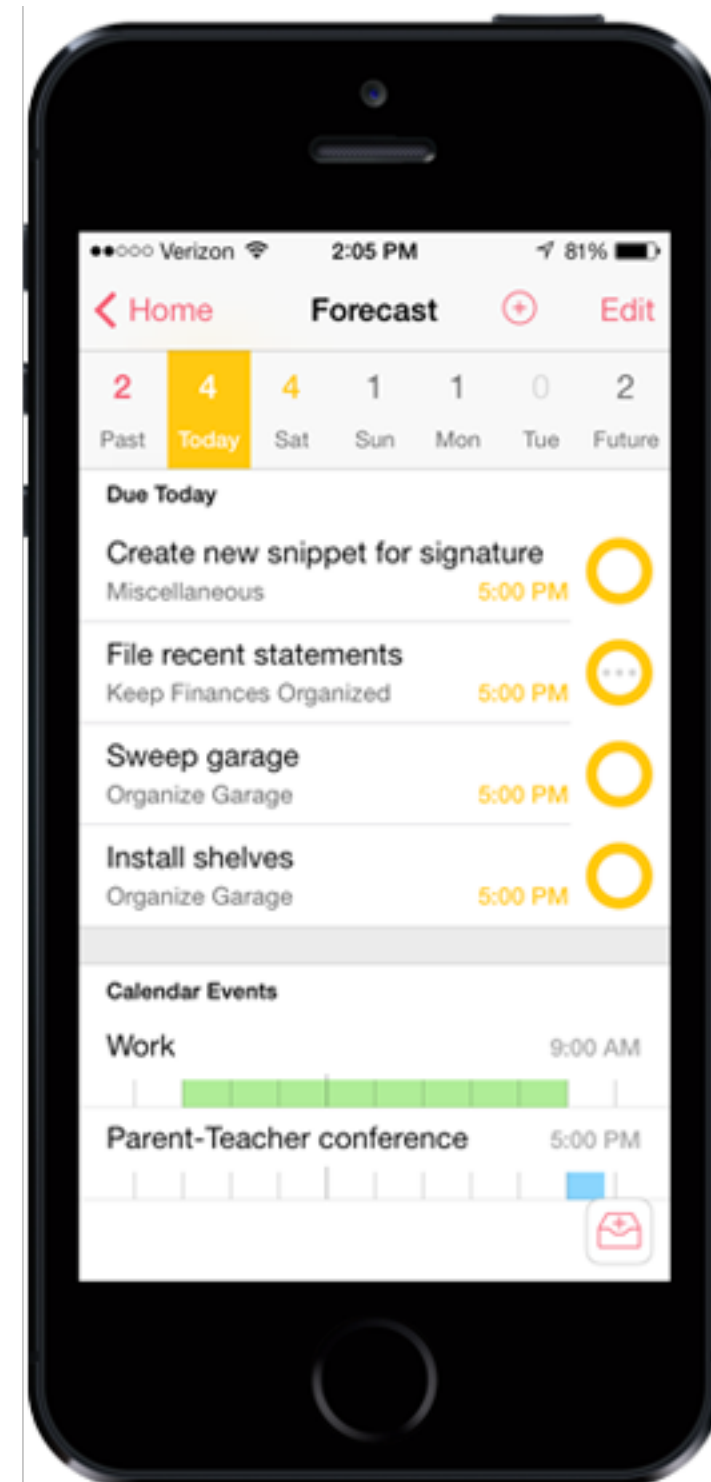
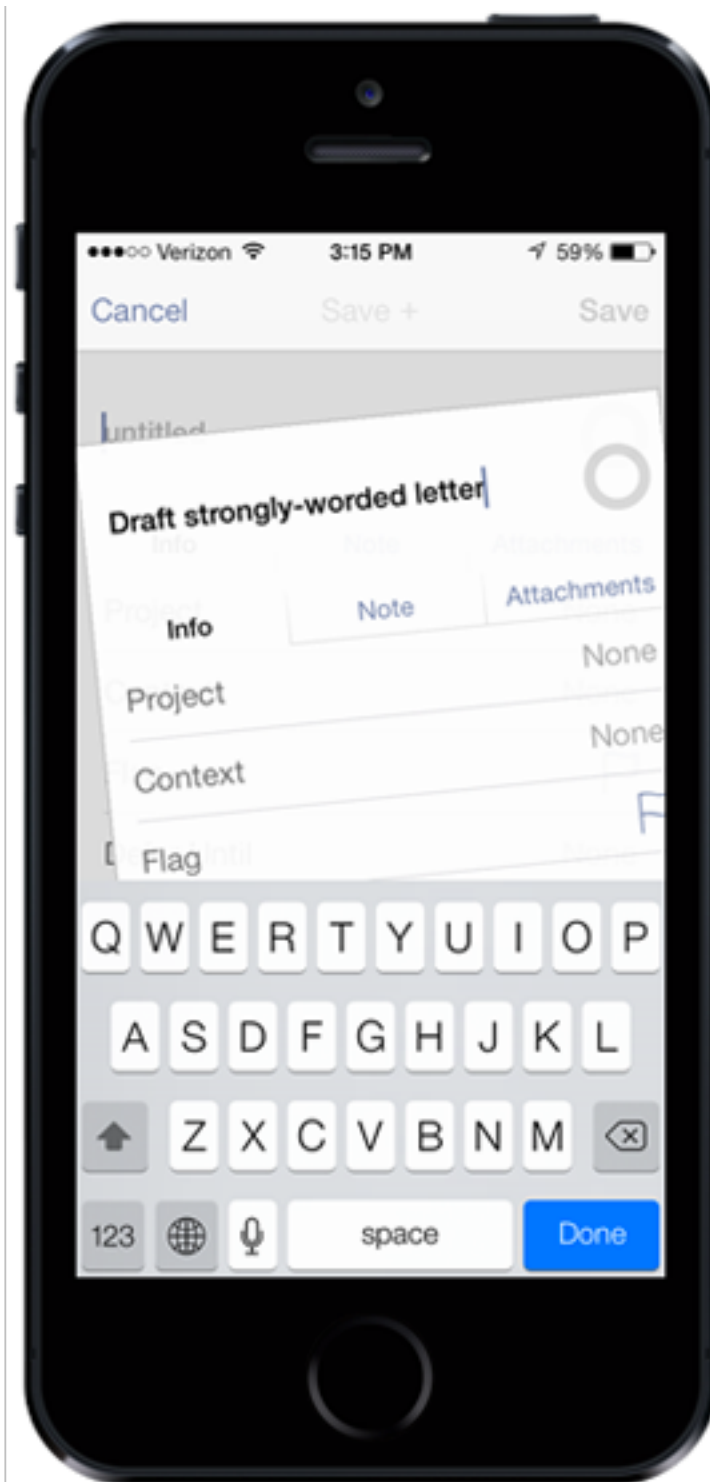


















### **Replace your database and start syncing?**

Your current database will be backed up on your computer, and be replaced by the sync database:

[https://max.geekery@sync.omnigroup.com/  
max.geekery/](https://max.geekery@sync.omnigroup.com/max.geekery/)

To use your current database instead, choose  
Replace Server Database from the File menu.

Cancel

Sync

# The Two Cultures of Computing

## User Culture Versus Programmer Culture

December 2013 ([postdoc](#))

### Summary

There are now two main cultures in computing: Most computer users treat software as a *tool* for getting tasks done, while programmers *hold conversations* with their software. One big challenge when teaching programming, no matter in what language, is getting students used to a conversation-oriented programmer culture, which is very different than a tool-oriented user culture.

[\*The Two Cultures\*](#) originally referred to the schism between the sciences and humanities. However, I've noticed a similar schism in computing between users and programmers, which makes it hard to teach programming to beginners.

Philip Guo



Assistant Professor of  
Computer Science  
University of Rochester

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on HCI research.

## Programmer Culture

In contrast, in computer programmer culture, each piece of software is an agent with whom one can *hold a conversation*, via either programming or chaining together shell commands. Sure, each piece of software is still a tool, but programmers “talk” to their software by issuing textual commands rather than clicking with their mouse or swiping with their fingers. Thus, these interfaces are usually text-based:



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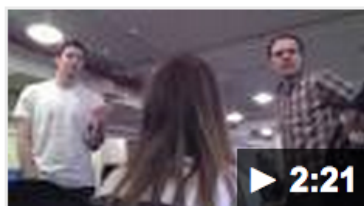
About 18,200,000 results (0.55 seconds)

## Probably Done Before: Why the Heck is Git so Hard?

[merrigrove.blogspot.com/.../why-heck-is-git-so-hard-places-model-ok.ht...](http://merrigrove.blogspot.com/.../why-heck-is-git-so-hard-places-model-ok.ht...) ▾

Feb 3, 2014 - The post will show that one of the reasons (there are other) why going from the SVN model of source-control to **Git** can be so complicated ...

## GIT IS HARD on Vimeo

[vimeo.com/60788996](https://vimeo.com/60788996) ▾

Feb 28, 2013

I accidentally did something so freakishly wrong with **Git** that half the dev team had to come stare at it.

## Why the Heck is Git so Hard? | Hacker News

<https://news.ycombinator.com/item?id=7174554> ▾

But we'd been using **Git** a lot in the past few years and Darcs started .... But I think it's **hard** to claim that; as you say, **git** makes sense in its original context. ----- ...

## 10 things I hate about Git | Steve Bennett blogs

<https://steveko.wordpress.com/2012/02/24/10-things-i-hate-about-git/> ▾

Feb 24, 2012 - I don't think **Git is hard** to use because it's powerful. I think it's hard to use because its developers never tried, and because they don't value ...

## Home // Think Like (a) Git

[think-like-a-git.net/](http://think-like-a-git.net/) ▾

**Git** shouldn't be so **hard** to learn. When you're just getting started, something as straightforward as a merge can be terrifying. It can take a long time to really ...

like physical tool design, a good

design provides affordances to help users understand how

interact with that particular interface. For instance, Spotify

(shown above) provides affordances for finding or creating playlists and

adjusting the volume and playhead sliders.

## Programmer Culture

In contrast, in computer programmer culture, each piece of

software is an agent with whom one can hold a conversation, via

programming or chaining together shell commands. Sure,

each piece of software is still a tool, but programmers “talk” to

software by issuing textual commands rather than clicking

with their mouse or swiping with their fingers. Thus, these

interfaces are usually text-based:

```
lanhost248:dcj-prototypes simonbostock$ git status
# On branch master
# Your branch is ahead of 'origin/master' by 1 commit.
# (use "git push" to publish your local commits)
#
# Changes not staged for commit:
#   (use "git add <file>..." to update what will be committed)
#   (use "git checkout -- <file>..." to discard changes in working directory)
#
modified:   build-modules/jade/Patterns/checkbox.jade
#
no changes added to commit (use "git add" and/or "git commit -a")
lanhost248:dcj-prototypes simonbostock$
```

```
pgbovine — bash — 76x35
os-MacBook-Pro:~ pgbovine$ git
git [--version] [--help] [-c name=value]
  [--exec-path=<path>] [--html-path=<path>] [--info-path=<path>]
  [-p|--paginate|--no-pager] [--no-replace-objects] [--bare]
  [--git-dir=<path>] [--work-tree=<path>] [--help]
  <command> [<args>]

Most commonly used git commands are:
add      Add file contents to the index
bisect   Find by binary search the change that introduced a bug
branch   List, create, or delete branches
checkout Checkout a branch or paths to the working tree
clone    Clone a repository into a new directory
```



There is an agent with whom one can *hold a conversation*, via  
changes not staged for commit:  
programming or chaining together shell commands. Sure,  
use "git add <file>..." to update what will be committed)  
piece of software is still a tool, but programmers "talk" to  
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software by issuing textual commands rather than clicking  
their mouse or scripping with their fingers. Thus, these

Interfaces are usually text-based:

Changes added to commit (use "git add" and/or "git commit -a")

```
t248:dcj-prototypes simonbostock$ git add --update
```

```
t248:dcj-prototypes simonbostock$
```

```
git [--version] [--help] [-c name=value]
  [--exec-path[=<path>]] [--html-path] [--man-path] [--info-path]
  [-p|--paginate|--no-pager] [--no-replace-objects] [--bare]
  [--git-dir=<path>] [--work-tree=<path>] [--namespace=<name>]
  <command> [<args>]
```

Most commonly used git commands are:

git add	Add file contents to the index
git bisect	Find by binary search the change that introduced a bug
git branch	List, create, or delete branches

```
# (use "git add <file>..." to update what will be committed)
# (use "git checkout -- <file>..." to discard changes in working directory)
#
Philips-MacBook-Pro:~ pgbovine$ git
usage: git [--help] [-C <path>] [-p] [-p] [-p] [-p] [-p]
      [--exec-path[=<path>]] [--html-path] [--man-path] [--info-path]
      [-p|--paginate|--no-pager] [--no-replace-objects] [--bare]
      [--git-dir=<path>] [--work-tree=<path>] [--namespace=<name>]
      <command> [<args>]

no changes added to commit (use "git add" and/or "git commit -a")
lanhost248:dcj-prototypes simonbostock$ git add --update
lanhost248:dcj-prototypes simonbostock$ git commit -m "uploading items for GOTO from my phone"
[master 89a0e6c] uploading items for GOTO from my phone
1 file changed, 2 insertions(+)
lanhost248:dcj-prototypes simonbostock$
```

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## Your name

### 您的姓名

What is your name, as shown in your current passport or travel document?  
在您的护照或旅行文件上显示的您的姓名是什么？

Given names 名字

Family name 姓氏

▶ [I am not sure how to enter my name](#) 我不知道如何输入我的姓名

[Save and continue](#)

upload your entire life to the government

... so they can sort things out for you easily

**Usability is contextual**





YOU HAVE DIED OF DYSENTERY

**Networked usability  $\neq$  UI usability**



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**Agency > Usability?**







 Sign in

**SAMARITANS**

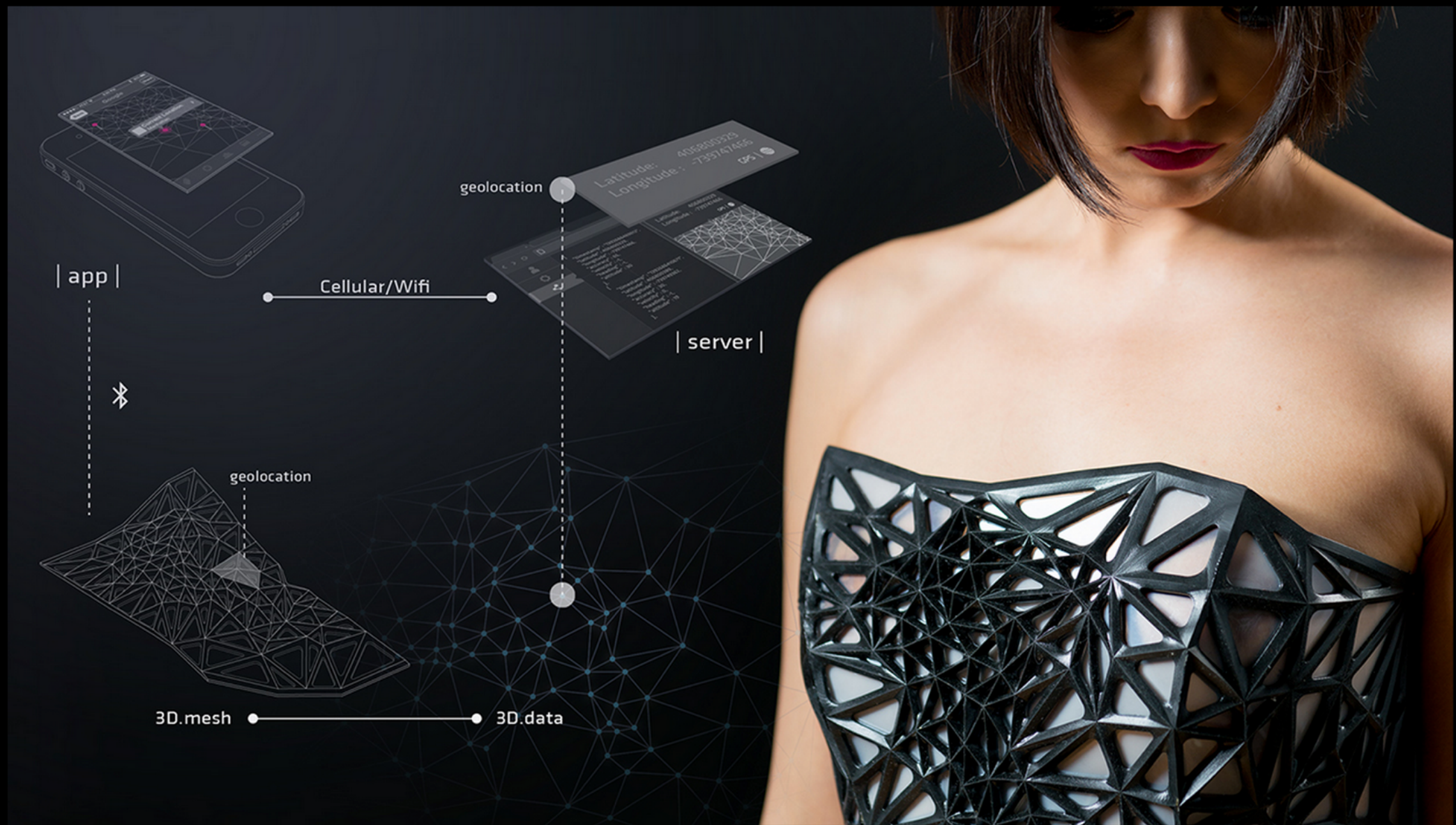
# **SAMARITANS** **RADAR**



**TURN YOUR SOCIAL NET  
INTO A SAFETY NET**

**#SAMARITANSRADAR**







**Simon Bostock**

@i4\_1

Thank you!



11:39 AM - 6 Nov 2014



Reply to @i4\_1



**EQUAL  
EXPERTS**