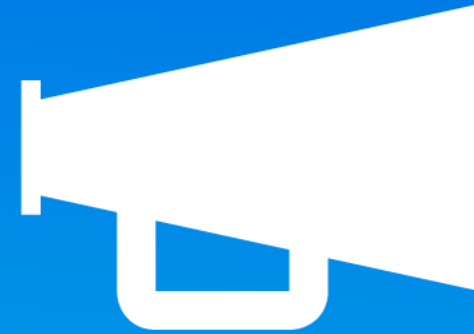
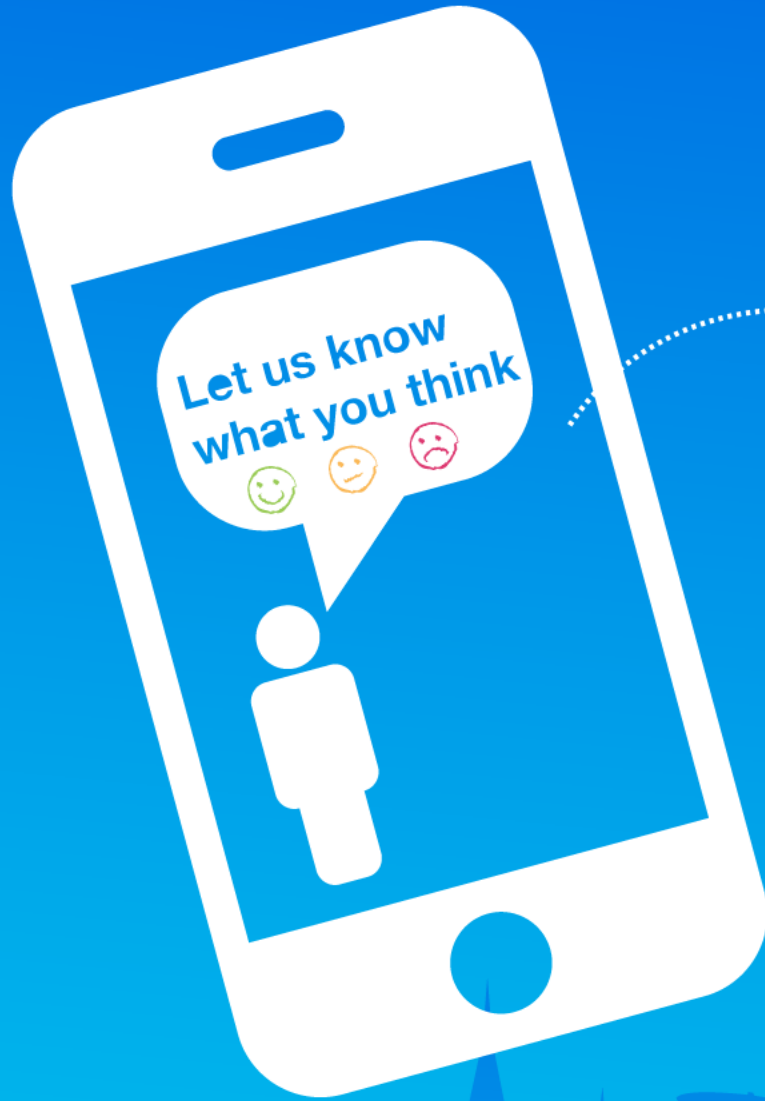


Usability as a Software Game Changer

Christian Vasile





**Click 'engage'
to rate sessions
and ask questions**



USABILITY AS A SOFTWARE GAME CHANGER

Christian Vasile, UX Designer @ iPaper.io



45 minutes



5 minutes

**USABILITY TURNS GOOD SOFTWARE
INTO GREAT SOFTWARE**

**STORY
TIME**

amazon.com[®]

The Amazon logo, which is a curved orange arrow pointing from the letter 'a' to the letter 'z'.

STORY TIME

160.000

STORY TIME

75%

facebook

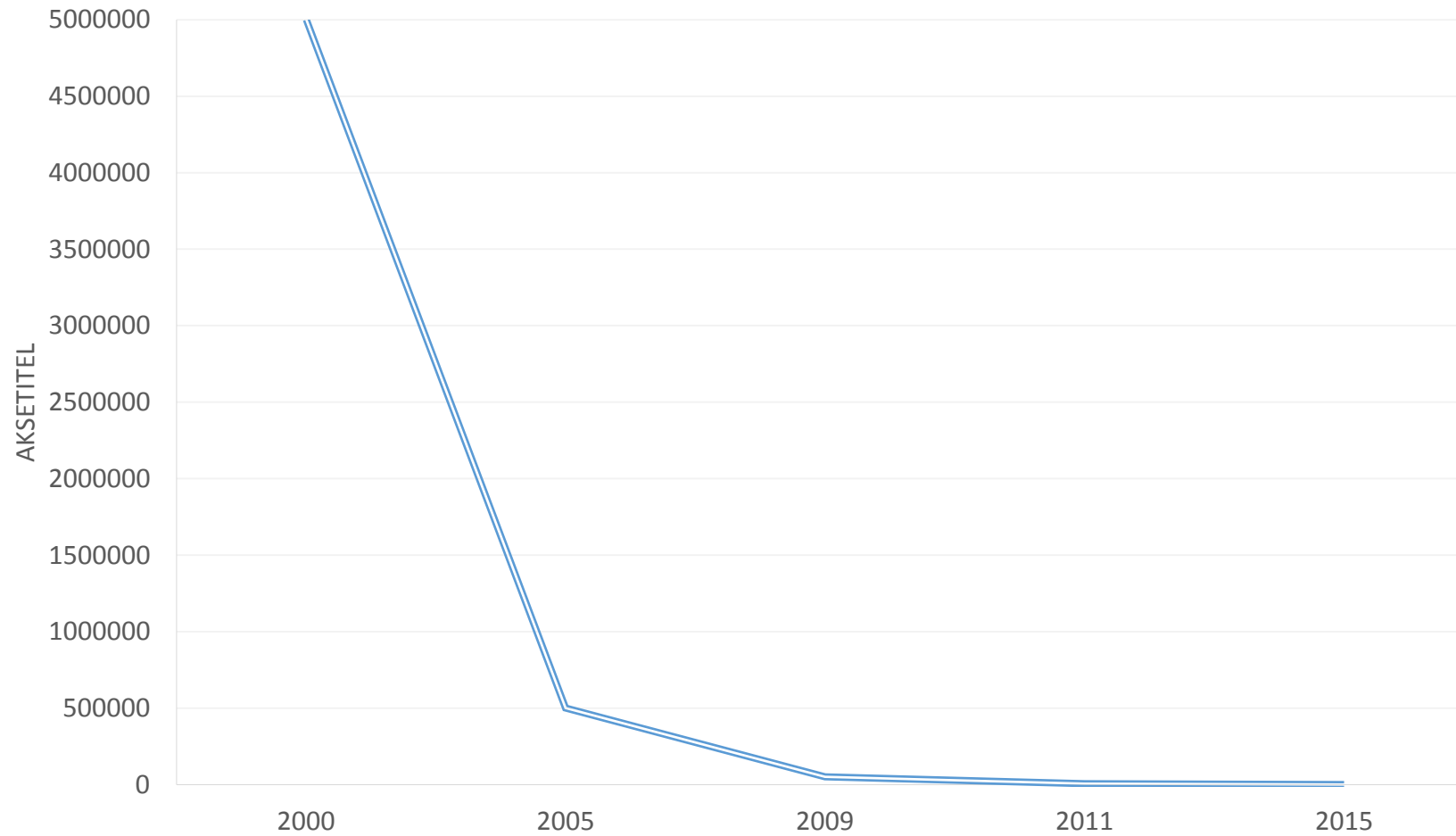
myspace



other dating apps



CAPITAL NEEDED TO LAUNCH A TECH STARTUP



**DESIGN IS A SIGNIFICANT
COMPETITIVE ADVANTAGE**

**HAPPY CUSTOMERS CAN'T BE
TAKEN AWAY THAT EASILY**

Creativity

Aesthetic
beauty &
innovative
interactions.
It is meaningful and
has personal significance.

Proficiency

Empowers people to do more.
Memorable & worth sharing.

Usability

Design is forgiving. Easy to use.
Works as the user expects it to work.

Reliability

Stable & consistent performance. Design is
perceived to be of low value

Functionality

Design works & meets basic functionality needs. Design
perceived to have little or no value

eClinic 1.6 (Unregistered Version) - [2-Ms.Lisy George(60)-Visit [1]]

Master Files Visit Reports Utilities Window Help

Patient ID Ms. Visit Date

Visit (Saved)
 BP Sys/Dio /
 Pulse
 Weight

Tests
 Value per hp
 Remark

| | | |
|-----------------|-----|--|
| Glucose (PP) | 100 | |
| Urea | 29 | |
| Urine Pus cells | 10 | |

Symptoms

started as headache and giddiness ass w py rig polyarth 3 m ago
 tt e w nicardia ret ; nemusulide ; >>> oedema all over body ; spiromide
 added but oedema more; headache still; no investigation done
 urineoutput less
 sweating less

Diagnosis

HT

Prescription

Doxacard 1mg one tablet at night for 1 week
 Pentid 400 mg one tablet 3 times daily for 1 week
 Unicarbazone Forte one tab at bed time for 1 week
 Lariago two tablet at night for 5 days
 Lasilactone 50 half tablet in the morning and half in the afternoon for 1
 week
 Haem-up gem once daily for 1 week

Other Info

ECG =WNL

Fees

Unregistered version

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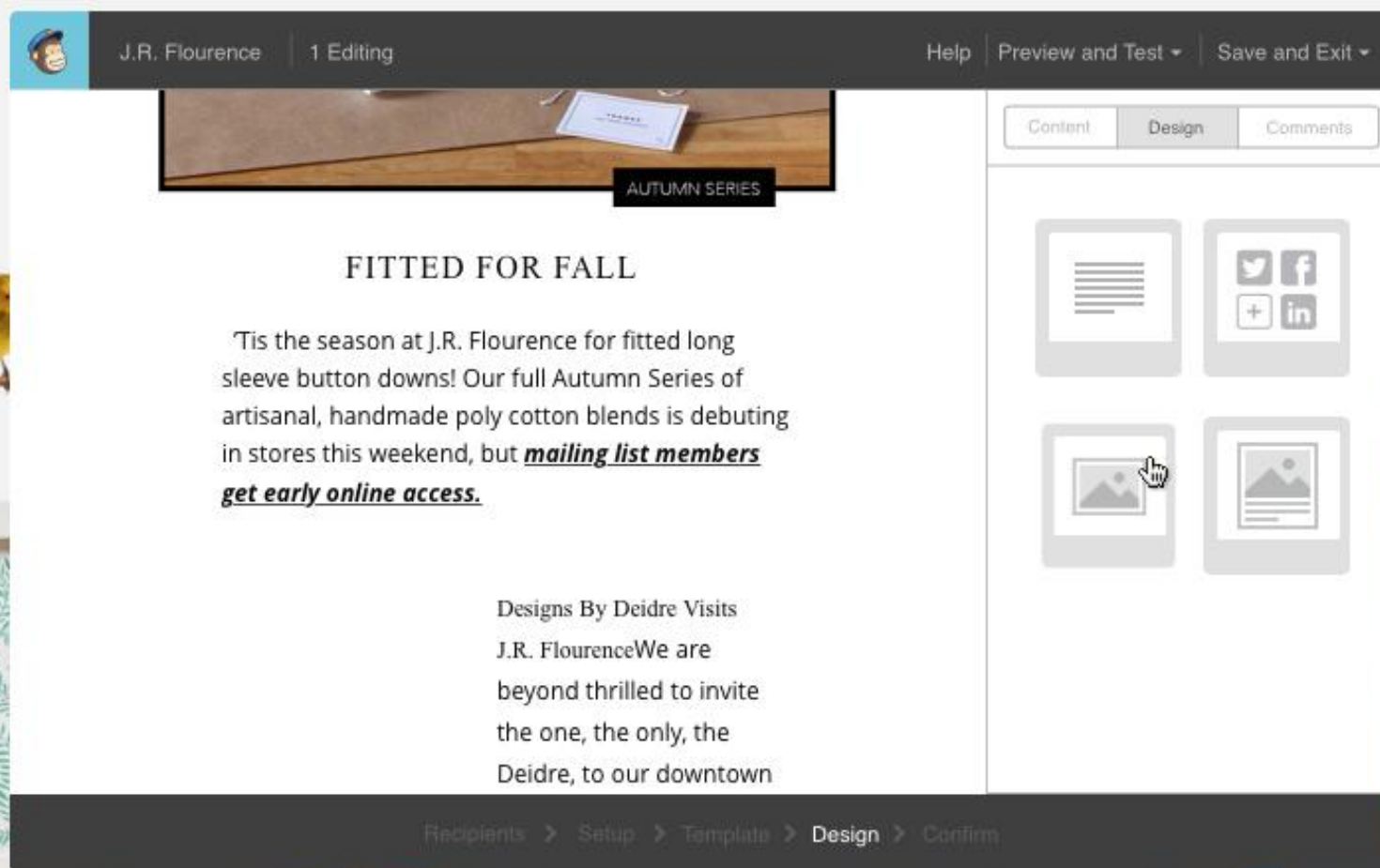
Reliability

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Functionality

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perceived to have little or no value

Send Better Email



MailChimp®



**CODE IS EASY TO REPLICATE, BUT
A SUPERIOR EXPERIENCE IS NOT**

Creativity

Proficiency

Usability

Reliability

Functionality

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beauty &
innovative
interactions.
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Empowers people to do more.
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●●●○ BELL 4:21 PM 100%

Complete checkout

CUSTOMER INFORMATION

Email

First Name

Last Name

Company

Mobile number

Home number

SHIPPING ADDRESS

Country

State/Province

Address

Apt, suite etc.

ZIP code

●●●○ BELL 4:21 PM 100%

BILLING ADDRESS

Country




State/Province

Address

Apt, suite etc.

ZIP code

PAYMENT

Credit card   

Card number

Name on card

Security Code

Expiration date

Buy

A

Page 1 → Page 2 → Page 3

Shipping Info

Payment Info

Shipping Info

Payment Info

B

Page 1

Shipping Info

Payment Info

C

Page 1

Shipping Info

Payment Info

D

Page 1

Shipping Info

Payment Info

100%

pass rate for all versions

**SIMPLIFYING PAYMENT FORMS
INCREASES CONVERSION**

BELL

4:21 PM

100%

Complete checkout

CUSTOMER INFORMATION

Email

First Name

Last Name

Company

optional

Mobile number

Home number

optional

SHIPPING ADDRESS

Country

State/Province

Address

Apt, suite etc.

ZIP code

BELL

4:21 PM

100%

BILLING ADDRESS

Country

State/Province

Address

Apt, suite etc.

ZIP code

PAYMENT

Credit card

VISA

MasterCard

Amex

Card number

Name on card

Security Code

Expiration date

Month

Year

Buy

●●○○ BELL 4:21 PM 100%

Complete checkout

CUSTOMER INFORMATION

Email

Name

Mobile number

SHIPPING ADDRESS

Country

State/Province

Address

Apt, suite etc.

ZIP code

●●○○ BELL 4:21 PM 100%

BILLING ADDRESS

Country




State/Province

Address

Apt, suite etc.

ZIP code

PAYMENT

Credit card   

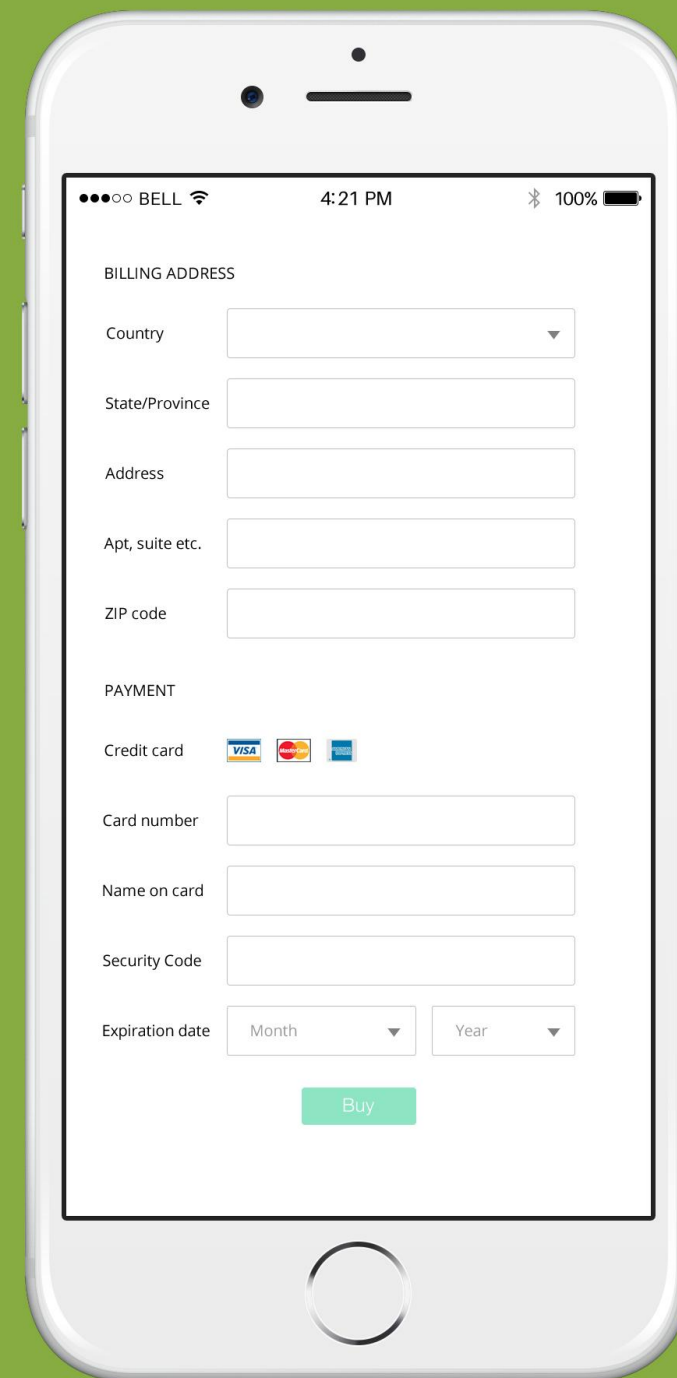
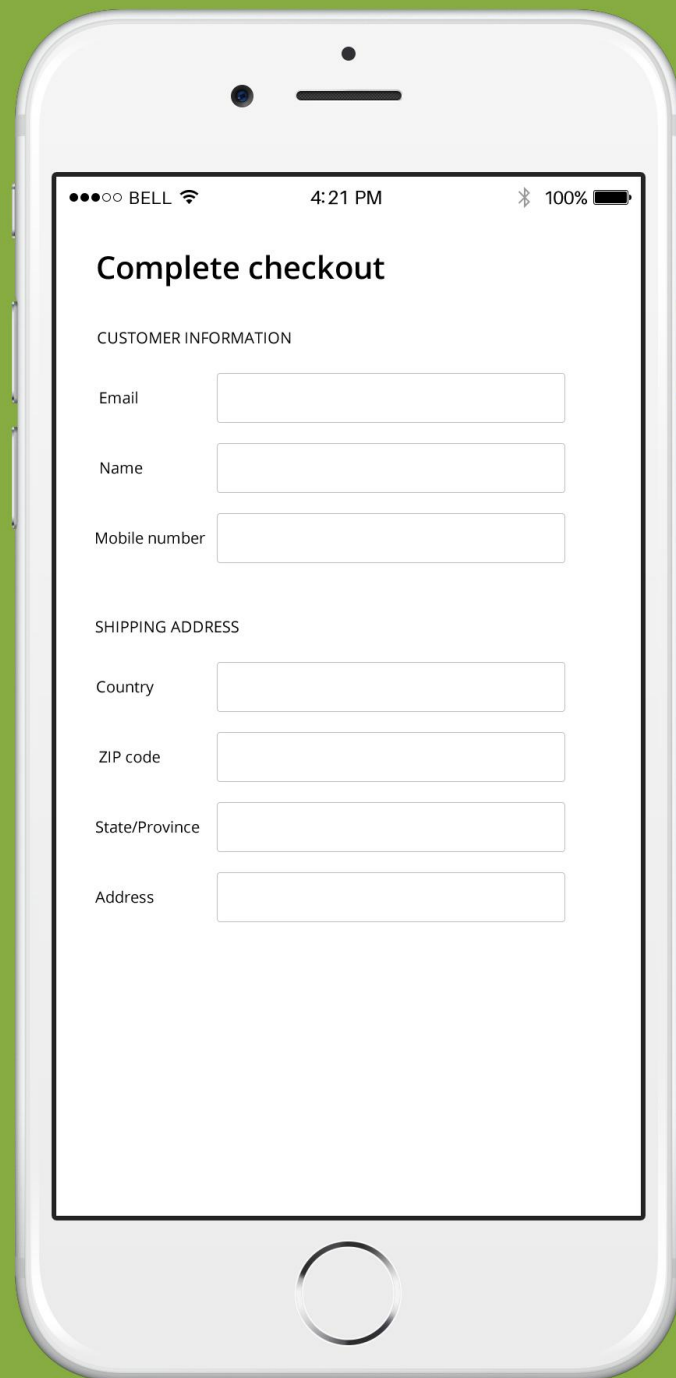
Card number

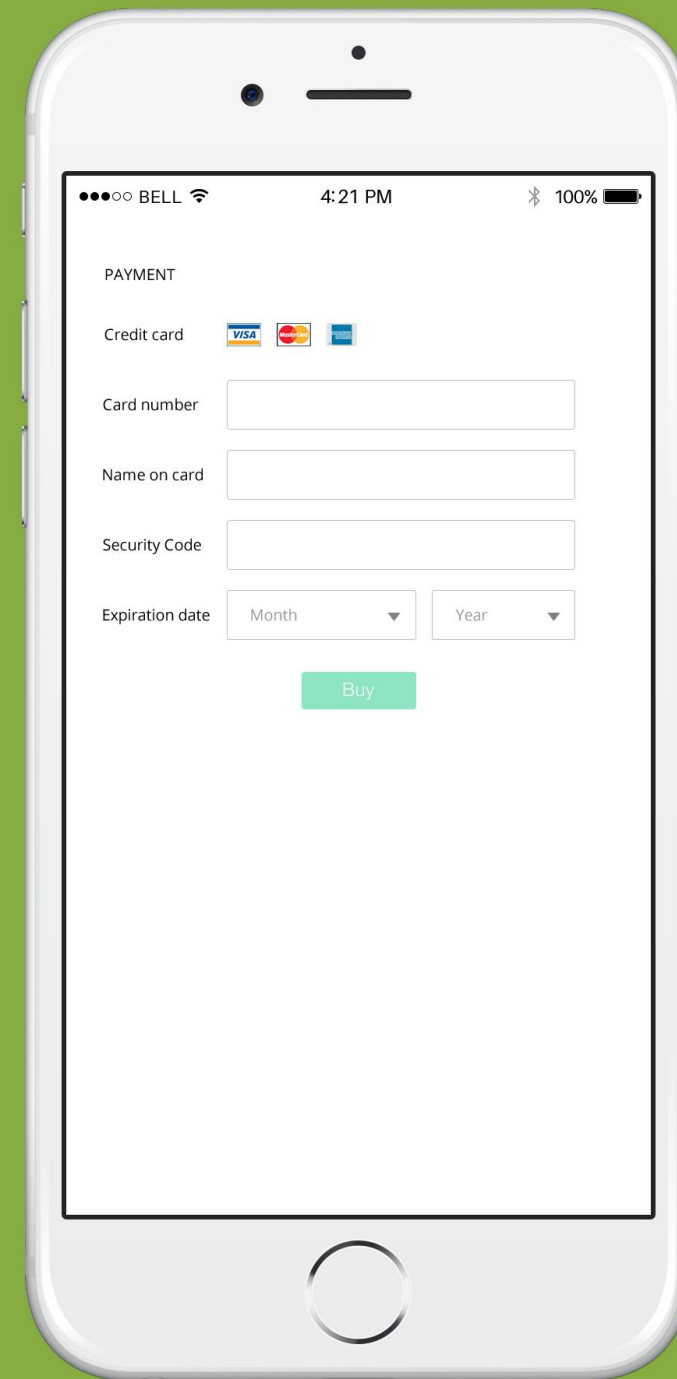
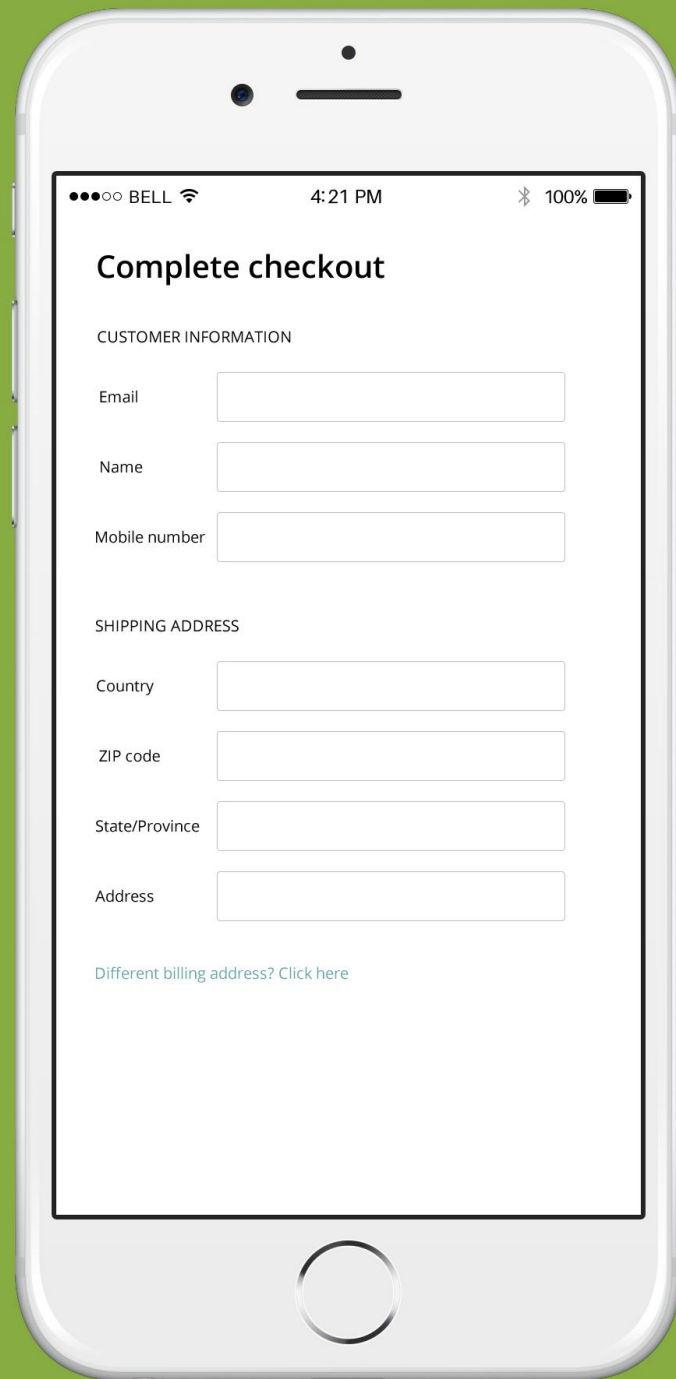
Name on card

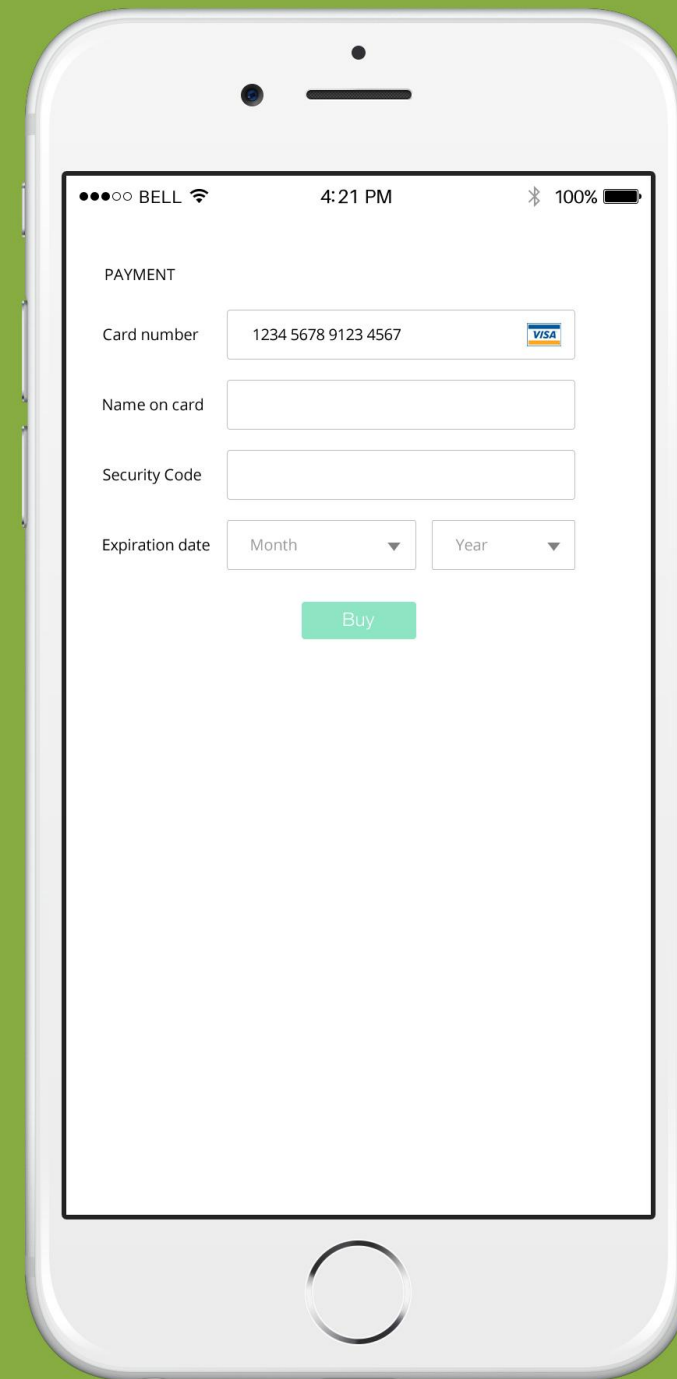
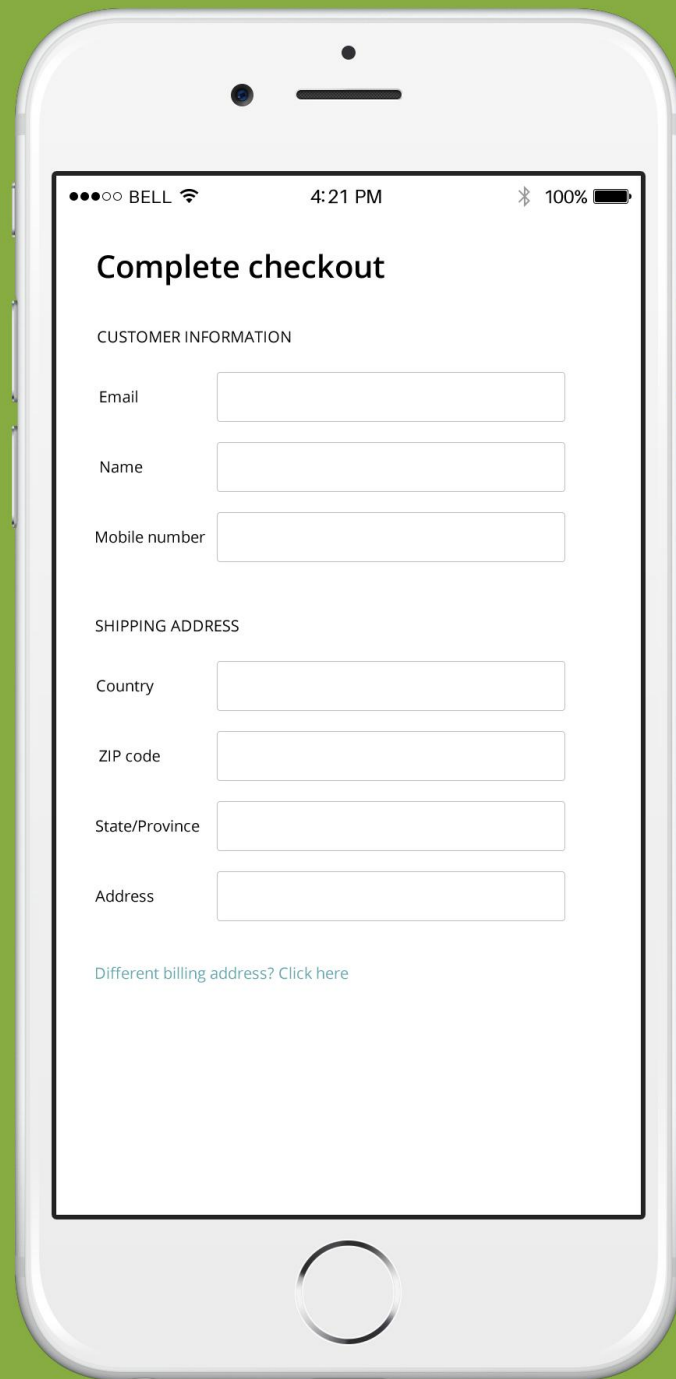
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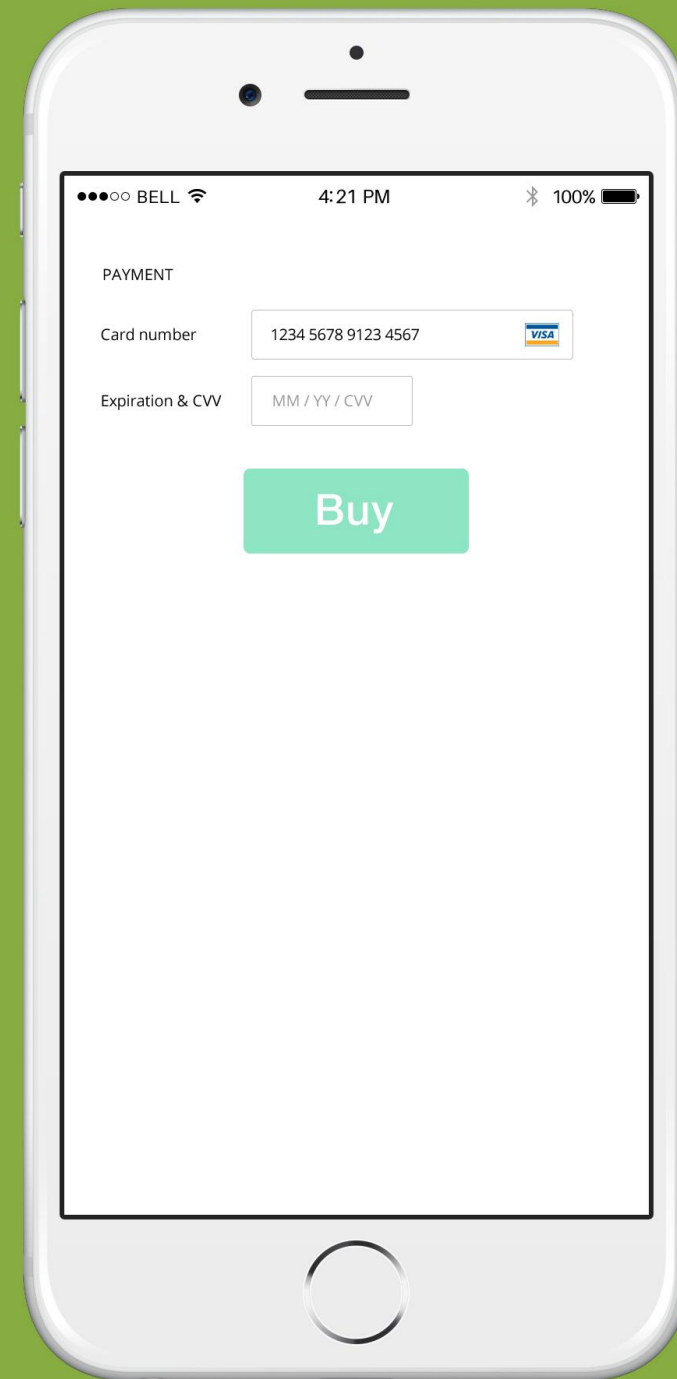
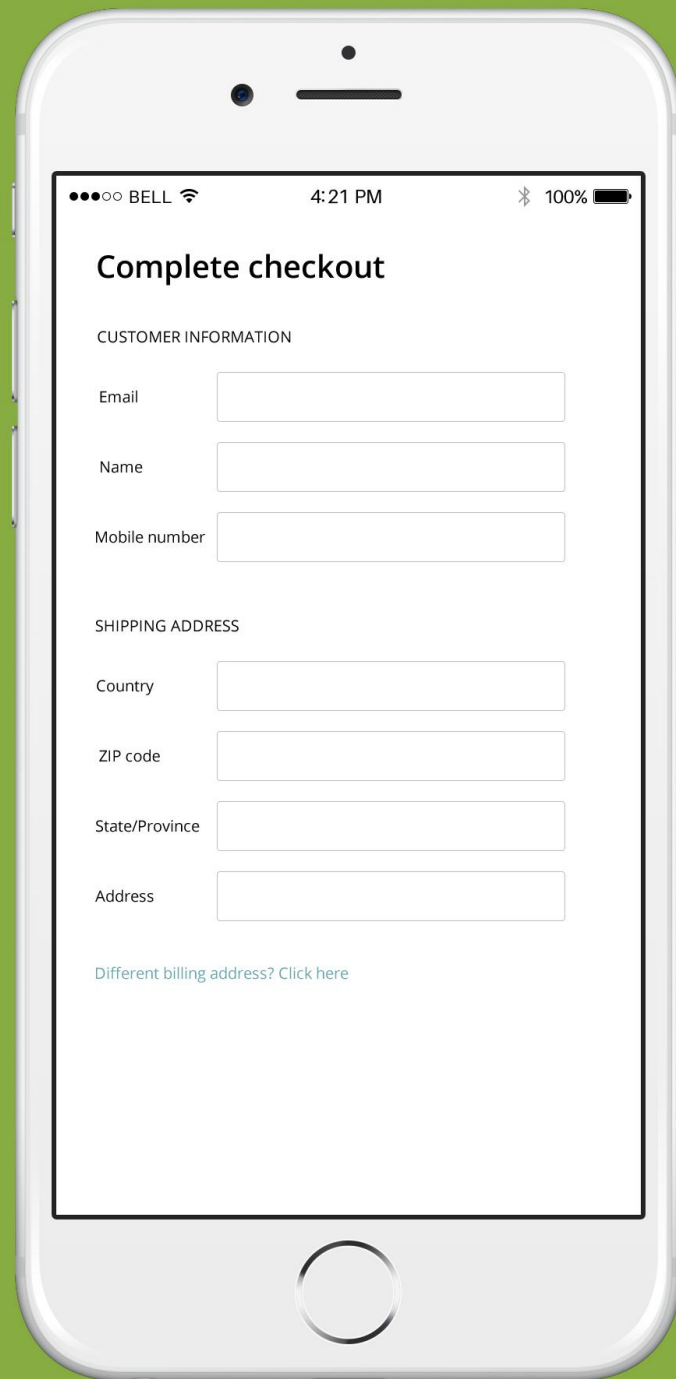
Expiration date

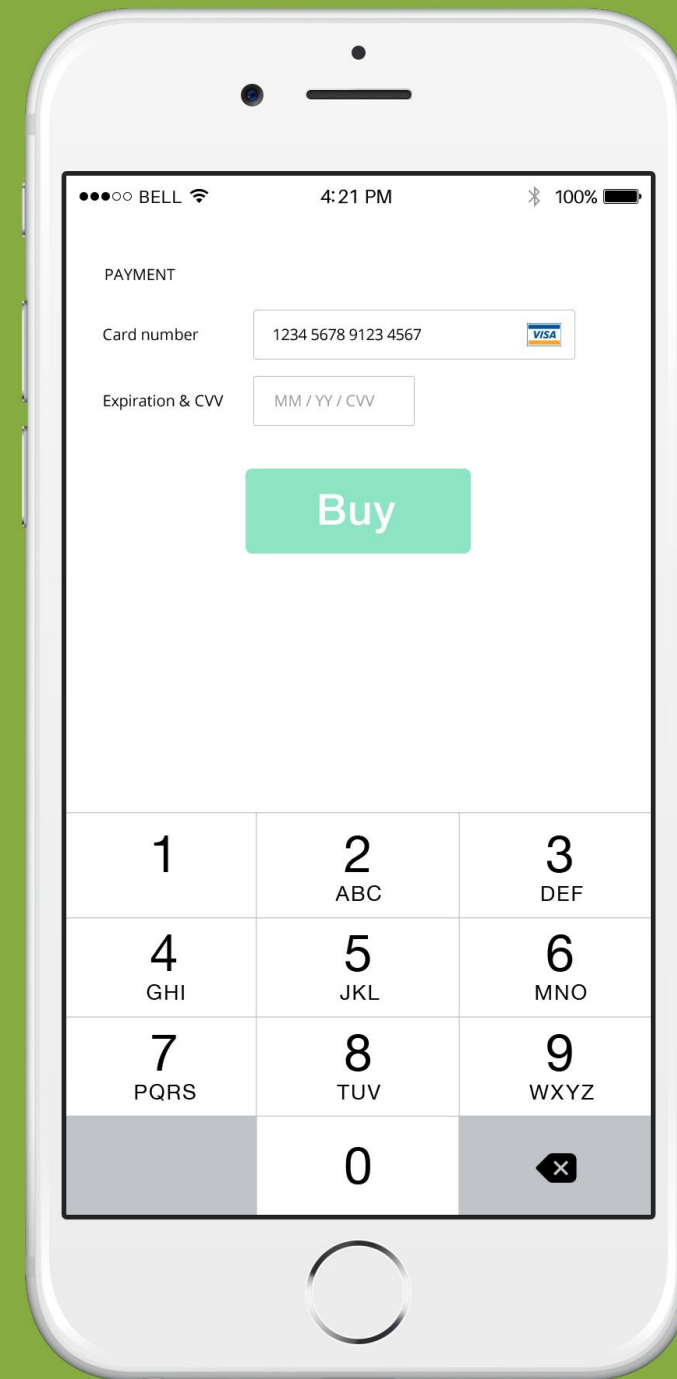
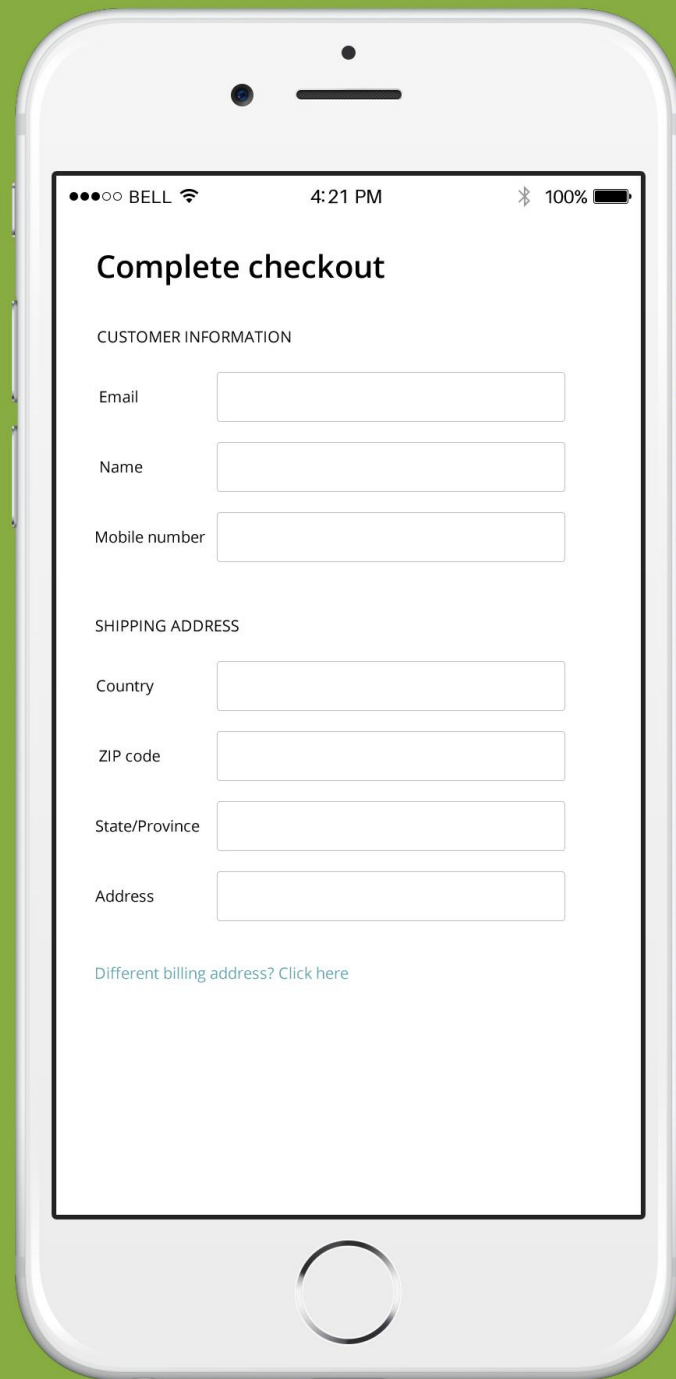
Buy



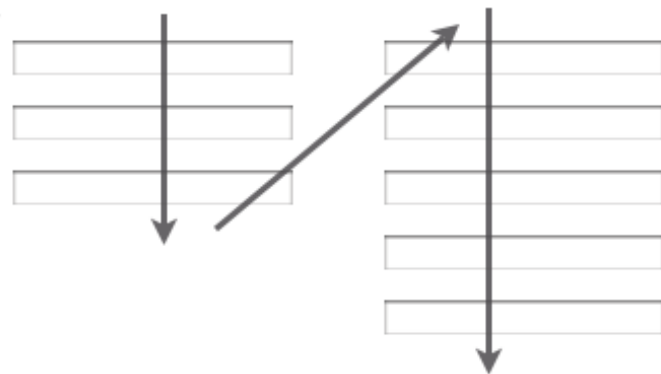




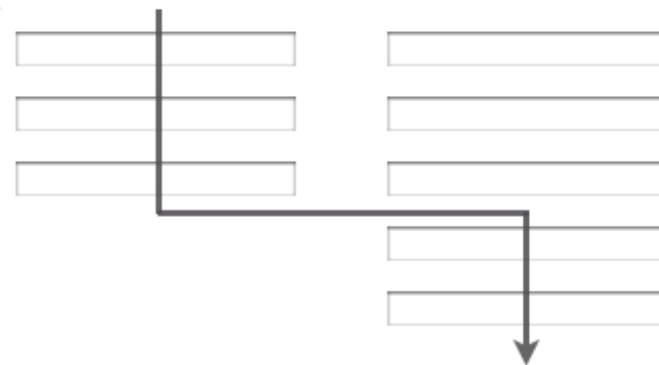




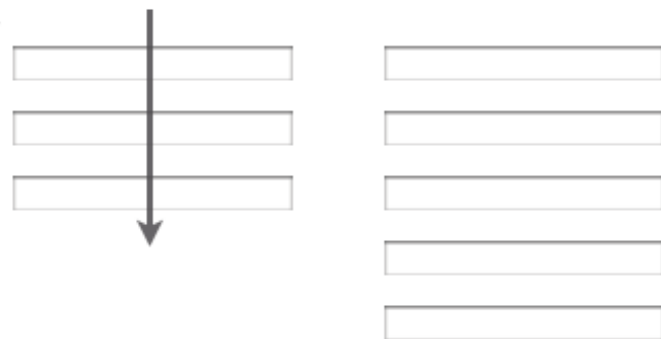
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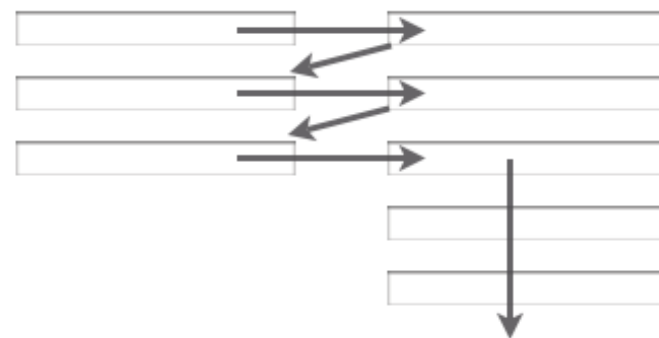
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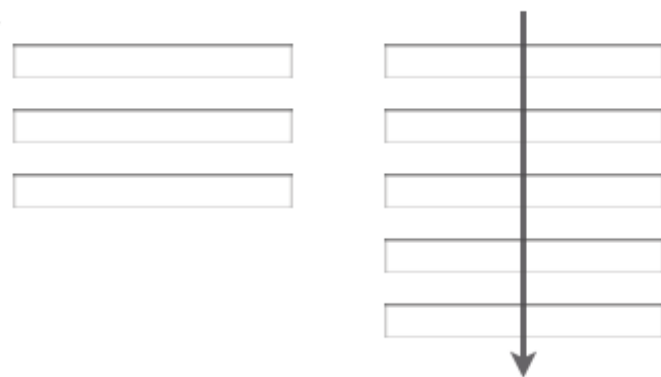
2.



5.



3.



Credit card number

123|

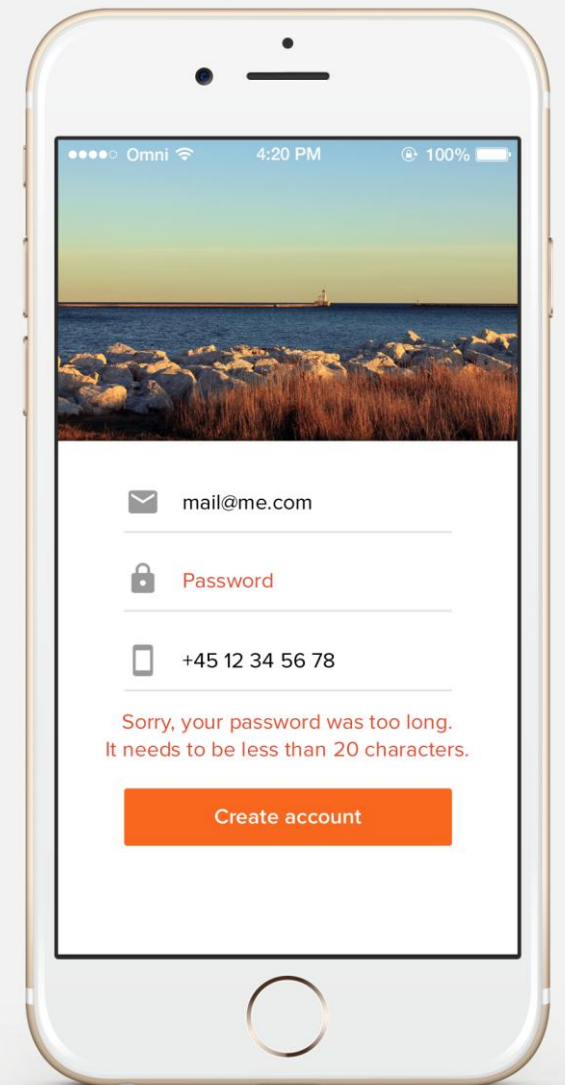
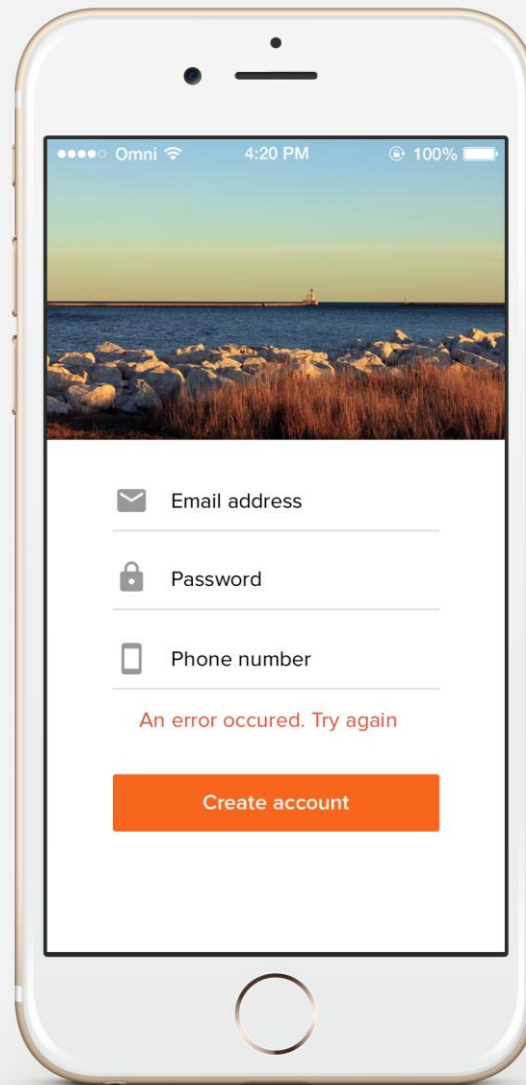
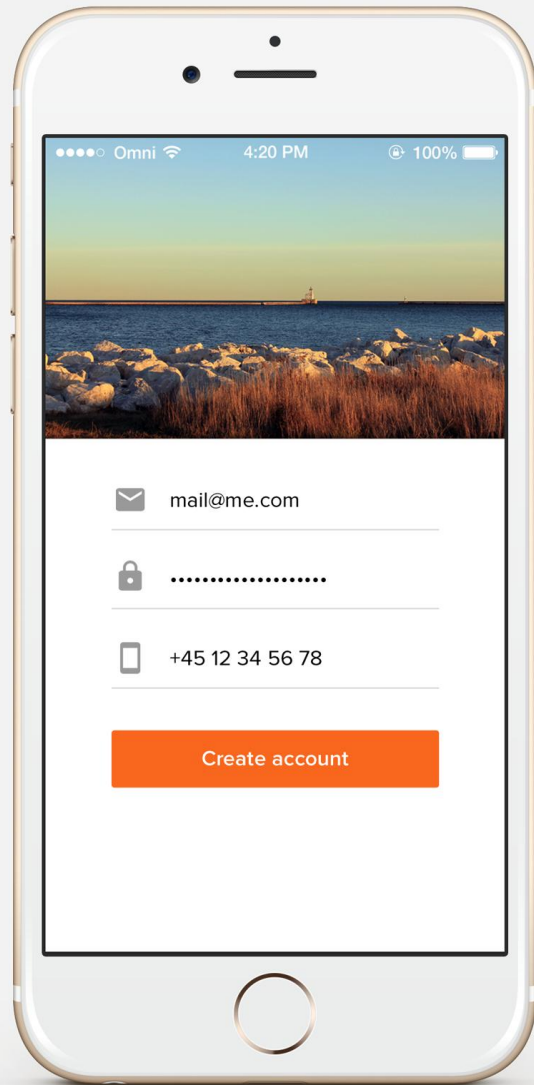


Card number

1234 5678 912|



How To: Communicate Primary Actions



CUSTOMER INFORMATION

Email

Name

Mobile number

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(1__) ____

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(10_) ____

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(103) ____

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(103) 1____

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(103) 12__ __

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(103) 123_ ____

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(103) 1234 ____

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(103) 1234 5__

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(103) 1234 56__

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

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Mobile number

(103) 1234 567_

SHIPPING ADDRESS

Country

CUSTOMER INFORMATION

Email

Name

Mobile number

(103) 1234 5678

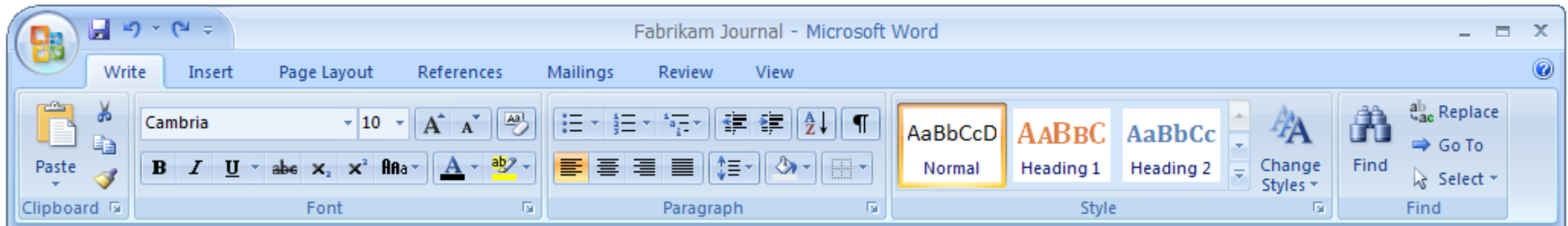
SHIPPING ADDRESS

Country

CAPTCHA HURTS CONVERSION

**USABILITY IS NOT ABOUT INNOVATION,
BUT ABOUT OPTIMIZATION**

OFFICE 2010



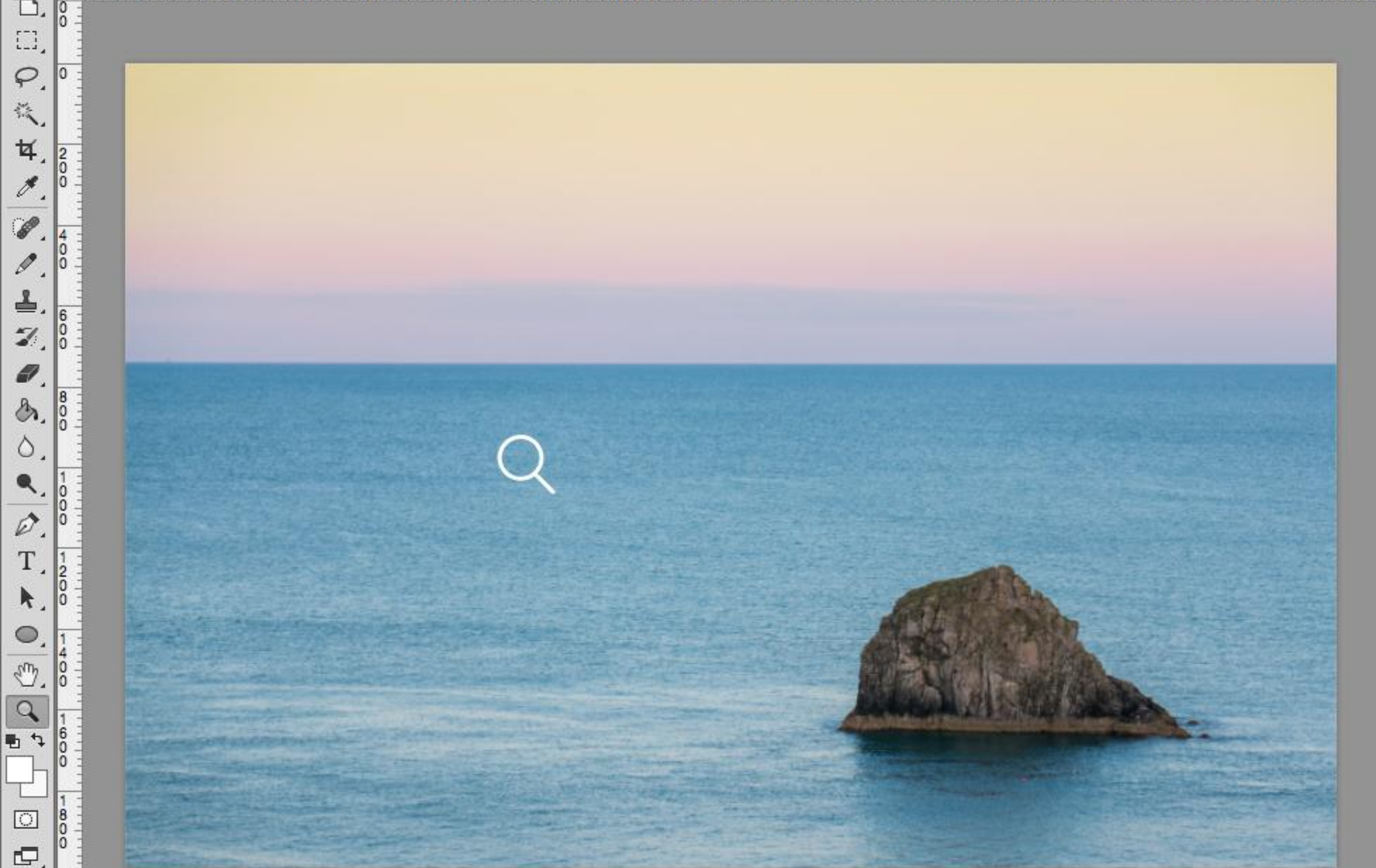
Learn more about this





× photo-1437941792454-bacef7a7f736.jpeg @ 28,7% (RGB/8)

0 200 400 600 800 1000 1200 1400 1600 1800 2000 2200 2400 2600 2800 3000



Character Paragraph

Open Sans Regular Regular

18 px (Auto)

Metrics 0

100% 100%

0 px Color:

T T TT Tr T¹ T₁ T T

fi o st A ad T lst ½

English: USA a Sharp

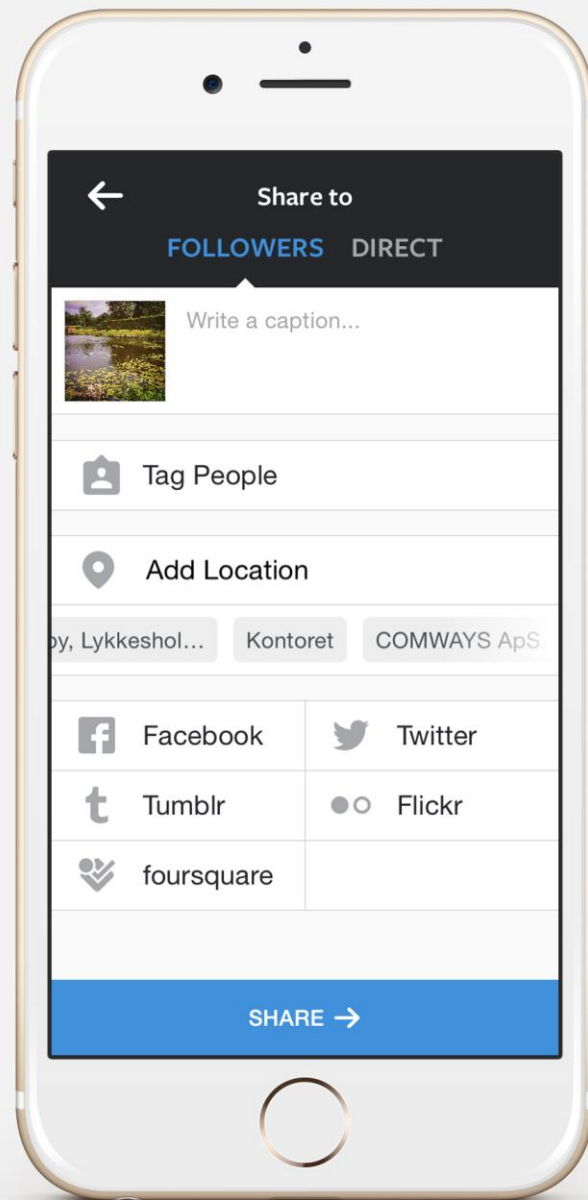
Layers Paths

Kind

Normal Opacity: 100%

Lock: Fill: 100%

Background



**HOW DO YOU DESIGN FOR
DELIGHT?**

STORY TIME



**THE BEST CUSTOMER
EXPERIENCE HE EVER GOT**



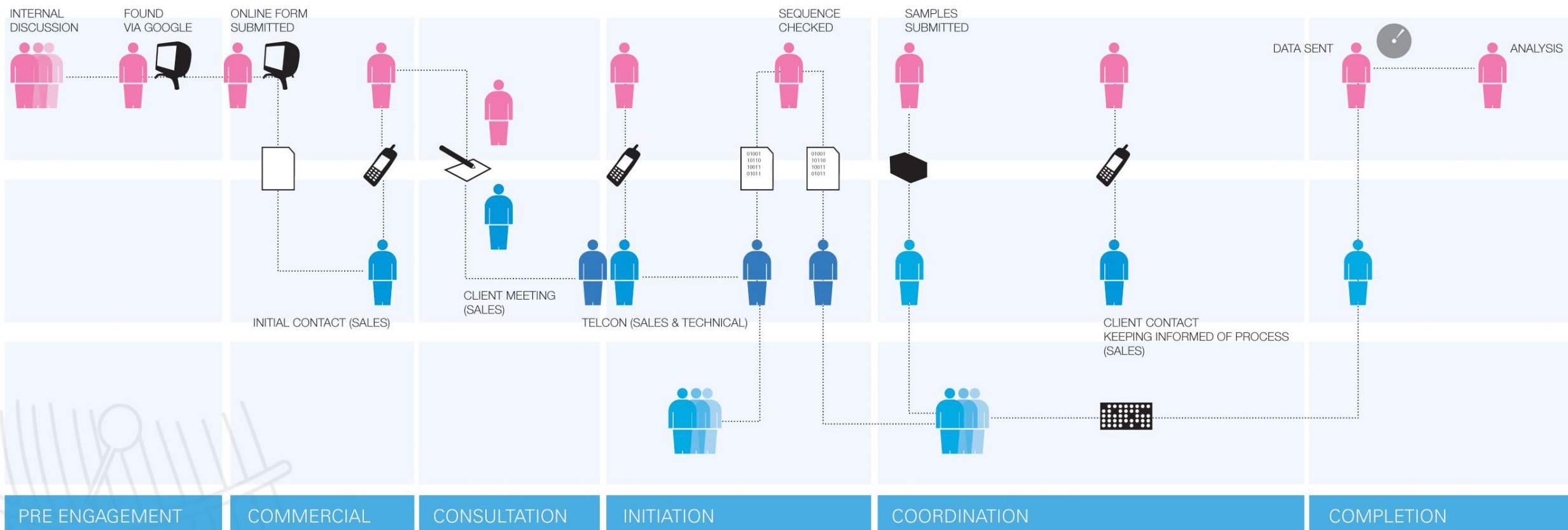
Anxiety



Solved



Delight





Delight



Like



Normal

**USABILITY IS NICE
NOW WHAT?**

USABILITY SAVES MONEY

Less development time

Reduces customer support

USABILITY MAKES MONEY

Better conversion

Improves loyalty & retention

USABILITY GIVES A COMPETITIVE ADVANTAGE

**Users are accustomed
to good experiences**

**USABILITY TURNS GOOD SOFTWARE
INTO GREAT SOFTWARE**

SOMETHING ON YOUR MIND?

[@christianvasile](#)

chrvsl.com



Please

**Remember to
rate this session**

Thank you!

