

# Good Software

Lecture 7 - Part 2  
GSL Peru 2014

# Customer's Perspective



# Customer Perspective

Armand Feigenbaum's TQM Standards  
(Total Quality Management):

- ❖ Usefulness
- ❖ Easy to Understand and Use
- ❖ Reliability
- ❖ Availability

# Customers Define Quality!



# Customer Perspective: *Usefulness*

- ❖ How useful is the product for customers?
- ❖ Can the customer extract the value that the product created?
- ❖ Minimized annoyance
- ❖ Minimized time wasted for users

# Customer Perspective: *Easy to Use and Understand*

- ❖ Not cryptic
- ❖ UI/UX
- ❖ Flow
- ❖ Forgiving

# Customer Perspective: *Reliability*

Customers are not inspectors. They expect products that are:

- ❖ Free of bugs
- ❖ Secure
- ❖ Functional

# Customer Perspective *Requirements*

## ❖ Reliability

- Accurate and dependable
- Changes over-time to meet future expectations
  - Continuous evolvement with new features
- High stability and functionality
- Client support readily available
- Performance



# Customer Perspective: *Availability*

- ❖ Readily available
- ❖ Value compared to similar products

# Customer Perspective *Requirements*

- ❖ Availability
  - Instant availability
    - “Coming soon...” messages take a lot of trust
    - Fast is expected with startups
  - Universal availability
    - Usable on all platforms and devices
    - Automatic and invisible updates
  - Promotion
    - **Branding** and **keyword selection** matter!

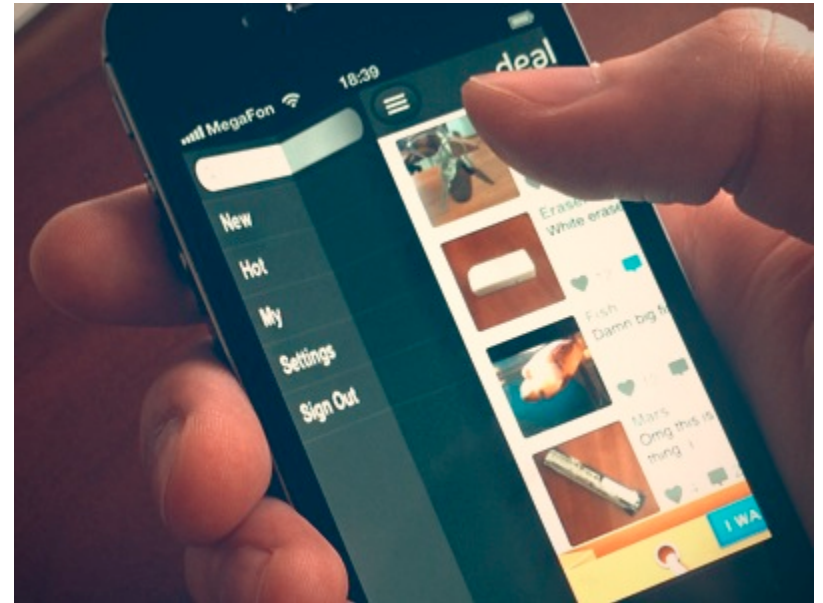
# Customer Perspective

Our focus:

- ❖ Allow customer to extract value
- ❖ UI/UX (User Interface / User Experience)

# Customer Perspective *UI/UX*

## What is UI/UX?



# Customer Perspective

## *UI/UX*

### What is UX?

***UX***, short for ***User Experience***, is the process defining the experience the user will have when using the application

- ❖ The ***UX*** should be one where...
  - Pages load fast
  - Number of steps to complete an action is minimized
  - Navigation is simple
  - Reusable patterns

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## *UI/UX*

### What is UI?

**UI**, short for **User Interface**, is the process of turning a UX goal into reality.

The **UI design** should make the **UX** and **interaction** with your system as simple and efficient as possibly.

# Customer Perspective

## *UI/UX: Key Points*

**UI design should focus on the experience.**

The application should effectively weave together text, graphics, layout, and interactive elements so users have an experience, not just informational view.

# Customer Perspective

## *UI/UX: Key Points*

**Users crave simplicity and clarity.**

Use a consistent, intuitive design.

Comply with a pattern or components that users are already familiar to.

Create a UI with preferred actions--don't make the user think of what he/she needs to do. Consider where to focus visual attention.



# Customer Perspective

## *UI/UX: Key Points*

**Know where to get creative and where to use common design patterns.**

Navigation and button placement should focus on *usability* first before aesthetics.

First focus on layout, then focus on creativity and design.

***Balance simplicity, clarity, and experience!***