

Step 4: Example of Usability Goals

Below is an example of a quantitative goals form, filled in with sample data describing several types of usability goals for the user interface to a log-on procedure to an applicationⁱ.

Usability Goals		
Goal #: <u> 1 </u>		
Task: <u> Log on with security </u>		
Operational Definitions		
Expert: <u> third trial </u>		
Novice: <u> first two trials </u>		
Learn: <u> error-free performance </u>		
Satisfaction: <u> 1 = very unsatisfactory, 4 = neutral, 7 = very satisfactory </u>		
Priority Definitions		
1 = <u> required for release </u>		
2 = <u> important if not too \$\$ </u>		
3 = <u> desirable if easy </u>		
Ease-of-Learning Goals		
Priority	Measure	Goal
	Novice Time	
<i>1</i>	Novice Trials	<i>3</i>
	Novice Errors	
Ease-of-Use Goals		
Priority	Measure	Goal
<i>1</i>	Expert Time	<i><= 7 seconds</i>
<i>1</i>	Expert Errors	<i>0</i>
Satisfaction Goals		
Priority	Measure	Goal
<i>3</i>	Expert	<i>6</i>
<i>3</i>	Novice	<i>5</i>

ⁱ Mayhew, Deborah J.(1999), The Usability Engineering Lifecycle, p. 143