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Enhance Your Website Experience with the System Usability Scale (SUS)





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💡 What & Why is SUS?

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Developed by John Brooke in 1986, SUS is a simple 10-item questionnaire designed to assess a product's usability. It provides a score ranging from 0 to 100, which helps teams understand how users perceive their system's usability.

Why use SUS?

- **Quick & Easy:** Takes only a few minutes to complete and analyse.
- **Standardised:** Provides a reliable benchmark across different systems.
- **Versatile:** Suitable for websites, apps, software, and even physical products.

Interpreting SUS Score

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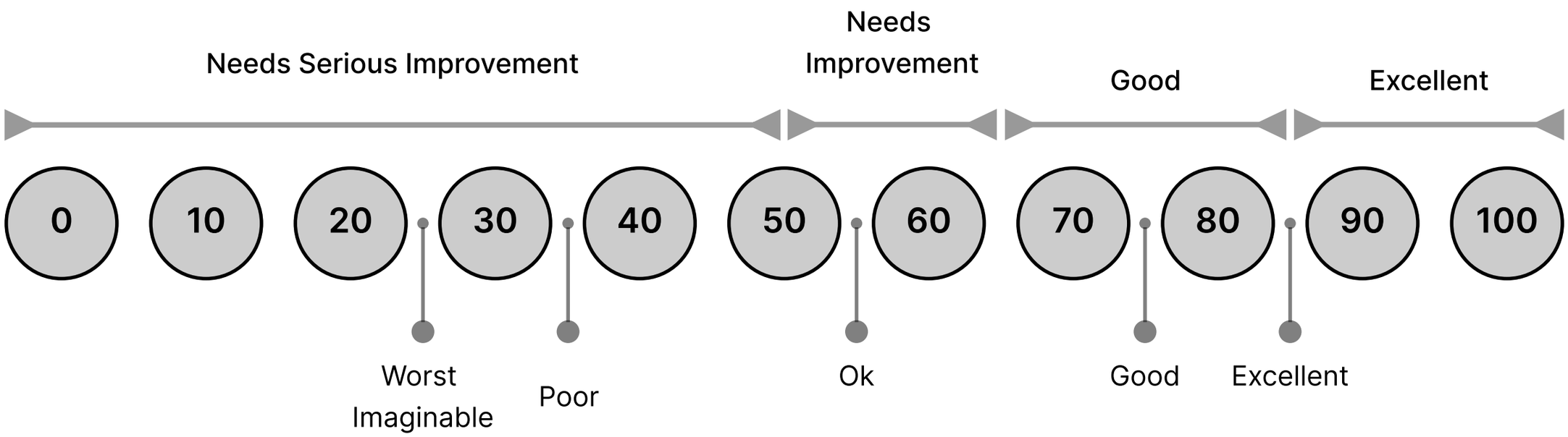
- A score below **50** suggests poor usability.
- Scores between **50-70** indicate average usability.
- Above **70**? You’re doing great, but there's always room to improve!
- Pair scores with adjectives like "Poor," "OK," or "Excellent" for context.





SUS Survey Questions

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10 example questions you can use in the SUS survey

1). I think I would like to use this website frequently.

2). I found this website unnecessarily complex.

3). I thought the website was easy to use.

4). I think I would need the support of a technical person to use this website.

5). I found the various functions on this website well integrated.

6). I thought there was too much inconsistency on this website.

7). I would imagine that most people would learn to use this website very quickly.

8). I found the website very cumbersome to use.

9). I felt very confident using this website.

10). I needed to learn a lot of things before I could start using this website. .

🚀 Key Topics to Explore

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1). Steps to Conduct a SUS Survey

- Select participants after they've interacted with the system.
- Administer the 10-item questionnaire immediately after the session.

2). Scoring SUS in Detail

- Odd-numbered items contribute positively; even-numbered items are reverse-scored.
- Multiply the final sum by 2.5 for a score out of 100.

3). SUS Beyond Scores

- Combine with task success rates, time-on-task, or error rates for richer insights.
- Map scores to qualitative adjectives (e.g., "Good" or "Poor").

4). SUS for Non-Traditional Products

- Adapt it for physical products or unconventional interfaces like voice assistants.

5). Tips for Maximizing SUS Effectiveness

- Ensure clear instructions to participants.
- Use SUS results to spark discussions in your team about improvements.

⚠️ Limitations of SUS

While SUS is a powerful tool, it's not without its limitations:

Lack of Diagnostic Depth: It tells you there's a problem but not what or where it is.

Subjectivity: Scores depend on user perceptions and experience levels.

Interpretation: Requires careful contextual analysis to avoid overgeneralizing results.

🌐 Applications of SUS

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SUS is widely used across various domains, such as:

Software & Web Development: Evaluate user-friendly designs for websites, apps, and platforms.

Hardware Usability: Test interfaces for devices like ATMs, kiosks, or consumer electronics

Healthcare: Evaluate AR/VR systems, voice assistants, and IoT devices.

Real-World Success Stories

Google: Leveraged SUS for interface designs across products.

Healthcare Systems: Improved user interaction with medical records software.

Consumer Electronics: Enhanced usability in smart home devices and wearables.

🤔 When to Use SUS

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From startups to Fortune 500 companies, SUS has been used to evaluate:

Early Prototypes: Get a usability snapshot to refine the product.

Usability Testing: After task completion during testing sessions.

Post-Release: Gather user feedback for ongoing improvements.

💡 Benefits of SUS

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From startups to Fortune 500 companies, SUS has been used to evaluate:

Efficient: Minimal effort with quick results.

Reliable: Standardized and widely recognized.

Universal: Works across diverse domains, from software to physical products.

📊 Enhancing SUS with Other Methods

To address its limitations, pair SUS with:

Task Success Rates: See how many users complete tasks successfully.

Time-on-Task Analysis: Understand efficiency alongside usability.

Error Analysis: Highlight specific interaction breakdowns.

🛠️ Customising SUS

While the original SUS is robust, slight adaptations can make it even more relevant:

Non-Digital Products: Modify statements for physical products.

Localised Contexts: Translate and adapt phrasing for cultural nuances

Focus Areas: Tailor questions to specific user goals or experiences.

🔮 Future Trends in SUS

While the original SUS is robust, slight adaptations can make it even more relevant:

AI-Driven Analysis: Automating scoring and contextual insights

Integration with Advanced Metrics: Pairing SUS with eye-tracking, sentiment analysis, or behavioral data.

Adapting to Emerging Tech: Expanding usability evaluation for AI, machine learning systems, and immersive technologies.