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The 5E's of Usability: Creating User-Loved ❤️ Experiences

The 5E's—effectiveness, efficiency, engagement, error-tolerance, and ease of learning—ensure a smooth, intuitive, and enjoyable experience, making your product user-friendly and highly engaging.



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Effective

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$$\text{Task Success Rate} = \left(\frac{\text{Successful Tasks}}{\text{Total Tasks}} \right) \times 100$$

Measures the percentage of successfully completed tasks.

Definition:

Effectiveness means delivering correct outcomes and helping users achieve their goals without confusion.

Example:

An online form that processes payment details accurately without errors.

Use:

Design should help users easily complete tasks and achieve their goals.

Efficient

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$$\text{Efficiency} = \frac{\text{Time Taken} \text{ or } \text{Actions}}{\text{Number of Steps}}$$

Calculates the time or steps needed to complete a task.

Definition:

Efficiency focuses on minimising the time and effort users need to complete tasks.

Example:

A food delivery app that allows users to place an order with just a few taps and without unnecessary steps.

Use:

Streamline processes to make them faster, such as reducing the number of screens, steps, or clicks required to finish tasks.

Engaging

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$$\text{Retention Rate} = \left(\frac{\text{Returning Users}}{\text{Total Users}} \right) \times 100$$

Measures user retention and repeat usage.

Definition:

Engagement is keeping users interested and ensuring an enjoyable, captivating experience.

Example:

A fitness app with gamified challenges, rewards, and progress tracking to keep users motivated.

Use:

Design with visual appeal, interactivity, and feedback to keep users returning and participating actively.

Error - Tolerance

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$$\text{Error Rate} = \left(\frac{\text{Errors}}{\text{Total Interactions}} \right) \times 100$$

Tracks the frequency of user errors during interaction.

Definition:

Error-tolerance is ensuring that the system can handle mistakes gracefully, allowing users to recover easily without frustration.

Example:

A text editor that auto-saves work and allows users to undo changes if they make a mistake.

Use:

Features like undo, error messages, and confirmation prompts help users recover from errors.

Easy of Learn

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$$\text{Ease of Learning} = \frac{\text{Time to Completed First Click}}{\text{Instructions Given}}$$

Evaluates how quickly users can perform tasks with minimal instructions.

Definition:

An intuitive design helps new users understand the product without needing extensive instructions.

Example:

A navigation app that immediately shows users how to input destinations and start a route without a steep learning curve.

Use:

Simplify the interface, use familiar icons, and offer clear onboarding to help users start quickly.