



# Всемирный день юзабилити

Коноплицкий Павел

# Программа

14 00 Павел Коноплицкий

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16 15 Перерыв

16 35 Геннадий Драгун

Вадим Скротский

Юрий Шиляев

# Twitter



@usability\_by  
#wudby

[https://twitter.com/usability\\_by](https://twitter.com/usability_by)

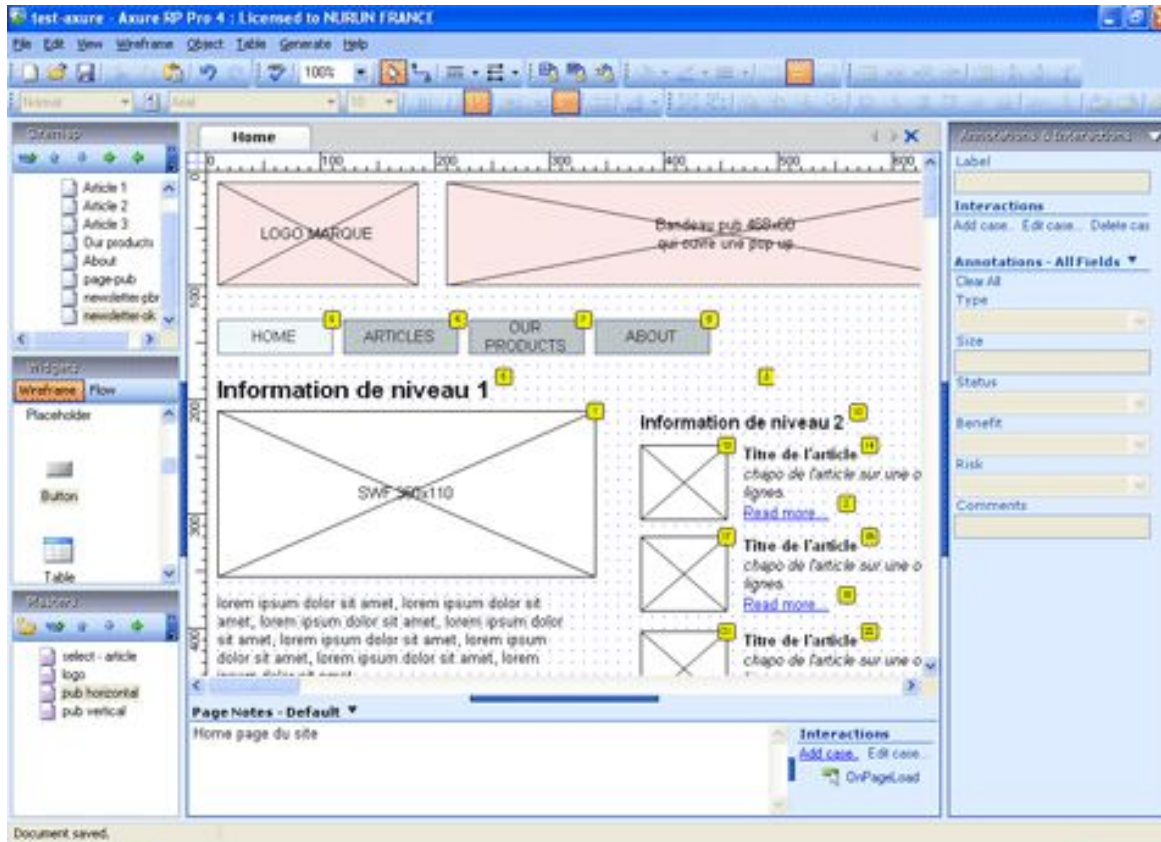
# Facebook

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background. A registered trademark symbol (®) is located at the end of the word.

**facebook®**

<http://www.facebook.com/usabilityby>

# Axure



# Usabilla



**Micro usability tests**  
The most simple way to test with real users

- Usability feedback in **every stage** of your design process.
- Participants **point & click** to share their opinion.
- **Clear visualizations** to analyze your results.
- Available in **20 languages**, any other language on request.
- No installation required.

More than 6400 companies use Usabilla for remote usability tests.

**Sign up Now**  
Get a test, it's free!



As seen on:

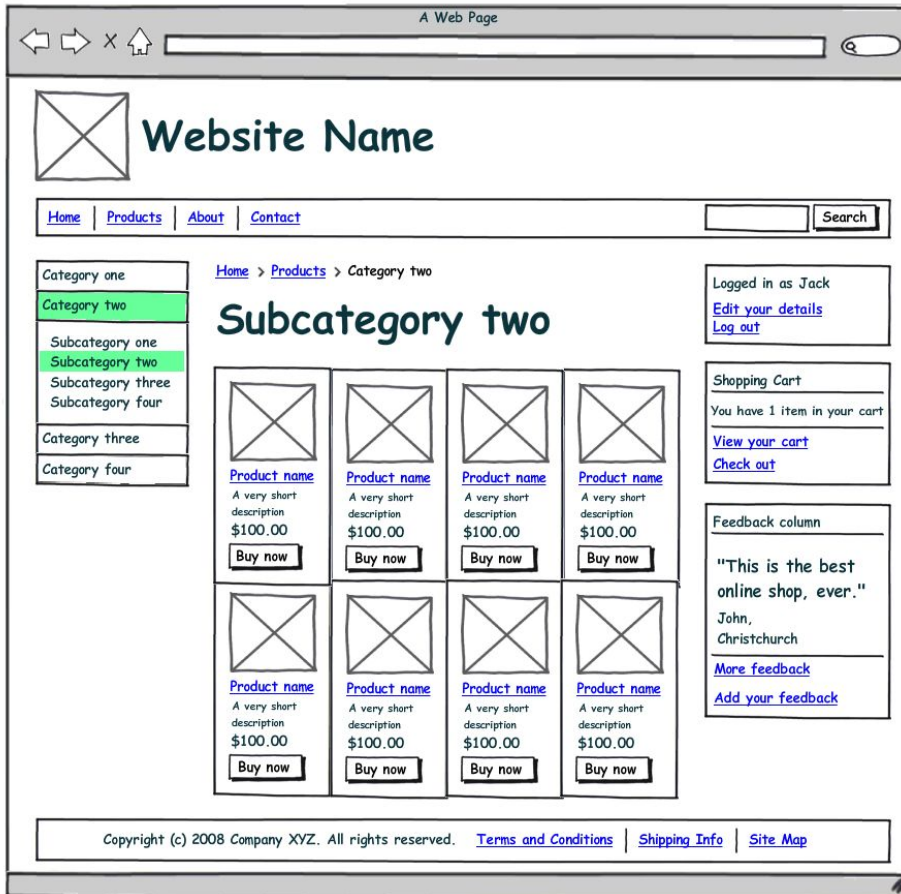
**Mashable**  
The Social Media Insider

**New Usability Testing Tool Packs Power and Simplicity**  
Genius idea. Whether you're looking to test out an experimental layout, a full-fledged mock-up or a working website, Usabilla's usability testing platform combines power with simplicity, offering insight minus manual labor. [Read the full review on Mashable.](#)

## Collect feedback in five simple steps

- 1 Create a test**  
Start with creating a new test.
- 2 Select your pages**  
Select the pages or images you want to show your users.
- 3 Select questions**  
Select predefined questions for your pages or define your own.
- 4 Invite your users**  
Invite your users to participate and share their opinion.
- 5 Analyze feedback**  
We visualize your feedback and offer valuable statistics.

# Balsamiq



# Loop11

0% Complete Your 12 year old child wants to know the name of the most recently released 'Harry Potter' novel. Using the website, how can you find this information?

Abandon Task Task Complete

The screenshot shows the Amazon.com homepage. At the top, there is a green banner with a task description. Below it, the Amazon logo and navigation links are visible. A sidebar on the left lists various departments. The main content area features a large advertisement for the All-New Kindle, with two models: Kindle 3G Free 3G+Wi-Fi for \$189 and Kindle Wi-Fi for \$139. Below the ad is a 'Shop Our Stores' section with three categories: Clothing (jeans and a bag), Electronics (a camera and a mobile phone), and Toys & Games (a toy piano and a horse figurine).

amazon.com Hello, Sign in to get personalized recommendations. New customer? Start here.  
Your Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards

Shop All Departments Search All Departments

Books  
Movies, Music & Games  
Digital Downloads  
Kindle  
Computers & Office  
Electronics  
Home, Garden & Pets  
Grocery, Health & Beauty  
Toys, Kids & Baby  
Clothing, Shoes & Jewelry  
Sports & Outdoors  
Tools & Home Improvement  
Automotive & Industrial

The All-New Kindle: \$139

FREE Two-Day Shipping

The All-New Kindle

Kindle 3G Free 3G+Wi-Fi \$189  
Kindle Wi-Fi \$139

Shop Our Stores

Clothing  
Electronics  
Toys & Games

Loop<sup>TM</sup>11



# Rosenfeld Media



<http://www.rosenfeldmedia.com/>

# Smashing Magazine



<http://www.smashingmagazine.com/>

# Книги на OZ.by со скидкой 20%



## Психология влияния. Убедай, воздействуй, защищайся

Роберт Чалдини, 2010

👉 17 698 руб. -20%



## Проектирование веб-интерфейсов

Билл Скотт, Тереза Нейл, 2010

👉 45 982 руб. -20%



## Дизайн для недизайнеров

Робин Вильямс, 2008

👉 34 267 руб. -20%



## Визуальное мышление. Как "продавать" свои идеи с помощью визуальных образов

Дэн Розн, 2010

👉 20 736 руб. -20%



## Психбольница в руках пациентов

Алан Купер, 2010

👉 29 655 руб. -20%



## Как сделать сайт удобным. Юзабилити по методу Стива Круга

Стив Круг, 2010

👉 24 313 руб. -20%



## Алан Купер об интерфейсе. Основы проектирования взаимодействия

Алан Купер, Роберт Рейман, Дэйв Кронин, 2009

👉 98 930 руб. -20%



## Веб-дизайн: книга Джесса Гарретта. Элементы опыта взаимодействия

Дж. Гарретт, 2008

👉 34 267 руб. -20%



## Ководство. Параграфы о дизайне

Артемий Лебедев, 2009

👉 159 120 руб. -20%



## Веб-дизайн: книга Стива Круга, или "не заставляйте меня думать!"

Стив Круг, 2008

👉 45 982 руб. -20%



## Веб-дизайн: анализ удобства использования веб-сайтов по движению глаз

Якоб Нильсен, Кара Перниче, 2010

👉 79 501 руб. -20%



## Разработка веб-сайта. Взаимодействие с заказчиком, дизайнером и программистом

Дэниел Браун, 2009

👉 30 118 руб. -20%



## Проектируем время. Психология восприятия времени в программном обеспечении

Стивен Сеов, 2009

👉 37 771 руб. -20%



## Информационная архитектура в Интернете

Луис Розенфельд, Питер Морвиль, 2010

👉 64 443 руб. -20%



## Тотальная видимость. Как наши находки меняют нас

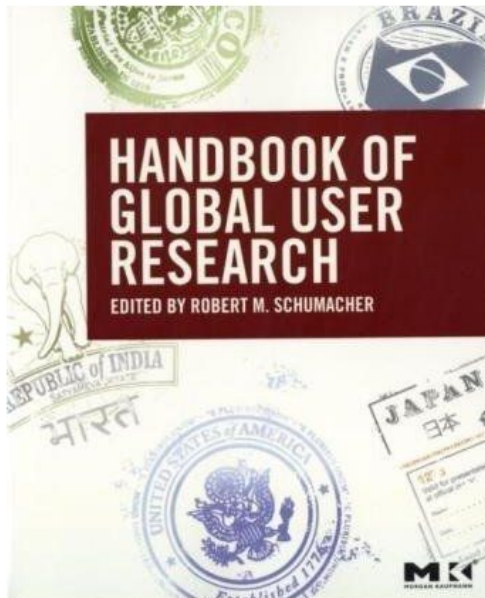
Питер Морвиль, 2008

👉 41 274 руб. -20%

# Ux alliance и UI Design Group

UX alliance

uidg



# Информационная поддержка



IT-JOB.BY



WWW.TECHLABS.BY



# Россия

- User Experience Russia 2010
- WUD Россия
- Лекции по дизайну и проектированию
- Вебинары
- Встречи сообществ и специалистов

# Украина

- Юзабили Украина '10
- UX Camp
- WUD Украина
- Ежемесячные встречи UX-UA

# Беларусь

- WUD Беларусь
- Meetup.by
- Теории и практики в Беларуси



# UX Challenge



Longyearbyen, Svalbard  
October 8 - 11, 2009

We are sad to announce that there will be no  
UX Challenge at Svalbard in October 2009.

## Why not?

The financial crisis has hit our target group harder than we expected. We have received a lot of feedback on the project, where people tell us that they love the idea, but they have a hard time finding the necessary resources to attend. We need 200 participants in order to break even, and we don't seem to be able to recruit that many this year. Unfortunately!

## Postponement

**We will not let this idea die**, as we strongly believe in the concept and that we actually can contribute and use our skills for something good! (and learn a lot while meeting lots of interesting people doing so).

## Stay in the loop

We will keep you informed about our plans through our newsletter. If you have not previously signed up for the newsletter, but wants to stay tuned, you can sign up here on the right hand side of this page.

We are truly, utterly sorry for having announce this message.

Warm regards from the cold North,  
The UX Challenge team,  
Even, Jostein, Lillian and Andreas

## Newsletter

Stay tuned: When and how will UX  
Challenge revitalize?

# UX Минск 2011/2012



<http://uxminsk.usability.by/>

# Библиотеки для прототипирования

- Axure
- Visio
- Photoshop
- InDesign
- PowerPoint
- Keynote
- Illustrator
- OmniGraffle
- Бумажные шаблоны



# Забота о животных



# Работа в сфере UX/UI/Юзабилити



# СПАСИБО ЗА ВНИМАНИЕ. ВОПРОСЫ?

USABILITY.BY

<http://www.usability.by>

twitter: [@usability\\_by](https://twitter.com/usability_by)



<http://www.amazedev.com>

twitter: [@badlittleduck](https://twitter.com/badlittleduck)

Только вместе мы большая сила

