

ASK LUKEW USABILITY



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Method

Usability study with people doing design work professionally.

Participants were interviewed about their current design experience and then asked to explore the Ask LukeW website, provide their first impressions, and assess whether the site could be useful for them.



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Understanding Scope

None of the study participants were familiar with Luke Wroblewski so they first tried to understand who he was and what they trusted him to be an expert in.

By the end, people typically worked through this hesitation after seeing the quality of answers from the Ask LukeW feature.



The screenshot displays the LukeW website, which is a hub for digital product design resources. On the left, a green cartoon character stands next to a large screen showing a website layout. The text 'LUKEW IDEATION + DESIGN' is visible. The right side of the page is divided into three main sections: 'ABOUT', 'WRITINGS', and 'PRESENTATIONS'. The 'ABOUT' section states that LukeW has 28 years of leadership and execution in digital product design, with a link to 'Learn about LukeW'. The 'WRITINGS' section lists 2006 articles about the big picture and crucial details behind online software, including 'Ask LukeW: Integrated PDF Experiences' (Jul 27, 2023), 'Video: The Gap Between Company & Customer' (Jul 19, 2023), and a link to 'See all...'. It also lists 3 books on mobile & Web usability, interaction, and visual design: 'Mobile First' (2011), 'Web Form Design' (2008), and 'Site-Seeing' (2002). The 'PRESENTATIONS' section lists 373 presentations and workshops at over 89 cities across the globe, including 'Smashing Conf' in Antwerp, Belgium (Oct 11-12, 2023), and a link to 'See all...'. At the bottom, there is a copyright notice for 1996-2023 LukeW Ideation + Design, a contact link, and social media icons for RSS and Twitter.

LUKEW
IDEATION + DESIGN

ABOUT

28 years of leadership and execution in digital product design.
[Learn about LukeW](#)

WRITINGS

2006 articles about the big picture and crucial details behind online software.

[Ask LukeW: Integrated PDF Experiences](#) —Jul 27, 2023
[Video: The Gap Between Company & Customer](#) —Jul 19, 2023
[See all...](#)

3 books on mobile & Web usability, interaction, and visual design.

[Mobile First](#), 2011
[Web Form Design](#), 2008
[Site-Seeing](#), 2002

PRESENTATIONS

373 presentations and workshops at over 89 cities across the globe.

Oct 11-12, 2023
[Smashing Conf](#) —Antwerp, Belgium
[See all...](#)


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Suggested Questions

The set of suggested questions displayed up-front helped people confidently start using Ask Luke.

People would sometimes click on one of the suggested questions before putting in their own, but in all cases reading them helped people understand how the site might best be used.

 Good morning!

 Here's some questions you can ask Luke Wroblewski

- How can mobile design improve customer experiences?
- What are key guidelines for effective window management in user interfaces?
- How can pre-fetching enhance web performance?
- What are effective strategies for usability testing?

More +

Citations

One of the most important aspects for developing trust was seeing that answers had sources which led to any documents cited.

The visual aspect of citations was often commented on as a contrast to the otherwise text-heavy answers.

How do citations make the value of Ask Luke more obvious?

Citations play a crucial role in making the value of Ask Luke more obvious in several ways.

As answers to people's questions include citations to the relevant documents, users can see the sources used to answer a question in real-time. ¹ This immediate connection between the answer and its sources helps users understand that the responses are grounded in my actual work and writing.

We also add these citations to the answer dynamically instead of all at once when the question is answered. ¹ This approach makes the process more transparent and engaging, showing users how the system is pulling information from various sources to construct the answer.

By implementing these citation features, we're making it clear that Ask Luke isn't just generating answers out of thin air, but is actually synthesizing information from my extensive body of work. This approach helps to make the value and purpose of Ask Luke a bit more obvious. ² showcasing its ability to provide answers based on my specific expertise and content.



Inline Images

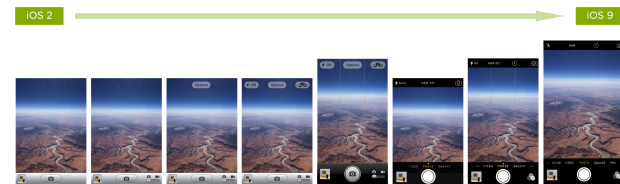
People were often intimidated by large blocks of text and wanted to understand more through visuals.

Getting specific examples was often brought up in this context. For example, clarifying principles with an illustration of the pattern or anti-pattern.

How has Apple's design evolved?

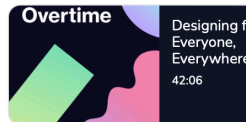
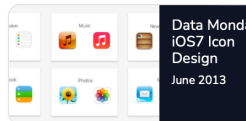
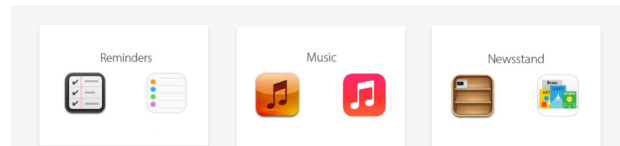
Apple's design has evolved significantly over the years, showcasing a clear progression towards simplicity, integration, and cohesion across their product lines and user interfaces.

iOS Camera Interface: The evolution of the iOS camera interface from iOS 2 to iOS 7 demonstrates a clear shift towards more sophisticated and user-friendly designs.



LUKEW CAMERA EVOLUTION


App Icon Design: Apple's app icons have evolved from skeuomorphic, detailed representations to more abstract, flat designs with vibrant colors.



Results Freshness

Some people ran into older content and had a fear that they were getting something that may be out of date. The older the content was, the more they had to think about whether it might still be information they could trust.

How have user interfaces evolved over time?

 Based on my writings, I can provide an overview of how user interfaces have evolved over time, reducing layers of abstraction between users and computers:

Punched Card Interfaces: These were the earliest form of user interface, requiring specialized machines and processes. You'd write a program on paper, someone would translate it to punched cards using a key punch machine, and then these cards would be fed into room-sized computers. This involved many layers of abstraction between input and output.

Command Line Interfaces (CLI): These reduced some abstraction by allowing direct input into the computer via keyboard. However, users still needed to learn specific commands and syntax, and the objects and applications remained largely invisible without inputting cryptic text strings.

Graphical User Interfaces (GUI): GUIs made many elements visible to users. People could see and interact with representations of documents and applications. However, users still had to...



More +

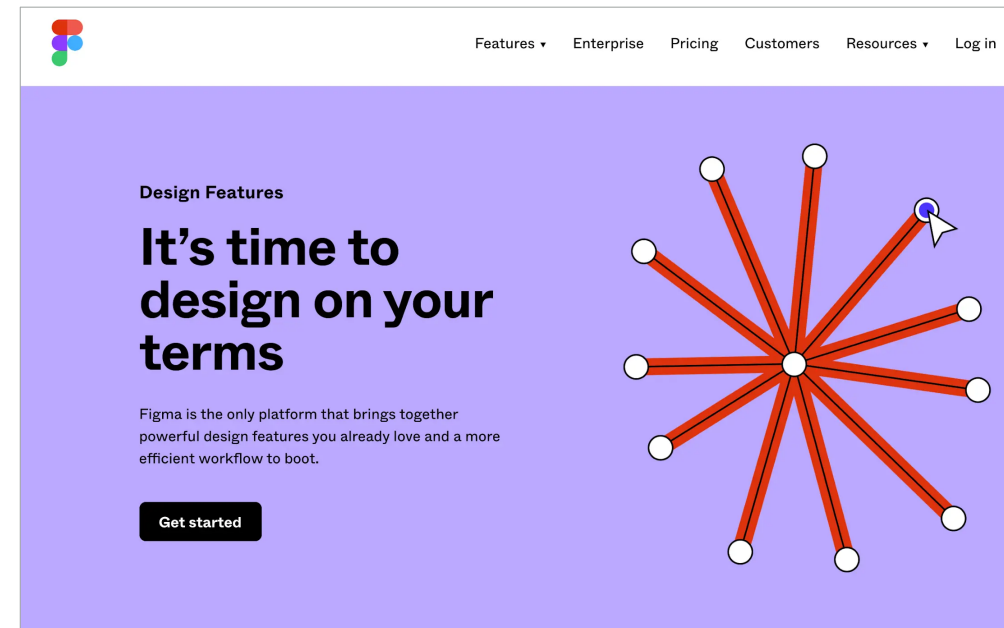
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Figma Integration

Some people thought there were potential benefits in having an AI model with design expertise be usable with and have context on their design work. This was partly driven by the desire to keep all their stuff in one place.

It was also suggested that maybe Ask LukeW could generate examples of the concepts it's currently only describing. Those examples could one day take the form of usable Figma assets.



Key Takeaways

Suggested prompts & visual citations helped push users through their initial hesitation on whether the content would be trustworthy or not.

There's more to explore on how to present recent information and make people implicitly confident they are getting it.

People are working through concrete problems in their day-to-day work and would find it beneficial if the model could illustrate concepts with concrete examples.