Users are always RIGHT

Usability and Eyetracking to improve web sites



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GoodWebDesign!=art

GoodWebDesign==usability

Usability is what really matters.

The most important thing about the web is that it is intended to be used.











LAS VEGAS SUN





The Washington Post



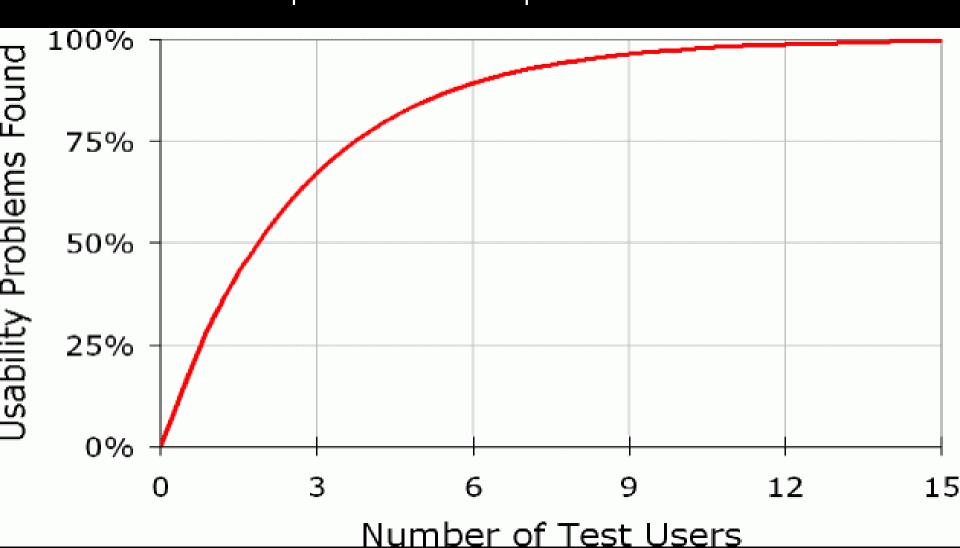
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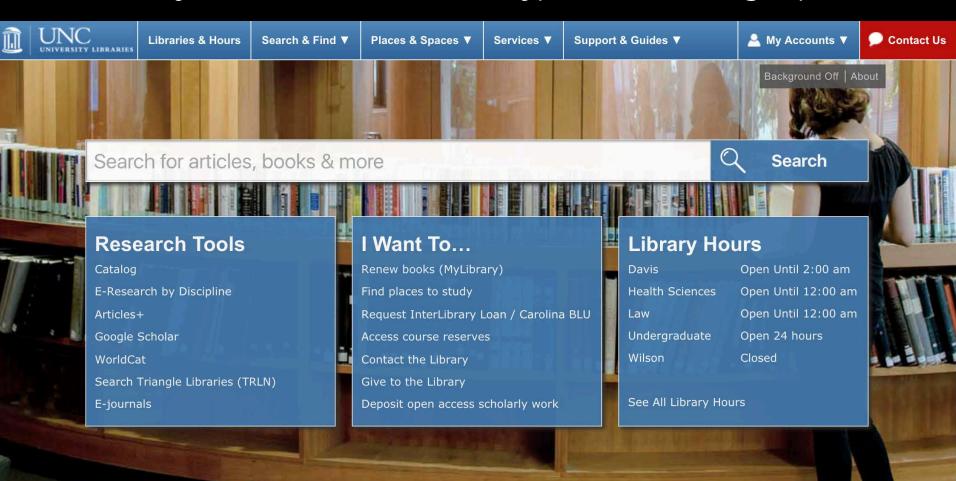




Usability testing
You can find 80 percent of the problems with 5 interviews.



- Step one: Design your study
 - Obviously you cannot analyze your entire site, nor can you study all the actions that all types of users might perform.



- Step one: Design your study
 - Decide on a category of users, define some tasks that they would do frequently, and choose four to five benchmark tasks to evaluate.





Step one: Design your study

 Carefully select tasks to simulate what actual users of the site would do.

- Step one: Design your study
 - Once you have your tasks, design the experiment. Consider questions such as:
 - What types of demographic information relevant?
 - What quantitative questions do you want to ask?
 - What types of qualitative questions do you want to ask?
 - When will you want users to "think aloud?"
 - When do you want them explore silently?
 - Will your record?
 - Will you use a screen capture program?

- Step two:
 Create and finalize testing instrument:
 - Script
 - Informed consent
 - Pre-experiment questionnaire
 - Free observation checklist
 - Tasks
 - Post experiment questionnaire
 - Post experiment interview questions
 - Files for reference here.

- Step three: Gather data
 - Carefully observe each session and take notes about the participants' interactions with the site.





- Step three: Gather data
 - You should recruit at least five test subjects, but even three can provide some insight.

- Step three: Gather data
 - Participants will need to read and sign an informed consent.





- Step three: Gather data
 - A good outline to follow:
 - Welcome, demographic/presurvey questions (5 min.)

- Step three: Gather data
 - A good outline to follow:
 - Free observation time (5-10 min.)



- Step three: Gather data
 - A good outline to follow:
 - Assigned tasks with and/or without "think aloud" protocol (5-10 min.)



- Step three: Gather data Ask yourself....
 - Which tasks were performed successfully?
 - How long did they take?
 - Did participants make errors?
 - What problems occurred?
 - Did the participants have a conceptual model of the site?
 - Was it correct?

- Step three: Post-task questionnaire
 - One of your post-test questionnaires should gather subjective data, and should contain quantifiable inquiries.





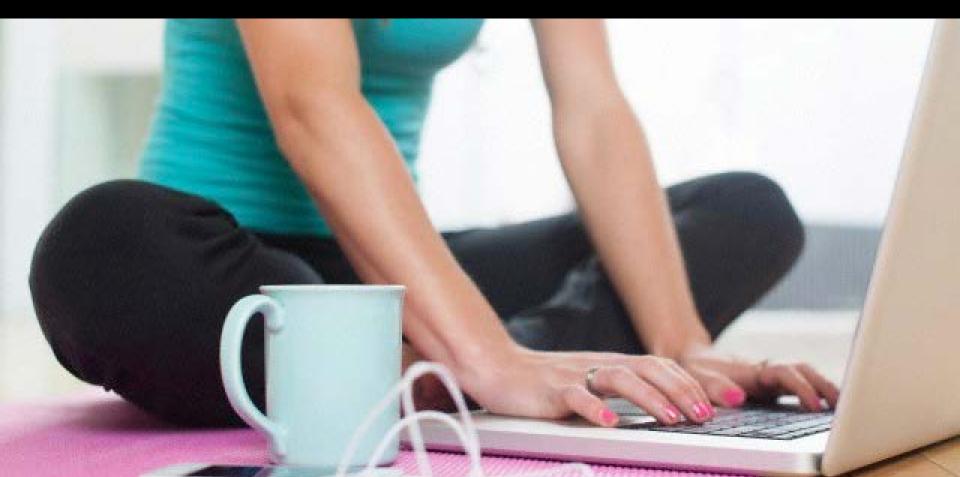
Step three: Gather data

Post test discussion (5-10 min.)

Take some time to talk with participants about the site in a more relaxed way. plan a few open-format These should elicit more overall, qualitative impressions of the site or app.

Remember to be prepared

 Clearly, you should interact with the site yourself ahead of time to become familiar with its functionality, including functionality outside of what your tasks include. Understand recording tools you will use (Screencast-o-matic or Quicktime). Checklist of supplies needed,





Step four: Analyze your data and make conclusions

Inspect your data and determine what you've learned. Compare survey data with task successes or failures. What does the posttest survey tell you?



Step four: Analyze your data and make conclusions

Look at descriptive statistics primarily; if you are able to, you should also look at appropriate inferential statistics (e.g., ttest).

Step four: Analyze your data and apply other research findings.





Use sliders or carousels?

- Only 1% of the people actually click on a slide, which almost always was the first slide;
- People simply ignore your slider, because it triggers banner blindness;
- They slow down your site, negatively impacting your SEO and conversion rate(!!);
- They don't always work well on mobile devices,
- They push your content down, which Google recently mentioned yet again is not smart;
- It dilutes your message, because suddenly there are multiple messages on your homepage.

But...

- Ask the right questions: What value will a slider will add to your site? If you want a slider, you're now in a position to make it work better for you.
- Don't rely on your slider to produce conversions on their own.
- The fact that nearly every client finds sliders attractive suggests that people visiting your site also find sliders attractive.
- There is no simple yes/no answer to the question "Should I have a slider on my site?"

http://makeyourselfvisible.com/internet-marketing/should-i-use-website-slider/

design, usability and eyetracking

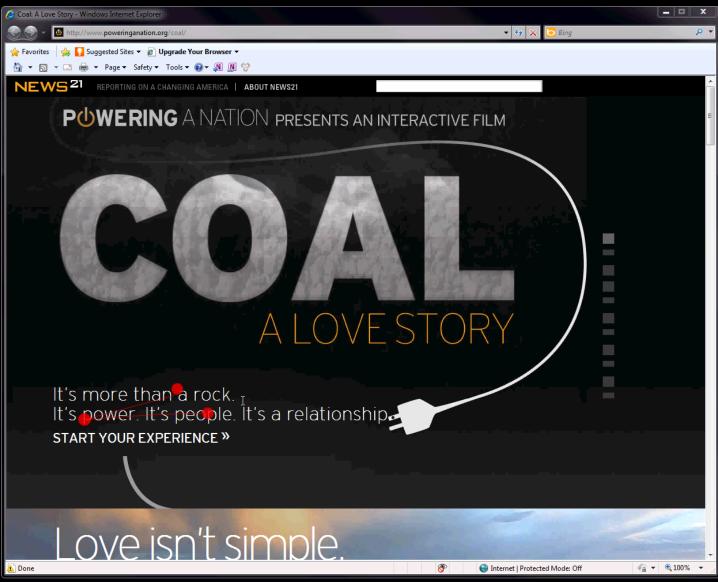
What is eyetracking?



Eyetracking equipment



Eyegaze video



Gaze plots

Cars = Auto Financing = Event Tickets = Jobs = Real Estate = Online Degrees = Business Opportunities = Shopping

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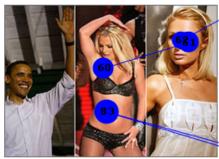
Newsvine

Facebook

Reddit

What's this?

Ad compares Obama with pears, Hilton



Enlarge

Obama by Dilip Vishwanat/Getty Images; Spears by Mark Terrill, AP: Hilton by Dan Steinberg, AP

A new ad from the presidential campaign of Republican John McCain, the senator from Arizona, compares his Democratic rival Barack Obama, the senator from Illinois, left, with pop star Britney Spears, middle, and hotel heiress/model Paris Hilton.

nett News Service By Chuck Raaso

WASHINGTON - In April, John McCain said ans wa<u>nte **75**"respectful"</u> 76 Itial campaign, but lately he's shown

g but respect for Barack Obama.

On Wednesday, pre 78 ptive Republican McCain ail ew ads 79 paring ocratic rival Obama to troubled des Paris Hilton and Britney Spears and asserting that celebrity is not presidential leadership.

rather lose the war in Iraq than lose an election and made objectively discallited claims that Obama declined gaisit benefit

It's the latest salvo in a negative onslaught in which McCain has blamed Obama for high gas prices, said Obama would wounded troops in Germany because it would have no political

Related Advertising Links

What's This'

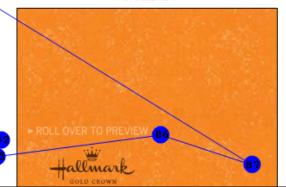
Hot Stock Alert - AESO

Solar, Wind, CoGen AESO an emerging force atlanticenergy.net

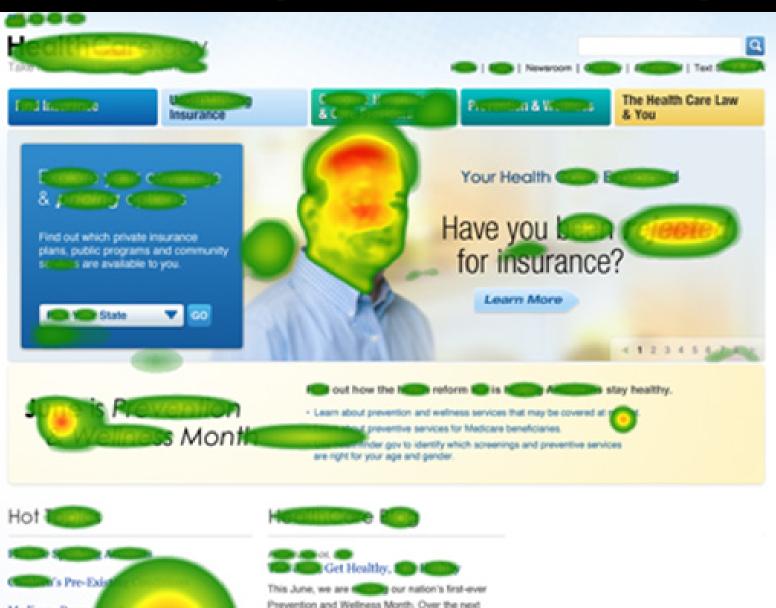
"Teeth Whiteners Exposed"

7 Teeth Whitening Products Tested, Rated, and... www.Best-Teeth-Whitening.com

Advertisement



Hot spots or heatmaps



Why do this?

Usability & design working together TASK: Find the calendar of things to do.

MAY 7, 2008	1 4	
LAS VEGAS SUI	LAS VEGAS	
NEWS ARE OPINION SPORTS MULTIMEDIA GUIDES	BLOGS TOPICS POLITICS	
	calendar Search	
Search Results: "calendar"		
Search again: calendar Search		
Optional advanced criteria		
Date range from to example: 2008-05-07		
☐ Photo galleries ☐ Blog entries ☐ Stories ☐ Users ☐ Videos		
1616 results found. Showing 1-40.		
SORT BY: PELEVANCE DATE NEXT PAGE		
STORY		
Mormons exposed, Mormons opposed	MOST READ DISCUSSED EDITORS' PICES	
Saturday, October 13, 2007	1. Tropicana Entertoinment makes money but	
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autumn approaches	meeting neighbors	
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Live in the Present		
Friday, November 26, 2004	10000000000000000000000000000000000000	
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Why do this?

Usability & design working together

The calendar today. Eyetreacking and usability testing helped!

LAS VEGAS WEEKLY



Caesars' Bacchanal Buffet celebrates three years with enticing new dishes

Whimsical desserts, snack flights and more.

With Sam Nazarian out at SLS, the Strip loses a colorful character

New bar the Vault is coming to Fremont Street

CALENDAR

14 WED 15 THU 16 FRI

17 SAT 18 SUN

Industry Wednesdays

Chateau Nightclub & Gardens



Pub Quiz

Shakespeare's Grille & Pub | time TBA



Lunch and Learn Educational Series

Cleveland Clinic Lou Ruvo Center for Brain Health

ALL EVENTS ON WEDNESDAY »

Source	New York	
	magazine site:	
	www.nymag.com	
What was done	reformatting editing,	
Total hours of work	tightening Less than 2	
	hours	
	UI designer and	
32	Developer spent	
de .	less than two	
	hours combined	

Task: Read/ learn

www.nymaq.com

Simple Content

Will Wait for Food

Judging by the long, snaking linus you encounter outside burger shacks and burrito huts these days, an allen visitor to our city might think that there was a pre-perestrolka. Soviet-style food-rationing program going on. How long are you willing to wait for a hunk of cheese, a spicy tuna roll, or an adorable cupcake? Find out below, and whether it's worth it.

By Hots Fatronts

Tomoe Sushi

(172 Thompson St.), otherwise known as the place with the time. Timy unappurning and (relatively) cheap.

The Tone

Saturday, E. Stille, Ph. The Wash

An orderly but excruciating 1 hour, 21 merubes, and

34 seconds. At the 53 minute mask, you may expensions joint pain and fluiducing/sons, and consider retreating to the Chinese tool-and-back-rubshop agains the street.

thete Waxamaru (136 V). Houston St 1 or him someone to wait in time for

As an endorance-training everpse. Tomos can't be best-all subsequent food lines are a breeze. Buffoodwise, not even Wasa would be worth a wall.

Sarabeth's

(423 Amsterdam Ave.), the legendantly quainthouse of pancaixes on the brunch happy Upper West Side

Sunday, 12:50 p.m.

Amiserable 55 minutes and 13 seconds sperf shuffing around the sidewalk with a paggle of tourists who block pudestrian traffic and pseutsh. fed-up locals who lock like they suspect the hostess of taking timber.

Barrier Greengrass (541 Ameterdam Ave.). The wast is a lot shorter, the sturgeon and eggs, chapped liver, and mutch liver are superb, and the Rondy-split waters take orders by shouting "Okay, guys, go"

For facilities with unright alteachemies and sixed bananas? We think not

Shake Shack

(at Macheon Square Park), Danny Myver's fashfood antenomenon.

Friday, 134 p.m.

The West A fonce-fully 37 menutes and 8 secrets, victuring separate lines to order (neut-styllood) and pick up

that sweath facts. There's a petret brafty questiand and done's only. And if you order everything. Taken at once, you can get the line later to retrieve

dessert as well as gary looks from all oldes.

A flame York Standar Co. burger (303 Park Ave. S.) and a lifeDonald's McFlum

An emphatic yea for the best burger in fown, exta-creamy custers, and hadsoties of highly disrivable wines



of Le Parker Meridien, 119 W. 56th St.), behind the

Monday, 1:20 p.m.

The West

A clamprous 26 minutes and 42 seconds, with foud classic rock and an overworked, understaffed

by stytion contributing to the chaos and our temporarily misplacing our ticket.

Altemetives

Primeburger (5 E. 51st St.), for patte, old-fashioned burgers and pie.

Sure, but better to come back in an hour and probably out your wait in half

Magnolia Bakery

(401 Bleecker St.) the only cupcake caté with a forestriction.

Thus Trens

Saturday, 10:40 p.m.

Tibele Williams "How long can it time to buy a cupcake?" beamed the optimistic NYU student at the end of a line that pitter patieted acound the comer-25 minutes and

3 seconds, that's how long, my friend.

For a similarly holby atmosphere, Billy's Bakery (184 Ninth Ave.); for better cupcakes, letchcraft Elize Simple, and brand-new vegan bakery Babycakes.

Photo creat Jin

Easterds)

blist if it were the last cupcake on Earth.

DiPaid's

(200 Graffd St.), cheese and gournet Italian foods The Time

Saturday, 4:03 p.m.

You'd be squeezed in like cardines for 18 minutes. and 47 seconds, with shoppers who seem to be catering a Soprance shoot "2 the Parm, 6 balls." most, 1 lb prosourt, 1 lb mortadells, a tub of nesta," read one customer's shopping list.

Alleva Berry (188 Grand Str. for heigh mozzareta and notital

Yes, the Parmigrano-Reggrano is top riotch, the ricolta divine, and the mendly staff endlessly patient-maybe too patient

(150 %, 52nd St.), the McDonald s-owned bursto-bars chain.

The Time Tuesday, 1.15 p.m.

The West

Despite the daunting sight of a chiepy throng of desk jockers snaking. through every sists of the restaurant, the line moves quickly, thanks to the fastest bureto wrangiers in town. Total waiting time: 10 minutes and 21

Affairment were

You can tax in your Chipote order (212-755-9759) and stand in a much shorter pickup bne

Yes, the beef and pork burntos are fresh and tasty, despite a wently textured tortilla. Still nearby Pampano Taqueria's facos are better, but the wait there is unpredictable.











Task: Read/ learn

www.nymag.com

Simple Content Reformatted Feebare

Will Wait for Food

the Root Pretryents

Tomoe Sushi

172 Prompton St.

Newster Estery insulating and (lease on) ideas



brings the West No.

Those, 24 Houses, and 34 property (starting Salunday, 6 12 p.m.).

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Cledent or Rot

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Shake Shack

Middoon Square Park

Review for Danie Slever's field load pheromenes.

Worth the Wast? You





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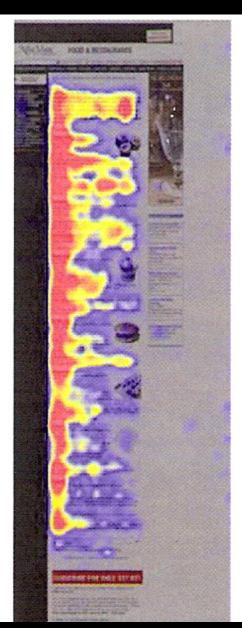


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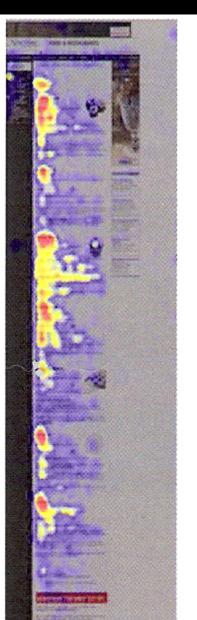
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Simple Content



Simple Content Reformatted



Simple Content: Original and Edited

	Original	Edited	Effect
Reading level	9 th Grade	8 th Grade	
Good Web layout	Narrow column, headings	Narrow column, headings, bullets, good writing, main idea concise, graphics support point	
Content Comprehension	52%	86%	34%
Time	2:22	1:29	0:53
User Satisfaction	4.68	4.93	4%

- Online images get fixations if they:
 - Relate to surrounding content
 - Are clear
 - Feature faces
 - Feature "real people"
 - Models denote ads, and are avoided

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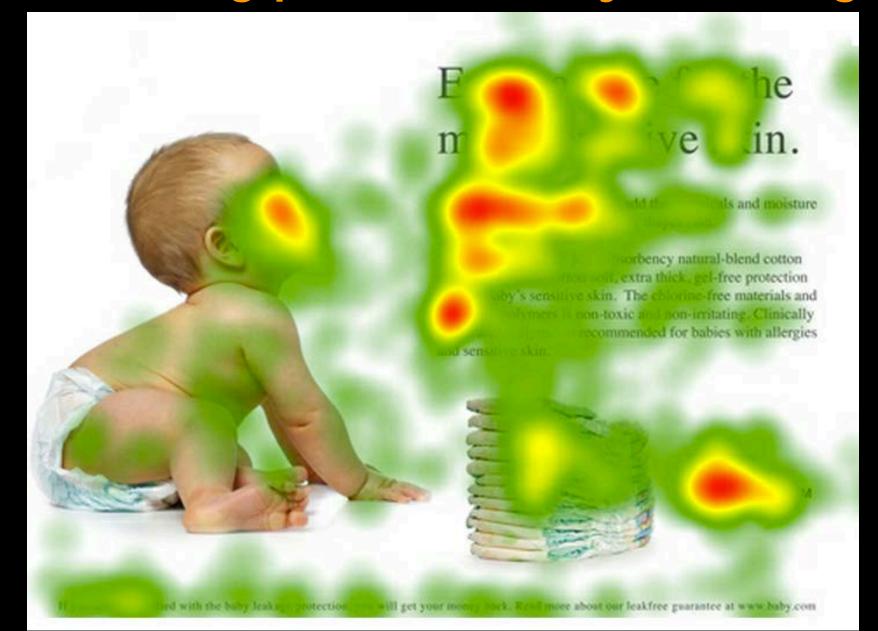


e for the E sensitive skin.

- e skin, add the chemicals and moisture on have diaper rish
- is unaque high-absorbency natural-blend cotton o cotton-soft, exten thick, gel-free protection sensitive skin. The chlorine-free materials and orbent polymers is non-toxic and non-irritating. Clinically rested and podiatrician recommended for babies with allergies and sensitive skin.







DANCEWORKS

performance.









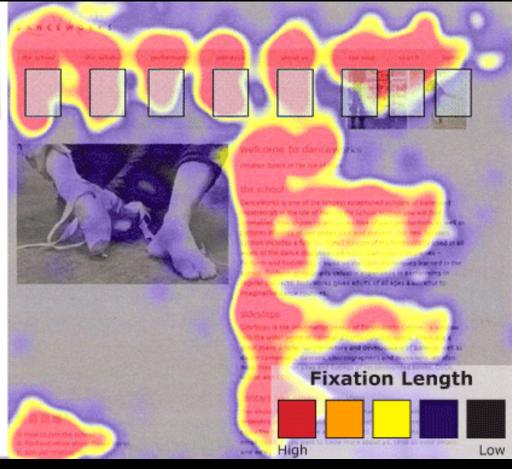


DanceWorks is one of the longest established schools of ballet and theatrecraft in the late of Man. Is the School section you will find timetables, how to join us and an archive of past productions as well as: pictures of some of our pupils past and present. Our new Syllabus. section includes a full, illustrated lexicon of the terminology used in all levels of the dance disciplines we teach. Our sister companies + Printeen and feetallier's a build on the basic techniques learned in the school. Perform gives pupils valuable experience in performing in. regular concerts. SodyWorks gives edults of all ages a workbut to imaginative dance routines.

StarStras is the information centre of DanceWorks, Online - A window into the wider world of ballet and contemporary dance. There are a great many articles on the history and development of ballet as well as sfance companies, dancers, choreographers and musicians. Wit alsohave links to other sites and listings of recommended books, DVDs, videos and CDs

contact and other information

Our about on pages cover all the essential contact details as well as prowsers, audio, video and legal information. We sincerely hope you erypy the site. If you have any comments or suggestions, feel free to error us. Or if you want to know more about us, send us your details. And we'll be in liquid.



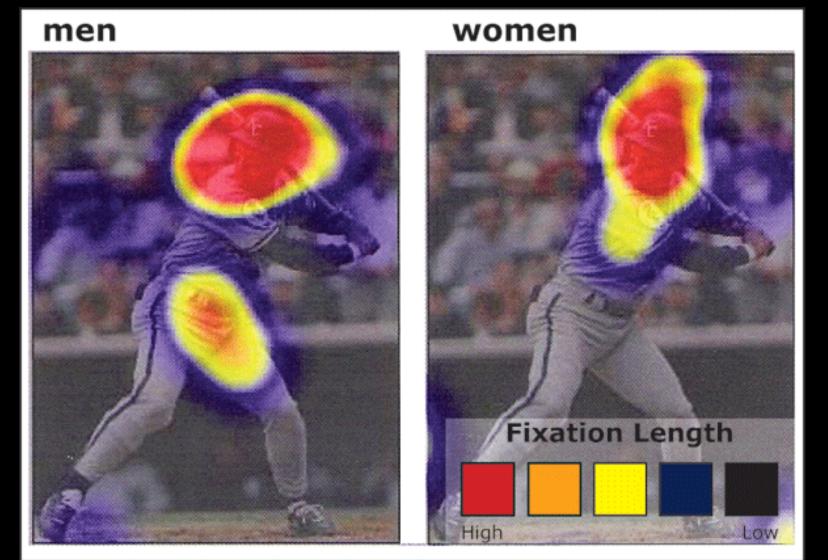




Finding trends. What do they tell us?



Finding trends. What do they tell us?



Thank you!

Laura Ruel, Iruel@unc.edu