Online Marketing Capabilities

Website Design:
USABILITY TESTING

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What’s Coming Up Today?

• User Centered or UX Design?
  • What does it mean?
  • How is it done? What is an expert review, is that involved?
  • Who needs to be involved?
  • Will it provide value? Is it expensive?
  • The process of doing it with focus on Define and Design phases

• The User Findings Driving the Design Process
  • Understand what users need and make it easy for them to find
  • Revisit the objectives and findings, revisit designs with users
  • Maintaining a story to drive and steer design
The Project Process

Waterfall

<table>
<thead>
<tr>
<th>Waterfall</th>
<th>User Focused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
<td>Plan</td>
</tr>
<tr>
<td>Define</td>
<td>Define (UR/UXT) (DQ)</td>
</tr>
<tr>
<td>Design</td>
<td>Design (UXT) (DQ)</td>
</tr>
<tr>
<td>Develop</td>
<td>Develop (CW) (DQ)</td>
</tr>
<tr>
<td>Deploy</td>
<td>Deploy (UXT)</td>
</tr>
<tr>
<td>Extend</td>
<td>Extend (CW)</td>
</tr>
</tbody>
</table>

User Centered

[Diagram of User-Centered Design process]
Customer Focused Websites

• Core Principals
  1. Focus on the users and their tasks
  2. Measure the usage (via analytics and online behaviour)
  3. Iterative design: repeat cycles of design, test and redesign

• Approach (PHASE)
  1. Understand the need and context for use (DISCOVERY)
  2. Specify the requirements (DEFINE)
  3. Create design solutions (DESIGN)
  4. Evaluate designs (UXT)
User Experience Design

• The creation and synchronisation of the elements.....
• ......that affects the user experience for a person with a particular company ...
• ....designed with the intent to influence the perceptions and behaviour of a user at the business website...
The Define Phase
Defining Requirements

• What are the Priorities?
• What are Needs and what are Idea’s?
• May require radical changes in the website
  – Opportunity for paradigm shifts; innovation; the user needs a completely new one specifically to do this....
• Why? because it requires less exploration for our downstream work partners
Prioritisation, Needs versus Ideas

• Managing Conflicts
  – Conflicts between business needs and user needs
  – Closely tied to Idea’s
  – Technology is new, hard to make estimates

• What’s the impact? Get team on same page, UXT can help resolve, keep empathy with user....
A Good Team Tension

The UXT/WEB team, roles and responsibilities:

• Business Advocate (Client, AM)
  – Maintain business vision and objectives
  – Meet strategic objectives

• User Advocate (UXP)
  – Encourage behaviour that supports the objectives
  – Meet needs expectations of user and provide satisfying and engaging experience

• Development Advocate (AM/DEV manager/Internal Client IT)
  – Represents the needs and constraints of technology and quality assurance
  – Ensuring team is working efficiently and within the scope, and meets the quality standards of the stakeholders

  – Note that maintaining a closeness client has enormous value:
    • Closeness of core web team is a requirement for agile development, small teams. Also leaders in the project understanding challenges of the operations, business and strategic goals, culture and industry
Heuristic Analysis

• Expert Review – using a best practice framework to measure a website
  – Evaluates the usability of an existing design based on best practices in the usability field
  – Relatively quick and inexpensive way of gaining feedback on an existing design
    • Gives a general understanding of the quality and helps identify problems with the design
    • Highlights quick fixes so can take immediate action – while redesign efforts continue behind the scenes
    • But does not involve end users and is not a replacement for true user research
    • Not all findings in review are validated later by users in testing and vice versa

Heuristic Analysis = Scorecard

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Score</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Review</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Page (out of 100)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make the site’s purpose clear (out of 35)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site purpose obvious - is it clear what the business does and what the website is for? Does it convey the big picture?</td>
<td></td>
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</tr>
<tr>
<td>Is there a welcome blurb which has a brief description of the site?</td>
<td></td>
<td></td>
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<tr>
<td>Can you tell quickly the site is meant for?</td>
<td></td>
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<tr>
<td>Tagline - is there a clear and informative tagline which highlights the site’s benefit?</td>
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<td></td>
</tr>
<tr>
<td>Can you easily access details about the company from the homepage?</td>
<td></td>
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</tr>
<tr>
<td>Does the home page answer 4 key questions: What is the site? What can you do there? What do they have here? Why should I be provided a positive first impression?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Help users find what they need (out of 35)</td>
<td></td>
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</tr>
<tr>
<td>Intuitive navigation - is the navigation clearly visible and is it clear what is under each heading?</td>
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<tr>
<td>Show the hierarchy of the pages - does hovering over/clicking navigation reveal the levels and pages which are under main headings?</td>
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<tr>
<td>Is there a clearly marked search box?</td>
<td></td>
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<tr>
<td>Is contact information clearly visible from the homepage?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breadcrumbs / clicked links change colour - are there breadcrumbs - do these or other links change colour when clicked to show where users have been?</td>
<td></td>
<td></td>
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<tr>
<td>Are clear pathways to key sections of information provided?</td>
<td></td>
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<tr>
<td>If there is use of animation or other multimedia, is it for a clear purpose or doesn’t hinder use of the site?</td>
<td></td>
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<tr>
<td>Show site content (out of 30)</td>
<td></td>
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<tr>
<td>Clear tasks supported - does the content of the home page make it clear what tasks can be done on the site?</td>
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<tr>
<td>Does the home page highlight what major types of information there are in the site?</td>
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<td></td>
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<tr>
<td>Current content - does the home page highlight recent and fresh content?</td>
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<tr>
<td>Important information above the fold - is most of the content/the most important content visible without too much scrolling?</td>
<td></td>
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<tr>
<td>Graphics used meaningfully and appropriately - do graphics clarify meaning and assist use of the site?</td>
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<tr>
<td>The balance of navigation, support and promotion links/content is appropriate for the site?</td>
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Usability Testing

• Usability Testing involves asking real users to perform **specific tasks** on a website or booking application to uncover potential usability issues and **gather ideas** how to address them.
Usability Testing
Usability Testing Participants

- Carefully selected **end users** that represent the target users (online users)
- End user involved can recall at time when or is a **qualified shopper** and has a relevant scenario
- Has gone through or is going through a similar process of **researching information online** for a particular event or activity
Usability Testing

• Testing can be undertaken in the Define phase
  – Gather info on current site to see how it can be improved
  – Perform on similar sites (or competitors)

• Testing can be undertaken in the Design phase
  – Where a design in created, tested, refined and tested again
Usability Testing

• Testing can be undertaken at a range of points in the lifecycle of the website depending on individual project needs or the objectives
  – Is never a bad time to undertake
  – Test with people who don't know the product too closely, representative and realistic
  – Always results in insights and value for the client (and the greater team)
  – Can highlight issues with in-house processes, might not be the website...
Usability Testing – Card Sorting

• Often used in navigation or topic categories

• Open Card Sort
  – Categories provided
    • Users place as meaningful to them

• Closed Card Sort
  – Categories not provided
    • Users create their own categories and place as appropriate

  – *Card sorting software available online
    http://websort.net/
Usability Testing – Findings

• Major Findings
  – Are important enough to create a paradigm shift
    • Some are fixable and inexpensive
    • Complex and may require capital investment or further research

• Minor Findings
  – Are important but can be easily fixed
    • Quick fixes can be rolled out immediately, errors & typo’s
Usability Testing – Findings

- Major Findings
  - Examples
    - Lack of trust, a feeling the user gets, Security concerns
    - An error in the check-out process, or it’s simply broken
    - Confusing or conflicting information
    - Key pathways or content hidden below the fold
    - Users wrongly associating critical content with advertising (and ignoring)
    - It’s just not the right solution for the user, perhaps no-one ever asked them what they needed – had a good idea and built it but doesn’t meet the user needs
    - Trying to please too many users and satisfying none

- OUTCOME - Perhaps requires a re-design/re-development to achieve solutions (requires a new framework – perhaps addressed in later phase or budget)
Usability Testing – Findings

• Minor Findings
- Examples
  • Errors, broken links, poor user experience
  • Imagery not appropriate
  • Language and tone, content generally
  • Colours, distracting animation or flash to be removed
  • Better labelling or use of headers
  • Resources required to be added; downloadable media: podcasts & PDF’s
  • Value, Glossary or resources, recipe or maps

– OUTCOME - Doesn’t require new design or development to achieve solutions (can be achieve within the existing framework)
Designing for the online shopper
The Online Shopper – *Model

- **Explorer** - doesn’t quite know what they want
- **Hunter** - has a good idea what they want
- **Tracker** - knows exactly what they want

- The same person can go through all of the stages during the (purchase) decision process – which takes place overtime and multiple visits.

The Online Shopper

- Explorer - doesn’t know what they want yet?
The Online Shopper

- Hunter – has a few idea’s, compares and decides...
The Online Shopper

• Tracker- knows what to buy, is tracking down price and availability..
The Online Shopper

• Like animals people ‘Information Forage’ and follow ‘Scent trails’, such as links and pathways that hold promise…
The Online Shopper
Entrance & Exit

Enter at Front Door; the Homepage

Enters a page inside the website; on an internal Landing Page
What are the top 3-5 topics of information you look for when you are DECIDING where to go for your holiday or trip? (tick 1 as the most important)
What are the top 3-5 topics of information you look for when you have ALREADY DECIDED where to go for your holiday or trip? (tick 1 as the most important)
Design phase
Destination Queenstown Re-design

pure inspiration
Official website of Queenstown Tourism

Queenstown's Official Tourism Website
Surrounded by majestic mountains and nestled on the shores of crystal clear Lake Wakatipu, Queenstown is New Zealand's premier four season lake and alpine resort.

Welcome to the No. 1 Outdoor Adventure Destination in the World!

Spring: September 1 – November 30
Temperatures range from 6°C to 22°C (43°F to 72°F).
The sunshine, sights, scents and sounds of Queenstown - you’re so close to reveal warmer weather and longer days.
Spring visits last for most of September, and depending on the season into early October. Then it's time to swap the ski or board for a mountain bike, golf club or hiking boots and explore Queenstown’s alpine area in all its spring glory.

There are more than 150 bars, restaurants and cafes to indulge in, as well as easy access to fabulous local eateries where a lunch at a lakeside restaurant is one of the season's most popular pastimes. For ultimate relaxation and pampering visit one of several luxurious spa resorts, or take a ride in the mood for some retail therapy, both Queenstown’s most popular shopping destinations.

Upcoming Events
AIBN Queenstown JazzFest
A sensational line-up of more than 80 bands and 200 acts and international performers for a four night programme of live gigs, talented headline acts, classical development and youth competition.

CabbageTree Creative
Leading tourism online
Actual User Comments

• "These are beautiful shots, but I don't really feel the soul of the place" - needs more drama in the images"

• "Knowing it’s a place of extreme sports that doesn't really come across"

• "My overall feeling about Queenstown when I see this is that it's obviously really beautiful, but I don't really feel like it’s a happening place”
DQ Design Challenge

• Sell Queenstown as a **FOUR SEASON destination**, revisit the core product
• Clearly establish what the **current season** is immediately, orientate geographically
• Sell the destination, **tip people**, inspire customer to make the decision to visit
• **Educate** considerers to the **space**: plus cosmopolitan, alpine - food and fashion mecca
• Site must establish its **purpose and deliver** what it **promises** to arriving visitors
• **Empower** and **enable customers to transact** and convert with operators
• Be the **preferred choice** for services and listings information – one stop shop for info
• Make more **friendly by design** – **encourage engagement** and participation (members and event organisers, reach broader community in line with social media strategy)
• **Bubble Up** content to Homepage & Landing pages, underpin with DQ credibility
• Provide **clear pathways** to key content (visible global and local navigation on key pages)
• **Consistent and logical** use of fonts, hierarchy, linking styles, clickable and non clickable items (headers and tiles), pop calls to action
• Use **appropriate and complimentary colour combinations** to enhance experience, such as scanning and increase making associations between content, must **POP ‘most desired actions’** you wish customer to take
From Concepts to Final Design

Stimuli for user testing
From User Needs to Final Design

• Navigation and structure of the website is critical and has become a primary activity for new visitors to a website
• Website NOT Perceived as having Book Online Opportunities
• Performance is critical factor for travellers on the go
• Official look and positioning has positive impact on trust
• One size fits all search tool potentially does not satisfy
• Images act as *loaded messages* and have the potential to offend and turn-off users
• Placement of elements caused cognitive friction and confusion for users in the testing
• Confusing Location for International Tourists.
• Expectation for Reviews
From Requirements to Design
Workshops– Low Fidelity
Wireframe – High Fidelity
The Prototype – Highly Visual
Keeping the story alive
Through Website Lifecycle
Personas – the user character

• Differing industry views on whether effective
  – Some say stifles creativity
  – Some say essential for insights

• Provides context of use; remote, on the run
• Insights into behaviour online, usage
• Reasons and motivations for use
• Is to be carried through lifecycle of website
  – *Card Sorting software available online:
<table>
<thead>
<tr>
<th></th>
<th><strong>Couple Empty Nesters</strong></th>
<th><strong>Couple Young Professionals</strong></th>
<th><strong>Group Pleasure Seekers</strong></th>
<th><strong>Family Traditional values</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td>50+</td>
<td>24-28</td>
<td>20-25</td>
<td>40 + (9-13)</td>
</tr>
<tr>
<td><strong>Savvy</strong></td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td><strong>Why</strong></td>
<td>Enjoy the vintage years</td>
<td>Honeymoon, OE,</td>
<td>Road Trip with the Lads</td>
<td>Fun for everyone</td>
</tr>
<tr>
<td><strong>What</strong></td>
<td>Book Flights</td>
<td>Which sights to see and</td>
<td>Nightlife and Adrenalin</td>
<td>Me time. but kids safe and</td>
</tr>
<tr>
<td></td>
<td>Book Hotel</td>
<td>activities?</td>
<td>Adventure</td>
<td>independent</td>
</tr>
<tr>
<td><strong>How</strong></td>
<td>All online</td>
<td>Some online</td>
<td>Winging it, but online</td>
<td>Some online some agent</td>
</tr>
</tbody>
</table>
Personas – the user character

Primary Persona

- Guy Pearce
- 28 years
- Snowboarding for 3 years
- Single – no kids

How hard core? Conditions? What’s on?

Works as a physiotherapist, mostly at weekends gets days off in the week which he likes to spend snowboarding

Affluent with lots of discretionary income to fritter

Regulars - Young Pleasure Seeker/Success Driven Extrovert, loves to have fun
Improving the story
Through Website Lifecycle
Continual Improvement

• Customer Walkthroughs
  – Create and maintain a relationship with participants’ after testing and engage them throughout the ongoing process

• Measure a variety of campaign approaches
  – Evaluate CTR (click through rate)
  – Treatments, call to action, language
  – Run simultaneously (A/B split testing)

• Review, evaluate and iterate
  – Analytics, click patterns, every detail, form responses, error messages,
  – listen to Social Media activity and your website enquiry form
Gather Intelligence
Google Analytics

## Content Overview

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<thead>
<tr>
<th>Pages</th>
<th>Pageviews</th>
<th>% Pageviews</th>
</tr>
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<tbody>
<tr>
<td>/</td>
<td>1,048</td>
<td>36.95%</td>
</tr>
<tr>
<td>/arthur_schalet/arthur_saccommodation/</td>
<td>500</td>
<td>17.63%</td>
</tr>
<tr>
<td>/arthur_schalet/arthur_specials/</td>
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<td>6.91%</td>
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<tr>
<td>/arthur_schalet/arthur_restaurant/</td>
<td>196</td>
<td>6.08%</td>
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<td>172</td>
<td></td>
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<table>
<thead>
<tr>
<th>Page</th>
<th>Entrances</th>
<th>Bounces</th>
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<tbody>
<tr>
<td>1. /</td>
<td>780</td>
<td>328</td>
</tr>
<tr>
<td>2. /arthur_schalet/arthur_saccommodation/</td>
<td>26</td>
<td>13</td>
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<td>7. /arthur_schalet/photo-gallery/</td>
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<tr>
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</tbody>
</table>
Click Tracking – Crazy Egg
Click Tracking – Crazy Egg
Click Tracking – Crazy Egg
A/B and Multivariate testing
Questions and Answers

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