



nFUSION

SMX East

Usability and conversion

What is it?

- ▣ Usability testing provides measurement of ease of use and user success
- ▣ Helps explain how test subjects respond in four areas:
 - Time
 - Accuracy
 - Recall
 - Emotional response
- ▣ Benefits
 - First-hand data from users
 - Discovery of errors and areas of improvement
 - Saves development time and money
 - Reduces guessing and arguing
 - Can be accomplished quickly, easily and cheaply



Why is it important?

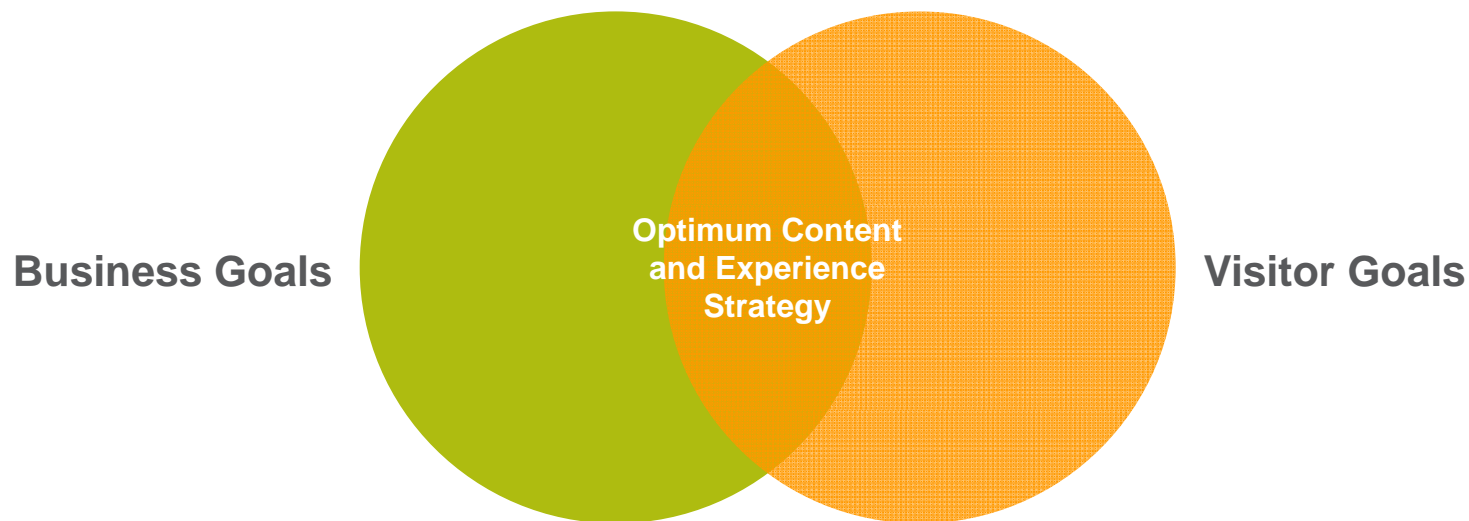
- ▮ Site impression is made in 1/20th second
- ▮ Users only spend an average of 27 seconds on a Web page
- ▮ On the Web, people succeed 66% of the time and then they move on

Source: Veen/Neilsen



Start with the Right Strategy

- ▮ Usability is about helping site visitors accomplish **THEIR** goals
- ▮ Start by defining
 - Business goals: our business objectives for the site; what we expect the site to accomplish
 - Visitor goals: the goals for the site that come from outside – specifically from the people who will use the site



Start with Some Basic Questions

- ❑ Does the page/site provide evidence that users' goals can be accomplished?
- ❑ Does the page provide a signal as to "where do I start?"
- ❑ Does the page/navigation provide enough information for the user to self-identify?
- ❑ Does the page answer "what do they have here?"
- ❑ Does the page answer "what can I do here?"
- ❑ Is the "signal to noise" ratio appropriate?

Some Usability Options

- ▣ Usability testing for conversion optimization can range from guerilla techniques to full lab environments
- ▣ Some basic techniques:
 - Heuristic reviews
 - Card sorting
 - Prototype testing



Heuristic Reviews

- Heuristic review is an evaluation method that helps to identify usability problems with the user interface
- Provides
 - Identification of user experience and website usability issues
 - Prioritization of identified issues
 - Recommendations to resolve identified issues
 - Aids in the prioritization of product development direction



Information Architecture and Usability

- ▣ Information architecture is the arrangement of content elements within the site that provide users the organizational and navigational elements to move through the site efficiently and effectively
- ▣ Provides
 - Organized, structured and labeled content to support usability and find-ability
 - Focus on the users' perspective and their requirements
 - SEO benefits
 - Scalability

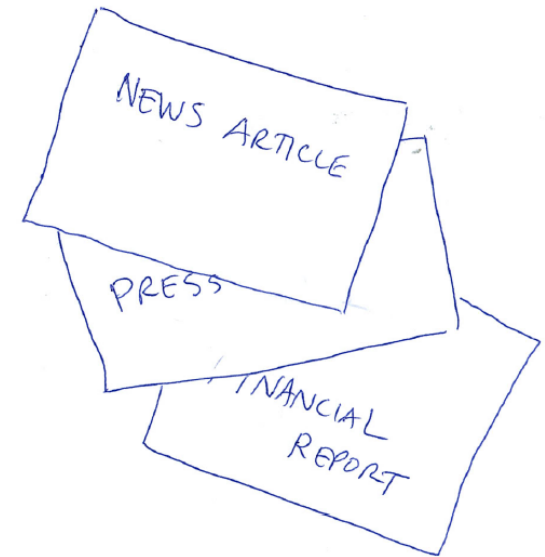


Start with These IA Questions

- ❑ Is the menu-naming terminology consistent with the user's perspective?
- ❑ Are navigational titles clear and mutually exclusive?
- ❑ Are items grouped or classified logically?
- ❑ Is the first word of each menu choice the most important?
- ❑ Are the number of navigational choices quickly digestible?

Card Sorting: How to Do It

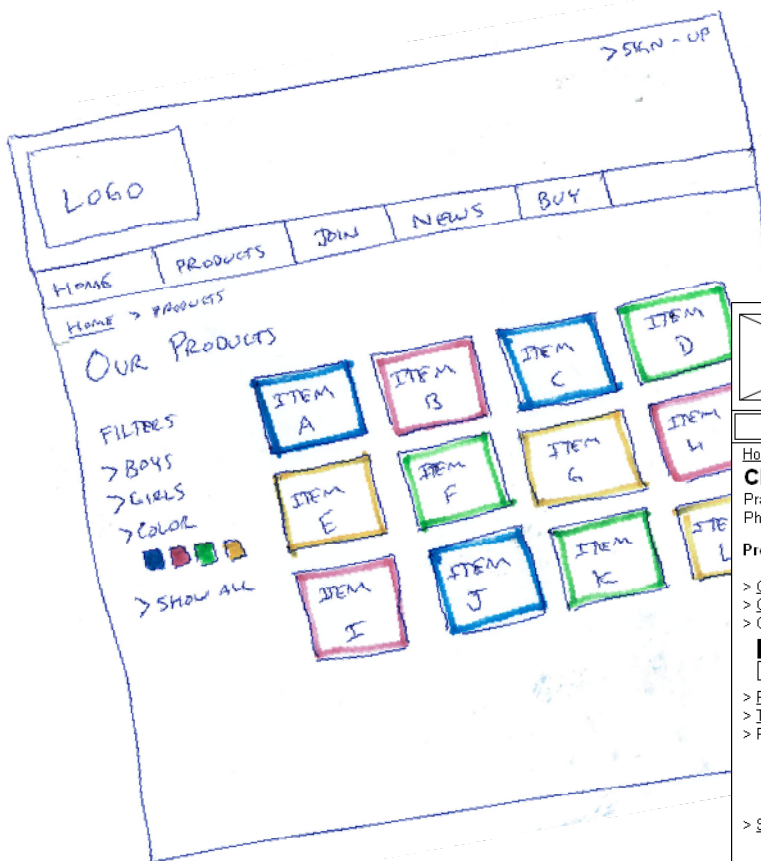
- Many techniques
- Write the name of each main item on an index card
- Shuffle the cards and give the deck to a user
- Ask each user to sort the cards into organized piles
- LISTEN!



Prototype Testing

- ▣ Prototype testing: is the process of putting together a working model in order to test aspects of a design
- ▣ Benefits
 - Reduced project risk and cost
 - The ability to test the user interface prior to coding
 - A more complete design of the user interface to be captured
 - Software that meets the user's expectations and needs
 - Lowers the support burden

Prototype Testing



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Product Filters:

- > Guys
- > Girls
- > Colors:
 - Color swatches: black, red, green, magenta, white, yellow, cyan, grey
- > Pro-Series
- > Top Picks
- > Product Style:
 - Original
 - Two
 - Three
 - Four
- > Show all

Tile for Top 10 Reasons to Buy Something

Promo-tile for style selector

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When to do it?

- Earlier in a project the better
 - Card sorting for improved information architecture
 - Prototype testing of wireframes
 - Interactive wireframe testing
- Any usability testing is better than none
- Usability for optimization is not a one-time activity



Thank you

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