

## Tech4Good Forum – Is Your Website User-Friendly?

July 16, 2013 – Nonprofit Collaborative

Panelists:

- Julie Johnston, rabble + rouser
- Timothy Whalin, consultant
- Sean Hudson, Vermillion

**4:20 pm – Sarah started the session with introductions.**

**Julie – The Basics [see her slide show for more detail]**

What is usability? Why is it important? She then described Jakob Nielsen's 5 Components of Usability:

1. Learnability – How fast can it be learned?
  - a. Familiarity
  - b. Consistency
  - c. Generalizability
  - d. Predictability
  - e. Simplicity
2. Efficiency – Ease of getting around
  - a. Navigation – no need to redesign your site all the time
  - b. Error messages – make them useful!
  - c. System feedback
  - d. Conventions – stick to what people know. If it looks like a link, you should be able to click it.
  - e. Shortcuts – make it easier to do the popular things on your site
3. Memorability
  - a. Intuition
  - b. Expectations
  - c. Assumptions
4. Errors – How easy is it to understand? Need to assume visitors don't know your site
  - a. Understandable
  - b. Precise
  - c. Correct
  - d. Consistent
  - e. Helpful
5. Satisfaction
  - a. Looks

- b. Feel
  - c. All the other stuff
6. Utility – Perhaps the most important – Are you giving the user what they want?

**STEP 1:** Test with actual users that do not know your site or your organization

**STEP 2:** Fix it – small tweaks make a difference

### **Sean – Personas [see his slides for more detail]**

Understanding personas gives you a good foundation within user-centered design (lots of detail on the slides)

Sean's slide showed a list of questions to ask when determining personas:

- Keep in mind – your users change/evolve throughout time
- Use all your available data – donations, Google Analytics, social – Facebook, Twitter

After personas are created, then move on to the scenarios that those personas would encounter

All of these considerations lead in to your functional requirements

### **Q & A for Julie and Sean**

1. What to do when your personas have conflicting needs?
  - Who donates more? Perhaps they should be a bit more of a focus.
  - Where are they coming from? Direct them as they enter the site to what they would want.
  - Use separate landing pages.
2. How many personas are useful?
  - As few as possible while covering as most as you can.
  - Keep it to a lower amount for ease of use.
  - Try to hit ~80% of your market.

### **Tim – Usability Testing [see his slides for more detail]**

Tim started off with an example of BestBuy.com

Guerilla Usability Testing

- Head to a coffee shop and offer to buy coffee or gift cards for a few minutes of someone testing your site.

- If you're out-going, just walk up and ask folks, otherwise set-up a sign at your table

What do you want to learn?

- Know this stuff ahead of time
- It'll guide your test questions

Running your first test – how to start:

- Introductions
- Intro questions
- Present a scenario and then a task
- Follow-up questions

*Most important* - Handling the Aftermath

What working and what's not working?

Other resources – just do an internet search for “User Testing Online” and you'll find a number of free or low-cost resources

*Separate note on site copy* – Rule of Thumb: Look at the copy on your site, then cut it in half. Then try to cut it in half again.

**5:12 pm – Usability Activity - [see separate handout for more detailed information]**

Participants were asked to pair-up, think of a website task, and then test one another's sites - [specific directions are on Tim's slides]

**5:29 pm – wrap up with Meredith**