

## Association Technology Conference

### Usability Lab: Simple Tests, Valuable Results for Your Website



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### Today's Facilitators

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*Connecting Great Ideas and Great People*

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### Agenda

- Quick Overview of Usability & Some Tactics  
*20 minutes*
- Usability Test Group Exercises  
*35-40 minutes*
- Feedback and Questions  
*15-20 minutes*



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### Usability: What is it?

After all, usability really just means that making sure that something works well: that a person of average (or even below average) ability and experience can use the thing - whether it's a Web site, a fighter jet, or a revolving door - for its intended purpose without getting hopelessly frustrated. - Steve Krug, *Don't Make Me Think*



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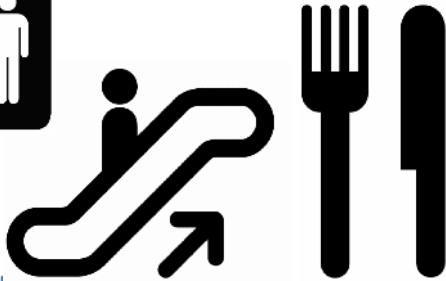
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### What's Usable?



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### Usability: What is it?

- **Learnable**
- **Efficient**
- **Memorable**
- **Error-free (almost)**
- **I like it!**



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## Usability: Why test?



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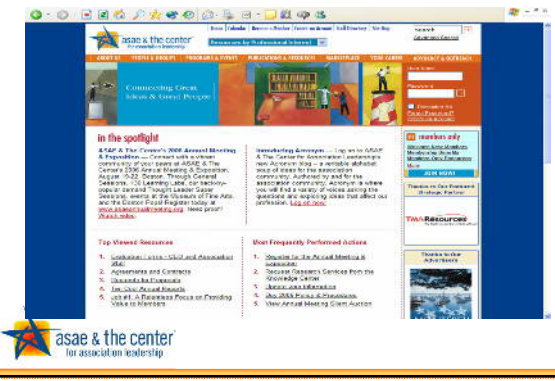
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## ASAE & The Center



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## ASAE & The Center



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## Recorded User Tests

### Method

- Use software or a lab setting to record individual user activity on your website

### Value

- Provides real-world information about user activity and commentary about your site




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## Sample Script

#	TASK	How likely is it that you would perform a task like this?				Facilitator Rating		
		Very likely	Somewhat likely	Not likely	Not at all	1 Early	2 A few months	3 A number of problems
1	Visit the blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Rate the 44 Top Viewed Resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Find the date of the 2009 ASAE & The Center Annual Meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	View the nearest Section newsletters which	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	What is cost of CEO membership?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>




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## Scavenger Hunt

### Method

- Create a list of typical activities you expect a user to accomplish and have them document their experience

### Value

- Low-cost tool to gather feedback from real-life site users




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## Sample Scavenger Hunt

### MSAE-Center.Org Navigational Quiz

Where would you . . .

1. Find information about the newsletter for the Marketing Symposium?
2. Find an online sample of a board evaluation form?
3. Register for the Annual Meeting?
4. Reserve an exhibit space?
5. Find a sample magazine article from the last issue?
6. Learn about volunteer opportunities?
7. Become a club supporter?
8. Find a job in our area?
9. Find the staff directory?
10. Learn about the CAE program?
11. Find a volunteer to contribute your job as a membership member?
12. Find information about the Springside Lodge?
13. Find our press releases?
14. Find an ASAE Sponsored Event Program for insurance for your staff?
15. Find the ASAE & Center for Strategic Management Website?
16. Learn about the Associations Advice America Program?



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## Cardsorting

### Method

- Users review site content, organize it in a way that makes sense to them

### Value

- You learn how users think, and identify terms and labels that make sense to them



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## A/B Testing

### Method

- Create two versions of a page and test how users navigate them

### Value

- Particularly helpful to measure user response transactional sections of your site (e.g., form submission, store) and marketing campaigns



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## Sample of A/B Testing



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## Usability Workshop Tasks



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## Resources

Don't Make Me Think! A Common Sense Approach to Web Usability, *Steve Krug*  
The Elements of User Experience: User Centered Design for the Web, *Jesse James Garrett*  
Information Architecture for the World Wide Web, *Louis Rosenfeld & Peter Morville*

Jakob Nielsen  
[www.useit.com](http://www.useit.com), <http://www.useit.com/alertbox/>

User Interface Engineering  
[www.uie.com/brainsparks](http://www.uie.com/brainsparks)

Adaptive Path  
[www.adaptivepath.com](http://www.adaptivepath.com), [www.adaptivepath.com/blog/](http://www.adaptivepath.com/blog/)



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## Resources

Usability Professionals Association

[www.upassoc.org](http://www.upassoc.org)

Guide for developing useful & usable websites

[www.usability.gov](http://www.usability.gov)

Morae User Testing Software

[www.techsmith.com/morae.asp](http://www.techsmith.com/morae.asp)



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## Contact Us with Questions!

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