
 DISTILLEDLOGIC™

**Think Holistically
about Your Web Sites**


Higher Logic Learning Series
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Agenda

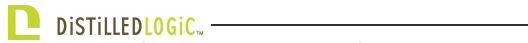
- Usability & User Experience
- Tracking & Measuring Success
- Content Strategy
- Quickie Website Assessments

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What is Usability?

Usability really just means 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



Some Usability Conventions

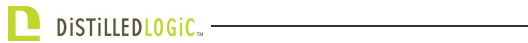
- Logo position & function
- Link styles
- Navigation options
- Browsible text



What is User Experience?



Credit: Peter Morville



Easy Ways to Track Feedback

- Site Analytics
- Crazyegg.com
- Google Web Site Optimizer
- Testing: FiveSecondTest, Userfly, UserVue, Morae
- 3 Question Poll
- User Engagement

DiSTILLEDLOGIC™ 3 Question Poll

- Why did you visit our site today?
- Did you find what you were looking for?
(or, if a transactional page/site, Were you able to complete your task?)
- How can we improve our site to ensure you have a great user experience?

DiSTILLEDLOGIC™ Measuring User Engagement

- IBM Study
- www.associationsocialmedia.com
- Quantitative & Qualitative

DiSTILLEDLOGIC™ Measuring User Engagement

The Social Technographic Profile of US Online Adults

Engagement Level	2009	2007
Creators	21%	17%
Critics	21%	20%
Collectors	19%	18%
Jobbers	15%	20%
Speakers	16%	16%
Franchises	25%	26%


Credit: Forrester Research

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Keys to Content Strategy


- Learn—Get smart about content
- Plan—Audit, Analyze, Strategize
- Create & Deliver—Workflow & Writing
- Govern—Measure & Maintain

Credit: Kristina Halvorson, *Content Strategy for the Web*

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Trends to Watch ^{Try}

- Clean(er) & Simple(r)
- “Mega” navigation
- Icon use
- Mobile version & apps

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Quickie Web Assessments

- Navigation
- Functionality
- Content
- Online Help/Guides
- System & User Feedback

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Resources

- **Don't Make Me Think: A Common Sense Approach to Web Usability**, Steve Krug
- **Content Strategy for the Web**, Kristina Halvorson
- **Web Analytics An Hour A Day & Web Analytics 2.0**, Avinash Kaushik
- **Jakob Nielsen**—www.useit.com

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Resources

- **Jared Spool**—www.uie.com
- www.smashingmagazine.com
- www.usability.gov
- **Peter Morville's Facets of User Experience**
semanticstudios.com/publications/semantics/000029.php


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Websites Highlighted

- www.amazon.com/
- www.tripadvisor.com
- www.sensible.com
- www.diabetes.org
- www.feathersapp.com
- www.wc3.org
- <http://credibility.stanford.edu>
- <http://www.lib.ncsu.edu/catalog/>
- <http://Connect.njscpa.org>
- www.yapstar.org
- www.associationsocialmedia.com
- www.kaushik.net
- http://www.forrester.com/Groun_dswell/profile_tool.html

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- www.Buddhabardc.com
- www.Hankdsdc.com
- www.washingtonpost.com
- www.iste.org/mobile
- http://dfw-upa.org/
- www.iste.org/mobile
- www.foodnetwork.com
- www.reuters.com
- www.bbc.co.uk/

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