 DISTILLEDLOGIC™

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## Enhance Your Web Site User Experience

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## What is User Experience?



Credit: Peter Morville

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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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**DiSTILLEDLOGiC™**

**Don't make a report just about numbers,  
Make it about action**

**Trends**

- Decline in visits at end of each quarter represents 30% fewer member visits
- User satisfaction dipped 12% in random online survey
- Lost revenue equates to \$1,200 per month

**Recommendations**

- Shift online product promotion campaigns to first two weeks of each month
- Measure direct traffic and referral links to determine % of sales from magazine promo vs. email & Twitter promo

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**Crazy Egg Confetti**

**Top 13 Referrers**

- search.com
- google.com
- yahoo.com
- msn.com
- ask.com
- excite.com
- blog.gizmodo.com
- reddit.com
- imgur.com
- reddit.it
- reddit.fr
- reddit.es
- reddit.de

**Instructions**

Each colored dot represents a click. You see clicks which data is collected by selecting a new user from the drop-down at the top of the panel or the left. You can also toggle between dot or line for the clicks for that user.

Click anywhere to close this window.

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**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?

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**five second test**

About Five Second Tests

Five Second Test is a usability study that lets you measure the effectiveness of your designs. Conducting it is as easy as having your first concept sketches of your designs and the respondents. The cost is \$50 per respondent.

**Why Five Second Test?**

- It's quick and easy to use. You can get results in minutes.
- It's a great way to get feedback on your designs before you start development.
- It's a great way to get feedback on your designs before you start development.

**Click Test**

Click tests are a great way to get feedback on your designs before you start development.

All you need to do is provide a design you want to test and we'll do the rest. You'll get results in minutes. You can also get feedback on your designs before you start development.

Site	Test	Participants	Results
http://www.fivesecondtest.com	10/10/09	10 users	100% success
http://www.fivesecondtest.com	10/10/09	10 users	100% success
http://www.fivesecondtest.com	10/10/09	10 users	100% success
http://www.fivesecondtest.com	10/10/09	10 users	100% success
http://www.fivesecondtest.com	10/10/09	10 users	100% success
http://www.fivesecondtest.com	10/10/09	10 users	100% success

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**DiStilledLogic™**

**Quickie Web Assessment**

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

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