

WEBSITE USABILITY CHEAT SHEET

5 Key Metrics

- **Effectiveness:** can they complete tasks on your site?
- **Efficiency:** can they complete tasks accurately and quickly?
- **Expectations:** theirs and yours – do they align?
- **Emotions:** does it make people feel good about your brand?
- **Experience:** will they come back for more?

Different Tests

- The “**5-second**” look: what was the page about? Helps page focus.
- **Guerrilla:** someone unfamiliar with your site, unmask incorrect assumptions
- **Expert Assessment:** review by a few usability experts
- **Lab testing:** real-time observation of participants, collect qualitative data, seeing people struggle spurs action to implement recommendations
- **Remote testing:** covering large geographic areas, wider demographics
- **Iterative lab testing:** producing the ultimate performance enhancing strategies

Does Your Content...

- Tell them why they should perform a task
- Make sure they know exactly what the next step is
- Make pages easy to scan
- Stress the benefits, not the features
- Make headlines meaningful and front-load the information

- Keep each block of text to a single topic
- Group related items together

To Build Trust...

- Offer social proof
- Add a short “About” page
- Don’t ask for more information than you need
- Update information regularly
- Ensure easy access to your privacy policy
- Make it easy to contact you
- Provide pictures of people, offices, etc.
- Provide an address if you have a physical location

Navigation

- Be consistent
- Make text links clear
- Link the company logo to the homepage
- Customize your 404 page(s)
- Create meaningful page titles
- Place important information above the fold

Accessibility

- Site/page load time
- Text: quality and quantity
- add-ons (e.g. Flash)
- Visual capabilities? (blind, old, young, etc.)

Measure

- How long to scan a single page?
- How many actions can someone take on each page?

- How much time spent on page before they leave or click back?
- How many clicks required from arrival to conversion?
- Is the effort/reward ratio reasonable? Rank the reward, rank the effort
- How much private data has to be shared?
- Rate the page on Relevance, Attractiveness, Clarity, Ease (R.A.C.E.)

Know your Audience

- Are they comfortable online?
- How do they access your site? (dial-up, mobile, etc.)
- What are they trying to do on your site?
- Have they done this before?

5 Tools – free or almost free

- [OptimalSort](#)
- [ChalkMark](#)
- [UserFly](#)
- Guerilla testing
- 5-second test

Other Resources

Expert Eye video podcast series at

<http://www.youtube.com/watch?v=FTtqvcSD7E>

Calculate the \$\$\$ value of Usability testing at

<http://www.enquiro.com/services/usability-calculator.php>

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	Expert Assessment	Remote Testing	Lab Testing	Iterative Testing
What?	<ul style="list-style-type: none"> Usability practitioners evaluate site against established guidelines 	<ul style="list-style-type: none"> Users interact with site in natural environment Combination of survey and in-context questions Captures click stream data, qualitative comments, and survey responses 	<ul style="list-style-type: none"> Users perform representative tasks in a lab Behavior is captured using screen recording, audio recording, and eye tracking Moderated 	<ul style="list-style-type: none"> Usability testing performed multiple times during the design cycle
Why?	<ul style="list-style-type: none"> Using this prior to lab testing allows fixes to be made User testing can then focus on behavior, expectations, and experiences 	<ul style="list-style-type: none"> Solid quantitative data and also mid-level qualitative data Benchmarking against competitors without competitors knowing 	<ul style="list-style-type: none"> Deep insight into users' thoughts, emotions, expectations, and behaviors Business stakeholders can observe test sessions on-site or remotely 	<ul style="list-style-type: none"> Helps ensure maximum performance Iterations can be benchmarked over time
How?	<ul style="list-style-type: none"> Two to three evaluators rate site against established guidelines 	<ul style="list-style-type: none"> Participants are invited to complete the test in their natural environment Typical test involves 200 participants 	<ul style="list-style-type: none"> One-on-one lab sessions with a moderator 6-10 participants per demographic 	<ul style="list-style-type: none"> Lab testing, repeated with multiple site designs Users are encouraged to think aloud while watching replays of their behavior

Get More Results

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