Usability Resources for E-Government

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Sanjay J. Koyani

Senior Usability Engineer
Office of the Assistant Secretary for Public Affairs
Health and Human Services

Key Usability Resources

- *Usability.gov*

  -http://usability.gov

- *Research-Based Web Design and Usability Guidelines*

  -http://usability.gov/pdfs/guidelines.html

- *Usability Test Report Templates*

Usability.gov
NATIONAL CANCER INSTITUTE

Improving the communication of cancer research

Your resource for designing usable, useful and accessible Web sites and user interfaces

Usability Basics

- What is usability?
- Why is usability important?
- How much does it cost?

Methods for Designing Usable Web Sites

- Planning
- Data collection
- Prototype development
- Usability testing
- Web site promotion

Guidelines & Checklists

- Web design and usability guidelines
- Quick fixes for usability problems
- Usability checklists, tools

Lessons Learned

- Lessons learned from Web designs/redesigns
- Before and after examples

Links to Other Usability Sites

- Comprehensive usability resources
- Interface and content design
- International usability issues

Accessibility Resources

- Federal guidelines (Section 508)
- Tools/techniques for accessible systems
- Articles, newsletters

Server Log Analysis

- Techniques for measuring system performance and traffic
- Articles, Web sites

Statistics & Market Research

- Statistics on Internet usage, trends, demographics
- Internet survey results
- Search engine statistics

Events & Meetings

- Here's What You Missed
- Events at NCI/Washington, DC area
- Conferences of Professional Societies
- Training courses, seminars

Newsletters & Current Publications

- U-Group listserv
- Newsletters from experts in Web design and usability
- Books, journals

What's New

- New Usability Lessons Learned: Online Booklets
- More Tech Companies See the Value - and Profitability - of Usability
- New W3C Guidelines Will Help Disabled Persons Enjoy More of the Web
- Health Consumers Like Technology, But Are Still Wary of It

NCI Cancer Communications Priorities

- Extraordinary Opportunities in Cancer Communications

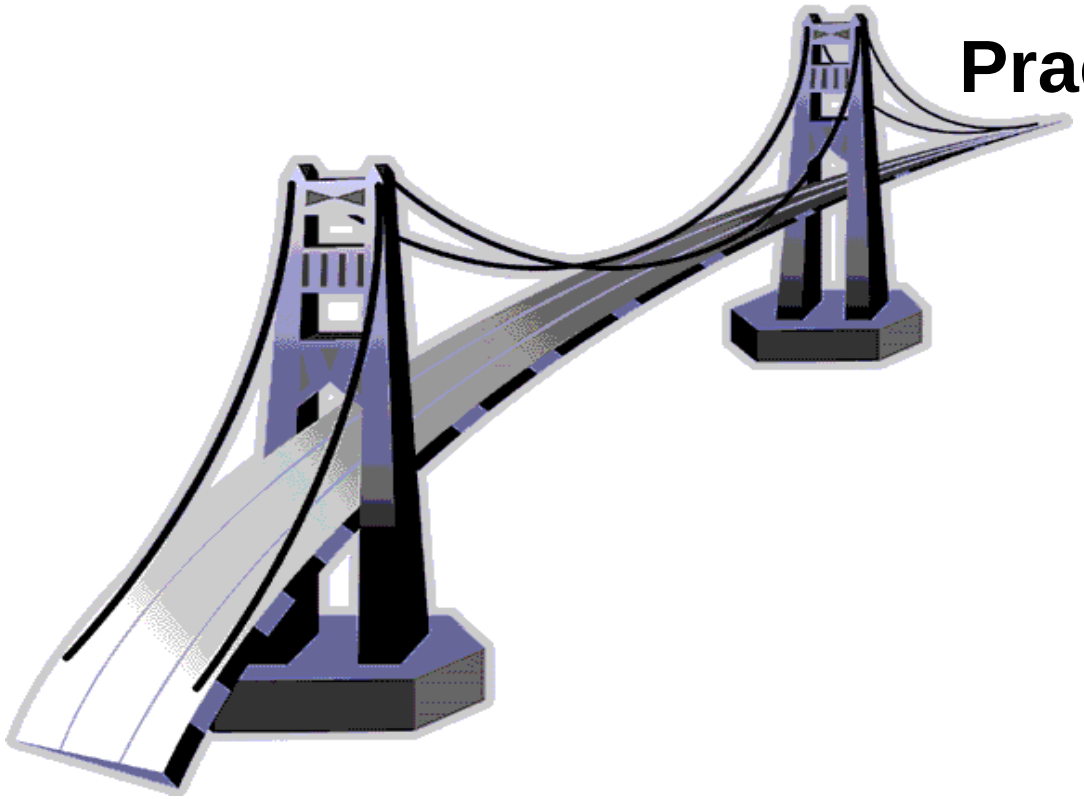
Updated 05/08/02

Communication Technologies branch
OFFICE OF COMMUNICATIONS
NATIONAL CANCER INSTITUTE

Research-Based Web Design & Usability Guidelines

Communication Technologies branch
Office of Communications
National Cancer Institute

Why Evidence-Based Guidelines



Practice

Research

Project Goals

Goals

- To create a resource that would provide the latest Web design and usability findings
  - *Focus: research-based*
  - *Format: easy-to-use, practical*

Steps

1. Analyze existing guidelines
2. Create new set based on research
3. Develop ‘relative importance’ and ‘strength of evidence’ scales for each guideline
4. Finding graphic examples for each

Guideline Chapters

- Design Process and Evaluation
- Increasing User Friendliness
- Accessibility
- User's Hardware and Software
- The Homepage
- Overall Page Layout
- Navigation
- Scrolling and Paging
- Headings, Titles, and Labels
- Designing Links
- Text Characteristics
- Lists
- Data Entry and Widgets
- Graphics and Images
- Writing Web Content
- Organizing Content
- Searching the Site

Provide Clickability Clues

- **Guideline:** Provide sufficient cues to clearly indicate to users that an item is clickable.
- **Comments:** Links should be visually apparent. Always use underlines or some other visual indicator (e.g., a stacked list of items) to indicate that words are links. Items that are in the top center, or left and right panels have a high probability of being considered links. This is particularly true if the linked element looks like a real-world tab or pushbutton. Users should not be expected to move the cursor around a website (minesweeping) looking for links. Using the eyes to quickly survey the options is much faster than minesweeping. Similarly, relying on mouse-overs to designate links can confuse newer users, and slow-down all users as they are uncertain about which items are links.
- **References:** Bailey, 2000; Farkas and Farkas, 2000; Tullis, 2001; Bailey, Koyani, and Nall, 2000; Lynch and Horton, 2002.

Provide Consistent Clickability Cues

Importance ●●●●●

Evidence ●●●●○

Sources: 5

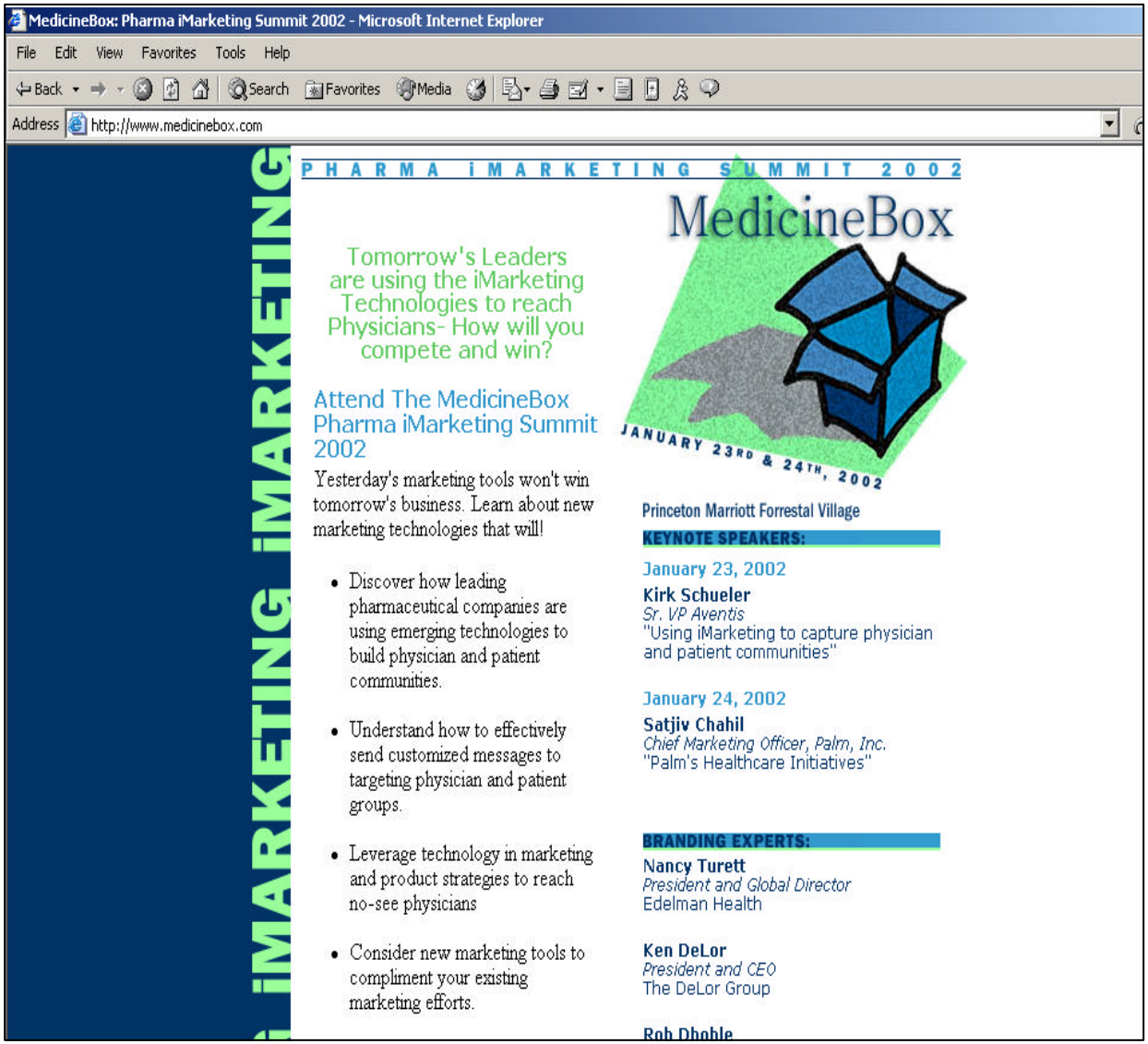
Right-facing arrows are very strong clickability cues for users.

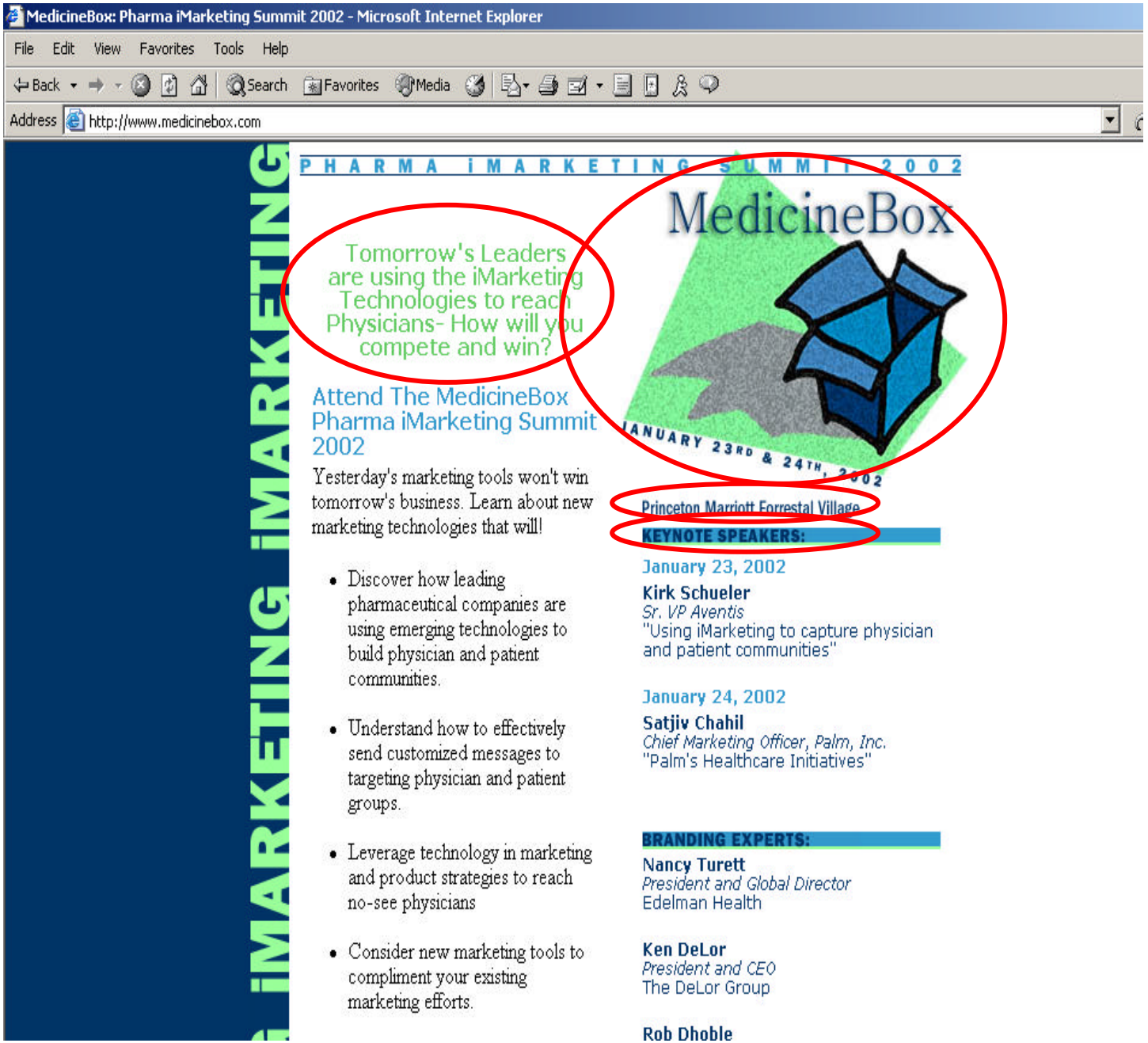
Provide Consistent Clickability Cues

Importance

Evidence

Sources: 5




MedicineBox: Pharma iMarketing Summit 2002 - Microsoft Internet Explorer
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Back Search Favorites Media
Address http://www.medicinebox.com
PHARMA iMARKETING SUMMIT 2002
MedicineBox
JANUARY 23RD & 24TH, 2002
Tomorrow's Leaders are using the iMarketing Technologies to reach Physicians- How will you compete and win?
Attend The MedicineBox Pharma iMarketing Summit 2002
Yesterday's marketing tools won't win tomorrow's business. Learn about new marketing technologies that will!
• Discover how leading pharmaceutical companies are using emerging technologies to build physician and patient communities.
• Understand how to effectively send customized messages to targeting physician and patient groups.
• Leverage technology in marketing and product strategies to reach no-see physicians
• Consider new marketing tools to compliment your existing marketing efforts.
Princeton Marriott Forrestal Village
KEYNOTE SPEAKERS:
January 23, 2002
Kirk Schueler
Sr. VP Aventis
"Using iMarketing to capture physician and patient communities"
January 24, 2002
Satjiv Chahil
Chief Marketing Officer, Palm, Inc.
"Palm's Healthcare Initiatives"
BRANDING EXPERTS:
Nancy Turett
President and Global Director
Edelman Health
Ken DeLor
President and CEO
The DeLor Group
Rob Dhoble

Optimize the Homepage

- **Guideline:** Treat your homepage as the key to conveying the quality of your site.
- **Comments:** In terms of conveying quality, the homepage is probably the most important page on a website. One study found that when asked to find high quality websites, about half of the time participants looked only at the first page. You will not get a second chance to make a good first impression on a user.
- **References:** Amento, et. al., 1999; Mahlke, 2002; Coney and Steehouder, 2000; Nielsen and Tahir, 2002.

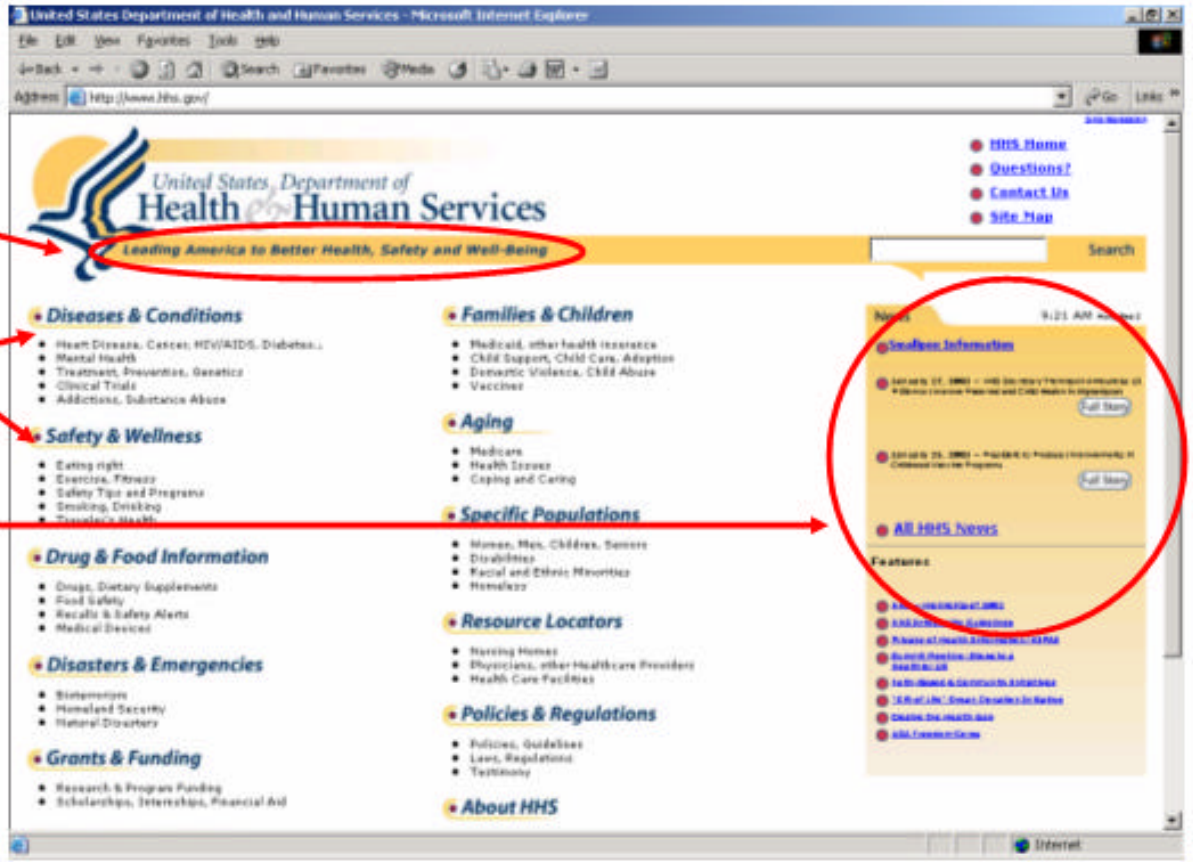
Optimize the Homepage

Relative Importance ●●●●● **Strength of Evidence** ●●●●○

Example:

This homepage makes a positive first impression:

- Tag line increases users understanding of site,
- Key topic areas are presented and easy to scan, and
- Up-to-date news stories are available.

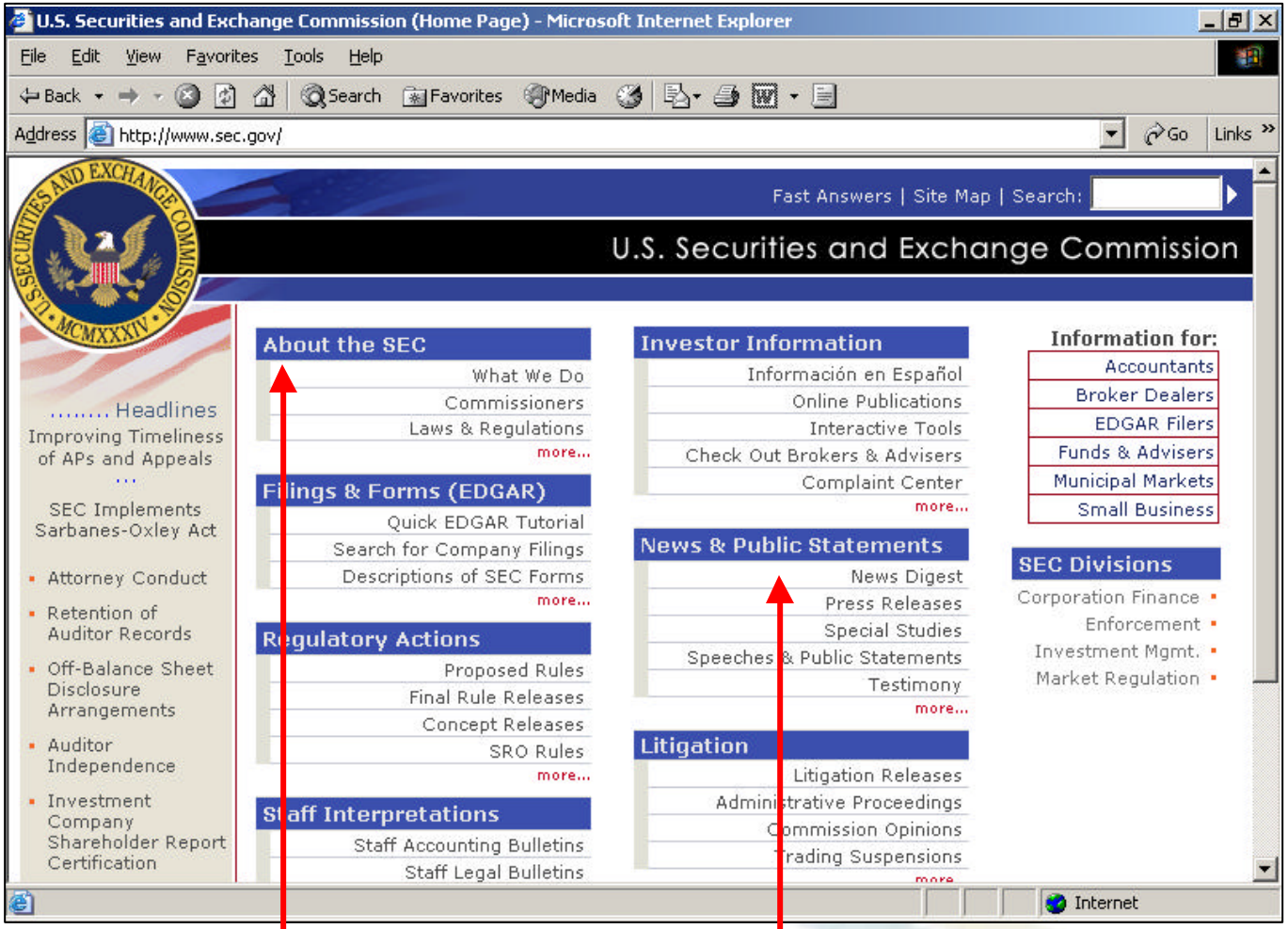


Show All Major Options on the Homepage

Importance

Evidence

Sources: 4



All major topic areas and categories are presented at the homepage level.

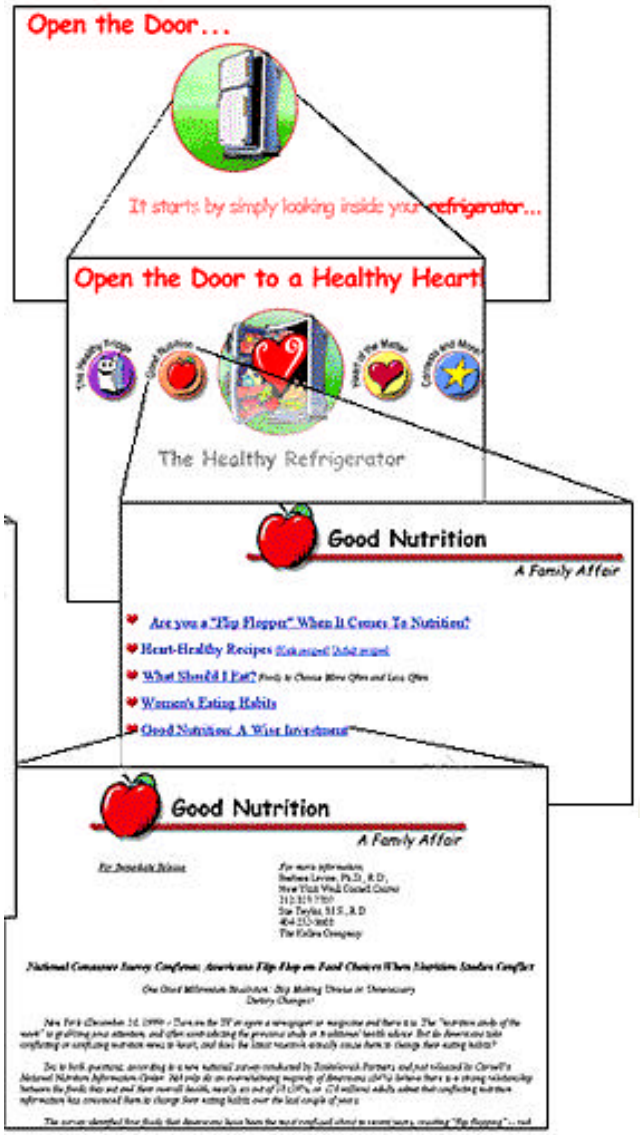
Show All Major Options on the Homepage

Importance ●●●●●

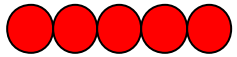
Evidence ●●●○○

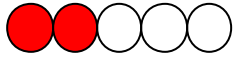
Sources: 7

Don't do this—



Put labels Close to Entry Fields

Importance 

Evidence 

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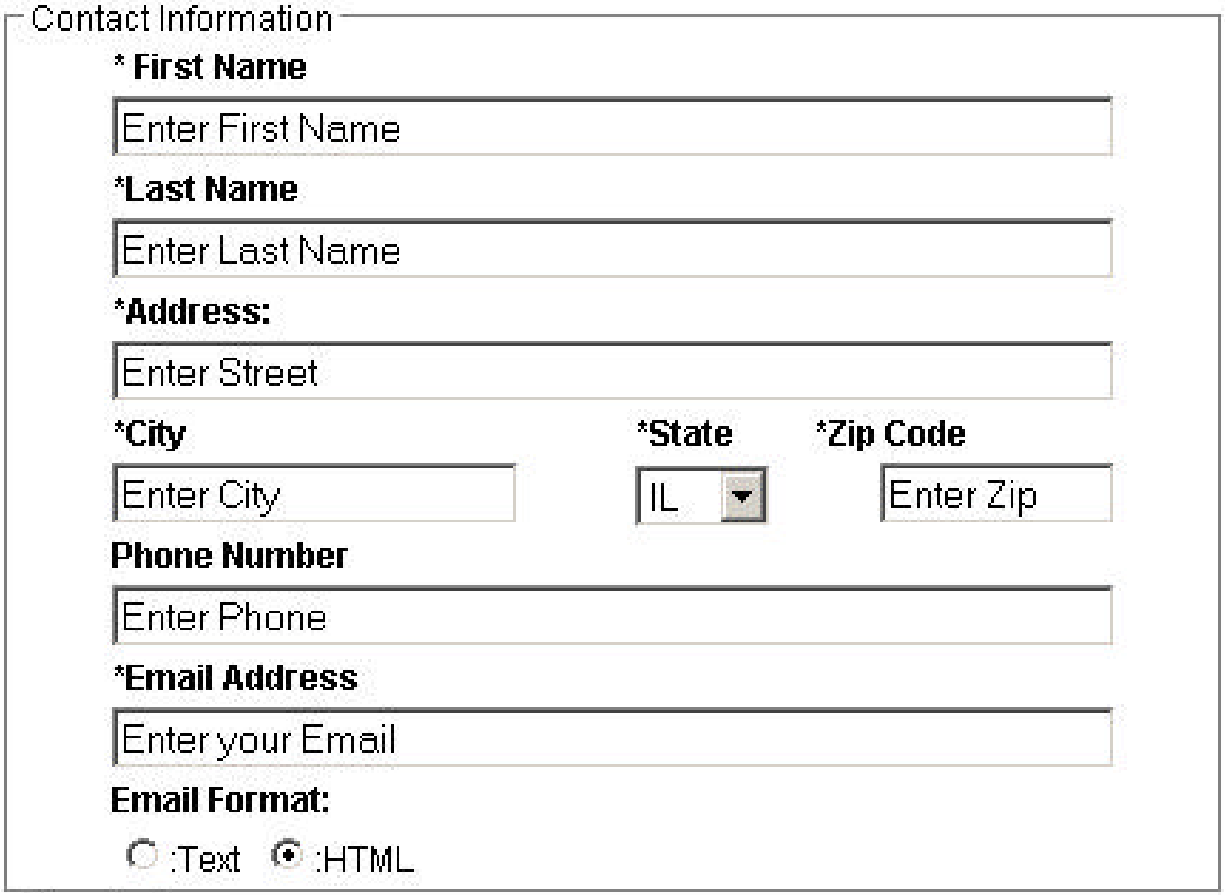

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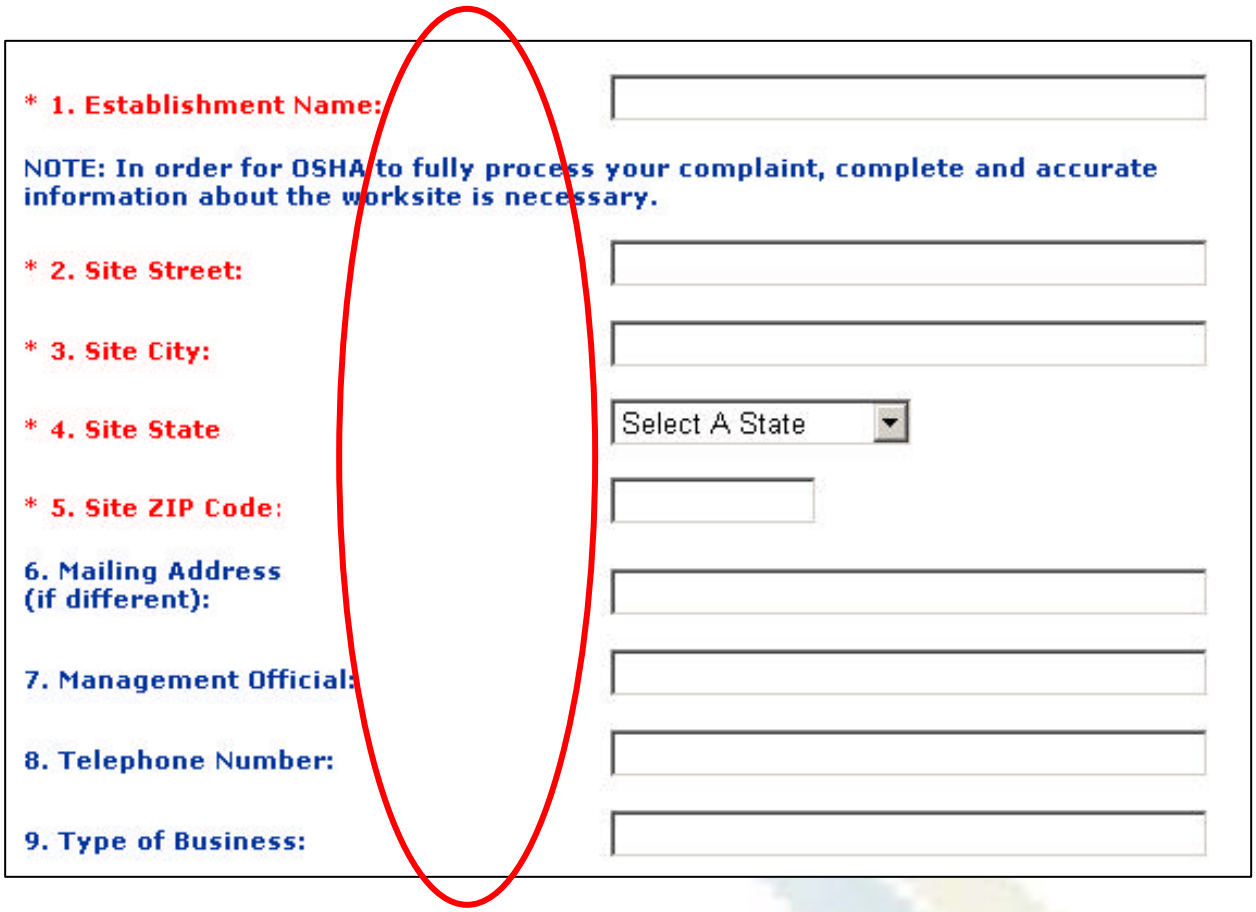

Guideline Benefits

- **Practitioners**
  - Provide a clearer roadmap
  - Avoid repetition of mistakes
  - Reduce influence of opinion
- **Managers**
  - Provide overview and remind them of the wide range of issues
  - Provides a standard of usability for web designers
  - Helps prioritize web design issues
- **Researchers**
  - Know where new research is needed
  - Know where research is needed to fill ‘gaps’

Usability Testing Report Templates

Table of Contents

- **Purpose of the evaluation**
- **Executive summary**
- **Usability test objectives**
- **Summary of usability test findings**
- **Methodology**
- **Findings – website performance summary**
- **Findings: detailed usability findings by scenario**
- **Findings: participant preferences summary**
- **Appendix A: detailed task performance**
- **Appendix B: task list**
- **Appendix C: participant demographics**
- **Appendix D: glossary of terms**

Contact Information

Sanjay J. Koyani
Sanjay.Koyani@hhs.gov
202-205-7015