

UX IRL

(User Experience In Real Life)

Chuck Johnston
User Experience Manager
@ChuckJohnstone
cjohnston@sitecrafting.com
www.gearlabnw.com



A close-up, shallow depth-of-field photograph of a cluttered desk. In the foreground, a white mug with an orange interior and a spoon is on the left. The desk is covered with numerous colorful sticky notes (yellow, pink, blue) and crumpled pieces of paper in yellow, pink, and blue. A green pencil sharpener and a red highlighter are also visible. In the background, a laptop screen is partially visible, and the overall scene is dimly lit, suggesting an indoor workspace.

It's messy

AGENDA

- The Challenge
- Existing Sites
 - How to establish a baseline
 - What to measure
- New Sites:
 - What to include in the RFP
 - How to evaluate vendors

CHALLENGES

Internal vs. external focus

Push communication

Doing more with less

YOUR SITE MAY SUCK IF...

You get scared when it comes up in conversation

You say “I know I know” when someone tells you
they have feedback

You throw up a little bit in your mouth every time
you open it in a browser

DISCLAIMER

You and your co-workers hate the site just as much as, if not more than, your users.*

*I'm not saying it doesn't suck, but it probably sucks less than you think.

A close-up photograph of a messy pile of rusty metal hardware. In the foreground, there is a large collection of screws, bolts, and washers scattered across a wooden surface. Some of the hardware is heavily rusted, while others appear to be galvanized. In the background, a thick, rusty chain is coiled around a white, cylindrical object, possibly a pipe or a container. The overall scene conveys a sense of disarray and clutter.

If everything is a mess...

Where do you start?

**YOU CAN'T FIX EVERY
PROBLEM**

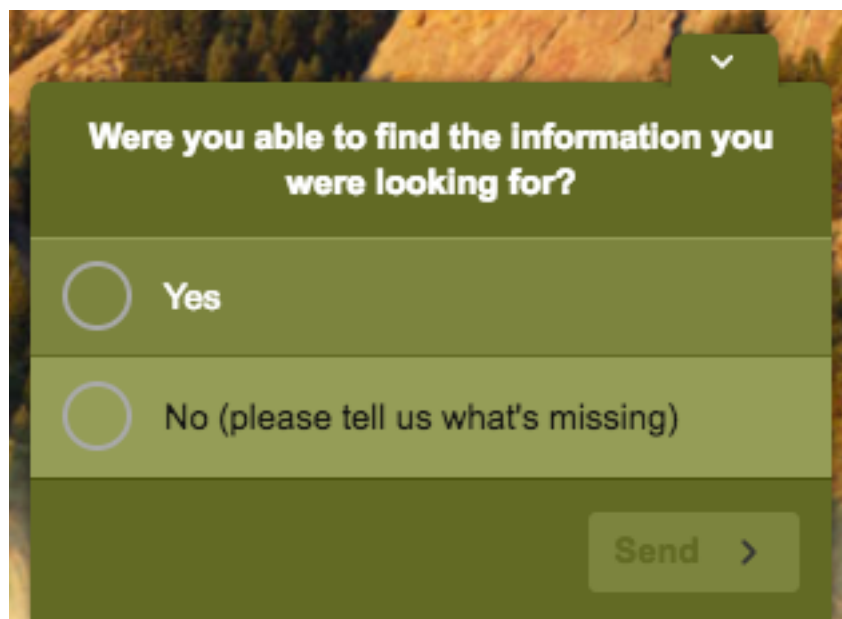
Establish a baseline

CTR
14.65%
↑ 10.6%

Quality Score
9.38
↓ -0.1%

ON-SITE SURVEYS

WERE YOU ABLE TO FIND WHAT YOU WERE LOOKING FOR?

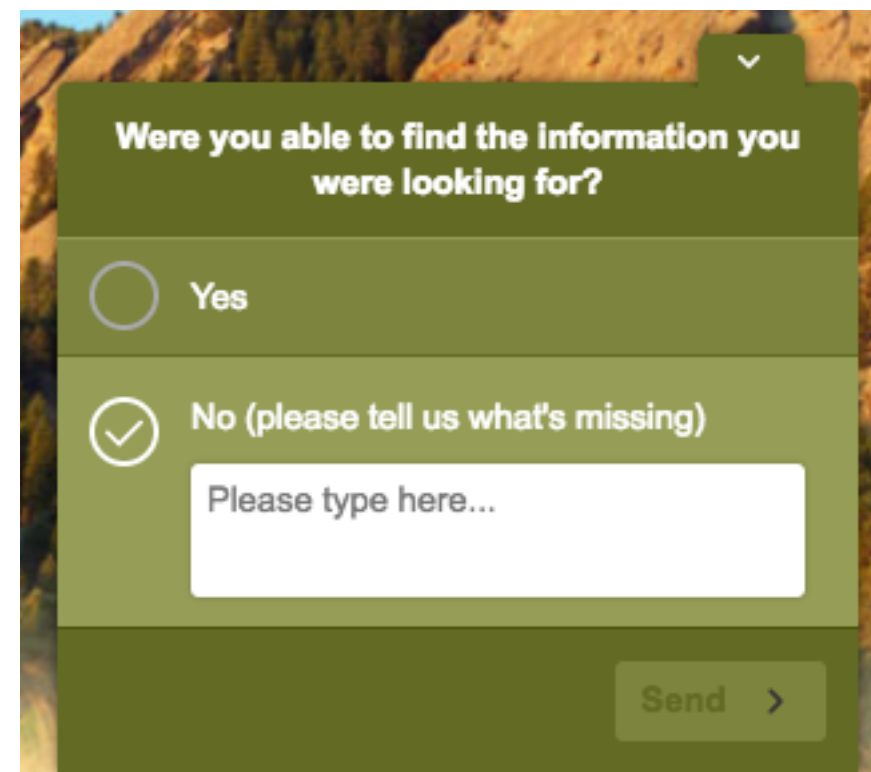


Were you able to find the information you were looking for?

☐ Yes

☐ No (please tell us what's missing)

Send >



Were you able to find the information you were looking for?

☐ Yes

☒ No (please tell us what's missing)

Please type here...

Send >

**What are people trying to do
on your site?**



TOP TASK DISCOVERY

HOW TO FIND TOP TASKS

- **Google Analytics** - What pages are being visited most frequently?
- **HotJar** - What feedback are users providing?
- **Internal Staff** - Why are people calling? What are the most common requests?
- **Surveys** - Send out a basic survey asking what people are trying to find.

GOOGLE ANALYTICS

START WITH THE TOP 100

- Make a spreadsheet.
- What are the Top 100 most visited pages?
- What can you do on those pages? Why do these pages exist? Actions? Information?
 - Should take the form of an action e.g. “Submit a permit for a block party.”

ON-SITE SURVEYS

WHAT ARE THE ANOMALIES?

- What are people trying to do that is surprising?
- Expect the Top 100 Pages from Google Analytics to have higher response rates.
- What pages are receiving feedback that ARE NOT in the Top 100 Pages?

WARNING

1. This will evaluate areas of missing content, but won't tell you what users were trying to find when successful.
2. Don't rush to updating pages after only a few responses.
3. People are impatient and this tool catches a moment in time. They may have found the content elsewhere.
4. Some problems are more important than others

INTERNAL STAFF



WHY ARE PEOPLE CALLING?

- What's needed?
 - People
 - Post-it notes
 - 20 minutes

SURVEYS

QUESTIONS

1. What are your most common reasons for visiting?
2. What information on the site is most valuable to you?
3. How satisfied are you with the website? (1-7 score)
4. How can we improve?
5. How often do you visit?
6. Please provide your name and email address if you'd like to participate in further research.

DISCLAIMER

User Testing will show you how actual people in real life use your site. Analytics and 3rd party feedback will not give the same insights.

CREATING AN RFP

What do you include?

How do you determine qualifications?

**START WITH
NAVIGATION**

WHY START WITH NAVIGATION (INFORMATION ARCHITECTURE)?

- Government sites *primarily* inform. Content includes codes, regulations, records, agendas, etc.
- Ecommerce sites are transactional websites e.g. Amazon

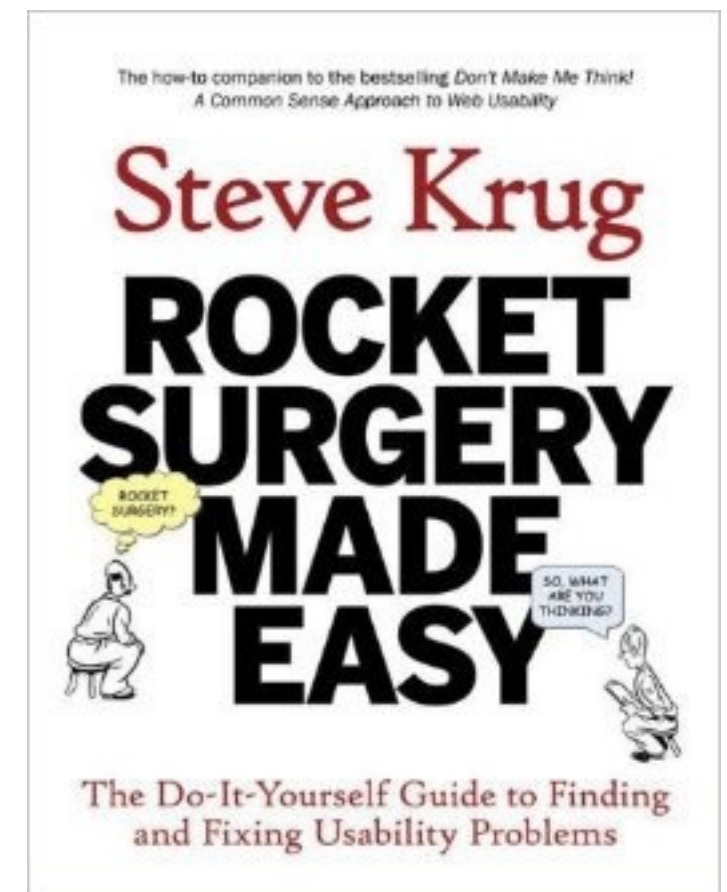
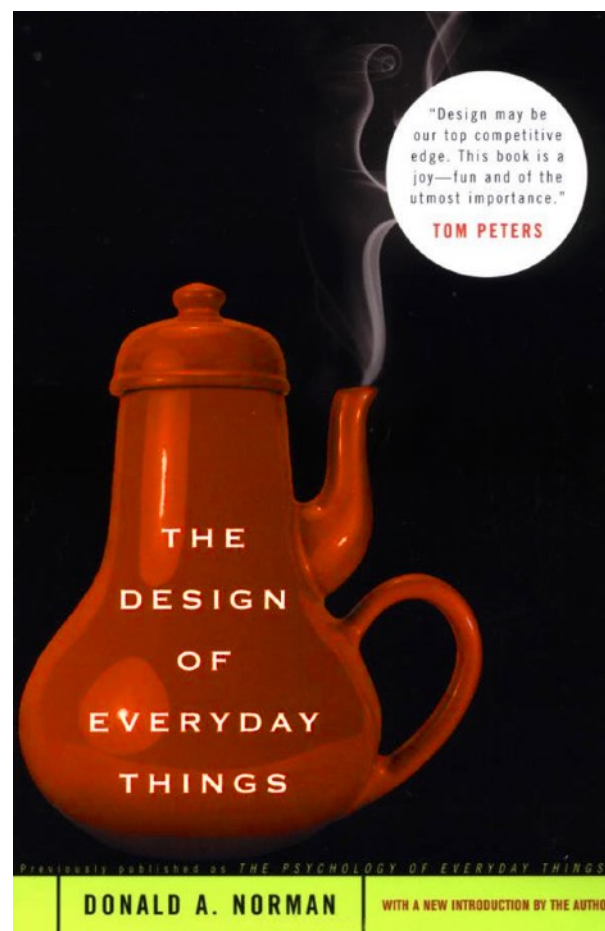
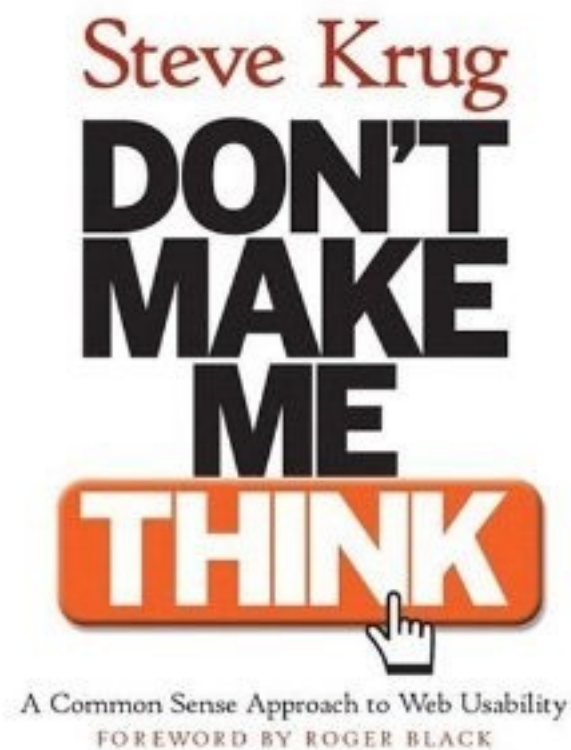
**LOOK FOR A
RESEARCHER**

**CONFIRM USER
TESTING SAMPLE**

RESOURCES

- Usability.gov - <http://www.usability.gov/>
- [gov.uk](https://www.gov.uk/design-principles) - <https://www.gov.uk/design-principles>

FURTHER READING



THANK YOU

www.gearlabnw.com

cjohnston@sitecrafting.com