UX IRL

(User Experience In Real Life)

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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.

If everything is a mess...
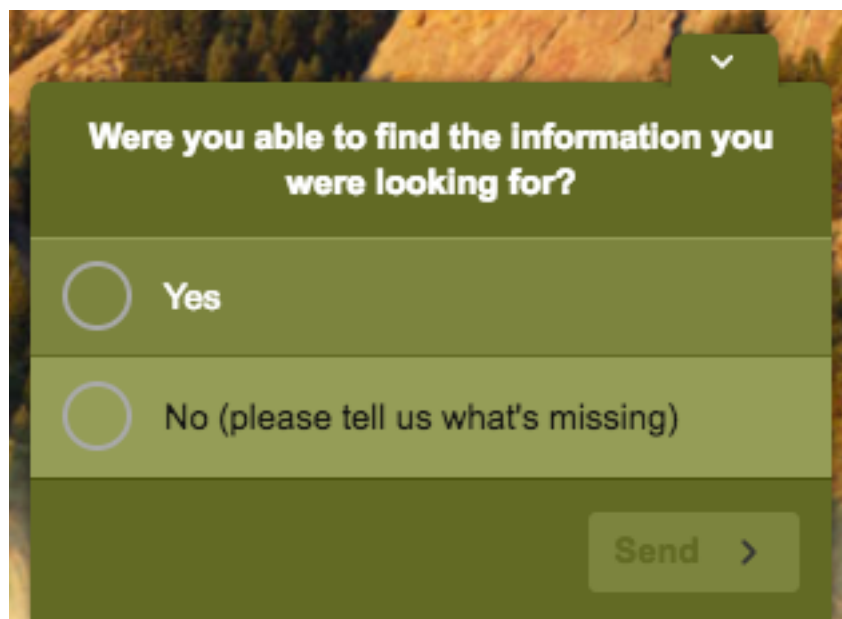
Where do you start?

YOU CAN'T FIX EVERY PROBLEM

Establish a baseline

CTR
14.65%
▪ 10.6%

Quality Score
9.38
⬇ -0.1%

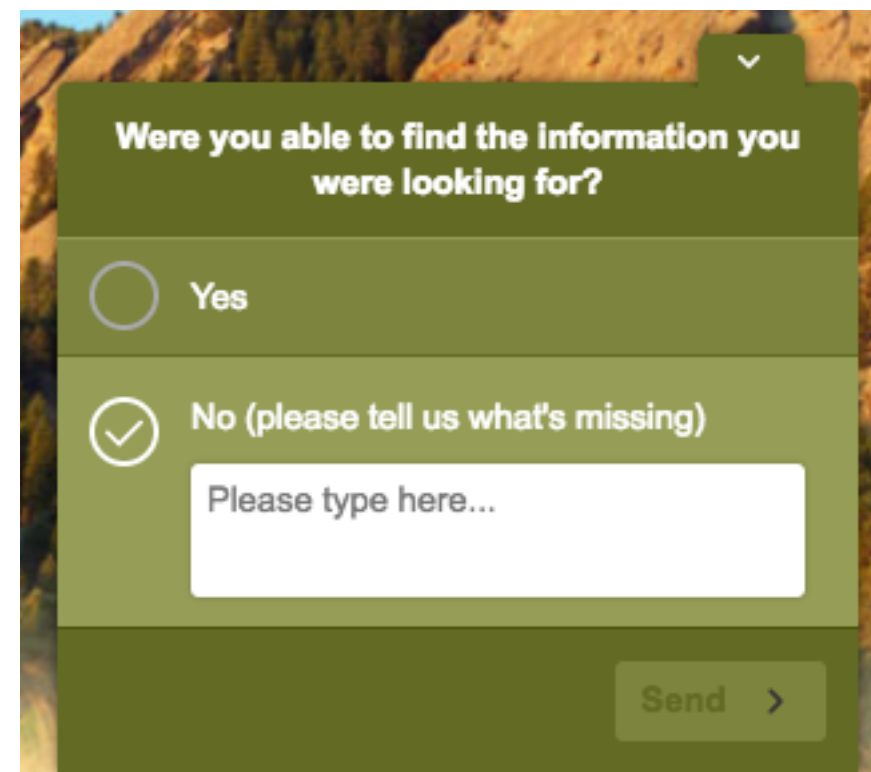# ON-SITE SURVEYS

WERE YOU ABLE TO FIND WHAT YOU WERE LOOKING FOR?

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.

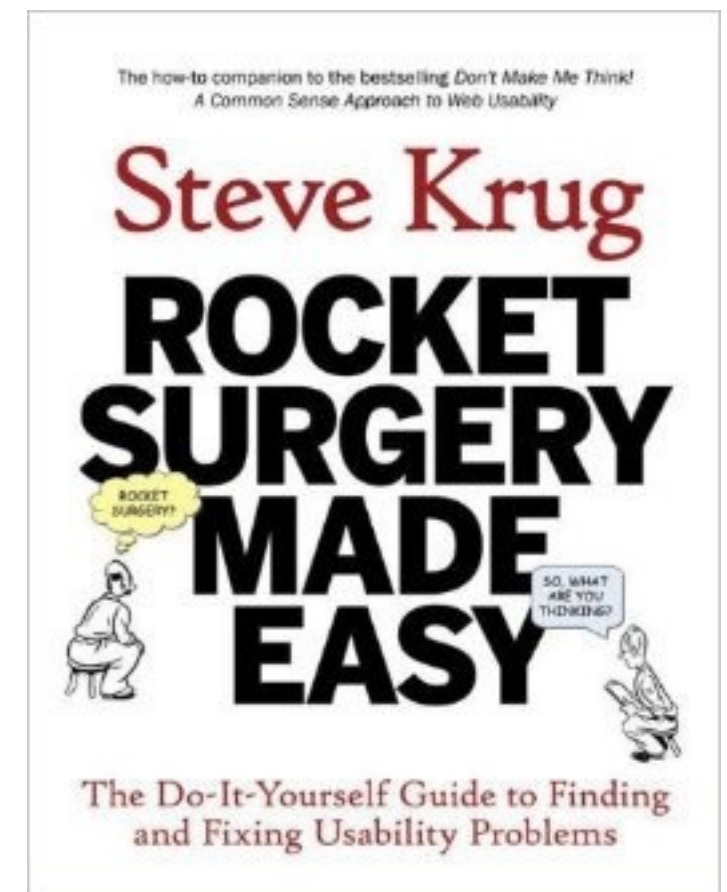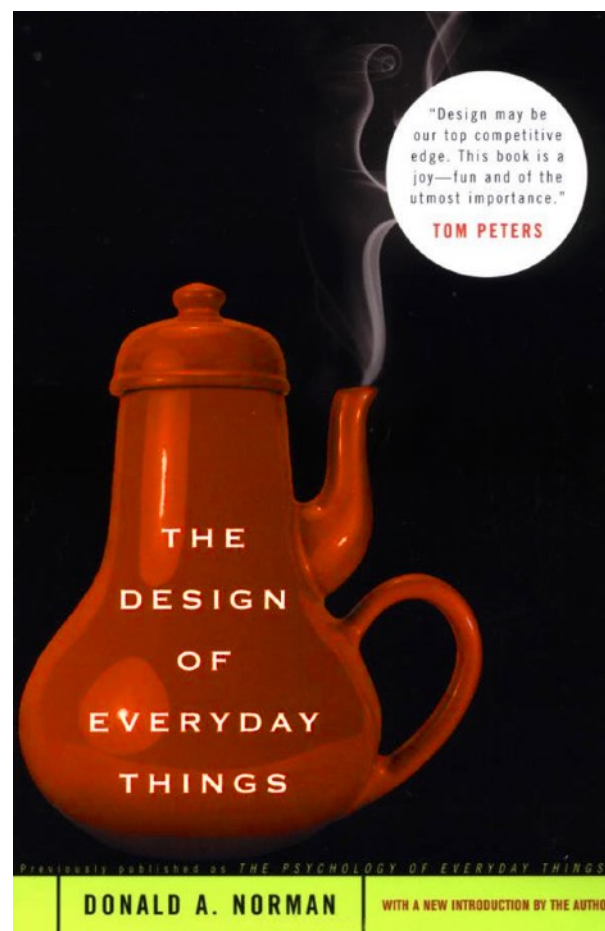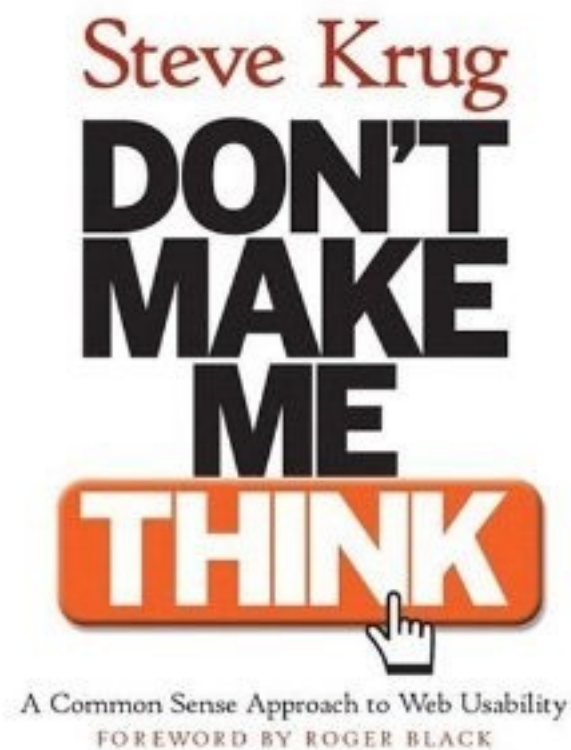- Ecommerce sites are transactional websites e.g. Amazon

LOOK FOR A RESEARCHER

CONFIRM USER TESTING SAMPLE

RESOURCES

- Usability.gov - http://www.usability.gov/

- gov.uk - https://www.gov.uk/design-principles

FURTHER READING

THANK YOU

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