

## Do we match the users

- User surveys or user satisfaction surveys
- Usability
- Method and timing
- Benefits contra inconveniences
- Testing



## Why are we testing and doing a survey?

- We want to know something about our users, their needs and way of thinking
- We want to improve something
- Using results to take action
- Tasks should be related to the actions
- Follow up



## Users or users' satisfaction

- Who are the users?
  - who are the respondents?
- How do they use our product or service?
- Are they satisfied?
  - in general
  - looking at specific elements



## Charistics of users

- Different user types
- Cover all or prioritize
- Farmer, tourist , miner
- Personaes
- Traditional groups



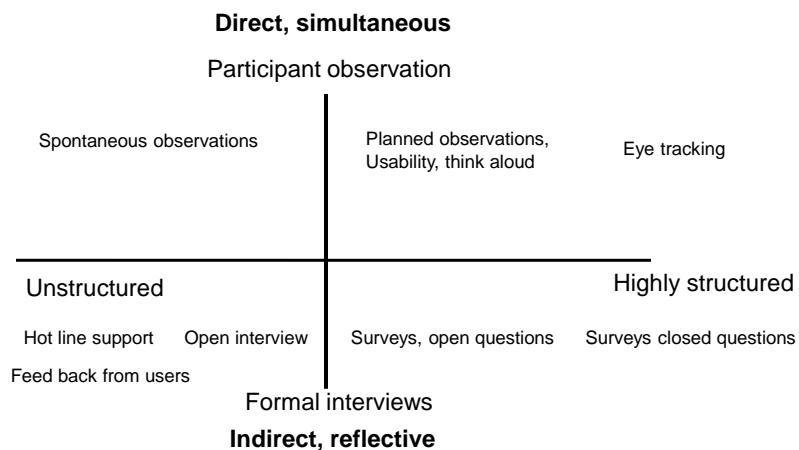
## Product / services and users

Users / Products	Government	Re-searchers	Business	Public	Press	International organisation
Yearbook				YES	YES	
News Release	YES		YES		YES	
Web site in general	YES	YES	YES	YES	YES	
Database	YES	YES	YES			YES
Telephone			YES	YES	YES	
Documentation	YES	YES	YES	YES	YES	YES

# Functionality needs and usages

	"Tourist"	"Farmer"	"Miner"
Key figures	YES	YES	
Did you know that	YES		
Names statistics	YES		
Country profile on the map	YES	YES	
RSS, Datashoot		YES	
Visualisations	YES	YES	YES
Maps, graphs	YES	YES	YES
Saved queries		YES	YES
Variety of output formats		YES	YES
Micro data access			YES

## Collecting information on usability



## Web surveys for web products

- Questionnaire pop-up to
  - everybody
  - to external users only
  - to every tenth
  - answer now or later

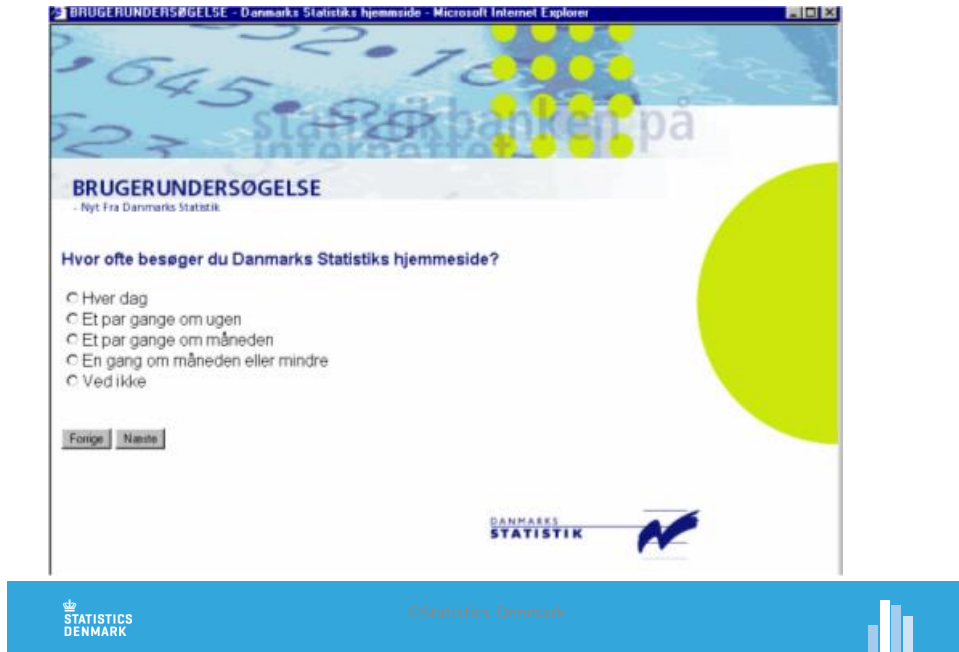


### Pop-up

A screenshot of a web browser window. The browser's address bar shows 'Google' and search icons. The page title is 'Brugerundersøgelse af Danmarks Statistiks hjemmeside'. The main text reads: 'Kære læser', 'Vi håber du vil hjælpe os med at gøre Danmarks Statistiks hjemmeside mere brugervenligt ved at svare på disse spørgsmål.', 'Det vil tage dig et par minutter at besvare skemaet. Alle oplysninger bliver behandlet fortroligt.', and 'Mange tak for din hjælp!'. Below the text are two buttons: 'Til spørgeskema' and 'Tilbage til Danmarks Statistiks hjemmeside'. A red oval highlights the text and buttons. Below the oval, the text reads: 'Dear User', 'Hopefully you will assist our improving Statistics Denmark's homepage by answering these questions. It will take you only a couple of minutes. Answers will be handled confidentially. Thank you for your help!'. At the bottom of the pop-up are two buttons: 'Go to the questions' and 'Return to the home page'.



## 15 questions (2001-2004)





## Response rate

	2001	2002	2003	2004	2005	2007
<a href="http://www.statbank.dk">www.statbank.dk</a>	18%	11%	13%	14%	36%	53%
<a href="http://www.dst.dk">www.dst.dk</a>	-	9%	10%	7%	8%	8%

[Evaluation reports](#)

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## Improve the response rate

- Change of method:
  - 15 questions  4 questions
  - General  Specific
  - Questions related to the task



## Insentives or not?

- A book, sweets, wine, cinema tickets- or a response back from you?
- User comments with e-mail address get a personal answer
- Results published on the web :  
[www.dst.dk/usersurvey](http://www.dst.dk/usersurvey)



## Typical questions

1. *How often do you use the StatBank?*
2. *For what purpose do you need the statistics you just found?*
3. *Did you find the data you needed*
4. *A retrieval from StatBank can be saved in Excel. You can get automatic update to this file with the latest data, without opening the StatBank again. Is this something you can use? (See a demo on [www.dst.dk/datashooting](http://www.dst.dk/datashooting))*
5. *Do you have any comments regarding the StatBank?*



## Usability





## Alternatives – to be combined

- Full user satisfaction survey
- Specific satisfaction survey
- Usability test
  - functionality
  - contents
  - structure
- Eye tracking
- Help desk registrations
- (Focus groups for testing ideas in the abstract)



## Test possibilities

- [www.usertesting.com](http://www.usertesting.com) (39 \$ per tester)
  - test navigation
- [www.optimalworkshop.com](http://www.optimalworkshop.com) (free)
  - Test information architecture (Treejack)
- [www.fivesecondtest.com](http://www.fivesecondtest.com) (free)

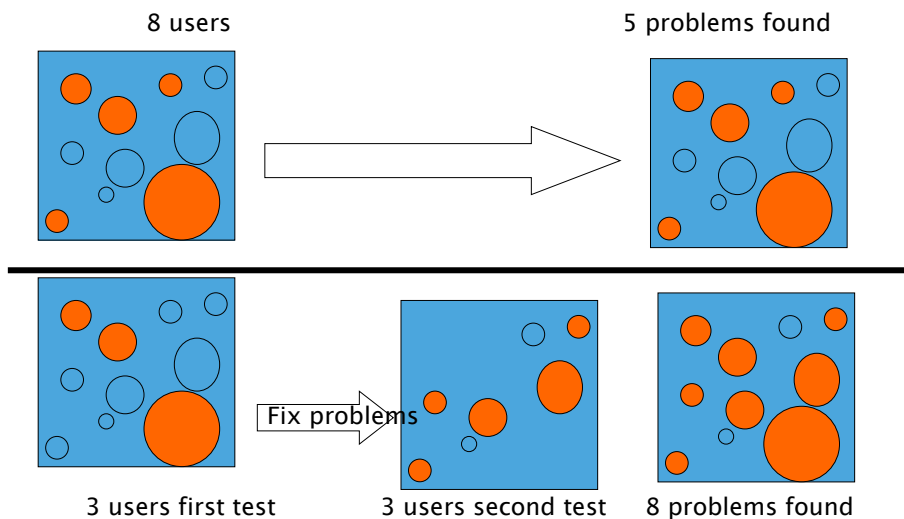


## Usability test

- Two tests with three users better than one test with eight users
- ....says Jacob Nielsen ([www.useit.com](http://www.useit.com))
- [www.usertesting.com](http://www.usertesting.com)



## Test - fix - test



## The Set up

- Test common actions on our web site
  - Test persons among typical users
  - Design 10 tasks
  - Define criteria for success
  - Conclude on alternatives



## Equipment

- Equipment built into a monitor
- Web camera and infra light sources
- Measure eye movements and transforms them to what the users see



## Method

- Test leader introduces the tasks
- Task 1
  - Solving task 1
  - Interview
- Task 2
  - Solving task 2
  - Interview
- .....



## Results

Time in minutes:seconds	Minimum	Maximum	Gave up
Task 1	0:32	1:35	1
Task 2	0:17	0:53	
Task 3	0:29	4:03	
Task 4	0:34	3:10	
Task 5	0:29	4:28	3
Task 6	0:57	3:47	
Task 7	1:22	3:30	1
Task 8	0:28	2:50	
Task 9	1:07	2:59	
Task 10	1:31	4:24	1

# Task 1 Municipality information

The screenshot shows the Danish Statistics website with several navigation paths highlighted by red circles and arrows:

- Municipality info:** A path starting from the top navigation menu, through 'Statistikbanken', 'Anden gratis statistik', and 'Kommunale data'.
- Find your way:** A path starting from the top navigation menu, through 'Elevregisteret', 'Søge om status', and 'Udberedninger'.
- Municipality info (second instance):** A path starting from the top navigation menu, through 'Om Danmarks Statistik', 'Geografisk', and 'Elevregisteret'.

Other visible elements include a search bar, a 'Site map' link, and various data tables and charts on the page.

STUDY: dst sæt 1. STIMULUS: dst. FRAME: <http://www.dst.dk/>. NUMBER OF RECORDINGS: 10. HOTSPOT TYPE: Fixation Count. MAX: 10 Fixations. Task 1 alle testpersoner

# Task 3 – Search results

The screenshot shows the search results page on the Danish Statistics website. The search term 'Municipality information' is entered in the search bar. The results are displayed as a list of links, each with a red 'X' icon indicating a fixation point. The results include:

- Statistikbanken
- Anden gratis statistik
- Kommunale data
- Om Danmarks Statistik
- Geografisk
- Elevregisteret
- Søge om status
- Udberedninger
- Se flere...

The page also features a sidebar with navigation options and a search bar at the top.






## Task 6 Swedish citizens in Denmark

The screenshot shows the Danish Statistical Bank (Statistikbanken) website. The main heading is 'Population'. The page content includes a description of the database, a search bar, and several news items. A red circle highlights the 'Population' link in the left-hand navigation menu. The footer contains technical information: STUDY: det\_swt\_2, STIMULUS: statistikbanken, FRAME: http://www.statistikbanken.dk/statbank5a/selecttable/omradi0.asp?PLanguage=0, NUMBER OF RECORDINGS: 10, HOTSPOT TYPE: Fixation Count, MAX: 10 Fixations, TIME SEGMENT: Include data from 0 ms to 45326 ms.

## Evaluation of the method

- Observation + think aloud
- Eye tracking + follow up interview
  - combined with think aloud
  - documentation
  - overview
  - sharing of results

## THE TOP FIVE PLAUSIBLE EXCUSES FOR NOT TESTING WEB SITES

 <p>We don't have the time.</p>	It's true that most Web development schedules seem to be based on the punchline from a Dilbert cartoon. If testing is going to add to everybody's to-do list, if you have to adjust development schedules around tests and involve key people in preparing for them, then it won't get done. That's why you have to make testing as small a deal as possible. Done right, it will save time, because you won't have to (a) argue endlessly, and (b) redo things at the end.
 <p>We don't have the money.</p>	Forget \$5 to 15,000. If you can convince someone to bring in a camcorder from home, you'll only need to spend about \$300 for each round of tests.
 <p>We don't have the expertise.</p>	The least-known fact about usability testing is that it's incredibly easy to do. Yes, some people will be better at it than others, but I've never seen a usability test fail to produce useful results, no matter how poorly it was conducted.
 <p>We don't have a usability lab.</p>	You don't need one. All you really need is a room with a desk, a computer, and two chairs where you won't be interrupted.
 <p>We wouldn't know how to interpret the results.</p>	It's true, the trickiest part of usability testing is making sure you draw the right conclusions from what you see. We'll cover that in the next chapter.

## How is the website developed in your institution?

- External consultants?
- Internal development by experts
- Useability tests (external/internal)
- User satisfaction surveys
- Focus groups?
- .....



## A cheap solution

- [www.usertesting.com](http://www.usertesting.com)
- example from [www.Statbank.dk](http://www.Statbank.dk)
- <http://www.usertesting.com/youraccountclient.aspx>

