

User testing techniques

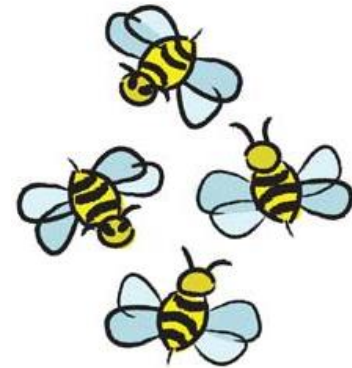
Web Skills Programme

Developing a successful website

“Customer-centric, task-focused”

Gerry McGovern (www.gerrymcgovern.com)

Web users hunt for information like bees seeking nectar –
searching for “scent” or “trigger” words



To find out your words – you need to understand your users

Who are your readers?

Be specific about who you are trying to reach

- Prospective / current students
- Prospective / current staff
- Alumni
- Parents
- Funders / donors (current and potential)
- Collaborators
- Media

Know your reader: Use your site statistics

Search logs:



- Great for identifying trigger words – best for very broad terms

blackboard	14112	term	3884
library	8982	ethos	3626
ict	7796	dates	3447
engineering	4865	phd	3391
email	4273	vpn	2735

- Contact Tess O'Neill

Know your reader: Use your site statistics

Analytics:

- Identity popular content
- How to users find your content?



** Web Skills module - Google Analytics **

- (1) Contact Peter Gillings to register to access Google Analytics
- (2) Use “Top Content” report, filtered by your page group, to search for most popular pages
- (3) Then for top pages, look in more detail at navigation paths

Know your reader: Use your site statistics

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources
- Content**
 - Overview
 - Top Content**
 - Content by Title
 - Content Drilldown
 - Top Landing Pages
 - Top Exit Pages
 - In-Page Analytics Beta
- Site Search
- Event Tracking
- Goals

Customised Reporting

My Customisations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export | Email | Add to Dashboard | Visualise
Advanced Segments: All Visits

Overview »

Top Content

1 Oct 2011 - 31 Oct 2011

Pageviews
Graph by: [Bar] [Line] [Area]

115 pages were viewed a total of 2,579 times
Filtered for pages containing "/communicationsanddevelopment"

Content Performance
Views: [Table] [Bar] [Line] [Area]

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	£ Index
2,579 <small>% of Site Total: 0.03%</small>	1,673 <small>% of Site Total: 0.03%</small>	00:01:27 <small>Site Avg: 00:01:30 (-3.64%)</small>	59.18% <small>Site Avg: 45.11% (31.17%)</small>	19.23% <small>Site Avg: 25.62% (-24.94%)</small>	\$0.00 <small>Site Avg: \$0.00 (0.00%)</small>

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	£ Index
1. /communicationsanddevelopment/contacts	749	620	00:02:58	71.01%	39.65%	\$0.00
2. /communicationsanddevelopment	323	235	00:00:56	24.14%	9.91%	\$0.00
3. /communicationsanddevelopment/newsandmedi...	154	64	00:02:57	31.58%	19.48%	\$0.00
4. /communicationsanddevelopment/contacts/orgc...	98	30	00:00:57	0.00%	4.08%	\$0.00
5. /communicationsanddevelopment/events	79	35	00:01:08	25.00%	8.86%	\$0.00
6. /communicationsanddevelopment/resources	79	54	00:02:11	0.00%	5.06%	\$0.00
7. /communicationsanddevelopment/design	76	60	00:00:17	50.00%	10.52%	\$0.00

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Overview » Top Content »

Navigation Summary:

/communicationsanddevelopment/contacts

1 Oct 2011 - 31 Oct 2011



This page was viewed 749 times

Visit this page Analyse: **Navigation Summary** Content: /communicationsanddevel...

22.61% Entrances

77.39% Previous Pages

Content	% Clicks
/alumni	19.80%
/communicationsanddevelopment	13.20%
/	4.29%
/alumni/	4.29%
/media/mediacontacts	2.81%
/news	2.64%
/communications	2.48%
/graphicidentity/applyingthegraphici...	2.31%
/communicationsanddevelopment/...	1.82%
/communicationsanddevelopment/...	1.65%

39.65% Exits

60.35% Next Pages

Content	% Clicks
/	16.44%
/communicationsanddevelopment	11.41%
/communicationsanddevelopment...	7.05%
/students	3.69%
/cpd/contacts	3.69%
/alumni	3.36%
/communicationsanddevelopment...	3.02%
/campusinfo/southkensington	2.35%
/staff	2.35%
/communicationsanddevelopment	2.04%

Know your reader: User interviews

- Recruit a select group of representatives from your key audiences, and conduct an interview
 - Works well when you're thinking about a process or user journey – e.g. when reviewing Research Services site, talked to academics about each point in a grand application when they needed to access information
 - Allows you to dig into the detail
- If you can – record it so you can transcribe it later and don't have to focus on note taking
- Prepare discussion guide in advance
 - Consider a set of questions you'll ask everyone – but probe and dig deeper

Know your reader: User interviews

“You see because I’m not in the UK *I can’t take a walk around Imperial & appreciate the architecture or meet the professors or take the inside scoop from any of the students there.* I’m on a different continent, so I can’t connect with people on face. And even interacting through the phone is kind of impractical. The internet is the only medium I can gather more information apart from, say, the British Council Library. **So the website is the only source of information for me.**”

Transcribe and highlight tasks user wants to complete

Know your reader: Focus groups / KJ sessions

8-10 participants

Similar audience group

What do users come to your site to **FIND** or **DO**?

- **FIND** – looking for certain information, answering a question
- **DO** – accomplish some task, use some sort of application



<http://insidenewcity.com/blog/view/unlock-the-wisdom-of-your-group-host-a-kj-session-for-site-architecture/>

www.insidenewcity.com/blog/view/white-paper-conducting-a-higher-ed-site-audit/

Know your reader: Focus groups / KJ sessions

(1) What would you come to your website (or team) to FIND or DO?

- 10 -15 minutes
- 1 task per post-it note

(2) Put all post-it notes together on the wall

(3) Quietly – all go up and start grouping the tasks

- Same words – overlapping each other
- Similar next to each other
- Start working together to group them

(4) Start adding in headings for each category of notes (different colour post-it note)

- Chat about types / add more tasks / add more headings

(5) 6 sticky dots each

- Vote for the most important tasks/groups to you
- Can put all on one for emphasis – on either sticky note (all will still be considered though)



Know your reader: Focus groups / KJ sessions

At end of session, you should have:

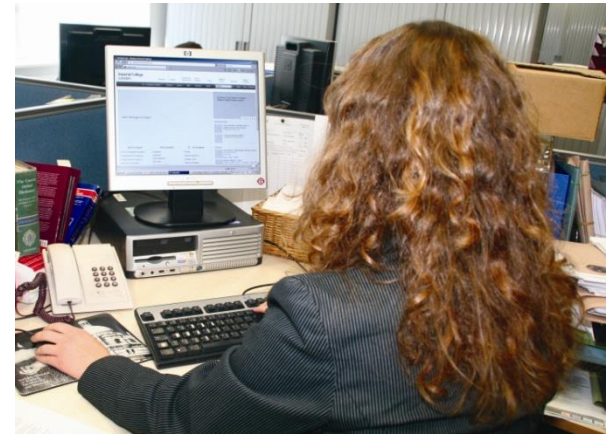
- The beginnings of a site structure (if you are lucky!)
- A great insight into the language used by your audiences
- A prioritised list of key tasks and activities people come to your site to complete
- An understanding of how they view your content and how they group it (potentially quite different to organisational structure)



Know your reader: User testing

Set series of observed tasks on website (or prototype / paper drawing)

Tasks given to users – often those identified in focus groups, analytics research and interviews as the most popular e.g.



- *How would you find out about what events are taking place next week?*
- *What accommodation options are available for students?*
- *What job opportunities are available at the College?*
- *Find out how to join the Sports Centre*

Start from homepage or Google, and watch and listen – don't help!

Note down user journeys / query user on route they are taking

If they get stuck, ask what they are looking for / what they'd expect to see

Know your reader: Online survey

Good for reaching a lot of users – either add a link to a survey from your site or send out targeted survey by email

Good for getting general overview on attitudes and opinions e.g.

- Which features are most important?
- Which content to they most value?
- How do they find your content?

Avoid too many questions / too many open ended requests

Free / cheap tools available:

- Survey monkey
- Sharepoint
- Google docs

Imperial College London

Exit this survey

Review of Imperial College London online news

Imperial College London is reviewing its news sites and would welcome feedback from regular visitors or those who are just passing through. You have reached this survey either from a College news article or from Reporter online, the web version of Imperial's newspaper. Please take a moment to tell us why you are visiting the site and give your views on the stories we publish. Offering feedback will help us to produce the content you most value and will give you the chance to win £100 of Amazon vouchers.

Which of the following best describes your link with or interest in Imperial College London?

- Member of staff
- Student
- Prospective student
- Prospective member of staff
- Alumnus
- Research collaborator
- Member of a research funding body or sponsor
- Donor
- Member of the media
- Corporate / business / industrial partner
- Parent of a student
- Friend of a student

In all user testing...

Really listen to **language** used by your users

If you can, ask lots of questions – the more you can get inside the head of your user, the better

And remember, sometimes the web isn't the answer! For some things, face to face / telephone contact is still desirable

Incentives?

Often higher response, particularly from students, if participation is incentivised

Strongly recommend for long focus groups or interviews

- Amazon voucher (£10 usually good for students, more for staff)
- Lunch / food

Worth considering a prize for surveys (larger Amazon voucher, iTunes voucher etc)



Keep repeating – don't just do it once

Test your site regularly

Test changes you make

Test your assumptions

Act on what you learn – demonstrate that you
are listening to feedback



Need more help?

Contact Pamela Agar (p.agar@imperial.ac.uk)

Representing	Name
Business School	Maurice Farmer
Engineering	Sean Conner
Medicine	Des Samuels
Natural Sciences	Lucy Stagg
Admin/Support	Peter Gillings

Thank you