

The Online User Experience and YOU

Internet Marketing Performance

Presented by: Jarrod Lopiccolo
August 18, 2010

Whose has one of these???



What is User Experience?

User Experience is about how a person feels about using a system.

Meaningful and valuable aspects of human-computer interaction (HCI) and product ownership, but it also covers a person's perceptions of the practical aspects such as utility, ease of use and efficiency of the system.

User experience is subjective in nature, because it is about an individual's performance, feelings and thoughts about the system. User experience is dynamic, because it changes over time as the circumstances change.

Source: Wikipedia.org



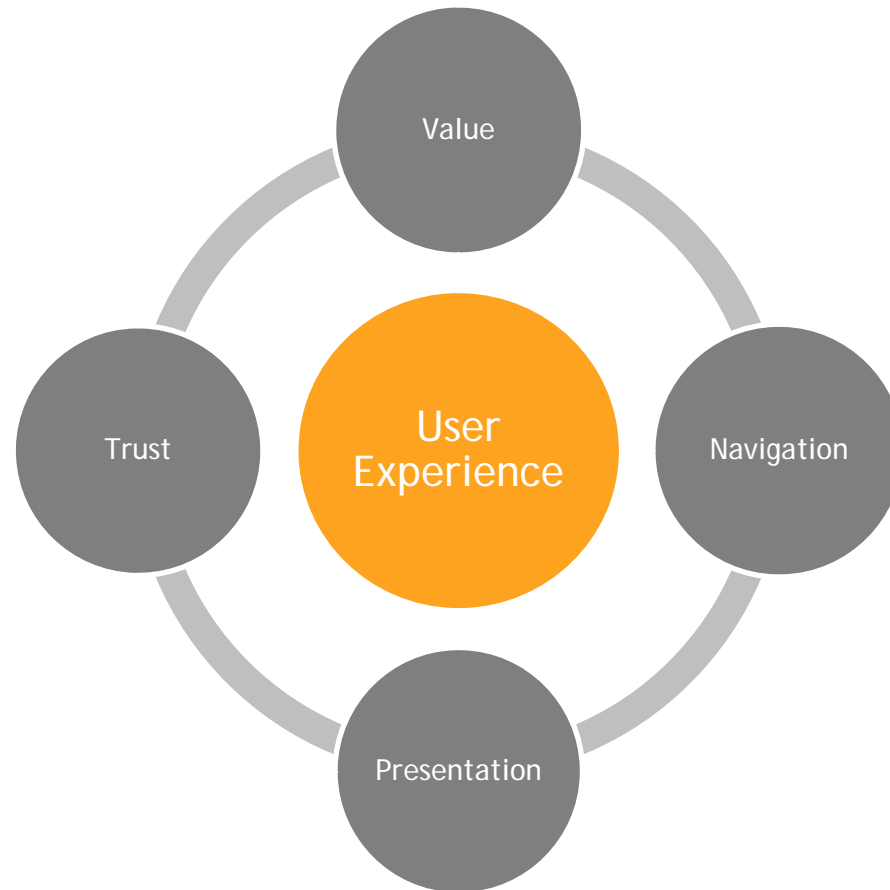


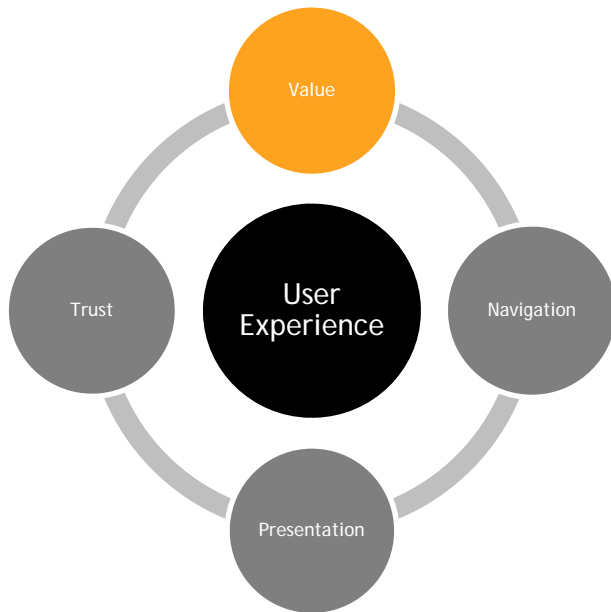
Why should you consider improving your User Experience?

- Improve Brand Perception
- Increase Conversion Rates
- Create Greater Customer Loyalty and Retention
- Increase Customer Advocacy
- Increase Traffic and Search Ranking



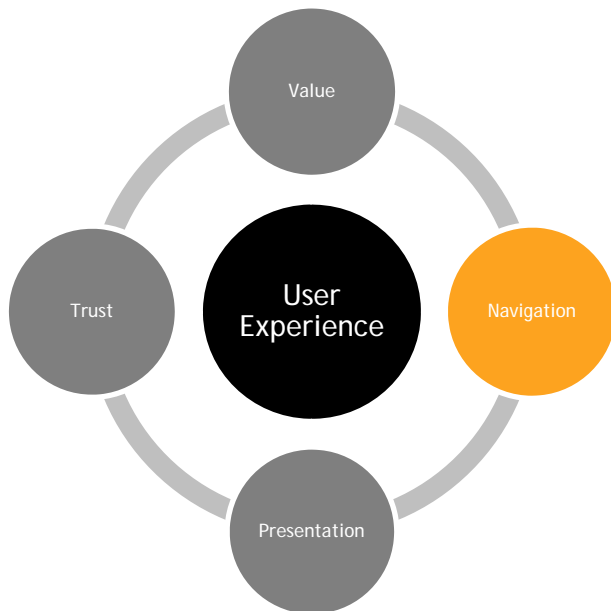
Website User Experience Review Criteria ¹





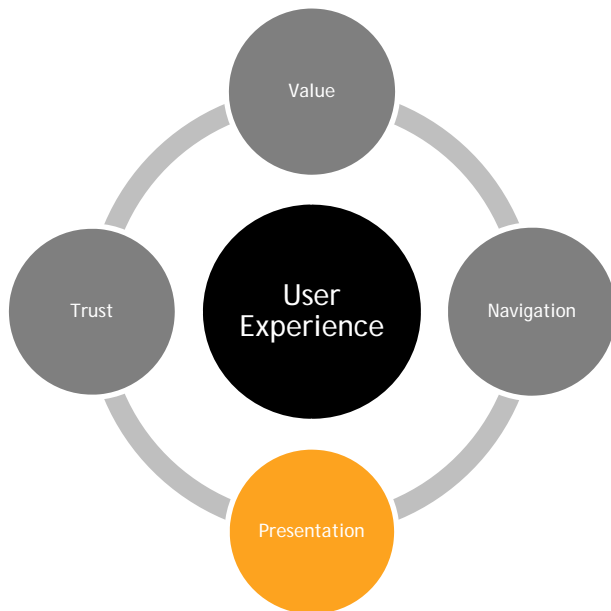
Value

1. Does the landing page(s) provide evidence that the specified user goals can be completed?
2. Is the content that's required to support the specified user goals available where needed?
3. Is the functionality that's required to support the specified user goals available where needed?



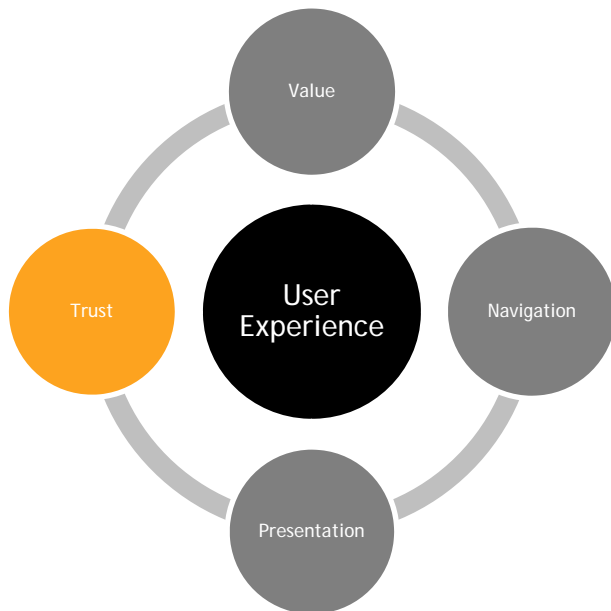
Navigation

4. Are menu category and subcategory names clear and mutually exclusive?
5. Is content and functionality classified logically?
6. Is wording in hyperlinks and controls clear and informative?
7. Are task flows for the specified user goals efficient?
8. Are keyword-based searches comprehensive and precise?
9. Are search results presented in a useful interface?



Presentation

10. Does site content use language that's easy to understand?
11. Does the site use graphics, icons and symbols that are easy to understand?
12. Is text legible?
13. Do text formatting and layout support easy scanning?
14. Do layouts use space effectively?
15. Are form fields and interactive elements placed logically in display?
16. Are interactive elements easily recognizable?
17. Do interactive elements behave as expected?
18. Does site accommodate users' range of hand-eye coordination?



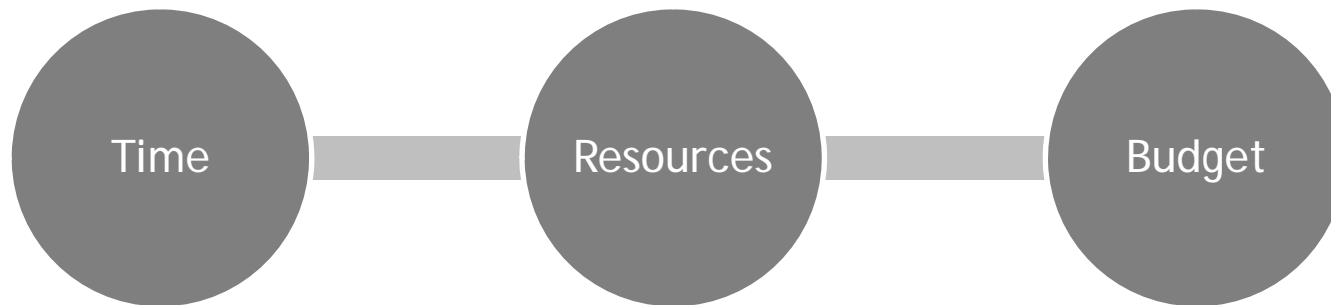
Trust

19. Does the site present privacy and security policies in context?
20. Does site functionality provide clear feedback in response to users' actions?
21. Does the site allow users to reverse completed actions?
22. Is contextual help available where needed?
23. Does the site help users avoid and recover from errors?
24. Does the site perform well?



Online Behavior Barriers

Three biggest barriers for providing the best possible user experience:²



Online Behavior Statistics

When InterContinental Hotels cut unnecessary steps from its online booking process, it added an estimated \$45 million to \$60 million of revenue per year. (Forrester, 2010)

When Macromedia and Millipore applied a broad range of review criteria as part of a redesign process, they saw improvements ranging from reduction in home page abandonment to increased order size. (Forrester, 2010)

"You can increase sales on your site as much as 225% by providing sufficient product information to your customers at the right time. By understanding your customer expectations and needs, and designing your product lists accordingly, you can significantly increase your sales." (*UI Engineering, 2010*)

"More than 83% of Internet users are likely to leave a Web site if they feel they have to make too many clicks to find what they're looking for." (*Arthur Andersen, 2010*)

For a free copy of this presentation or more information about Noble Studios, visit
www.noblestudios.com/news

Danke

Gracias

Obrigado

Thank You

Euxaristo

Daw Jah

Grazie

Cam On

Merci

Bedankt

Tack

Sources

¹ Forrester 's Executive Q&A: Web Site User Experience Reviews, by Adele Sage with Ron Rogowski, Bruce D. Temkin, and Rachel Zinser. Posted January 13, 2010. More information can be found at forrester.com.

² <http://www.marketingvox.com/marketers-shifting-budget-to-online-user-experience-031375/>

http://www.upassoc.org/usability_resources/usability_in_the_real_world/roi_of_usability.html

<http://www.uxunleashed.com/2008/06/usability-of-usability-statistics.html>