Usability analysis: Six quick and dirty user-focused design methods resulting in better user satisfaction and cost savings

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Observe Actual Use

- Remote viewing to allow entire development team to observe test sessions
- Shadow real users
- Analyze existing data

Low Cost Portable Usability Lab

Laptop..$800
   large screen
   built-in webcam
   lots of memory
   real mouse/standard size keyboard
Screen recording software................300
TOTAL COST....................................$1100

nih record
The Second Best Thing About Payday

Vol. LIX, No. 10   NIH RECORD HOME   NIH RECORD ARCHIVES   NIH HOME PAGE   May 18, 2007
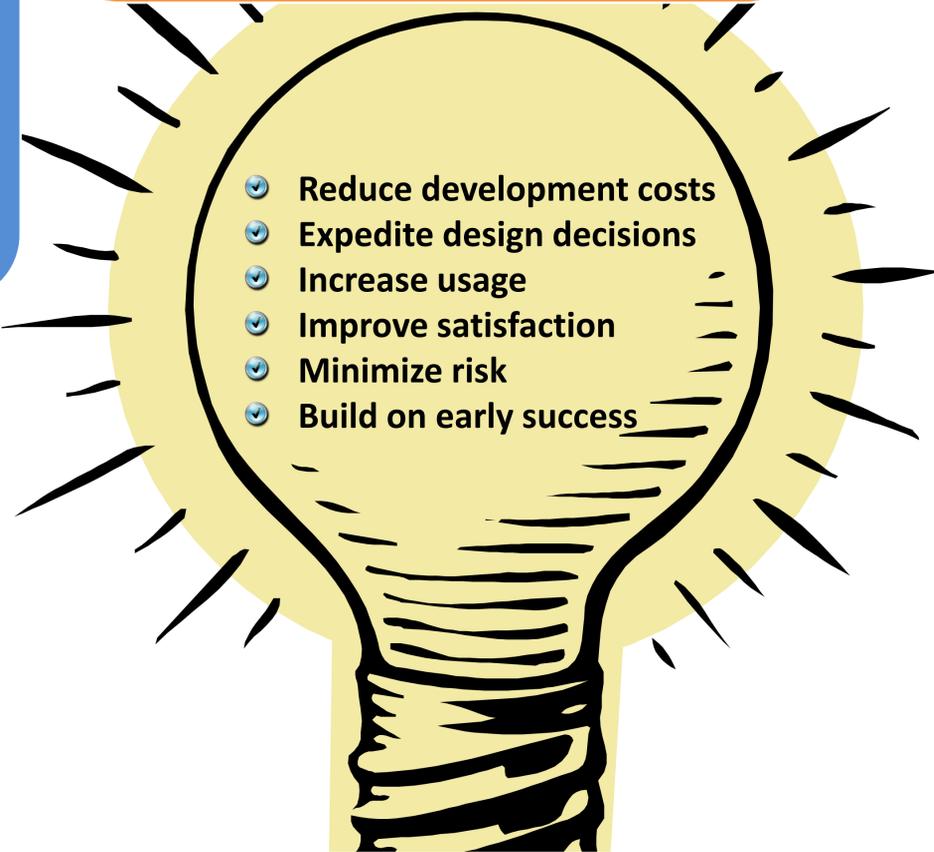
NLM Seeking Web Site Evaluators

The Lister Hill National Center for Biomedical Communications (LHNCBC) at the National Library of Medicine is seeking people interested in evaluating a web site developed by LHNCBC. Feedback received from evaluators will help LHNCBC develop easy-to-use web interfaces. Participants will be asked to spend 1 hour using a web site on the Bethesda campus at NIH. Federal employees, contractors, students and senior citizens who can travel to NIH are ... eases on a regular basis ... d, evaluators will ... information.

Low or No-Cost Recruiting

- Listservs
- NIH Record
- Co-workers
- Recruit loosely
- Local recruiters

Light bulb

☑ **Reduce development costs**
☑ **Expedite design decisions**
☑ **Increase usage**
☑ **Improve satisfaction**
☑ **Minimize risk**
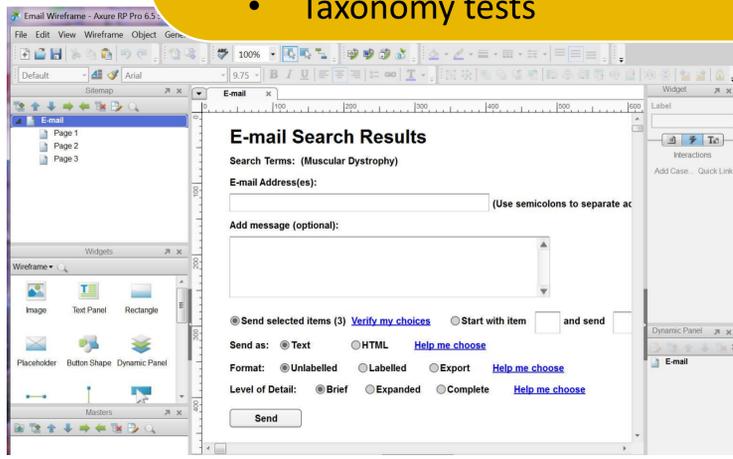☑ **Build on early success**

Low Fidelity and Ad Hoc Prototyping

- Paper prototyping
- Wireframes
- Category card sorts
- Hallway tests
- Comparative testing – A vs. B
- Taxonomy tests

Tactical Outreach to Target Audience

- Conferences
- Trade shows
- Remote user testing
- Users' workspaces

Involve Users Early in Design Process

- Evaluate competitor's sites prior to development
- Define usability objectives up front
- Conduct surveys and focus groups