



THE DEPARTMENT OF INTERNAL AFFAIRS



Te Tari Taiwhenua

If you build  
it they will  
come

*If you build it they will come*

*And other myths of providing online services*

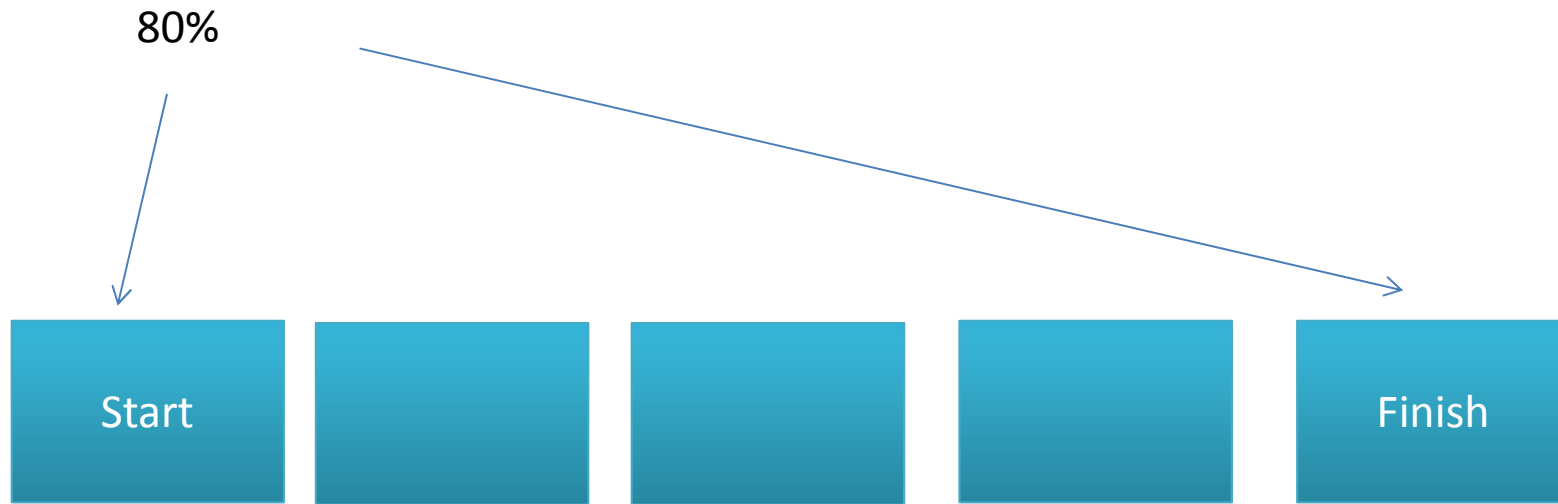
# The Problem

- Tight financial times put pressure on organisations to save money
- Putting services online is seen as an easy way to save money
- Services put online poorly actually increases the cost to the company

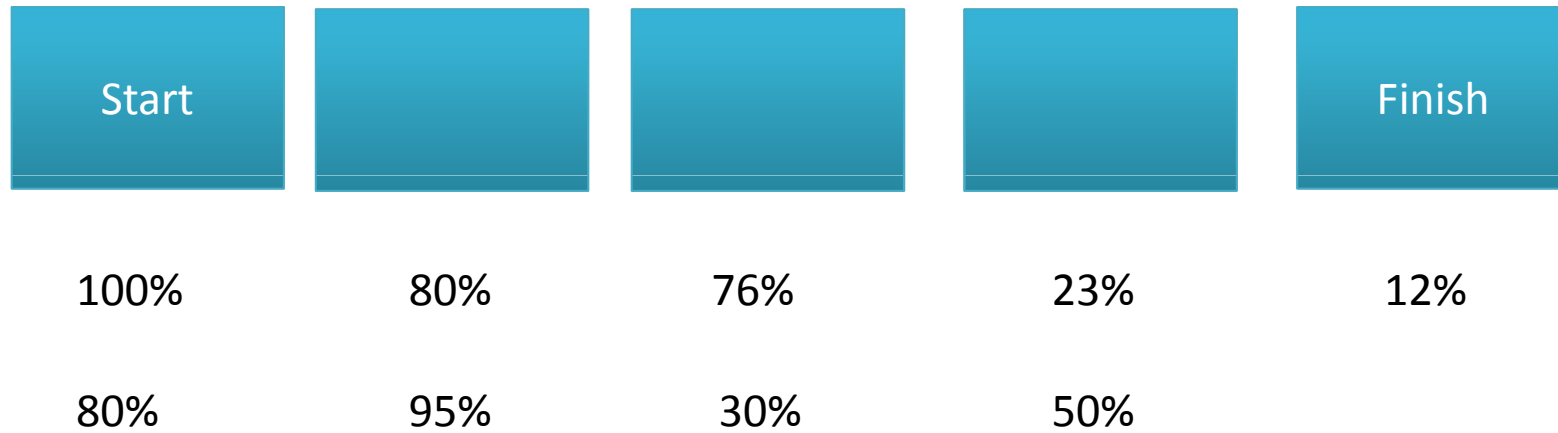
# Poor Usability requirements

- “80% of users can access the website”
  - Is this a good requirement?
    - No!

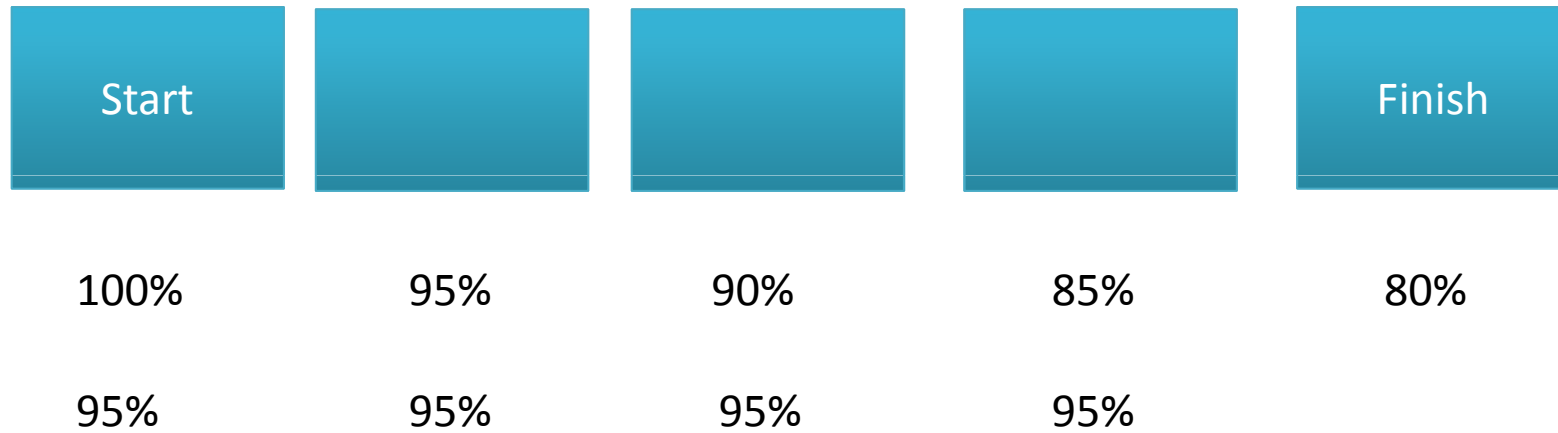
# Where is your 80%?



# What really happens



# What needs to happen



# Good(ish) Usability Requirements

- “80% of users can successfully complete whatever tasks they need to using the website without external support”
- This should be further broken down into:
  - “Based on market segmentation studies:
    - X% of users from this market segment can successfully complete tasks A, B, C and D without support
    - Y% of users from that market segment can successfully complete tasks C, D and E without support
    - Etc.

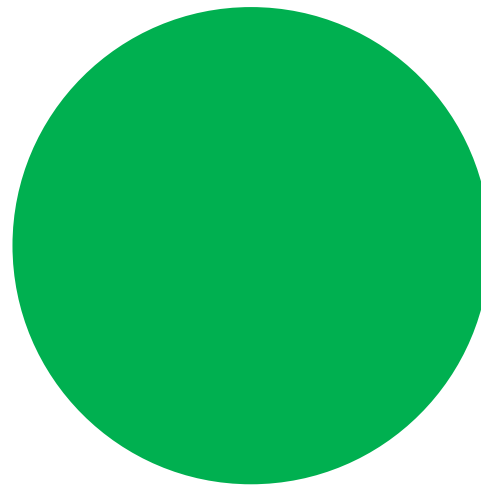
# Why will people use a site?

- Because it is useful
  - There is a clear benefit to them for using it
  - They understand the clear benefit for using it
  - The benefit is substantial enough that it motivates them
- Because it is Useable
  - They can happily complete whatever task they need to complete on the site in a reasonable period of time with no outside support

# The Hidden Cost of Poor Usability

## 100% Task Completion

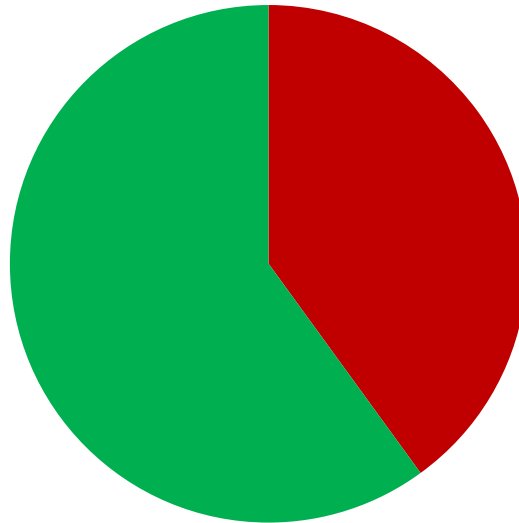
Predicted Saving in Business Case	\$10,000,000
Project Cost	\$1,000,000
Net Potential Savings	\$9,000,000
Number of Potential Users	1,000,000
Cost of each failed user	\$18.00



# The Hidden Cost of Poor Usability

## 80% Task Completion

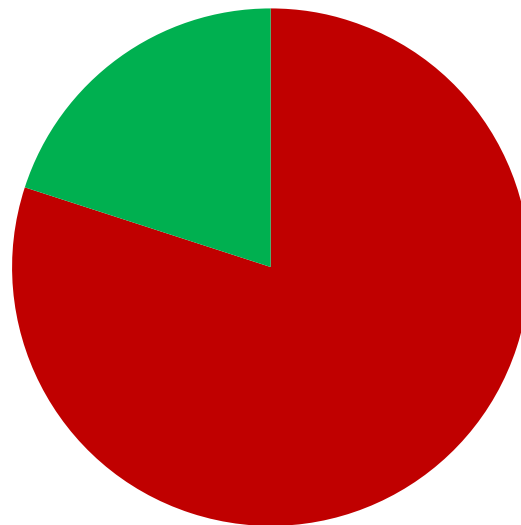
Predicted Saving in Business Case	\$10,000,000
Project Cost	\$1,000,000
Net Potential Savings	\$9,000,000
Number of Potential Users	1,000,000
Total Cost of Failed Users	\$3,600,000
Net Saving	\$5,400,000



# The Hidden Cost of Poor Usability

## 60% Task Completion

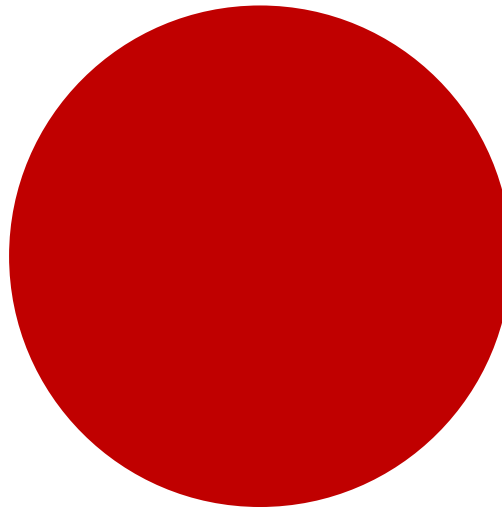
Predicted Saving in Business Case	\$10,000,000
Project Cost	\$1,000,000
Net Potential Savings	\$9,000,000
Number of Potential Users	1,000,000
Total Cost of Failed Users	\$7,200,000
Net Saving	\$1,800,000



# The Hidden Cost of Poor Usability

## 50% Task Completion

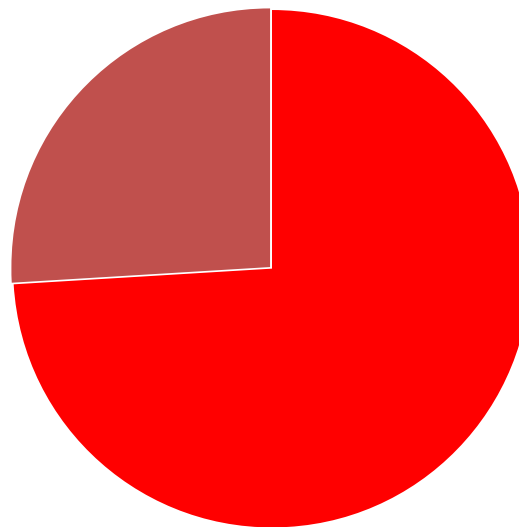
Predicted Saving in Business Case	\$10,000,000
Project Cost	\$1,000,000
Net Potential Savings	\$9,000,000
Number of Potential Users	1,000,000
Total Cost of Failed Users	\$9,000,000
Net Saving	\$0



# The Hidden Cost of Poor Usability

## 33% Task Completion

Predicted Saving in Business Case	\$10,000,000
Project Cost	\$1,000,000
Net Potential Savings	\$9,000,000
Number of Potential Users	1,000,000
Total Cost of Failed Users	\$13,860,000
Net Saving	\$0



# Several True Things about Usability Testing

- If you want a great site, you've got to test
- Testing one user is 100% better than testing none
- Testing one user early in the project is better than testing 50 near the end
- The importance of recruiting representative users is overrated
- The point of usability testing is not to prove or disprove something. It's to inform your judgement
- Testing is an iterative process
- Nothing beats a live audience reaction
  - Taken from “Don't Make Me Think” by Steve Krug

# Static User Testing

- Using IntuitionHQ ([www.intuitionhq.com](http://www.intuitionhq.com)) you can create tests of you design
- Paper Prototype/Wireframe usability static tests

# You can't remember your password, what can do?

Firefox | Companies Office Survey One | Departm... | dia.intuitionhq.com/pub/876/3 | Google

**A** File: 3a\_igovt\_logon...1048487077.png  
Average time to complete this test: 9.82 seconds / Click total: 39

Enlarge screenshot



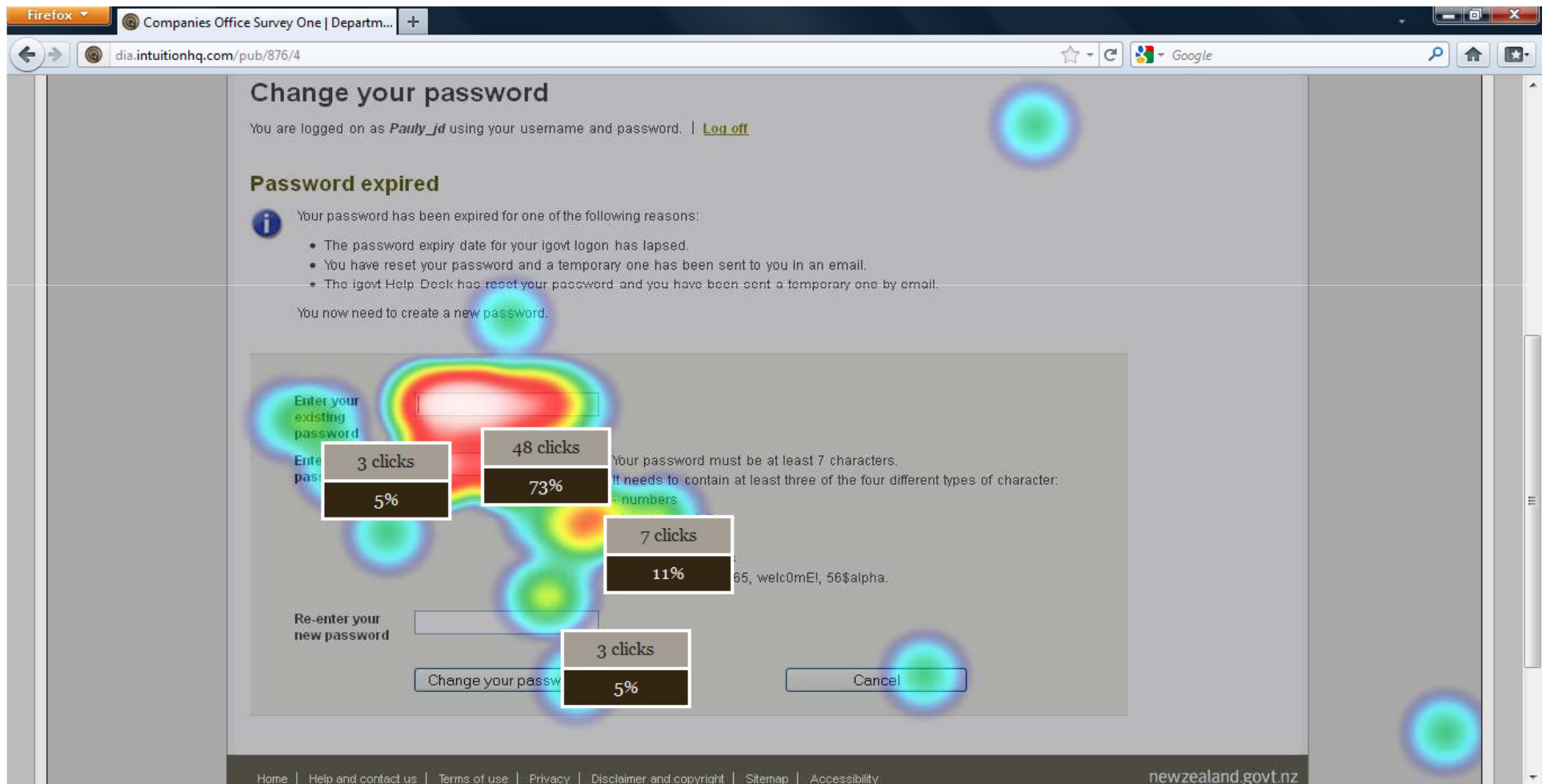
**B** File: CO\_New\_User\_ig...reate\_page.png  
Average time to complete this test: 10.08 seconds / Click total: 30

Enlarge screenshot

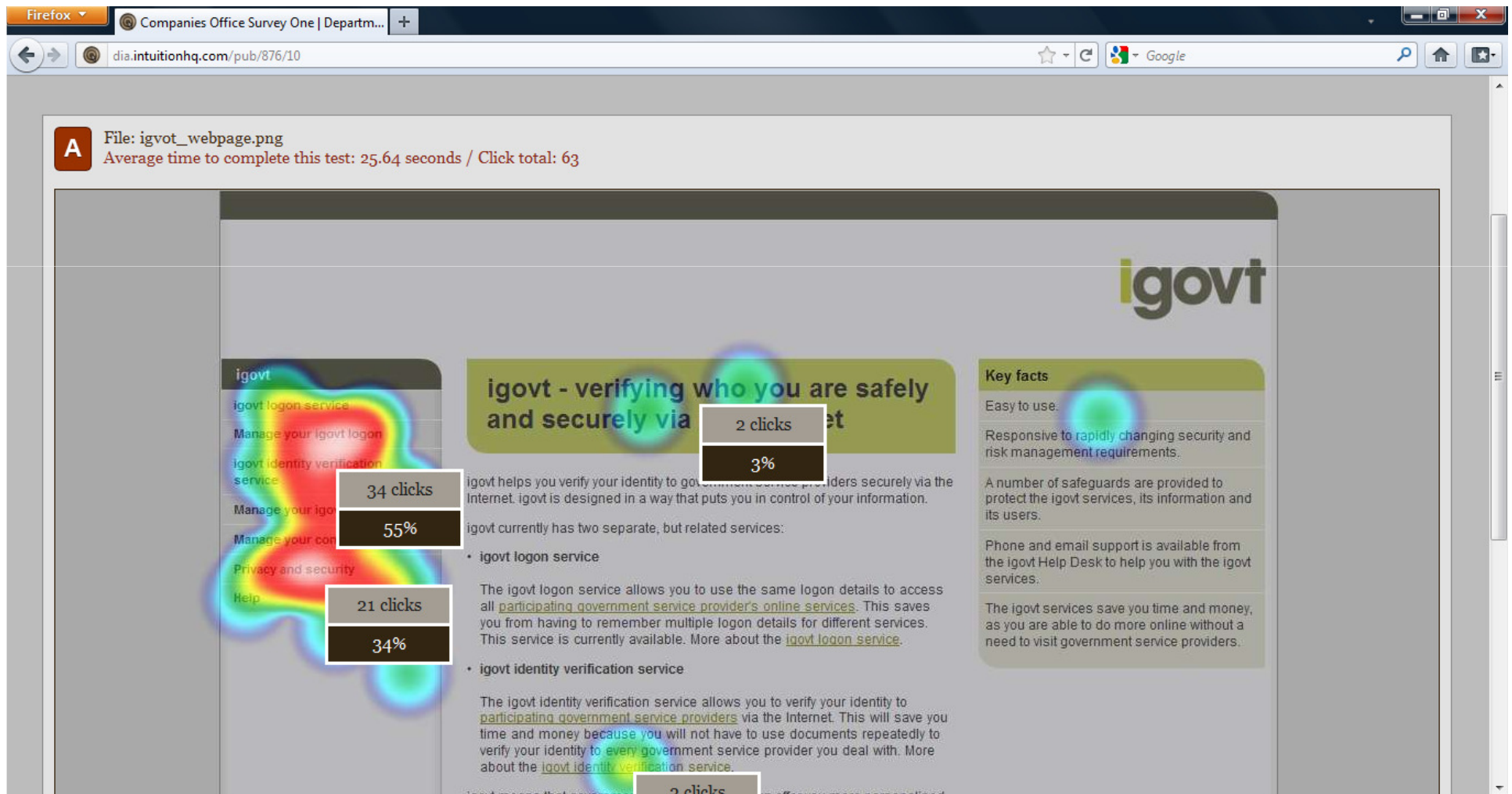


**INTUITIONHQ**

# You've been sent a temp password and need to change it. In which field do you enter it?



# You'd like to change the security questions on your account. Where would you go to do this?



# Dynamic User Testing

- Multiple iterations of small numbers of users (three to six) better than one big bang
- All you need, laptop with camera/mic and record
- Can use software like Morae, it costs about \$1,500
  - This allows you to film, and also record the users actions

# Object Lessons

- Research from the University of Kent shows that experts in usability, development and testing will identify 40% fewer usability defects than real users
  - A tendency to assume users are more IT savvy than they are
  - “No user would ever do that.”
- Two linked laptops, where people in one room can see the video streaming from the other room

# Some take home thoughts

- If a web application (or any application) is worth building, it's worth user testing
- You can easily do static user testing
- You can easily do dynamic user testing
- Both are better done with smaller groups and more iterations
- Test Analysts can manage these activities and also test to ensure that the design was delivered as stipulated