INTRODUCTION TO WEBSITE USABILITY

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PRESENTATION

• WHAT IS USABILITY
• WHAT IS A HOMEPAGE
• WHO IS YOUR USER
• TYPICAL USER BEHAVIOURS ONLINE
• DESIGN GUIDELINES
• WEB CREDIBILITY
• USEFUL LINKS
WHAT IS USABILITY

Usability is a **quality attribute** that assesses how easy user interfaces are to use.

Usability is defined by five quality components:

- Learnability
- Efficiency
- Memorability
- Errors
- Satisfaction
WHAT IS A HOMEPAGE

• The homepage is your company's face to the world and often the first point of contact.

• Increasingly, potential customers will look at your company's online presence before doing business with you.

• Making sure your homepage is usable is a business necessity, not an option.
ROLE OF THE HOMEPAGE

1. Communicate
   • What the company is
   • The value of the site over the competition
   • The products or services offered

2. Establish credibility and trust

3. Allow access to all important features

4. Define the style and navigation pattern of the whole site
FIRST IMPRESSIONS COUNT

On the web, you often get only a few seconds to convince the potential customer to stay.

If they can’t use your homepage or they don’t understand the purpose or value of your services, they will take their business elsewhere.
Know thy user...

WHO IS THE USER?
“billboard going by at 60 miles an hour...”
Usability studies show that….

- Users spend an average of 1 minute 49 seconds on a website before deciding to move on.
Homepage viewing…

- Initial homepage viewing time (when homepage is the first page visited) is on average 25-35 seconds
- Time spent on the homepage decreases with every subsequent visit
- Only 23% of users scrolled the homepage during their initial visit (even fewer on subsequent visits)
Interior pages viewing…

- 60% of initial page views were on interior pages (house with many doors metaphor)

- Users who visited an interior page first spent there on average 45-60 seconds

- Users read more content on interior pages
Searching behaviours

SERP – Search Engine Results Page

What is SERP? - A Word Definition From the Webopedia Computer...
This page describes the term SERP and lists other pages on the Web where you can find additional information.
www.webopedia.com/TERM/S/SERP.html - 42k - 7 Nov 2006 - Cached - Similar pages

Serf
Serf is an open source framework for manipulating Java bytecode. ... The goal of the serf bytecode framework is to tap the full power of bytecode ...
serf.sourceforge.net/ - 13k - Cached - Similar pages

Search engine results page - Wikipedia, the free encyclopedia
A search engine results page, or SERP, is the listing of web pages returned by a ... Periodically the search engine crawls the web and rebuilds the SERP to ...
en.wikipedia.org/wiki/Search_engine_results_page - 13k - Cached - Similar pages

Socio-Economic Research, The Macaulay Institute, Aberdeen
The Socio-Economic Research Programme (SERP) is one of five science areas in the ... SERP is dedicated to research of international excellence for advancing ...
www.macaulay.ac.uk/serp/ - 20k - Cached - Similar pages
• In 93% of searches, users only visited the first SERP (ten results)

• Only 47% of users scrolled the first SERP
Where users click on the SERP

<table>
<thead>
<tr>
<th>Position in the SERP</th>
<th>No of clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>51%</td>
</tr>
<tr>
<td>#2</td>
<td>16%</td>
</tr>
<tr>
<td>#3</td>
<td>6%</td>
</tr>
<tr>
<td>#4</td>
<td>6%</td>
</tr>
<tr>
<td>#5</td>
<td>5%</td>
</tr>
</tbody>
</table>
Scrolling

1. Most users don’t scroll pages
2. Homepages are scrolled the least, SERPs and interior pages the most (42%, 47%).
3. When they do scroll they only scroll through 1.3 screens worth of info
1. COMMUNICATE SITE’S PURPOSE
1.1 Show company logo...

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1.2 Include tagline that summarises well what the site or company does...
1.3 Emphasise how you differ from your competitors/ what the site does that’s valuable to users…
1.4 Emphasise the key tasks so that users have a clear starting point on the homepage...

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2. Get an instant price
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- Civicus...

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Fax: +27 11 646 1128
2. COMMUNICATE INFORMATION ABOUT YOUR COMPANY
2.1 Group corporate information: About Us, Employment etc in one area…

Corporate

- about asian absolute
- mission statement
- testimonials
- press releases
- work for asian absolute
- contact us

About Translation Central

Directors :: Clients :: Client Comments :: Policy Statement :: Newsletter
2.2 Include a link to About Us on the homepage

2.3 Include Contact Us on the homepage
3. CONTENT WRITING
3.1 Web pages have to employ **scannable text**, using

- highlighted **keywords**
- meaningful **sub-headings**
- bulleted **lists**
- **one idea** per paragraph
- the inverted pyramid style, starting with the conclusion
- **half the word count** (or less) than conventional writing
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We specialise in providing translation services in a range of fields including

**Technical Translations** — we have extensive experience in the translation of maintenance and installation manuals, user guides, safety and quality procedure documents and product catalogues.

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3.2 Speak the customer’s language

3.3 Avoid redundant content

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3.4 Don’t use weird, made-up words, puns or phrases

3.5 Avoid exclamation marks, UPPERCASE LETTERS, or W.E.I.R.D E.F.F.E.C.T.S
4. USING HYPERLINKS
4.1 Make sure links look clickable

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Mission statement

Before being a matter of words and languages, translation services are above all a matter of trust, quality, and responsibility.
4.2 Make links specific and brief

4.3 Don’t use constructions: 
   Click here for a quote 
   but Request a Quote
4.4 Differentiate between visited/unvisited links by means of colour

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Translate files, websites, texts instantly by using Machine Translation software or ...
Traditional Chinese, Spanish, French, German, Japanese, Portuguese, ...
www.systransoft.com/-16k-Cached-Similar pages

French Translation Service - English to French Translation
French Translation services company offering high quality professional French Translation at excellent prices. French Translation to or from English.
www.appliedlanguage.com/languages/french_translation.shtml-47k-Cached-Similar pages
4.4 Open links in the same browser window

Exception: PDF files or similar (Word, Excel etc)
5. NAVIGATION
5.1 Locate the primary navigation in a highly noticeable place

Language translation services delivered fast, at the lowest possible prices

Whatever translation services you need, a quality language translation could be the difference between success and failure. If, for example, you are translating a website, a quality translation could double the length of time people stay on your site. And if you’re selling from your web site, your sales could treble.
5.2 Group items logically and use clear labels – match the structure to user expectations
5.3 Don’t create redundant navigation areas

Company

About WTB
History and background information of WTB

People
Professional and personal background of WTB staff

Newsletters
What is new at WTB plus valuable articles

Testimonials
What our clients say about our services

Quality process
How our workflow process reflects our quality approach

Employment
Current job openings plus freelancer registration

Languages
List of languages we provide translation services in

Fields of expertise
Areas where we have accumulated considerable experiences

Samples
Our past translation and typesetting samples in various language pairs

Contact Information

Phone:
519-256-8897

Toll Free:
1-877-PICK-WTB

Email:
web@wintranslation.com
5.4 ‘You are here’
5.5 Breadcrumbs...
6. USE OF GRAPHICS
6.1 Use relevant graphics, not for pure decoration
6.2 Edit photos to be the right size and quality
6.3 Beware of “banner blindness”
Language translation services

Today's marketplace is global. This means that your business will often be faced with communication, contracts and documents from firms operating in a foreign language. It's ideal if you know this same language, but suppose you don't. So you rush to hire language translation services. Unfortunately some translations are less than perfect. Lengua Translations offers professional and affordable language translation services provided by native speakers with university degrees in translation. You'll be satisfied with accurate and high quality translations provided by our most qualified and trained translators. Our language translation services will meet all your requirements for accuracy, timeliness, and quality.
6.4 Avoid using animation, unless it is useful

6.5 Never animate critical elements such as your logo, tag line or main headline

6.6 Avoid animated intro pages
7. GRAPHIC DESIGN
7.1 Use high contrast for better legibility

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We are dedicated to providing you with the best possible translation from and into every possible language (including English, French, Spanish, Italian, German, Portuguese) as quickly as possible at the cheapest possible price.
7.2 Limit the use of styles

<table>
<thead>
<tr>
<th>Personal documents</th>
<th>Retrieval. Draft. Certified Russian translation &gt;&gt;&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Birth Certificates from $30 &gt;&gt;&gt;</td>
</tr>
</tbody>
</table>
7.3 Use the right fonts

• Opt for fonts which are available on your customers’ computers and are easily read on the screen. Most recommended ones are: Arial, Georgia, Trebuchet MS, Verdana

• Sans serif fonts look better on the screen

• Recommended text size for a general audience is 10 -12 point
7.4 Follow existing Web conventions

“Users spend most of their time on other websites.”

Jakob Nielsen
7.5 Avoid visual noise

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8. WEB CREDIBILITY
The design itself can communicate trustworthiness in four ways:

• Design quality
• Up-front disclosure of information
• Comprehensive, correct, and current content
• Connected to the rest of the Web
Features which increase credibility:

1. Make it easy to verify the accuracy of the information on your site.

2. Show that there's a real organization behind your site.

3. Highlight the expertise in your organization and in the content and services you provide.

4. Show that honest and trustworthy people stand behind your site.

5. Make it easy to contact you.
6. Design your site so it looks professional (or is appropriate for your purpose).

7. Make your site easy to use -- and useful.

8. Update your site's content often (at least show it's been reviewed recently).

9. Use restraint with any promotional content (e.g., ads, offers).

10. Avoid errors of all types, no matter how small they seem.
Would you trust them...

Immigration Documents

We are recognized by the New Zealand and Japanese Immigration Departments for translations of all documents needed when applying for visas, permits, residence.
That’s it for now…

http://www.usability.gov/pdfs/guidelines.html
- web design and usability guidelines

www.useit.com – Jakob Nielsen’s homepage with lots of articles on usability

World Usability Day – 14th November