

Usability on the Web

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Today's talk

- Introduction
- What did we learn ?
- What methodologies did we use ?

Does it really count ?

Metric	Average improvement
Sales/Coverision rates	100%
Traffic/visitor count	150%
User performance/productivity	161%
Use of target features	202%

Source : Jakob Nielsen, 2003.

Conclusion

- **1. Focus on solving customer problems with the website**
- **2. Focus on solving immediate customer needs with a web page**

Key Learnings

- Keep it simple
- Continuum from UED to product feature
- Enormous financial impact
- Consistency
- Gradual change to rollout
- Measurement and metrics

Measurement and Metrics

- Power of the web – *Instant customer data*
- Mostly silent feedback – *Sometimes churn*
- Ability to test in small ways
- Variety of users from novice to power users
 - *User segmentation needed*

Methodologies have evolved

- 1994-1998
 - Ad hoc process
 - Startup mode
 - Gut feel for customer interaction
 - Homegrown tools

Today

- Heuristic Evaluation *Rajasekaran & Kirmani*
- Six Sigma *Mukesh Jain*
- Product development and Usability *Muralidhar Koteswar*
- Mobile world *Harsha and Shrinivas*
- Cognitive Ergonomics *Dr. S. Ghosal*
- Real world examples *Vivek S. Buzruk*

References

- <http://www.webpagesthatsuck.com>
- Jakob Nielsen's studies and blogs
- <http://www.yahoo.com>
- <http://www.alexa.com> (Wayback machine)

Q & A
