



Understanding the Customer: Usability & Metrics for Classified Media

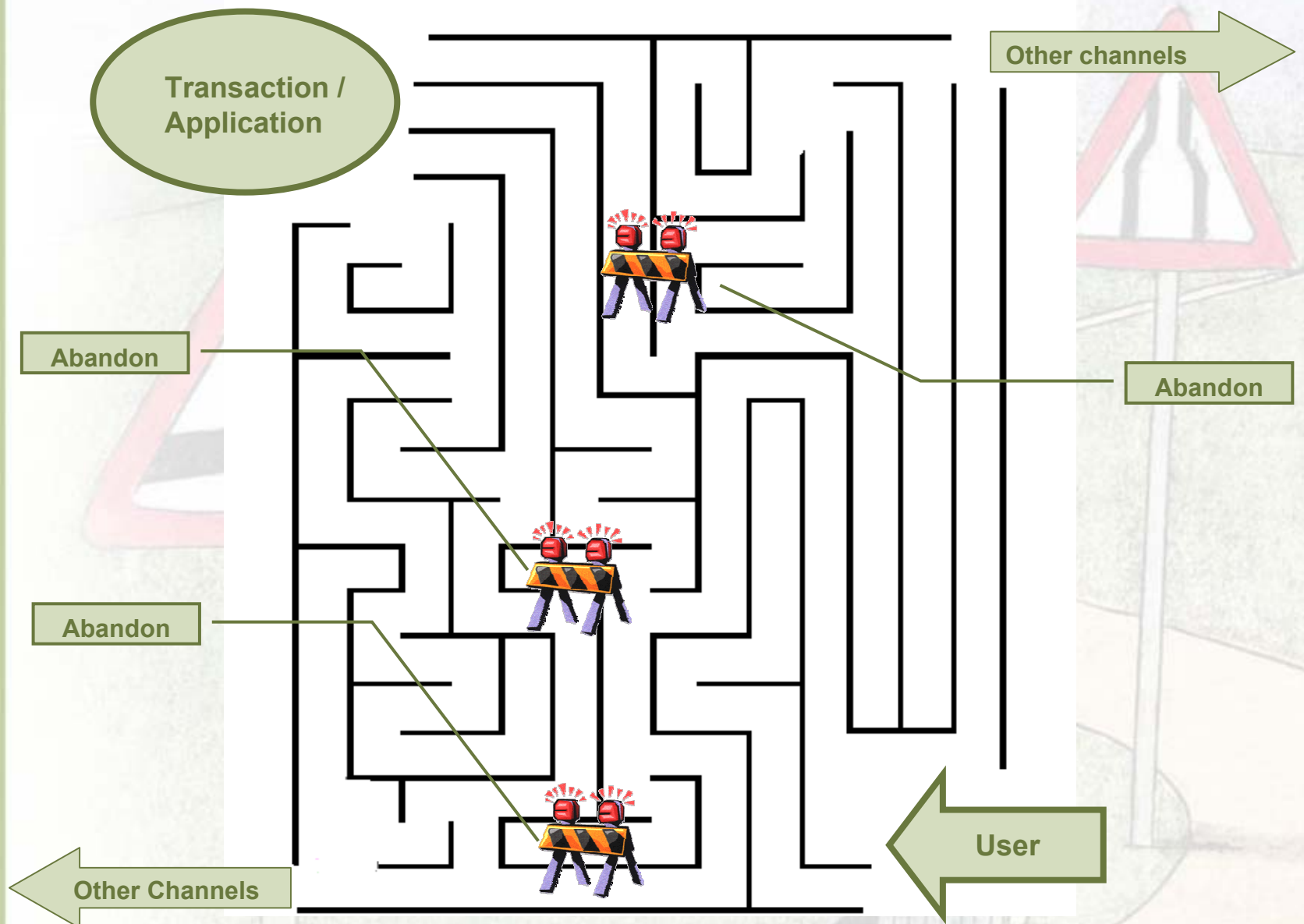
Catriona Campbell



Usability is the measure of the quality of the user experience when interacting with a web site

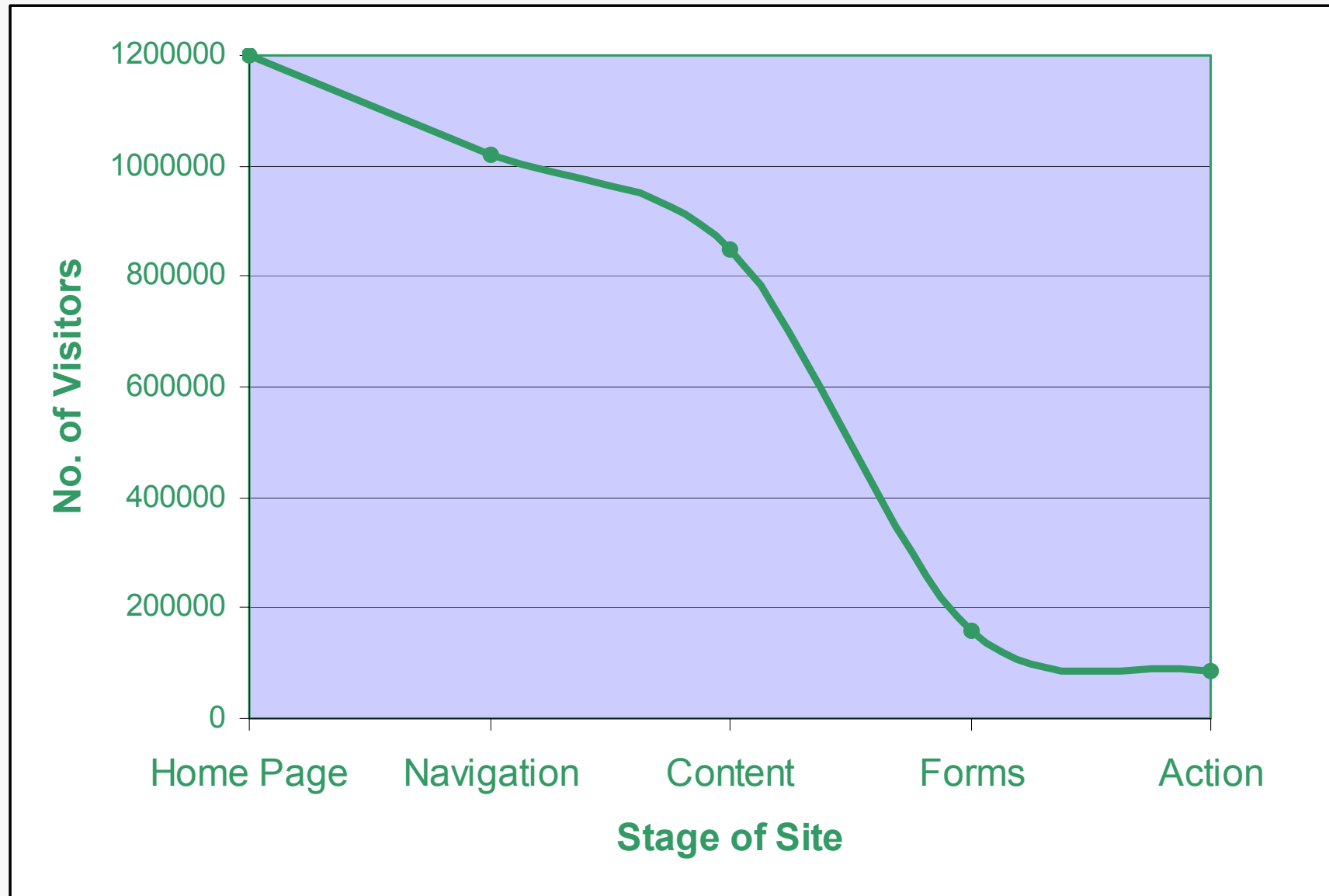


The Website Maze



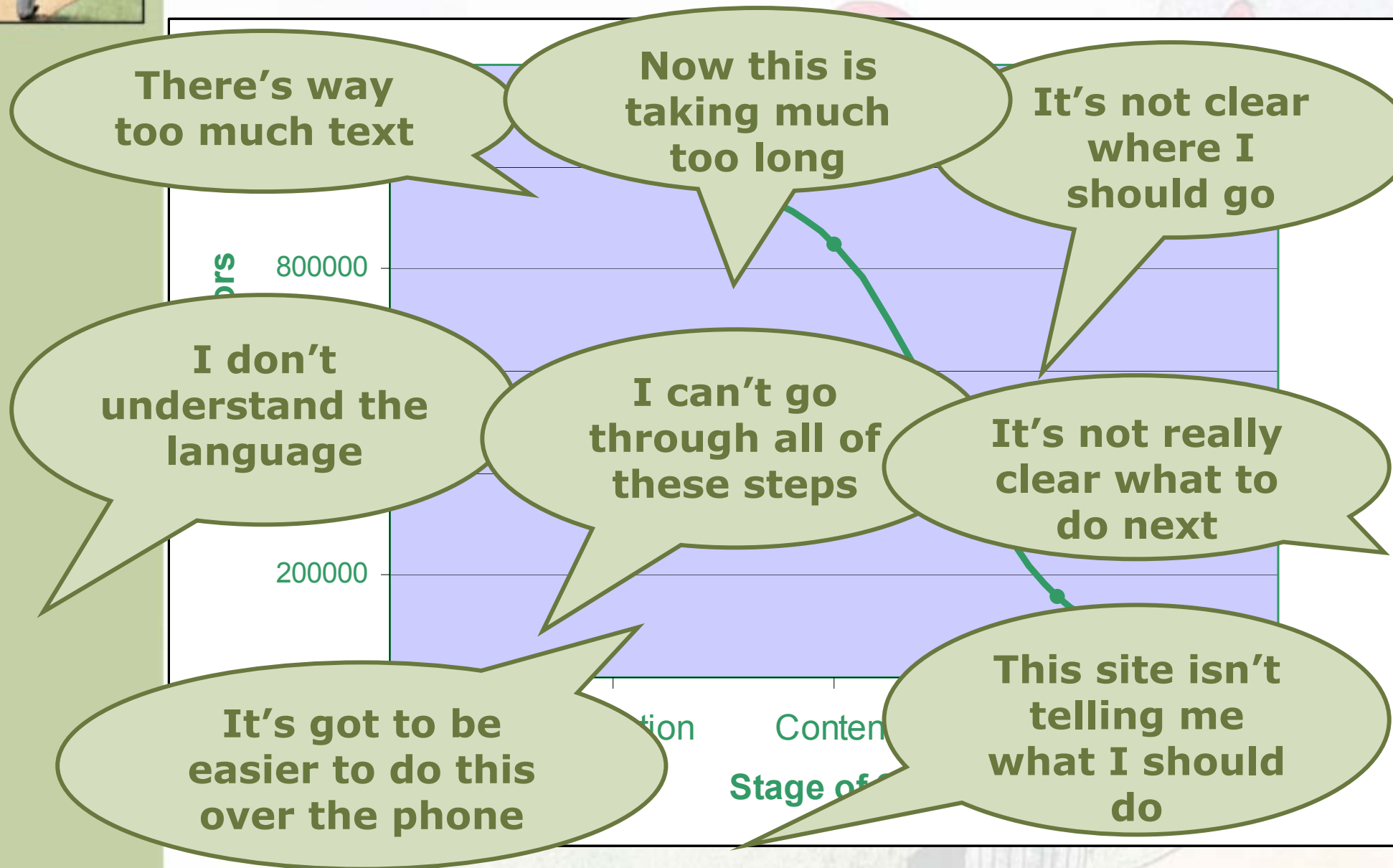


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The back button on the browser was clicked upwards of 30 times!!

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Usability Guidelines

- Keep the navigation consistent within the site from page to page
- Ensure links have a consistent appearance
- Align information, items and widgets on a page
- Indicate internal versus external links
- Provide error messages that explain the problem and resolve the issue
- Provide feedback on number of steps in a sequence
- Ensure visibility of important options
- Label links descriptively
- Convey scope of search
- Provide search box that accommodates typical query lengths



Traditional View of Usability

- Targeted at guesses or beliefs
- Nice to do rather than a must have
- Flavour of the month / rubber stamp
- “That’s great, doesn’t look too bad does it? Thanks!”
- No discernible ROI



Usability Re-Defined

- Tied to business KPI's / site metrics
- Research aimed at identified problems
- Impact of changes readily measurable
- Constant feedback loop
- A demonstrable ROI

49% of Web site managers say usability is their top challenge in 2004

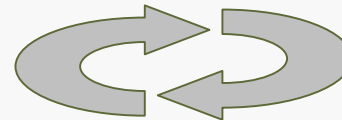
Jupiter Research / ERI
Executive Survey, October, 2003

Usability Framework

IDENTIFY THE METRICS



MODIFY THE SITE



ANALYSE THE METRICS

CONDUCT RESEARCH



Date Range Sites Filters Options ?

- Overview
- Views
- E-commerce
- Brand Interest
- Visitors by Region
- Brand Interest by Region
- Checkout funnel
- Check-out progress by region
- Visitor Lifetime Value by Region
- Visit Scores
- Traffic Visualisation
- E-marketing
- Pages
- Visitors
- Visits
- Navigation
- Referrers
- Interface
- Technical

Designer Store

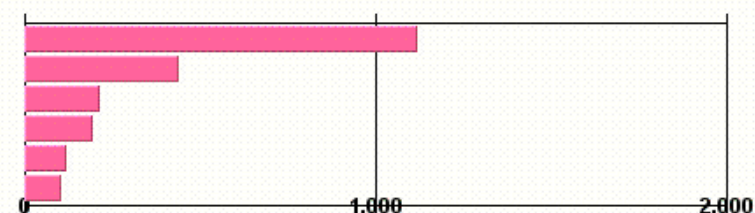
Date Range: Thursday, 15 January 2004

Checkout funnel

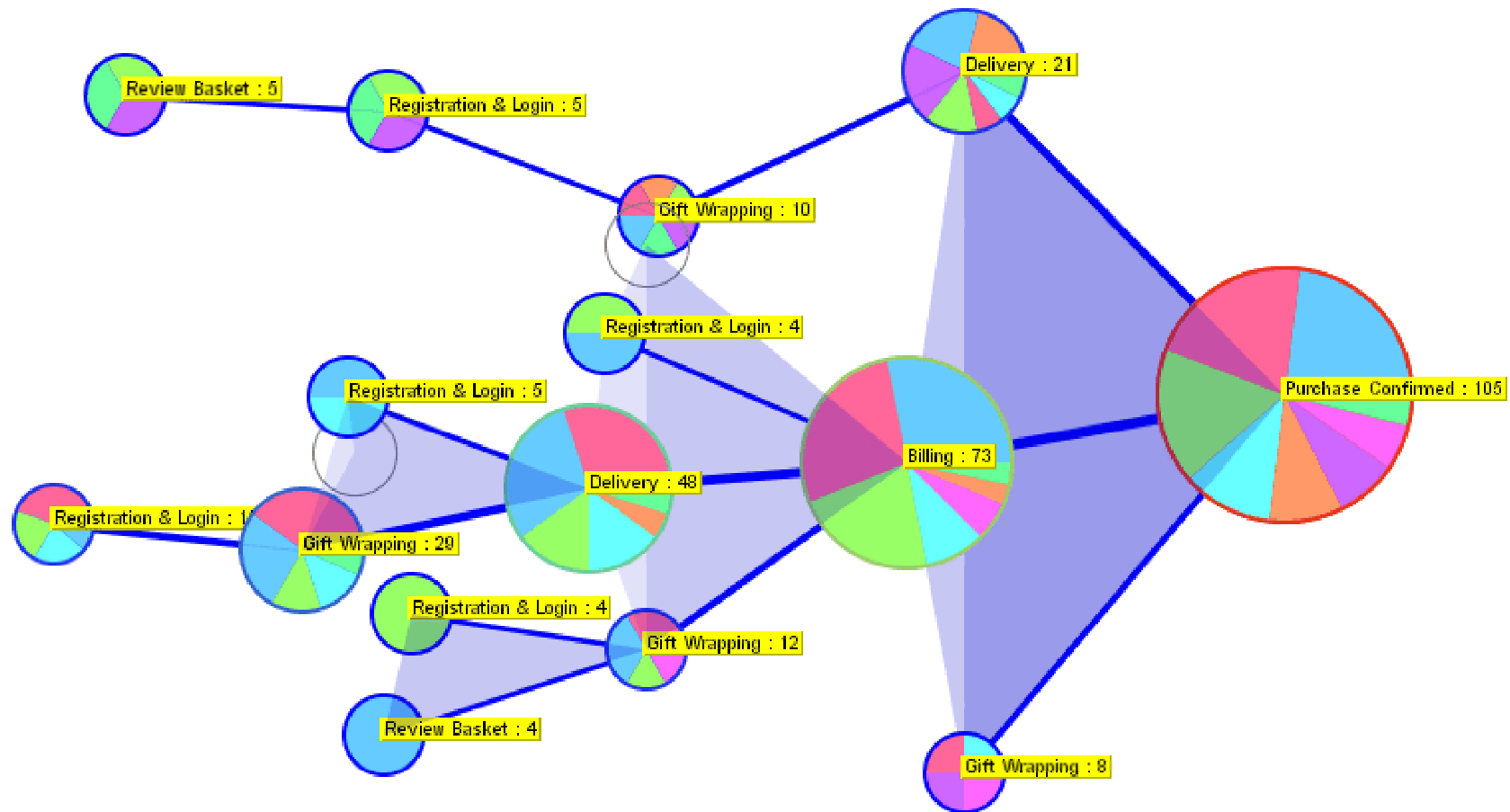
Row 1-6 / 6

Visit Count

1. Added to basket
2. Commenced check-out
3. Specified gift-wrapping
4. Specified delivery
5. Specified billing
6. Completed purchase



Event	Visit Count	Percentage
1. Added to basket	1,123	7.8%
2. Commenced check-out	440	3.1%
3. Specified gift-wrapping	216	1.5%
4. Specified delivery	195	1.4%
5. Specified billing	124	0.9%
6. Completed purchase	105	0.7%



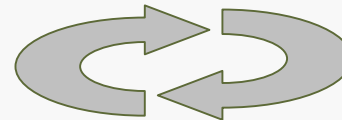


Usability Framework

IDENTIFY THE METRICS



MODIFY THE SITE



ANALYSE THE METRICS

CONDUCT RESEARCH



Usability testing will not tell you everything!



Web Analytics

Strengths

- Universe of users
- High degree of accuracy

Weaknesses

- Behaviours not motives

Survey Research

Strengths

- Large sample
- Geographic spread

Weaknesses

- Self reporting issues
- Sample bias

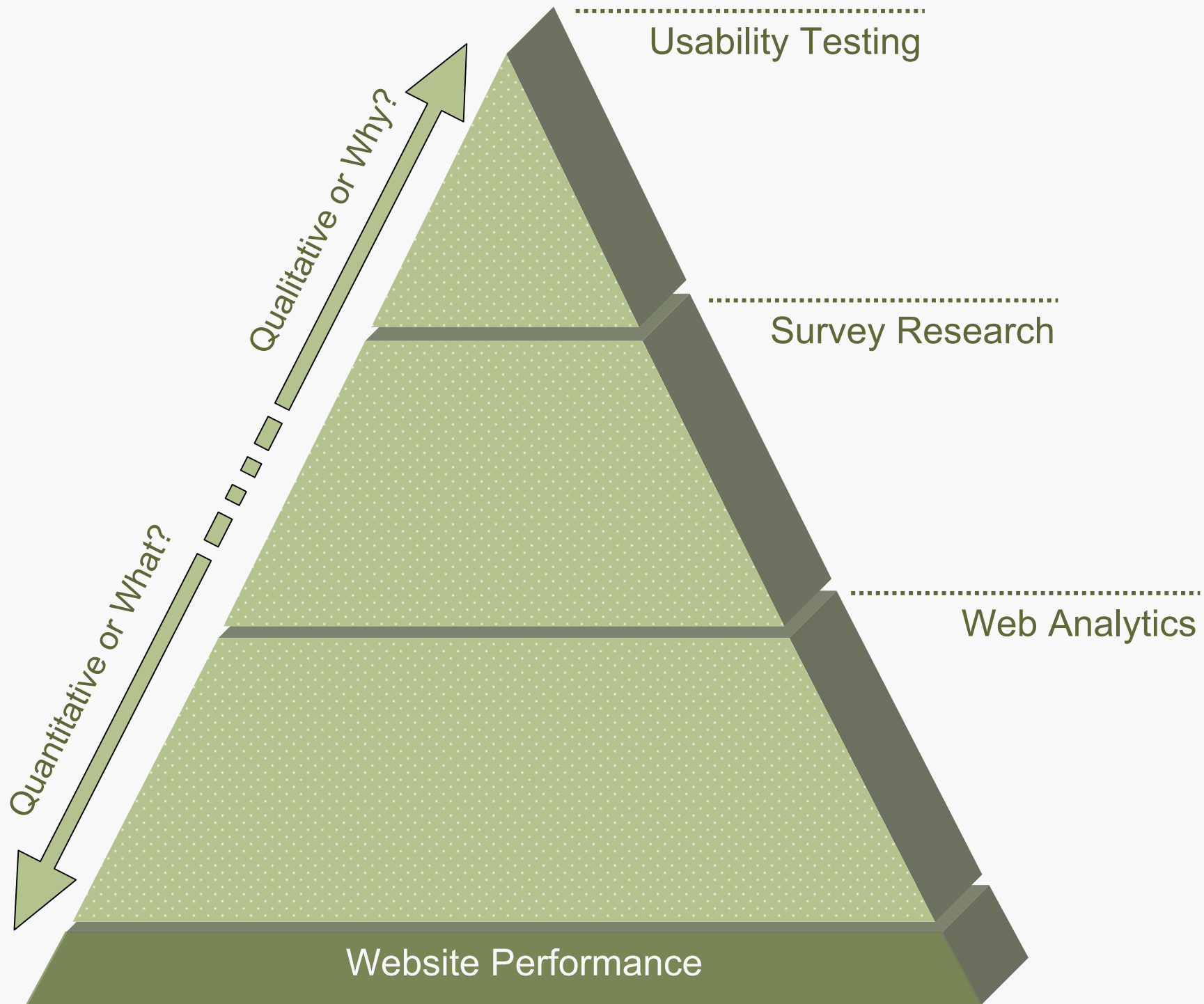
Usability Testing

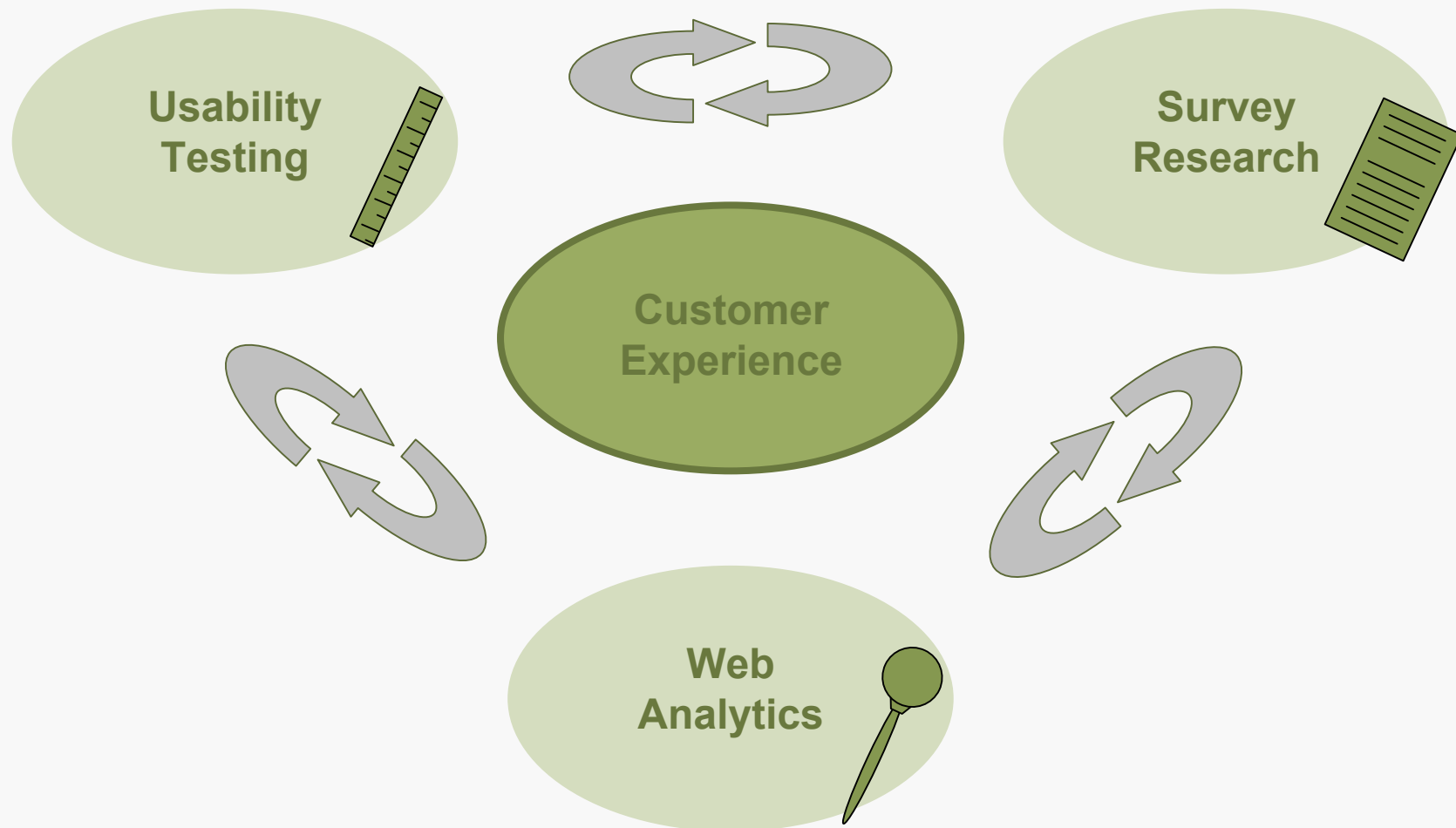
Strengths

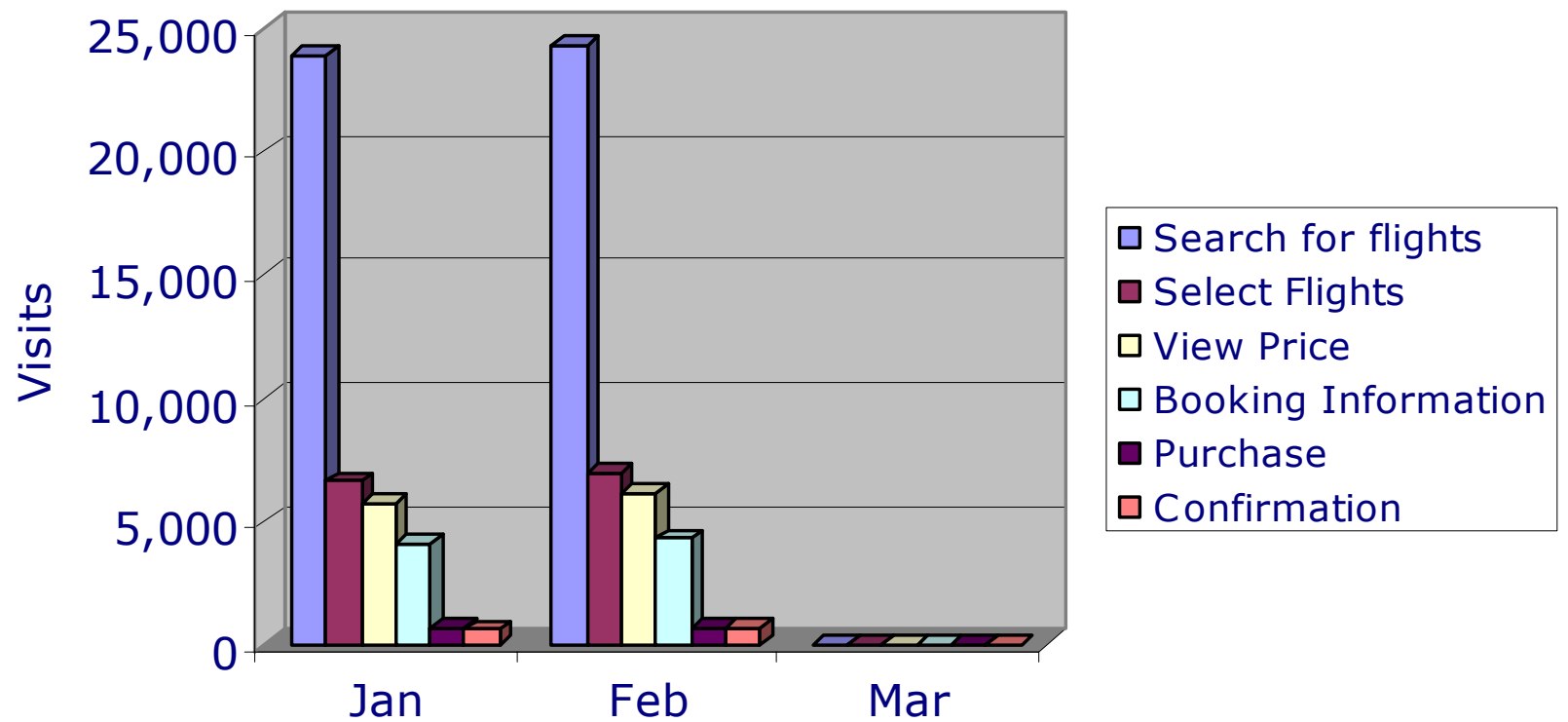
- Deep understanding of thought processes
- Direction for improvements

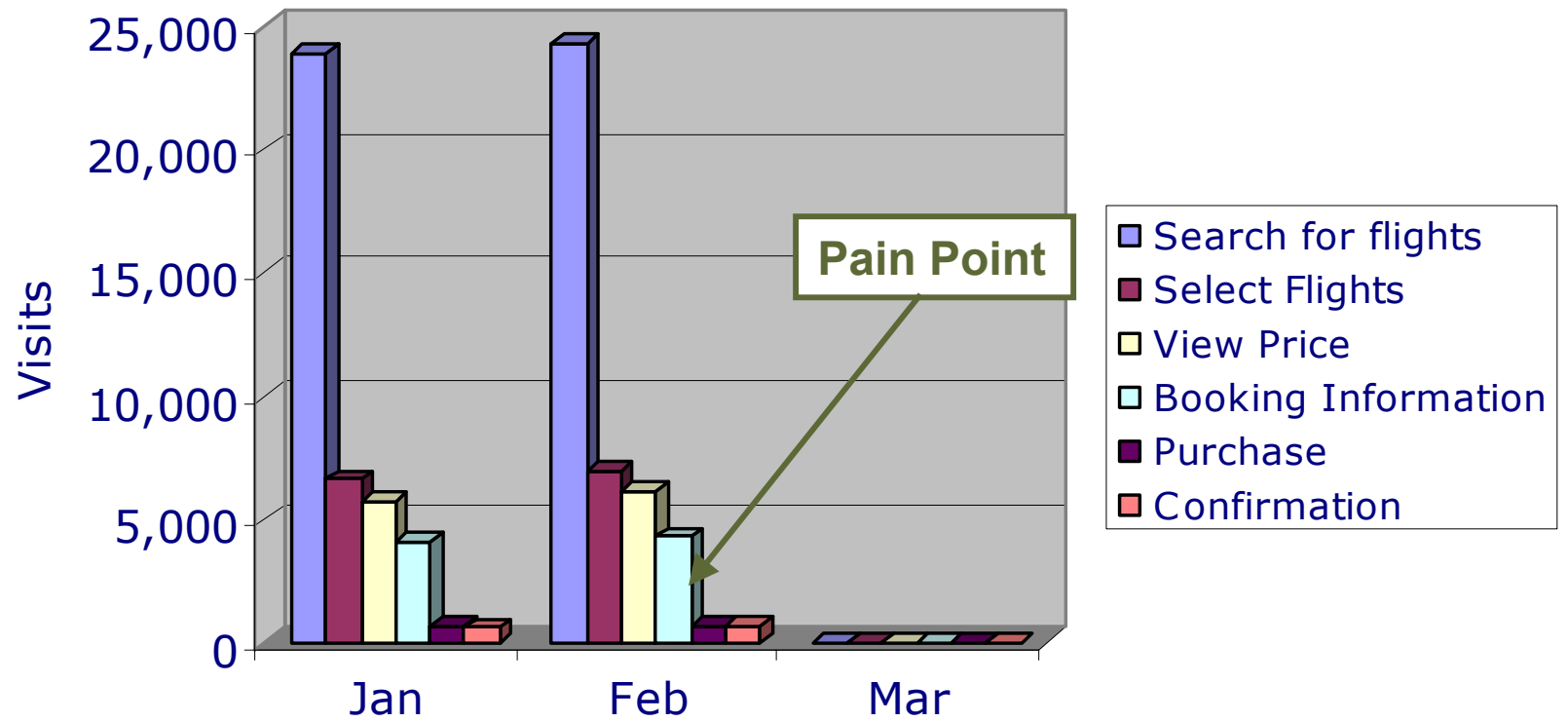
Weaknesses

- Small sample











Credit Card Information

Debit cards **cannot** be accepted

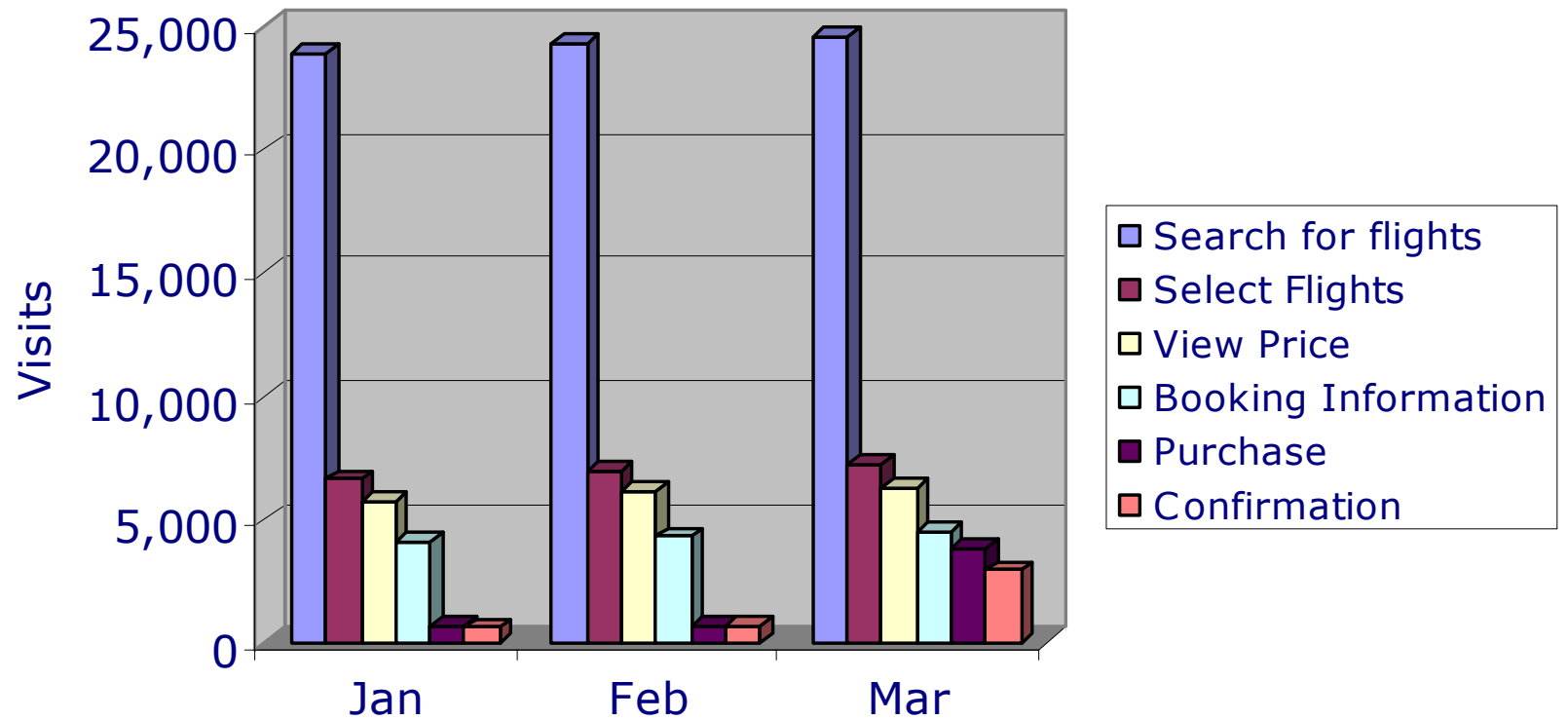
Cardholder First name *	<input type="text" value="Marty"/>
Cardholder Family name *	<input type="text" value="Carroll"/>
Card type *	<input type="text" value="MasterCard"/>
Card Number (no spaces) *	<input type="text" value="543699950010"/>
Card Expiry Month/Year (e.g. 01/2002) *	<input type="text" value="05"/> / <input type="text" value="05"/>
Credit Card Address 1 *	<input type="text" value="The Lightwell"/>
Credit Card Address 2	<input type="text" value="12-16 Laystall Street"/>
City/Town (no numerics) *	<input type="text" value="London"/>
State/County (no punctuation)	<input type="text" value=""/>
Postal/Zip Code	<input type="text" value="EC1R 4PF"/>
Country *	<input type="text" value="United Kingdom"/>



Credit Card Information

Debit cards **cannot** be accepted

Cardholder First name *	Marty
Cardholder Family name *	Carroll
Card type *	MasterCard ▼
Card Number (no spaces) *	*****0553
Card Expiry Month/Year (e.g. 01/2002) *	05 / 05 ←
Credit Card Address 1 *	The Lightwell
Credit Card Address 2	12-16 Laystall Street
City/Town (no numerics) *	London
State/County (no punctuation)	
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Country *	United Kingdom ▼





Thank You!

Any Questions?

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