



Understanding the Customer: Usability & Metrics for Classified Media

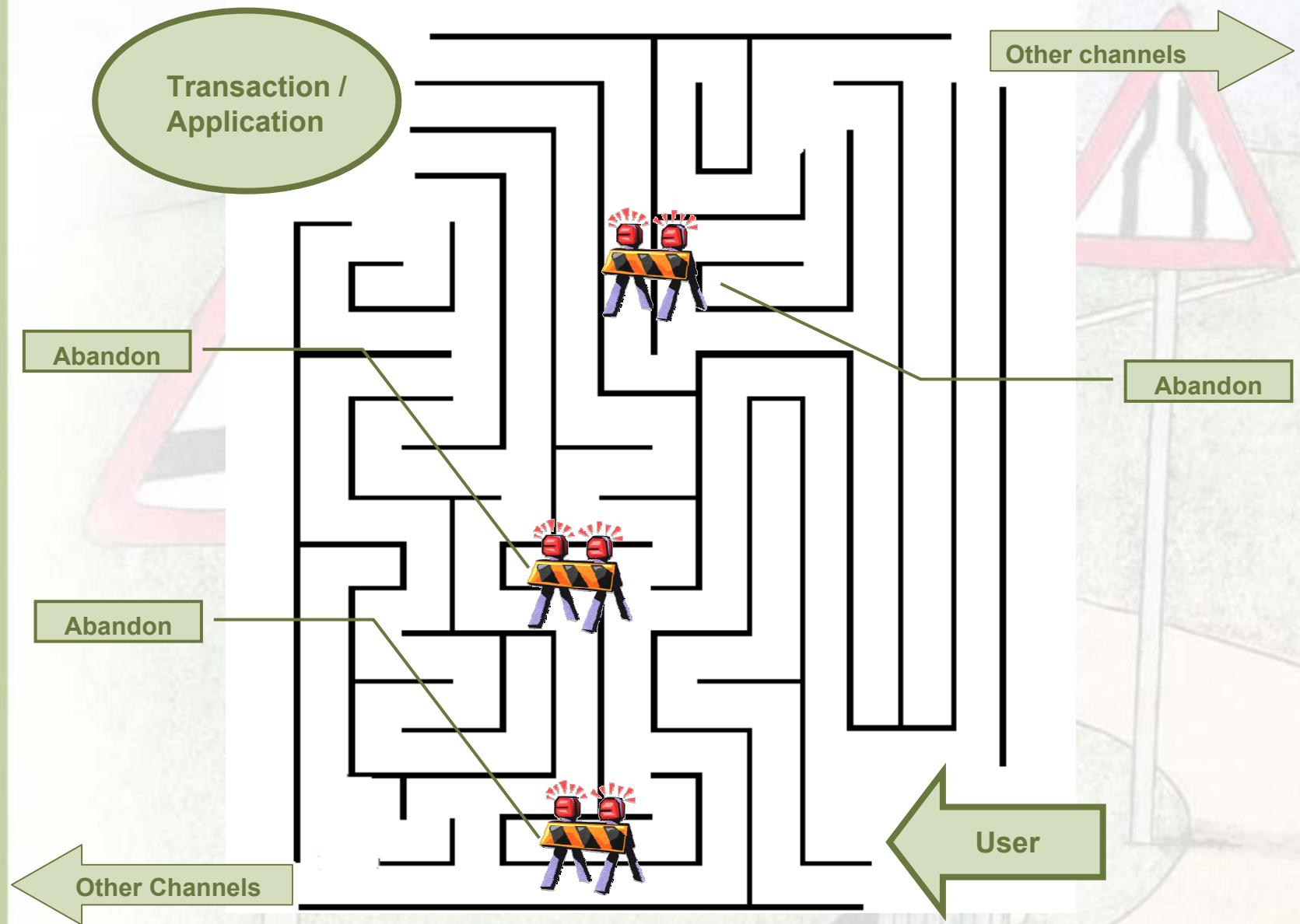
Catriona Campbell



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

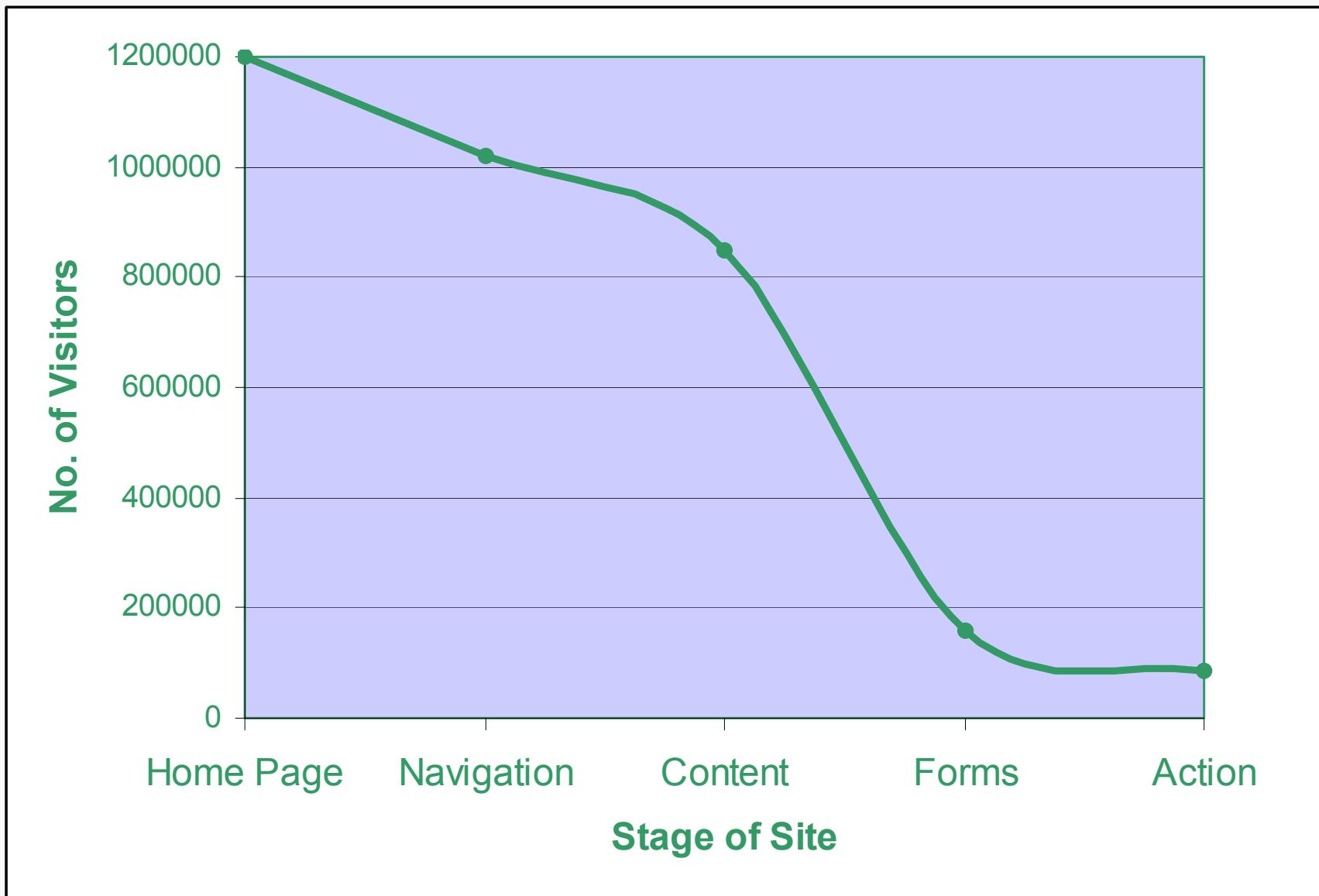


The Website Maze



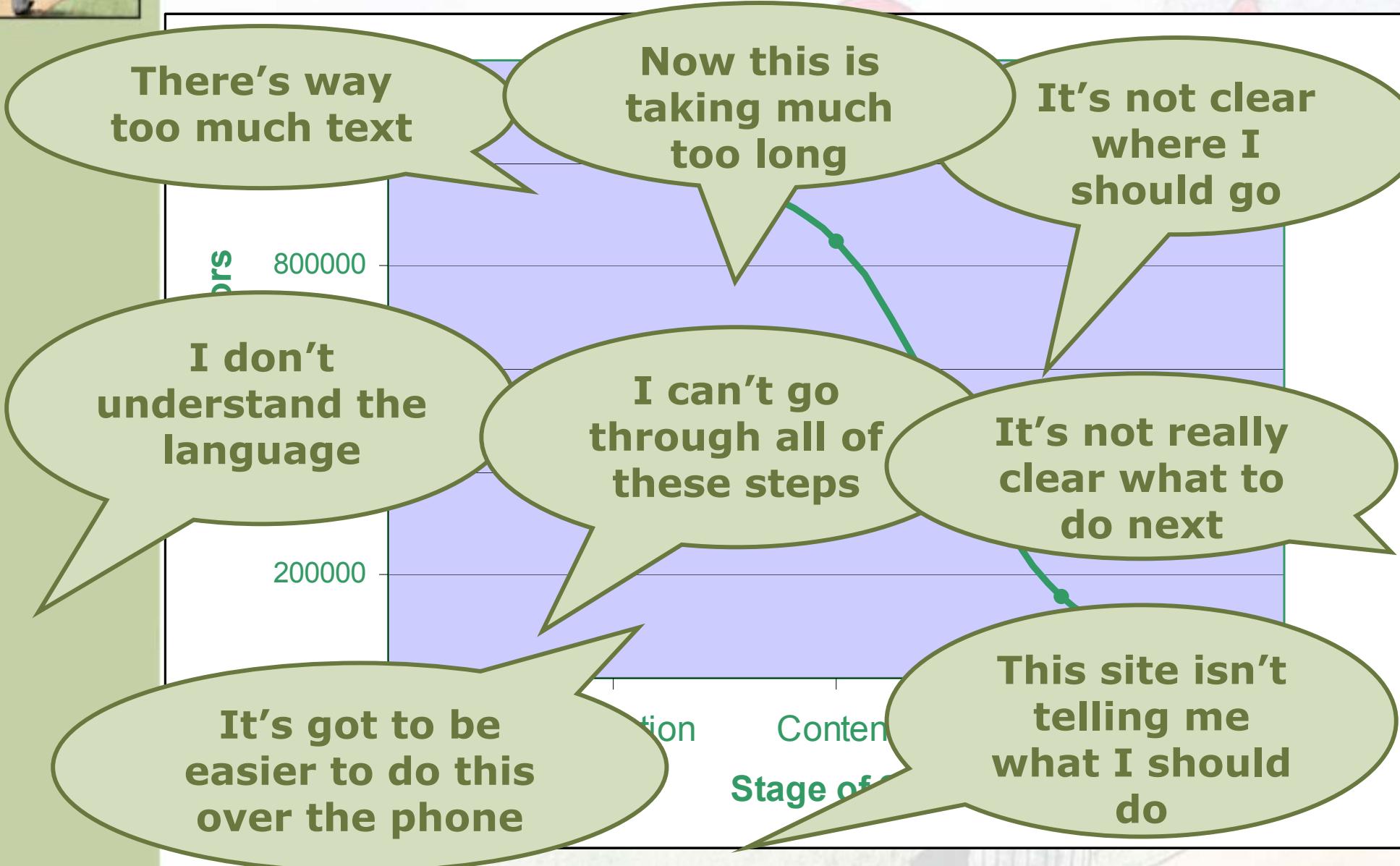


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Conversion Curve





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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

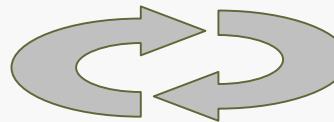


Usability Framework

IDENTIFY THE METRICS



MODIFY THE SITE



ANALYSE THE METRICS

CONDUCT RESEARCH



Date Range Sites Filters Options ?

Designer Store Date Range: Thursday, 15 January 2004

Checkout funnel Row 1-6 / 6

Visit Count

1. Added to basket 1,123

2. Commenced check-out 440

3. Specified gift-wrapping 216

4. Specified delivery 195

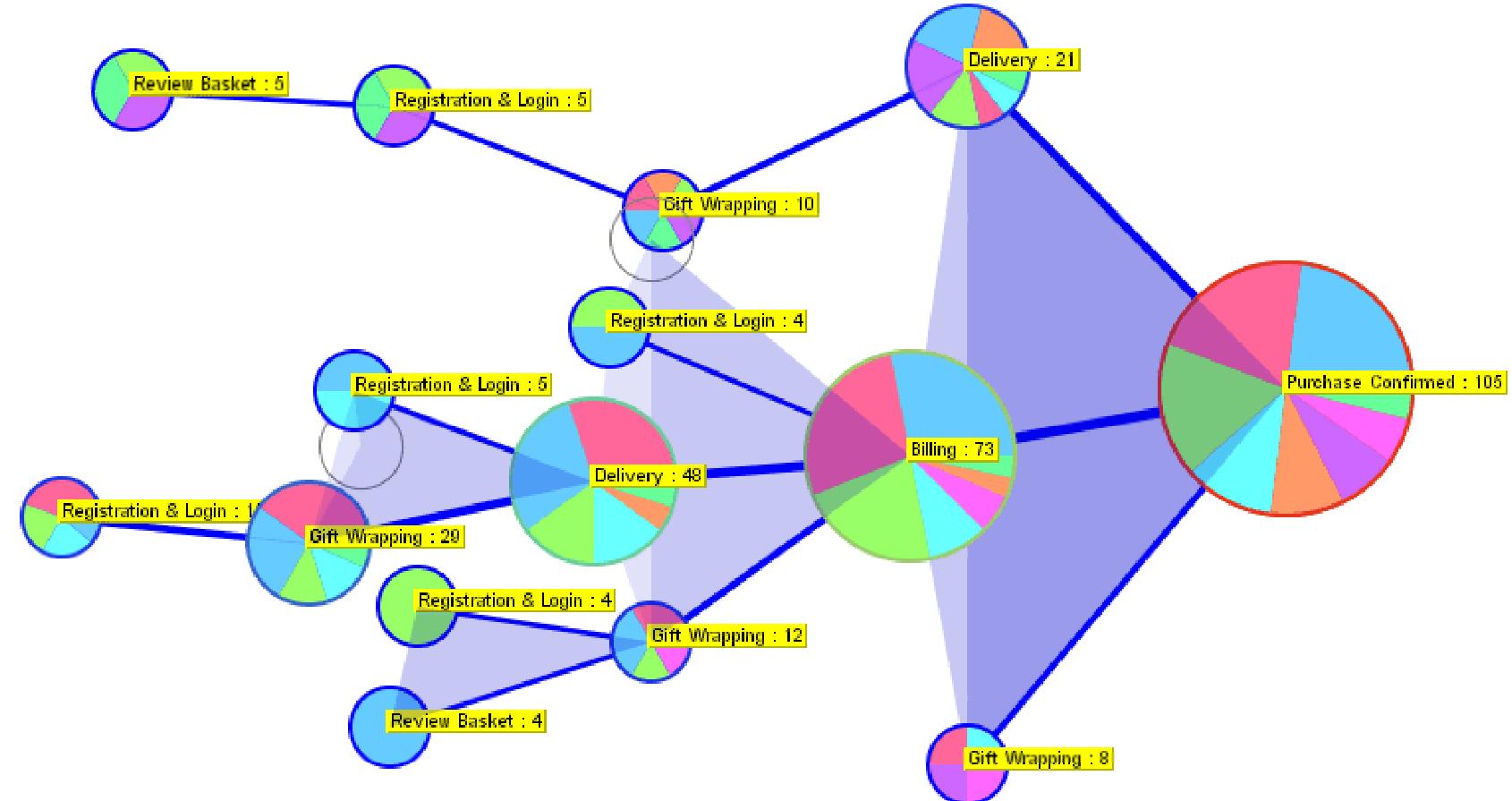
5. Specified billing 124

6. Completed purchase 105

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%

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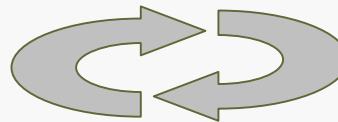


Usability Framework

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

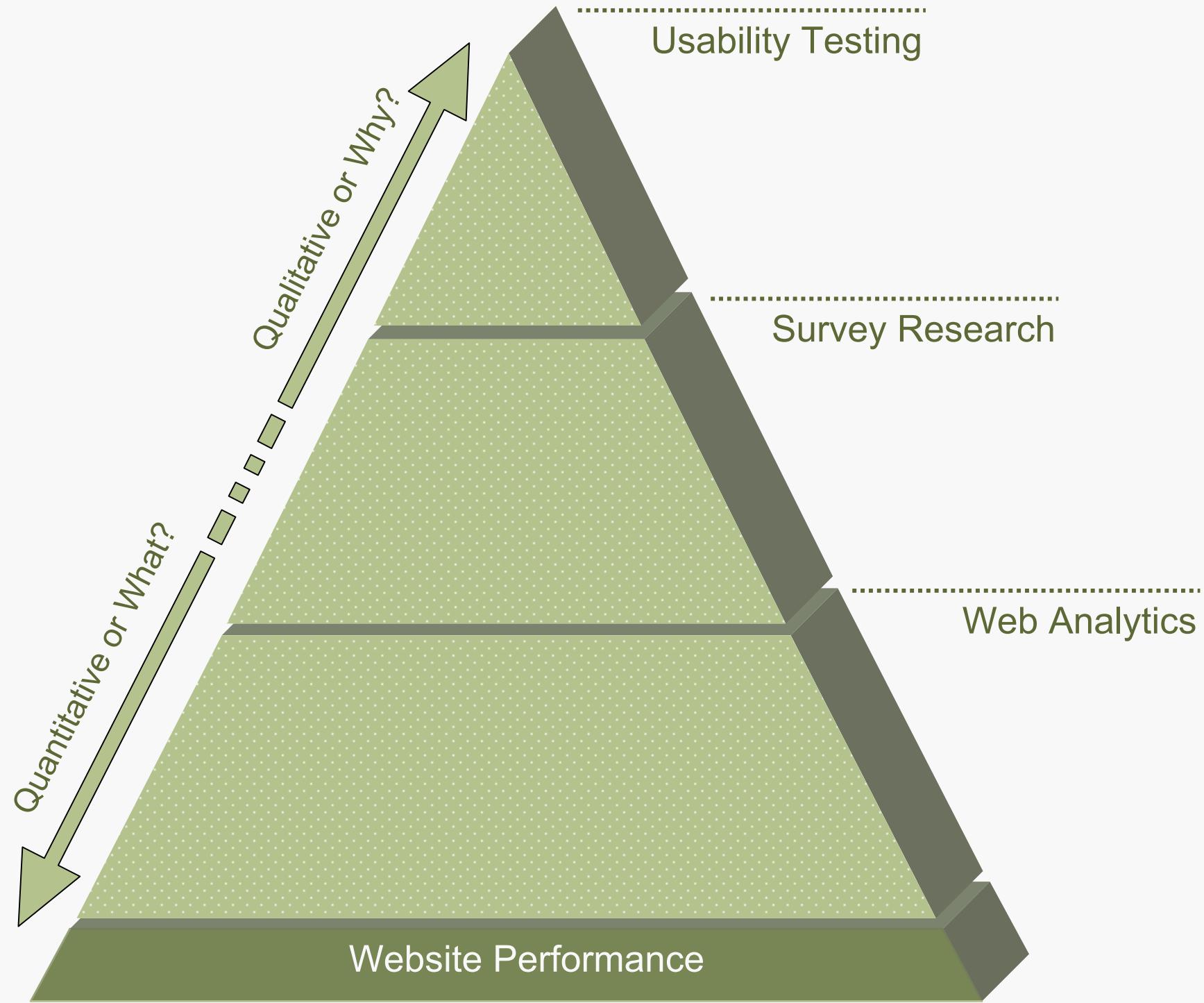
Usability Testing

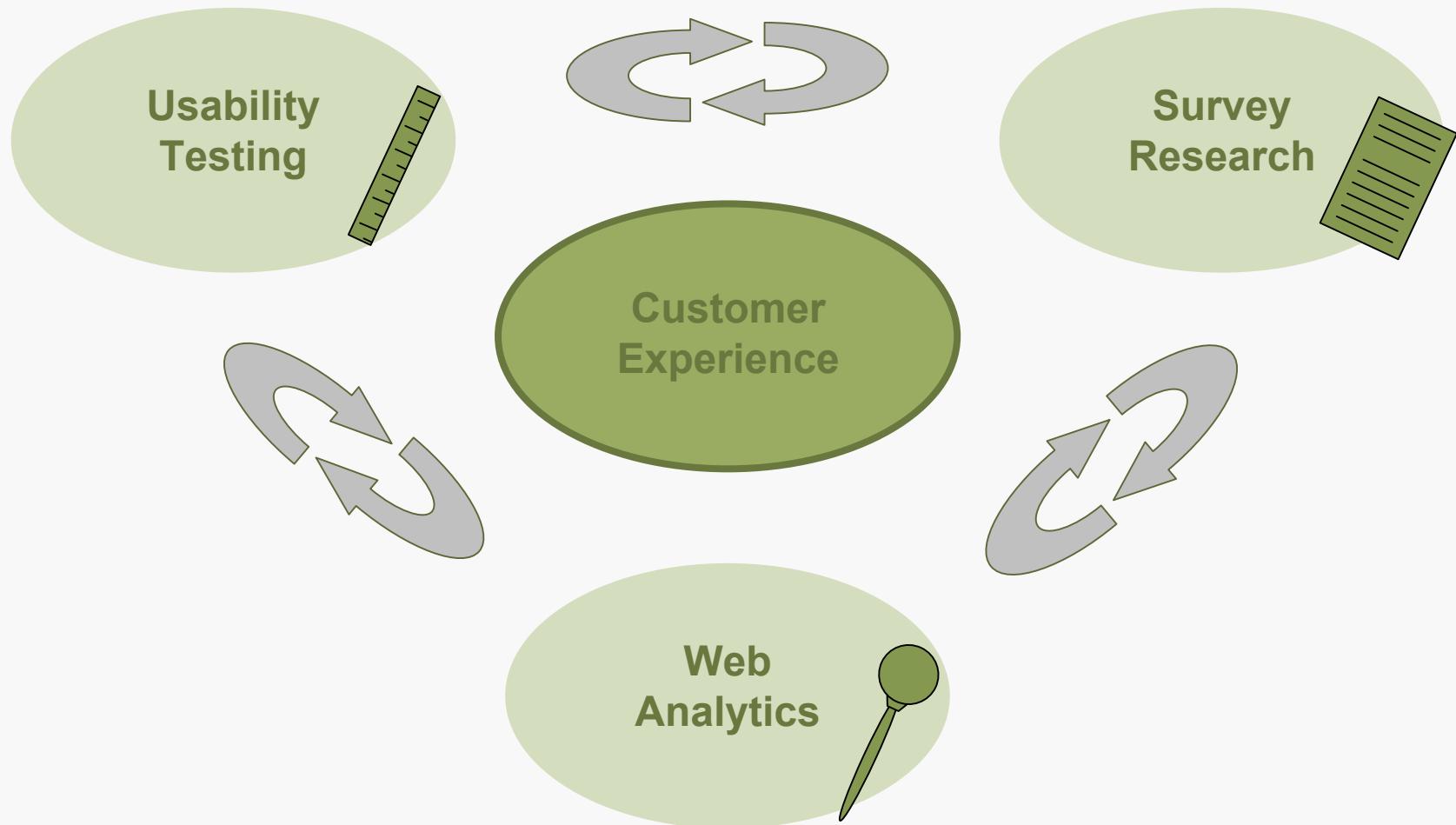
Strengths

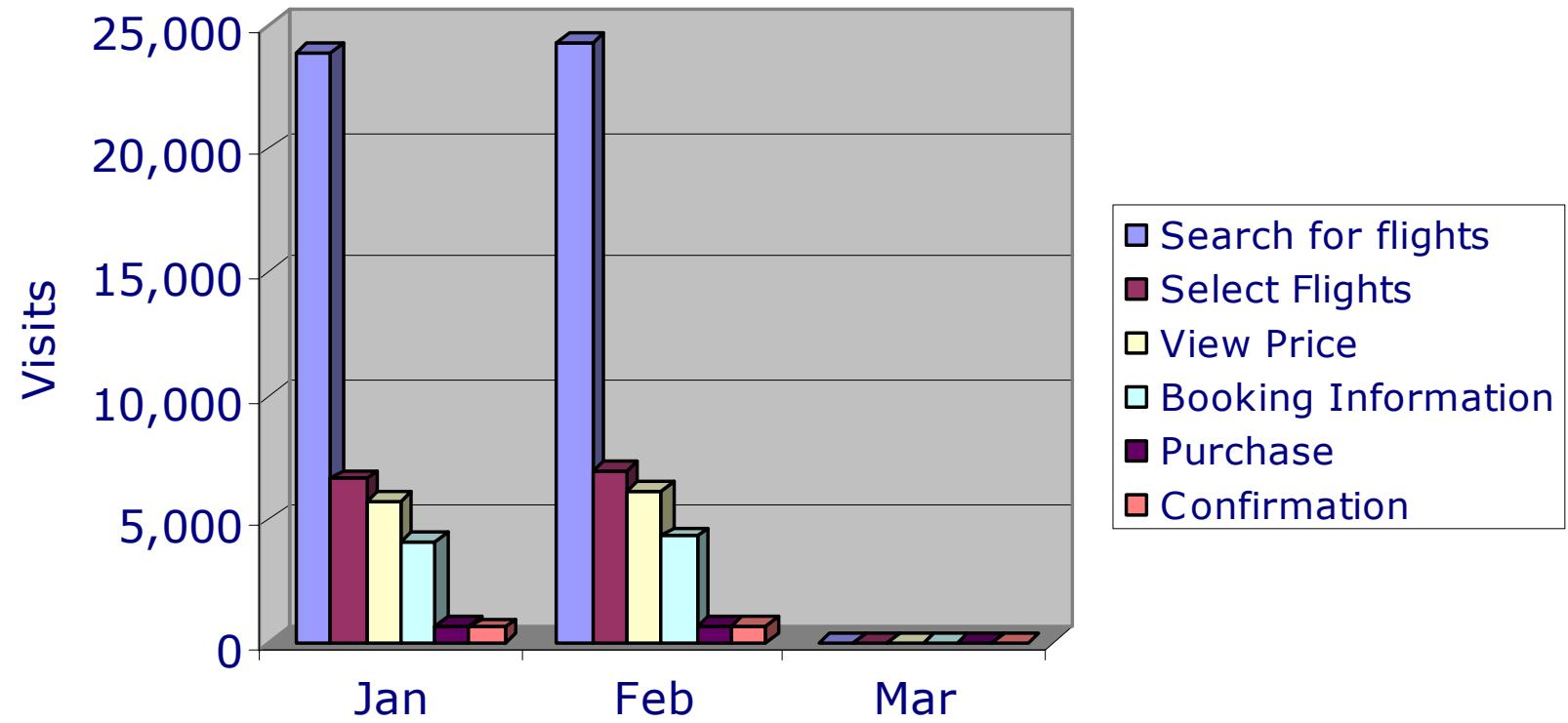
- Deep understanding of thought processes
- Direction for improvements

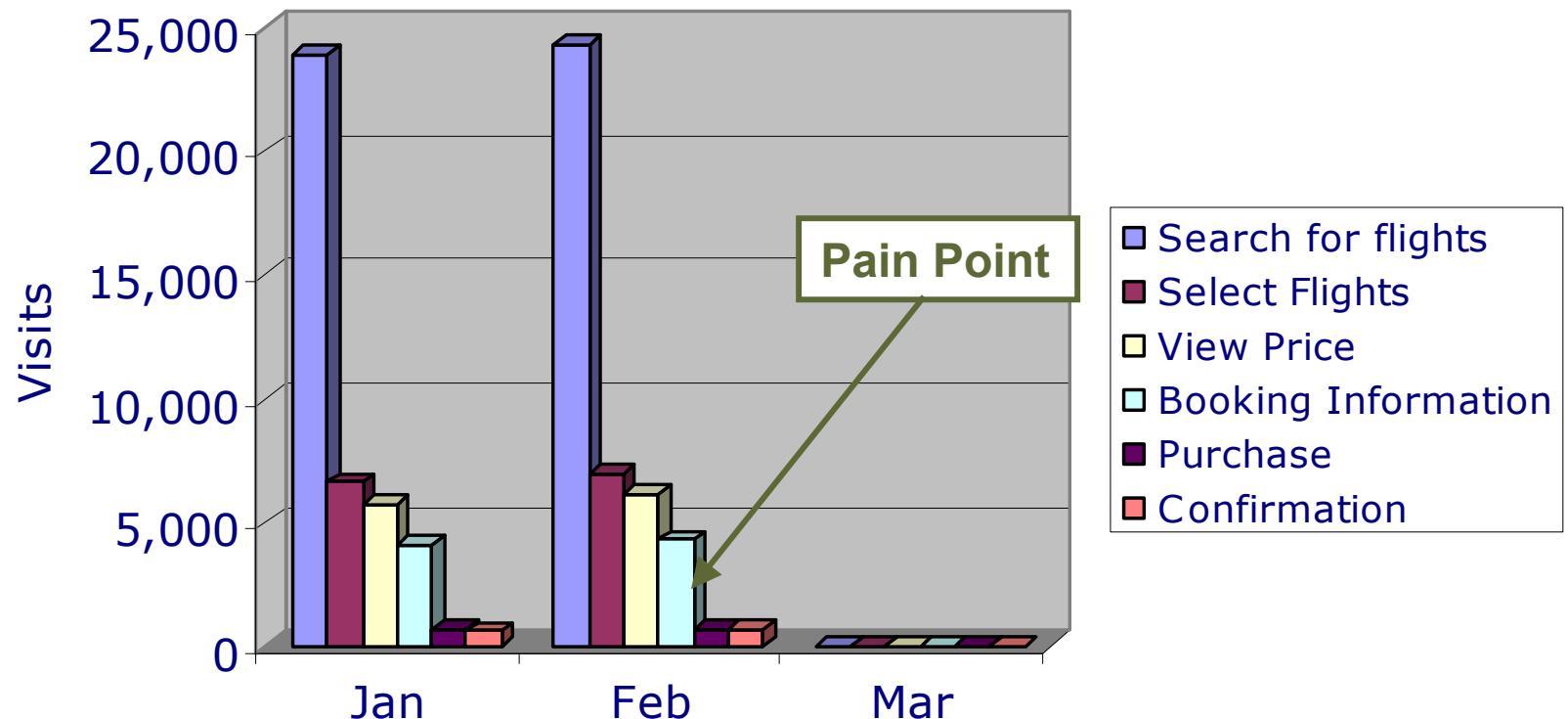
Weaknesses

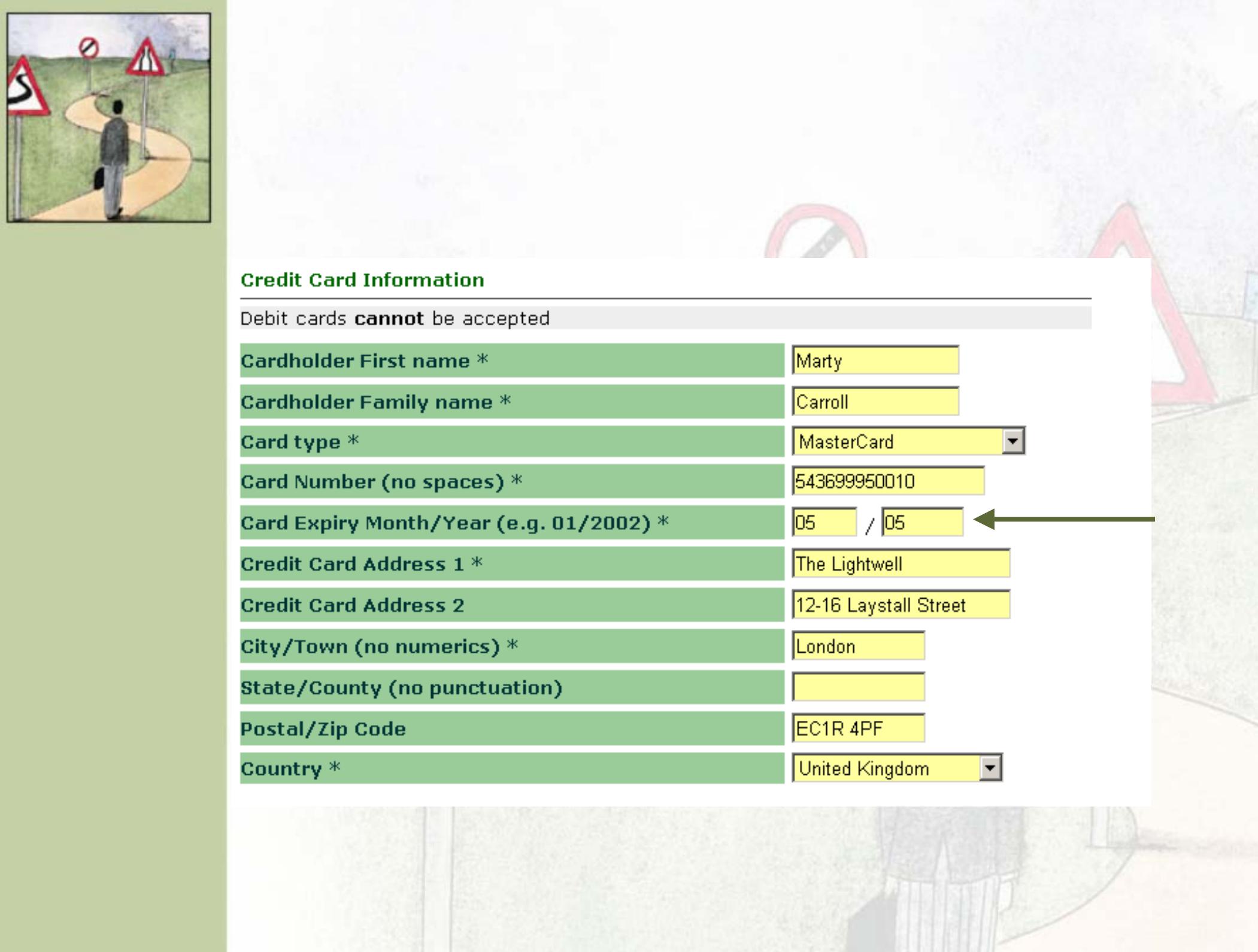
- Small sample











Credit Card Information

Debit cards **cannot** be accepted

Cardholder First name *

Marty

Cardholder Family name *

Carroll

Card type *

MasterCard

Card Number (no spaces) *

543699950010

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)

Postal/Zip Code

EC1R 4PF

Country *

United Kingdom

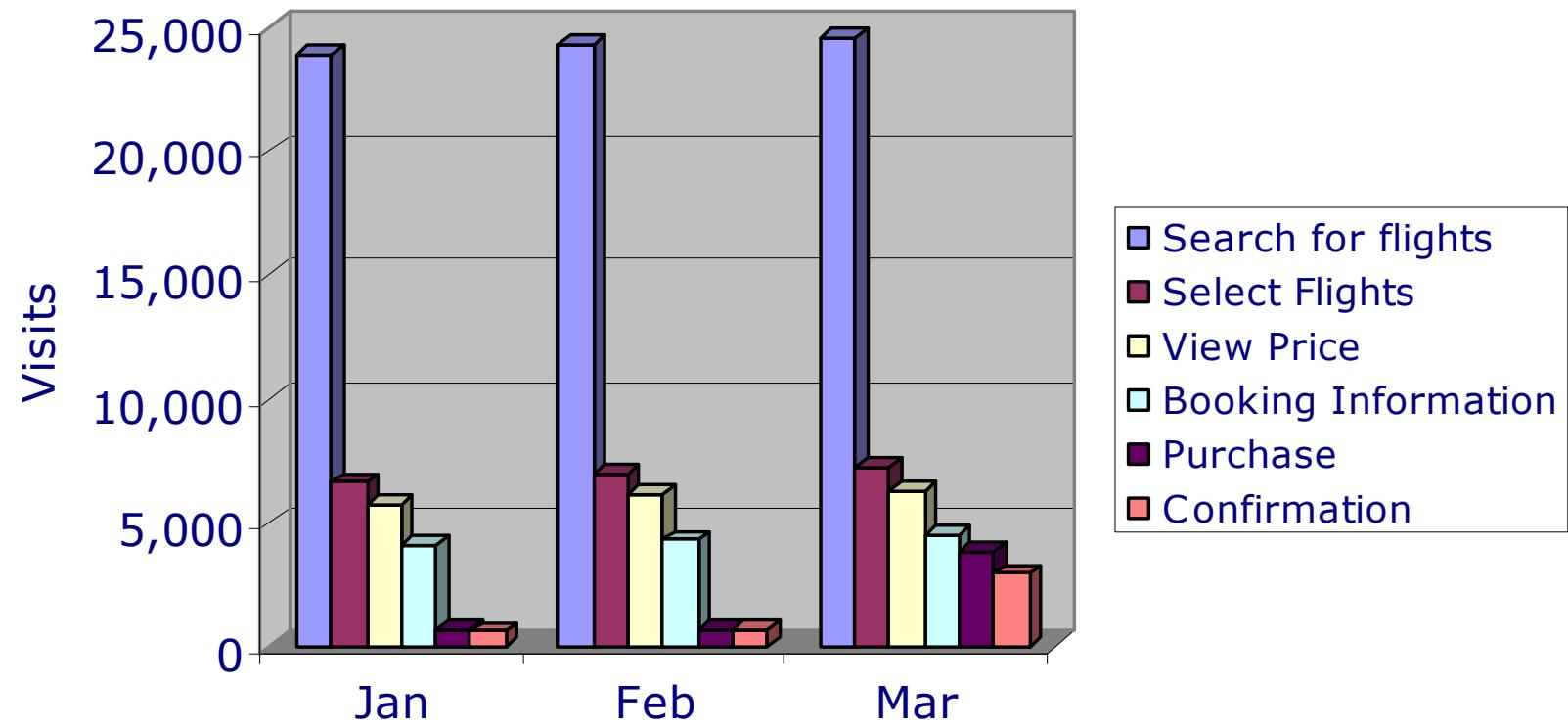




Credit Card Information

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)	
Postal/Zip Code	EC1R 4PF
Country *	United Kingdom ▾





Thank You!

Any Questions?