LEGAL SERVICES NTAP
NATIONAL TECHNOLOGY ASSISTANCE PROJECT

LSC

# Website Usability Testing

## A Guide for Legal Aid Websites

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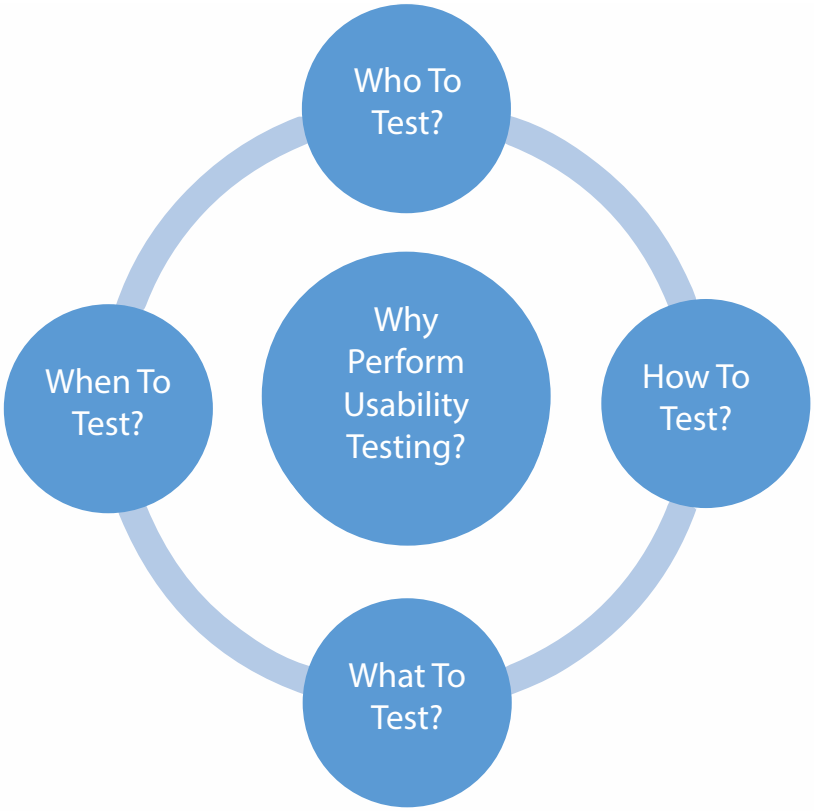
# Website Usability Testing Guide

This guide is designed to assist you and your program to understand the basics of usability and website usability testing. `





# Executive Summary

Usability testing will save staff time, money and administrative overhead by defining what users need, how they find information and what information they are searching for. By listening to users, understanding how they interact with your site or tool, and responding to the needs users actually articulate programs can avoid spending unnecessary time and resources and better serve their users.

## What to Test?

Jackob Neilson defines usability simply as the "quality attribute that assesses how easy user interfaces are to use."[1] One way to measure a sites usability is to measure it against specific standards, such as Neilson's five "quality components" of usability, which will be referenced throughout the guide. These include:

Learnability, Efficiency Memorability, Errors, & Satifaction

## When Should I Test for Usability and Who Should Be Testers?

Testing groups of five users can identify 85% of the usability issues on a site. It is important to engage several testing groups throughout the process to ensure the most complete feedback, and to solicit feedback from current users, as well as groups you are targeting as future users.

## How do I Test for Usability?

The basic process, as outlined in more depth in this guide includes:

**Create a testing script**

The testing script articulates the purpose or goals of your site, the tasks your users per forms to satisfy your site goals, and a set of scenarios in which your user would perform these tasks.

**Identify the metrics you will use**

This allows you to measure how well the users performed the tasks from the scripts you provide. These metrics may include:

- Length of time it takes a user to complete a task
- How well individuals learn and navigate the site
- Errors users make while on the site.

**Determine the best test to capture this information**

- Comparison testing compares two options for their strengths and weaknesses.
- A/B Testing tests for which option users prefer.
- Click testing and heat mapping will help you determine where your users click most

**Additional considerations**

- Staff lead testing (obtaining targeted information from testers), vs monitor users as they navigate the site on their own (avoiding the risk of moderator bias).
- In person testing providing the most controlled environment vs remote testing allowing users the most flexibility.

**Compile test results**

This final step is where you establish a baseline, identify barriers to your users, and make data driven decisions regarding your site.

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1 Nielsen, Jakob. Usability 101: Introduction to Usability. Nielsen Norman Group, 4 Jan. 2012. Web. 18 Dec. 2014. <http://www.nngroup.com/articles/usability-101-introduction-to-usability/>.

The balance of this guide will explore each of these aspects in greater depth, with special attention paid to ways of breaking this process down into manageable pieces.

# What Is Usability and Usability Testing?

A website should be easy and intuitive to navigate for the website user. Jackob Neilson defines usability as the "quality attribute that assesses how easy user interfaces are to use." Although user's opinion of a site can be helpful, usability refers specifically to how well people engage with a website. Neilson develops five "quality components" that we will use throughout this guide as benchmarks for a usable site. These include:

- Learnability: How easy is it for users to accomplish basic tasks the first time on the site.
- Efficiency: Once users have learned the design, how quickly can they perform tasks?
- Memorability: How easily can return users reestablish proficiency?
- Errors: How many, severe and permanent are user error?
- Satisfaction: How pleasant is it to use the design?

Each of these components represent concrete methods to articulate the ways in which your site is, or can be usable, as well as benchmarks to measure your site's usability.

# The Basics Of Usability Testing

In this section, we will discuss the what, when and who of usability testing. what to test, when to conduct user testing, a variety of different types, and who to draw on as testers.

### Exercise: Become the Tester

Usability testing is readily understood by navigating a website as if you were the tester. Perform the exercise below, and answer the questions to get a sense of a simple usability test. Goal: Find information about hosting an exhibit at the next Rudgewick County Show from [www.rudgwicksteamshow.co.uk](http://www.rudgwicksteamshow.co.uk) and answer the following sample questions:


- Were you able to find the correct page?
- Did it take longer than necessary?
- Would you return to this website?
- What are your first impressions?

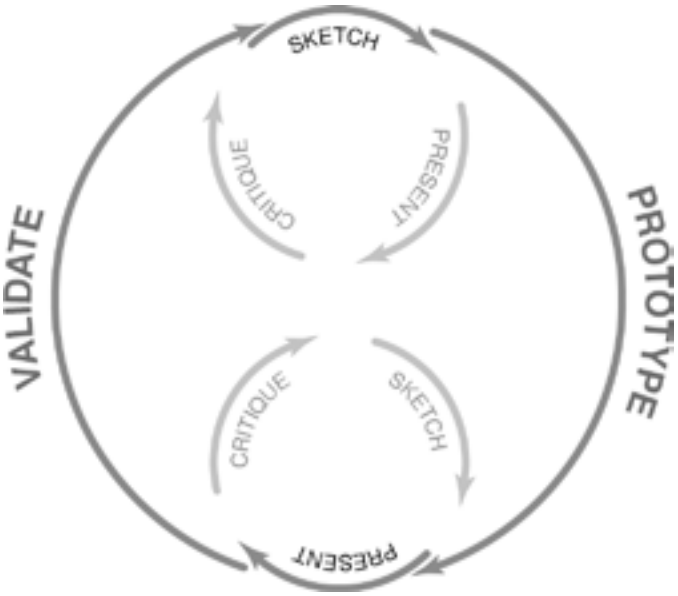
Through this testing you can surface navigation complexity, user enjoyment of browsing the site and other issues. These findings are the foundation of the website's future version (iteration), which will be retested in a process of evaluating and responding to results called the iterative design process (see figure on next page).[2]

2 Diagram of the iterative design and critique process. Warfel, Todd Zaki. 2009. Prototyping: A Practitioner's Guide. New York: Rosenfeld Media.<http://www.rosenfeldmedia.com/books/prototyping/ CC-BY-2.0/>.

# Why Conduct Usability Testing

While website usability testing is conducted for many reasons, primarily, it ensures that people can use your site. If they can't, they will find solutions elsewhere. Usability testing can also help determine:

- The length of time a to complete a task compared with established benchmarks
- User satisfaction
- If users can navigate your website
- Potential problems with website functionality
- Deciding if a design works
- If your website is accomplishing your organization's goals.




# What to test:
# Site goals, user tasks, testing scripts and metrics

When conceptualizing a website we rarely articulate what users must do, instead, we focus on what our site does. Before testing, it is extremely important to articulate your sites' goals and the tasks users must perform to meet those goals. Jackob Neilsen's five quality components- learnability, efficiency, memorability, errors and satisfaction- can help frame your site goals and user tasks.

**Instructions For Iterative Design**
- **Run Usability Tests**
- **Carefully analyze test results**
- **Make changes**
- **Repeat**

**Example Site Goals**
- Receive donations and present mission
- Provide legal information
- Reach out to potential donors
- Pre-screen potential clients
- Provide contact information for your agency

To meet each goal, users may need to engage in different tasks, such as navigating different paths. By articulating your goals in concrete terms, you can focus your site's design and what to test.

**Example User Tasks**

Once you articulate your site's goals and the steps users must take to complete these goals, you must articulate specific questions or tasks. Frame your questions to ensure users can accomplish realistic tasks that reflect concrete goals. Some questions that you could ask include:

- Can a first time user find my agency's mission?
- Can a return user remember how to find my agency's contact information?
- How much time does it take for a user to locate a resource about eviction?
- How many errors do users make when trying to locate the "contact us" feature?
- When users navigate to the wrong page, can they go on to find the information?
- Do users respond differently to a red vs blue navigation element?
- Do users enjoy interacting with the site?

Establishing the tasks users engages in can help create a focused, specific test yielding results you can readily implement. Often a user test will encompass more than one question, however the more specific the questions, even when combined into one test, the more effective the test will be.

### Tester Scripts vs. and Simple Tasks

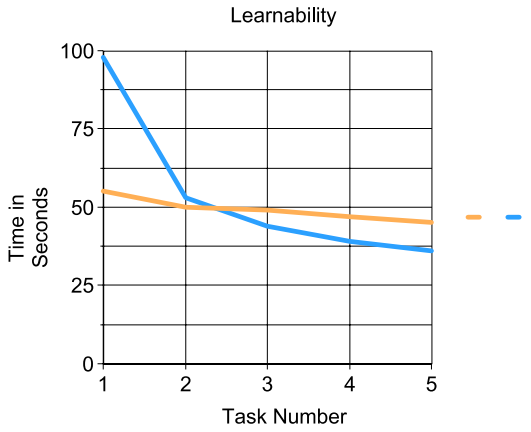
When evaluating your site with testers, there are two broad ways to obtain information. You may give your testers simple tasks to complete or you can use a script and offer your testers real-life scenarios in which they use your site to access information.

| Tester Script | Simple Task |
|---|---|
| Context around tasks users should perform:<br>• You received a three-day notice of eviction and need information, what would you do? | Concrete instructions:<br>• Download information about evictions.<br>• Create an account. |

### Testing Metrics

Once you have identified what you are testing, you must determine what metrics to collect. Your metrics will impact the type of test you conduct. Below are metrics you can collect, broken down by quality components which were introduced earlier.

**Learnability: How easily a user can accomplish a basic task the first time on the site.**




Measure learnability by recording how quickly your testers learn to use your website. Monitor the clicks or amount of time it takes your users to accomplish given tasks. Typically, the first task should take the longest as the user adjusts to your website. Be sure that the tasks used to measure learnability take close to the same amount of time for the ideal user.

**Memorability: How easily can return users reestablish proficiency.[3]**

Measure memorability by testing a user on your website, and then testing them again after some time has passed. Can they complete the tasks quicker or with fewer clicks than their first attempt? You can also conduct post test surveys to ask users about your interface. For instance, ask them to identify your icons, and what those icons represent.

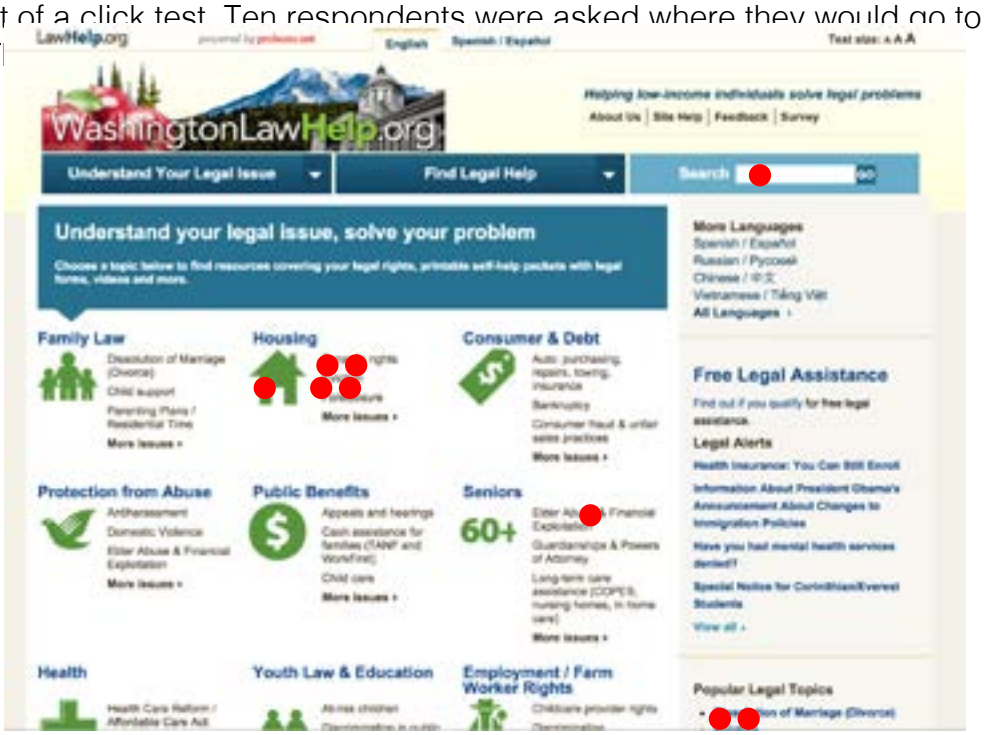
**Use Tools You Have!**
**If you use Google Analytics, check out the In-Page Analytics Click Map. Find out what your org uses for surveying.**

3 http://www.tnl.net/blog/2003/06/19/usability-101-memorability/

**Efficiency: How effectively your users interact with your website.**

Measure efficiency by counting mouse clicks, mouse movements or times spent completing a task as recorded by a usability platform or program. The more mouse clicks/movements to complete the task, the less efficiently the user is interacting with a site. You can create a simple remote click test on sites such as UsabilityHub.com or in your analtytics platforms to determine where people click when asked to find information.

Below is the result of a click test. Ten respondents were asked where they would go to find information about evictions. T




**Errors: How many, severe and permanent are user errors on the site.**

Measure errors by the number of times a user navigates to the wrong page or chooses the wrong page when asked where information can be found. While this is not a 'fail' and often users will go on to successfully complete the task, the number of errors can highlight areas of improvement on your site.

There are several different types of errors to be mindful of:[4]

- **Slips:** When a user mistakenly presses the wrong key- reduce data entry to avoid these errors.
- **Mistakes:** users enter incorrect information.
- **User Interface Problems:** Users navigates to the wrong place to find information.
- **Scenario Errors:** Errors in the testing script that wouldn't affect real users.

**Satisfaction: How pleasant is it to use the design?**

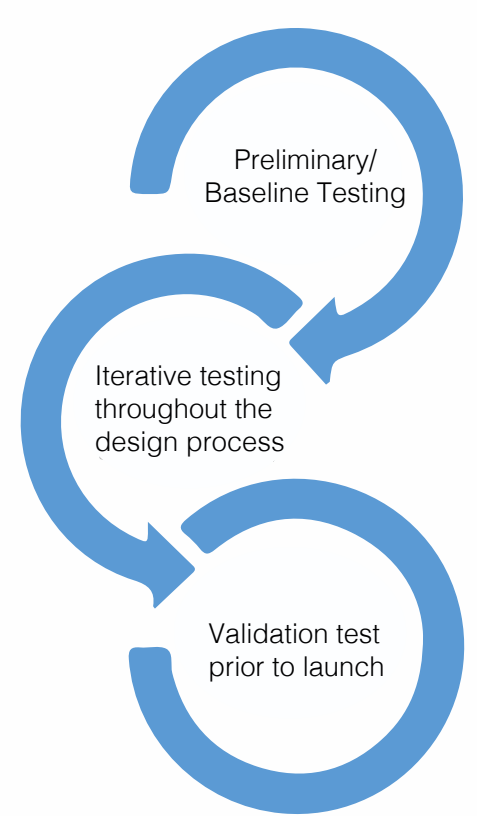
Measure quantitatively, as on a survey scale, or qualitatively, such as feedback from open ended questions to solicit feedback about how much the user enjoyed the experience. We have included a sample satisfaction survey at the end of this guide.

4 http://www.measuringu.com/blog/errors-ux.php

# When to test- Beginning, Middle and End

Usability testing is a priority when launching a new project, and it is vital to test your interface at each level of the design process. You should conduct user testing when:

1. Creating or redesigning a site;
2. Changing the goals of your site (i.e.:, adding donation capacity to your site);
3. Adding new content, tools, or functionality to your site;
4. Changing or adding navigation elements;
5. Conducting annual evaluations of your agency;




# How to test- Types of usability tests

Each type of usability test is best suited to answer a particular type of question. Articulating your testing question and knowing which test best responds to that question is key to your test's success. Although some distinctions below are artificial it is helpful to familiarize yourself with the various tests before creating your own.

### Test Type: Exploratory or Formative Usability Testing

**Scenario:** In the initial phases of development you want to judge users reactions to the design.

**What/Why:** Exploratory usability tests are done early in the design phase, often using paper prototypes.[5] This type of test requires a lot of interaction between the moderators and the testers. It can help surface

- Users expectations of the site
- Users ability to distinguish between elements of each page
- User value of the functions the site presents

These tests typically yield information about user needs and enhancement ideas for the process and next iteration. Obtaining early testing results enables you to begin the design process fully informed with the exact needs of your users, saving your time, money and work throughout the process.

**Keep all of your usability testing documentation - This is an iterative process, and you will want to use your initial test for any subsequent changes you make!**

**Types of Questions/Prompts:**

- Think aloud while looking at screenshots/prototype of the website.
- How would a tester conduct realistic tasks?
- To gauge user's understanding of the site, what assumptions do they have about the purpose/function of the site?

5 Paper prototyping: a baseline prototype of the interface is given to the users, and they are able to change and make edits on the spot. Often used in early stages because they are easy and cheap to make. http://usabilitygeek.com/paper-prototyping-as-a-usability-testing-technique/

- Does anything confuse the tester?
- Additional features or enhancements- what do testers like/don't like?

### Test Type: Assessment Test

**Scenario:** You chose a design for your website and you've just implemented your first prototype, you want to know if it's working as planned.

**What/Why:** These tests are done early on or midway through your design after your early concepts are implemented. The assessment test helps you evaluate the effectiveness of your website. You may want to do several rounds as you make changes.

**Types of Questions/Prompts:**

Ask your user to complete a specific relevant task like complete a triage survey.
Where would you go to make a donation?
In this part of the test, the moderator should try to stay out of the way and not interrupt the test taker.

### Test Type: Validation Test or Verification

**Scenario:** You are about to launch your new website!

**What/Why:** Validation tests ensure your website meets certain standards. Set benchmarks for how long tasks should take and evaluate your users against these benchmarks. This quantitative data is measured and can help identify any problem areas.

"Launch Button" by Steven Depolo CC by 2.0

**Types of Questions/Prompts:**

- Create an account
- Complete pre-screening eligibility survey
- Navigate to a specific page
- Benchmark: 5 minutes

### Test Type: A/B Testing or Comparison Testing

**Scenario:** You have a few options in design layout or navigation.

**What/Why:** When deciding on a unique, limited site decision (such as the color of a navigation element, or the wording of part of your site) A/B testing can be very instructive. This is also helpful in site redesigns when users can test your current site and compare it with a new version of the site. You can compare both sites through user feedback including strengths and weaknesses as well as navigation error rates and time to ultimately create the strongest site. This establishes the option that provides the better user experience and which enables users to complete tasks most efficiently.

**Types of Questions/Prompts:**

- Users complete concrete realistic tasks.
- Observe users engaging with each task measuring time it takes to complete each task
- Which option does the user prefer?

**Check out the Heuristic Evaluation form at the end of this guide to get started!**

### Test Type: Heuristic Evaluation

**Scenario:** You want to compare your website's interface against a set of widely accepted principles

with a few people to assist.

**What/Why:** Heuristic evaluation involves a small set of evaluators examining an interface and judging its compliance with usability principles or "heuristics".[6] Use a heuristic evaluation form to help you identify key problems (form attached). According to Nielsen, just 5 evaluators can detect 85% of errors with this method!

**Types of Questions/Prompts:**

- Create realistic tasks users can accomplish on your website
- Use the attached heuristic evaluation form to document each tester's experience.

### Test Type: Self Test/Self Audit

**Scenario:** You want to test your site's usability, but you have limited time and resources.

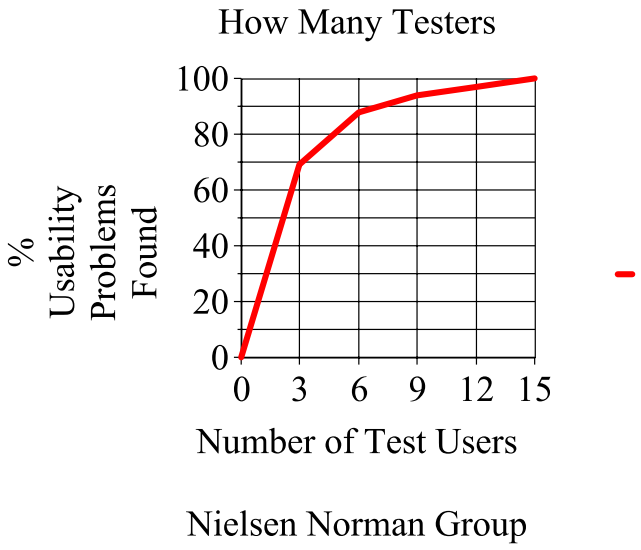
**What/Why:** A self-audit can help you find usability problems. By looking at your site objectively, using the Heuristic Evaluation form to find potential problems, writing questions and testing yourself you can easily surface issues that impact your site. See tech tips in rectangular boxes throughout this guide for additional resources.

**You only need 5 users to uncover 85% of major usability problems**

**Types of Questions/Prompts:**

- How does the site look on mobile devices?
- Is it easy to find content on my site?
- How does it look to people with visual impairments?
- Is it screen reader accessible?
- How long does it take to complete x or y-task?

# Who to test- Participants




The idea of finding individual participants to test your site can be overwhelming and a stumbling block to routine user testing. However you do not need hundreds of testers to obtain good information.

**The Nielson Norman group indicates that 5 users can uncover 85% of the major usability issues, and 15 users can find 100%.[7]**

### How many testers will I need?

The same studies suggesting small testing groups also stresses the need to conduct several rounds of testing on your site.

If you are testing at several stages (i.e.: beginning and during your design process, and prior

6 Nielsen, Jakob. "10 Usability Heuristics for User Interface Design." 10 Heuristics for User Interface Design: Article by Jakob Nielsen. Nielsen Norman Group, 1 Jan. 1995. Web. 19 Dec. 2014. <http://www.nngroup.com/articles/ten-usability-heuristics>.

7 Nielsen, Jakob. "Nielsen Norman Group." Why You Only Need to Test with 5 Users. Nielsen Norman Group, 19 Mar. 2000. Web. 19 Dec. 2014. <http://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>.

to launch) consider testing with multiple groups at each point.

With these small and agile groups, it is important to define your audience and find representative users. Most sites have several user types, such as clients, advocates, community members, and the press. Your user testing should reflect each of the user types accessing your site. If you do not know who is using your site, look at your analytics, or engage users from groups you want accessing your content.

## Mediated vs. Unmediated testing

| Mediated | Unmediated |
|---|---|
| Staff person walks the tester(s) through a series of tests and follows a script | Less structured allowing the user to act naturally with minimal input |
| Script describes the test, handles user questions, and concludes the test | You may choose to record a user's screen or monitor their clicks to evaluate how they use the site |
| Moderator says and acts exactly the same to avoid bias | You can follow-up with a debrief or focus group with a moderator |

## In-person testing

In person testing allows you to see and interact with users in real time, with minimal barriers. If you choose to test your site with in-person testers (where you monitor and your testers share a physical space) there are a few options:

- Hallway testing: Engaging 5-6 randomly selected people to determine if there are issues so large untrained users cannot navigate through them. Because of this, users should not be familiar with your site.
- Focus groups: Engaging 5-6 participants to participate in a more formalized setting to conduct testing. Typically these users have more familiarity with your site, and you may conduct different focus groups with different users groups.
-

### Where to conduct the test

In-person user testing can be conducted anywhere comfortable to a user. Many agencies establish formal focus group sessions held in an office or a conference room. If you choose a formal setting consider factors such as the room configuration (i.e.:a classroom style, or circle/horseshoe). Just remember in-person testing does not have to be formal- you can engage clients in a waiting room with a staff person and a laptop, so long as you have a script.

## Remote testing

Remote testing allows you to conduct usability tests with the participants utilizing their own computers through online usability programs. Although these can be customized, overall the tests are between 15 and 30 minutes and contain 3-5 tasks per test. They can be moderated or unmoderated, depending on your needs and the platform.

Benefits of Remote Testing:

- eliminates the need for physical space
- encourages a larger more diverse group to engage
- generally less-expensive than in-person testing
- test can stay open longer.[8]

There are a lot of resources that can assist you, for a list of some of the more popular and helpful, see the Remote Resource Fact Sheet attached to this guide.

# Outcomes of your test- Evaluation

After completing individual tests the next step is to compile and carefully examine the results. This includes the structured and unstructured feedback, results from remote testing platforms, and additional feedback. The results will help you move your project to the next stage. Some examples of issues you are looking for could include:

- Barriers to users completing the task/fulfilling the site goal
- Issues occurring multiple times within a user group
- Issues occurring multiple times across user groups
- Expressed preferences when conducting A/B testing
- Common user-characteristics for users who successfully completed a task
- Common user-characteristics for users who could not complete a task, or who had additional issues in completing a task.
- The amount of time it took users to complete tasks

From this information you can establish a baseline, begin to make educated and data driven decisions and compare the effectiveness of any future change.

8 "Remote Testing." Remote Testing. N.p., n.d. Web. 19 Dec. 2014. <http://www.usability.gov/how-to-and-tools/methods/remote-testing.html>.

# Attachments



# Testing Checklist

- [ ] Written copy of your website goals
- [ ] Written copy of tasks users take to accomplish your goals
- [ ] Written copy of situations in which users would engage in these tasks
- [ ] Metrics you will capture during the test
- [ ] Selected test type
- [ ] What point(s) during you project your tests will take place?
- [ ] Number of testers you will need
- [ ] If a moderator is involved: Moderator Script
- [ ] Are you conducting an online test or a paper test?
- [ ] Paper prototyping: have your own version of the prototype and materials for testers to create additional versions
- [ ] Online testing: Select a platform for testing and create the test itself
- [ ] In person testing: Reserve a space and technology if needed
- [ ] Compile all the testing results
- [ ] Measure against your selected metrics
- [ ] Determine if your users can successfully complete the user tasks, and if these tasks satisfy your site goals

# Goal, Task, & Script Worksheet

*This is a worksheet for you to use as you plan and conduct your testing. You may want use one sheet per goal/task and script to obtain the most granular results possible.*

Site Goal:

User tasks (what must the user do to satisfy the goal):

Testing scripts (describe a situation in which a user would engage in the task above):

Metrics (what indicates that a user successfully accomplished the task):

Test to conduct (which test best captures the metrics.):

**When you are conducting this test:**

- ☐ Beginning for baseline
- ☐ During the project for diagnostic purposes
- ☐ End of project for summative reporting

Number of testers needed:

Is this test Moderated ☐ **or** Unmoderated ☐
*Please attach or link a script to this sheet for any moderated tests*

Is this an online test ☐ **or** a paper prototype test ☐
*Please attach or link a version (in any format) of the test text you created.*

☑ Please make a note to take pictures and scan any paper prototype tests and attach or link them to this sheet.

☑ If this is an online test, please provide a description of the platform you are testing, and how you are collecting the metrics you identified above:

Is testing in person ☐ **or** remote ☐

In person testing: please describe where the training took place

Please provide a description of the testers you engaged

Online testing: What platform did you use?

Please provide a description (or attach/link) the results of your testing, answering some of the following questions:

Were your testers able to successfully complete the tasks?

What were the barriers? Successes?

Were the tasks sufficient to meet the goals of your site?

What are the changes (if any) you plan to make, and what is your timeline?

What surprised you in the testing?

# Sample Moderator Script

Please feel free to change the script to meet your needs, both for in person and remote testing. This script was adapted from http://sensible.com/downloads/test-script.pdf.

**Set Up:** Computer terminals with microphones and screen recorders enabled. You can change the testing set up to meet your needs, please change the script to reflect any changes. If you are using recording devices (audio or screen recorders) please prepare and disseminate a Recording Permission form. You may also elect to prepare a non-disclosure form if you feel it is necessary.

**Introduction:**
*Participants sit down, browsers are open to Google or other neutral page (not the site to be tested)*

Hello, my name is, _____ and I am a _____ at _____ *(introduce anyone else- if there are observers in another room, let the testers know)* and I'd like to welcome you all today, and thank you for agreeing to participate. Before we start, I'd like to cover some information with you. You probably already know why we've asked you here, but let's review so we're all on the same page before we start. We are asking people to use the web site we are *[working on/changing/creating/etc]* to understand how you would naturally use the site. This session should take about an hour. Just to clear, we are testing the site, we are not testing you. You cannot do anything wrong, or make mistakes during this hour. Please don't worry about hurting our feelings during this time. We are looking for your honest reactions so we can continue to make improvements and work on the site.

If you have any questions

please ask. I'll assist as much as I can.
**OR**
please just do the best you can. We are trying to see how people do when left alone on the site.

If you still have questions at the end, feel free to ask them after the testing is complete. If you need to take a break at any point during the testing, please let me know.

*Optional: You may have noticed the microphones when you sat down. With your permission, we are going to record what you say, our conversations and what happens on the screen during this test. Please think out loud, say what you are looking at, what you are trying to do and what your thoughts are during this test. We will use the recordings to help us get a better sense of your experience and help us improve the site. It will only be used by people working on this project. We've asked you to sign a form allowing us to create and use these recordings, [as well as a non-disclosure agreement, that says you won't talk about your testing here today, since the website is not public yet]. Does anyone have any questions about the form(s)?*

**Collect the agreements, and start the audio/screen recordings if you have not done so.**

## Tester Interview Questions

**These can be customized to meet your needs, you may also want to this as a form for the participants to complete.**

Are you employed? Who is your employer? If you're not employed, tell me a little bit about what you do during the day.

Roughly, how many hours do you say you spend using the internet each week? This can include looking at websites, emails both at home and at work?

How much of that time do you spend on emails? Just as a rough percentage. And the rest you spend looking at websites?

What kind of sites do you look at when you're online?

What are your favorite websites?

*Thank you so much, now were are going to start looking at parts of the site.*

## Interview Testing

**Click on the bookmark for the site's homepage**

Looking at this page, what strikes you about the page? Whose site is it? What do you think you can do here? Feel free to look around, please just don't click on anything yet. *[Optional: Please share what you see and what you're doing].*

**This can continue for 3-4 minutes.**

Thanks.

## Testing Scripts

I'm going to ask you to do some specific tasks, and read some situation where you may need to use the site. Please then navigate the site without using search so we can learn about how the site works. [Optional: As much as possible, try to think out loud as you go along.]

**Provide testing script and read it aloud. Allow users to proceed until there is no longer valuable information produced or users become very frustrated.**

Thanks, that was very helpful.

**Repeat for each testing script**

Optional: Please excuse me for a minute, I'm going to see if the design team has any follow up questions. Call observation room for any follow up questions and ask them to the group.

**Ask any questions you may have from the tests.**

## Complete the testing

Do you have any questions about what you just did, or anything you'd like to follow up on now that the test is over?

**Provide incentive/remind them it will be sent to them. Stop screen recorder and save files. Thank participants and escort them out of the testing room.**

# Heuristics Evaluation Form

By Date

**1. Visibility of system status**

- Always keep users informed about what is going on.
- Provide appropriate feedback within reasonable time.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**2. Match between system and the real world**

- Speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms.
- Follow real-world conventions, making information appear in a natural and logical order.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**3. User control and freedom**

- Users often choose system functions by mistake.
- Provide a clearly marked "out" to leave an unwanted state without having to go through an extended dialogue.
- Support undo and redo.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**4. Consistency and standards**

- Users should not have to wonder whether different words, situations, or actions mean the same thing.
- Follow platform conventions.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**5. Error prevention**

- Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**6. Recognition rather than recall**

- Make objects, actions, and options visible.
- User should not have to remember information from one part of the dialogue to another.
- Instructions for use of the system should be visible or easily retrievable whenever appropriate.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**7. Flexibility and efficiency of use**

- Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user so that the system can cater to both inexperienced and experienced users.
- Allow users to tailor frequent actions.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**8. Aesthetic and minimalist design**

- Dialogues should not contain information which is irrelevant or rarely needed.
- Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**9. Help users recognize, diagnose, and recover from errors**

- Expressed in plain language (no codes)
- Precisely indicate the problem
- Constructively suggest a solution.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

**10. Help and documentation**

- Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.
- Help information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

*Evaluation*

[Enter your observation and evaluation of the degree to which this Heuristic has been satisfied. Use as much space as you see fit.]

# Remote Testing Resource Sheet

Please note: These are not suggestions, simply a selection of available tools, both free and paid.

**Usability Hub** (UsabilityHub.com)
This site allows for remote usability testing, and if you participate as a tester you can earn karma points, allowing you to run tests on your site for free. This is a great way to see usability, and usability testing from both perspectives.

**Usabilla** (Usabilla.com)
This site provides a suite of tools to conduct unmoderated remote usability testing. This includes video of how your users moved their mouses, satisfaction surveys, dashboards etc. They provide a 14 day free trial, and paid monthly subscriptions thereafter.

**Usability.gov** (Usability.gov)
Templates availble at: http://www.usability.gov/how-to-and-tools/resources/templates.html
The templates and downloadable documents can help you perform usability testing. The full site has a library of resources covering usability methods, design, content strategy, and more.

**Usability Geek** (UsabilityGeek.com)
Originally a blog, this site provides a library of articles focused on usability, user testing and news to help make your own site and web presence as up to date as possible for users.

**Survey Tools**
surveymonkey.com
Google Forms
Adobe Forms
An easy and fairly ubiquitous tool, each of these have both a free and premium version of their tools. When considering how to use survey tools consider using it for more than satisfaction surveys- for example, A/B testing or other remote options. Each product has strengths, however chances are someone in your agency uses one of these.

**ClickHeat map from Labs Media** (LabsMedia.com/clickheat)
Creates a visual heatmaps of clicks on a HTML page. This is OpenSource, and you can find a list of preferred browsers on the site. They do require an account, however you can use the demo account to test the tool.

**Inspectlet** (Inspectlet.com)
This tool video tapes the users accessing your site, how they move the mouse and how they interact with your site. There is a free version, as well as premium versions that provides additional videos and data.

# Sample Satisfaction Survey

| | | strongly agree | | | | strongly disagree |
|---|---|---|---|---|---|---|
| 1 | I learned the system easily. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 2 | I was able to recover from mistakes I made on the system and completed the tasks I was given. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 3 | I understood the information on the system. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 4 | I could remember how to use the system in the future. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 5 | I felt comfortable using the system. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 6 | I easily completed tasks on the system (such as finding info, accessing tools, etc.) | ☐ | ☐ | ☐ | ☐ | ☐ |
| 7 | I enjoyed using the system. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 8 | I navigated the system easily | ☐ | ☐ | ☐ | ☐ | ☐ |
| 9 | The system has the features and functions that I expect-ed. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 10 | I am satisfied with my ex-pereince on this site. | ☐ | ☐ | ☐ | ☐ | ☐ |