# Measurable Usability Goals

## Site URL:

## Site Owner:

## Site Definition

* What is the purpose of the site?
* What are the goals of the site?
* Who are the users of the site?
  + Primary audience:
  + Secondary audience:

| ***Category*** | ***Level*** | **Task** | **Priority** | **Measurable Requirements\*** |
| --- | --- | --- | --- | --- |
| ***Time*** | ***Scenario Level*** |  |  |  |
| ***Accuracy*** | ***Scenario Level*** |  |  |  |
| ***Success*** | ***Website Level*** |  |  |  |
| ***Satisfaction*** | ***Website Level*** |  |  |  |
| ***Time*** | ***Scenario Level*** |  |  |  |

Typical usability goals include time, accuracy, overall success, and satisfaction measures.

## EXAMPLE

**Site URL:** *Usability.gov*

**Site Owner:** *U.S. Federal Government*

**Site Definition**

* What is the purpose of the site?
  + *Usability.gov is the leading resource for user experience guidelines and best practices, serving practitioners and students in the government and private sectors.*
* What are the goals of the site?
* *The goal of the site is to**provide* 
  + *Credible, trustworthy, reliable, research-based and peer-reviewed content.*
  + *Timely, current and well-timed content, resources, and knowledge.*
  + *Evergreen reference material that remains applicable over time.*
* Who are the users of the site?
  + Primary audience: *User Experience professionals (Federal and non-Federal), web managers,*
  + Secondary audience: *senior managers, students*

| ***Category*** | ***Level*** | **Task** | **Priority** | **Measurable Requirements\*** |
| --- | --- | --- | --- | --- |
| ***Time*** | ***Scenario Level*** | Locate a Heuristic Evaluation in the Glossary | Med | 95% of users will be able to use the alphabetical list to search for terms on the glossary list in under 2 minutes |
| ***Accuracy*** | ***Scenario Level*** | Locate the latest blog on Usability.gov | Med | 95% of users will be able to locate the latest blog with less than 2 false clicks |
| ***Success*** | ***Website Level*** | Locate the usability Guidelines Search Interface | High | 90% of users will be able to find the Usability Guidelines database within two seconds. |
| ***Satisfaction*** | ***Website Level*** | Satisfaction rating of four or better on a one to five scale where five is the best. | Low | 95% of users will rate the experience the experience of using Usability.gov a four or five on a one to five scale where five is the best. |
| ***Time*** | ***Scenario Level*** | Locate the Kick-Off Meeting template | High | 90% of users will be able to find and open the Kick Off Meeting template within 3 minutes |

Typical usability goals include time, accuracy, overall success, and satisfaction measures.