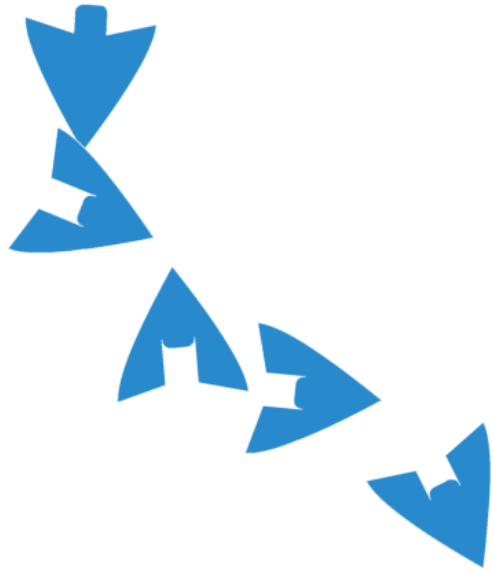# The User Experience

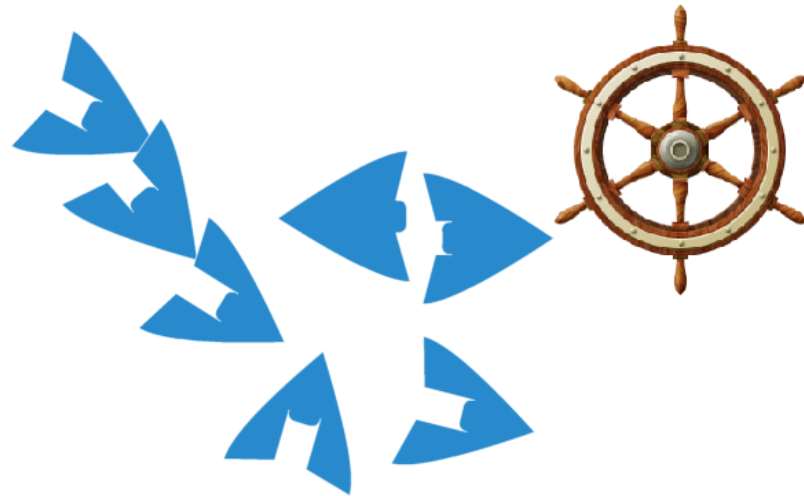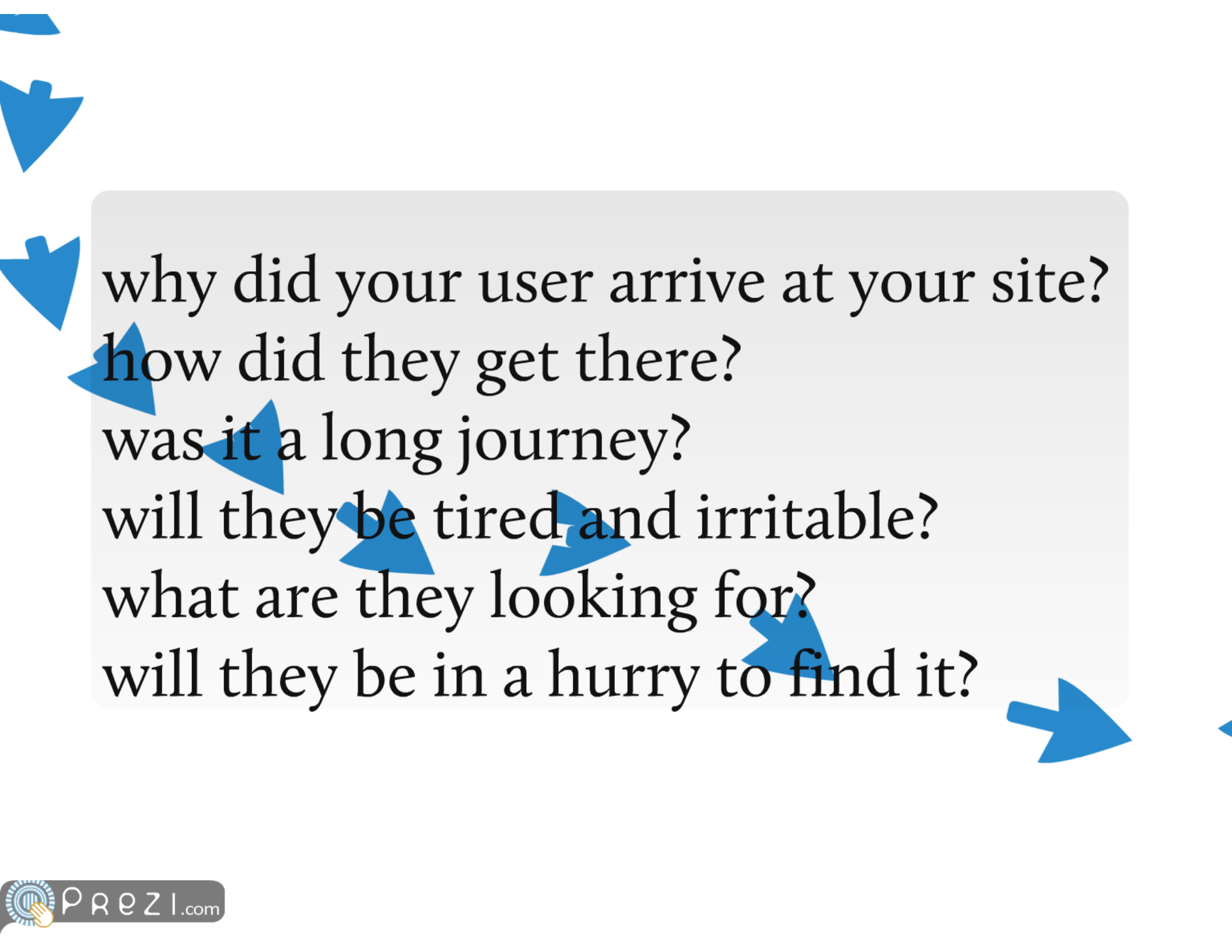# What does it take to make your user happy?

How do we find out what it's like to visit your website.....

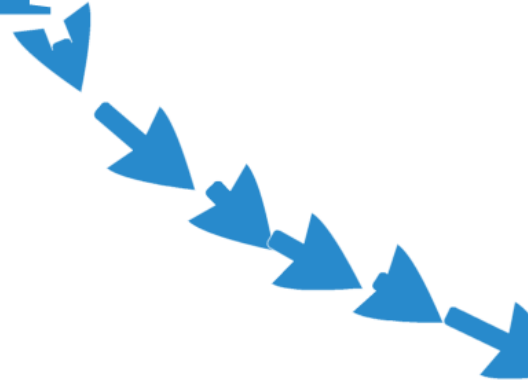...if you've NEVER been there before?

why did your user arrive at your site?
how did they get there?
was it a long journey?
will they be tired and irritable?
what are they looking for?
will they be in a hurry to find it?

will they leave **really quickly** if they don't find what they are looking for....FAST

We need to focus on 3 areas:

USABILITY

DESIGNING AND WRITING FOR DIGITAL

WHAT USERS WANT

Usability begins with users

users = target audience

- customers
- potential customers
- employees
- competitors
- competitors customers

Demographics:

Age
Gender
Spend
Decision makers
Literacy
Computer literacy

cultural background
language
possible limitations in using interface
sight or hearing impairment
dexterity impairment

access to broadband
access to desktop computers
access to mobile internet
other technical issues

this all means we must consider many factors when we design and implement our website

just making it how we
(or the developer)
thinks is great
is not a good idea

Perceived EASE OF USE

Perceived USEFULNESS

Perceived EASE OF USE

- easy to learn & remember
- easy to use
- easy to read
- nice to look at
- enjoyable to use

Perceived USEFULNESS

- Is search efficient?
- Can I see useful product or service links from the homepage?
- Have other people used this site and found it useful?
- Is the text telling me what I need to know?

Do I like it?
Do I need it?
Can I use it?
Can I trust it?

a quick word on

INUKSHUK

aka 'inuksuk'

"... is a stone landmark...built by humans..."

"... may have been used for navigation, as a point of reference, a marker for hunting grounds, or as a food cache..."

"...These structures are found from Alaska to Greenland. This region, above the Arctic Circle, is dominated by the tundra biome, containing areas with few natural landmarks..."

a bit like the Internet, then...

The word inuksuk means "something which acts for or performs the function of a person."

here's a picture:

Inunnguaq (which means "like a human being", Rankin Inlet, Nunavut, Canada
Created July 18, 1996
By Ansgar Walk

Here's a picture of a gaggle (?) of inukshuks

Inuksuk Point (Inuksugalait, "where there are many Inuksuit"), Foxe Peninsula (Baffin Island), Nunavut, Canada
Created July 26, 2002
By Ansgar Walk

'The inuksuk was ... []... used as the symbol of the Summit of the Americas, because of its connotations of friendship and cooperation'
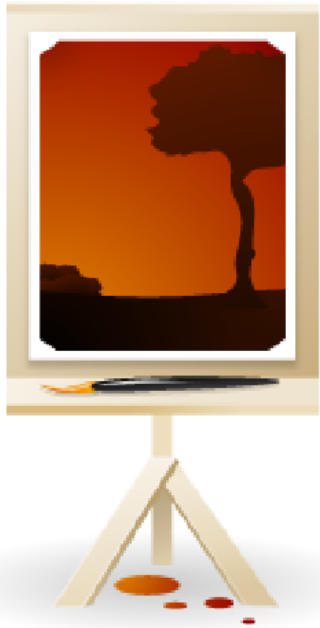
Inukshuk is a sign of **TRUST**

we give the equivalent of inukshuk when we use

http://en.wikipedia.org/wiki/Summit_of_the_Americas
http://en.wikipedia.org/wiki/Inukshuk

- **testimonials**
- **reviews**
- **comments**

Designing & Writing for Digital

{Perceived Use/Perceived Ease of Use}

Let's think about

DESIGN

Look and Feel
Colours

Navigation

Content

Screen 'Real Estate'

Look and Feel/Colours:

- culture
- age
- sight
- literacy

Information Architecture

(card sorting)

- Navigation

- Writing for the web

- WORD COUNT
- Layout of text

- The Human Touch
- Rich Interfaces

WHAT DO YOUR USERS WANT?

How to Find Out

Do some market research
(or look at other peoples)

Interview people 'in depth'

Look at your competitor's websites

successes AND failures!

Look at the analytics

Surveys

http://www.surveymonkey.com

Interviews (you might want someone else to do that!)

Feedback - yours and other people's

http://www.uservoice.com

Analytics????

whaaaaa!!???!!

next up - ANALYTICS