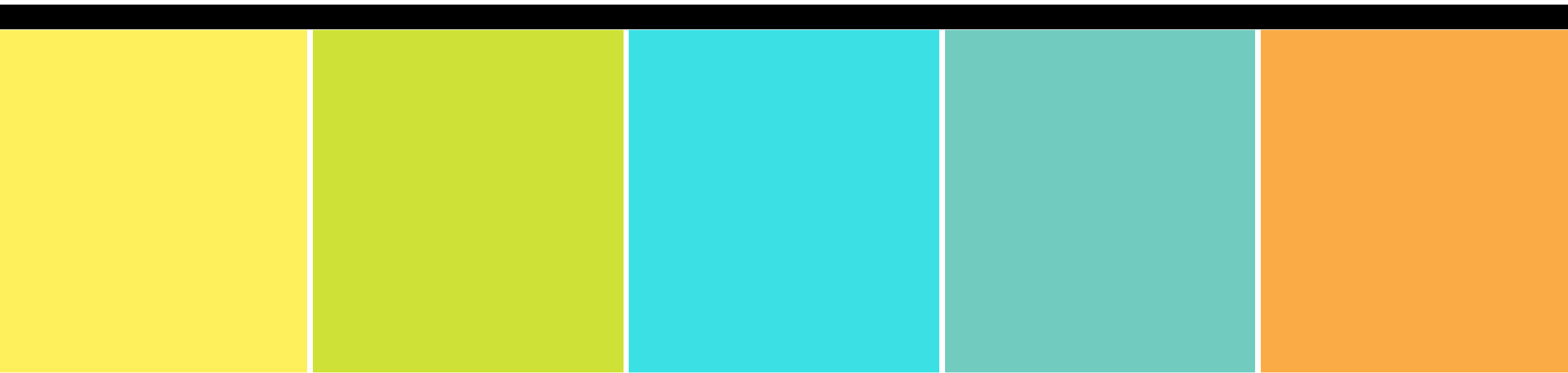# Web Quality Management

Improving user experience for everyone

Csun - San Diego - March 21st 2017 - Elie Sloïm - @ElieSl

Are WCAG sufficient to ensure a good user experience ?

1. User cases

2. User's needs

3. Good practices

4. In the field

1. User cases

2. User's needs

3. Good practices

4. In the field

User case 1

The user wants to buy something and wants to receive it before a determined date

Is the delivery date present ?
Did I missed it ?

User case 2

A user filled out a contact form a month ago, and he hasn't received any answer from the website

What did I write on this form ?
Did they receive my request ?

User case 3

A user is on a website, and has to paste a password in a field and the developer doesn't allow him to do that

How do I type my password ?
Do I have to choose a simpler password ?

User case 4

A user is browsing a website, he has to get to the end of a complex process

How much time will I have to spend filling these forms ?

Users with disabilities need **good UX**

Accessibility means **removing all the barriers**

1. User cases

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What do users need ?
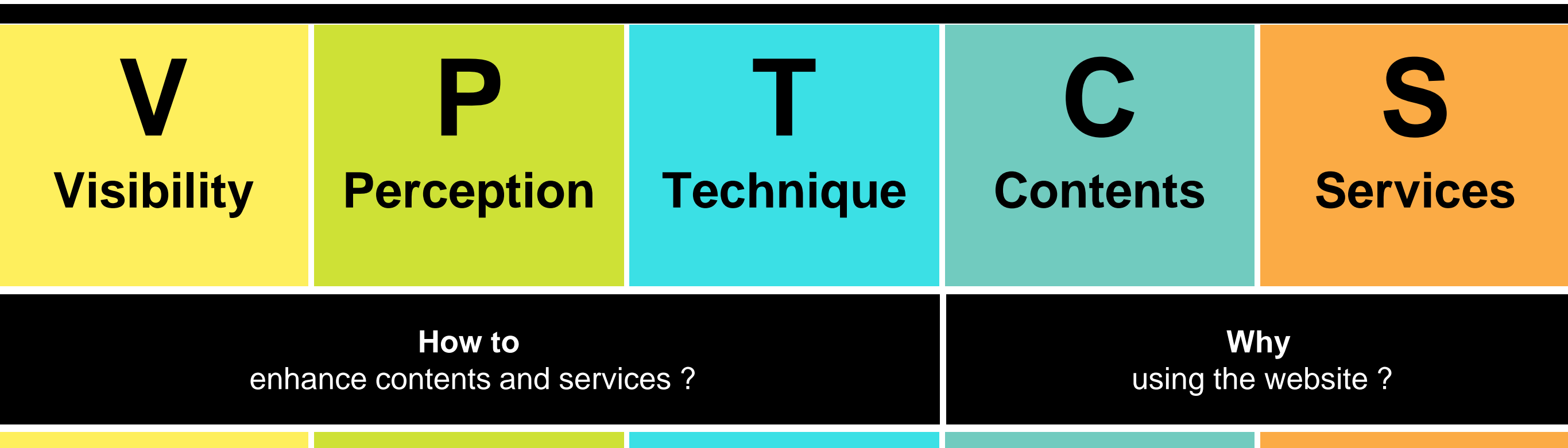
VPTCS, a model for Web quality management

V	P	T	C	S
Visibility	**Perceptio n**	**Technique**	**Contents**	**Services**

© Elie Sloïm - Eric Gateau - 2000
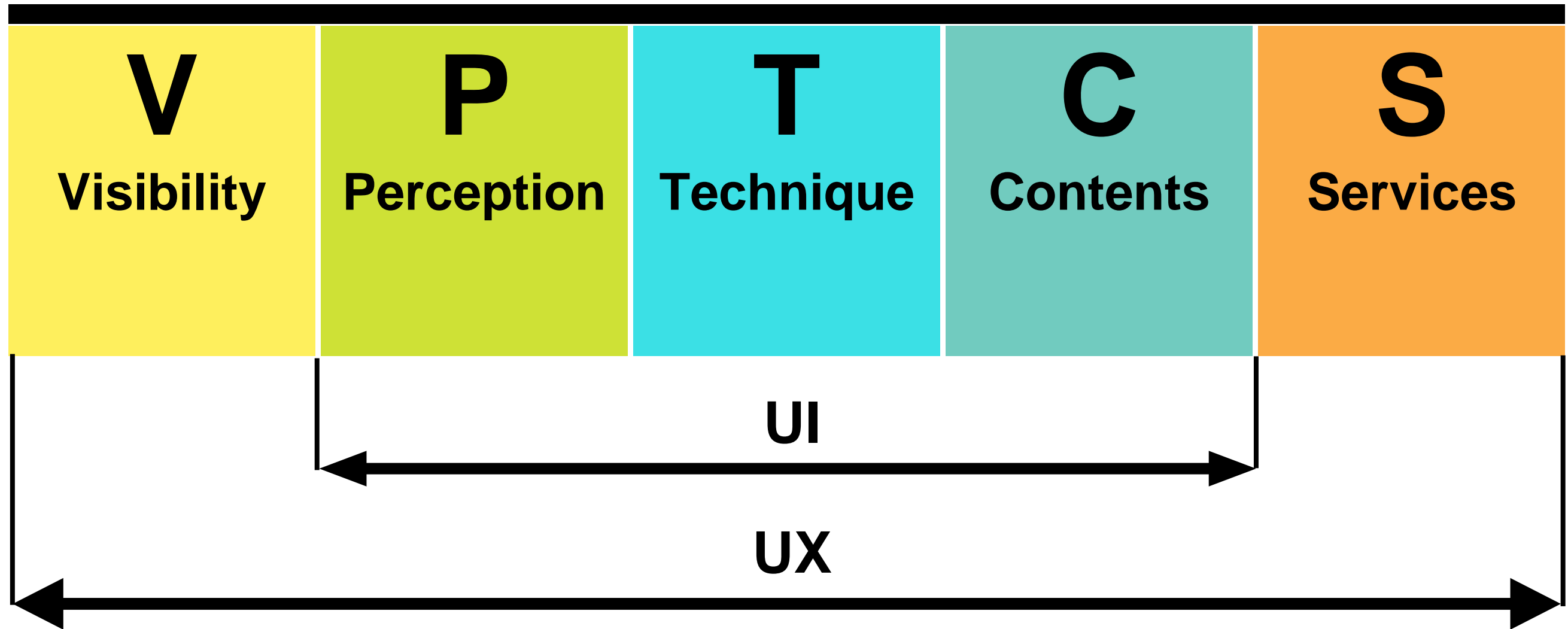Infography by @nissone

Contents and services : heart of the value

V	P	T	C	S
Visibility	**Perception**	**Technique**	**Contents**	**Services**

How to enhance contents and services ?	**Why** using the website ?

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Infography by @nissone

A website is a process

V	P	T	C	S
Visibility	**Perception**	**Technique**	**Contents**	**Services**

Before the visit	During the visit	After the visit
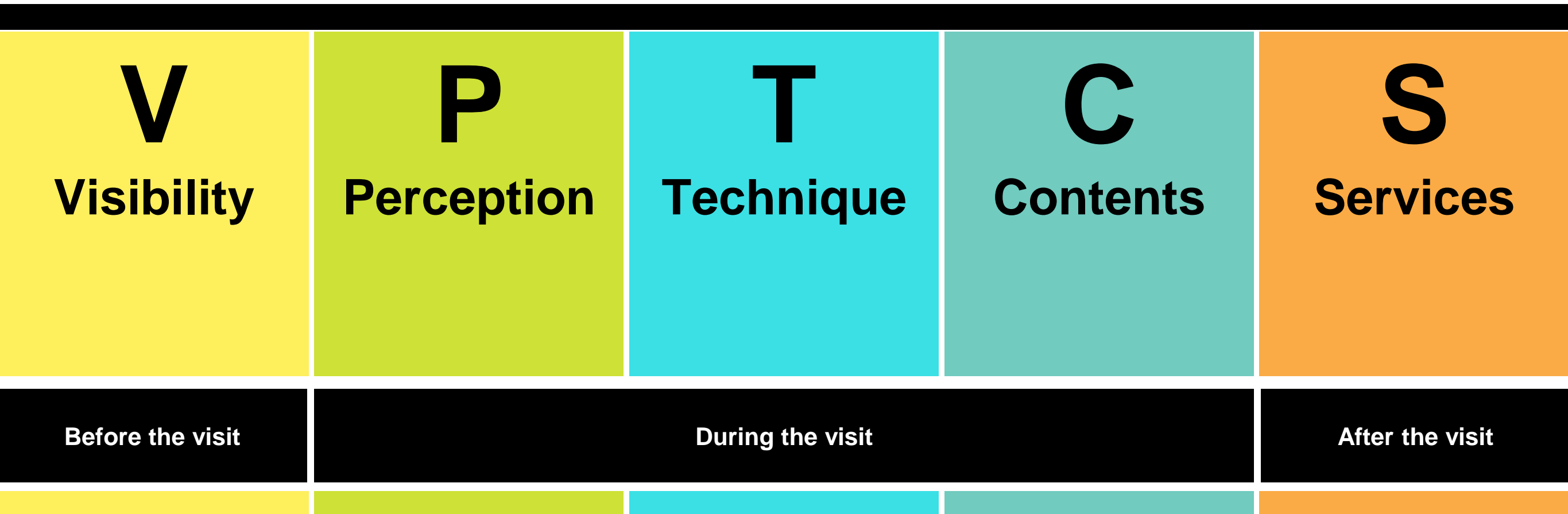
© Elie Sloïm - Eric Gateau - 2000
Infography by @nissone

A model to distinguish UI and UX.

V	P	T	C	S
Visibility	**Perception**	**Technique**	**Contents**	**Services**

UI

UX

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Infography by @nissone

1. User cases

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4. In the field

Contents

Performances

Forms

Mobile

Accessibility   Code

Security

SEO

Making a website is

Standards

Server

easy

Print

Design

Translations

Ergonomy

Marketing

E-commerce

Cookies

Downloads

Good practice ?

Universal, checkable, useful, feasable

2004 2010 2015 2020
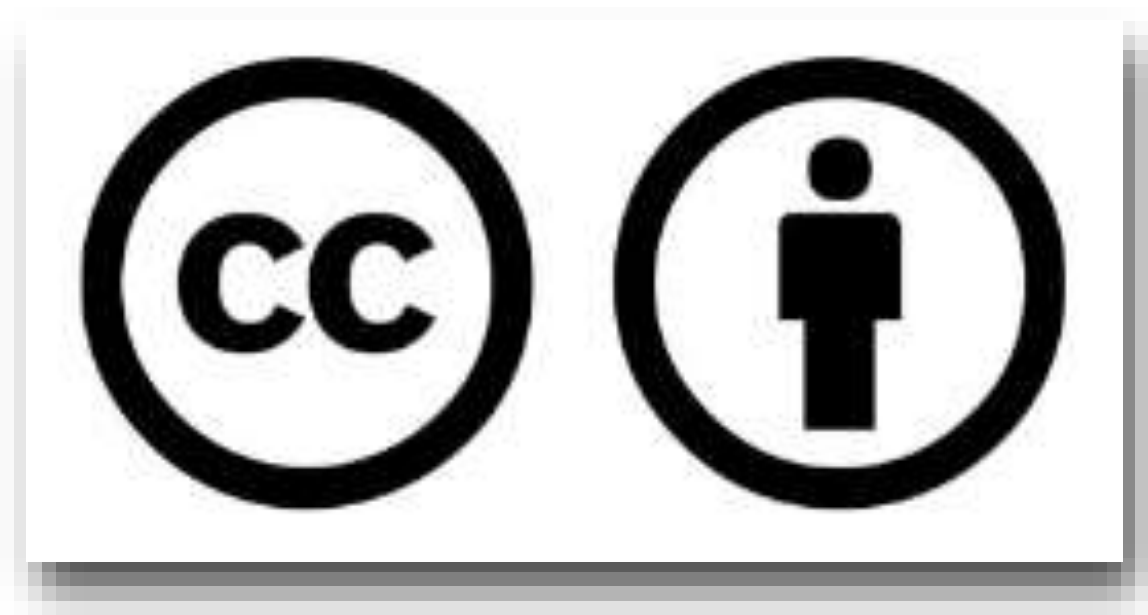
CC-BY-SA

2004   2010   **2015**   2020

226 rules

Source : https://www.opquast.com/opquast-web-quality-checklist/

- The estimated delivery date is shown before final order placement.

- Copy-and-paste is possible in the form's fields.

- Form submission is followed by a message indicating whether or not the action was successful

- Every information request submitted produces an acknowledgment of receipt.

All the good practices and their goals

https://www.opquast.com/opquast-web-quality-checklist/
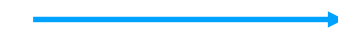
In french (only)

Goals

Implementation

Means of control

L'étape en cours d'un processus complexe est indiquée.

Ne vous êtes-vous jamais demandé, au beau milieu d'une démarche un peu longue répartie sur plusieurs formulaires successifs, où vous étiez exactement?

OBJECTIF — Permettre à l'utilisateur d'identifier le degré d'avancement dans un processus.

Rassurer l'utilisateur lors de la réalisation d'un processus complexe.

MISE EN ŒUVRE — Préciser, sur chaque page du processus, l'étape correspondant à la page en cours.

CONTRÔLE — Dans le cas de processus complexes, vérifier, pour chaque page concernée, que l'étape en cours y est indiquée :
→ Dans le titre de page ;
→ Dans le contenu de page, sous la forme d'une mise en évidence dans le chemin d'étapes en tête de page ou de formulaire, par exemple « Étape 2 – Coordonnées » ou « Étape 4 – Paiement ».

FIGURE 86
Les cinq étapes du processus d'achat sont ici explicitement indiquées, ainsi que l'étape en cours.

AVIS

L'indication de l'étape en cours relève également du titre de la page (élément `title`). Par ailleurs, dans le chemin d'étapes, cette indication doit être perceptible indépendamment du support des styles css ou de la perception de la couleur.

1. User cases

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Compliance ?

Should we comply with all those rules ?

Risk management

Skills and professionalism

29. Every information request submitted produces an acknowledgment of receipt.
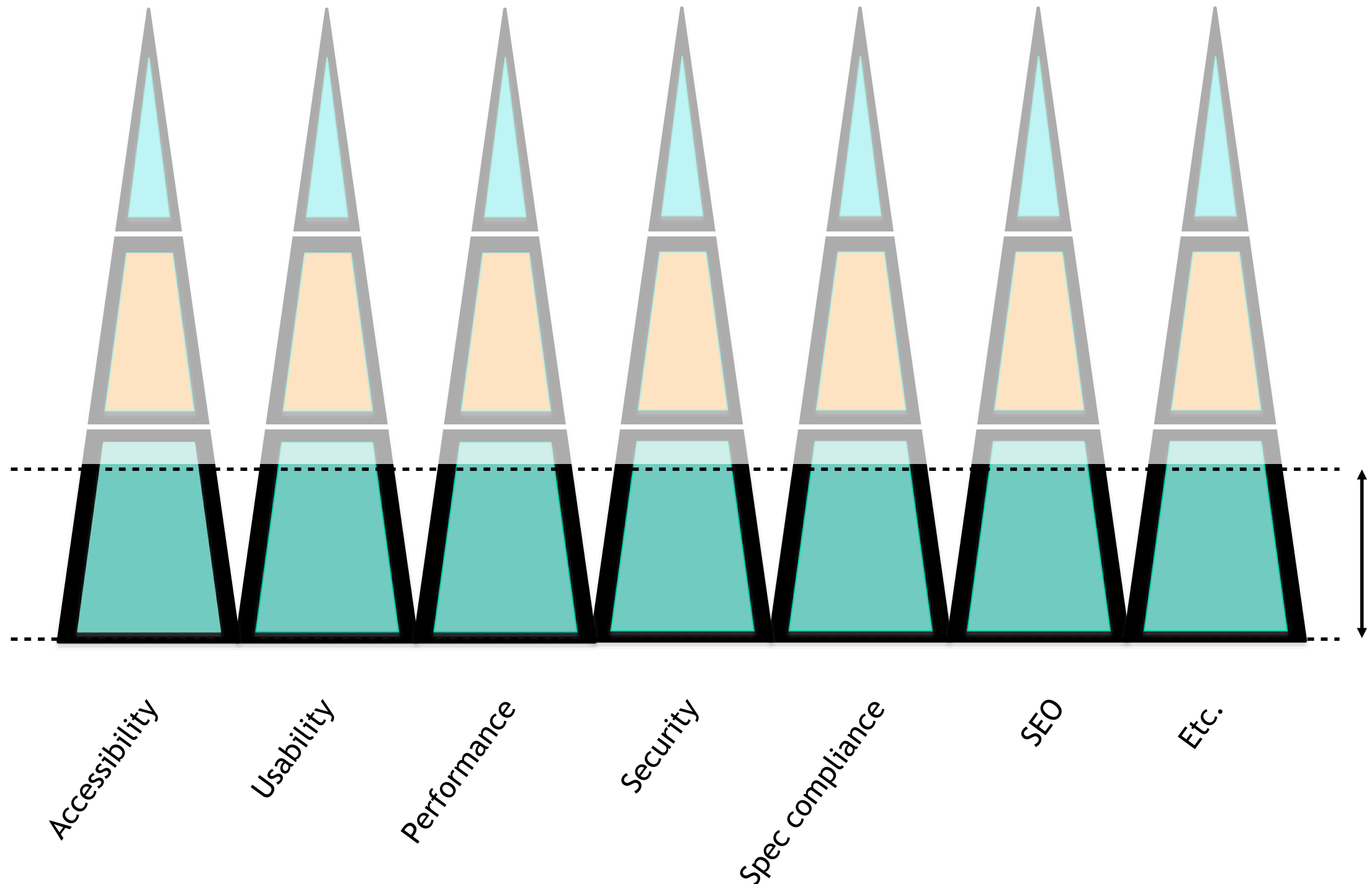
- To inform users that their requests have been received

- To give users a confirmation of receipt of their request for information, which they can save.

Source : https://www.opquast.com/opquast-web-quality-checklist/

Improving the **level of competencies** of **Web professionals**

SEO, security, performance, privacy, **global experience**

Transversality

A common culture, including accessibility

Thank you