Usability, Credibility, and Persuasion

Web Site Design Goals

Relevant

Usable & Useful

Credible & Persuasive

Dynamics of a Web Visit

Average (less than three) page views on most sites

Random surfer model:

Whether to continue to next page is coin flip

Look ahead model:

Decision to continue based on value of current page and expected value of any page yet to come.

Site visits are short, so first impressions matter

Match contents to initial visit information

Entry point

Referral

Cookies

Adjust information to user goals/profiles (dynamic personalization)

Identify major entry and exit points to provide tailored contents

Web Site Ideas

What to put on

Most popular entry pages

Promote online store

Sell advertising

Include toll-free number

Most popular exit pages

“limited time offer”

Offer coupons in exchange for email

What to do if we know

The least visited day of the week

The most popular day of the week

Usability for Task-oriented sites

Users looking to solve problems want efficiency and effectiveness

Fast response time

Reuse content

Small file size

Create thumbnails instead of full media

Effective navigation

Responsiveness to user goals and desires

High interactivity and quality content

Response Delays and Impacts

.1 Second

Upper limit of delay leading to perception of instantaneous response

1. Second

Upper limit on delay for user’s flow of thought to stay uninterrupted

10 seconds

0.25 milliseconds is the magic number for competitive advantage on the Web

Effective navigation

Be consistent

Allows users to find out

“where am I?”

“where have I been?”

“where can I go?”

Responsiveness to users

User types

Beginner vs. advanced users

Transactional vs. relational

User devices

Information sought

Ex. Investment vs. tech support

Value activity investor Tech support

Gathering Stock info; Analyst Manuals, Warranty

Organizing chronological, product, search Product line, search

Selecting News, SEC reports FAQs

Synthesizing Analyst pages, reporter pages getting started pages

Experiential Usability

Different priorities than for task-oriented web sites

Emphasis on beauty, flow, engagement

Greater concerns about latency

Credibility

What can you do to increase Web site credibility?

Make it easy to verify accuracy of information on the site

Show that there is a real organization behind the site.

Highlight expertise in organization, content, and services.

Show honest and trustworthy people behind the site.

Make it easy to contact.

Design site so it looks professional and appropriate.

Make the site easy to use and useful

Update site’s content often (or indicate recent review)

If possible, avoid advertisements on the site.

Avoid errors of all types, no matter how small they seem.

Trusted third parties

Ex. TRUSTe, BBB Online (on privacy, reliability, etc.)

Reputation

Feedback forums in auctions (ebay)

Third-party rating (bizrate.com)

Expert Q&A forums

Product review sites (epinions.com, yelp.com)

Persuasive Design

Visual metaphors

Multimedia simulation and tutorials

Embed awards to reinforce

Performance-based, time-based, or random

Persuadable Moments

Find and monitoring triggering events.