

Shoes for the Shoemaker's Children



Bringing Usability Home

Who We Are



Presenters:

- Barbra Wells, Business Development Director and Website Redesign Project Manager
- Maggie Reilly, Senior Consultant and Website Redesign Usability Lead (facilitator)

What We'll Talk About



Case Study: Redesigning a Website In-House

- Back Stage
- Plot and Characters
- The Moral of the Story

What You Can Learn



This session will help you:

- Identify hidden assumptions
- Recognize “in-house” limits
- Improve your client understanding
- Gain insight into your organization

What You'll Do Today



- Identify process problems
- Assess designs
- Brainstorm guidelines for your organization
- Please feel free to:
 - Comment frequently
 - Ask questions at any time
 - Take part in exercises

Where We Started



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You make it. We make it easier.

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Who is Tec-Ed? Usability Evaluation UI Design Documentation and Help Systems Marketing Communication Courses and Papers

what's new?

See how Tec-Ed has contributed to the professional literature. Our [corporate bibliography](#) lists articles, book chapters, papers, and presentations from 1996 to 2005.

Newsletter

Who is Tec-Ed?
Usability Evaluation
User Interface Design
Marketing Communication
Documentation and Help Systems
Courses and Papers

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Send inquiries to info@teced.com
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- Navigation
- Content
- Audience

Level 2 Pages





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Who is Tec-Ed?

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[Offices and Employees](#) Tec-Ed is a 15-person user advocacy firm, founded in 1967, with offices in Ann Arbor, Michigan; Palo Alto, California; Rochester, New York; and Milwaukee, Wisconsin. Tec-Ed specializes in [usability evaluation](#), [user interface design](#) (including graphic design), [user documentation](#), and [marketing communication](#).

[Clients](#)

[How Tec-Ed Works](#)

[Professional Society Activities](#)

[Tec-Ed Activities](#)

[Tec-Ed Bibliography](#)

Tec-Ed's founder and president [Stephanie Rosenbaum](#) is active in ACM SIGCHI, the Human Factors and Ergonomics Society, and the Usability Professionals' Association. She is an Exemplar of the 20,000-member Society for Technical Communication and headed the STC's Research Grants Committee for five years. She also served on the Administrative Council of the IEEE Professional Communication Society, which awarded her a Millennium Medal.


Senior Tec-Ed staff members [Lori Anschuetz](#), [Laurie Kantner](#), and [Deborah Hinderer Sova](#) have published papers and given presentations for UPA, ErgoCon, ACM SIGDOC, the IEEE Professional Communication Society, and the STC. [Garett Dworman, Ph.D.](#) is active in ACM SIGCHI and has most recently published papers in the *Journal of the American Society for Information Science* and the *Journal of Management Information Systems*.

Tec-Ed's [clients](#) are large and small firms in the computer industry, where we specialize in web-enabled products, business and consumer software, medical and biotechnology applications, internetworking products, and information systems and services. Client companies include Sun Microsystems, AOL/Netscape, eBay, Autodesk, Cisco Systems, Rational Software, Intuit, Yahoo!, Ford Motor Company, Xerox Corporation, FileMaker, Inc. (formerly Claris Corporation), and many others.

- Navigation
- Presentation
- Practitioner-oriented

Level 3 Pages






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Tec-Ed Web Design Portfolio

Here are URLs and illustrations of web page designs prepared by Tec-Ed and our partner firm, Windsor Street Design Associates.

 [IEL home page](#). The home page for the IEEE Electronic Library (IEL). Tec-Ed performed the information design and edited the text; WSDA designed the layout and banner.

 [IEL Online welcome page](#). The welcome page for IEL Online, the web-based version of IEL.

 [Xerox IBU home page](#). The home page WSDA designed for an internal site on the Xerox intranet.

 [Xerox banner](#). A banner WSDA designed for the Xerox public home page.

- Samples
- Navigation
- Detail

Your Reactions



What do you see?

Take two minutes, then give us

- Three words that describe the site

OR

- One-sentence summary of the site

What Next?



Goals

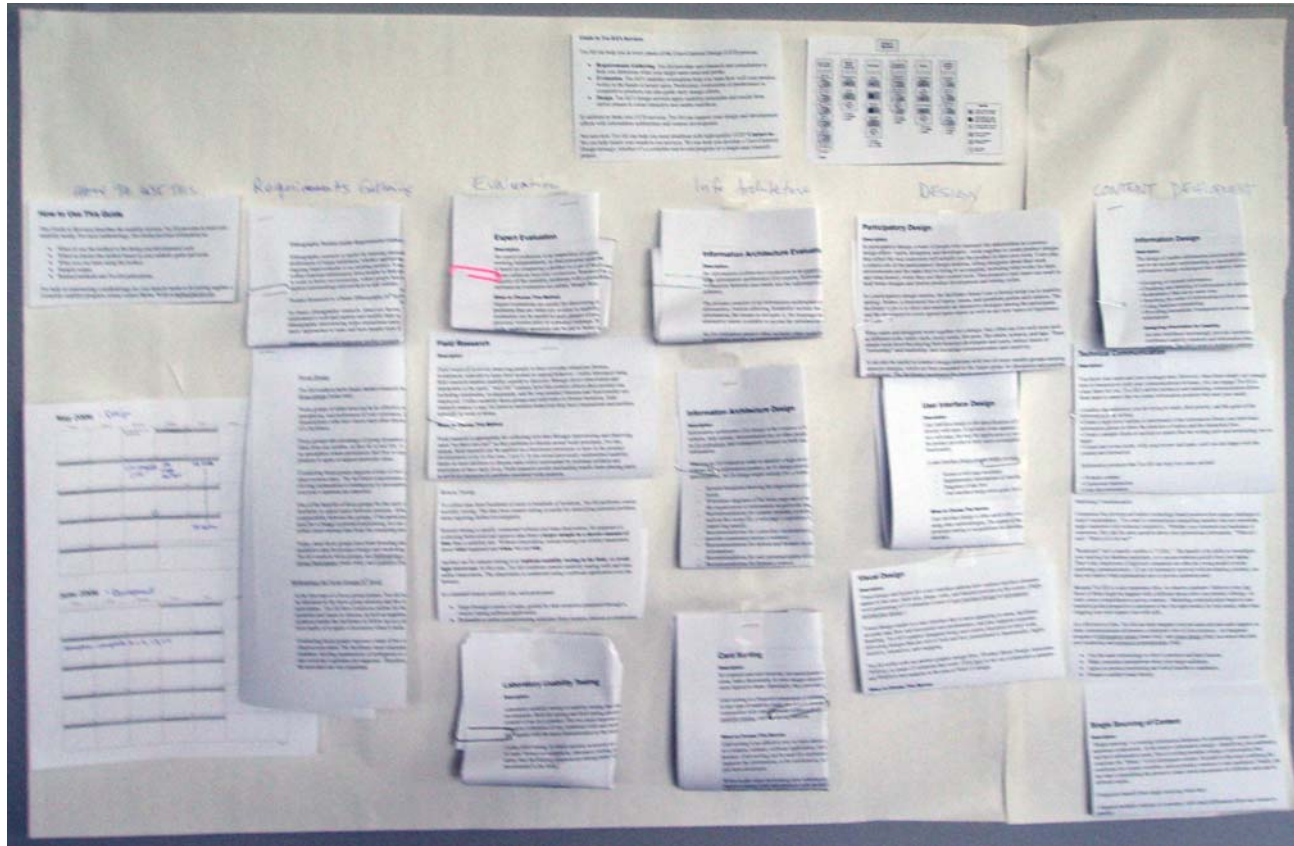
- Make the site reflect the company
- Use the site as a sales tool
- Retain established audiences and attract new ones
- Support staff members as well as clients and partners

Launching the Project



- Secured approval from CEO and COO
- Created new project plan
- Surveyed current employees

First 6 Months



Project Challenges



- Dedicating resources
- Building consensus
- Identifying requirements
- Balancing commitments
- Focusing on the long-term
- Working with remote staff
- Assessing and approving deliverables

Roadblocks



- Resolving expert differences
- Recognizing validity of project
- Meeting deadlines
- Communicating difficulties and obstacles

New Home Page



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Tec-Ed
Connecting People and Technology

[How Can We Help You?](#) [User-Centered Design \(UCD\)](#) [Guide to Services](#) [Our Work](#) [About Tec-Ed](#)

Search

Tec-Ed is an established user experience firm with a history of excellence, a record of innovation, and strong ties to the international community of usability professionals.

Since 1967, Tec-Ed has worked with clients to design successful, usable products that make daily life easier. From websites to cell phones, medical databases to ATMs, the experts at Tec-Ed apply user-centered design methodology to research, evaluate, and create products that satisfy your customers.

With offices in Ann Arbor, Michigan; Palo Alto, California; Rochester, New York; and Milwaukee, Wisconsin, Tec-Ed maintains a broad geographic presence that serves large multinational and local organizations alike.

Every year, new companies join the ranks of satisfied clients who count on Tec-Ed for usability research, information architecture, and interaction design.

W3C CSS ✓

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Search

- Accessibility
- Logo & Tagline
- Visual Metaphor

New Level 2



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How Can We Help You? **User-Centered Design (UCD)** Guide to Services Our Work About Tec-Ed

What Is UCD? Development Cycle & UCD UCD Process Requirements Gathering Design Phase Implementation Phase

User-Centered Design

Everyone involved in product design and development agrees that today's products must be both useful and usable. But usable for whom?

No matter what your product is, your company employees are not its actual target audience. Even when your development team has many characteristics in common with your customers, you know your own product "too well." The real user community will always surprise us with their preferences, difficulties, and workarounds.

In User-Centered Design (UCD), you engage individual users as partners in the design and development process. Understanding users' true needs, letting them "test drive" early prototypes and participate in actual design sessions, informs a design that promotes user acceptance--and reduces development costs.

UCD is not just a methodology or a set of techniques. It is also a philosophy, a strategy, an old-fashioned culture of putting the customer first. Tec-Ed works with you to define and customize a UCD process that works for you and your target users.

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- Readability
- Predictable Behaviors
- Visible Elements

New Level 3



The screenshot shows the Tec-Ed website interface. On the left is a vertical navigation bar with the Tec-Ed logo and the tagline 'Connecting People and Technology'. The top navigation bar includes links for 'How Can We Help You?', 'User-Centered Design (UCD)', 'Guide to Services', 'Our Work', and 'About Tec-Ed'. Below this is a secondary navigation bar with categories like 'Usability Research & Evaluation', 'Information Architecture', 'Design', and 'Content Development'. A search bar is located in the top right of the page content area.

Usability Research & Evaluation

This Guide to Services describes the User-Centered Design (UCD) and usability services Tec-Ed offers. For each method, this Guide provides information on:

- When to use the method in the product or website development cycle
- When to choose the method based on your usability goals and needs
- What you can learn using the method
- Sample output
- Related methods and Tec-Ed publications

All the methods have different strengths and potential drawbacks, and some are best suited to particular phases of the product or website development cycle. A usability program consisting of complementary methods applied throughout the development cycle can be highly effective; see [Development Cycle Overview](#) for more information.

Here are some considerations for selecting usability methods:

- **Field or Laboratory Setting.** Conducting usability research in users' homes or workplaces lets us observe their natural behavior in context, but comparing performance among users can be more difficult. A controlled laboratory setting provides more comparable results, but may not reflect real-world experiences as accurately.
- **Behavior or Opinions.** Some methods focus on observing users' behavior and measuring their performance, while others concentrate on collecting opinions and preferences. Most Tec-Ed projects collect both behavioral and opinion data.
- **Qualitative or Quantitative Data.** Qualitative data is more difficult to compile and

- Use of Navigation Bar
- Dense Content
- Long Pages

Planning the Usability Testing



- Selecting the right facilitator
- Identifying and recruiting participants
- Finding time to conduct sessions
- Identifying design recommendations

Usability Testing



- Treated as a separate project
- New project PM for this effort
- Facilitators varied
- Conducted 3 sessions

Results of Usability Testing



- Tab labels unclear
- Low visibility for tagline and navigation bars
- Dense content not easy to scan
- Visual elements and themes (imagery) had little appeal

The Revised Solution



Now, what *did* we do?

Results of RFP



- Strengths and weaknesses
- Criteria for evaluating proposals
- A winning proposal

Site A: Home Page and Level 1



Tec-Ed
Connecting People and Technology

WHY TEC-ED SERVICES OUR WORK ABOUT US CONTACT US

How Can We Help You?
If you want objective, expert research and design to make your products and services better, easier, and more successful, then Tec-Ed can help you. We work directly with marketing professionals, developers, engineers, and usability managers to:

- Find Out** what your customers actually do with your products and website—and why
- Collect** and analyze user data about new products or designs
- Create** interaction designs with effective, easy-to-use organization and navigation
- Test** products or websites, applying industry-accepted usability principles
- Communicate** information online and in print
- Train and Guide** your team in the latest usability methodology

Case Study
J. Walter Thompson, the digital design agency of the Ford Division of the Ford Motor Company, needed to learn how vehicle buyers make purchase decisions. [Read more](#)

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WHY TEC-ED SERVICES OUR WORK ABOUT US CONTACT US

OUR WORK

- Client List
- Success Stories
- Work Samples
- Methods We Use
- Published Work

Tec-Ed serves the usability research, interaction design, and communication needs of clients that range from software companies to ecommerce and members of the health and biotech industry. Tec-Ed's extensive research in requirements gathering, usability evaluation, information architecture, and content development is widely published and referenced.

Tec-Ed's consultants help shape usability standards and develop new means of assessing rapidly evolving technologies. At conferences around the world, Tec-Ed presents research results and shares innovative testing techniques, design experiences, and analytical methods. In professional forums and on the job, Tec-Ed researchers apply the latest industry knowledge and contribute to best practices for usability, user-centered design, and interface evaluation.

Tec-Ed balances proven research techniques with innovative methodology to meet the time and budget demands of our clients. We bring decades of diverse collective experience and a range of professional specialties to every project, enabling us to define targeted solutions with speed and efficiency.

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Site B: Home Page and Level 1



Tec-Ed Connecting People and Technology

Why Tec-Ed Services Our Work About Us Contact Us

create

communicate

find

collect

test

train

How Can We Help You?
If you want objective, expert research and design to make your products and services better, easier, and more successful, then Tec-Ed can help you. We work directly with marketing professionals, developers, engineers, and usability managers to:

Search

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Usability Research and Evaluation

A usability program consisting of complementary methods applied throughout the development cycle can be highly effective.

Here are some considerations for selecting usability methods:

- Field or Laboratory Setting?
- Behavior or Opinions?
- Qualitative or Quantitative Data?
- Users or Surrogates?

[More Reading](#)

Tec-Ed provides a deep toolkit of user-centered design (UCD) and usability services to improve products, software, websites, and services. All the methods have different strengths and potential drawbacks, and some are best suited to particular phases of your development cycle.

Design

Usability Research & Evaluation

- Expert Evaluation
- Usability Testing
- Field Research
- Focus Groups
- Accessibility Evaluation

Information Architecture

Content Development

Training

Search

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Comparing Sites: You Decide



- Which design solution do you like better, from your gut?
- Which design solution says Tec-Ed consultants are experts at designing for usability?
- Which design solution expresses the idea that we are reliable and research-based yet innovative?

The Winning Site




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How Can Tec-Ed Help Your Business?
If you want to make your products and services easier and better for your customers, Tec-Ed can help you. We work with marketing, development, engineering, and usability managers to:

design
test
research
communicate
train

Case Study
J. Walter Thompson, the digital design agency of the Ford Division of the Ford Motor Company, needed to learn how vehicle buyers make purchase decisions. [Read more](#) ▶


J W T

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Level 1 Pages



Tec-Ed
Connecting People and Technology

WHY TEC-ED SERVICES OUR WORK ABOUT US CONTACT US

SERVICES **USABILITY TESTING**

Design

Usability Research & Evaluation

- Expert Evaluation
- **Usability Testing**
- Field Research
- Focus Groups
- Accessibility Evaluation

Information Architecture

Content Development

Training

SEARCH ▶

Laboratory usability testing is useful for:

- Identifying problems.
- Exploring questions with measurable answers.
- Confirming or challenging assumptions made during product design.
- Establishing performance benchmarks.
- Comparing the usability of similar products.

Laboratory usability testing requires some version of the product—even an early prototype—for participants to work with. As the product nears release, laboratory testing can validate previous usability improvements and establish performance benchmarks. [More Reading ▶](#)

[Related Methods ▶](#)

[Related Tec-Ed Papers or Publications ▶](#)

Laboratory Usability Testing Methodology

The laboratory usability testing process usually takes three to six weeks, depending on the number of participants and the length of sessions, the ease or difficulty of recruiting, and the level of detail in the final report. [More ▶](#)

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The Moral of the Story



There are no shortcuts.

Assumption...



Expertise guarantees success

...and Reality

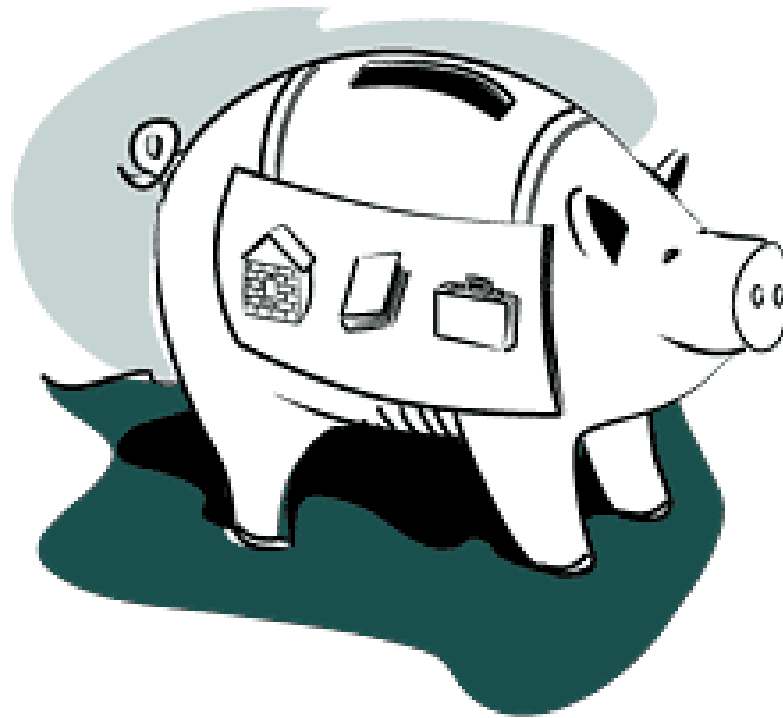


1960
EDSEL
new~nifty~thrifty



Pride goes before a fall.

Assumption...



Staying in-house is a great advantage.

...and Reality



Penny wise, pound foolish.

Assumption...



This is a simple, straightforward project.

... and Reality



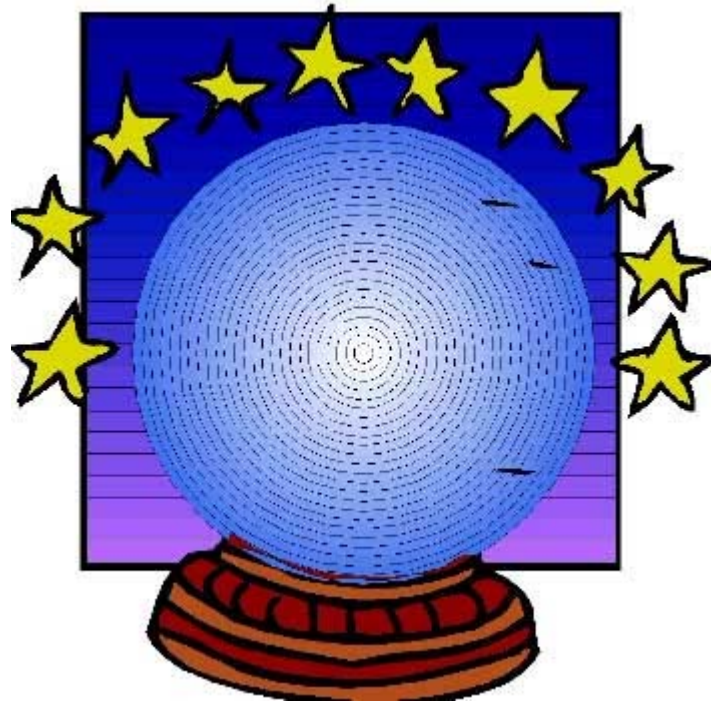
Whatever can go wrong, will.

Assumption...



We can do this “in our spare time.”

...and Reality



You can't please all of the people all of the time.

Six Steps to Success



- Buy what you sell.
- Invest in yourself.
- Prioritize goals.
- Prepare for change.
- Follow proven methods.
- Respect deadlines.

Questions and Comments



- What didn't we tell you?
- What else would you like to know?
- Comments, critiques—whatever you'd like to share
- Assessment forms

References



- References, including books, articles, websites, and design firms are available on request.
- Give us your email address and we'll send you the slide deck electronically, along with a summary of notes from the presentation.

OR

- Visit www.teced.com to download this presentation and discover additional resources.

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