

Web Usability for Associations: *Designing for Your Members*

Friday, November 14, 2008



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Welcome

What today is about:

- 3:00 Networking reception
- 3:30 Beaconfire presentation
- 4:15 Usability testing demo
- 4:45 Wrap up and questions

Who we are:

Jeff Herron
Founder/VP



Elizabeth Engel, CAE
Senior Consultant



Amy Knox
*Information Architect &
Usability Consultant*



Who is Beaconfire?

We build **integrated** Web solutions and **interactive** marketing programs to help associations and nonprofits **grow**.

- Full service agency
- 30 employees
- Proven methodology
- Technology agnostic
- Exclusively associations and nonprofits



Who we work with



National Parks Conservation Association®
Protecting Our National Parks for Future Generations

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NO KID HUNGRY



Half the Sky
Foundation
半边天基金会



Union of
Concerned
Scientists



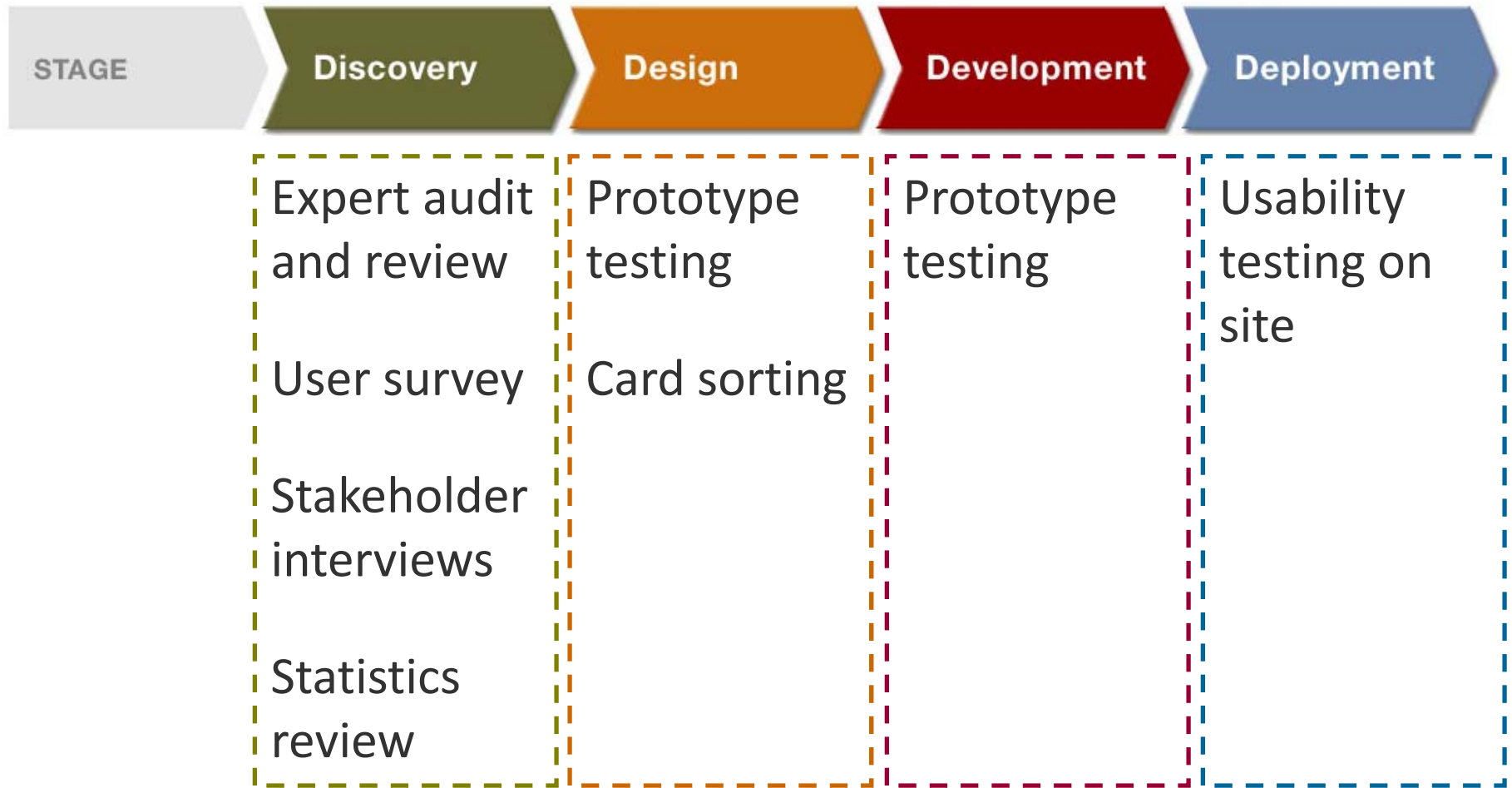
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Usability Testing 101

- **What is usability testing?**
- **Why is it used?**
- **What factors should be considered?**
- **Methods of gathering user input**
- **Beaconfire's methods**

Beaconfire's Methods

Methods for Usability Testing



#1

Expert Review/Heuristic Analysis



- **Conducted on existing site**
- **Based on best practices**
- **Expedient, no need to recruit users**
- **Not “participatory”**

CRITERIA	DESCRIPTION	SCORE	POSSIBLE	GRADE
BRANDING	Effective branding establishes mindshare	9	10	90%
GENERAL SITE INDICATORS	Critical assessments to be sure the site is not turning away visitors at the door. Site statistics.	13	15	87%
ACCESSIBILITY	Ensures that all users can access all of the information.	115	160	72%
CONTENT	Well-written, well-organized copy is what gives sites the edge.	51	75	68%
TYPOGRAPHY	Makes the content readable no matter what technology is used to access it.	27	40	68%
METADATA	Facilitates categorization, ranking, and identification of content in search engines and other interfaces.	26	40	65%
HOME PAGE EVALUATION	Important to making a good first impression, establishing branding, and answering the question "what's here?"	27	45	60%
LAYOUT AND DESIGN	Pulls it all together into an appealing look and feel.	34	60	57%
ARCHITECTURE AND NAVIGATION	Effective information architecture and navigation ensures that visitors can find what they are looking for	33	65	51%
SITE SEARCH	Many users prefer searching over browsing.	25	55	45%
ERROR HANDLING	Forgives mistakes and makes tasks safer and more elegant	10	30	33%
FORMS	Clear interface provided whenever users asked provide information.	15	45	33%

#2

Card Sorting



- **Conducted during early stages of design**
- **Provides insight on users' thinking**
- **Open sort** shows how users approach content, reveals "natural language"
- **Closed sort** validates categories

Web Sort

34 unsorted items

- Research Funding Opportunities for OR / MS
- OR / MS Tomorrow - Student Member Magazine
- Member Benefits
- INFORMS Scholarly Journals - subscription information and online access
- Resources for OR / MS Career Planning
- Listing of People Interested in OR (contact information)
- Conference Calendar
- Member Services
- Committee Members
- Conference Presentation Database
- INFORMS Fellows
- List of Committees
- Resources for Operations Research Students
- Education Group Committee Members
- OR / MS Today - Membership Magazine
- Opportunities to Volunteer for INFORMS Committees
- INFORMS Speakers Program
- Press Releases produced by INFORMS

subdivisions 10

- (Links to) Annual Activity Report Forms for subdivisions
- Contact information for Student Chapters and link to their websites
- Scholarships sponsored by Societies, Sections, Chapters, and Fora
- Fora - description of and contact information for each group
- Help from INFORMS Online for subdivisions' web sites
- Subdivision Vice-Presidents and support staff contact information
- Sections - description of each Section, its conferences and contact information
- Outreach Group Committee Members
- Information on starting an INFORMS subdivision
- Societies - description of each Society, its conferences, prizes and contact information

double-click to name 1

- Operations Research in the News

Admin 2

- List of services provided for subdivisions by INFORMS headquarters
- INFORMS Office Contacts

double-click to name 1

- INFORMS Annual Meeting

double-click to name 5

- Working Paper Database

Discuss 1

- Discuss

Third party things

- Non-INFORMS OR Co... online or with a signifi... online component
- (Links to) Third-party Publications
- Sister Societies (inform... about and links to the...
- Companies Providing Software and Expertis...
- (Links to) Third-party Journals
- OR / MS Computer programs, with an em... on those available onl...
- Publications Endorsed INFORMS

Groups

- Franz Edelman Award DV...
- Prizes and Awards spons... by Societies, Sections, Chapters, and Fora
- Prizes and awards that a... not sponsored by INFOR...
- INFORMS Scholarships
- Awards Group Committe... Members

#3

Prototype Testing



- **Conducted in later stages of Design phase**
- **User-focused, participatory design**
- **Allows quick turn-around on modifications**
- **Users easily understand prototype concept**

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People in the News

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#4

Web Site Usability Testing



- **Conducted post-launch**
- **User-focused, participatory design**
- **Allows a closer look on actual usage**
- **Demonstrates client commitment**

Let's try usability testing...



Questions?



Results That Shine.



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