Customer feedback loop

Content Prioritization and Usability Testing

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Hi, I'm Dominic

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Agenda

The General Idea

Content Prioritization

Main vs Detail pages

Gathering Feedback
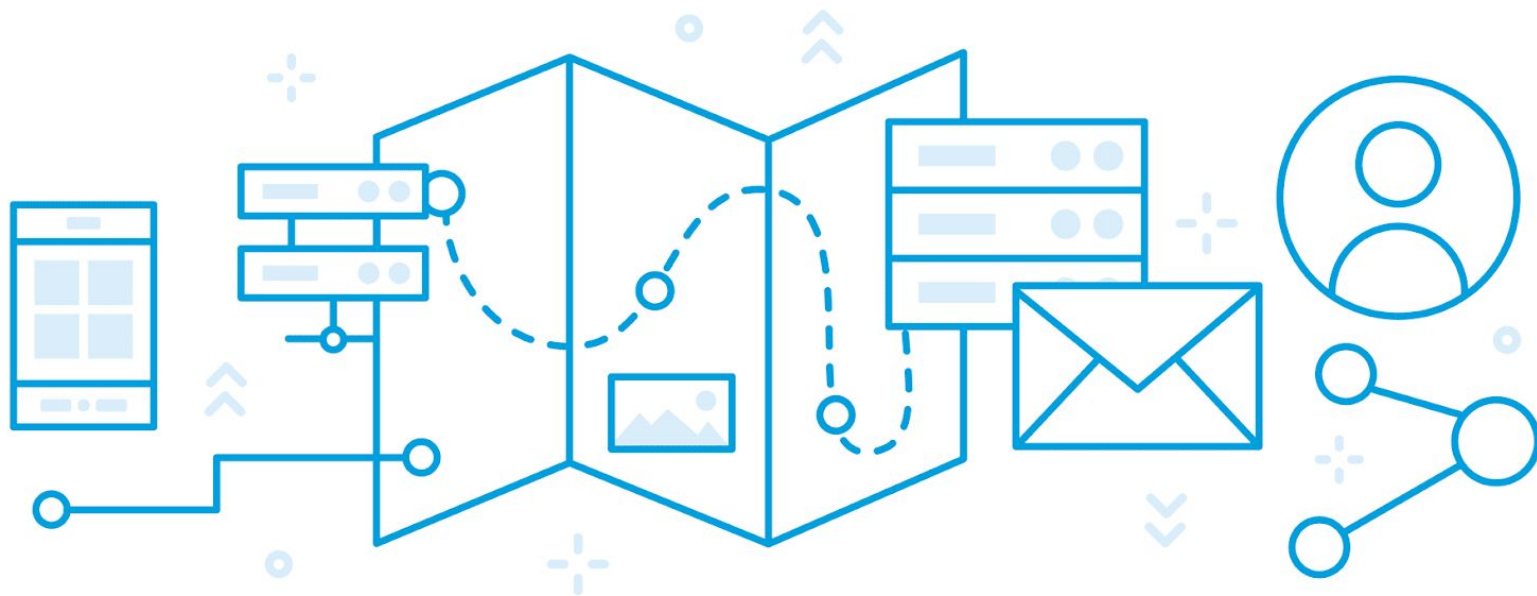
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You've got to be careful if you don't know where you're going. Cuz you might not get there.

-Yogi Berra

Think about the customer journey

User Journeys

Submit a ticket to DSGa and we can help you analyze the user journeys through your website.

https://digitalservices.georgia.gov/help

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User Journeys

Think about a site visitors journey through your website and all of the pages that they would have to traverse in order to accomplish a task.
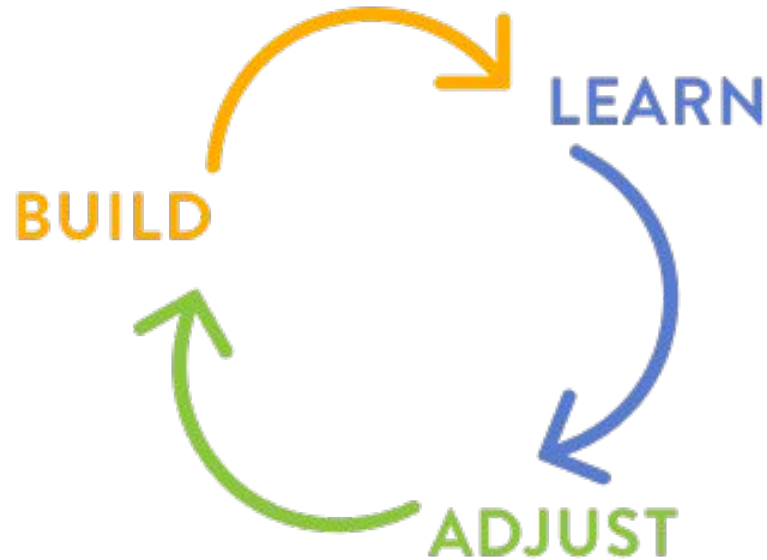
DSGa constant feedback

Requirements gathering, beginning of D8 project

Editor interviews along the way

Usability testing of what has been built in D8

Customer Feedback Loop

How to balance?

So much to say, so little time

Too many cooks in the kitchen

What about the less common tasks?

What about the other segments of my audience?

The solution is

content prioritization and testing

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How to start?

Prioritize your content

You should think about your largest audience first and focus on the **most common or important task**(s).

Pages should have a clear hierarchy (what is this person here to do?)

Guiding principles | Prioritization

Consider…

- User needs
- Organizational goals
- Page intent

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A quick note about user needs

How people really use the web

We act as though...

- Pour over each page
- Read all of the text
- Figure out how we've organized things
- Weigh options before acting

What people actually do...

- Glance at each page
- Scan some of the text
- Click around

We're thinking "great literature"

The reality is much closer to "reading a billboard going by at 60 miles an hour"

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Guiding principles | Page flow

Main pages:

Main hub for lots of content.

Detail pages:

Focused content driving toward a clear purpose.

What makes an effective **main** page?

Guiding principles | Main pages

For example…
- Homepage
- Landing Pages
- Service or Program pages

High in main menu

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Guiding principles | Main pages

Efficient

Brief

Action-oriented

Guiding principles | Main pages

Limit your buttons!

Might cover lots of content, but still need to decide what's important.

AND WHEN EVERYONE'S A SUPER

NO ONE WILL BE

What makes an effective **detail** page?

Guiding principles | Detail pages

For example…

- Details about a program
- Instructions for a process

Low in main menu

Guiding principles | Detail pages

Appropriate amount of detail
(further in journey = more detail)

Keep the page **scannable**

Guiding principles | Detail pages

***Only 1* call to action.**

Too many buttons dilute their significance.
Keep it focused.

Guiding Principles | Page Layout

Use common language

Ample whitespace

Use imagery to support the narrative

DSGa Usability Research

DSGa will be doing a large usability testing cycle in the next month or two to gather feedback on what we've built thus far and how effective it is.

Editor Interviews

We talk to agency editors on a regular basis to make sure that we are making decisions that align with how you work.

Why?

Getting feedback from your users helps you deliver value

The Gold Standard

Really well done websites are

- Self-evident
- Obvious
- Self-explanatory

Self-Explanatory at the very least

- Well-chosen names
- Layout of the page
- *Small* amounts of carefully crafted text

The end goal

- Provide clear pathways to common tasks
- Emphasize the most common task for the largest portion of your audience
- Minimize noise
- Effective prioritization of content

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How do you know if you got it right?

Usability Testing

Getting feedback

A low bar

Testing one user is 100% better than testing none

Test early

The purpose is to inform your judgement

One morning a month

Recruit loosely and grade on a curve

3-4 participants is plenty

Testing Tools and Approaches

What can editors effect?

Page layout - above the fold, align with user journey, visual heirarchy (scanning patterns)

Site information architecture - link together pages
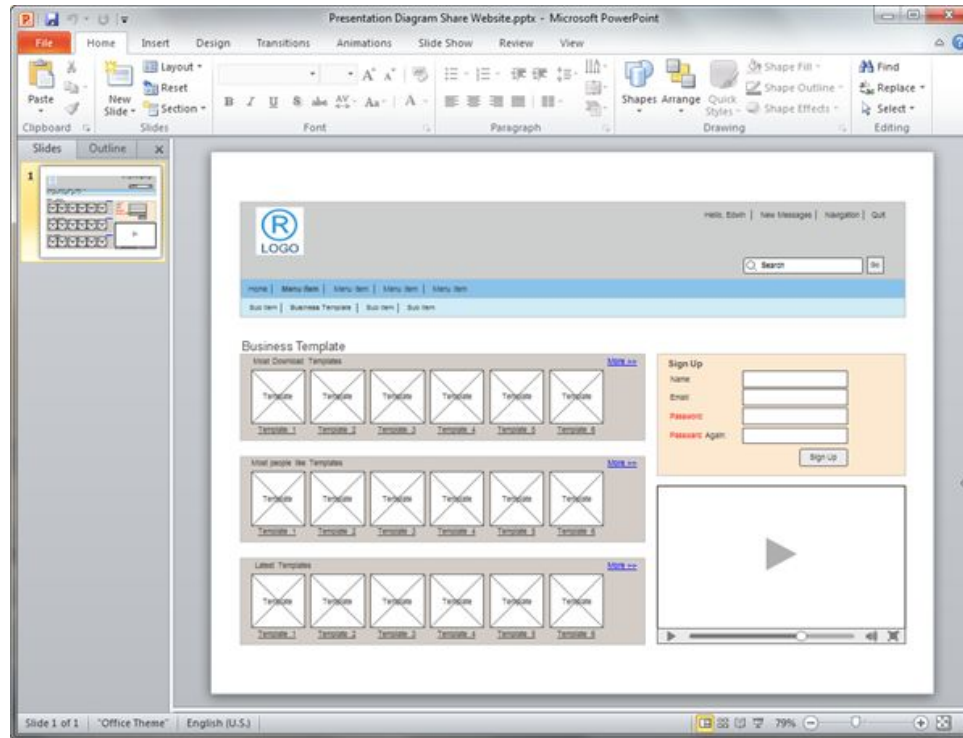
Words on the page - Writing for the web

Benchmarking

Visit agency site from another state

Explore key tasks

Learn from others

What works and what doesn't?

Word or PPT page draft

The main things

- Does your page layout have the desired effect?
- Do the semantics resonate with the target audience?
- Do they 'get it'?

Optimalworkshop.com

Limited free account

Card Sorts

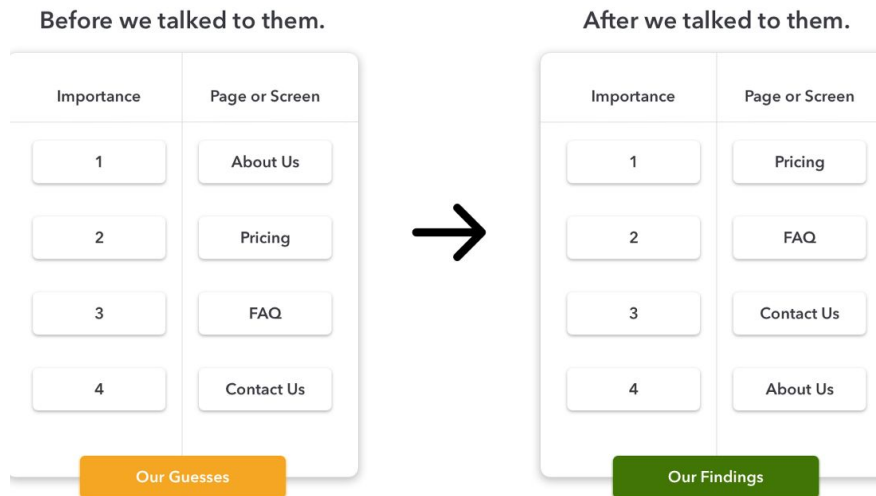Treejack Tests

First-click Tests

OPTIMAL WORKSHOP

Content Ranking

Can be applied to:

- Large clusters
- Individual page

"What information is most important to you?"

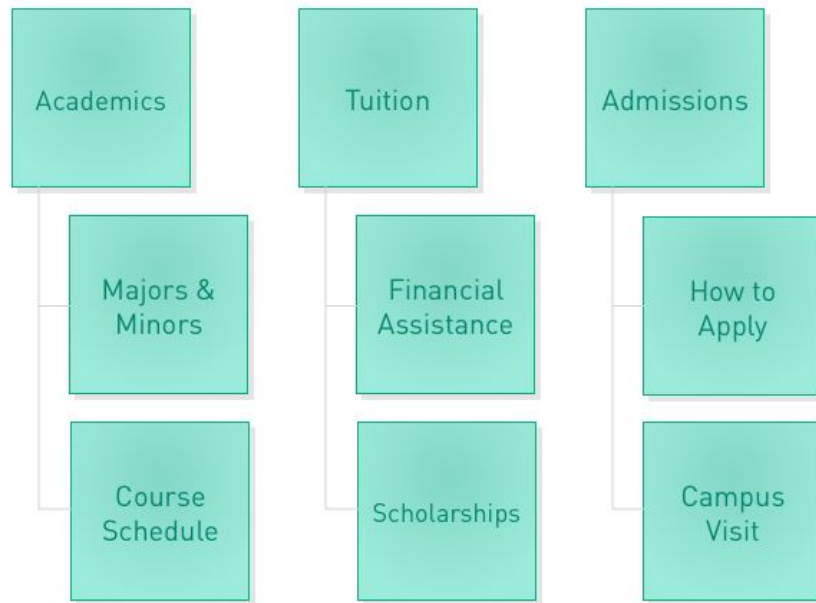# Card Sort

Group concepts together

How users would like the
information to be organized

Example of
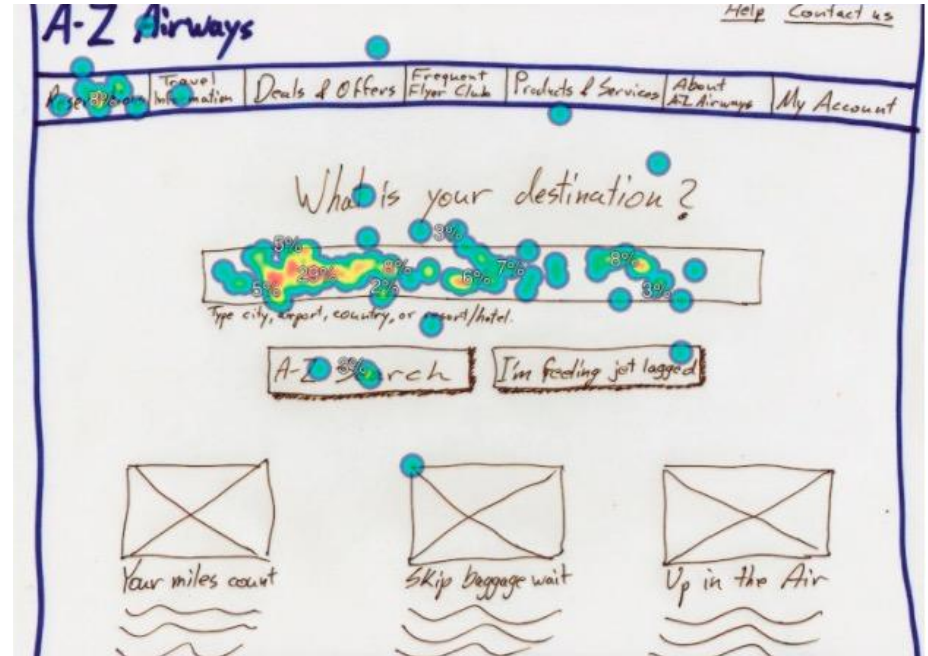Participant Sorted Cards

Academics	Tuition	Admissions
Majors & Minors	Financial Assistance	How to Apply
Course Schedule	Scholarships	Campus Visit

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Heatmaps

DSGa can provide heatmaps of your homepage.

SiteImprove is one potential tool that can also track first clicks.

User Interview

If you have an opportunity to talk to a site visitor

What task was that person there to accomplish?

How did it go?

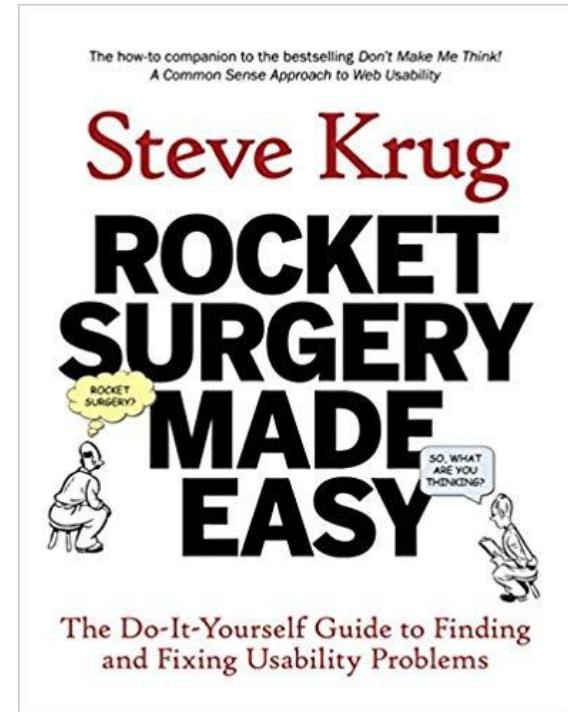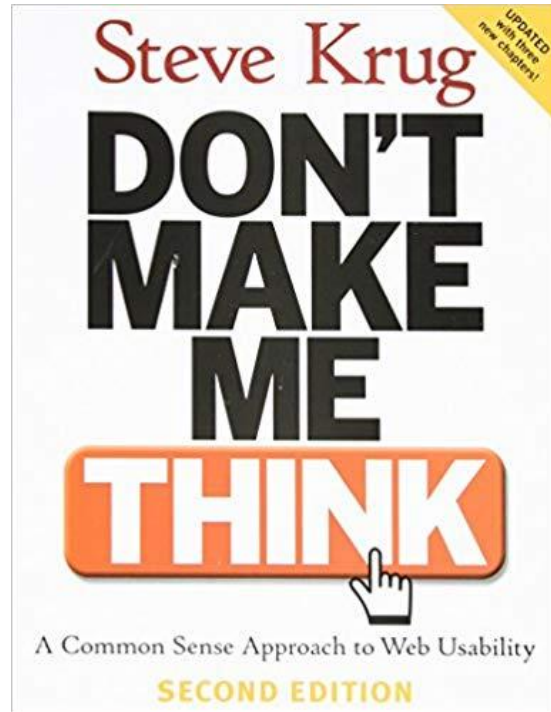What could be better?

Key Insights

Learn what trips people up

Learn about visitor intentions

Learn what your users prioritize

Rinse and repeat!

The Books

Activity

Feel free to sketch a page layout while your here and ask a fellow GOVTalk audience member to offer feedback on it.

Come up with a list of concepts from your website and ask someone to rank them.

Questions?

Thank you!

User testing tools

Paper Sketch Test

With paper and pencil

or

A rough digital mock-up

Learn if your concept is easy to understand

Sketch Example

It can be pretty rough