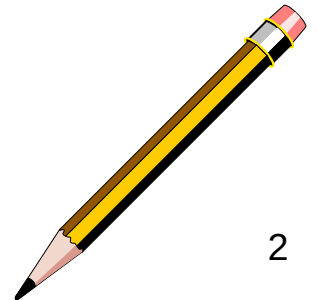


How to find out about
the usability
of your website
using a survey

UX Cambridge 2012 workshop led by Caroline Jarrett

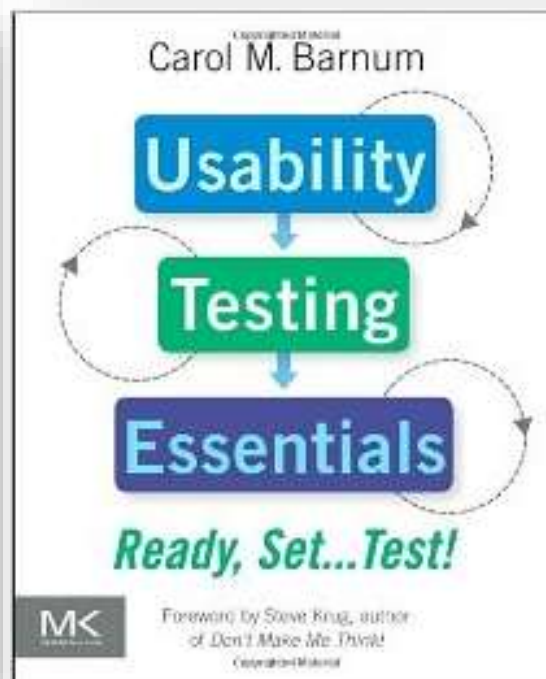
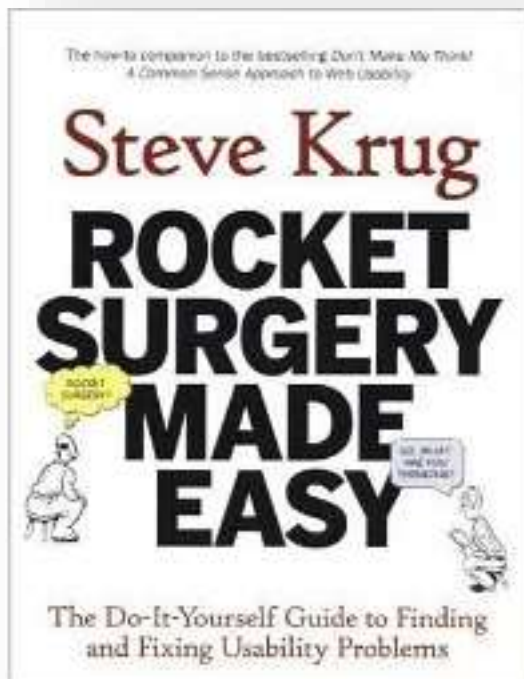
I got asked this question recently.
What are your views?

“ Can a usability test just
use a questionnaire,
no observation? ”



“Can a usability test just use a questionnaire, no observation?” << NO

- We agreed that a usability test must have observation, otherwise it's not a usability test
- Recommended reading



I rejected the idea of using a questionnaire alone. But let's ponder this question.

“How to find out
about the usability
of your website
using a survey”

UX people typically encounter surveys in these three ways

1. Post-test / post-task surveys e.g. SUS
2. Someone is going to do a survey anyway

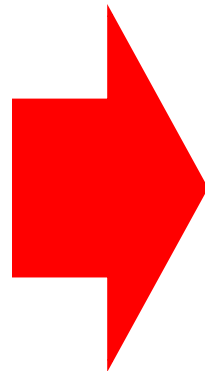


Better UX surveys

UCD2012 workshop led by Caroline Jarrett

<http://www.slideshare.net/cjforms/better-ux-surveys-at-ucd2012-by-cjforms>

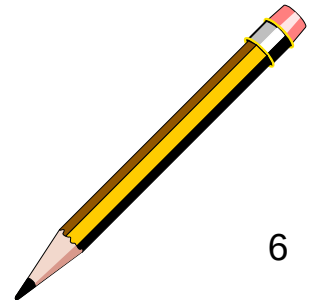
3. Triangulating between survey data and data from elsewhere



Today's topic,
this time focusing
on usability

Let's unpick the standard definition. Which bits can we assess using a survey?

The extent to which a product
can be used by specified users
to achieve specified goals
with effectiveness, efficiency
and satisfaction
in a specified context of use
(ISO 9241:11 1998)



We picked out many details in the definition that we could explore in surveys

Examples from the discussion:

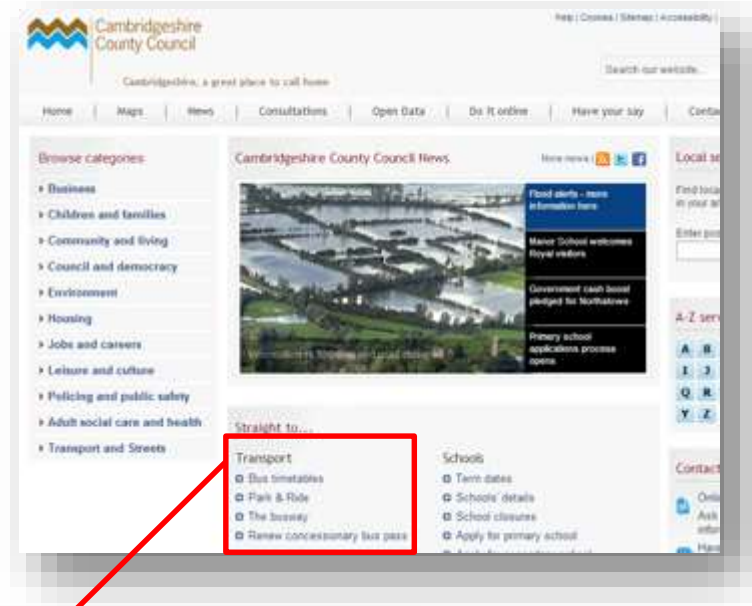
- “Specified users” - demographics, attitudes, history
- “Specified goals” – what do users want to achieve?
- “Satisfaction”
 - What did they expect?
 - What is their assessment after the experience?



Example: the product.

Is that the whole website, a section, a page?

The extent to which **a product** can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use (ISO 9241:11 1998)



 Park & Ride

Used properly, NPS® (Net Promoter Score) takes “the product” up another level – to brand

“Would you recommend us to a friend?”



Image credit:
Cambridge County Council



Image credit:
Richard Vince, geograph.org.uk

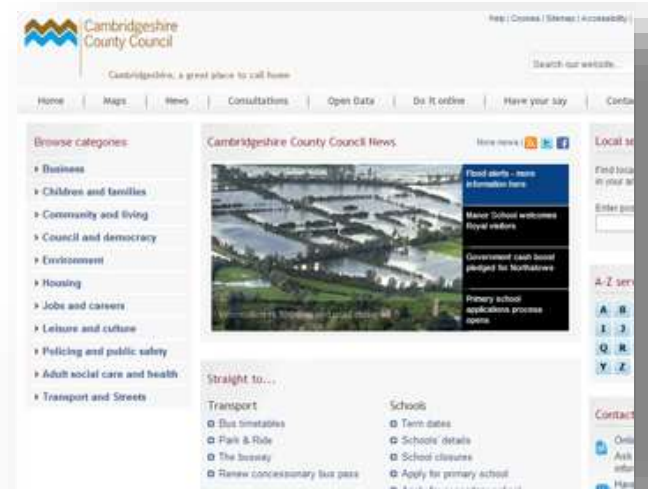


Image credit: Rodney Burton, geograph.org.uk

Reichheld, F. F. (2006)
The ultimate question: driving good profits and true growth

But sometimes NPS® gets muddled up with other things



Reflecting back on your overall experience on the **XXXXXX** website TODAY, on a scale of 0 to 10, where 0 is 'not likely at all' and 10 is 'extremely likely', how likely would you be to recommend the **XXXXXX** website to a friend? Please only think about your experiences on the website TODAY.

- ☐ 0 – not likely at all
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – extremely likely

Tip

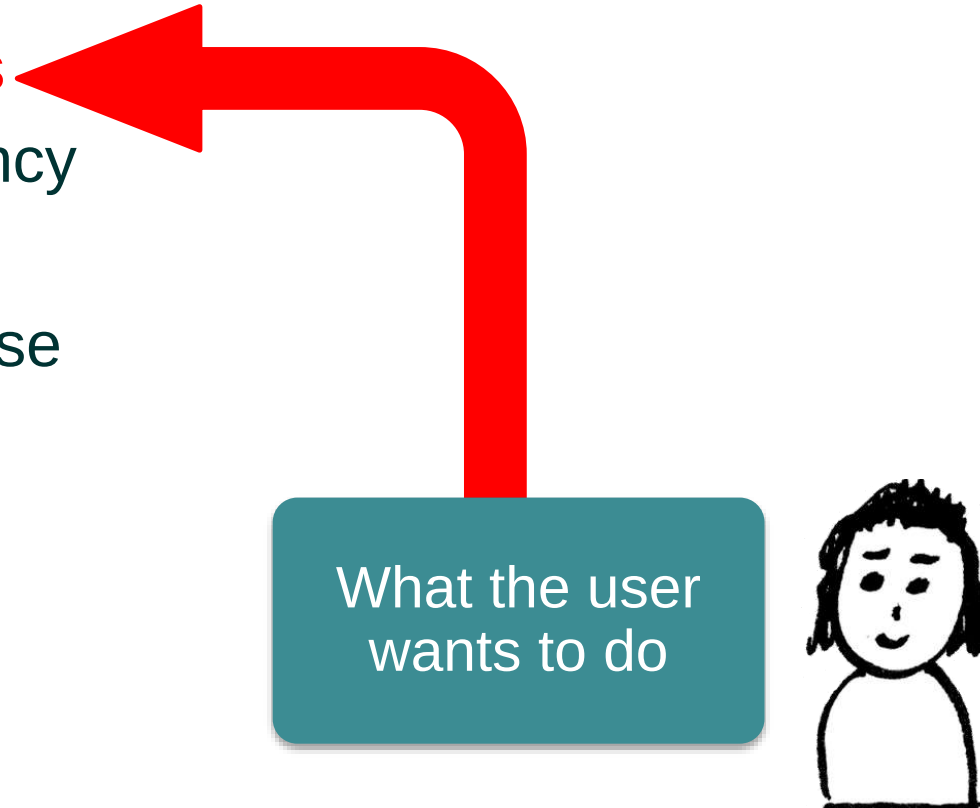
Ask one question at a time



Image credit:
Shutterstock

My favourite bit to look at with surveys: what is the user's concept of the goal?

The extent to which a product
can be used by specified users
to achieve specified **goals**
with effectiveness, efficiency
and satisfaction
in a specified context of use
(ISO 9241:11 1998)



What the user
wants to do

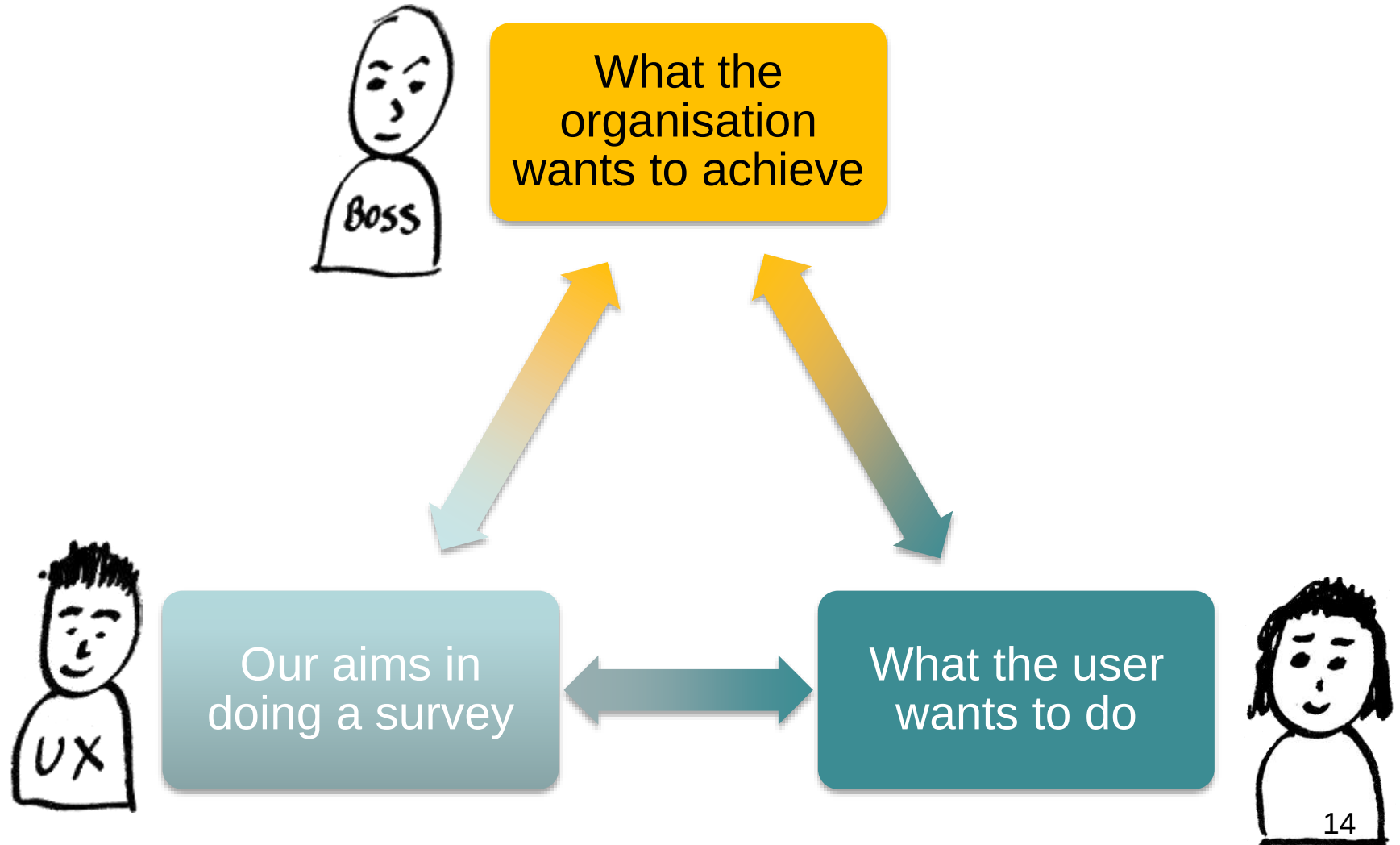


Tip

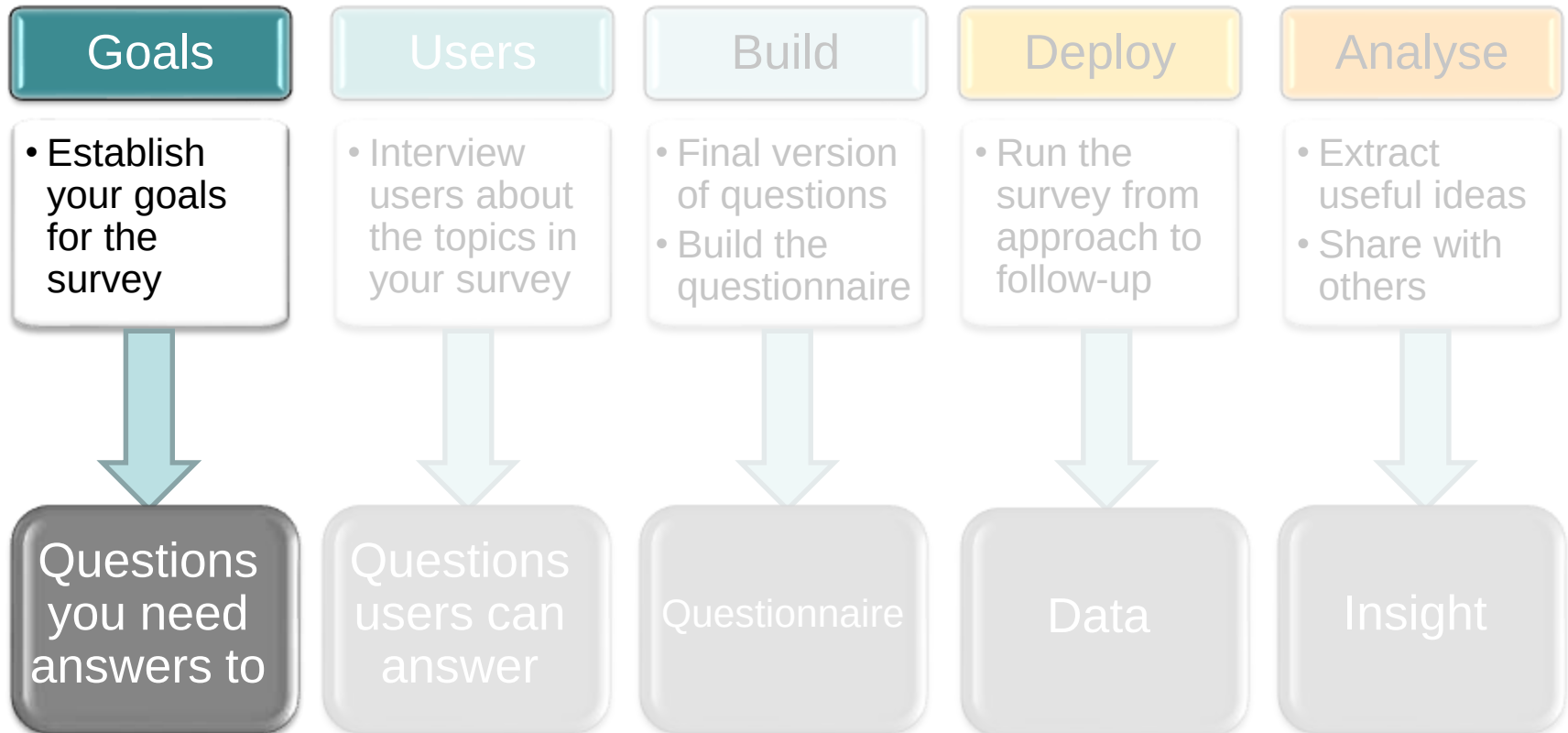
Find out about users' goals



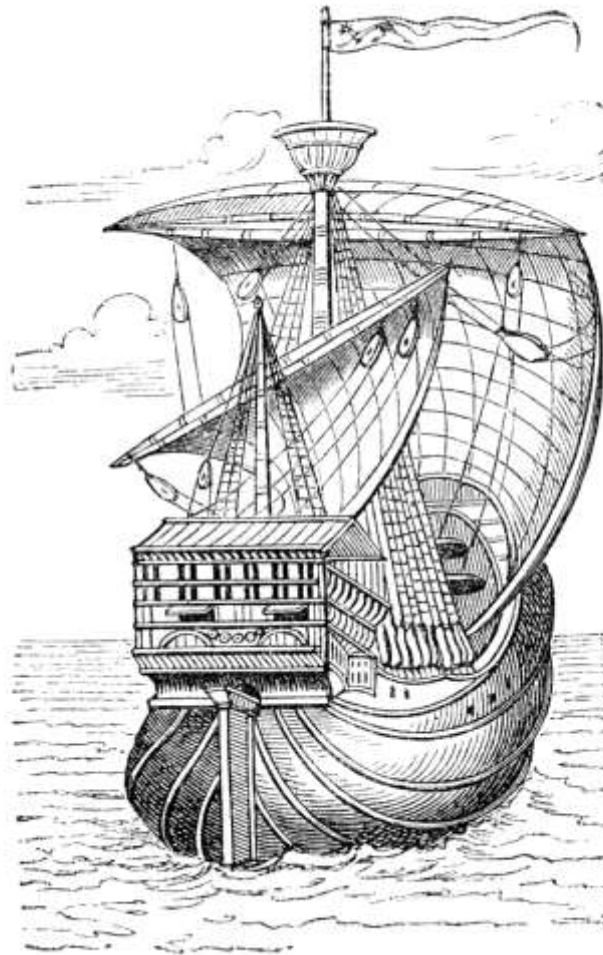
There are other goals to consider



A set of questions starts to become a survey when we know our goals for the survey



Exploratory:
Don't know what is out there. Send and hope.



Comparative:

Explore trends, look at before-and-after, trackers

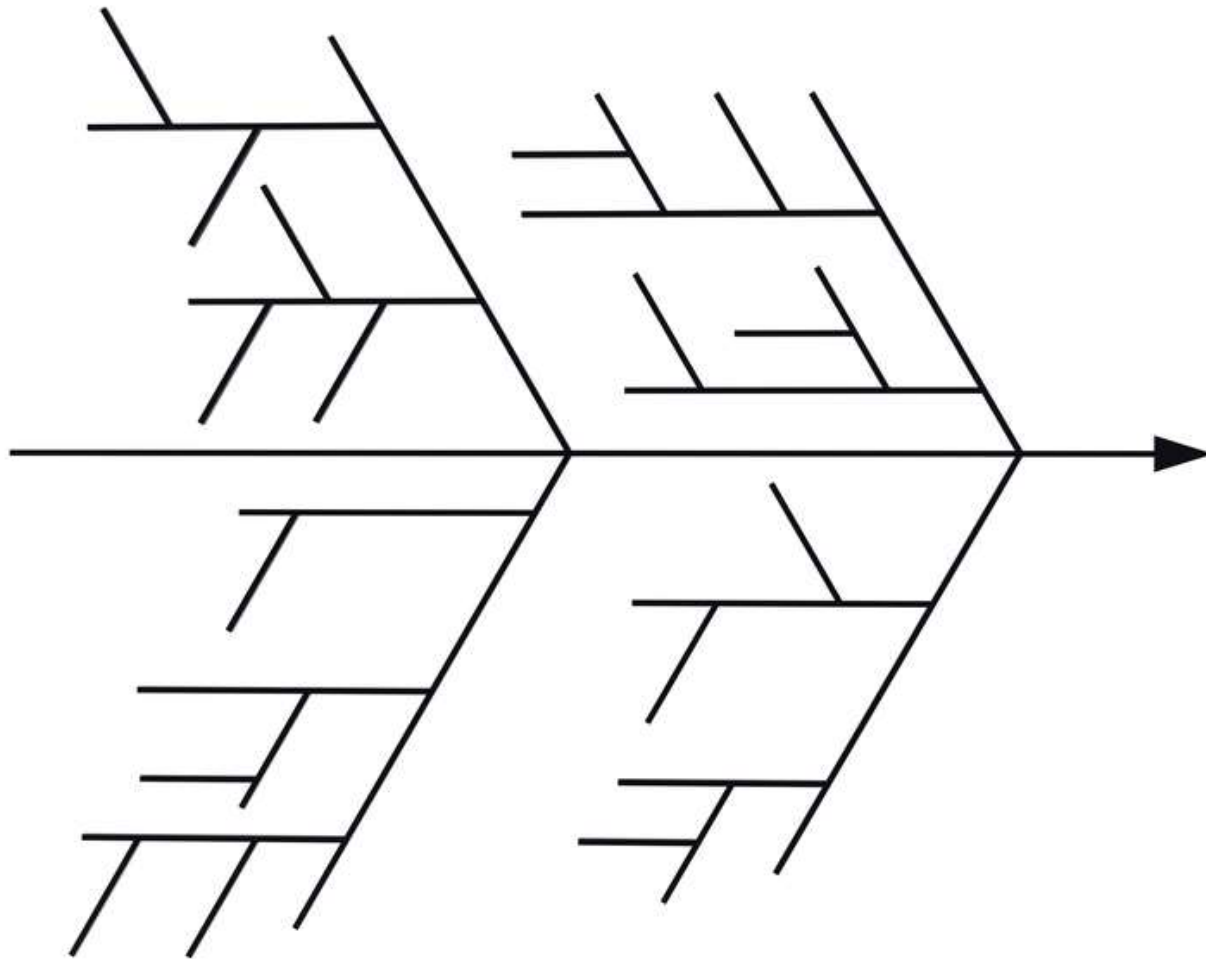


Descriptive:
Do know what is out there. Go and count them.



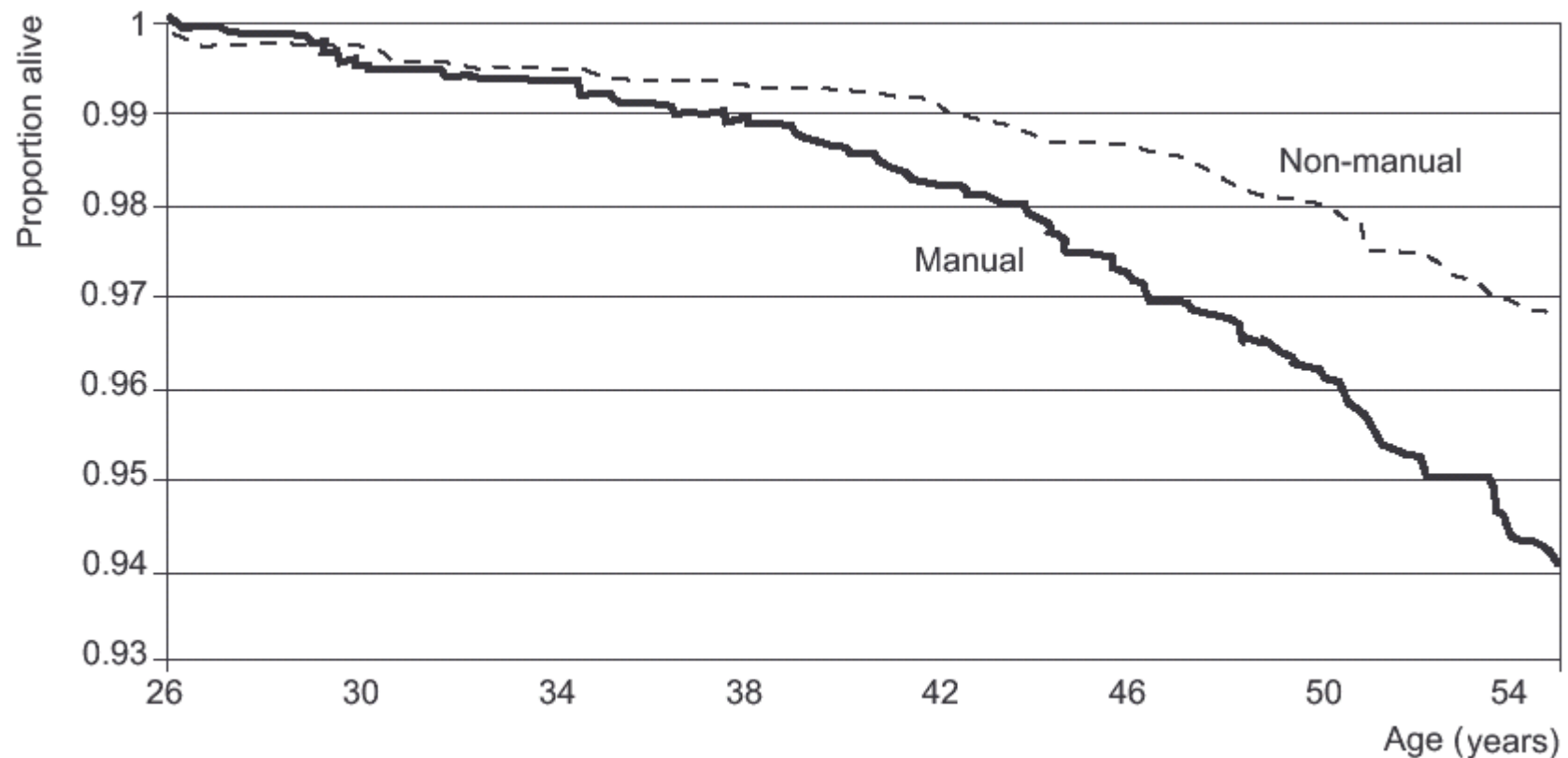
Modelling:

Find factors that show cause and effect



Example: The 1946 Cohort Study combines comparative, descriptive, and modelling

Cumulative death rates by father's social class at birth in the 1946 birth cohort study



Exploratory, comparative, descriptive, modelling? Let's discuss (from a pop-up survey)

Page 2 of 6 - Cambridgeshire County Council

Please note: mandatory questions have a * next to them

Q6. Did you find what you were looking for today? *

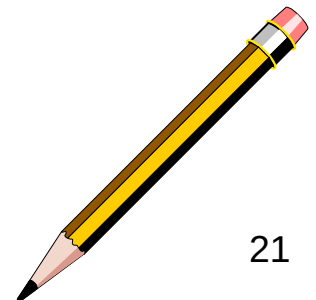
Please tell us what you could not find and what you will do now

Q7. How would you rate your satisfaction with the following features of this website? *

	Very dissatisfied		OK		Very satisfied	
General look & feel	☐	☐	☐	☐	☐	
Ease of getting around the site	☐	☐	☐	☐	☐	
Ease of finding information / services	☐	☐	☐	☐	☐	
Usefulness of site search - only rate if used	☐	☐	☐	☐	☐	☐ Not used
Value of the information	☐	☐	☐	☐	☐	
Mapping facilities - only rate if used	☐	☐	☐	☐	☐	☐ Not used

« Back

Next »



We found plenty to say about the details of the questions – but this is a COMPARATIVE survey, so keeping questions the same whenever it is used is crucial

Page 2 of 6 - Cambridgeshire County Council

Please note: mandatory questions have a * next to them

Q6. Did you find what you were looking for today? *

Please tell us what you could not find and what you will do now

Q7. How would you rate your satisfaction with the following features of this website? *

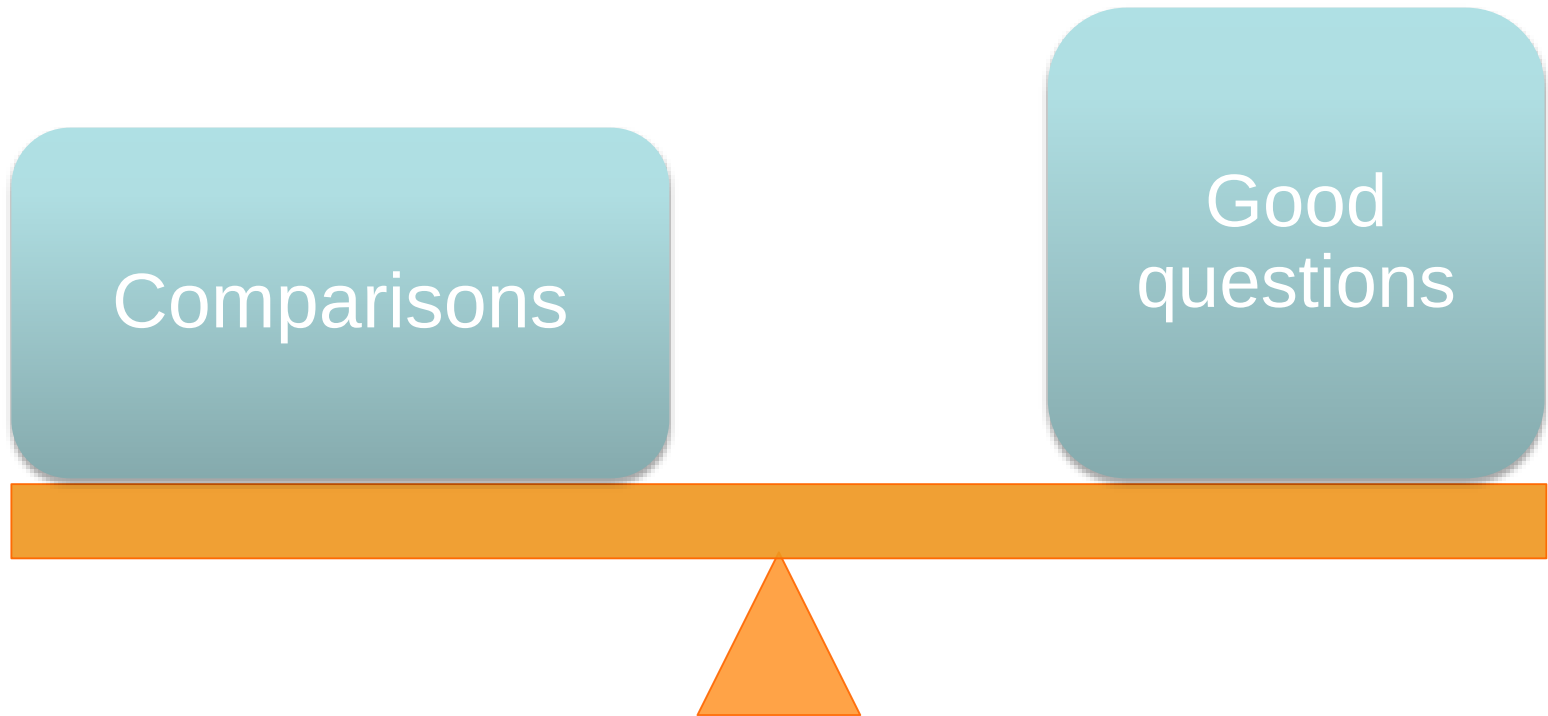
	Very dissatisfied		OK		Very satisfied	
General look & feel	☐	☐	☐	☐	☐	
Ease of getting around the site	☐	☐	☐	☐	☐	
Ease of finding information / services	☐	☐	☐	☐	☐	
Usefulness of site search – only rate if used	☐	☐	☐	☐	☐	☐ Not used
Value of the information	☐	☐	☐	☐	☐	
Mapping facilities – only rate if used	☐	☐	☐	☐	☐	☐ Not used

« Back

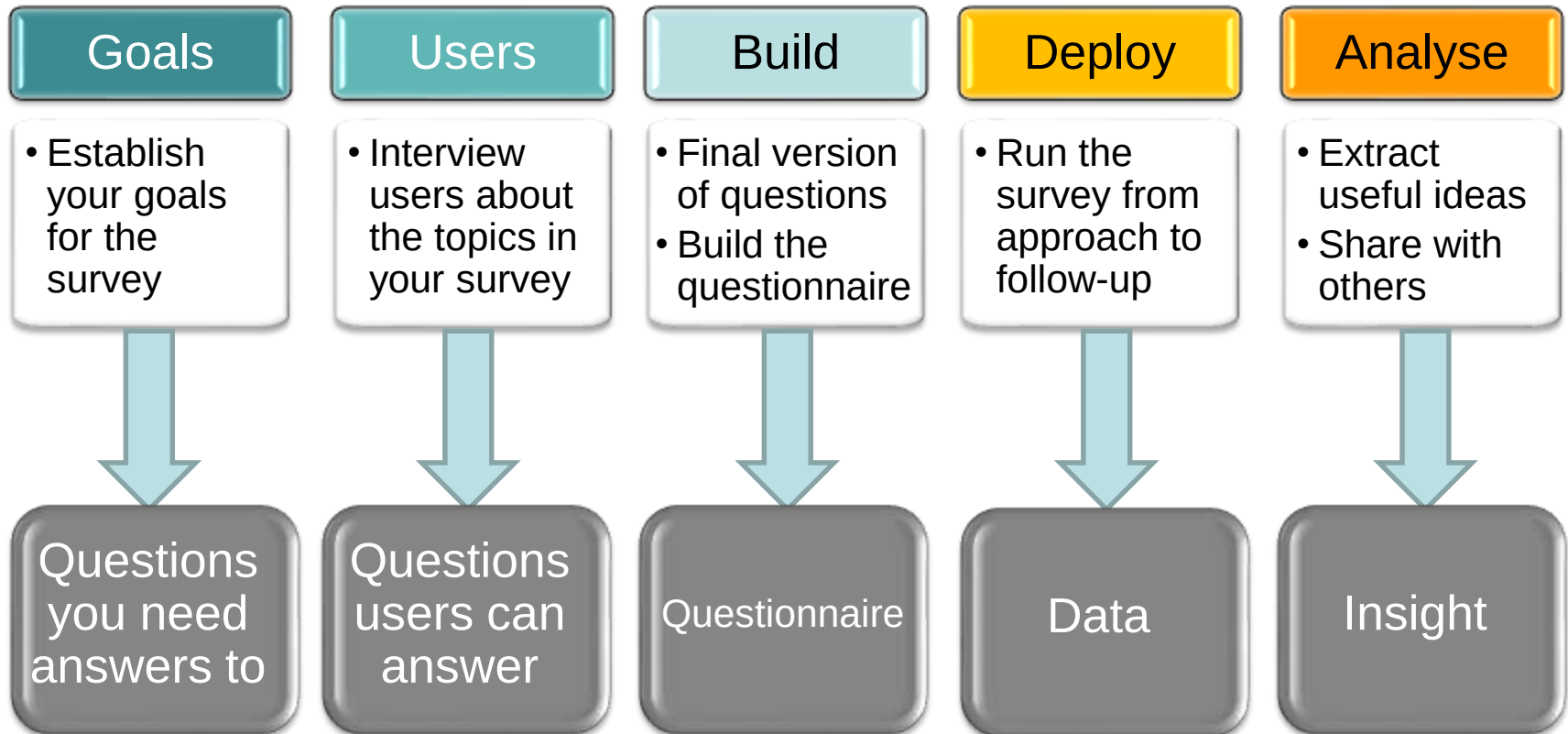
Next »

Workshop
results

The ideal: everything in balance

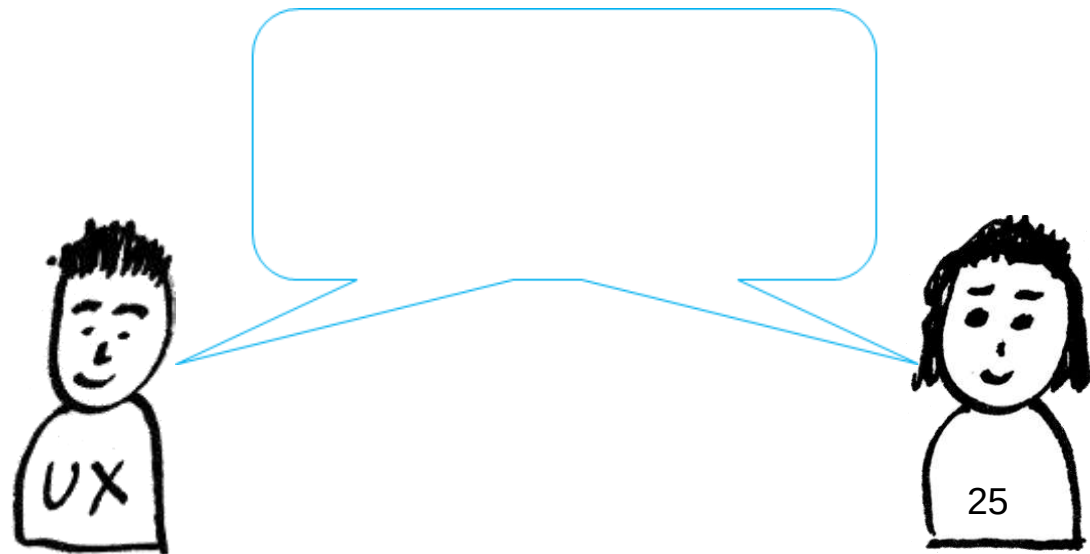


To get maximum insight from your survey, follow all the steps.



Tip

Interview before build



Bonus

Tip

Successful

Survey = Questionnaire

+ Process

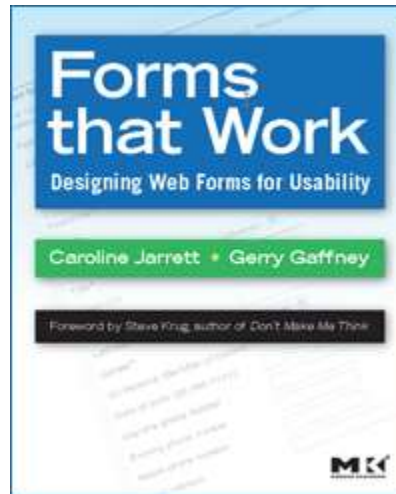
That involves
lots of testing

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<http://www.slideshare.net/cjforms>

carolinej@effortmark.co.uk



More resources on <http://www.slideshare.net/cjforms>

