

When It's Not Just Your Opinion: Usability Research for Government Web Managers



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Where we are going ...

- **Why worry about research?**
 - Emerging best practices
 - Emerging methods
 - Emerging Areas of Interest
- **Gathering your own evidence**
- **Additional Resources**

When you don't leverage research ...



When you don't leverage research ...



**Web managers,
content creators and
developers tussle
about content, the
'right' design and
what to do next ..**

Quiz:

How many of these debates have you had?

- **How many spaces in a text box?**

Quiz:

How many of these debates have you had?

- How many spaces in a text box?
- Can labels on forms be right aligned?

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- How big should the font be?

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- How many spaces in a text box?
- Can labels on forms be right aligned?
- How big should the font be?
- Can we make the text white on a dark ground?

Quiz:

How many of these debates have you had?

- How many spaces in a text box?
- Can labels on forms be right aligned?
- How big should the font be?
- Can we make the text white on a dark ground?
- Where does the primary navigation go?

Quiz:

How many of these debates have you had?

- How many spaces in a text box?
- Can labels on forms be right aligned?
- How big should the font be?
- Can we make the text white on a dark ground?
- Where does the primary navigation go?
- What belongs on the home page?

Quiz:

How many of these debates have you had?

- How many spaces in a text box?
- Can labels on forms be right aligned?
- How big should the font be?
- Can we make the text white on a dark ground?
- Where does the primary navigation go?
- What belongs on the home page?
- Bullets, not paragraphs...



When you do ...



When you do ... leverage research

Webmasters can

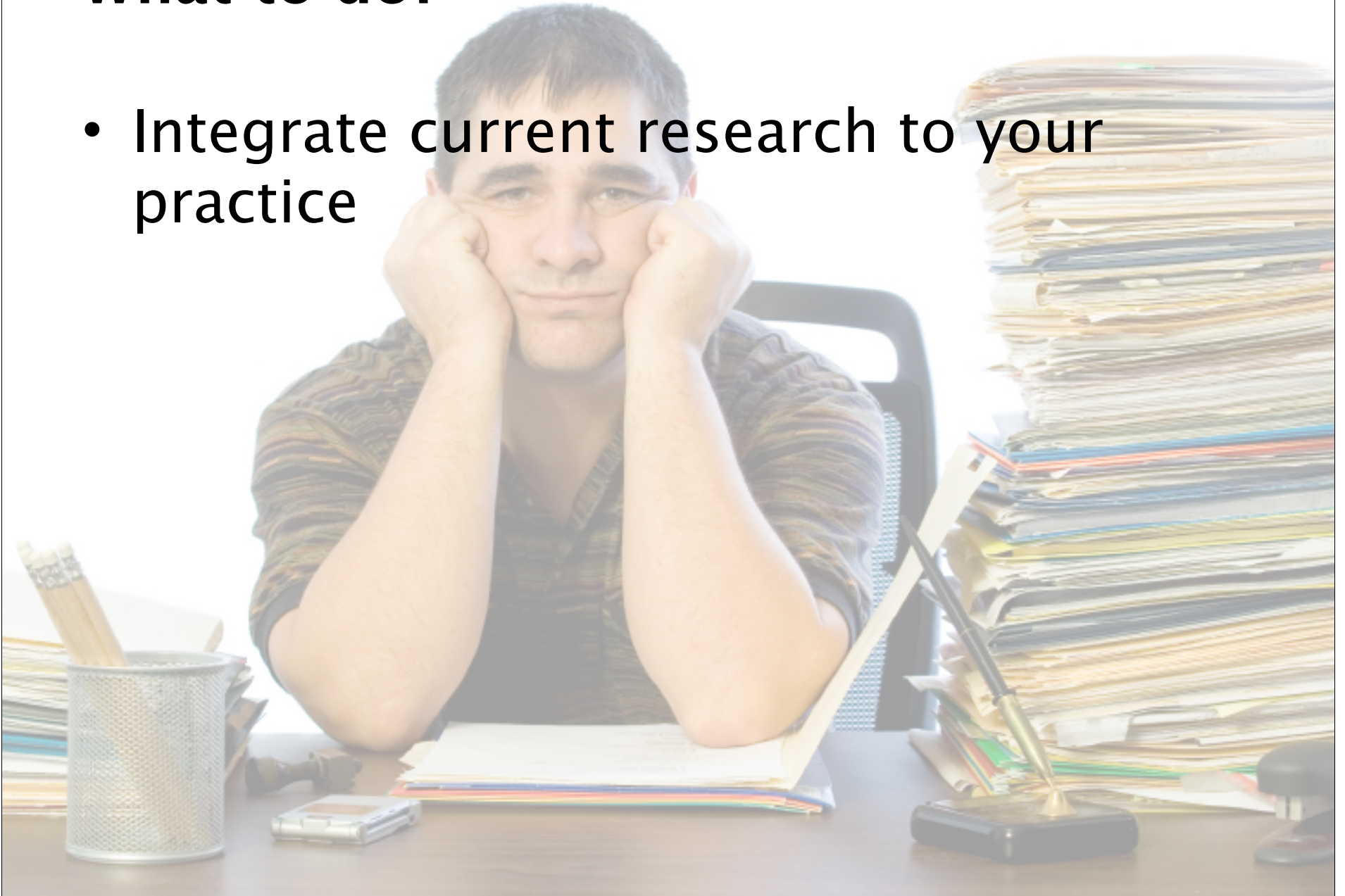
- **Coordinate site and content strategy**
- **Drive continuous improvement**
- **Manage (and evolve) the website design & standard**

Content experts can design effective content

Developers can implement elegant code

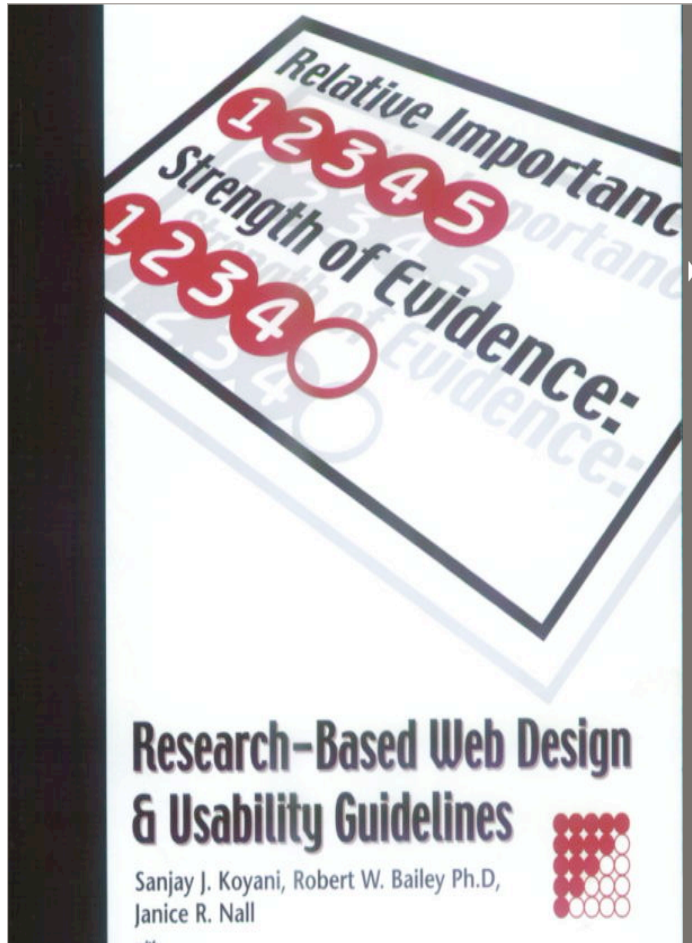
What to do?

- Integrate current research to your practice





Key Resources



Usability.gov Home | Dictionary | Site Map

Your guide for developing usable & useful Web sites

Step-by-Step Usability Guide

- Plan**
 - Think About the Process
 - Develop a Plan
 - Assemble a Project Team
 - And more...
- Analyze**
 - Learn About Your Users
 - Conduct Task Analysis
 - Develop Personas
 - And more...
- Design**
 - Determine Site Requirements
 - Write for the Web
 - Use Parallel Design
 - And more...
- Test & Refine**
 - Conduct Usability Testing
 - Analyze Results
 - Prepare Test Report
 - And more...

Usability Topics

- Usability & Government**
 - Usability in Government
 - Lessons Learned
 - Requirements & Best Practices
 - And more...
- Research-Based Guidelines**
 - Home Page
 - Page Layout
 - Navigation
 - Links
 - Text Appearance
 - Graphic Design
 - Accessibility
 - Search
 - Software/Hardware
 - And more...
- Templates & Examples**
 - Usability Test Reports
 - Online Surveys
 - Usability Testing Forms
 - And more...
- Usability Methods**
 - Card Sorting
 - Personas
 - Task Analysis
 - Usability Testing
 - And more...

What's New

- Available for order: Updated 2008 Research-Based Web Design & Usability Guidelines Book
- Fact sheet: Automated Usability Test Environment (UTE) Tool
- RSS: What's New Updates Help with RSS

Usability Newsletters

- Usability Updates - Creating Usable Online Forms
- All Newsletters

Meetings & Events

- Web Manager University Spring 2008 Schedule
- All Meetings & Events

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Webcontent.gov Search

Your Guide to Managing U.S. Government Websites

Home | About Us | FAQ's | Topics A-Z | Contact Us | Jobs

Spotlight:

- View the finalists for the 2008 Web Best Practice Awards.
- Registration closed for the 2008 Government Web Managers Conference.
- Register for Spring 2008 Web Manager University Classes.

REQUIREMENTS & BEST PRACTICES

- Federal Laws & Regulations
- OMB Policies
- Best Practices

USABILITY & DESIGN

- Accessibility/Section 508
- Design Templates
- Usability Principles & Techniques

IMPROVING YOUR WEBSITE

- Evaluating Your Website/ Web Metrics
- Making Changes/Redesigns

MANAGING CONTENT

- Designing Task-Focused Websites
- Organizing & Categorizing Content
- Writing for the Web
- Keeping Content Current
- Archiving/Web Records
- Managing Specific Types of Websites

MANAGEMENT & GOVERNANCE

- What is Web Governance?
- Sample Governance Models

News & Events

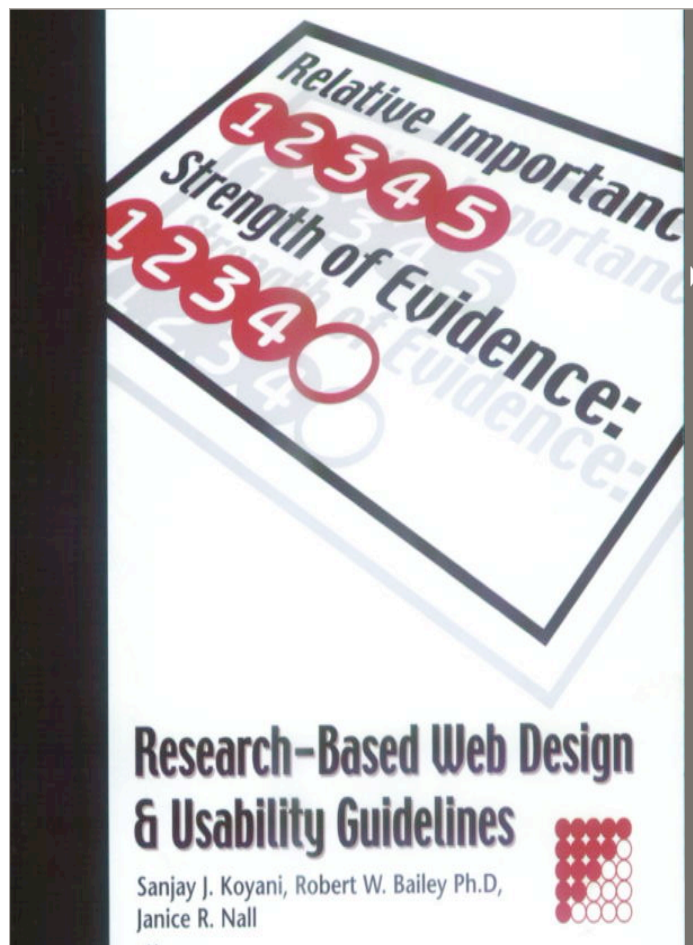
- Plain Language Act passes in the House
- May 5-6: Government Web Managers Conference & Best Practice Awards Ceremony
- May 15: Website Makeover - Focusing on Your Visitors' Major Tasks (1-Day Course)

Our Community

- Join the Forum ListServ
- Join Networks & Groups
- Read Forum Archives
- Get E-mail Updates

Top Requests

Interesting, well-evidenced, actionable. Pick 2?



- 5 – Strong Research Support **12345**
 - Cumulative and compelling, supporting research-based evidence
 - At least one formal, rigorous study with contextual validity
 - No known conflicting research-based findings
 - Expert opinion agrees with the research
- 4 – Moderate Research Support **1234○**
 - Cumulative research-based evidence
 - There may or may not be conflicting research-based findings
 - Expert opinion
 - Tends to agree with the research, and
 - A consensus seems to be building
- 3 – Weak Research Support **123○○**
 - Limited research-based evidence
 - Conflicting research-based findings may exist - and/or -
 - There is mixed agreement of expert opinions
- 2 – Strong Expert Opinion Support **12○○○**
 - No research-based evidence
 - Experts tend to agree, although there may not be a consensus
 - Multiple supporting expert opinions in textbooks, style guides, etc.
 - Generally accepted as a 'best practice' or reflects 'state of practice'
- 1 – Weak Expert Opinion Support **1○○○○**
 - No research-based evidence
 - Limited or conflicting expert opinion

Research at 'the academy'



The best evidence ...

Usability Guidelines: 2006				
Chapter	Section	Title	Importance	Evidence
1	1:01	Provide Useful Content	5	5
2	2:03	Standardize Task Sequences	4	5
2	2:05	Design For Working Memory Limitations	4	5
6	6:07	Align Items on a Page	4	5
9	9:03	Use Descriptive Headings Liberally	4	5
11	11:01	Use Black Text on Plain, High-Contrast Backgrounds	4	5
12	12:01	Order Elements to Maximize User Performance	4	5
14	14:01	Use Simple Background Images	4	5
14	14:04	Use Video, Animation, and Audio Meaningfully	4	5
15	15:06	Use Mixed Case with Prose	4	5
16	16:04	Group Related Elements	4	5
18	18:01	Use an Iterative Design Approach	4	5
11	11:06	Use Attention-Attracting Features when Appropriate	3	5
11	11:07	Use Familiar Fonts	3	5
11	11:10	Emphasize Importance	2	5
13	13:22	Use Data Entry Fields to Speed Performance	2	5
16	16:09	Use Color for Grouping	2	5
14	14:15	Use Images to Facilitate Learning	1	5



But, the real world...



Reality of the world ...



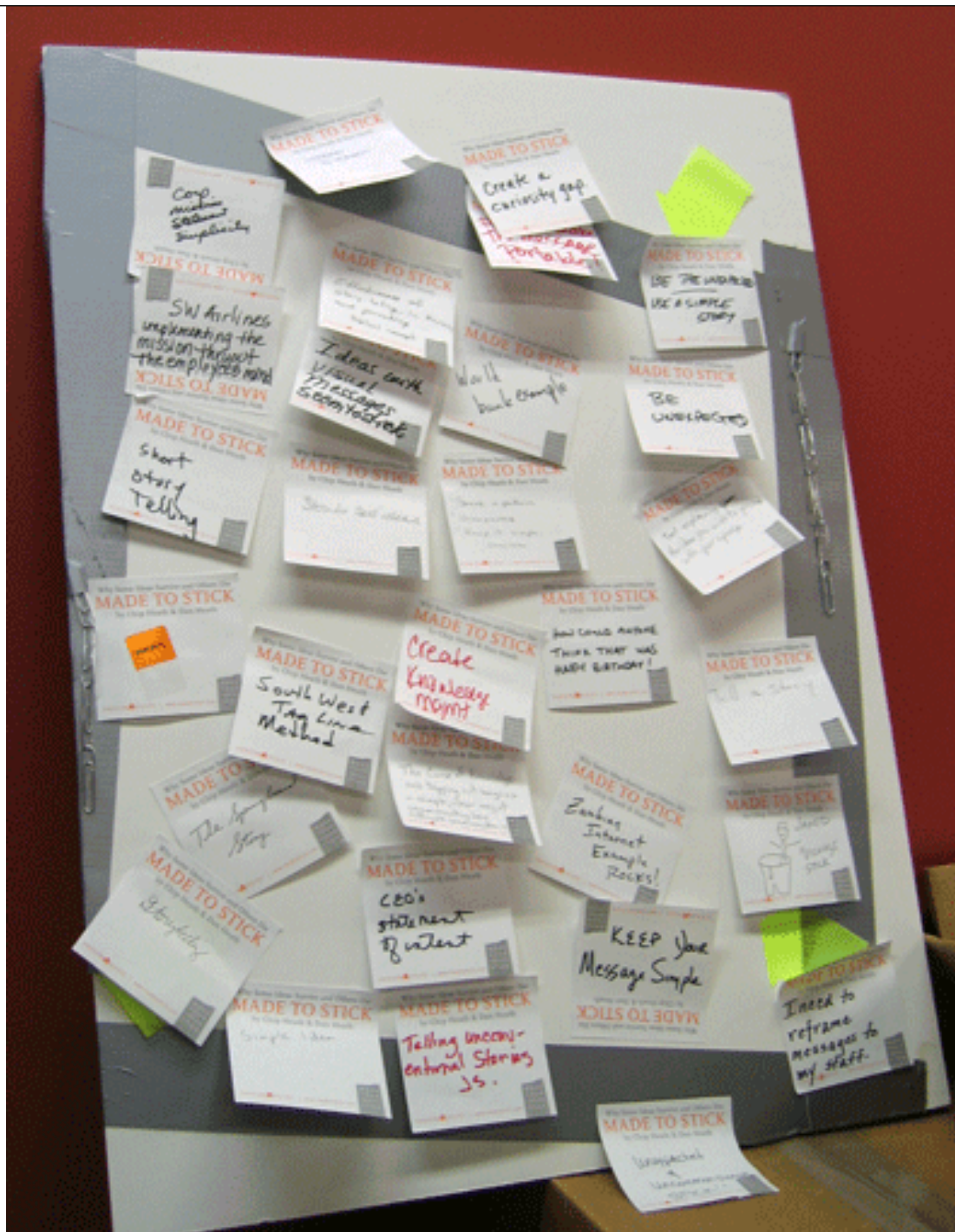
Usability Guidelines: 2006

Chapter	Section	Title	Importance	Evidence
1	1:01	Provide Useful Content	5	5
1	1:02	Establish User Requirements	5	4
3	3:03	Do Not Use Color Alone to Convey Information	5	4
5	5:03	Create a Positive First Impression of Your Site	5	4
6	6:02	Place Important Items Consistently	5	4
6	6:03	Place Important Items at Top Center	5	4
8	8:01	Eliminate Horizontal Scrolling	5	4
9	9:01	Use Clear Category Labels	5	4
10	10:01	Use Meaningful Link Labels	5	4
15	15:01	Make Action Sequences Clear	5	4
16	16:01	Organize Information Clearly	5	4
16	16:02	Facilitate Scanning	5	4
1	1:03	Understand and Meet User's Expectations	5	3
1	1:04	Involve Users in Establishing User Requirements	5	3
2	2:01	Do Not Display Unsolicited Windows or Graphics	5	3
5	5:01	Enable Access to the Homepage	5	3
6	6:01	Avoid Cluttered Displays	5	3
13	13:01	Distinguish Required and Optional Data Entry Fields	5	3
17	17:01	Ensure Usable Search Results	5	3
17	17:02	Design Search Engines to Search the Entire Site	5	3
3	3:01	Comply with Section 508	5	2
3	3:02	Design Forms for Users Using Assistive Technology	5	2
5	5:02	Show All Major Options on the Homepage	5	2
13	13:02	Label Pushbuttons Clearly	5	2
16	16:03	Ensure that Necessary Information is Displayed	5	2



Web 2.0

Aggregators Folksonomy Wikis User Centered Joy of Use
Blogs Participation Six Degrees Usability Widgets
Pagerank XFN Social Software FOAF Browser
Recommendation Sharing Collaboration Perpetual Beta Simplicity AJAX
Videocasting Podcasting Audio IM Video Design
Convergence CSS Pay Per Click
UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards SEO Economy
OpenID Remixability REST Standardization The Long Tail
DataDriven Accessibility Microformats Syndication XML
Modularity SOAP



Complicated becomes Simple

MADE TO STICK

SW Airlines simplifying the mission through the employee mind

MADE TO STICK

Short story Telling

MADE TO STICK

MADE TO STICK

South West Ten Line Method

MADE TO STICK

The 4000 Hour

MADE TO STICK

CEO's statement of intent

MADE TO STICK

Telling unconventional stories

MADE TO STICK

MADE TO STICK

Create a curiosity gap

MADE TO STICK

Idea with visual messages seem to stick

MADE TO STICK

Work bank example

MADE TO STICK

Create knowledge moment

MADE TO STICK

CEO's statement of intent

MADE TO STICK

Telling unconventional stories

MADE TO STICK

Telling unconventional stories

MADE TO STICK

Telling unconventional stories

MADE TO STICK

USE THE WORDS USE A SIMPLE STORY

MADE TO STICK

BE WORKING

MADE TO STICK

MADE TO STICK

MADE TO STICK

MADE TO STICK

MADE TO STICK

MADE TO STICK

KEEP your Message Simple

MADE TO STICK

MADE TO STICK

MADE TO STICK

I need to reframe messages to my staff.

MADE TO STICK

MADE TO STICK

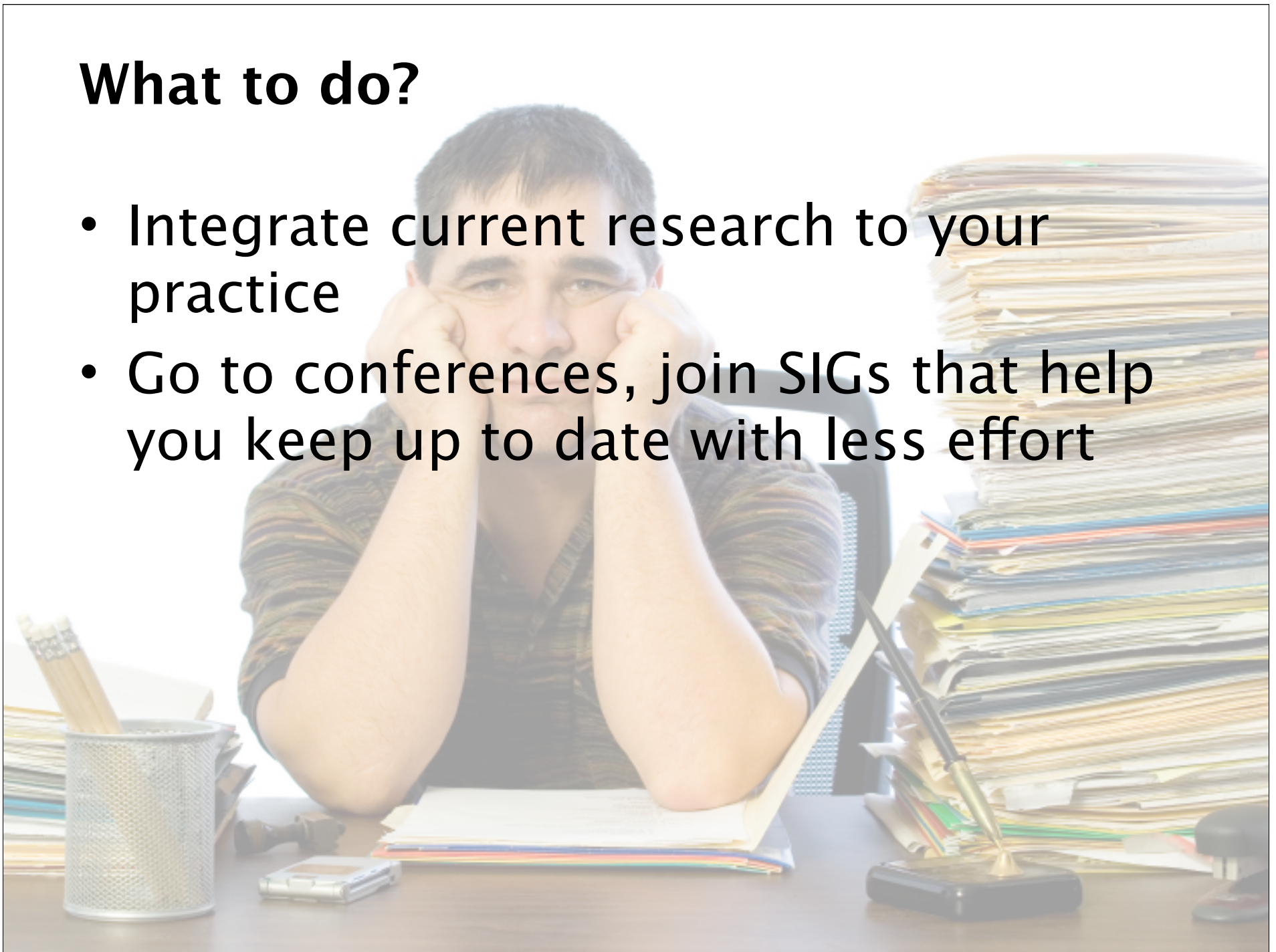
MADE TO STICK





What to do?

- Integrate current research to your practice
- Go to conferences, join SIGs that help you keep up to date with less effort



Research-based Best Practices Support Visible Search

newspaper | Emdeur™ Business Services | Emdeur™ Practice Services | webMD Corporate

September 17, 2006



- Join Now / Sign In
- Bookmark This Page
- Sign Up For WebMD Newsletters
- About the WebMD Redesign

33 spaces



Web | Images | Video | Audio | Directory | Local | News | Shopping

Search:

Web Search

Yahoo! Answers: Ask a question | Answer questions

My Yahoo! | My Mail

58 spaces



Department of Health and Human Services
Centers for Disease Control and Prevention

CDC en Español

Search:

GO

Health & Safety Topics

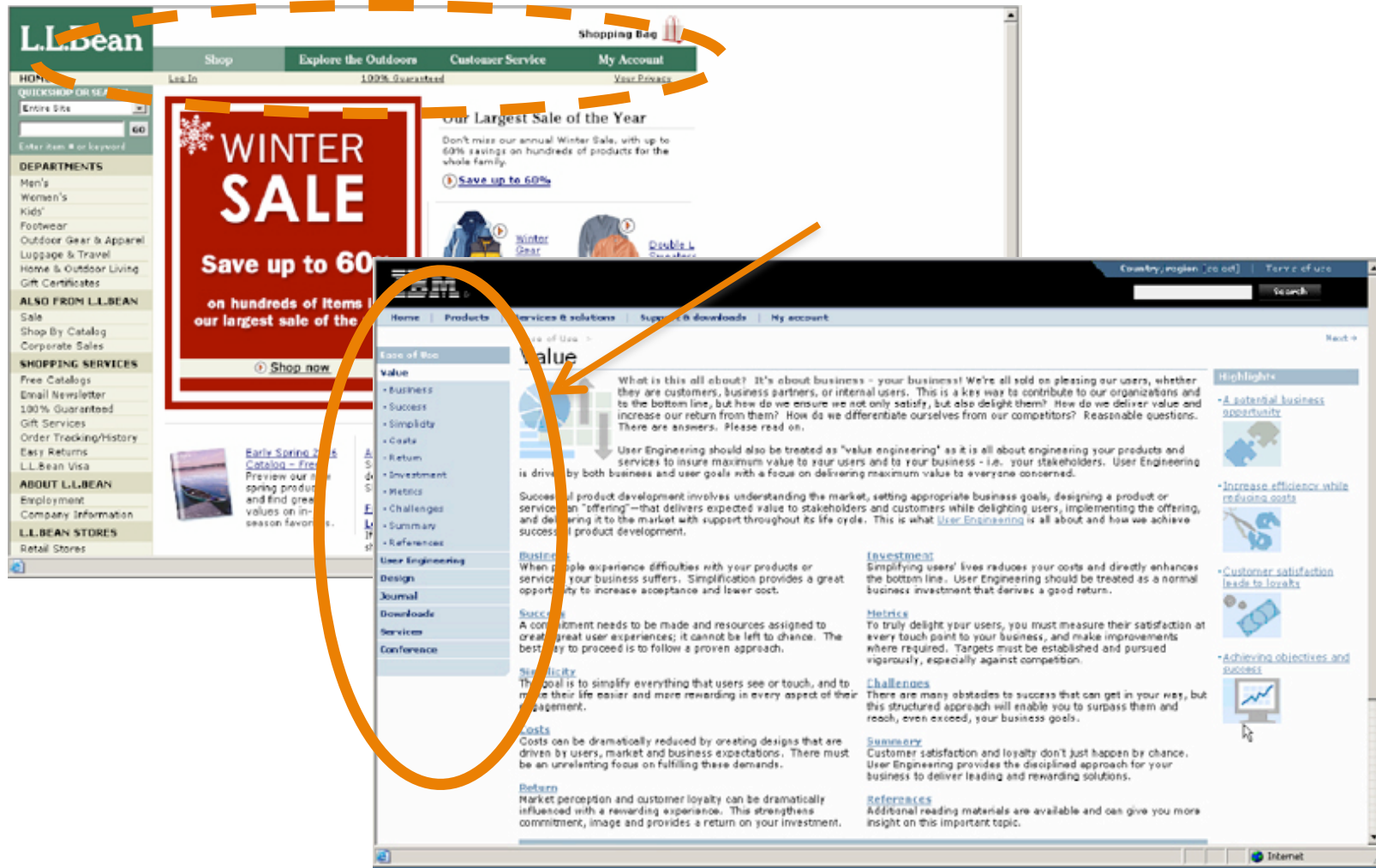
11 spaces

Research-based Best Practices

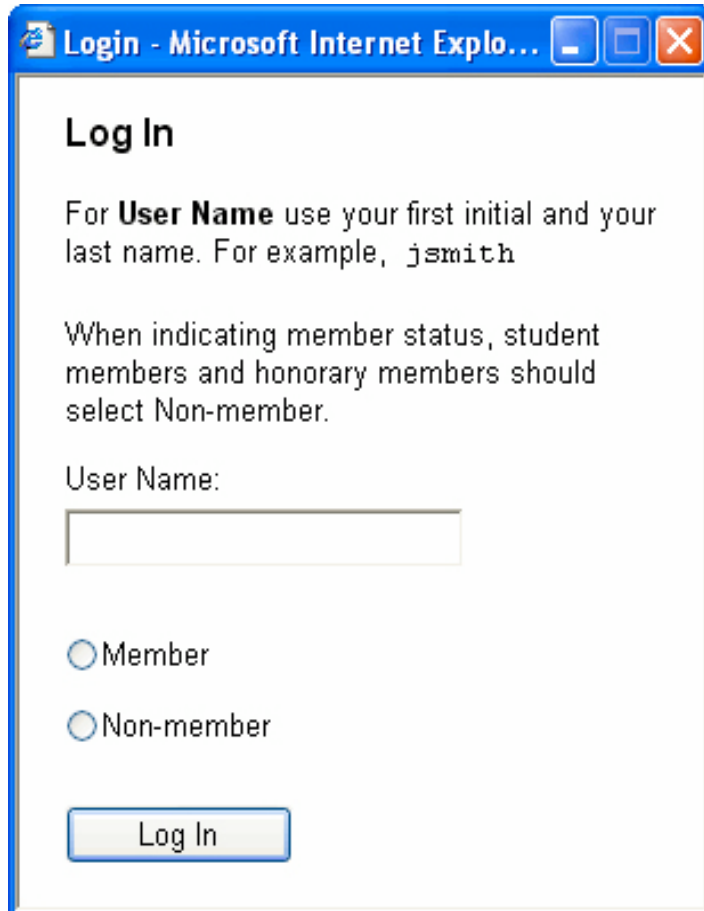
Anchor Navigation Consistently



Research-based Best Practices Anchor Navigation on the Left



Research-based Best Practices Instruction Placement



Login - Microsoft Internet Explo...

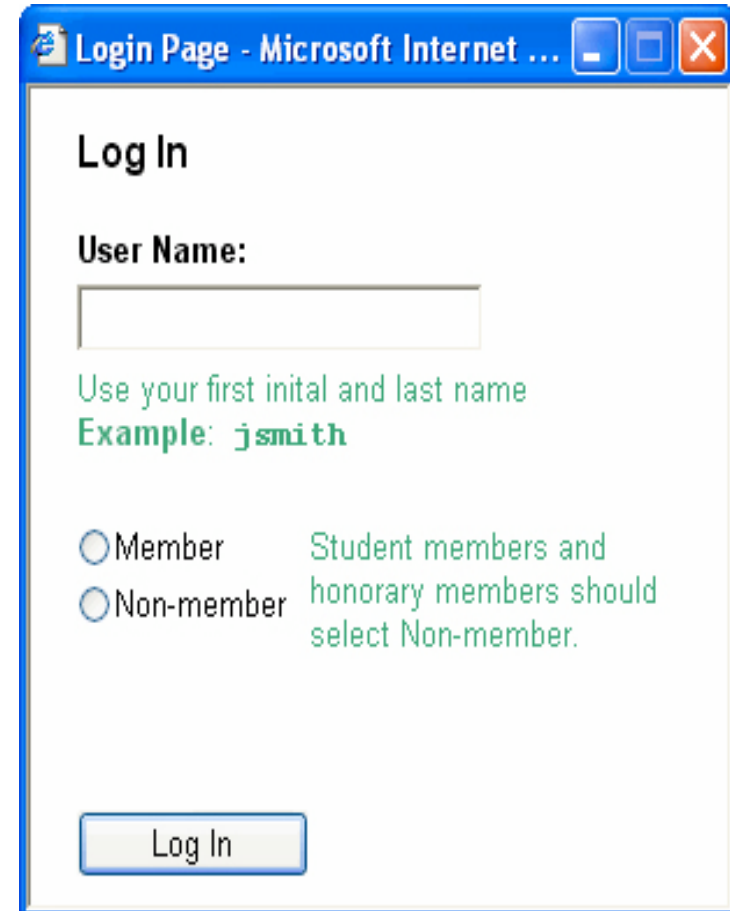
Log In

For **User Name** use your first initial and your last name. For example, `jsmith`

When indicating member status, student members and honorary members should select Non-member.

User Name:

Member
 Non-member



Login Page - Microsoft Internet ...

Log In

User Name:

Use your first initial and last name
Example: `jsmith`

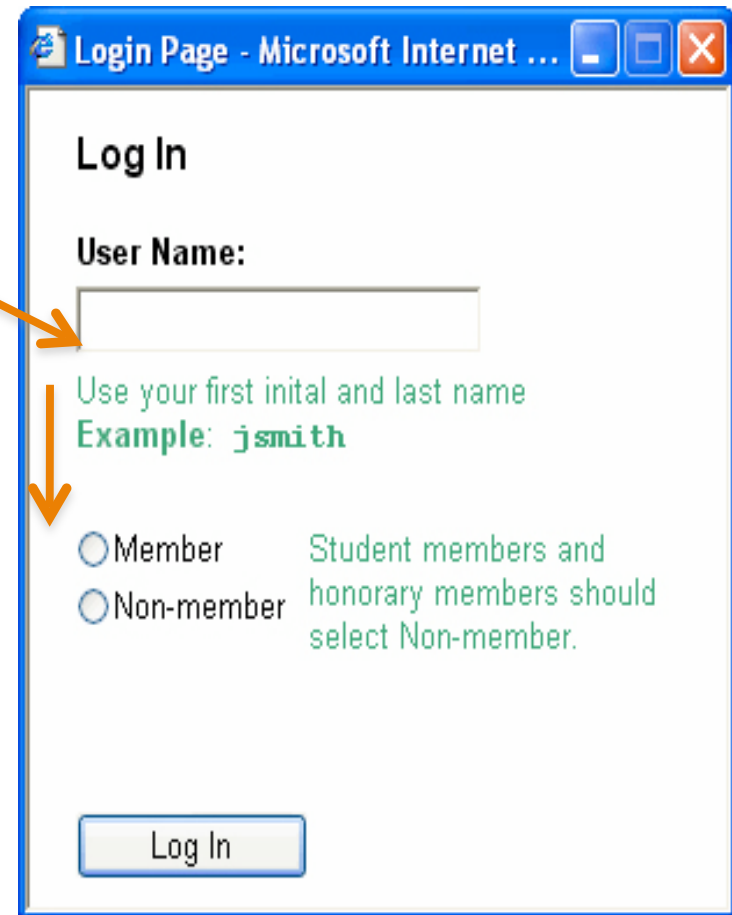
Member Student members and honorary members should select Non-member.
 Non-member

Research-based Best Practices Instruction Placement

Users want to DO things. They look here first.

Jumping to the text field means they leapfrog over instructional text.

Users don't turn double back, they make a guess and move on.



The image shows a screenshot of a web browser window titled "Login Page - Microsoft Internet ...". The page content is as follows:

Log In

User Name:

Use your first initial and last name
Example: **jsmith**

Member Student members and
 Non-member honorary members should
select Non-member.

Two orange arrows are overlaid on the screenshot. The first arrow points from the left towards the text input field. The second arrow points from the top of the input field down towards the radio buttons.

Research-based Best Practices

Guidelines for Instructional Text

- Split instructions by actions
- Put instructions by the thing they apply to
- Place instructions just downstream, to the right or below
- Use a link to a pop-up box when long instructions disrupt the layout of the actions

Existing Methods | Guerilla Testing

Select from each of the drop down boxes below.

(Hold down the control key to select more than one option.)

Choose years to include:

From: To:

Choose one or more variable groups*:

Number of index crimes
 Number of violent crimes
 Number of property crimes
 Index crime rate

Choose one or more agencies:

Ansonia Police Dept
 Avon Police Dept
 Berlin Police Dept
 Bethel Police Dept

Existing Methods | Guerilla Testing

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Number of violent crimes
Number of property crimes
Index crime rate

Choose one or more agencies:

Ansonia Police Dept
Avon Police Dept
Berlin Police Dept
Bethel Police Dept

Read stuff up here

Do stuff down here



Choose years to include:

From: To:

Choose one or more variable groups*:

Number of index crimes
Number of violent crimes
Number of property crimes
Index crime rate
Violent crime rates

Choose one or more States:

United States-Total
Alabama
Alaska
Arizona
Arkansas

Hold down the control key to select more than one option.

Tables with many variables may be very wide.

Get Table

Reset Form

Emerging Methods | Eye Tracking



Taking Medicines

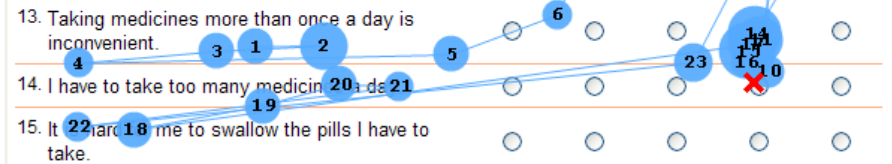
Strongly Agree Agree Neutral Disagree Strongly Disagree

13. Taking medicines more than once a day is inconvenient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I have to take too many medicines a day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. It is hard for me to swallow the pills I have to take.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Taking Medicines

Strongly Agree Agree Neutral Disagree Strongly Disagree



Emerging Methods | Eye Tracking

California Tax SERVICE CENTER State of California

SEARCH GO

Home **Income Tax** Payroll Tax Sales & Use, Property, and Special Taxes Contact Us

Events

- October 24 - [Federal/State Basic Payroll Tax Seminar](#) (Rancho Cucamonga)
- October 24 - [Federal/State Basic Payroll Tax Seminar](#) (San Bernardino)
- October 25 - [Avoiding State Payroll Reporting Errors Tax Seminar](#) (Campbell)
- October 25 - [Employee or Independent Contractor Seminar](#) (Campbell)
- October 25 - [Federal/State Basic Payroll Tax Seminar](#) (Oakland)
- October 25 - [Federal/State Basic Payroll Tax Seminar](#) (Glendale)

[All October events](#)

Get It Done Online

- [Federal Income & Payroll Tax](#)
- [State Income Tax](#)
- [State Payroll Tax](#)
- [Sales & Use, Special Tax](#)

Get Forms

- [Federal Income & Payroll Tax](#)
- [State Income Tax](#)
- [State Payroll Tax](#)
- [Property Tax](#)
- [Sales & Use Tax](#)
- [Special Taxes](#)

Small Business Assistance Center

- [Starting Your Business](#)
- [Running Your Business](#)
- [Closing Your Business](#)

Announcements

- New joint agency Offer in Compromise application** - California's three tax agencies have created a joint application process for individual taxpayers who need to compromise tax debts. [News release](#) - [Application](#)

California Tax SERVICE CENTER State of California

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Research-based Best Practices Progressive Layering

The screenshot displays the FDA website homepage with a blue header. The header includes the U.S. Department of Health & Human Services logo, the FDA logo, the text 'U.S. Food and Drug Administration Protecting and Promoting Your Health', a search bar, and the URL 'www.hhs.gov'.

Below the header is a navigation menu with the following items: Food, Drugs, Medical Devices, Biologics, Blood & Vaccines, Animal & Veterinary, Cosmetics, Radiation-Emitting Products, and Combination Products. A central banner image shows a person in a lab coat working in a laboratory, with the text 'Strengthening Drug Safety' overlaid.

On the right side, there is an 'A-Z Index' with a grid of letters from A to Z and a '#' symbol. Below that is a 'Most Popular' section listing: Animal Cloning, Heparin, LASIK Surgery, Qualified Health Claims, and Vaccines.

The main content area is divided into several sections:

- Science & Research**
 - Clinical Trials
 - Pediatric Therapeutics
 - Toxicological Research
 - [More Science and Research](#)
- Regulations & Laws**
 - How to Comment on Proposed Regulations
 - Code of Federal Regulations
 - Dockets
 - Federal Register
 - Laws FDA Enforces
- About FDA**
 - FDA Organization
 - Advisory Committees
- In The Spotlight**
 - Andy's Take: Modernizing FDA the Right Way
 - Animal Drug User Fees
 - Food Protection Plan
 - FDA Key Initiatives
 - Buying Medical Products Online
 - [Spotlight Archive](#)
- News & Events**
 - FDA Approves Relistor for Opioid-Induced Constipation
 - FDA Orders Pet Food Maker to Obtain Emergency Operating Permit
 - FDA Proposes Recommendations for Two Animal Drug Funding Programs
 - FDA Strengthens Safeguards for Consumers of Beef
 - FDA Clears Glove Made from New Type of Latex
 - [Newsroom](#) | [Meetings](#) | [Testimony](#) | [Speeches](#)
- Report a Problem**
 - Drugs, Medical Devices... (MedWatch)
 - Food
 - Vaccines
 - All FDA Products
 - To Report an Emergency
- Recalls & Alerts**
 - Recalls & Safety Alerts
 - Warning Letters
- Approvals**
 - Product Approvals

Research-based Best Practices Progressive Layering

The screenshot displays the FDA website homepage with a blue header. The header includes the U.S. Department of Health & Human Services logo, the FDA logo, the text 'U.S. Food and Drug Administration Protecting and Promoting Your Health', a search bar with a 'go' button, and the URL 'www.hhs.gov'.

Below the header is a navigation menu with the following items: Food, Drugs, Medical Devices, Biologics, Blood & Vaccines, Animal & Veterinary, Cosmetics, Radiation-Emitting Products, and Combination Products. A mouse cursor is hovering over 'Animal & Veterinary'.

To the right of the navigation menu is a large banner image titled 'Strengthening Drug Safety' showing a person in a lab coat and mask working in a laboratory. A 'Go' button is located at the bottom right of the banner.

On the right side of the page, there are several utility boxes:

- A-Z Index:** A grid of letters from A to Z, with a '#' symbol in the bottom right corner.
- Most Popular:** A list of popular topics: Animal Cloning, Heparin, LASIK Surgery, Qualified Health Claims, and Vaccines.
- Report a Problem:** A list of reporting options: Drugs, Medical Devices... (MedWatch), Food, Vaccines, All FDA Products, and To Report an Emergency.
- Recalls & Alerts:** A list of alerts: Recalls & Safety Alerts and Warning Letters.
- Approvals:** A list of approval types: Product Approvals.

At the bottom of the page, there are several content sections:

- Science & Research:** Includes links for Clinical Trials, Pediatric Therapeutics, Toxicological Research, and a 'More Science and Research' link with a dropdown arrow.
- Regulations & Laws:** Includes links for How to Comment on Proposed Regulations, Code of Federal Regulations, Dockets, Federal Register, and Laws FDA Enforces.
- About FDA:** Includes links for FDA Organization and Advisory Committees.
- In The Spotlight:** Includes links for Andy's Take: Modernizing FDA the Right Way, Animal Drug User Fees, Food Protection Plan, FDA Key Initiatives, and Buying Medical Products Online. A 'Spotlight Archive' link is also present.
- News & Events:** Includes links for FDA Approves Relistor for Opioid-Induced Constipation, FDA Orders Pet Food Maker to Obtain Emergency Operating Permit, FDA Proposes Recommendations for Two Animal Drug Funding Programs, FDA Strengthens Safeguards for Consumers of Beef, and FDA Clears Glove Made from New Type of Latex. At the bottom of this section are links for Newsroom, Meetings, Testimony, and Speeches.

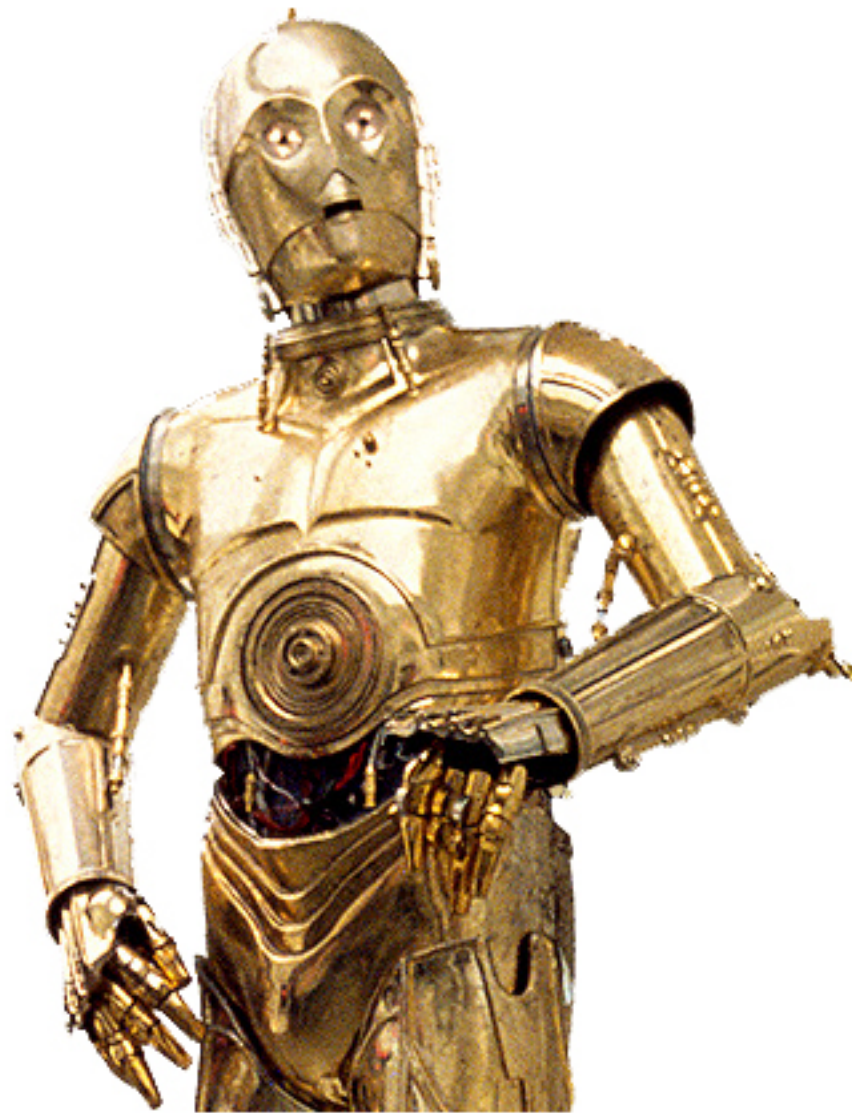
Research-based Best Practices Progressive Layering

The screenshot displays the U.S. Food and Drug Administration (FDA) website interface. At the top, the header includes the U.S. Department of Health & Human Services logo, the FDA logo with the tagline "Protecting and Promoting Your Health", and the website URL "www.hhs.gov". A search bar is located on the right side of the header.

The main content area is organized into several sections:

- Navigation Menu:** A vertical list of categories including Food (highlighted), Drugs, Medical Devices, Biologics, Blood & Vaccines, Animal & Veterinary, Cosmetics, Radiation-Emitting Products, and Combination Products.
- Key Topics:** A list of subjects such as Food Safety, Nutrition, Dietary Supplements, Food Defense, Consumer Resources, FDA Industry Systems, and Prior Notice of Imports.
- Industry Resources:** A list of resources including Guidance Documents, Ingredients & Packaging, Color Additives, HACCP, Importing Food, Food Labeling, and Food Code.
- A-Z Index:** A grid of letters from A to Z, with a '#' symbol, for quick navigation.
- Most Popular:** A list of trending topics like Animal Cloning, Heparin, LASIK Surgery, Qualified Health Claims, and Vaccines.
- Science & Research:** A section with links to Clinical Trials, Pediatric Therapeutics, and Toxicological Research.
- Regulations & Laws:** A section with links to How to Comment on Proposed Regulations, Code of Federal Regulations, Dockets, Federal Register, and Laws FDA Enforces.
- About FDA:** A section with links to FDA Organization and Advisory Committees.
- In The Spotlight:** A section featuring articles like "Andy's Take: Modernizing FDA the Right Way" and "FDA Key Initiatives".
- News & Events:** A section with news items such as "FDA Approves Relistor for Opioid-Induced Constipation" and "FDA Orders Pet Food Maker to Obtain Emergency Operating Permit".
- Report a Problem:** A section with links to report issues with Drugs, Medical Devices, Food, Vaccines, and All FDA Products.
- Recalls & Alerts:** A section with links to Recalls & Safety Alerts and Warning Letters.
- Approvals:** A section with a link to Product Approvals.

At the bottom of the News & Events section, there are links for Newsroom, Meetings, Testimony, and Speeches.



Emerging AOs

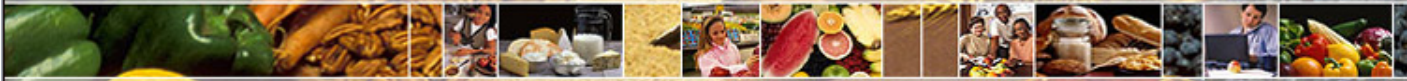
Emotion in Government?

- Do users judge sites by their covers?
- How long does it take to judge a site?
- What does that judgment influence?
- Can first impression determine success?

Emerging AOs

Emotion matters

- First impression is emotional
- First impression happens within 50ms
- First impressions influence
 - Content Value Judgments
 - Credibility
 - Perceived effectiveness of sites



Search FNIC

- o Search all USDA
- o Advanced Search
- o Search Tips

Browse by Audience

Information for...

Browse by Subject

- Dietary Guidance
- Lifecycle Nutrition
- Diet and Disease
- Food Composition
- Weight and Obesity
- Food Safety
- Food Labeling
- Dietary Supplements
- Nutrition Assistance Programs
- Surveys, Reports and Research
- Professional and Career Resources

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Consumer Corner



Welcome to Consumer Corner!

Consumer Corner is for the public and educators who work with them, and is a sub-site of the Food and Nutrition Information Center (FNIC). Our goal is to help you find information on food and nutrition topics consumers most frequently ask about and link you to the most trustworthy and up-to-date information from both government and non-government sources.

Navigating Consumer Corner

To find information in Consumer Corner, use the menu box **on the right**. (The left-side menu takes you to the main FNIC web site, which is primarily for professionals.) To find the best consumer-friendly information, we recommend staying within Consumer Corner using the right side menu topics.

If you want more technical information, use the "I Want To...See Professional & Other Resources" link on the right side of selected topic pages. This will take you to the main FNIC web page containing professional-level information on this same topic.

All About Food

[More](#)



Get resources on cooking, recipes and food storage. Find food facts and history, including definitions of food and cooking terms. Want to learn the carbohydrate, fat, vitamin, mineral or calorie content of a food? Check out our section on nutrition composition.

Eating for Health

[More](#)



Get smart about balanced eating. Find nutrition resources on medical and health conditions like food allergies, diabetes, and heart disease. Learn about weight control. Explore information on fiber, vitamins, minerals and other nutrients. And learn how to evaluate the health information you find

Consumer Corner

- o [All About Food](#)
- o [Eating for Health](#)
- o [Ages & Stages](#)
- o [DIY - Do It Yourself](#)
- o [Can't Find What You Want?](#)



Media Help

To view PDF files you must have [Adobe Acrobat Reader](#) installed on your computer.

To view Flash files you must have [Macromedia Flash Player](#) installed on your computer.

Consumer Health Information

Consumer Updates

[All Consumer Updates »](#)

SEARCH Consumer Updates by title, topic, or date.



In the Spotlight

Medications for High Blood Pressure



Nearly one in three adults in the United States has high blood pressure, increasing their risk of stroke, heart attack, heart failure, kidney failure ... [FULL STORY »](#)

[Medications for High Blood Pressure](#)

[Food Label Helps Consumers Make Healthier Choices](#)

[Pet Turtles: Cute But Contaminated](#)

Top Consumer Updates as of April 25, 2008

- [New Type of Latex Glove Cleared](#)
-
- [Strengthening Beef Safety](#)
-
- [Use Eye Cosmetics Safely](#)
-
- [Salmonella Illnesses May be Linked to Recalled Cereal](#)
-
- [Find the Latest Drug Product and Safety Information](#)
-
- [A Guide to Drug Safety Terms at FDA](#)
-
- [Civil Penalties Sought Against Maker of Hearing Aid](#)
-
- [Warning About "Total Body" Liquid Supplements](#)
-
- [Problems Digesting Dairy Products?](#)
-
- [Taking a Close Look at Ultrasound](#)
-
- [Avoid Fetal "Keepsake" Images, Heartbeat Monitors](#)
-
- [Getting Up to Date on Glucose Meters](#)
-
- [FDA 101: Medication Errors](#)
-
- [Internet Drugs Falsely Claim to Prevent, Treat STDs](#)

[All Consumer Updates »](#)

Key FDA Initiatives

- [FDA's Food Protection Plan](#)
- [Generic Initiative for Value and Efficiency \(GIVE\)](#)
- [All Key Initiatives](#)

Subscribe to Consumer Updates

- Receive via e-mail
- RSS** Receive via RSS feed ([What is RSS?](#))

Content Collaboration

Integrate Consumer Updates into your program, publication, or Web site. Ask how ... consumerinfo@fda.hhs.gov

Contact FDA

- E-mail Consumer Update questions, comments, or story ideas
- Find your local FDA office

Consumer Health Information by Topic

- [Consumer Information A-Z](#)
- [Frequently Asked Questions](#)

Protect Yourself

- [Beware of Health Fraud](#)
- [Evaluating Online Health Information](#)
- [Buying Medicines Online](#)

Report a Problem

- [Medical Products \(MedWatch\)](#)
- [All FDA-Regulated Products](#)

Food and Nutrition

- [Spot the Block: Nutrition Label Education for Tweens](#)
- [Produce Safety](#)
- [The Dangers of Raw Milk](#)
- [Selecting and Serving Seafood Safely](#)
- [Food Safety for Moms-to-Be](#)

Animal Health

- [Pet Food Recalls](#)
- [Pet Turtles and Salmonella](#)
- [NSAIDs for Dogs](#)

Consumer Health Information by Audience

- [Women's Health](#)
- [Seniors](#)
- [Teens](#)
- [Kid's Page](#)
- [Español](#)

Emerging Best Practices | **First Impressions**

Characteristics are visual

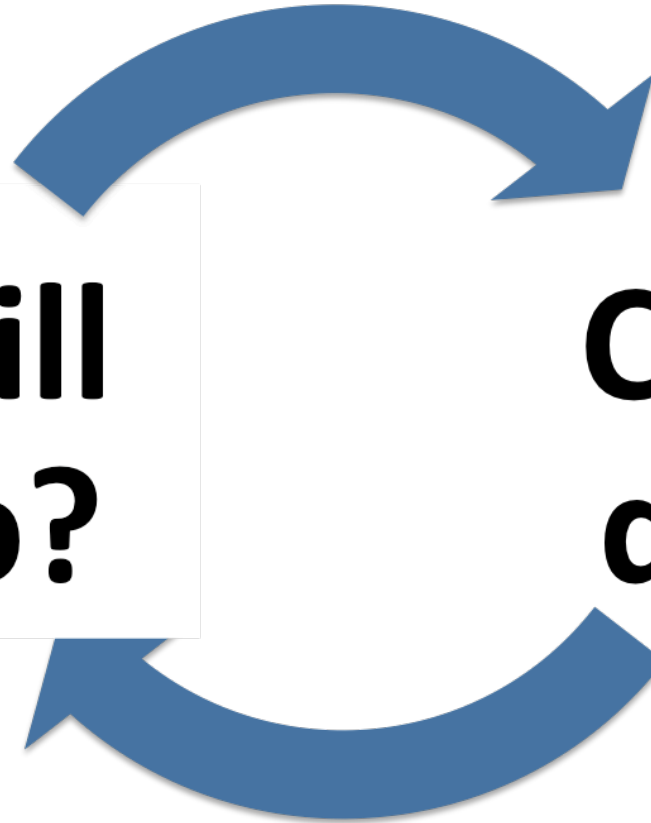
- Well designed
- Interesting
- Good use of color
- Good layout
- Imaginative
- Clear
- Simple

Bottom line:

- No matter how good the design/interaction, you must make sure the first impression is positive
- Test via bakeoffs

**Will
do?**

**Can
do.**



Emerging AOIs

Motivation & Content Design



stories



drivers



target actions



blocks

Emerging AOIs

Motivation & Content Design



stories



Emerging AOIs

Motivation & Content Design



Driver

Get kid health again
Reduce anxiety



Target Action

Find what it is
Find what to do



Blocks

Credibility
Trust
Usability

Fear
Distraction

February 14, 2008

WebMD
Better information. Better health.

HOME HEALTH A-Z DRUGS & TREATMENTS WOMEN MEN CHILDREN'S HEALTH NEWS & BLOGS MESSAGE BOARDS

Symptoms of Pneumonia
Your bad cold may be pneumonia. Look for these 9 symptoms.

health centers
ADD/ADHD
Allergies
Alzheimer's
Anxiety Disorders
Arthritis
Asthma
Back Pain
Bipolar Disorder
Breast Cancer
Cancer
VIEW MORE

symptom checker
To check symptoms: START HERE

Modern Love: A WebMD Special Report
Relationships, Stress, and Your Health
Taking the pulse of love in a 24/7 world.
Chocolate's Rich History
How the decadent treat became associated with love – and good health!
Movies That Move Us
Our favorite screen romances and why we love them.
The Science of Attraction
Feelings or pheromones? New research sheds light on the biology of love.
More articles on Modern Love >

OUTBOUND STATE: Unchanged

Emerging AOIs

Motivation & Content Design



Driver

Get kid health again
Reduce anxiety



Target Action

Find the right info



Blocks

Fear
Distraction

Lack of confidence

The screenshot shows the WebMD search interface. At the top, there are navigation links: WebMD Home | Health A-Z | Drugs & Treatments | Women's Health | Men's Health | Children's Health | Health News. The search bar contains the text 'infant rashes with fever' and a 'SEARCH' button. Below the search bar, there are tabs for 'WebMD', 'Medline', and 'Web'. The main content area is divided into two columns. The left column is titled 'Refine Your Results:' and contains several filter categories: 'By Info Type' (Health Reference (69), News & Features (14), Experts (7)), 'By Health Topic' (Health & Parenting (15), Health & Baby (10), Skin (7), Allergies (5)), 'By Category' (Overview & Facts (44), Symptoms & Types (4), Treatment & Care (3), Prevention (3)), and 'By Condition Phase' (Multiple Phases (57), Newly Diagnosed (4), Living With & Coping (3), Prevention (1), Treatment & Management (1)). The right column is titled 'Search Results:' and shows 'We found 94 results for infant rashes with fever'. Below this, there are four search results listed with icons and titles: 'Health & Baby Center', 'Understanding Heat Rash - the Basics', 'Your Baby's Skin: Rashes', and 'Rash Linked to Kids' Atopic Dermatitis'. Each result includes a brief description and the source.

OUTBOUND STATE: Engaged, confidence increasing...

Emerging AOIs | Motivation & Content Design



Driver

Get kid health again
Reduce anxiety



Target Action

Find what it is
Find what to do



Blocks

Home > Children's Health > Children's Health Guide

children's health

Overview & Facts | Get Started | Keep It Going | Expert Insights | Of Special Interest | Help & Support

Infant-Early Toddler (0-2) | Toddler-Preschool (2-5) | School Age (5-10)

Select An Article | All Subchapter Articles:

Your Baby's Skin: Rashes

FONT SIZE

A newborn's skin is prone to rashes of all sorts, but luckily most of these rashes are harmless and go away on their own.

Common Rashes in the Newborn Period

- ❖ **Pink pimples** ("neonatal acne") are often caused by exposure in the womb to maternal hormones. No treatment is needed, just time. They can last for weeks or even months.
- ❖ **Erythema toxicum** is another common newborn rash that looks like mosquito bites or hives. Its cause is unknown, and it resolves without treatment after a few days or weeks.
- ❖ **Dry, peeling skin** is often due to a baby being born a little late. The underlying skin is perfectly normal, soft, and moist.
- ❖ **Little white bumps on the nose and face** ("milia") are caused by blocked oil glands. When the oil glands enlarge and open up in a few days or weeks, the white bumps disappear.
- ❖ **Salmon patches** (called a "stork bite" at the back of the neck or an "angel's kiss" between the eyes) are simple nests of blood vessels (probably caused by maternal hormones) that fade on their own after a few weeks or months. Occasionally stork bites never go away.
- ❖ **Jaundice** is a yellow coloration to the skin and eyes. It is caused by an excess of bilirubin (a breakdown product of red blood cells).
 - ❖ If the bilirubin level becomes sufficiently high, blue or white lights may be focused on the baby's skin to lower the level, because excess bilirubin can

OUTBOUND STATE: Increased anxiety, but concrete call to action, motivated to research further

Emerging Methods | Analytics



Emerging AOIs

Text formatting influences comprehension



Avandia and the FREE I Can support program can help you manage your type 2 diabetes.

vs.



Avandia and the FREE I Can support program can help you manage your type 2 diabetes.

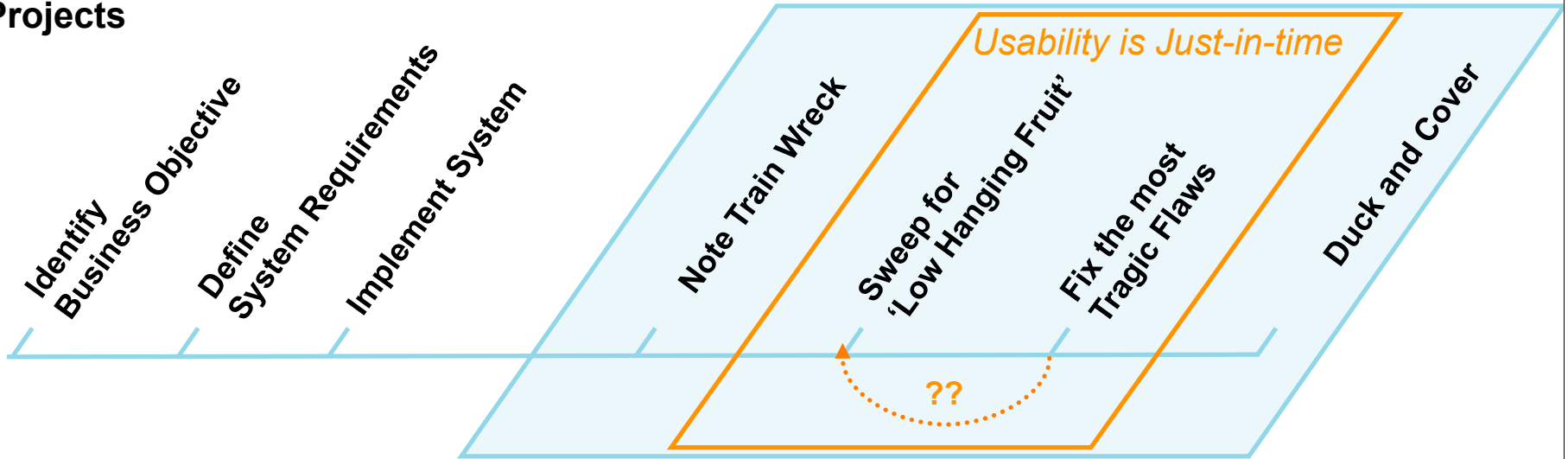
What to do?

- Integrate current research to your practice
- Go to conferences, join SIGs that help you keep up to date with less effort
- Develop a continuous evaluation/ improvement plan for **your site(s)**



How it often works

Piecemeal Usability Projects



How it could work: Iterative design

Step-by-Step Usability Guide



How it could work: Iterative design

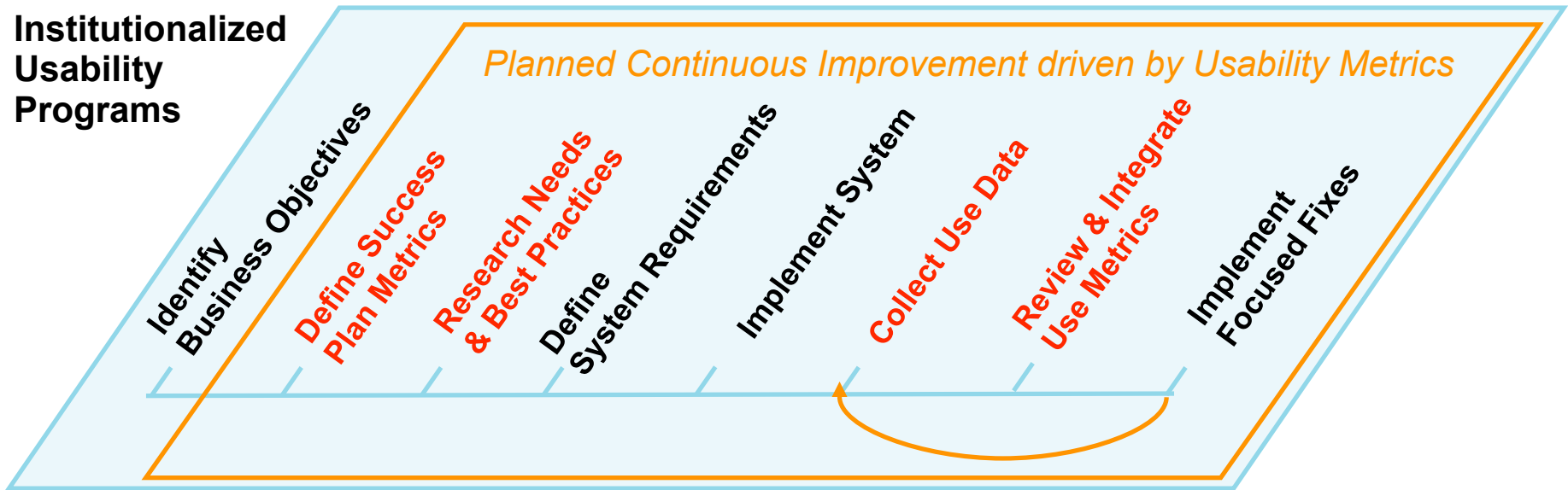
Step-by-Step Usability Guide



Some methods to evaluate and trend

- User research / Persona development
- Survey
- Usability Testing
- Web Analytics

How continuous improvement happens ...



Impact: Improved citizen experience

Original Site – State Personnel Board Redesign



Usability Findings : Test – Retest

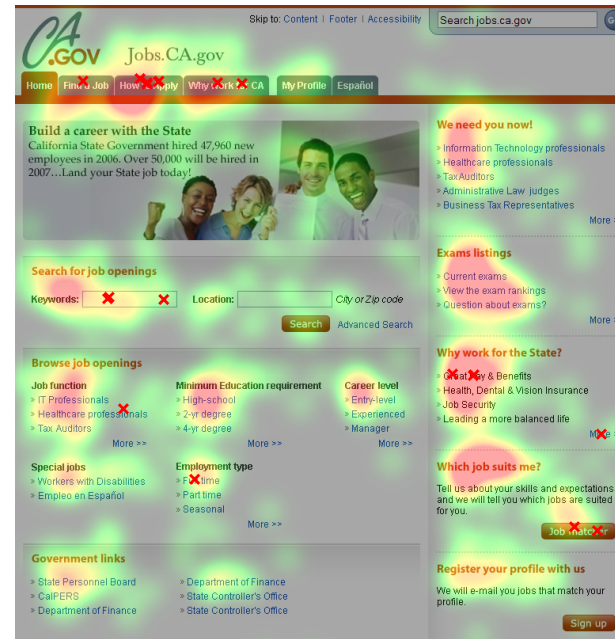


Impact: Improved citizen experience

Original Site



Redesign



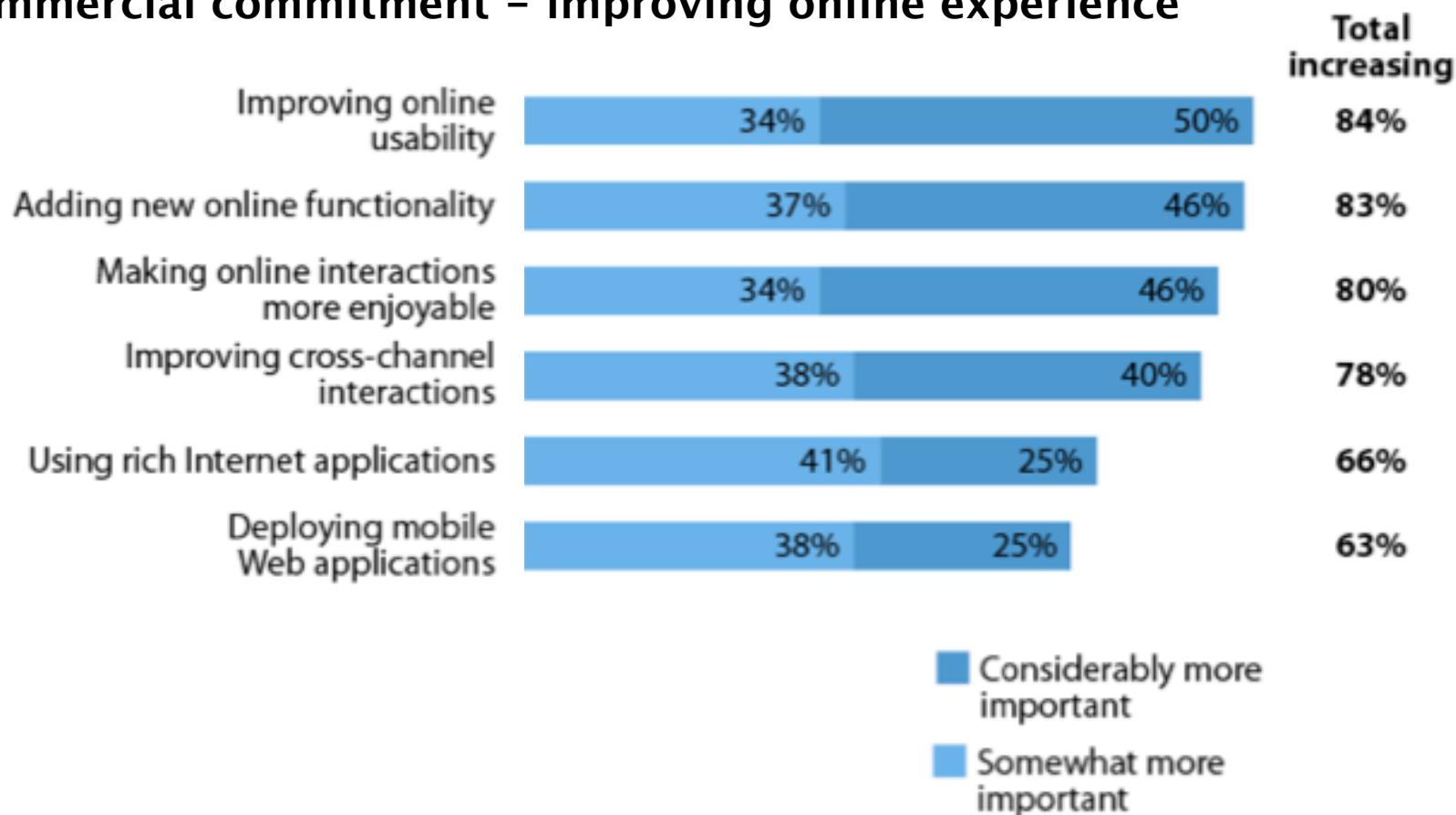
Usability Findings : Test – Retest

	Original SPB Site	HFI Redesign	
Succeeded	29%	Succeeded	100%
Gave up	71%	Gave up	0%



The commercial world gets it ...

Commercial commitment – improving online experience



FORRESTER®

February 2008 "Customer Experience Spending Intensifies In 2008"

What to do?

- Integrate current research to your practice
- Go to conferences, join SIGs that help you keep up to date with less effort
- Develop a continuous evaluation/ improvement plan for **your site(s)**
- Think about how to engage others in your agency ... they may not be as excited as you are (yet).
- **Ask questions**

Defining Usability Objectives | **Efficiency**

- 95% of typical users complete tasks in < 3 minutes
[Find a clinical trial.]
- 90% of users find specific information in < 30 seconds
[What are the risks related with taking aspirin?]
- 98% can find a particular report in < 45 seconds
[Cancer mortality in the U.S.]
- Task completion time task will be 10% on the new site than on the old site. [Make an airline reservation.]

Defining Usability Objectives | **Navigation Accuracy**

- 80% of users complete tasks with no navigation errors
[Purchase 100 shares of Cisco stock]
- < 10% of clicks will be “garden paths”
- 95% of users recover within two clicks

Defining Usability Objectives | **Learnability**

- 90% of users will understand how to use a site after 1 web-based training session
[Use a genealogy website to find their ancestors]
- 80% of new users can complete a task after reading on-page instructions
[Order a prescription drug over the Web]

Defining Usability Objectives | **Satisfaction**

- 90% of usability test participants rate the new site superior to the existing website
- 90% of highly experienced users rate the new site “easier to use” than the current site