“So, … the Center will needs a website …”

Usability Best Practices for Health & Research Information Websites

06 Oct 2006

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Presentation Roadmap

• Designing good sites is hard ….
• Defining the objectives
• Elements of Usability
• Try this at home

• Q & As
Site Visitors may Think Differently
Site Visitors may Think Differently
Site Visitors may Think Differently

Detroit

Baltimore

Middletown (Jersey)
Site Visitors may think differently

http://video.google.com/videoplay?docid=-2063667852598904740&hl=en
Designers know too much

If you designed it, you **know** how it works
Understanding the Organizational Goals

What is your center for?

1. Basic research
2. Clinical research
3. Clinical Trial recruiting
4. Education and Outreach
5. Focused specialization (e.g., Imaging)
Understanding how the Web Site Fits ....

1. Who will visit your website?
2. What do they want to learn?
3. What do they want to do?
4. What does your organization want them to learn / do?

Do you reach those people/serve those needs with other communications channels? If yes, could the web

- Augment
- Extend
- Replace
Capturing the User Goals and Objectives: Personas

**California Courts Online**

**Persona: Potential Juror**

**Robert Gutierrez**

Robert Gutierrez is a 52-year-old, self-employed photographer. He completed his Bachelor’s degree as an adult, concurrently balancing his work, family responsibilities, and studies. While he has some computer classes in college, he only wanted to master those that were immediately relevant to his immediate needs (and then, only as was necessary to complete his immediate work). Currently, Robert is divorced and shares custody of his two children with his wife who lives in another county.

Though an understanding of technology is scary, Robert is comfortable using a computer. He has a high-speed connection both at work and at home. He pottered himself an immediate internet user. Email is a primary communication tool for him both at work and at home. Other than email, Robert uses his web for about 1 hour/day to surf and do research. He does not use the web for purchasing.

Robert says that his mobile phone is his primary mode of communication, particularly with his divorce. However, he does not see himself using his mobile phone to access the web or other data services (such as text messaging).

**What I want to learn...**
- What does it mean to serve?
- If it’s possible to get out of jury duty?
- If I have to go, when will I get it?
- Can I bring my phone & laptop with me?
- What cases am I coming up? Big ones? Long ones that might be a problem?

**Resulting Tasks**
- Learn about copyright infringement rights for digital assets.

**What I want to do...**
- Try to get an exemption based on self-employment (e.g., photographer).
- Get directions to the right courtroom and parking instructions.
- See what a courtroom and hearing looks like on the web.

**Resulting tasks**
- If I serve, follow my own case online.

**Design Implications**
- Design contain good calls-to-action that users find in-line opportunities.
- Present information the California Court to beach counters, as well as.

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**California Courts Online**

**Persona: Press Reporter**

**Ross Day**

Ross Day is a 40-year-old reporter for the San Francisco branch of the Associated Press (AP), a major wire service. He is married with children and his wife is also a reporter. AP serves thousands of daily newspapers, radio stations, and online subscribers with coverage in all media and in all formats. He is the source of news, photos, graphics, audio, and video for more than one billion people a day.

Ross covers very specific government areas for AP. He covered crime and political stories from the California Supreme Court and the 9th U.S. Circuit Court of Appeals. He covers the U.S. Supreme Court as the court hears, as an internationale.

Ross is a busy reporter and internet user and, as a reporter, has been trained to find and use many different sources. Some sources are Courtling (app), Suprem Court (Chief) Circuit Court of Appeals (even writers for weekends). Daily Journal online. Daily News online. LexisNexis online. Ogburn,(file this online), Schools and universities online. The Los Angeles Times online, and The New York Times online.

He writes about rulings and major cases for the AP, which posts to all media in the free world. He writes about California courts of Appeals decisions. Related press releases, and AP articles from California (court of Appeals) found in S.F., L.A., and Sacramento.

**What I want to learn...**
- Get rulings and opinions from many different courts in the Supreme Court, State Court of Appeals 1st District, Federal Appeals Court, etc.
- Get unappealed and published opinions.
- Get summary of the case and learning to a case.
- What forthcoming cases are to be filed?
- Find out if there is case progression.
- What’s on the case documents?
- Read the court minutes for the last 7 days.
- Check Supreme Court grants to hear.

**Resulting Tasks**
- Provide up-to-date information about cases.

**What I want to do...**
- Write stories, especially on major cases of interest to a S.F. Bay Area audience.
- Get automatic email notification of a case change.
- Research old cases and get opinions and rulings applicable to story on current case.
- Access a variety of legal and government documents.

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**Design Implications**
- Make easy and accessible to get sense of judges and lawyers associated with different cases.
- Fix the problem with small case change notification. Try a click-through link.
- Head into based access to case information.
- Clear the Press Center on Courtlink to see more to what the press is looking for on a day to day basis.

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Usability Best Practices: Health and Research Information Sites
• Designing good sites is hard ....
• Defining the objectives
• **Elements of Usability**
• Try this at home

• Q & As
Effective naming (or branding) lets users know what you do in a way they will understand.
Elements of Usability: Branding & Calls to Action

Placement and highlighting grab user attention

Using words users understand increases the likelihood that they will read further.

The Alzheimer Disease support center is an online resource for caregiver questions and concerns.
Elements of Usability: Information Architecture

Topic
Task
Type of User
Can site users see:
• What information is here?
• What are my options?
• Do the words make sense?
Help users learn the mental model

Site users can quickly see:
- Where am I?
- Where can I go from here?
- How can I go back?

Visual feedback on which items is selected helps users know where they are in the information structure and where else they can go.
Elements of Usability: Visual Design supports Navigation

- **Size**
- **Shape**
- **Shade**
- **Color**

**Similarity:**

**Proximity:**

**Common region:**

**Connectedness:**
Color is used to highlight and group and highlight content.
Usability Testing: We can Track where Users Look

Heatmap: the “hotter” areas represent higher fixation counts - that is, where people focus the most. The red ‘X’ s are where the participants clicked.

Scanpath: a series of fixations and saccades (rapid eye movements) – the numbers represent the order of fixations, the lines are the saccades from one point to the next, and the larger the circle the longer fixation.
Use summaries and scannable bulleted lists where possible.

Use common works rather than technical terms.
This is a Venti™ sweet, half-skim, maple macchiato extra dry.

But, what size is it?

Avoid jargon and technical terms to make users feel more confident with the material.

Understanding Alzheimer's Disease - a guide for families, friends & health care providers
Research - current projects & publications
Health Care Resources - sources of medical evaluation & diagnosis
Educational Resources - sources of information about Alzheimer's disease & caregiving
Community Resources - sources of patient & caregiver support
Resources for Clinicians & Researchers
Text re-size tool in global navigation panel lets users enlarge fonts from anywhere.

Studies show that high contrast (dark text on light background) is easier to read.

Starting with larger text helps too (minimally 12 pt, 14 point for older eyes).
Design elements help users move to the content and move through it via a gated, guided path.
‘Fly down’ menus can work in some cases, but ‘fly out’ menus still don’t.
Several AD Research Centers are among the top 20 search engine hits for ‘Alzheimer's research’
Presentation Roadmap

- Designing good sites is hard ....
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- Usability best practices for health & research information sites
- Try this at home

- Q & As
Defining your Goals and Users

User: ___________________

Wants to know:
1. ______________________
2. ______________________
3. ______________________
4. ______________________

User: ___________________

Wants to know:
1. ______________________
2. ______________________
3. ______________________
4. ______________________

User: ___________________

Wants to know:
1. ______________________
2. ______________________
3. ______________________
4. ______________________
1. Print out hour homepage
2. Find a representative user in the hall, subway, airplane, doctors office
3. Ask them where they would click to ….

If 3/5 people don’t know or don’t get it right, you may have a problem.
The Real World Challenges

• Educating the Director
• Ducking the Politics

• Getting the/new Content
  ▪ Scientists write for Scientists. Who translates for lay people?

• Keeping the site dynamic
• Measuring and Tracking Successes to drive Improvement
Thanks for listening…
Questions welcomed!