The Functional Web: User Testing Your Site

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Abstract: We recently put our content-rich information technology site to the test by sending members of our campus community on a "scavenger hunt" for some of our most frequently requested Web-based information. By observing their actions, we discovered first-hand dozens of usability problems concerning content organization, navigation, naming conventions and more. The good news was that our two testing cycles led to many improvements that were both easy to make and resulted in faster and more intuitive information retrieval for our users. This poster session will highlight our testing process and results. I can also answer questions about how we planned for and evaluated low-cost observation-based testing and how we're continuing to build this important activity into ongoing Web projects.