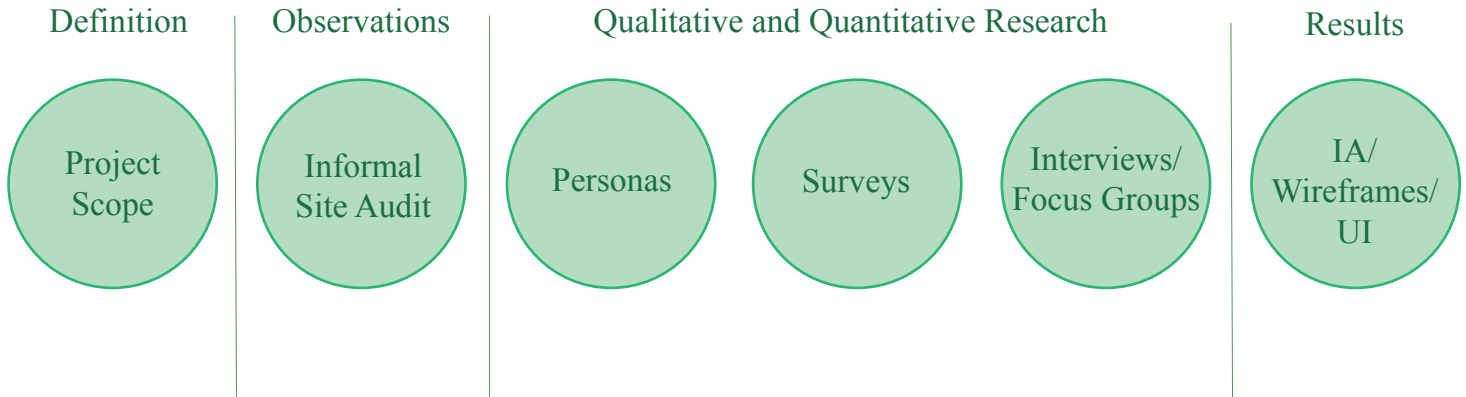




The Usability Audit Process



Find out what they
Want and Need....

Tools & Techniques

Quantitative Research

Web logs/Stats
Questionnaires
Surveys (e.g. SurveyGizmo)

Qualitative Research

Personas
Interviews
Focus Groups
One-on-one sessions
Observations/Testing
Video



Tips for GREAT Website Usability

1. Take a step back; Target Market Segmentation
2. Do a formal and/or informal Usability Audit
3. Access brand, layout, photos, graphics and design
4. Make sure that navigation is “scannable”
5. Evaluate technology on the website
6. Make the website “accessible”
7. Engage community; Build community

Full presentation is available online Friday, November 8, 2013 at: <http://greenlight-interactive.com/WSPRA>
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