Innovation Academy

Understanding and improving
your customers' experience
through testing and research

- Help Content Managers better engage their residents by improving User Experience (UX) through testing and research

- Do this on a budget!
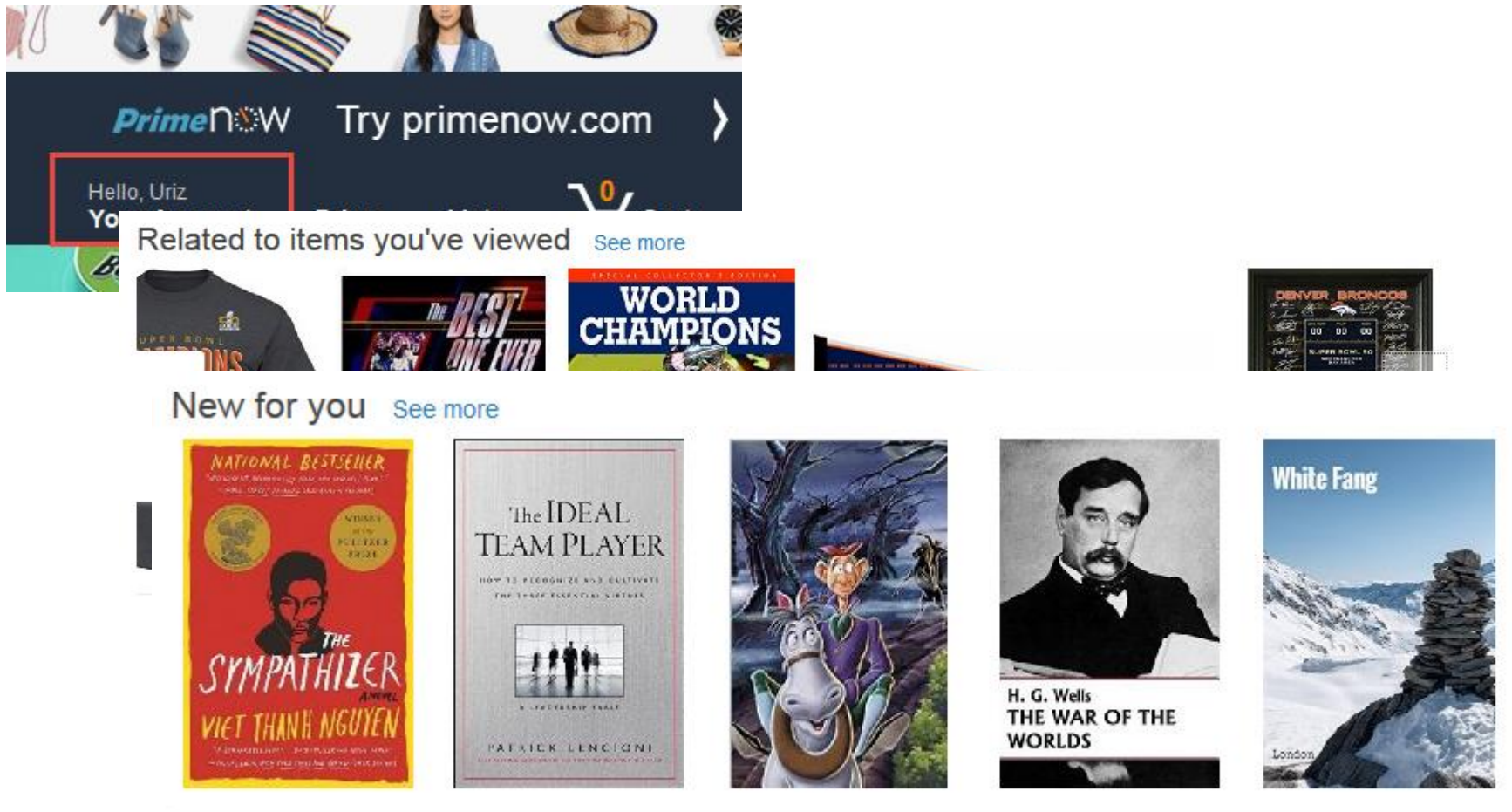
Topics

- What is Customer Experience (CX)?
- What is User Experience (UX)?
- Myths of UX
- Deconstructing UX
    - Usability
    - Information Architecture
    - User Interface
    - Content Strategy
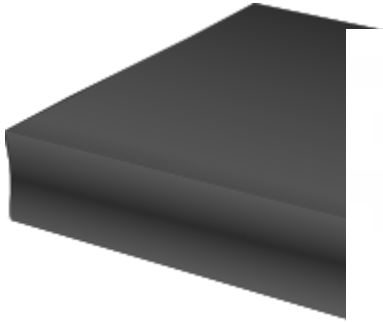
How did we get here?

A little bit of history:

- 1900: Age of Manufacturing
- 1960: Age of Distribution
- 1990: Age of (Digital) Information
- 2010: Age of the Customer

What is Customer Experience (CX)?

VISION

What is Customer Experience (CX)?

What is Customer Experience (CX)?

What is Customer Experience (CX)?

Contact Us

1	What can we help you with?

2	Tell us more about your issue

Keep this item and receive a refund! It's on us!
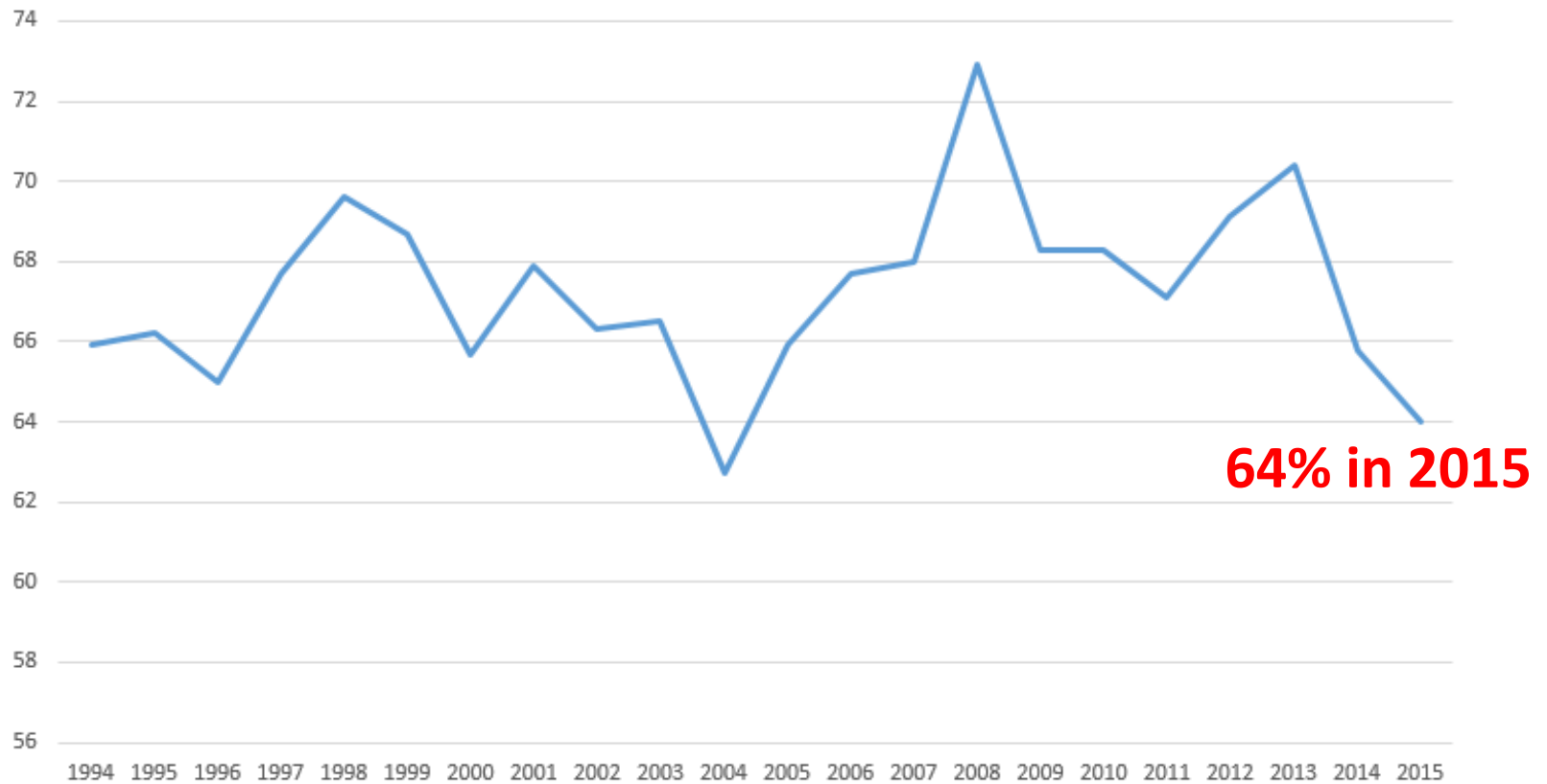
As a valued customer, you **don't need to return** this item to get a refund.

Change an order
Promotions and deals
More order issues

Back to top

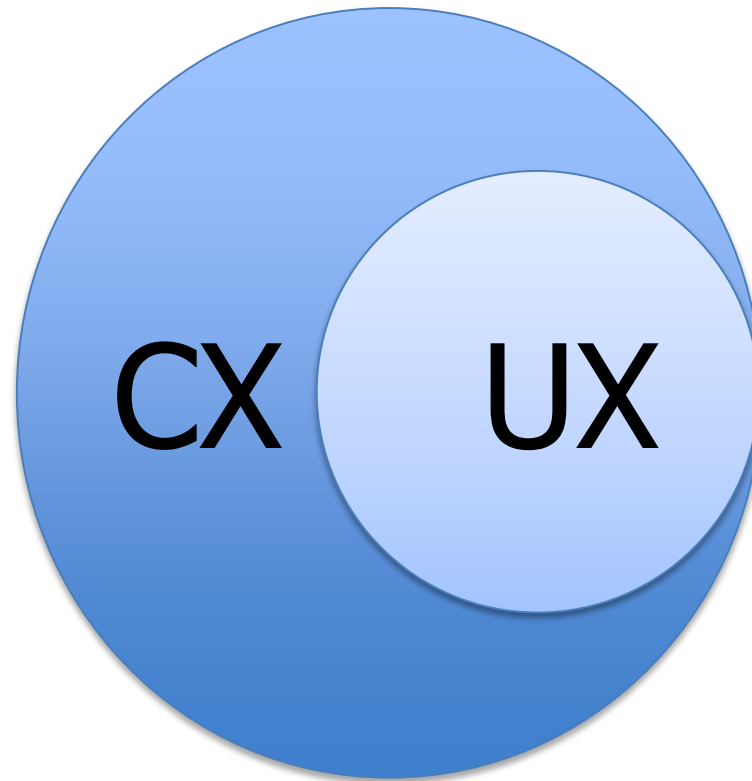# So, what is Customer Experience (CX)?

CX & Local Government

Local Governement Satisfaction Index

64% in 2015

ACSI

VISION
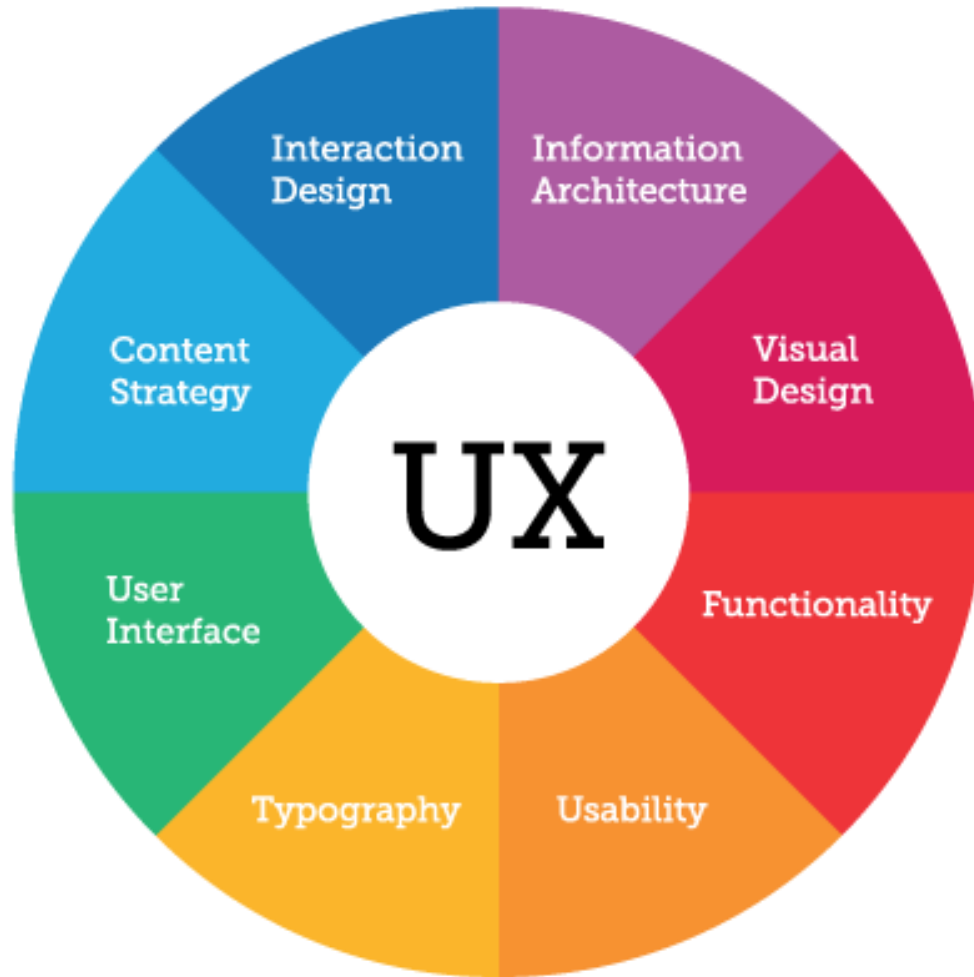
CX vs. UX: What's the difference?

2013: Public Utilities Board – a case study

- In 2013, Vision was hired to redesign a website for this PUB

UX bridges the gap

- Learn what your audience consumes

- Learn what your audience wants

- Learn what the business rules are

UX is a broad concept

Promise of UX

- Useful

- Usable

- Desirable

People read on the web

MYTH

VISION

All pages should be accessible in 3 clicks

MYTH

People don't scroll

MYTH

Usability testing is easy and inexpensive

FACT

VISION

Icons enhance usability

MYTH

Icons enhance usability

Manage

VISION
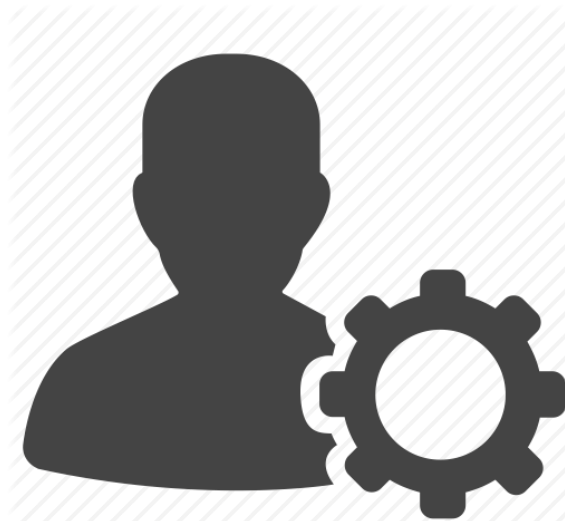
UX Landscape
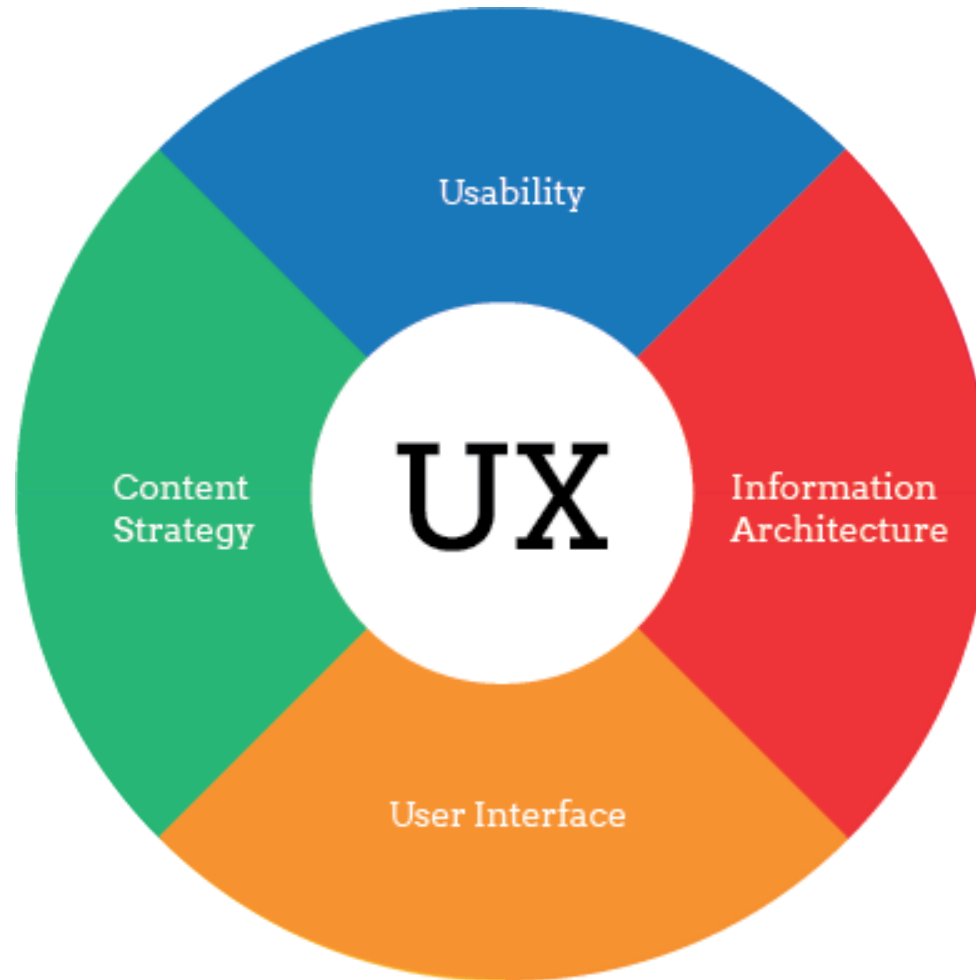
What is Usability?

It is the measure of customers experience when they interact with the product

Intuitive

Efficient

Satisfying

Usable
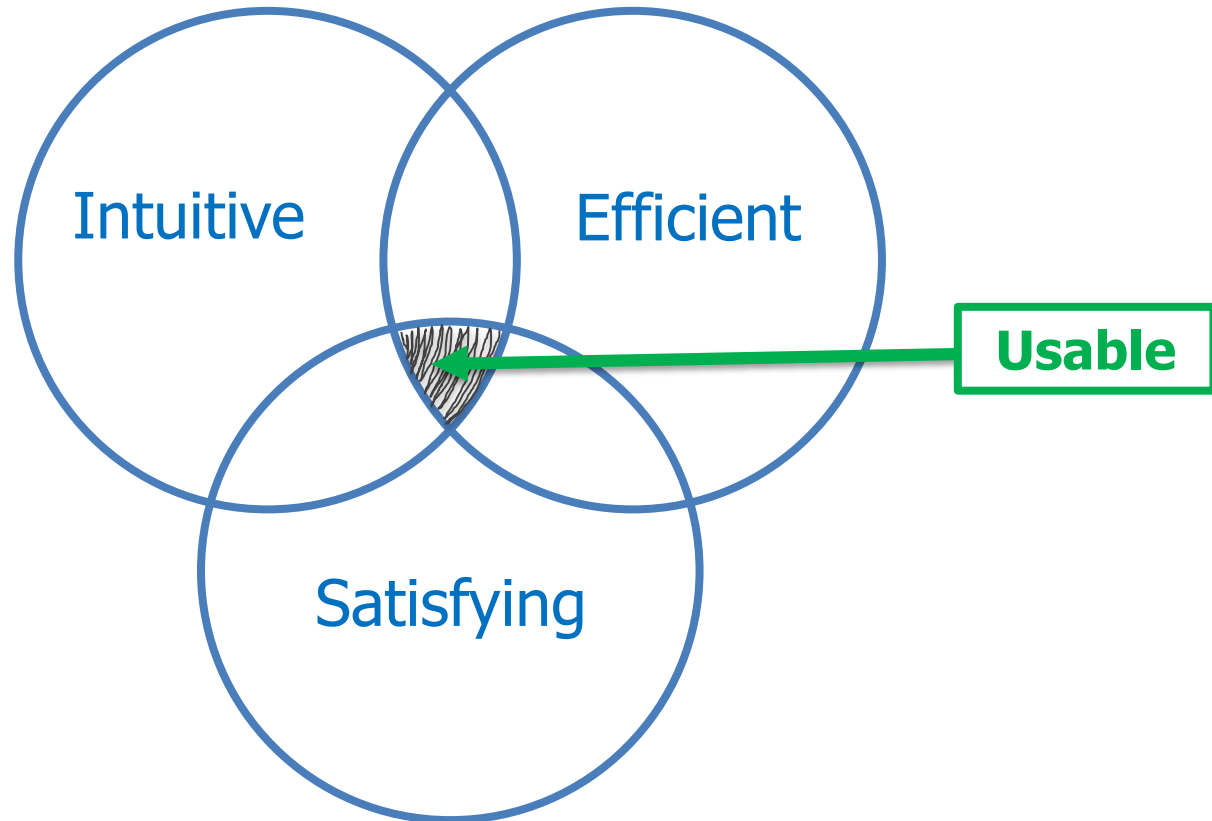
Usability Research

Qualitative

WHY?

Quantitative
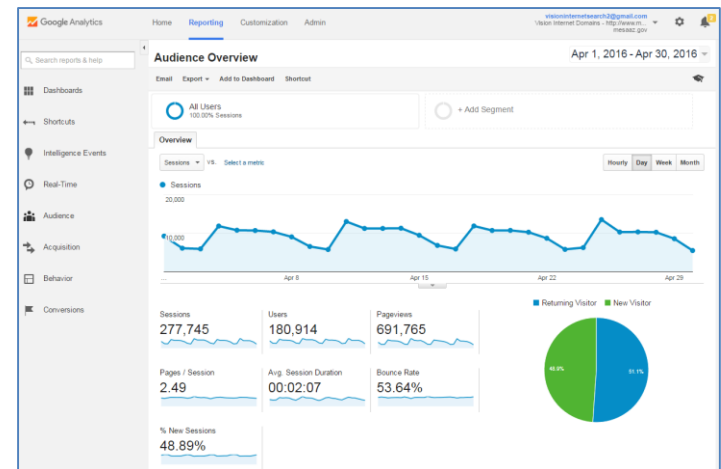
WHAT?

Qualitative Research: User Testing

User Testing is a technique used in user-centered interaction design to evaluate a product by testing it on users

Qualitative Research: User Testing

Task 3: Find where to submit a Police Report online

Qualitative Research: Individual Interviews

1. What's your first impression of this page?

2. What didn't you like about this page?

3. If you could only change one thing about this page, what would you change?

4. What did you like the most about this page?

5. Would you recommend this page to a friend if the content was relevant to them? Why or why not?

Qualitative/Quantitative: Eye Tracking

- Where are people looking?

- How long they are looking?

- How their focus moves from item to item

- What parts of the interface they miss

- How they are navigating the length of the page

- How size and placement of items affects attention?

Quantitative Research: Analytics

Information resulting from computational analysis of data or statistics

- Register a GA account

- Get the GA code

- Place it in your website

- Make sure it works

Metrics

- Visit/Session
- Pageviews
- Unique Pageviews
- Average time on page
- Entrances
- Exit Rate
- Bounce Rate

Quantitative Research: Analytics

UX Interpretation: Unique Pageviews

Value	Good Interpretation	Bad Interpretation
High	Page is converting well, no further action is required	If page has a high bounce or exit rate then consider reviewing wording of links linking to this page
Low		Absence of links and/or referrals

Quantitative Research: Analytics

UX Interpretation: Entrances

Value	Good Interpretation	Bad Interpretation
High	Good content, page is most likely correctly indexed and may have referrals from other websites	
Low		Check for poor content Create referrals from other sites

Quantitative Research: Analytics

UX Interpretation: Bounce Rate

Value	Good Interpretation	Bad Interpretation
High	Informational Page: High rates are okay	Routing Page: Check content, make sure that all links work and the page is simple to understand
Low	This page is performing well, it is sending people to other pages	

Quantitative Research: Analytics

What is a normal Bounce Rate?
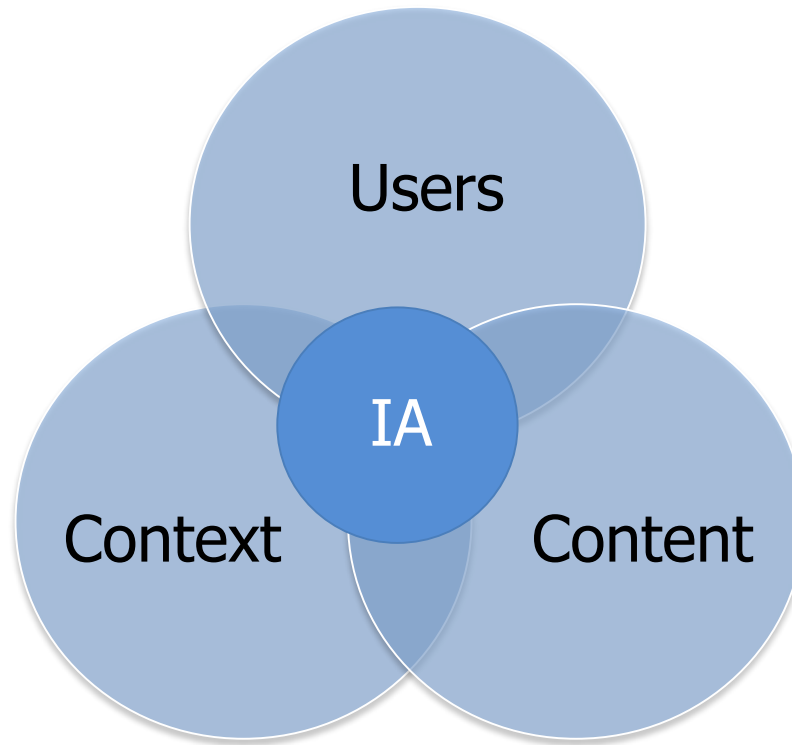
- 40%-60% Content websites

Quantitative Research: Analytics

Issue Identification: Look for pages with high traffic and high bounce rates
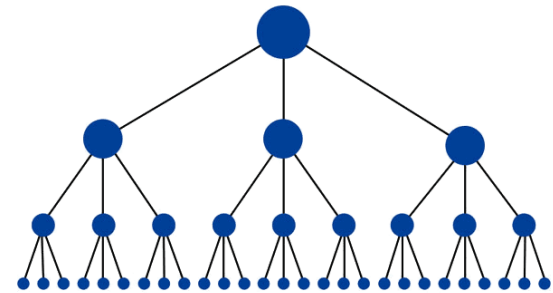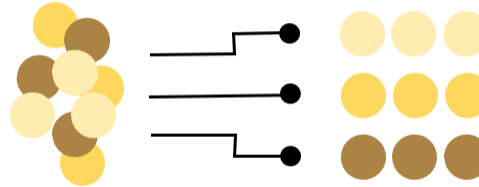
	Page	Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate ↓	% Exit	Page Value
			3,551,631 % of Total: 95.08% (3,735,456)	1,822,654 % of Total: 92.37% (1,973,219)	00:00:38 Avg for View: 00:00:39 (-2.09%)	949,123 % of Total: 86.67% (1,095,100)	26.66% Avg for View: 36.24% (-26.43%)	26.69% Avg for View: 29.32% (-8.95%)	$0.00 % of Total: 0.00% ($0.00)
1.	/corrections/jils/jailregister.asp	Jail Inmate Lookup Service - City of Kent, Washington	47,781 (1.35%)	47,772 (2.62%)	<00:00:01	47,772 (5.03%)	99.13%	99.98%	$0.00 (0.00%)
2.	/default.aspx	Home - City of Kent, Washington	192,422 (5.42%)	101,646 (5.58%)	00:00:29	93,473 (9.85%)	36.72%	31.44%	$0.00 (0.00%)
3.	/employeeservices/jobs/	Employment opportunities - City of Kent, Washington	36,119 (1.02%)	20,175 (1.11%)	00:00:53	14,351 (1.51%)	49.91%	48.55%	$0.00 (0.00%)
4.	/jail/	Jail - City of Kent, Washington	17,129 (0.48%)	10,692 (0.59%)	00:01:58	10,052 (1.06%)	54.19%	57.09%	$0.00 (0.00%)
5.	/pay/poswebtimeout.aspx	Page has expired	10,862 (0.31%)	9,112 (0.50%)	00:00:54	5,722 (0.60%)	62.93%	49.92%	$0.00 (0.00%)
6.	/kent-municipal-court/	- City of Kent, Washington	11,170 (0.31%)	6,956 (0.38%)	00:01:43	6,330 (0.67%)	50.88%	51.62%	$0.00 (0.00%)
7.	/activities/activitiesadvsearch.asp	Registration : Programs	18,511 (0.52%)	12,445 (0.68%)	00:03:45	3,310 (0.35%)	67.58%	46.35%	$0.00 (0.00%)
8.	/	Home - City of Kent, Washington	42,489 (1.20%)	28,304 (1.55%)	00:00:48	26,801 (2.82%)	31.01%	31.63%	$0.00 (0.00%)
9.	/sportsleagues/adultspringsoftballleague/	Adult Spring/Summer Softball League - City of Kent, Washington	6,849 (0.19%)	5,037 (0.28%)	00:02:18	1,816 (0.19%)	71.20%	66.49%	$0.00 (0.00%)
10.	/sportsleagues/youthtrack/	Youth track - Sports leagues - City of Kent, Washington	2,362 (0.07%)	1,566 (0.09%)	00:03:18	1,355 (0.14%)	70.33%	61.18%	$0.00 (0.00%)
11.	/content.aspx?id=11732	Riverbend's Miniature Golf Course - City of Kent, Washington	1,208 (0.03%)	1,007 (0.06%)	00:05:12	944 (0.10%)	80.51%	78.48%	$0.00 (0.00%)
12.	/content.aspx?id=40802190827	Kent Police ask public for help with any information related to the drive by shooting that resulted in infant's death - City of Kent, Washington	729 (0.02%)	689 (0.04%)	00:01:42	653 (0.07%)	93.87%	90.26%	$0.00 (0.00%)
13.	/corrections/jils/jailregister.asp?formname=search&formaction=search&s_booking_name=	Jail Inmate Lookup Service - City of Kent, Washington	595 (0.02%)	595 (0.03%)	00:00:00	595 (0.06%)	99.33%	100.00%	$0.00 (0.00%)
14.	/kentcommons/	Kent Commons - City of Kent, Washington	7,090 (0.20%)	4,500 (0.25%)	00:01:06	3,950 (0.42%)	37.37%	37.48%	$0.00 (0.00%)
15.	/sportsleagues/girlsfastpitch/	Girls fastpitch softball - Sports leagues - City of Kent, Washington	1,713 (0.05%)	1,315 (0.07%)	00:03:13	850 (0.09%)	74.24%	68.94%	$0.00 (0.00%)
16.	/content.aspx?id=11180	Kent Memorial Park - City of Kent, Washington	6,075 (0.17%)	3,418 (0.19%)	00:00:47	2,402 (0.25%)	42.84%	39.03%	$0.00 (0.00%)
17.	/content.aspx?id=11730	Riverbend Driving Range - City of Kent, Washington	908 (0.03%)	783 (0.04%)	00:03:35	738 (0.08%)	78.86%	76.87%	$0.00 (0.00%)
18.	/corrections/jils/default.aspx	Jail Inmate Lookup Service - City of Kent, Washington	510 (0.01%)	510 (0.03%)	00:00:00	510 (0.05%)	100.00%	100.00%	$0.00 (0.00%)
19.	/default.aspx	(not set)	590 (0.02%)	519 (0.03%)	00:00:15	514 (0.05%)	94.94%	84.92%	$0.00 (0.00%)
20.	/activities/activitiescoursedetails.asp?aid=1923&cid=53962&lid=62?lid=62	Registration : Programs	845 (0.02%)	684 (0.04%)	00:05:40	599 (0.06%)	84.47%	76.80%	$0.00 (0.00%)

Information Architecture (IA)

It is the practice of deciding how to arrange the parts of something to be understandable

Information Architecture (IA)

How do we improve IA?

- What is the flow of users through a site?

- How does the application help the user by cataloging the information?

- How is that information presented back to the user?

- Is that information helping the customer, and driving decisions?

How do we test IA?

1. What do you want to learn?

2. When do you need to test?

Testing your IA

1 **Services**

2 About U
3 Governme
4 Residen
5 Business

1.1 Agendas and Minutes
1.2 Apply and Pay
1.3 Calendar
1.4 Employment Opportunities
1.5 E-notifications
1.6 FAQ
1.7 GIS: Maps and Webcams

Testing your IA: Explain the exercise

Come up with a simple way to explain the exercise

Testing your IA: Run the test

1 Services ○

2 About Us ○

3 Government ○

4 Residents ○

5 Business ○

End

Testing your IA: Run the Test

1.1 Agendas and Minutes

1.2 Apply and Pay

1.3 Calendar

1.4 Employment Opportunities

1.5 E-notifications

1.6 FAQ

1.7 GIS: Maps and Webcams

Home

Testing your IA: Run the Test

1.2.1 Business License
1.2.2 City Job
1.2.3 City sales and Use tax
1.2.4 Utility bill
1.2.5 Library book fine

Home

Testing your IA: Run the Test

2.1 History

2.2 Demographics

2.3 Current Issues

2.4 Calendar

2.5 News

Home

Testing your IA: Run the Test

3.1 Agendas and Minutes

3.2 City Council

3.3 City Code

3.4 Departments

Home

Testing your IA: Run the Test

4.1 Community Involvement

4.2 Fun things to do

4.3 New resident information

4.4 Utility bill pay

Home

Testing your IA: Run the Test

5.1 Economic development

5.2 Business directory

5.3 Licensing

5.4 Purchasing

5.5 Employment Opportunities

Home

Testing your IA: Document your findings!

Task	Participant 1	Participant 2
Find a place to pay your water bill	1, 1.2, 1.2.4(yes)	4, 4.4(yes)

Participant 3	Participant 4
2, 2.3 (no)	1, 1.2, 1.2.4(yes)

User Interface (UI)
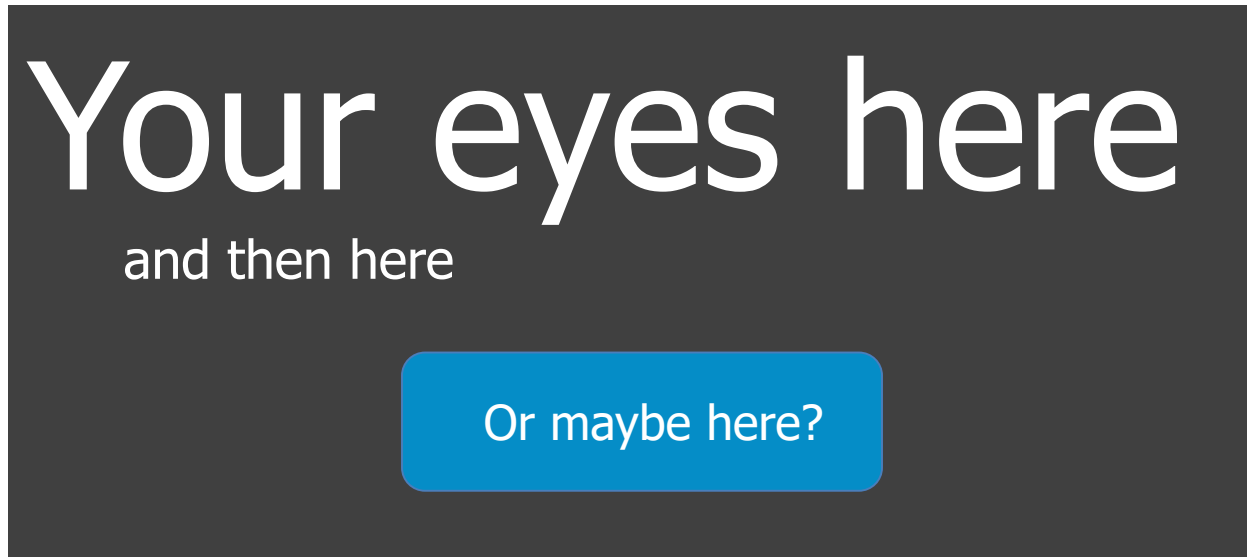
UI: Best Practices

Keep it Simple!
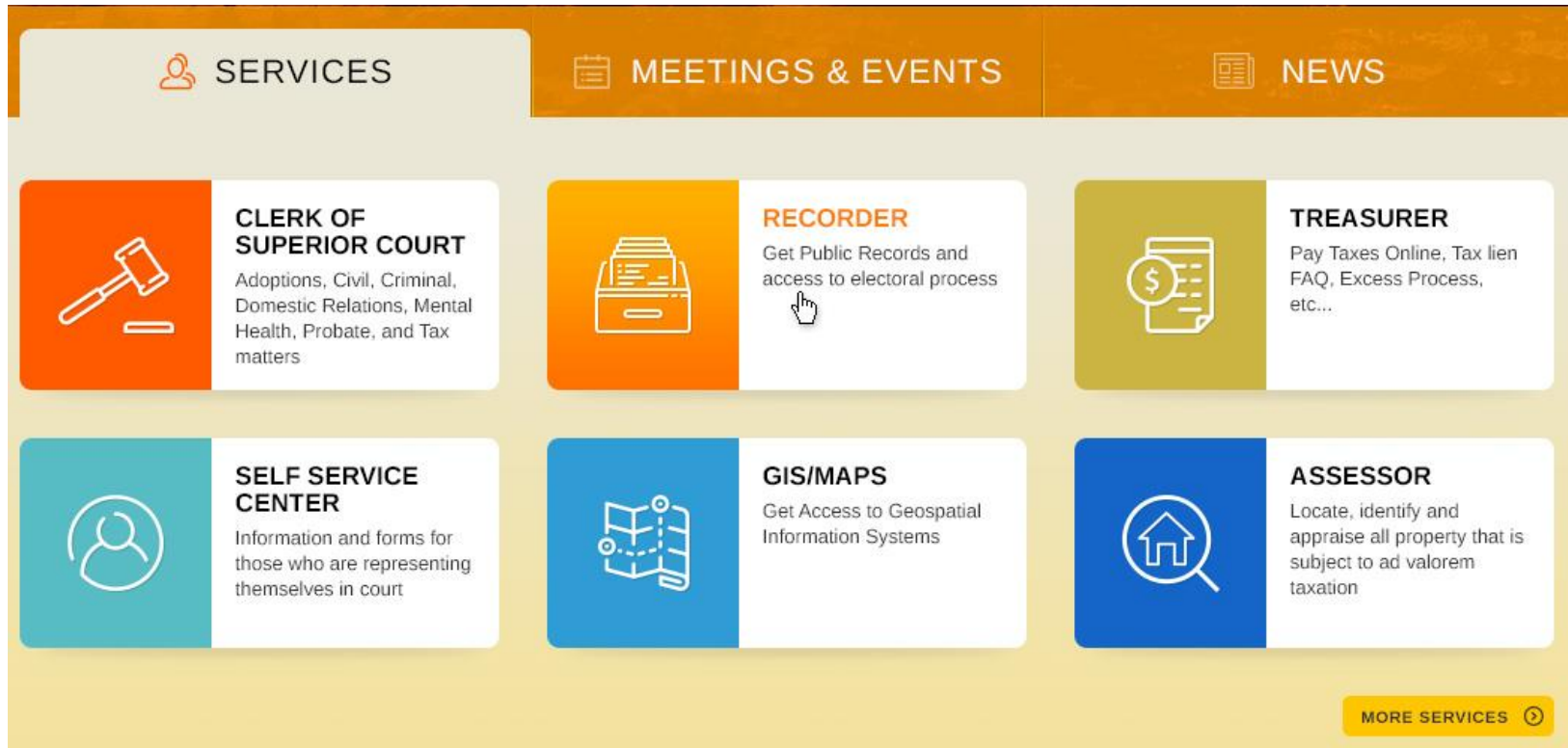
UI: Best Practices
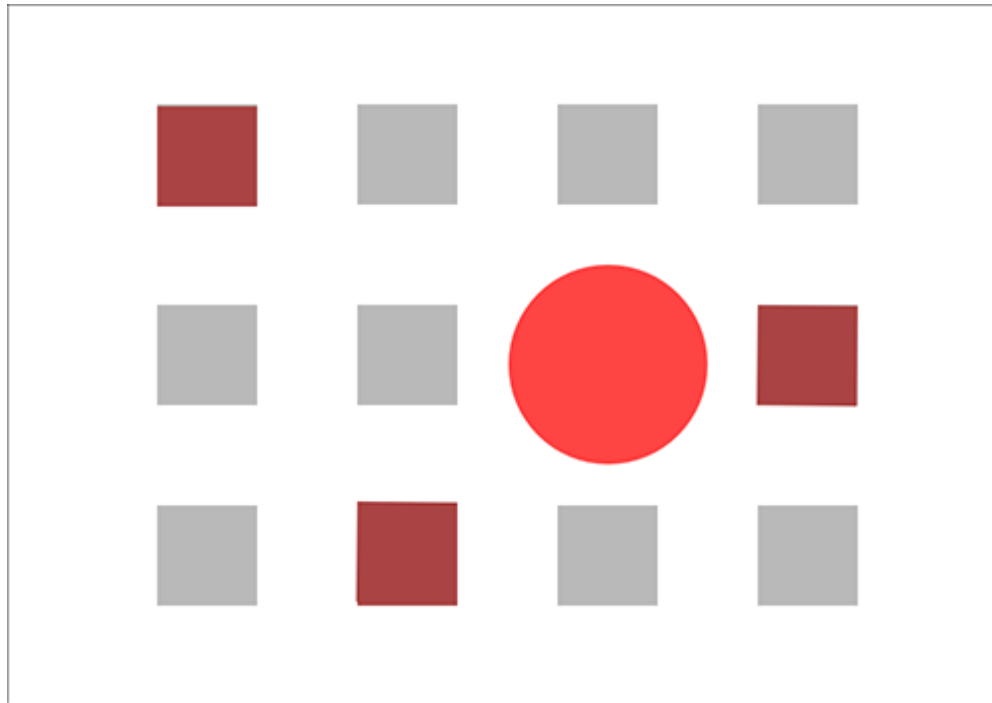
Design for the Users and their tasks

UI: Best Practices

Implement a Visual Hierarchy: Western cultures read from left to right and top to bottom

Your eyes here
and then here

Or maybe here?

Now, that's visual hierarchy!

UI: Best Practices

Use color and contrast appropriately

Content Strategy

Section 513 extends the time in which to run away if the applicant was outside California when the kitten appeared or leaves the state after it appeared. It reads: "If, when the cute kitten appears beside a person, he is out of the State, he may run away at the earliest

Hello my name is

CONTENT

Name_____ Short a sound

Color all of the *short a* words in the poem with a crayon.

Black Cat, Tan Cat

Look at Black Cat.
He's on his mat.
He's happy, fat, and glad.

Tan Cat walks by,
his tail held high.
And now Black Cat is mad.

He thinks Tan Cat
wants on his mat.
Black Cat will never share.

It is so sad.
Tan Cat feels bad.
They could have been a pair.

What is Content?

- Contextualized Data

- The Stuff Inside a Container

- An Extension of UX

What is Content Strategy?

Content Purpose

Eliminate Silos

Time & Energy Saver
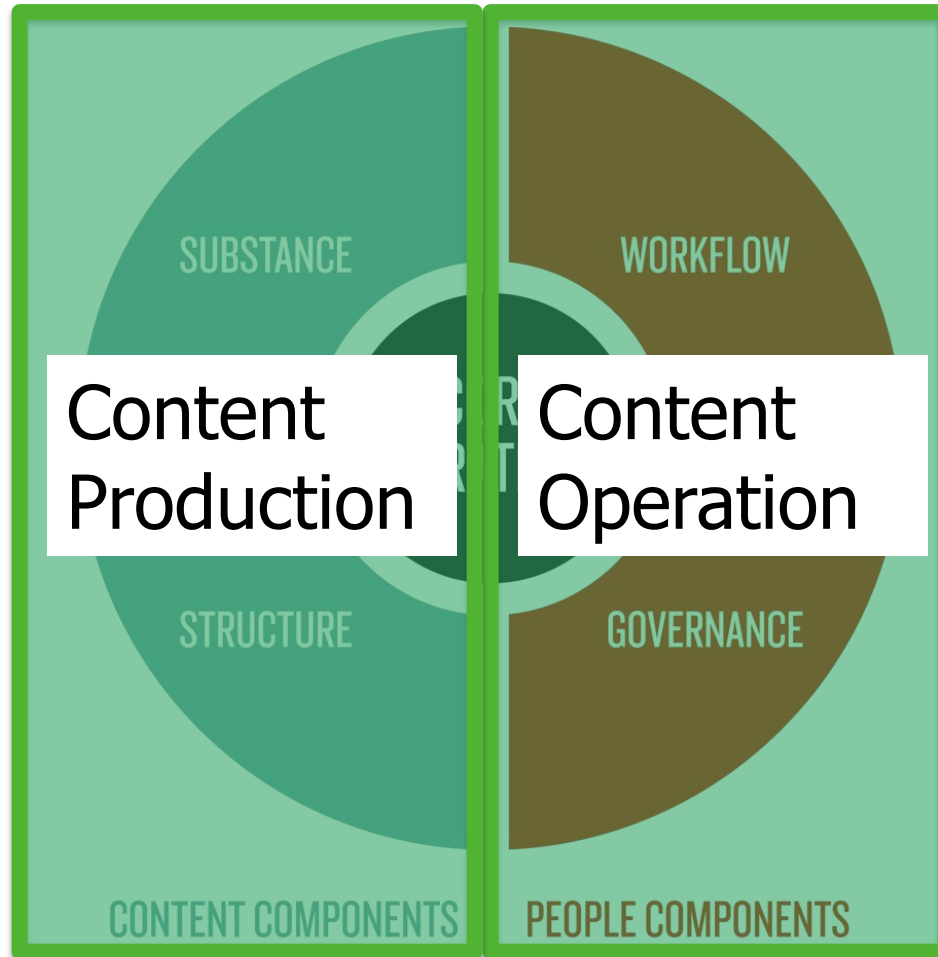
Assigns Responsibilities

Reuse Content

Right Platforms

Evaluate Success

What is Content Strategy?

Content Production

Content Operation

SUBSTANCE

WORKFLOW

STRUCTURE

GOVERNANCE

CONTENT COMPONENTS

PEOPLE COMPONENTS
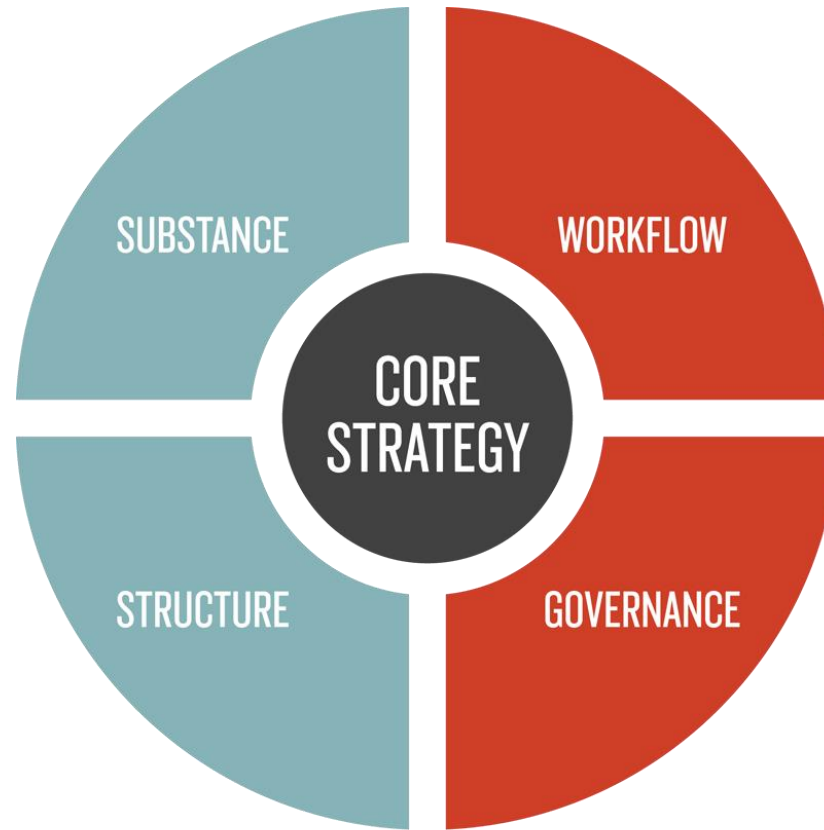
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What is Content Strategy?

What content do you and your audiences need, and why?

SUBSTANCE

WORKFLOW

How content is created and maintained?

CORE STRATEGY

How is content organized, prioritized and accessed?

STRUCTURE

GOVERNANCE

How are decisions about content and content strategy made?

CONTENT COMPONENTS

PEOPLE COMPONENTS

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Thank you!

"I have made this longer than usual because I have not had time to make it shorter"

- Blaise Pascal