



OK. You've got their attention. Now What?

Sustaining Demand – the value of user-centered design.

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CONVERGENCE
OF
USABILITY
TECHNOLOGY
AND
CREATIVITY



Overview of presentation

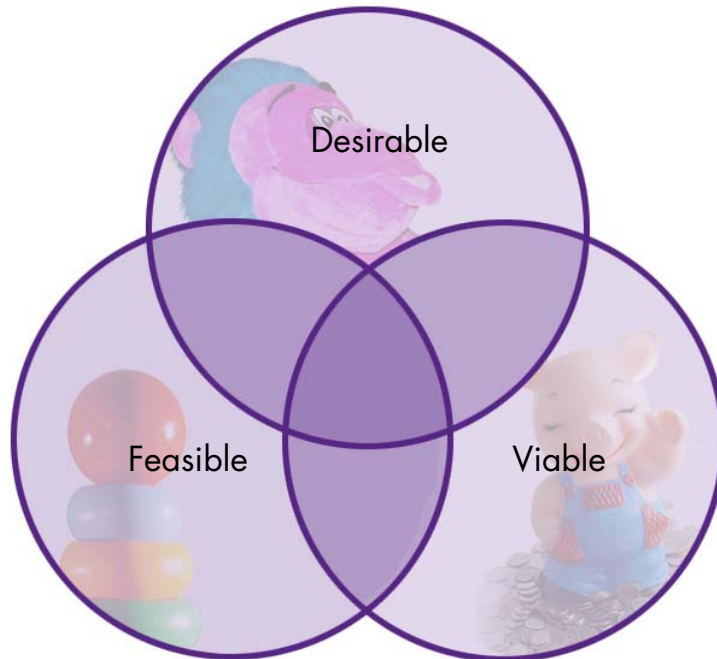
1. Overview of presentation ← You are here.
2. Defining user-centered design
3. Benefits of user-centered design
4. User-centered tools
5. Working together, a scenario...
6. Building brand equity online
7. Questions

Defining user-centered design

A development methodology that acknowledges the pivotal role user needs play in the business success of systems.

Starts with goals & objectives, not construction to build useful (as well as usable) systems.

Involves users as early and often as possible.

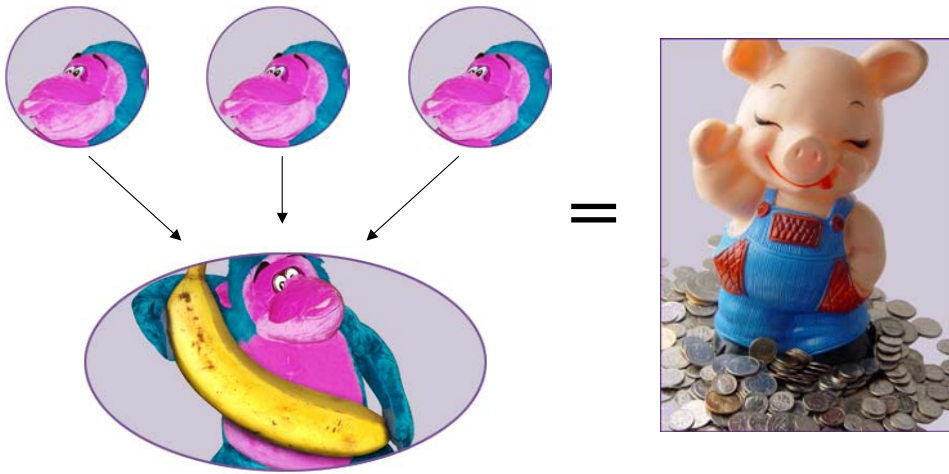


Desirable = user

Feasible = technology

Viable = business

Benefits of user-centered design



Just a few. There are others.

Benefits of user-centered design

- Sites that are:
 - Useful
 - Easy to use
- Sustained demand through:
 - Competitive advantage
 - Visitor retention
 - Increased conversion rates
 - Increased customer satisfaction
 - Repeat customers

Marketing NOT just intense persuasion, also intense service.

Sustained demand through...

- Competitive advantage
 - 35% of people who experience problems on a particular site leave that site for a competitors.

Switching costs online are very low. Competitors are only a mouse click away.

Sustained demand through...

- Visitor retention
 - 40% of visitors never return to a Web site after a negative experience.

Sustained demand through...

- Increase e-commerce conversion rates by 40%.

Sustained demand through...

- Increased customer satisfaction
 - A Gartner study concluded that user-centered methods increased user satisfaction by 40%.

Switching costs online are very low. Competitors are only a mouse click away.

Sustained demand through...

- Forrester Research found that 42% of U.S. Web buying consumers made their most recent online purchase because of a previous good experience with the retailer.

Other measurable outcomes

1. Increase order size
2. Increase revenue
3. Positive return on investment (ROI)
4. Reduce development time & cost
5. Reduce maintenance cost
6. Decrease training & support costs.

1. Increase average order size by 10%.
2. 80% increase in revenue with customers citing usability (existing commercial software).
3. \$10 to \$100 for every \$1 spent on making site easier.
4. Usability engineering has demonstrated reductions in the product-development cycle by 33-50%.
5. 80% of maintenance is due to unmet or unforeseen user requirements.
6. Largest predictor of call center volume is Web site usability \$22 - \$30 average per call.

User-centered tools

- **Business needs**
 - Objective definition
 - Project definition
 - Goals & metrics
 - **User needs**
 - Surveys
 - Conceptual inquiry
 - Ethnography
 - Interview
 - Card sorting
 - Usability testing
 - Log analysis
 - Customer feedback analysis
 - Mental model
 - Task analysis
 - **Landscape**
 - Competitive matrix
 - Competitive analysis
 - Content inventory
 - Content model
 - Code review
-
- **User empathy**
 - Audience definition
 - Personas
 - Scenarios

Working together, a scenario...

Open discussion about tools & working together.

Building brand equity online

- All the positioning skills of an ad agency
- User input
- Foresight & knowledge of the medium

Questions?

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Thank you.

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Resources

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