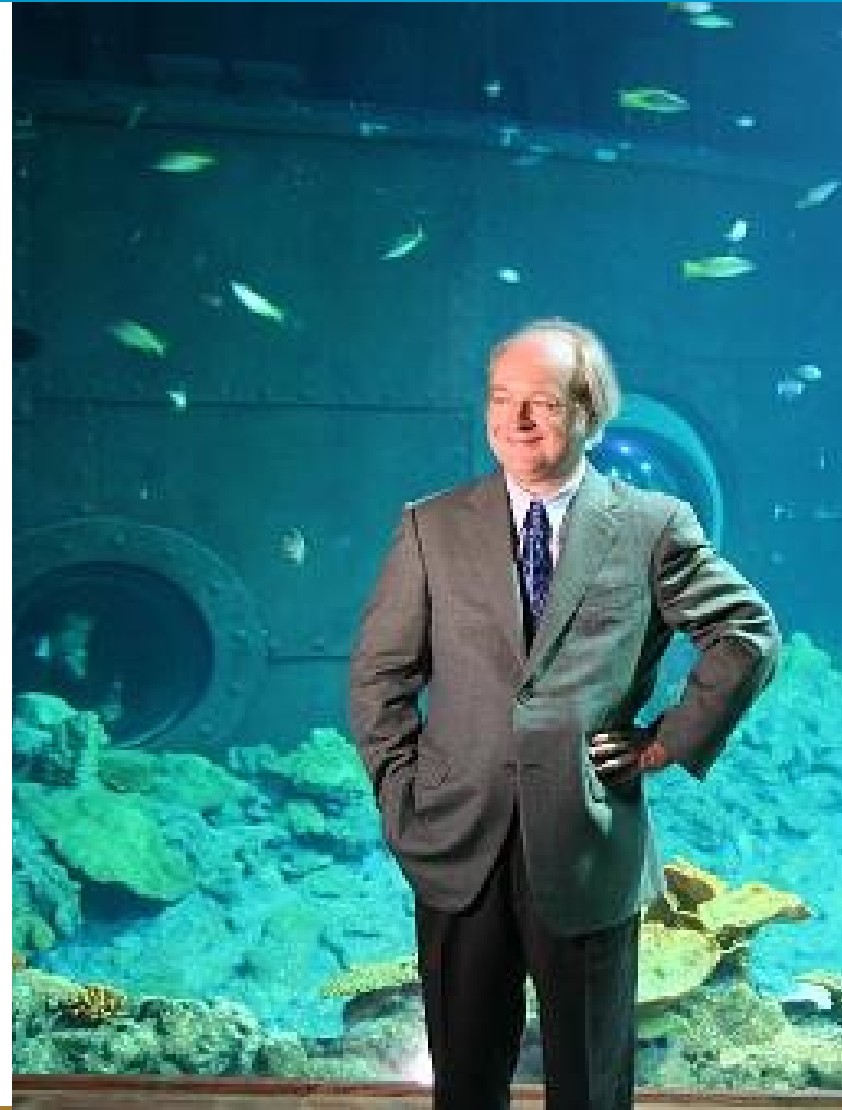


The State of Usability

Vortrag von Jakob Nielsen
während der Usability World

Klaus Martin Meyer



Allgemeines zur Veranstaltung

Ausrichter: SirValUse Consulting GmbH

Termin: 1–2. November 2007

Ort: Hagenbecks Tierpark (Tropenaquarium)

Kosten: 750 €



Tim Bosenick
SirValUse

Referenten (Auswahl):

- **Jakob Nielsen (Keynote)**, Gründer und Direktor, Nielsen Norman Group
- **Hartmut Esslinger**, Geschäftsführer, frogdesign
- **Tim Bosenick**, Geschäftsführer, SirValUse Consulting GmbH
- **Andreas Frenkler**, Bereichsleiter E-Commerce, Otto GmbH & Co KG
- **Stefan Keuchel**, Direktor Kommunikation, Google Deutschland GmbH
- **Clemens Lutsch**, User Experience Evangelist, Microsoft Deutschland GmbH

Impressionen

„Mensch oder
Maschine“

*Hartmut Esslinger,
frogdesign*





„Handhabung als Qualitätskriterium bei Warentests“

Jürgen Nadler, Stiftung Warentest



„Die Google Story“

Stefan Keuchel, Google



Persönliches Fazit:

- Sehr gut organisiert
- Gute Mischung der Referenten
- Erfrischend unkonventioneller Veranstaltungsort
- Vorträge auf größtenteils hohem Niveau





State of Usability

Jakob Nielsen

Nielsen Norman Group

Vasa



- **Schwedisches
Flagschiff**
- **Erbaut 1628**
- **Sinkt bereits auf der
Jungfernfahrt nach 20
Minuten Fahrt**
- **50 Menschen sterben**

Usability Quality Across Classes of Sites

1. **Big e-commerce sites (B2C)**
2. **Financial sector transaction sites (not info sites)**
3. **Smaller e-commerce sites (B2C)**
4. **Big-company intranets**
5. **Small-company sites**
6. **Big-company sites (Fortune 500 and similar)**
7. **Government sites**
8. **B2B sites**
9. **Small-company intranets**

Evolution of Web-Wide Search

Resource discovery (Infoseek etc., Yahoo!)

- Goal: list all **relevant** documents
- Ranking: information **retrieval**, keyword density

Answer engines (Google)

- Goal: list the **best** documents
- Ranking: **popularity**, link count, PageRank

Solution engines (Ask.com)

- Goal: **help** users get their task done
- Ranking: **usefulness**, user success, behavioral metrics

Long term:

- Auto-search, embedded agency
- Personalization (MS Research: 23% improved ranking)

Jakob Nielsen: State of Usability

Infoseek **BigYellow** **UPS**

You searched for **Web usability**

Sites 1 - 10 of 4,661,025

CISCO SYSTEMS
CISCO PRO **ESSENTIAL**

The All in One Webserver Appliance → **CLICK HERE!**

[Click here](#)

news center

[Intergraph Announces Solid Edge Version 3.5](#)
[Sheet Metal Design](#)
[Tools Delivery](#)
[Unprecedented Use](#)

smart info

[People & Business](#)
[Stocks/Companies](#)
[Street Maps](#)
[Shareware/Chat](#)
[Desk Reference](#)
[Infoseek Investor](#)

company capsules:

[E&D Web, Inc.](#)

[Continental Web Press, Inc.](#)

[Instant Web, Inc.](#)

big yellow

[Find Businesses](#)
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[Find E-mail](#)
[Global Directories](#)

Related Topics

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[User interface](#)

Search **seek** **Tips**

Search **only** these results Search **the whole** Web

Sites 1 - 10 of 4,661,025 [Hide Summaries](#) [next 10](#)

webhci List Archive: ideas for Web usability symposium at CHI 97
ACM List Archives webhci List Archive ideas for Web usability symposium at CHI 97 Keith Instone (instone@cs.bgsu.edu) Thu, 16 May 1996 14:01:17 -0400 Messages sorted by: [date] [...]
100% <http://www.acm.org/archives/webhci/0009.html> (Size 10.3K)

Report on the "Missing Link" Web Usability Symposium
An earlier version of this is published as: The Missing Link: Hypermedia Usability Research & The Web. Buckingham Shum, S. (1996). Interfaces, British HCI Group Magazine, Summer, ...
100% <http://kmi.open.ac.uk/~simonb/missing-link/ml-report.html> (Size 47.4K)

"Missing Link" Web Usability Symposium
HCI Grp logo A Symposium in Association With The British HCI Group & Special Issue of the International Journal of Human-Computer Studies The Missing Link: Hypermedia Usability ...
100% <http://kmi.open.ac.uk/~simonb/missing-link/> (Size 6.0K)

Alertbox: Jakob Nielsen's Column on Web Usability
useit.com Alertbox The Alertbox: Current Issues in Web Usability. Semi-monthly column by Jakob Nielsen, SunSoft Distinguished Engineer How you can subscribe and get update ...
100% <http://www.useit.com/alertbox/> (Size 5.5K)

Infoseek (1997)

Google! BETA

Gettysburg Address

10 results

At least **477** matches for **Gettysburg Address**
Showing results 1-10. Search took 0.18 seconds.
Clicking on a red bar searches for backlinks (citations).
[How do I interpret the results?](#)

The Gettysburg Address
...The **Gettysburg Address** Delivered at **Gettysburg** on November...
...survey. Drafts of the **Gettysburg Address** Transcriptions of...
<http://web.loc.gov/exhibits/gadd/> [Cached \(3k\)](#)

<http://web.loc.gov/exhibits/G.Address/ga.html>

Other Languages: Gettysburg Address
...The **Gettysburg Address** The **Gettysburg Address** in...
...**Gettysburg Address** in Other Languages **Gettysburg**...
<http://web.loc.gov/exhibits/gadd/4418.html> [Cached \(1k\)](#)

REASON: The Gettysburg Address
...The **Gettysburg Address** Transcriptions of Lincoln's...
...These images are of the **Gettysburg Address** in twenty-nine (29)...
<http://web.loc.gov/exhibits/gadd/qtran.html> [Cached \(3k\)](#)

jefferson.village.virginia.edu/readings/gettysburg.txt
...THE **GETTYSBURG ADDRESS**: Four score and seven years ago our fathers...
[Cached \(2k\)](#)

The Gettysburg Address by Abraham Lincoln
...The **Gettysburg Address** by Abraham Lincoln "Four score and seven...
www.cs.indiana.edu/statecraft/gettysburg.html [Cached \(2k\)](#)

USA: Gettysbur address
...Lincoln The **Gettysburg Address** Text prepared for The...
odur.jet.rug.nl/~usa/P/al16/speeches/gettys.htm [Cached \(5k\)](#)

Lincoln's Gettysburg Address
...Lincoln's **Gettysburg Address**, given November 19, 1863 on the...
...1863 on the battlefield near **Gettysburg**, Pennsylvania, USA Four score and...
libertyonline.hypermail.com/Lincoln/gettysburg.html [Cached \(2k\)](#)

Google (1999)

The Internet Success Equation

revenue =
visitors
x conversion
x loyalty



Transitioning Users to Deeper Engagement

- **Paradox of Active Learner**
- **Registration**
- **Customization**

Usability Often Done Wrong

- **Bad facilitation**
- **Narrow tasks (Especially in eyetracking studies)**
- **Wrong users (Especially in academic studies)**
- **Wrong interpretation of results**

Name: Jakob Nielsen

Name:
Jakob Nielsen

Web 2.0 vs. Back to Basics

- **User-generated content, blogs**
 - **Community features, social networks, wikis**
 - **Web as platform, feeds, mashups**
 - **Rich Internet UI (AJAX etc.)**
 - **Bubble 2.0 stock valuation of “free” sites/services**
-
- **Answer users’ questions**
 - **Better photos**
 - **Search, navigation, IA**
 - **Writing for the Web**
 - **Email newsletters**
 - **Simplicity**



- Size is required.
- Color is required.

COLOR
Select Color

SIZE ([View Size Chart](#))
Select Size

QUANTITY
1

SHIP TO
ME

Add to Cart

ADD TO WISHLIST



6 Fragen von Agenturblog.de an Jakob Nielsen

1

Could you please explain why sites with such a low usability profile as myspace.com could become such a great success among web users?

Because they target people's friends, and not outside customers. Two of the biggest concerns in Web usability are learnability and credibility, and neither is an issue if you are looking at your friend's MySpace page. You already know the guy, and you know how much you can trust him, so the design don't need to communicate nearly as well as when a prospective customer visits a new business site for the first time.

Fazit: Erlernbarkeit und Glaubwürdigkeit spielen im Gegensatz zu anderen Sites bei myspace.com keine Rolle. Das erklärt die geringe Usability der Site.

2

In a world of ever growing screen resolutions, what would be your recommendation for the layout of text. Should it be used in **columns**, like people are used to in print, or is this not a working model for screen reading?

Columns may well be the way to go, once screens get the size of newspapers. For sure, we need something different than just a single scrolling block of text.

Fazit:

Spalten könnten ein guter Ansatz sein, um Text bei immer größeren Monitoren lesbarer zu machen.

3

What is your position, when it comes to the semantic web? Will this be a new future for indexing and finding content on the web? Will it change and enhance the usability of search engines?

I don't believe in it. We haven't even been able to get companies to write headlines using the guidelines for writing for the Web, so getting them to provide more advanced tagging or meta-data is doomed.

Fazit: Nielsen glaubt nicht an das semantische Web, da der Aufwand der Integration von Metainformationen für die Mehrzahl der Anbieter zu hoch ist

4

The core idea of the web was all about **user generated content**. After more than a decade, we see the web taking this direction finally. How do you see the importance of blogs and all social media sites? Do you see hardcore users of this kind of products as a group to optimize for - even if they are not the mass, but the ones creating the content?

There has always been user-generated content on the net. Think of Geocities, or the AOL discussion groups. There is just more of it now, and the very fact that there is more is proof of the importance of usability, because the growth has been due to the increased ease of posting through the various weblog hosting services and video hosting services like YouTube.

Heavy users are certainly always a promising customer base for niche products. But for mainstream businesses, it's important to recognize that only 1% of users fall into the heavy-contributor niche, because of participation inequality. Usually, it's better to target the mainstream 99%.

Fazit: Usability muss sich immer an der Mehrzahl der Nutzer ausrichten.

5

How would you explain the concept of your website useit.com? Does it follow all the rules in terms of usability that you would recommend to your clients?

It's a great website for my type of business: that of the world's #1 usability company. I don't even think it would work for a second-tier usability company, and it definitely wouldn't work for companies in other industries. As an analogy, even though I advise against the use of Flash for the homepage of normal business sites, the site for the world's #1 Flash designer should obviously be done in Flash anyway.

Fazit: Konzepte, die für useit.com richtig sind, lassen sich nicht ohne weiteres auf andere Websites übertragen.

6

Where do you see the future of **portals, now that we have all this trends like personalization, RSS and ever faster growing niches for all kind of content?**

Intranet portals have a great future. Our analysis of enterprise portals showed a lot of potential benefits to employees from better organized access to intranet information. (...)
On the public Internet, I also think there is a good potential for portals like Yahoo, because they provide a good way of getting to lots of useful information, such as the weather forecast or stock prices, in a single location. I am a strong believer in niche services on the Web, but there are also many general needs that are common for large numbers of users.

Vielen Dank.

Mehr Infos über mich:

<http://www.klausmartinmeyer.com>



Hartmut Esslinger

- Jahrgang 1944
- Geschäftsführer von frogdesign

Produkte:

- Hansgrohe (Duschkopf 'Tribel', über 15 Million mal verkauft)
- Wega 3000 HiFi-System
- Apple Macintosh
- Windows XP
- Entwicklung der Internet-Verkaufsplattform für DELL

Weitere Kunden:

Louis Vuitton, Texas Instruments, Sony, Fissler, Kaldewei, Villeroy & Boch, Kodak, Yamaha, Sun Microsystems, NeXT, Logitech, Rosenthal, Olympus, NEC, Samsung, Acer, Dual, Lufthansa, Siemens, Disney, SAP

