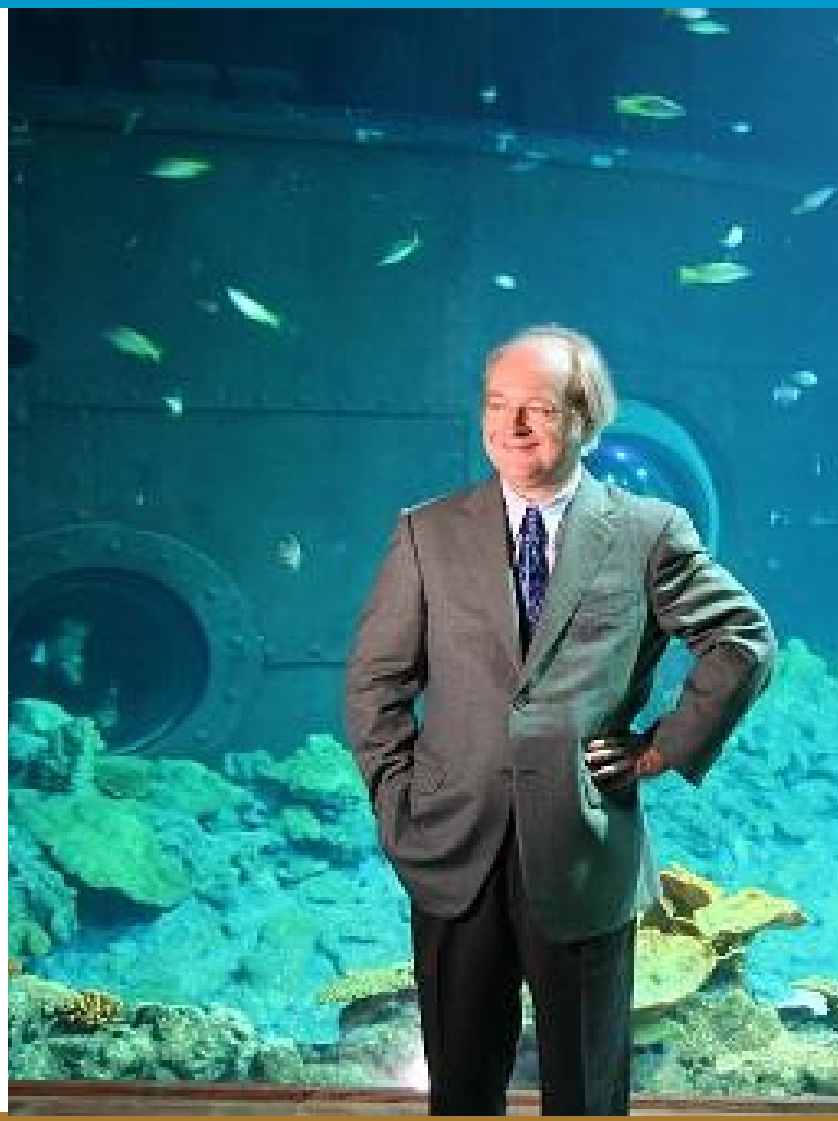
The State of Usability

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 Qualitäts-kriterium bei Warentests“
Jürgen Nadler, Stiftung Warentest

„Die Google Story“
Stefan Keuchel,Google

Usability World 2007

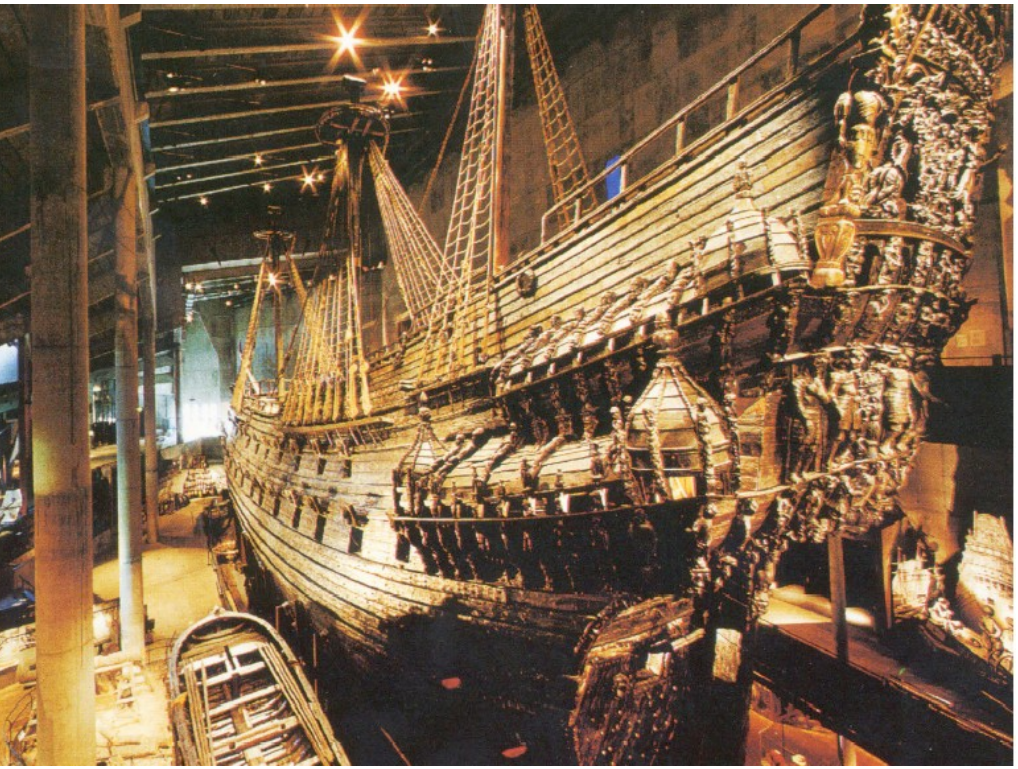
Persönliches Fazit:

- 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

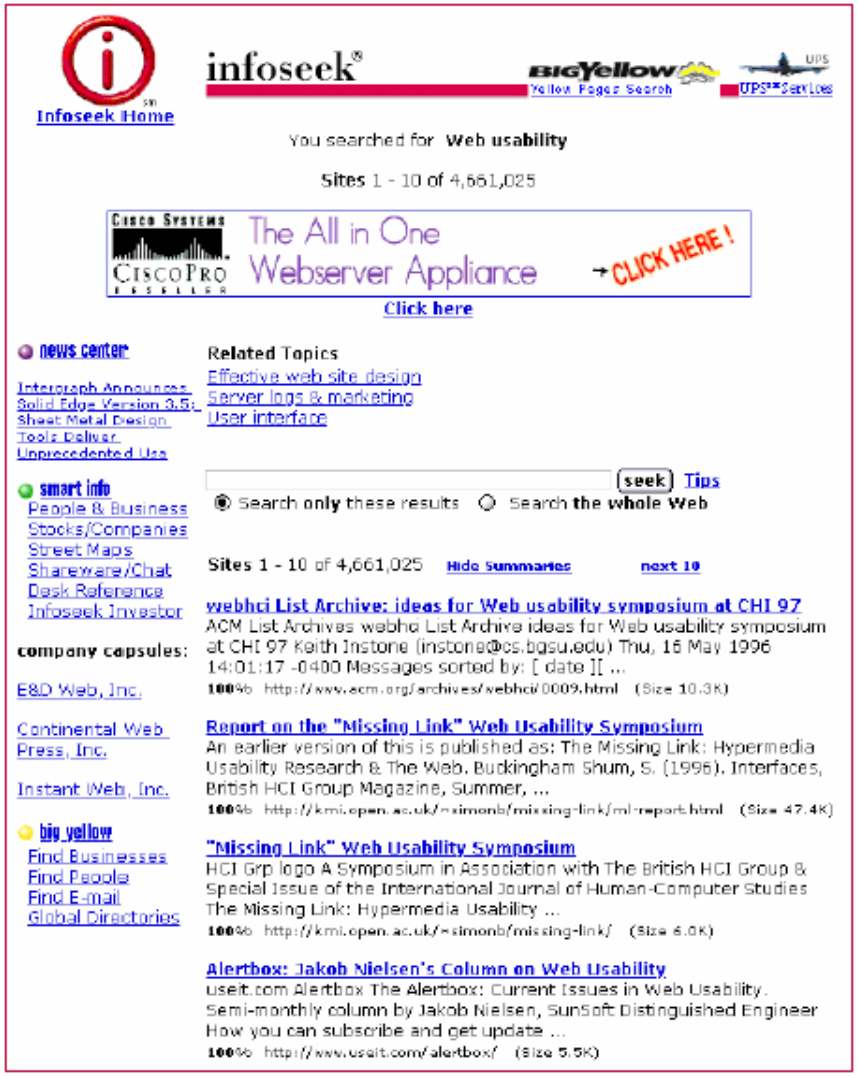
Solution engines (Ask.com)

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

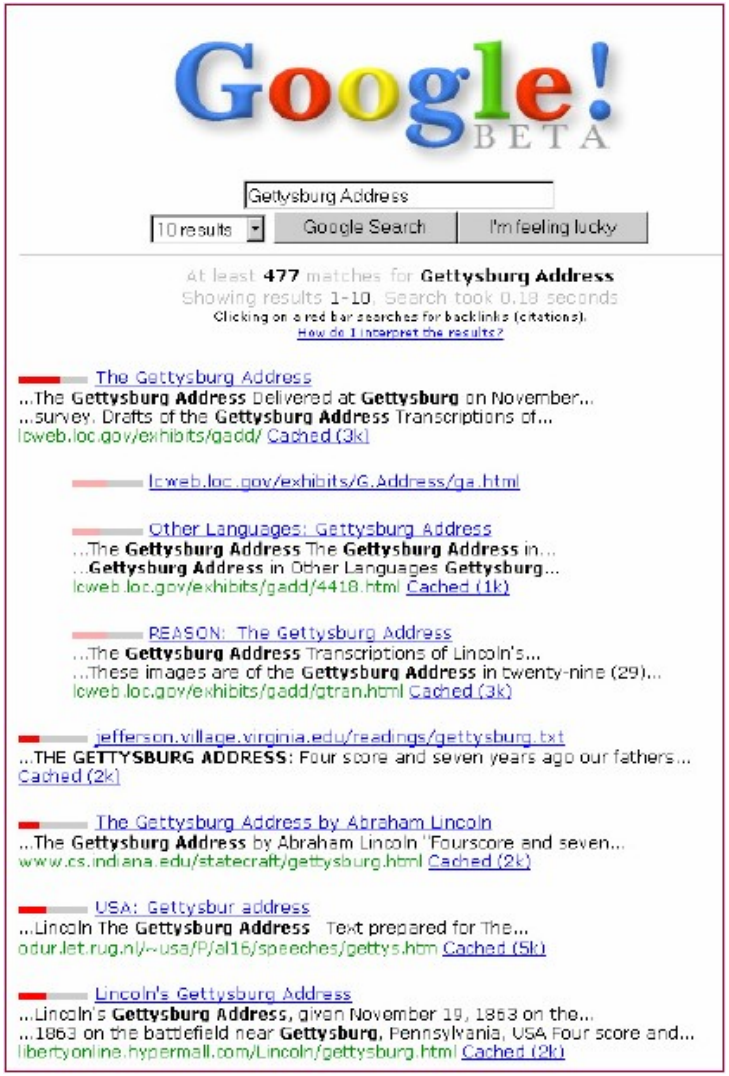
Long term:

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

Jakob Nielsen: State of Usability



Infoseek (1997)



Google (1999)

The Internet Success Equation

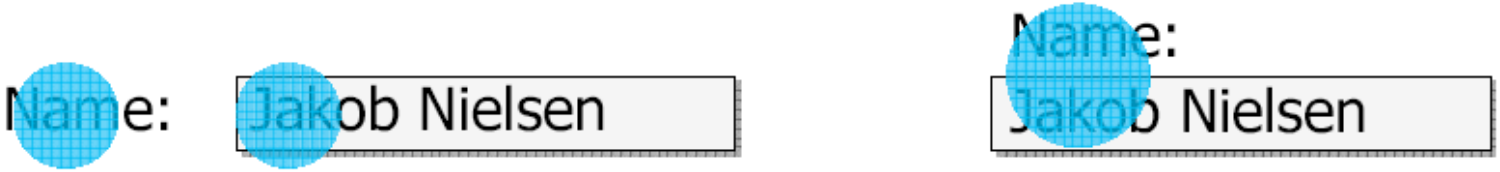
revenue =
visitors
x conversion
x loyalty

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**



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 then 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 recomment 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