

Keynote

**or, why everything looks like
a nail to me nowadays**

Steve Krug

HighEdWeb 2010

“No, really, Steve. It’ll be fine.”

- Any invitation to speak that starts off “You probably heard about what happened last year...”
- Fortunately, I knew you guys
 - ▶ 2005
 - ▶ Like UPA’s conference
- I read all about it
 - ▶ I learned two new words
 - ▶ Three, if you count Hella
 - ▶ I even read a book about it

THE BACKCHANNEL

CLIFF ATKINSON

Uhh, hhh, hhh



I checked for drop shadows

- Actually, I did go in and slightly disguise my ten year old stock template

I checked for drop shadows

- Actually, I did go in and slightly disguise my ten year old stock template

I checked for drop shadows

- Actually, I did go in and slightly disguise my ten year old stock template
- It's not elegant, but it's big enough to read

I thought it could be fun

“No, really. It’ll be fine.”

- Doug wrote me
 - ▶ Perhaps you heard about what happened last year
 - ▶ I want to assure you it won’t happen again
- I learned two new words
 - ▶ Tweckling
 - ▶ Harshtagging
- I missed the session yesterday
 - ▶ Hella drop shadow
- What I wanted to do



#heweb10



"No, really. It'll be fine."

- Doug wrote me
 - ▶ Perhaps you heard about what happened last year
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#heweb10



“No, really. It’ll be fine.”

- Doug wrote me
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- I learned two new words
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- I missed the session yesterday
 - ▶ [Hella drop shadow](#)
- What I wanted to do

#stevekrugfail



Later, that same day...

I'm really impressed. You've published a new cartoon every week for a month. You've never been that reliable in your real job.



I know! I think I've got to be a shoe-in for the High Ed Web keynote by now!!



You know they already gave that to
Steve Krug, right?



They what?!?! To who?!? Steve Krug?
The *"It Hurts When I Think"* guy??



The burden of the keynote

- Then all I had to do was figure out what to talk about
- Have to admit the idea of keynotes puzzles me
- I did a taxonomy once
 - ▶ Lofty appeal to principles
 - ▶ Taking the audience to task
 - ▶ New direction
 - ▶ Thinly veiled marketing
- Fortunately, you're more than halfway through, so I don't have to set the tone

The answer was obvious to me

- I had to try one more time to convince you
- You should be testing
- You *can* be testing
- You put so much effort into building these things, it's a shame that they often don't work the way you expect
- ...and you often don't even know it

All sites have usability problems

- Correction:
- All sites have *serious* usability problems
- We use sites all the time that don't work
 - ▶ How can this be?

The how-to companion to the bestselling *Don't Make Me Think!*
A Common Sense Approach to Web Usability

Steve Krug

**ROCKET
SURGERY
MADE
EASY**



The Do-It-Yourself Guide to Finding
and Fixing Usability Problems

Show of hands?

- Read *Don't Make Me Think*?
- Read *Rocket Surgery*?
- Heard of *Rocket Surgery* before today?
- Watched the video?

We have a lot to do

- My agenda:
 - ▶ Convince you that you should be testing, or testing more
- A live demo test
 - ▶ So you can see how simple it should be
- The whole book in 30 minutes
 - ▶ Only a two-hour read
 - ▶ Don't tell my publisher, but...
- A lot of time (hopefully) for questions
 - ▶ Especially about your qualms

Show of hands?

- Your experience with usability testing
 - ▶ Have conducted tests (been the facilitator)?
 - ▶ Have observed tests?
 - ▶ Have read usability test reports?
- Your organization's use of testing
 - ▶ Never?
 - ▶ Right before (or right after) product ships?
 - ▶ Routine (several times during development)?

One more question

- What are the biggest obstacles to your doing testing?

Now, the demo test

- Apologies
- I picked a site I know
 - ▶ It was easier
 - ▶ Didn't pick it because it had problems

Forget what they say in the Army

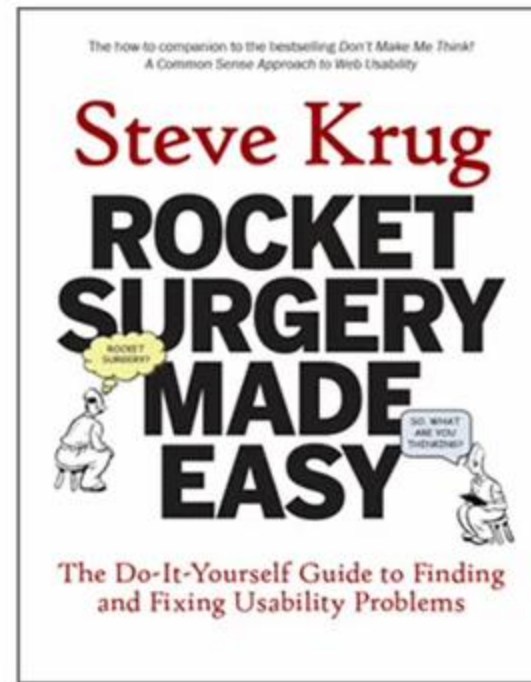
- We need a volunteer
- Qualifying criteria:
 - ▶ Have used a Web browser
 - ▶ English-speaking adult
- It's painless!
 - You'll get a round of applause and a signed book when we're done

RSME: The thirty-minute audio book

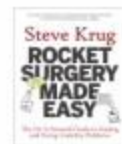
- Six maxims
- Companion to the 30-minute audio book
 - ▶ Watch the full demo test online
 - ▶ Google "steve krug" on YouTube

Demo Usability Test

for readers of



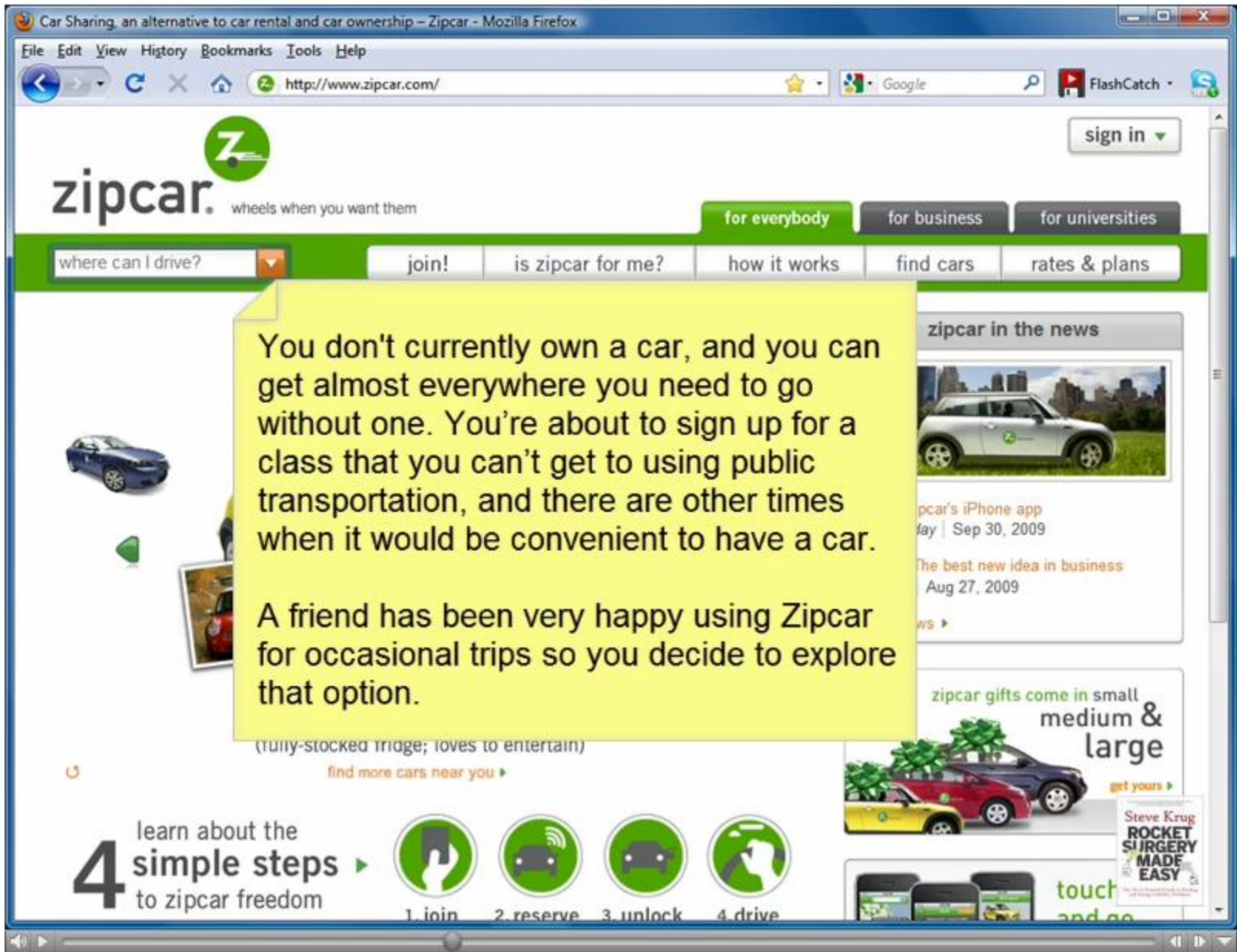
Rev. 1.1 / February 3, 2010
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www.rocketurgerymadeeasy.com



4. The Tasks

Give them a few things to do





zipcar. wheels when you want them

sign in ▾

for everybody for business for universities

where can I drive? join! is zipcar for me? how it works find cars rates & plans

You don't currently own a car, and you can get almost everywhere you need to go without one. You're about to sign up for a class that you can't get to using public transportation, and there are other times when it would be convenient to have a car.

A friend has been very happy using Zipcar for occasional trips so you decide to explore that option.

(tully-stocked fridge; loves to entertain)

find more cars near you >

learn about the
4 simple steps to zipcar freedom

- 1. join
- 2. reserve
- 3. unlock
- 4. drive

zipcar in the news



zipcar's iPhone app
May | Sep 30, 2009

The best new idea in business
Aug 27, 2009

news >

zipcar gifts come in small medium & large



get yours >



touch and go



wheels when you want them

sign in

for everybody

for business

for universities

Where can I drive?

join!

is zipcar for me?

how it works

find cars

rates & plans

Welcome to Zipcar



MINI Convertible Mollie

(organizes the annual block party)

find more cars near you

learn about the
4 simple steps
to zipcar freedom



1. join



2. reserve



3. unlock



4. drive

zipcar in the news



Video: Zipcar's iPhone app
USA Today | Sep 30, 2009

Zipcar - The best new idea in business
Fortune | Aug 27, 2009

More News

wrap up a gift of
membership
or driving.



get yours

Steve Krug
**ROCKET
SURGERY
MADE
EASY**



touch
and go

What were the
top three usability problems
you observed?



Do-it-yourself usability testing

- Three users
 - ▶ Three should be plenty
 - ▶ You'll be doing it again next month
 - ▶ You'll find more problems than you can fix
- No lab or mirrors
 - ▶ Set up a monitor in another room so the development team can watch
- No elaborate recruiting
 - ▶ "Recruit loosely and grade on a curve"
- Record with Camtasia or Morae (Techsmith.com) or CamStudio

Do-it-yourself usability testing

- No stats, no exit questions, no faux validity
- No big report
 - ▶ Debrief over lunch



**A morning a month,
that's all we ask.**

Calendar view showing months June, July, and August. The date June 24 is highlighted in yellow.

June						
Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

August						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

Thursday, June 24

Time	Activity
9:00	First test
10:00	Second test
11:00	Third test
12:00	Debriefing lunch
1:00	



What are you thinking?

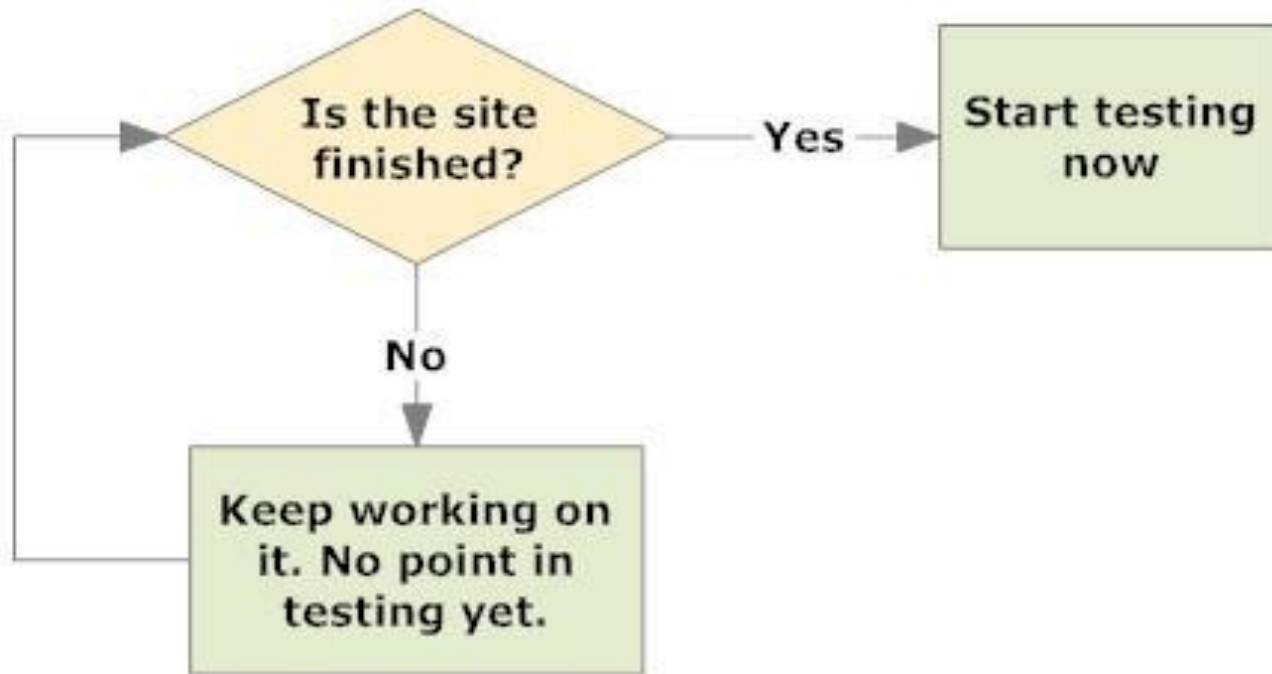
???

When this happens:	Say this:
You're not absolutely sure you know what the user is thinking (see below).	<p>"What are you thinking?"</p> <p>"What are you looking at?" (for variety)</p> <p>"What are you doing now?" (e.g., if you think they're being silent because they're reading)</p>
Something happens that seems to surprise them. For instance, they click on a link and go "Oh" when the new page appears.	<p>"Is that what you expected to happen?"</p>
They're trying to get you to give them a clue. ("Should I use the ___?")	<p>"What would you do if you were at home?"</p> <p>"What would you do if I wasn't here?"</p>
The participant makes a comment, and you're not sure what triggered it.	<p>"Was there something in particular that made you think that?"</p>
The participant suggests concern that he's not giving you what you need.	<p>"No, this is very helpful."</p> <p>"This is exactly what we need."</p>
The participant asks you to explain how something is supposed to work. ("Do these support requests get answered right away?")	<p>"I can't answer that right now, because we need to know what you would do when you don't have somebody around to answer questions for you. But if you still want to know when we're done, I'll be glad to answer it then."</p>
The participant seems to have wandered away from the task.	<p>"What are you trying to do now?"</p>

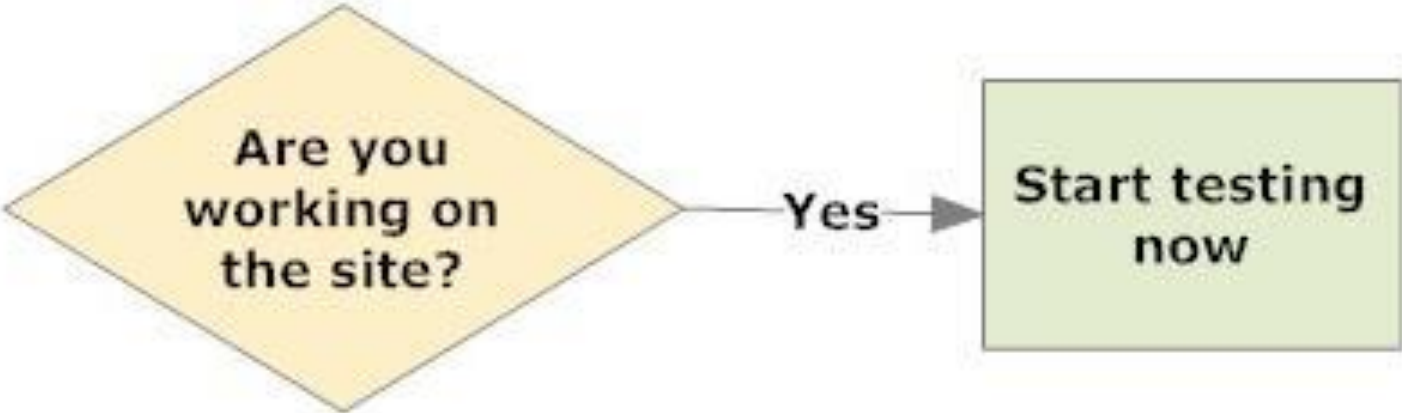


**Start earlier than
you think makes
sense.**

Incorrect thinking



Correct thinking





**Recruit loosely and
grade on a curve.**

Naturally, we need to test people who are just like our target audience.



Representative users!



... people who actually use our site.



Real users!



... people who are a lot like our users.





**Make it a
spectator sport.**

WEB DESIGN FUNNIES

Today's episode: "Religious Debates"

featuring...

Caroline makes a suggestion...

Kim the Project Manager

Rick from Marketing

Bob the Developer

Caroline the Designer

We could use a pull-down menu for the product list.

I hate pull-downs.

People don't like pull-downs. My father won't even go near a site if it uses pull-downs.

Well, I don't think most people mind them. And they'd save us a lot of space.

Besides, have you got a better idea?

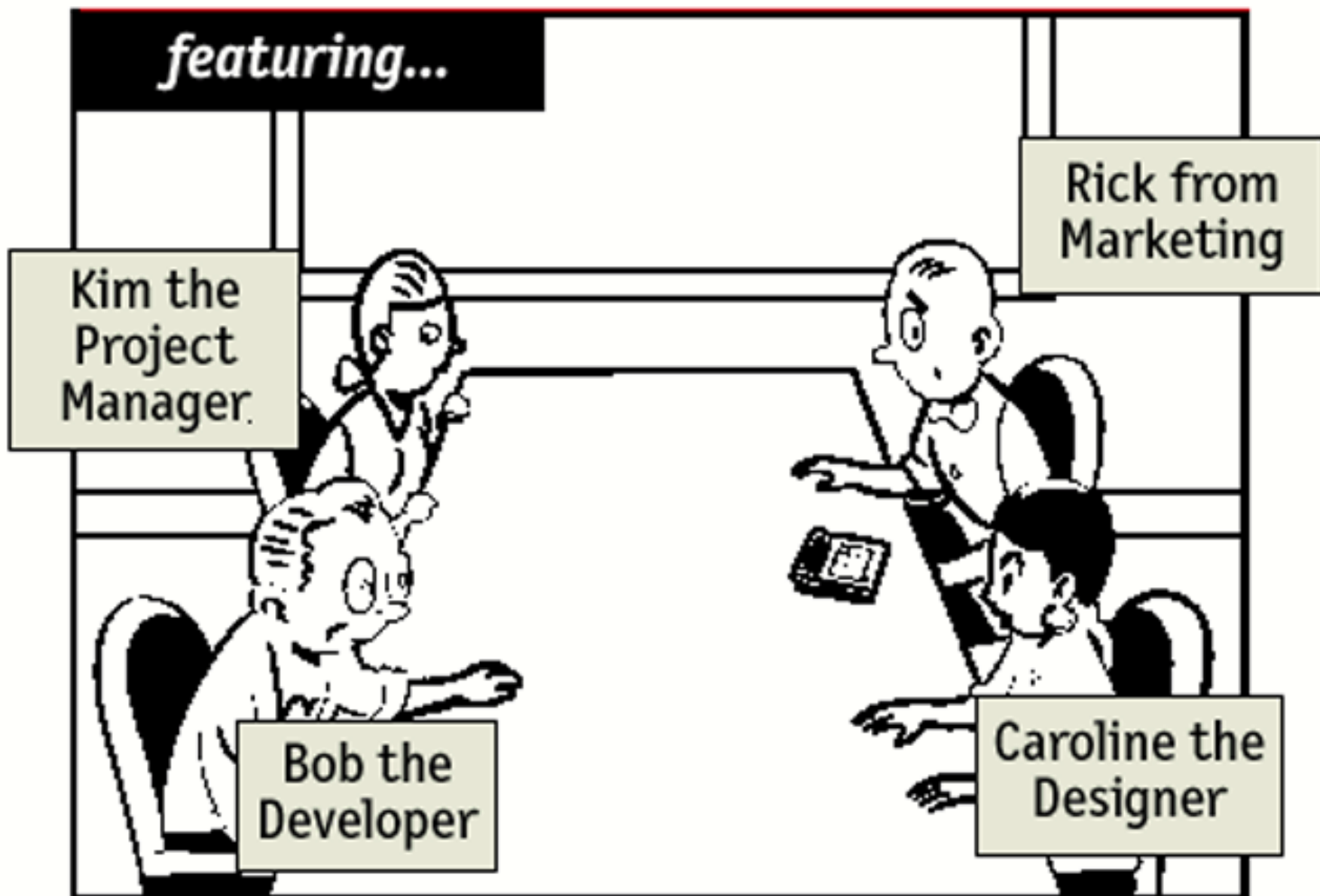
featuring...

Kim the
Project
Manager.

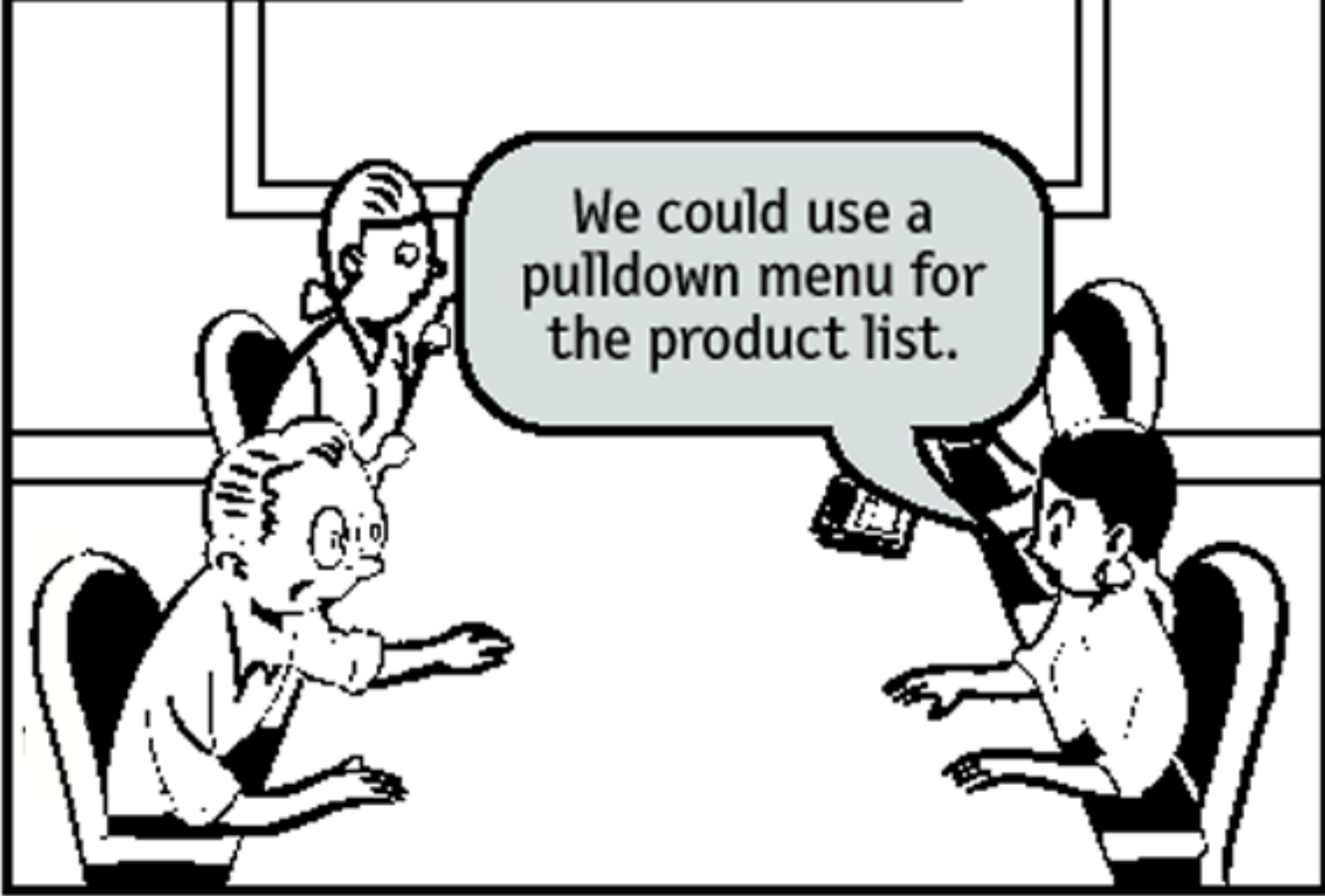
Bob the
Developer

Rick from
Marketing

Caroline the
Designer



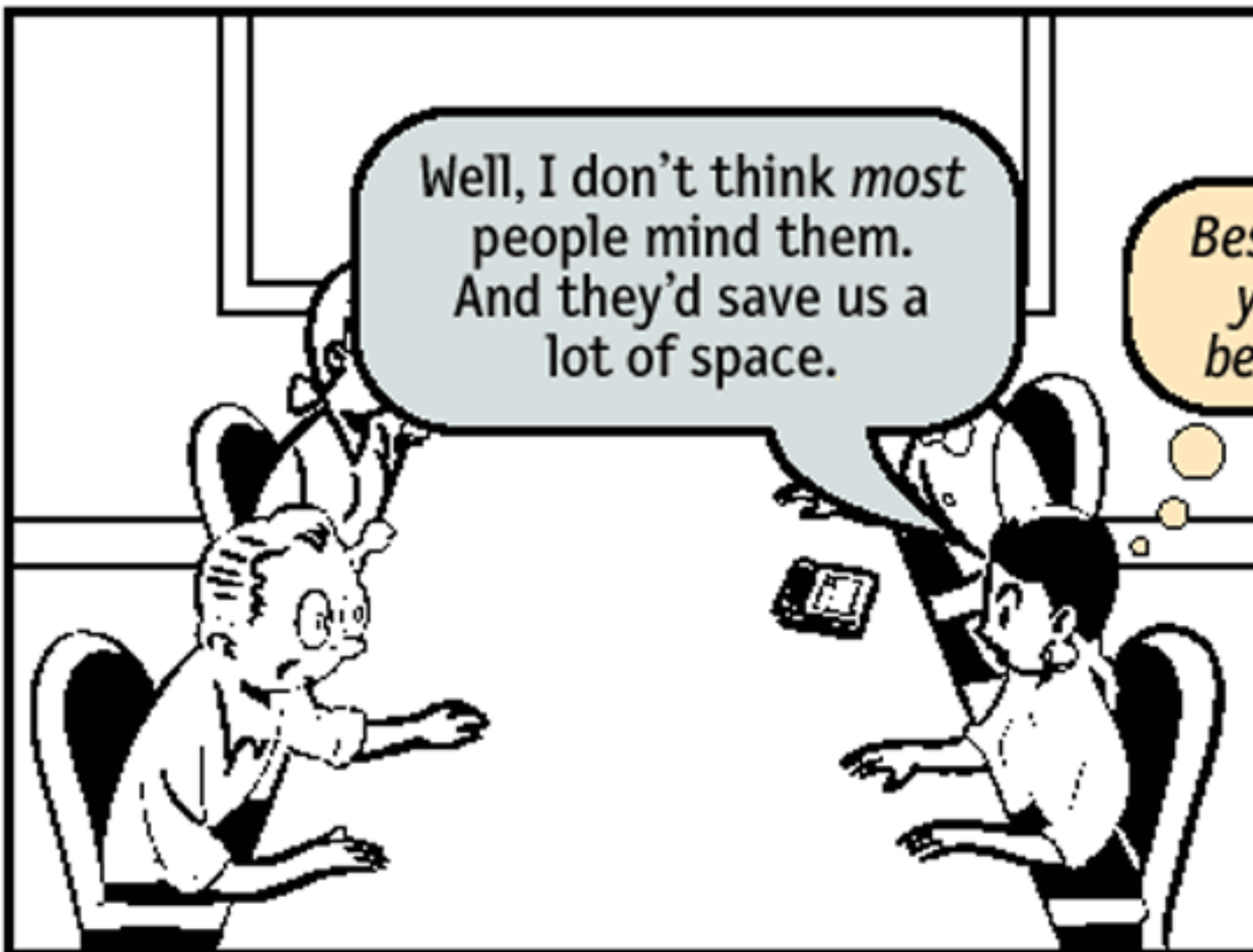
Caroline makes a suggestion...



We could use a
pulldown menu for
the product list.

I hate pull-downs.

People don't like pull-downs. My father won't even go near a site if it uses pull-downs.



Well, I don't think *most* people mind them. And they'd save us a lot of space.

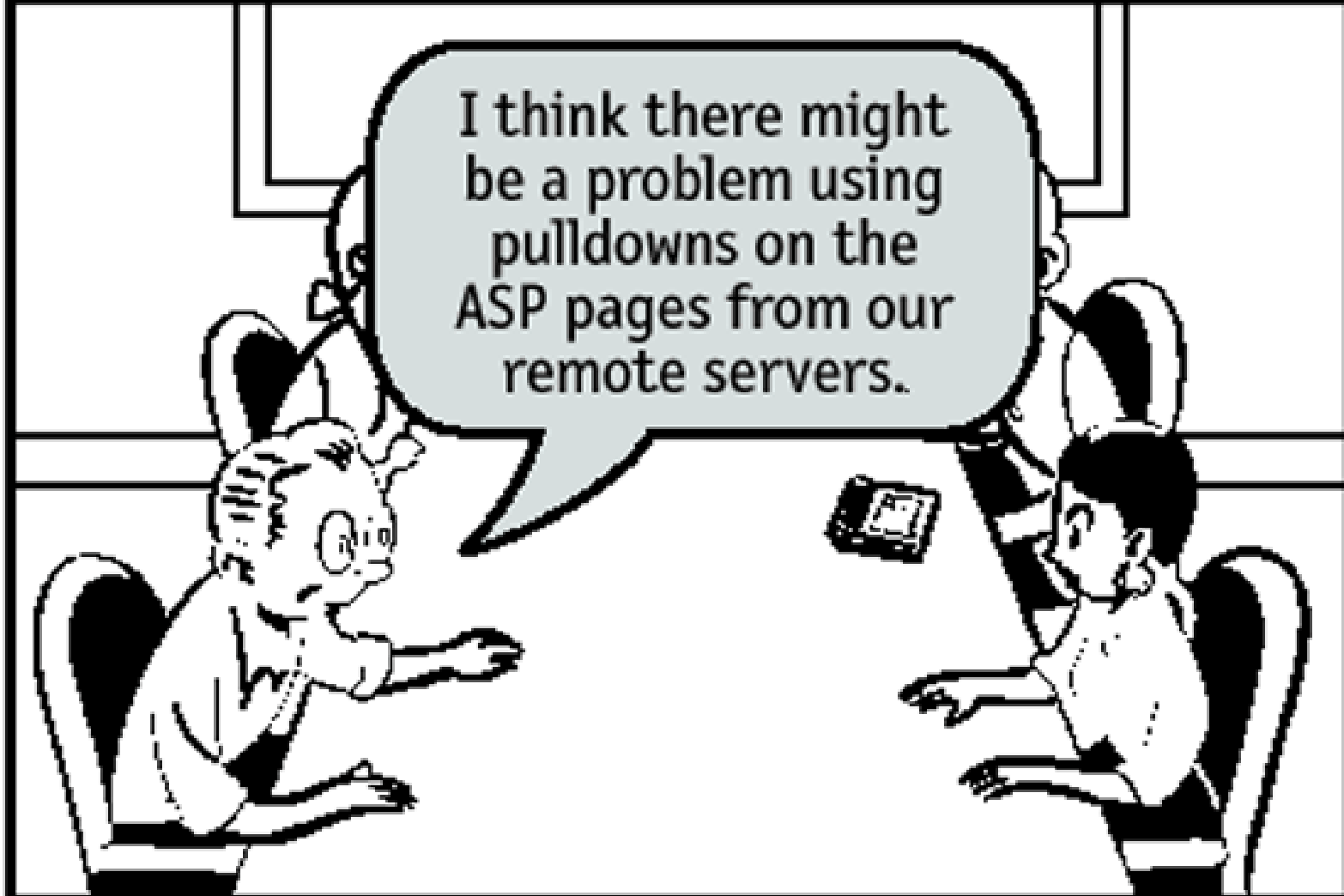
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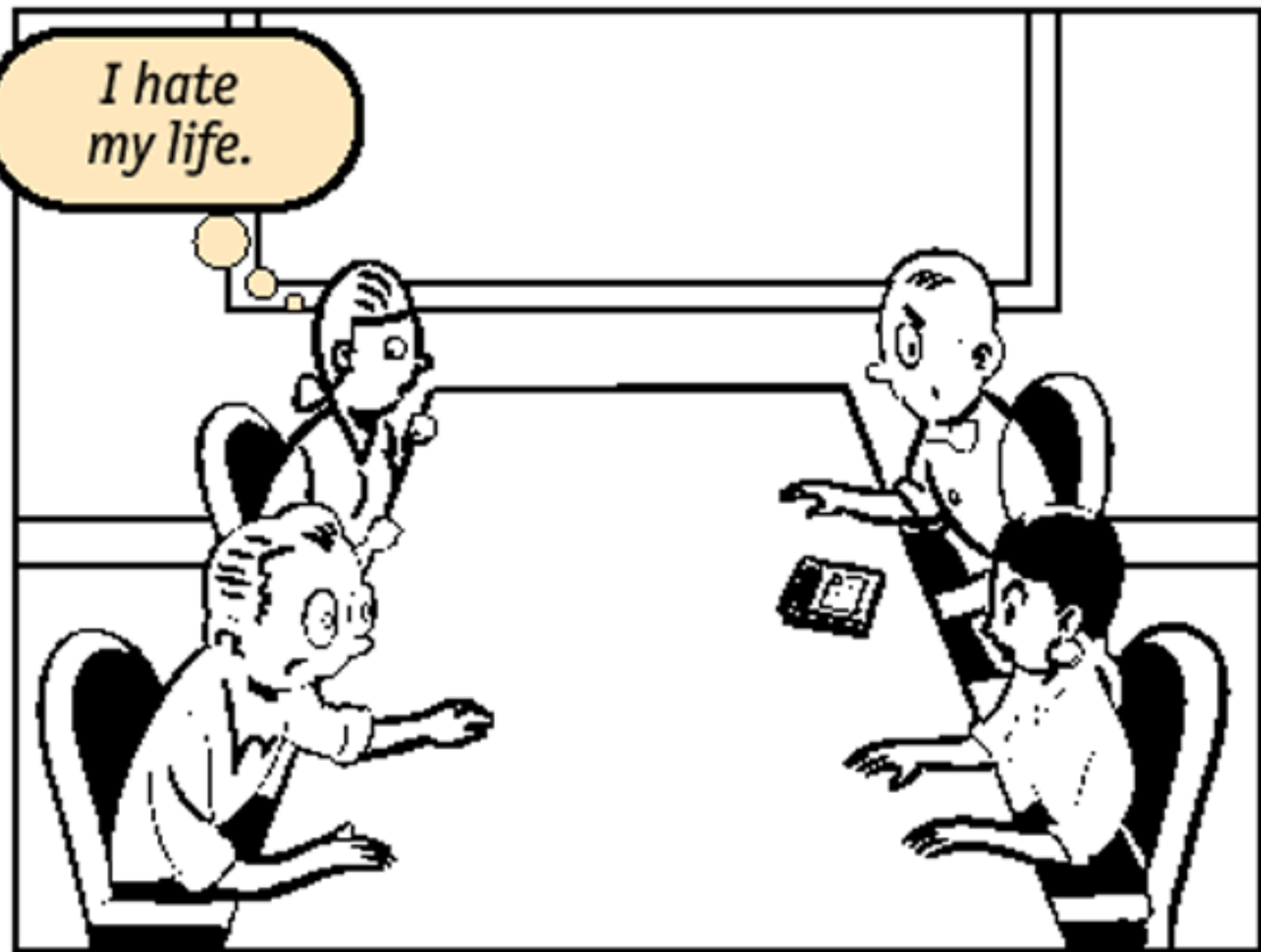
Rick attempts an appeal to a higher authority...


...but Bob plays his developer's trump card

I think there might be a problem using pulldowns on the ASP pages from our remote servers.



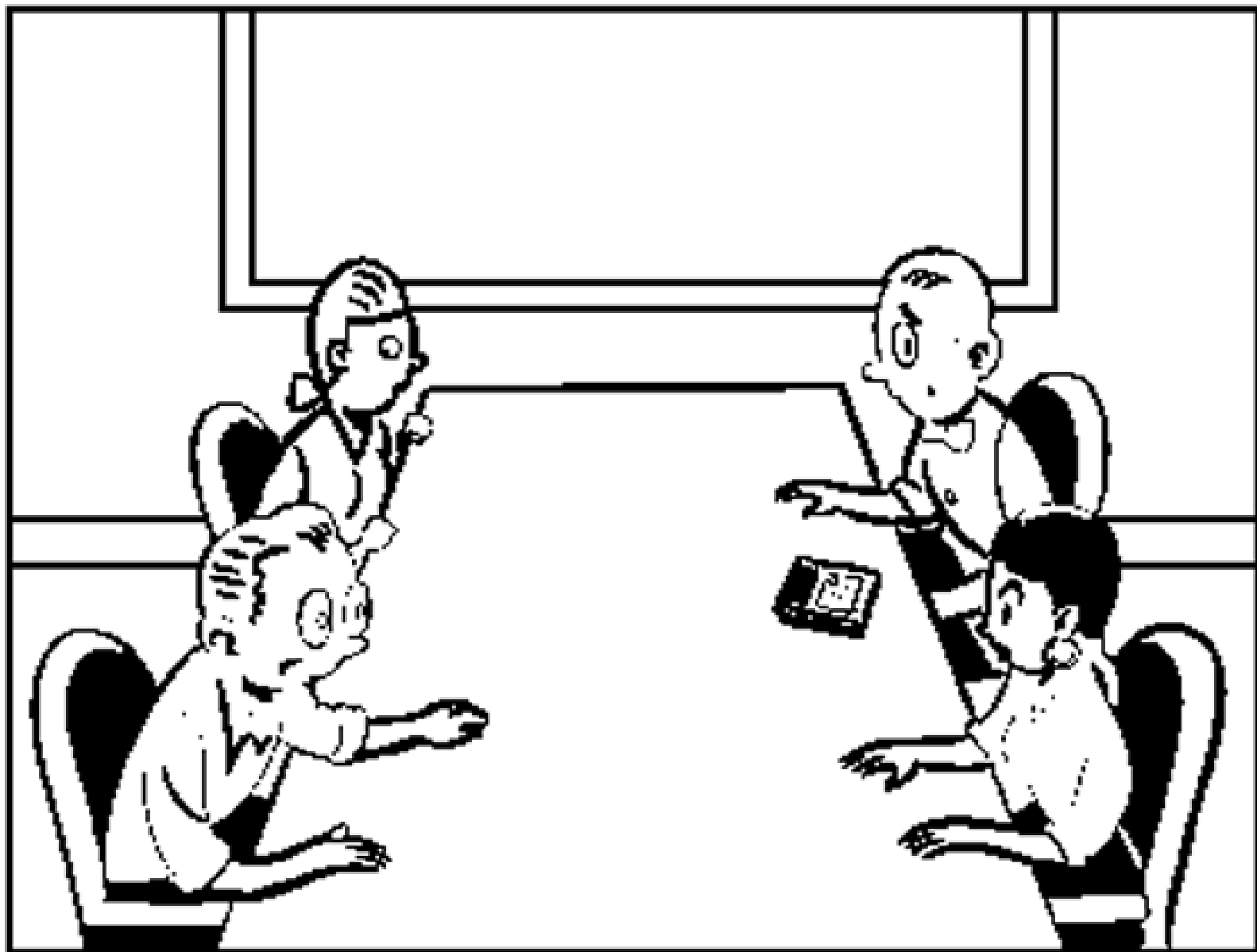
*I hate
my life.*



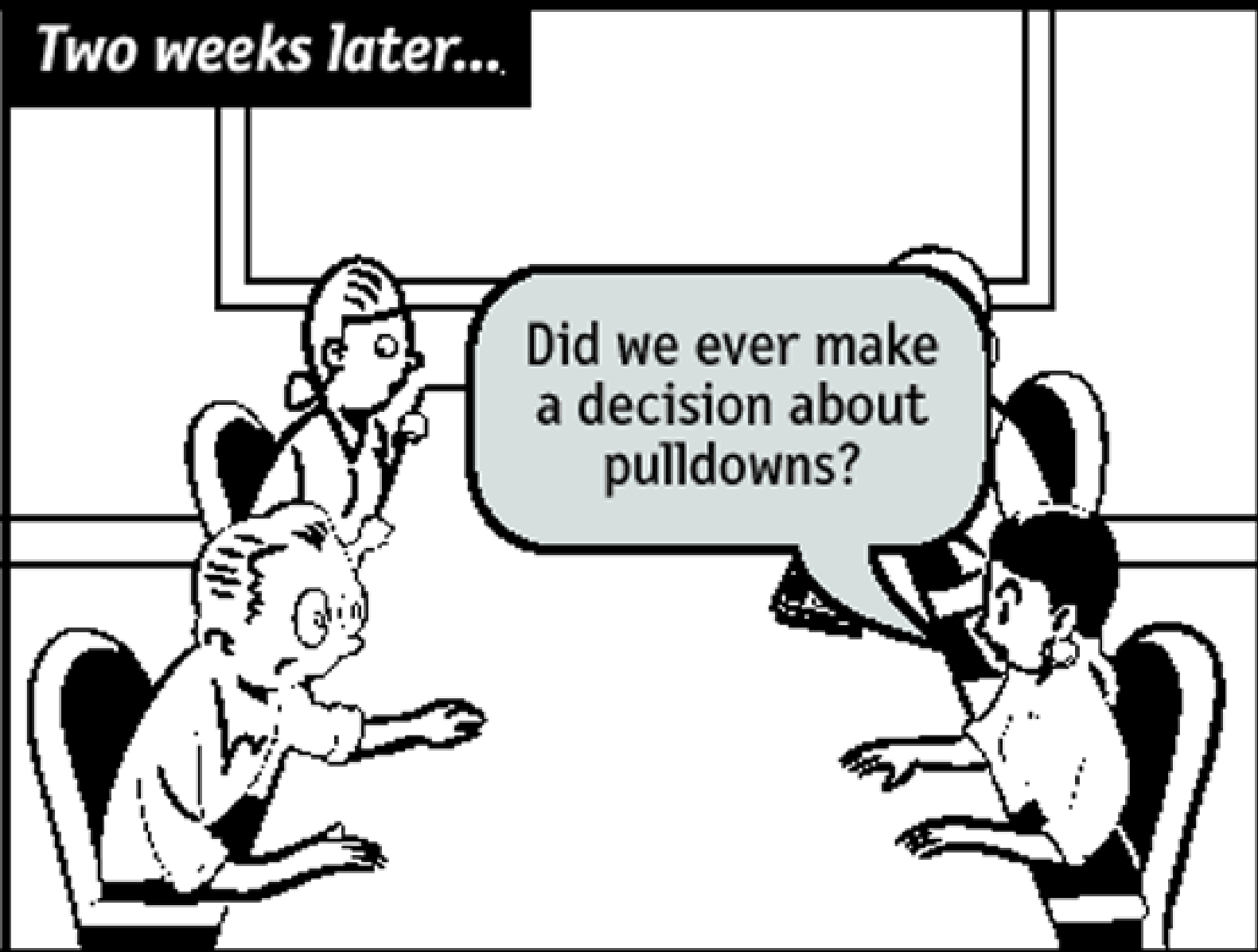


So, what does everybody think?
Should we try using pulldowns?





Two weeks later...



Did we ever make
a decision about
pulldowns?

“My ideal home page,” as told by...

PIZZAZZ!

CEO

Registration

Follow these 2 quick steps for **FREE** stock tracking, analyst alerts, bank account tracking, and much more!

Already Registered? [Click here](#) to sign in.

Step 1: Create a Member ID and enter your email address and zip code.

Member ID

Use 4-40 letters, numbers, dashes and/or underscores.
No spaces.

Email Address

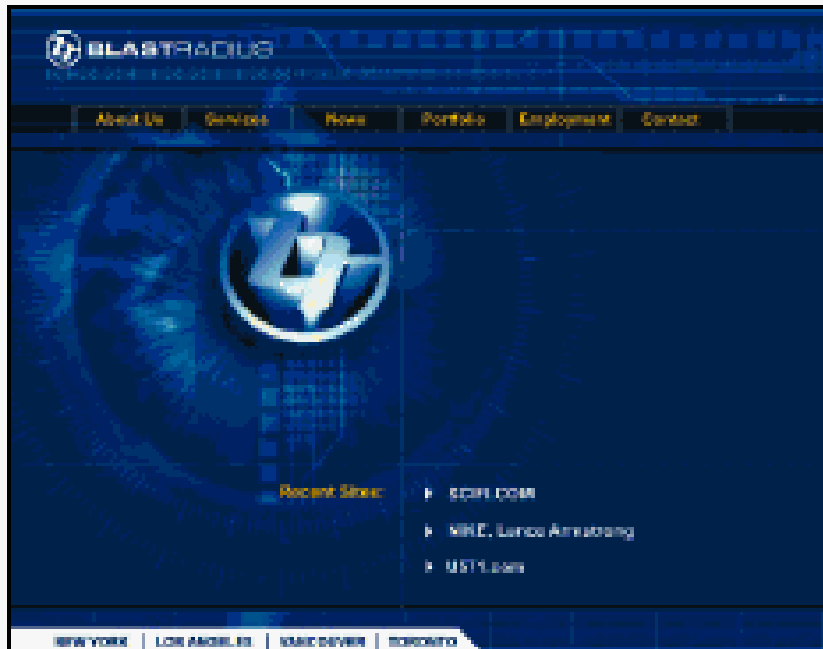
ZIP Code

YES, I would like to receive periodic financial updates and tips from Quicken.com via email. (I can unsubscribe later if I choose.)

Continue to Step 2

Developer

“My ideal home page,” as told by...



Designer



Business development

From test room
(page 65)



a Computer b Projector c Speakers d Snacks e Speakerphone



**Focus ruthlessly on
a small number of
the most important
problems.**

Top Three Usability Problems

After each test session, list the three most serious usability problems you noticed.

Participant #1

1.
2.
3.

Participant #2

1.
2.
3.

Participant #3

1.
2.
3.



**When fixing problems,
always do the
least you can do™.**

Your motto should be...

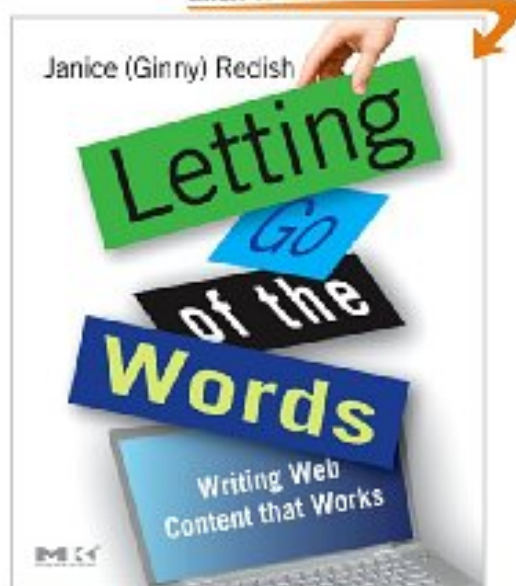
- What's the smallest change we can make that we think might solve the observed problem?
- Tweak, don't redesign
- Often the best solution is removing something, not adding something

Nine reasons why tweaking is better than redesigning

1. Tweaks cost less.
2. Tweaks require less work.
3. Tweaks don't ruin lives, break up families, and wreck careers.
4. Small changes can be made sooner.
5. Small changes are more likely to actually happen.
6. If you make larger changes, you're more likely to break other things that are working fine in the process.
7. Most people don't like change, so a redesign annoys them.
8. A redesign means making a lot of changes at once, with the attendant complexities and risks.
9. A redesign means involving a lot of people in a lot of meetings.
Enough said.

Two books you should know about

Click to **LOOK INSIDE!**



Letting Go of the Words: Writing Web Content That Works (Interactive Technologies) (Paperback)

by [Janice \(Ginny\) Redish](#) (Author)

★★★★★ ([2 customer reviews](#))

RRP: ~~£28.99~~

Price: **£24.64** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

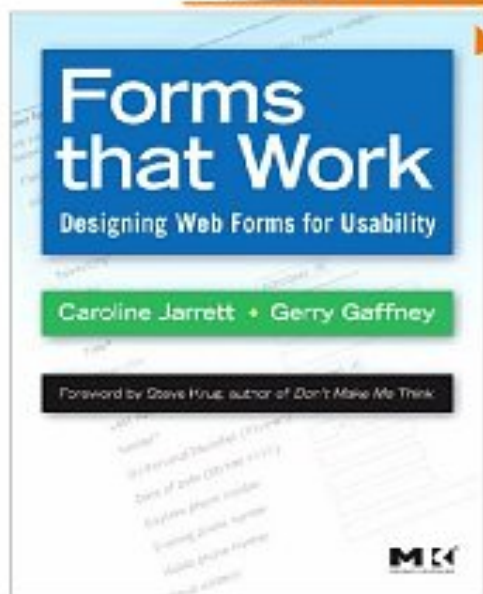
You Save: **£4.35 (15%)**

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Click to **LOOK INSIDE!**



Forms that Work: Designing Web Forms for Usability (Interactive Technologies) (Paperback)

by [Steve Krug](#) (Foreword), [Caroline Jarrett](#) (Author), [Gerry Gaffney](#) (Author)

★★★★★ ([2 customer reviews](#))

RRP: ~~£22.99~~

Price: **£19.54** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

You Save: **£3.45 (15%)**

In stock.

Dispatched from and sold by **Amazon.co.uk**. Gift-wrap available.

Only 5 left in stock--order soon (more on the way).

Shameless self-promotion

- If you live near Washington, DC
 - ▶ Oct. 20: Me
 - ▶ Oct. 21: Ginny Reddish
 - ▶ Oct. 22: Lou Rosenfeld
- Say the magic word (HEWEB) and take \$100 off each day

Thanks for all the fish

- Send any questions, feedback, gripes to
 - ▶ skrug@sensible.com

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