

# Usability Research References and Additional Resources

2009 HighEdWeb APS7 Session  
“Conducting Usability Research with a Team of One”  
presented by Christine Kowalski

## Articles and Interviews

### **Five Techniques for Getting Buy-In for Usability Testing**

[http://www.uie.com/events/uiconf/2007/articles/usability\\_buy\\_in/](http://www.uie.com/events/uiconf/2007/articles/usability_buy_in/)

Christine Perfetti discusses the 5 best techniques for convincing management and key stakeholders of the benefits of incorporating usability testing into the formal design process.

### **5-Second Tests: Measuring Your Site's Content Pages**

[http://www.uie.com/events/uiconf/2007/articles/five\\_second\\_test/](http://www.uie.com/events/uiconf/2007/articles/five_second_test/)

Christine Perfetti discusses how a simple usability testing technique can help design teams quickly measure how a content page performs with users.

### **Streamlining Usability Testing by Avoiding the Lab [by Jared Spool]**

[http://www.uie.com/articles/streamlining\\_usability/](http://www.uie.com/articles/streamlining_usability/)

The usability lab, with its fancy cameras, one-way mirrors, and comfortable observation suites, is often considered a can't-do-without necessity for conducting serious usability tests. However, while studying successful projects over the years, we've found that usability testing can often be more effective when the team eliminates the lab from the process.

## Web tools

Userfly -- <http://userfly.com/>

Crazy Egg -- <http://crazyegg.com/>

Google Analytics -- <http://www.google.com/analytics/>

## Reports

**“Usability Return on Investment”** by the Nielsen Norman Group

<http://www.nngroup.com/reports/roi/>

**“230 Tips and Tricks for Better Usability Testing”** by the Nielsen Norman Group

<http://www.nngroup.com/reports/tips/usertest/>

**“233 Tips and Tricks for Recruiting Users as Participants in Usability Studies”** by the Nielsen Norman Group

<http://www.nngroup.com/reports/tips/recruiting/>

**University at Buffalo**  
**College of Arts and Sciences (CAS)**  
**General Website Survey**

1. Which describes your status at the University at Buffalo? (Please check all that apply.)

- ☐ College of Arts and Sciences Undergraduate Student
- ☐ College of Arts and Sciences Graduate Student
- ☐ College of Arts and Sciences Faculty Member
- ☐ College of Arts and Sciences Staff Member
- ☐ College of Arts and Sciences Alumnus

2. How many times within the past month have you visited the University at Buffalo's College of Arts and Sciences website?

- ☐ this is my first visit
- ☐ 1-2 times per month
- ☐ 1-2 times per week
- ☐ 1-2 per day
- ☐ more than 2 times per day

3. Were you able to find most of what you were looking for upon your visit[s] to the College of Arts and Sciences website?

- ☐ yes
- ☐ no

4. Did you use the search engine feature during your visit[s] to the College of Arts and Sciences website?

- ☐ yes
- ☐ no

5. Did you find any broken links on the College of Arts and Sciences website during your visit[s]?

- ☐ yes
- ☐ no

6. Did you find any outdated content on the College of Arts and Sciences website during your visit[s]?

- ☐ yes
- ☐ no

7. The navigation system throughout the College of Arts and Sciences website was easy to use.

- ☐ agree
- ☐ somewhat agree
- ☐ neutral
- ☐ somewhat disagree
- ☐ disagree

8. The category names for the College of Arts and Sciences website navigation menu were intuitive.

- ☐ agree  
☐ somewhat agree  
☐ neutral  
☐ somewhat disagree  
☐ disagree

9. Please rate the College of Arts and Sciences website graphic design [1=no improvement necessary; 5=design could use a lot of improvement]:

- ☐ 1  
☐ 2  
☐ 3  
☐ 4  
☐ 5

10. Please rate your overall satisfaction with the College of Arts and Sciences website [1=completely satisfied; 5=not satisfied at all]:

- ☐ 1  
☐ 2  
☐ 3  
☐ 4  
☐ 5

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### **University at Buffalo College of Arts and Sciences (CAS) Focus Group questions**

1. Why would you go to the College of Arts and Sciences website?
2. Do you understand our category names? Are any categories missing?
3. What would you like to see added or removed to this website?
4. Is there any information within one or more of the sections on the website that you feel is out of place? If so, what is it and where would you put it?
5. Tell us what you think are strengths and weaknesses of the main College of Arts and Sciences website.

## **University at Buffalo College of Arts and Sciences (CAS)**

### **Usability test questions – Undergraduate Students**

1. Have you ever viewed the current College of Arts and Sciences [CAS] main website before, and if so, what do you think about it? Did you have problems finding anything? Was there anything that you really liked or was especially helpful to you?
2. Find out the details about submitting a speech to be read at graduation.
3. Learn what monetary aid you can receive as an undergraduate student.
4. See what paid and unpaid job possibilities are available to you as an undergraduate student.
5. Discover how you as an undergraduate can showcase your research and creative activities.
6. Locate information about the College of Arts and Sciences summer courses and workshops.
7. Scenario: You are an undecided major or considering changing your major. Where would you go for assistance and an explanation of all of the various College of Arts and Sciences majors?
8. Is there anything you'd like to look up on the College of Arts and Sciences website today, any information that is of particular interest? If so, tell us what it is, then look it up.
9. What are your general thoughts on design of the website?
10. Did you have any expectations regarding the material on this website? Were they met/not met? Suggestions on improvement?

## **University at Buffalo College of Arts and Sciences (CAS)**

### **Usability test questions – Faculty**

1. Have you ever viewed the current College of Arts and Sciences [CAS] main website before, and if so, what do you think about it? Did you have problems finding anything? Was there anything that you really liked or was especially helpful to you?
2. Look up information on sabbatical leave time.
3. Find the forms and checklists for College of Arts and Sciences promotions and tenures.
4. Scenario: You are a tenured/tenured track faculty member. Find all of the faculty awards you are eligible for.
5. Learn about what's making headlines within the College of Arts and Sciences.
6. Find out about upcoming College of Arts and Sciences lectures, seminars, and colloquia.
7. Discover what financial resources are available to you as a College of Arts and Sciences faculty member.
8. Is there anything you'd like to look up on the College of Arts and Sciences website today, any information that is of particular interest? If so, tell us what it is, then look it up.
9. What are your general thoughts on design of the website?
10. Did you have any expectations regarding the material on this website? Were they met/not met? Suggestions on improvement?