



Usability Evaluation of Corzine and Forrester Web Sites

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In This Presentation

- Why does web usability matter?
- What is this evaluation about? What is it **not** about?
- Usability Evaluation: The Procedure
- Our Findings:
 - What each site does well
 - Usability issues found with each site





Website Usability: Why Does It Matter?

- The Internet is a major media channel.
- Democracy relies on dependable, accessible media.
- Technology must be an enabler, not an impediment.
- If people cannot accomplish their goals (find information, complete tasks, etc.), then these sites have failed.
- Usability engineering helps ensure that web sites will succeed – will work for their intended audience.
- Usability is a very “democratic” endeavor.



What Is This Evaluation About?

- An evaluation designed to **measure** usability while avoiding subjective opinions:
 - Is it easy to navigate around the web site?
 - Is the information easy to find?
 - Is the information provided easy to understand?
 - Can users succeed at typical tasks using the web site?
- It is an evaluation conducted by usability experts based on a set of usability principles:
 - Does not involved real users completing typical tasks
 - Often conducted in addition to user testing to weed out major issues
- The principles (aka the “heuristics”) provide a common framework for evaluators to use in “measuring” usability





What This Evaluation Is *Not* About?

- Not about graphic design:
 - However, proper use of graphics and colors is part of usability
- Not about the content:
 - However, contents need to be understandable
- Definitely not about the individual candidates and their positions
- Definitely not about campaign strategies or their effectiveness



Usability Evaluation: The Procedure

- Evaluation conducted independently by five usability experts
- Each expert reviewed both websites to judge compliance with a set of recognized usability principles (the "heuristics")
 - <http://www.corzineforgovernor.com>
 - <http://www.doug.com>
- Each evaluator used each site to complete several tasks:
 - Make a contribution to the campaign
 - Find the candidates' position on a specific topic
 - Volunteer time to each campaign
- Identified issues and rated severity and likelihood of each





The Usability Principles - Heuristics

Usability Principle	Detailed Example
User Feedback	Clear, concise, accurate user messages
Mental Workload	Reliance on recognition rather than recall
Matches Intended User Population	Terminology is appropriate for target users
Consistency	Design is consistent across all pages
Page Architecture	Labels and icons can be easily understood
Navigation and Structure	Paths to and from target information are intuitive and unambiguous
User Interaction	Relationship among elements is intuitive and efficient
System performance	Interactions are reliable, speedy, and accurate
Conform to standards	Users can transfer previous experience without being confused or frustrated



The Findings: What Each Site Did Well



Forrester Site: Good Points

- Navigating the site is made easier with display of bread-crum trail
- The site has a relatively flat hierarchy and organizational structure; no more than 3 levels
- Links to common tasks displayed in multiple locations on home page
- URL (www.doug.com) is highly “memorable”





Corzine Site: Good Points

- Well-organized home page, using 3-column format, that keeps graphics to minimum; graphics do not detract from main purpose to find information
- Use of tab-design to make access to Corzine's positions easier
- Links to common tasks displayed in multiple locations on home page
- "Where am I" process indicator on "Contribution" pages



HOME EN ESPAÑOL LOGIN CONTRIBUTE VOLUNTEER

get email from Jon Corzine
email address zip code

JON CORZINE
FOR GOVERNOR

STAY INFORMED
ABOUT JON CORZINE
PLANS FOR NEW JERSEY
READING ROOM
INSIDE SCOOP

JOIN THE TEAM
CORZINE JON
VOLUNTEER
CONTRIBUTE

Take Action on this Issue
We want to hear from you. Submit your testimonial about why you are supporting Jon Corzine or just sign up to endorse our campaign.
Endorse Jon Corzine
Be a volunteer

Latest Speeches
Speech On The Environment
Stem Cell/New Cures Connection Kick Off
Getting Ahead: Jon Corzine's Plan for Public Education in the 21st Century

Plans for New Jersey
AFFORDABLE SMARTER PROUDER SAFER CLEANER HEALTHIER
Every New Jersey family thinks about the long-term: whether it's paying off a mortgage, saving for school, or taking a new career path. As Governor, I'll have that kind of long-term approach: it's time to think beyond the just the next budget or next election.
That's why I want to share, with you, my plans for New Jersey. I

Good use of graphics

Multiple links On home page

Tab design to read various positions





Process indicator;
tells user:
• Where am I?
• Where am I going?

Jon Corzine for Governor: - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links

JON CORZINE
FOR GOVERNOR

Contribute to the Corzine for Governor Campaign

Options Payment Info Review and Submit

Please pick a contribution level.

\$20.00
 \$50.00
 \$100.00
 \$200.00
 \$500.00
 Other Amount

I am not a foreign national who lacks permanent residence in the United States.
 This contribution is made from my own funds, and not those of another.
 This contribution is made on a personal credit card or debit card for which I have the pay, and is not made either on a corporate or business entity card or on the card of a

Next Step Previous Step Cancel

Done



Usability Issues Found

We'll discuss 5 of the categories:

- User feedback
- Page architecture
- Matches intended user population
- Navigation
- User interaction

- And also comment on web site accessibility



Forrester Site: User Feedback

The image shows two screenshots from a Microsoft Internet Explorer browser. The first screenshot is of the 'Tell Your Friends' form at <http://www.doug.com/forms/TellFriends.asp>. It features a sidebar with navigation links like 'Stay Informed', 'Move NJ Forward', and 'Join Us'. The main content area has a 'Your E-mail Address' field with 'bogusEmail@isp.who', three recipient email fields, and a text area for a message. A 'Send E-mail' button is at the bottom. A yellow callout box points to the 'Send E-mail' button with the text 'Feedback is incorrect. No message has been sent.' The second screenshot is of the confirmation page at <http://www.doug.com/forms/TellFriendsSend.asp>, which displays 'Your message has been sent. Thank you.' in a blue oval. A red arrow points from the 'Send E-mail' button in the first screenshot to the confirmation message in the second.

Feedback is incorrect.
No message has been sent.

Your message has been sent. Thank you.

CAIP

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Corzine Site: User Feedback

The image shows a screenshot of the Jon Corzine 'FOR GOVERNOR' campaign website. At the top right, there are navigation links: HOME, EN ESPAÑOL, LOGIN, CONTRIBUTE, and VOLUNTEER. A 'get email from Jon Corzine' form is highlighted with a black oval. The form contains the text 'baldasare' in the email address field and '11793' in the zip code field. Below the form, a yellow callout box contains the text 'Home page is re-displayed; no feedback provided'. The page also features a 'Last day to mail' banner and a 'Take the Next Step' button.

Home page is re-displayed; no feedback provided

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Similar flow when logging in and using incorrect password; home page is re-displayed



Forrester Site: Matches Intended Population

Sobre Doug | Agenda para NJ | Posturas Políticas

Fuertes Valores Familiares

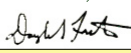
Querido amigo:

30 años atrás mi esposa Andrea y yo nos mudamos aquí desde California para criar a nuestra familia. Teniamos poco dinero pero estábamos seguros de que Nueva Jersey era el lugar de las oportunidades para aquellos que quisieran trabajar para triunfar.

Me he postulado para Gobernador porque creo que mi propuesta hace la diferencia en la gente que como yo, cree que Nueva Jersey sigue siendo todavía un lugar en el que se puede triunfar. Mi padre nunca se graduó de la escuela secundaria superior y mi madre nació en una casa de un solo cuarto. Pero ellos me inculcaron los valores de trabajar arduamente, responsabilidad y integridad.

Estos son los valores que he tratado de enseñar a mis hijos. Estos son los valores que llevo conmigo a Trenton como Gobernador. Y estos son los valores que harán la diferencia en la vida de todos los que todavía creen en nuestro gran estado.

Sinceramente,



En Español

Vote by Mail Now

Volunteer

Donate

Strategic Update

Women for Forrester

Doug Forrester's 30% in 3 PROPERTY TAX PLAN

Spanish version does not display entire page in Spanish; Volunteer pages and Donate pages are displayed in English



Corzine Site: Matches Intended User Population

Microsoft Internet Explorer

Help

or.com/about/

PÁGINA PRINCIPAL IN ENGLISH INICIAR

reciba un mensaje electrónico

email address zip code

Get email from Jon Corzine

Expresare su opinión

Queremos escuchar su opinión. Escribanos y díganos porque usted apoya a Jon Corzine o inscribáse y apoye nuestra campaña.

Endose a Jon Corzine

Quiero ser voluntario

Sobre Jon Corzine

Video: Creció en inglés

Jon Corzine

Jon Corzine nació el 1° de Enero de 1947 y creció en la casa de sus padres en el centro de Illinois, en Willey's Station, a una milla de la estación del tren de Taylorville. Su padre era

In Spanish version, "contribution" pages are presented in English





Forrester Site: Page Architecture

- Move NJ Forward
 - About Doug
 - Agenda for NJ
 - Policy Positions
- Join Us
 - Volunteer
 - Donate
 - Share Your Opinion
 - Tell Your Friends
- Up to Date
 - Newsroom
 - In Case You Missed It
 - The Blog
 - Media Center
 - Photo Gallery
 - Contact Us

PROTECTED BY CyberSecure
10.30.2005 | 22:30:33

Donate

Home > Donate

If you would like to make a campaign contribution to Forrester for Gov the form below or [click here for a printable form](#). Thank you.

Personal Information:

Title:
Mr.

First Name: Last Name: MI:

Address:

City: State: Zip:

Email: Phone | ex: (123)345-6789

Occupation:

Employer Name:

Employer Address:

City: State: Zip:

Is all this information "required" to make a donation?



Forrester Site: Page Architecture

- Move NJ Forward
 - About Doug
 - Agenda for NJ
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- Join Us
 - Volunteer
 - Donate
 - Share Your Opinion
 - Tell Your Friends
- Up to Date
 - Newsroom
 - In Case You Missed It
 - The Blog
 - Media Center
 - Photo Gallery
 - Contact Us

PROTECTED BY CyberSecure
10.30.2005 | 22:44:33

Donate

Home > Donate

If you would like to make a campaign contribution to Forrester for Governor the form below or [click here for a printable form](#). Thank you.

Fields marked with an * are required.

Personal Information:

Title:
Mr.

First Name:* Last Name:* MI:

Address:*

City:* State:* Zip:*

Email: Phone | ex: (123)345-6789

Occupation:

Employer Name:*

Employer Address:*

City: * State: Zip: *

Answer: Yes it is.





Corzine Site: Page Architecture

The screenshot shows the Jon Corzine website with a dark blue header and sidebar. The main content area features a large banner for 'Last day to mail Vote by Mail Request form' with a deadline of November 1. To the right is a registration form titled 'Take the Next Step' with fields for name, address, city, state, zip, phone, and email, along with password creation and a 'SUBMIT' button. The sidebar contains a 'STAY INFORMED' section with links like 'ABOUT JON CORZINE' and 'PLANS FOR NEW JERSEY', and a 'JOIN THE TEAM' section with 'ENDORSE JON VOLUNTEER' and 'CONTRIBUTE'. A yellow callout box points to the sidebar links with the text: 'Many labels are ambiguous, not intuitive'.

Many labels are ambiguous, not intuitive



Corzine Site: Page Architecture

The screenshot shows the Jon Corzine website with a dark blue header and sidebar. The main content area features a large banner for 'Plans for New Jersey' with a sub-header 'AFFORDABLE SMARTER PROUDER SAFER CLEANER HEALTHIER'. Below the banner is a text block starting with 'Every New Jersey family thinks about the long term...'. To the right is a section titled 'Take Action on this Issue' with a 'Be a volunteer' button and a 'Latest Speeches' list. The sidebar contains a 'STAY INFORMED' section with links like 'ABOUT JON CORZINE' and 'PLANS FOR NEW JERSEY', and a 'JOIN THE TEAM' section with 'ENDORSE JON VOLUNTEER' and 'CONTRIBUTE'. A yellow callout box points to the 'PLANS FOR NEW JERSEY' text with the text: 'Use of upper case combined with low contrast makes reading difficult'.

Use of upper case combined with low contrast makes reading difficult





Forrester Site: Navigation

Stay Informed

e-mail address

zipcode **GO!**

Move NJ Forward

- About Doug
- Agenda for NJ
- Policy Positions

Join Us

- Volunteer
- Donate
- Share Your Opinion
- Tell Your Friends

Up to Date

- Newsroom
- In Case You Missed It
- The Blog**
Updated 10/29/05 2:31:17 PM
The Corzine's Connections...
- Media Center
- Photo Gallery
- Contact Us

Doug's Latest Television Ad

Policy Positions

Home > Policy Positions

Gun Control

Protecting New Jersey
Cease-Fire NJ Questionnaire

Affordable Housing

Making housing opportunities within the reach of all New Jerseyans

Partnering with the Disability Community

Expanding opportunities for individuals with disabilities

Economic Development

Supporting Businesses and Creating Jobs

Education

A World Class Education for Every New Jersey Child

Environment

Protecting our Environmental Treasures

Ethics Reform

Cleaning up Trenton and Providing Meaningful Tax Relief for New Jersey

Fiscal Responsibility

Making the Government Work for the Families Who Pay for it

User must search a long list of policy positions; positions are not categorized

En Español

Volunteer
CLICK HERE

Donate
CLICK HERE

Strategic Update

Women for Forrester
click here



No Search functionality.

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Corzine Site: Navigation

Corzine Connection :: A Campaign for the People - Microsoft Internet Explorer

Address http://www.corzineconnection.com/blog/

CORZINE CONNECTION BLOGS

LOGIN CONTRIBUTE VOLUNTEER

get email from Jon Corzine
enter your email zip code

Go to the CAMPAIGN WEB SITE

SUPPORTERS BLOGS

- CORZINE CONNECTION
- SUPPORTER DIARIES

THE CAMPAIGN BLOGS

- ON THE TRAIL
- NEWS
- MISCELLANEOUS

ETHICS IN GOVERNMENT

HEALTH CARE

HOME LOGIN CREATE ACCOUNT GUIDELINES

Congressman Holt Blogging on Bluejersey

BY: MATT STOLLER OCTOBER 30 at 3:36 PM EST

I'm at a Corzine Connection party right now where Congressman Rush Holt is talking and blogging. His blog post is here.

Head on over to BlueJersey.net where Congressman Rush Holt is liveblogging. If you have any questions head on over.

CORZINE CONNECTION :: ENTRY LINK :: COMMENT

Note this article in the Star Ledger titled "Forrester reverses field, backs stem-cell research":

LOGIN

Sign in here if you already have a Corzine Connection account.

EMAIL ADDRESS:

PASSWORD: REMEMBER ME:

LOGIN

> I FORGOT MY PASSWORD

Action Center

- Build Support
- Plan/Find Events
- Contact the Media
- Raise Money

Blogs are hosted on different site that opens in new window that completely overlaps main window

No Search here either

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Corzine Site: Navigation

Contribute to the Corzine for Governor Campaign

Options Payment Info Review and Submit

Please pick a contribution level.

\$20.00

\$50.00

\$100.00

\$200.00

\$500.00

Other Amount

I am not a foreign national who lacks permanent residence in the United States.

This contribution is made from my own funds, and not those of another.

This contribution is made on a personal credit card or debit card for which I have pay, and is not made either on a corporate or business entity card or on the card

Next Step Previous Step Cancel

- Several major problems
1. Link to "previous step" on first step
 2. Link for "next" to left of "previous"
 3. Cancel takes you to different site
 4. All other navigational choices have disappeared



Forrester Site: User Interaction

DOUG FORRESTER FOR GOVERNOR
TAKE BACK NEW JERSEY
IT'S YOUR STATE. TAKE IT BACK.

Stay Informed
e-mail address
zipcode GO!

Move NJ Forward
About Doug
Agenda for NJ
Policy Positions
Join Us
Volunteer
Donate
Share Your Opinion
Tell Your Friends
Up to Date

Photos From the Campaign Trail
Home > PhotoGallery
View 8 photos per page: Go (239 Total Images)

Complete Photo Gallery
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 |

En Es
Vo Ma
Vol CLIK
Do CLIK
Strate Updat

And cursor pointer does not change to finger





Accessibility – Example: Use of “Alt tags”

These need Alt text

Like this!

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Forrester Site: Usability Issues Found

Usability Principle	High Severity	Medium Severity	Low Severity
User Feedback	0	6	2
Mental Workload	0	0	0
Matches Intended User Population	1	1	2
Consistency	0	1	6
Page Architecture	0	3	7
Navigation/Information Architecture	1	2	1
System Performance	0	0	0
User Interaction	0	0	2





Corzine Site: Usability Issues Found

Usability Principle	High Severity	Medium Severity	Low Severity
User Feedback	1	1	0
Mental Workload	0	1	0
Matches Intended User Population	1	2	0
Consistency	0	0	0
Page Architecture	0	2	4
Navigation/Information Architecture	4	3	2
System Performance	1	0	0
User Interaction	0	0	1

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Which Site is More Usable?

Usability Principle	Forrester	Corzine
User Feedback		
Mental Workload		
Matches Intended User Population		
Consistency		
Page Architecture		
Navigation/Information Architecture		
System Performance		
User Interaction		
Accessibility (a quick look)		

Note: if high plus medium < 3



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What have we learned?

Sorry, we won't be declaring a winner.

- Sites are very similar in information architecture, UI design, content, and in their usability short-comings.
- Both sites do many things well.
- But there are MANY things that could be done to improve the usability of each site.
- Usability enhancements would improve the sites from the users'/voters' perspective which in turn benefits the candidates too.

