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Sju råd for nye nettsider

Foredrag for Norges miljø– og biovitenskapelige universitet,
Jeløy radio, 26. februar 2014

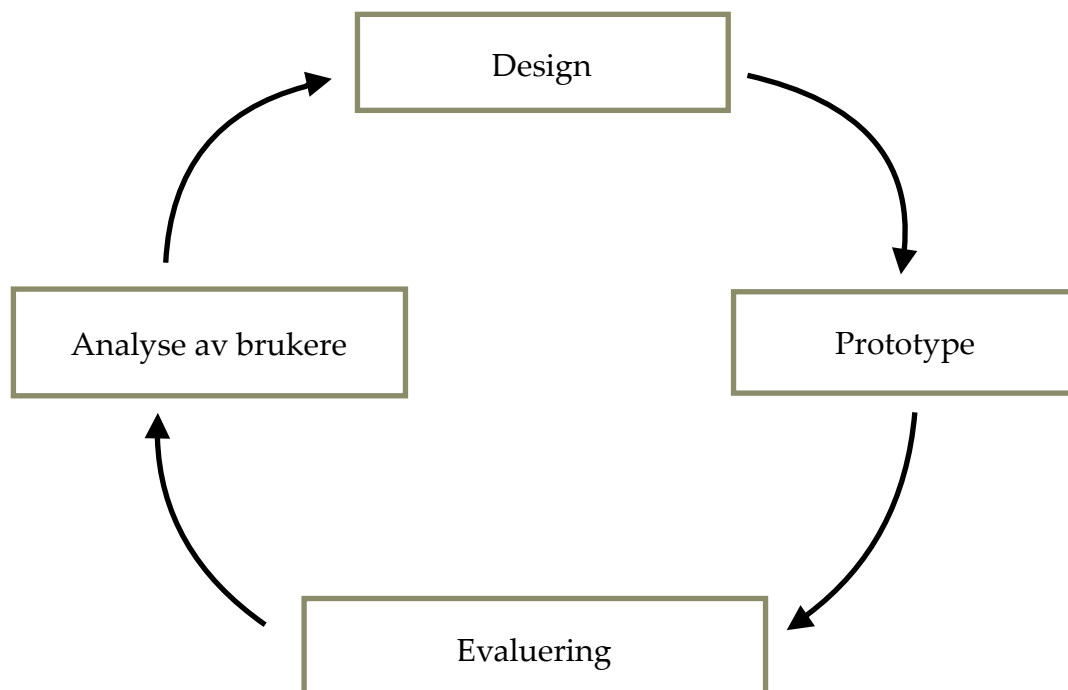## 1. Nettsidene må være nyttige, brukbare og tiltalende

« User experience is the totality of the effect or effects felt (experienced) internally by a user as a restult of interaction with, and the usage context of, a system, device, or product.»[1]

«Effects experienced due to usefulness factors: […] abilty to accomplish the goals of work (or play).»

«Effects experienced due to usability factors: […] effectiveness, efficiency, productivity, ease-of-use, learnability, retainability»

«Effects experienced due to emotional impact factors»[2]

2. Se hva målgruppene *gjør*

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[1] Hartson, Rex and Pardha S. Pyla. *The Ux Book: Process and Guidelines for Ensuring a Quality User Experience.* Amsterdam: Morgan Kaufmann, 2012, s. 19.
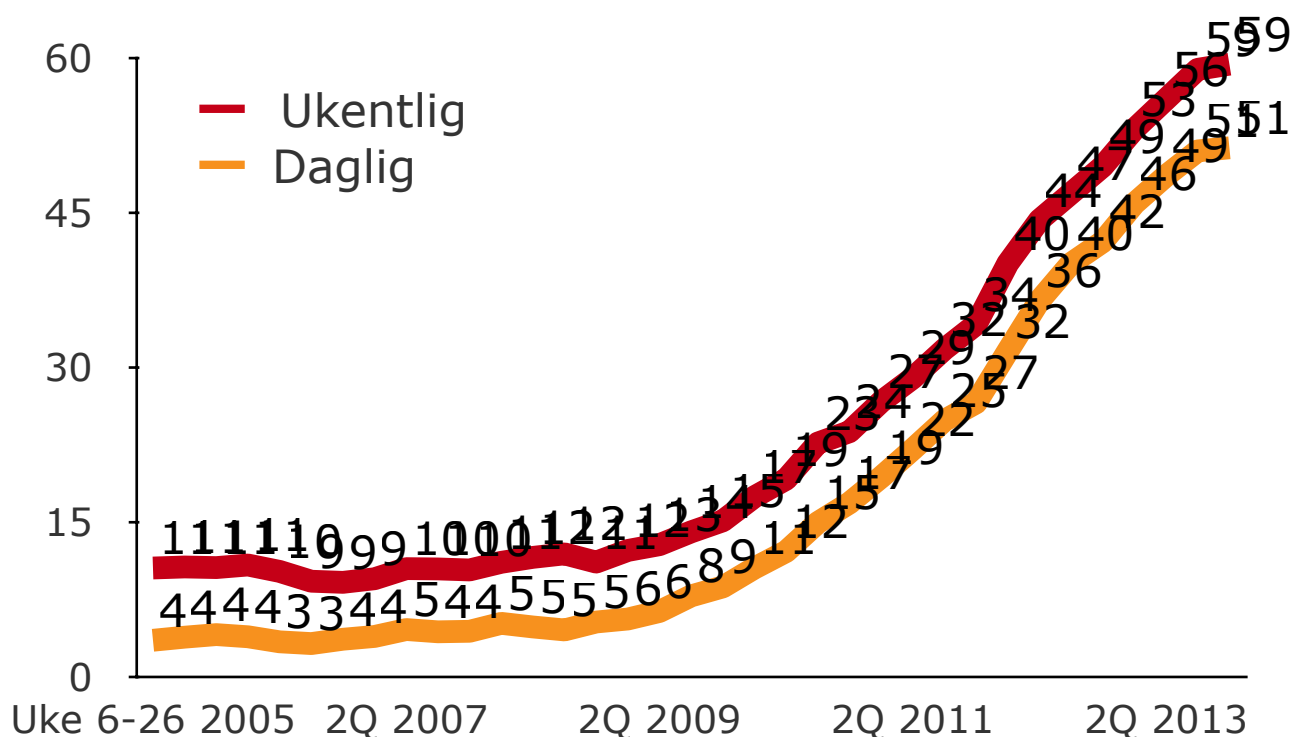
[2] *ibid*. s. 16.

3. Lag handlingsmål som kan kontrolleres

UX Goal	UX Measure	Potential Metrics
Ease of first-time use	Initial performance	Time on task
Ease of learning	Learnability	Time on task or error rate, after given amount of use and compared with initial performance
High performance for experienced users	Long-term performance	Time and error rates
Low error rates	Error-related performance	Error rates
Error avoidance in safety critical tasks	Task-specific error performance	Error count, with strict target levels (much more important than time on task)
Error recovery performance	Task-specific time performance	Time on recovery portion of the task
Overall user satisfaction	User satisfaction	Average score on questionnaire
User attraction to product	User opinion of attractiveness	Average score on questionnaire, with questions focused on the effectiveness of the "draw" factor
Quality of user experience	User opinion of overall experience	Average score on questionnaire, with questions focused on quality of the overall user experience, including specific points about your product that might be associated most closely with emotional impact factors
Overall user satisfaction	User satisfaction	Average score on questionnaire, with questions focusing on willingness to be a repeat customer and to recommend product to others
Continuing ability of users to perform without relearning	Retainability	Time on task and error rates re-evaluated after a period of time off (e.g., a week)
Avoid having user walk away in dissatisfaction	User satisfaction, especially initial satisfaction	Average score on questionnaire, with questions focusing on initial impressions and satisfaction

Hartson, Rex and Pardha S. Pyla. *The Ux Book: Process and Guidelines for Ensuring a Quality User Experience.* Amsterdam: Morgan Kaufmann, 2012.

4. Mobil først

Bruk av mobilt medieinnhold 2005-2013, prosent av befolkningen. TNS Gallup.
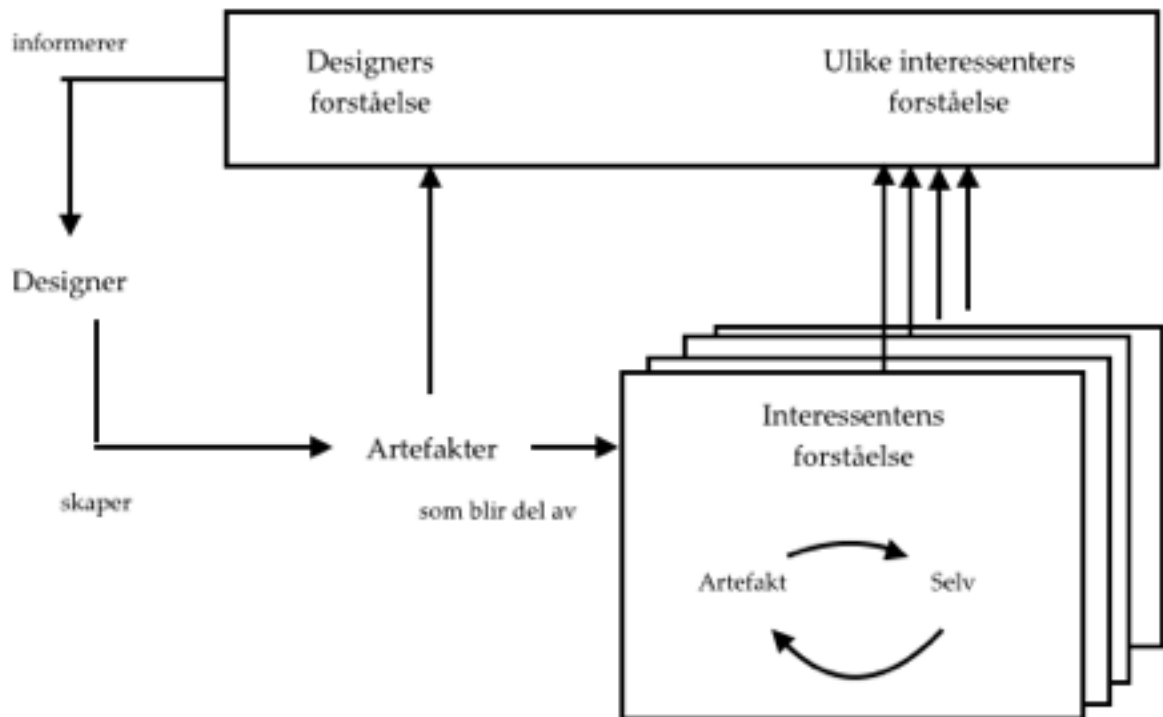
5. Lag sider folk vil bokmerke

Skriv sider som leserene synes er nyttige og de vil komme tilbake til igjen og igjen.

6. Web er oppslagsverk, ikke nyheter

Nyhetssaker følger avsenderens timeplan. Men lesere på web slår opp informasjonen når de trenger den, ikke når du har skrevet den ferdig. Gjør informasjonen tilgjengelig for lesere når de har behov for den.

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7. Se alle interessentene

Krippendorff, Klaus. *The Semantic Turn: a New Foundation for Design*. Boca Raton: Taylor and Francis, 2006. s. 62.