



User Tests: One Intranet Team's Experience

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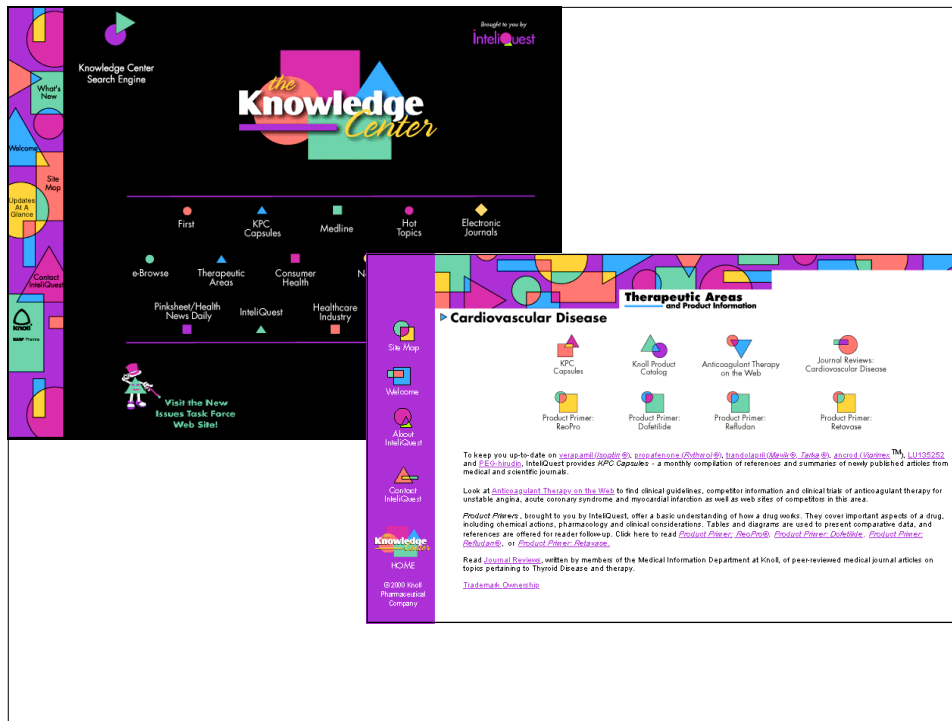
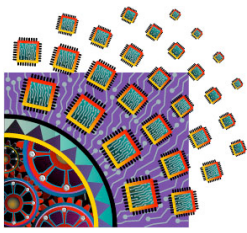
Christine A. Olson, Principal
Chris Olson & Associates

November 6, 2000
Internet Librarian 2000
Monterey, California



Introduction

- Background
- What We Did
- Impact on Our Re-design
- What We Learned

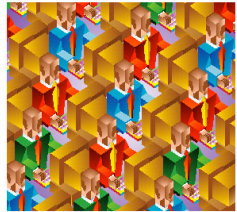
Re-design Objectives

- Reduce “time to find”
- Provide information at a glance
- Improve logical arrangement of content
- Eliminate icons



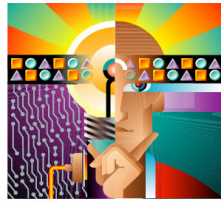
Phase 1. The Test

- Content labels & organization
- Paper-based
- 8 participants, 1 observer
- Pre-test



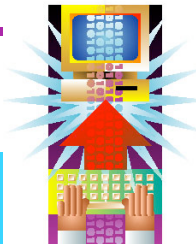
Phase 1. Results

- Patterns revealed
 - Label meaning
 - Arrangement of content
- Jargon discovered
- Prior knowledge





Phase 1. Changes

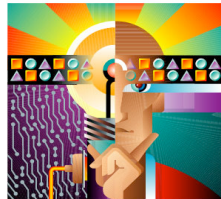
- Eliminated jargon
- Added a category
- Item level to top of menu



Phase 2. The Test

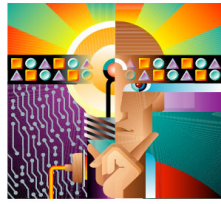
- Prototype
- Observe use
- 11 participants, 3 observers
- 16 questions
- Debriefing
- Pre-Test

Knoll Pharmaceutical Company		BARF Pharma	
 .Announcement spot A.	<ul style="list-style-type: none"> ▶ About Knoll ▶ Our Industry ▶ Sharing What We Know ▶ Our Therapeutic Areas ▶ In the News ▶ Electronic Bookshelf ▶ Our Web Sites 	photo goes here	WHAT'S NEW?
			HOT LINKS SEARCH SITE MAP HELP
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Phase 2. Changes

- Menu size/format
- Scrolling news
- Tutorial
- Hot Links
- Deepened menu



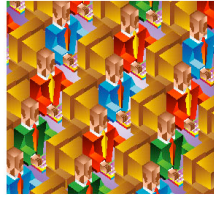
Phase 2. Changes

- Multiple access points
- Category overhauls
- Menu label changes
- Alpha order
- What it's called vs. what it is





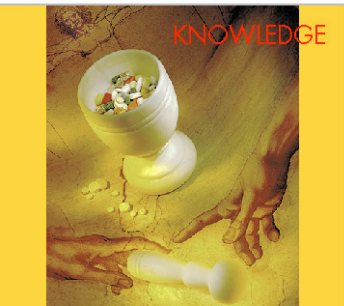
Phase 3. The Test

- Repeat format
- 9 participants, 3 observers
- Same questions



Phase 3. Results

- Compared “time to find”
- Analyzed against Phase 2 changes
- Layers added confusion
- Test artificiality/prior knowledge/form of question
- Product name/product description

Knoll Pharmaceutical Company		BASF Pharma 	
	<ul style="list-style-type: none">▶ About Knoll▶ Our Industry▶ Sharing What We Know▶ Our Therapeutic Areas▶ News▶ Electronic Bookshelf▶ Our Company Web Sites		What's New! Search Site Index Tutorial Hot Links
<p>Welcome to the Knowledge Center Today is Wednesday, November 1, 2000</p> <p>Election Day is right around the corner! Take part in our country's future and vote on Tuesday, Nov 6. For a full comparison of the candidates, visit the DemocracyNet web site at www.dnet.org</p> <p>Keep up with the latest events in the pharma industry with NewsEdge, available to everyone via the Knowledge Center. Find it under Hot Links on the home page.</p> <p>What's cooking for lunch at nearby restaurants? Find out by selecting About Knoll from the home page menu, open Locations and click on Mt. Olive.</p>			BASF Wide Web
<small>updated 11/1/00 contact: KPC Intranet Administrator © 2000 Knoll Pharmaceutical Company</small>			



Observations & Recommendations

- Testing is imperative
- Not too few - not too many
- Bite your tongue and learn
- Artificiality of test



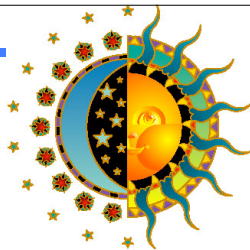
Observations & Recommendations

- Good will
- Marvel at human diversity
- Perfection is impossible -
but insights are invaluable



“Remember, the new design is simply the prototype of the *next* design.”

Jakob Nielsen



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