

# The State of Web Site User Experience in 2007

Internet User Experience 2007, February 21, 2007

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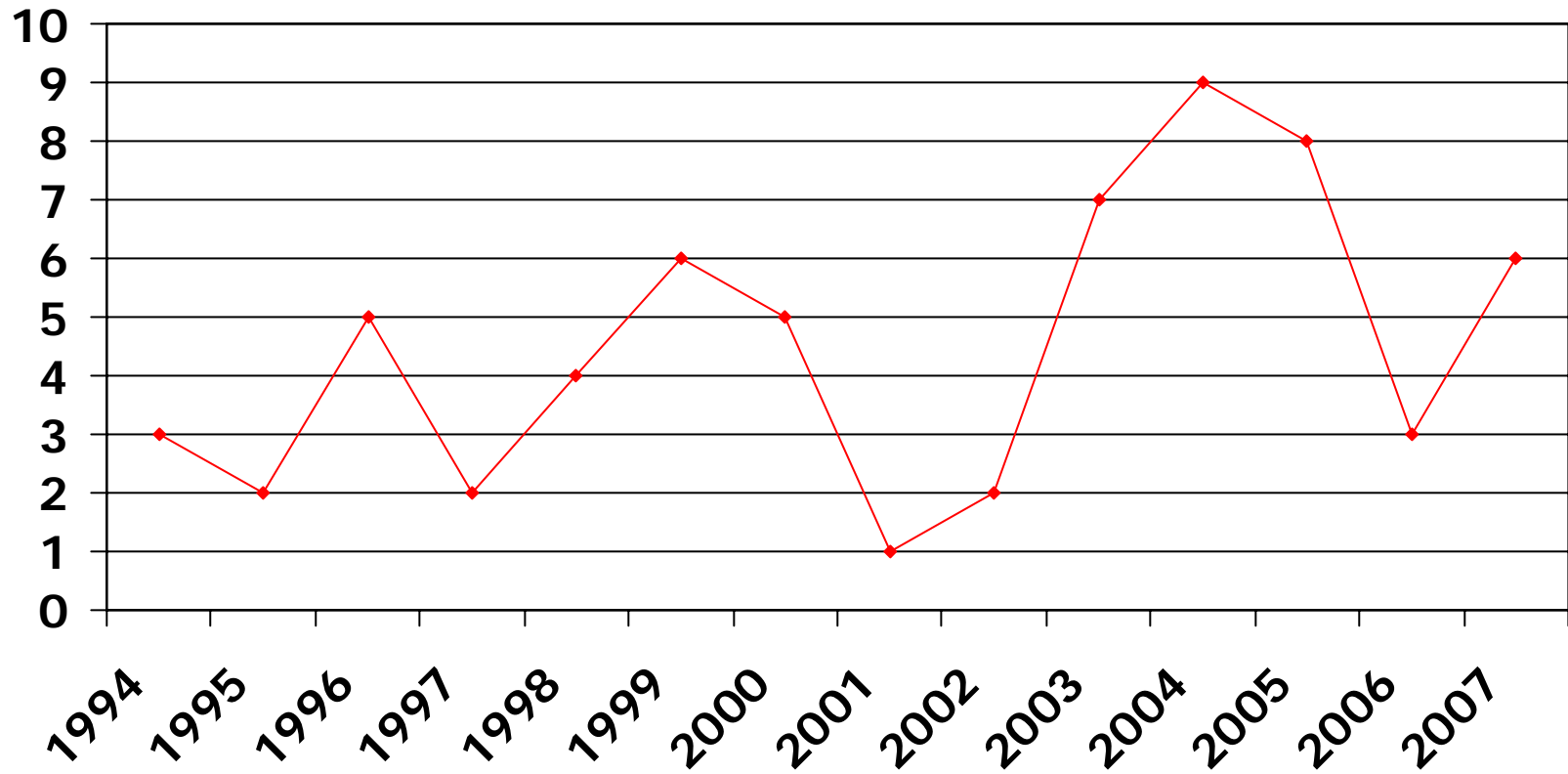
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Toledo, Ohio

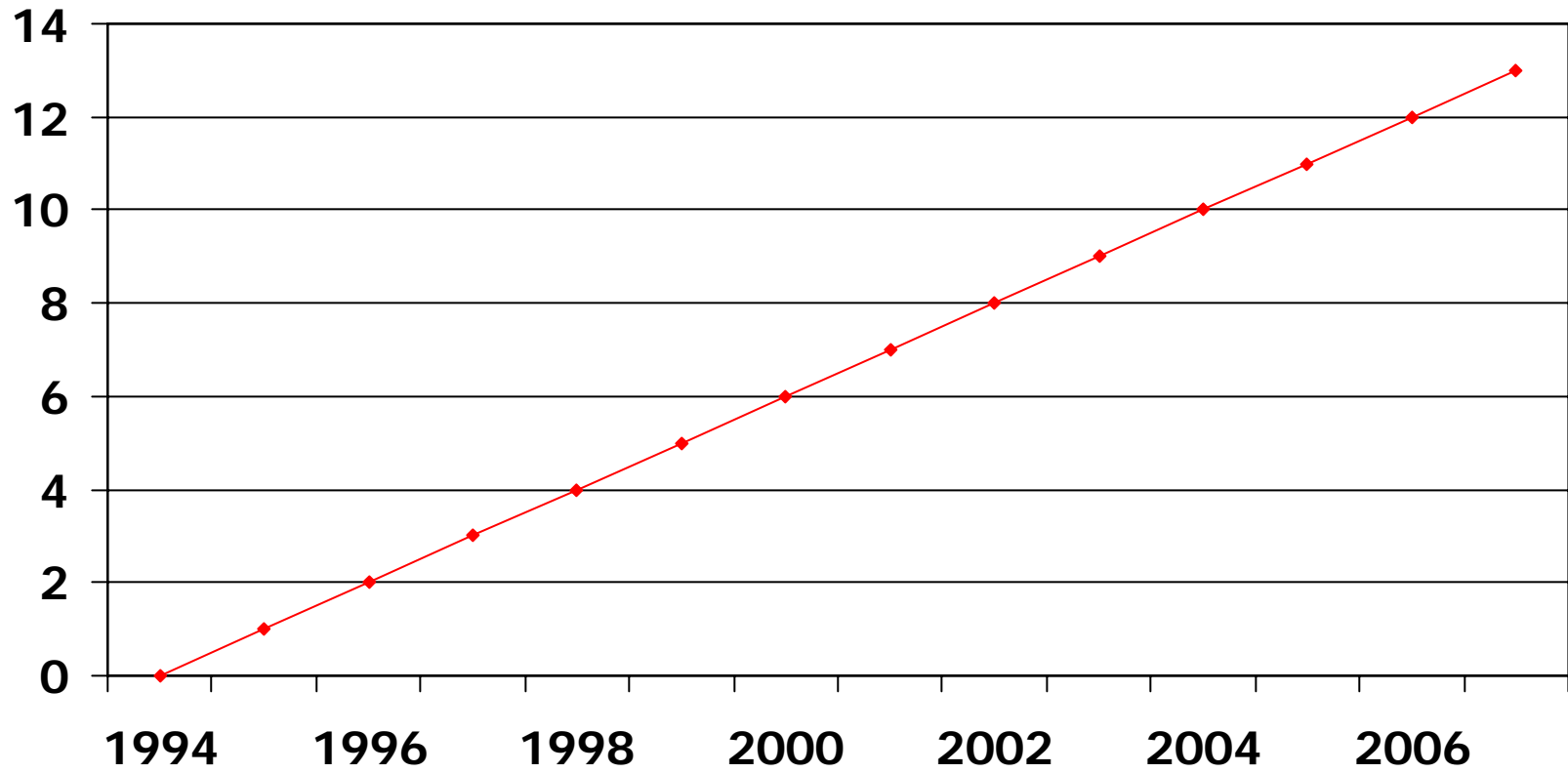
## The panel

- This panel explores the **user experience** that is most prevalent on web sites today and debates the highest impact options for making improvements.
- The panelists, each of whom is involved in web design, explain how **satisfied or dissatisfied** they are with the state of web site usability today.
- Attendees will walk away with a **sense of purpose** and **focus on the highest impact improvements** for today and the future.

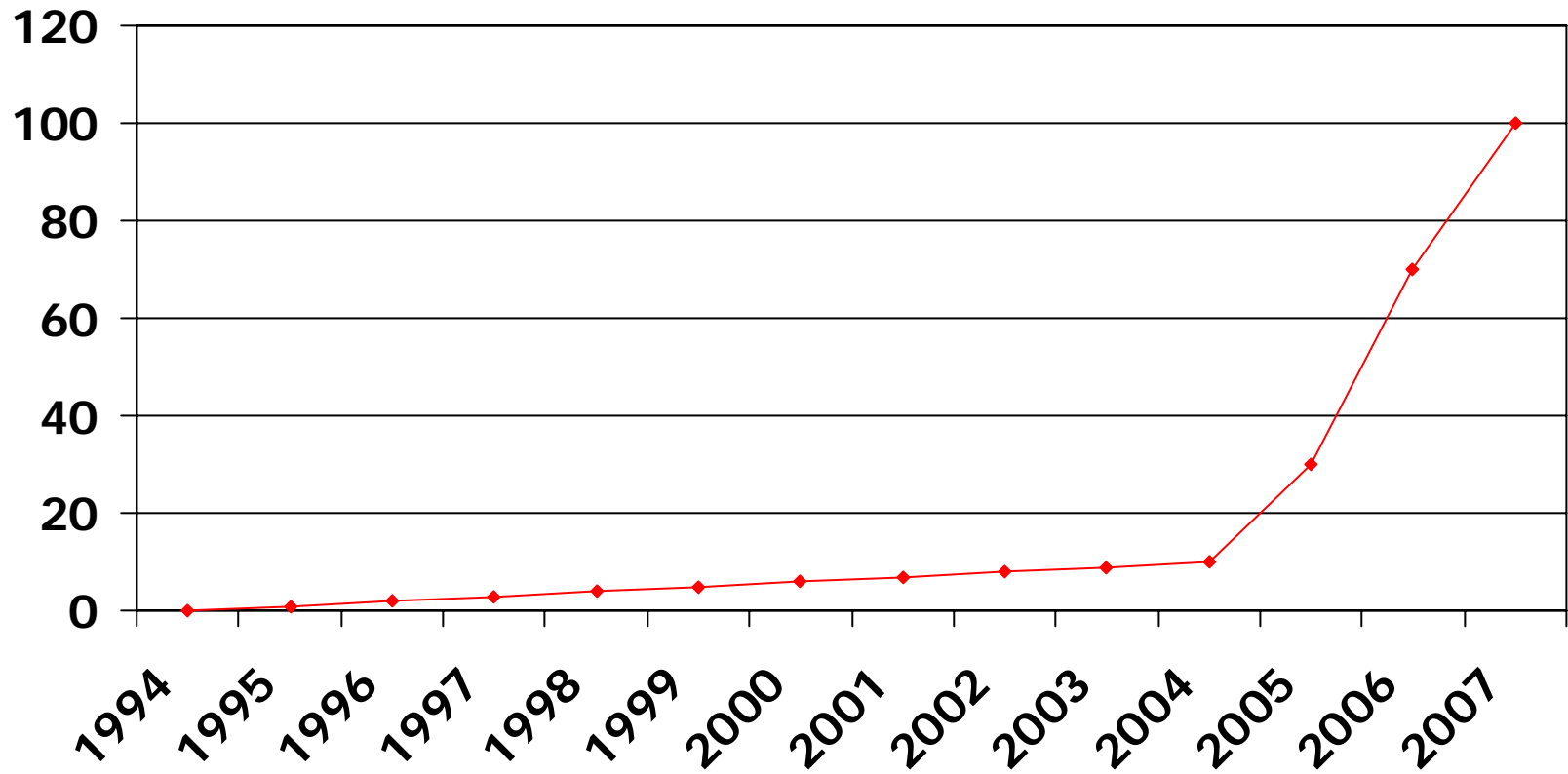
# Ups and downs? (fads and other changes)



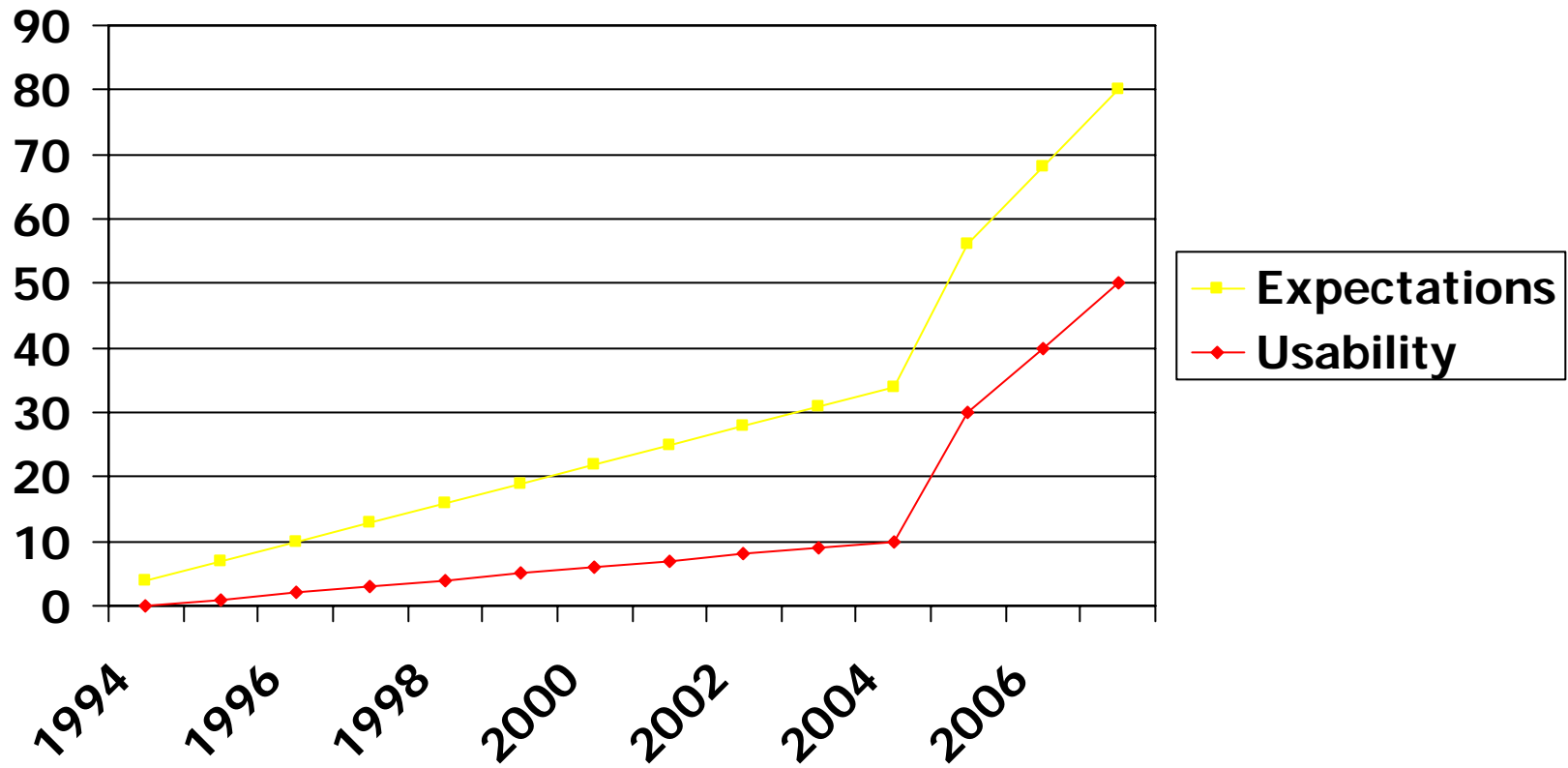
# Slowly getting better? (evolution)



# Exponential improvements? (revolution)



# Have to compare with growing expectations



## What did I say in May 2003?

- Collaboration on a global scale – coming
- Style sheets – almost here
- Browser improvements – dead
- XML, RSS, etc. – requires effort
- Site building tools – not usable out of the box
- Patterns – evolving
- Web applications – lots of work needed
- “Site” boundaries - blurring

## Updates for 2007

- Collaboration on a global scale – happening
- Style sheets – done (cross-browser, common)
- Browser improvements – revived (yeah!)
- XML, RSS, etc. – requires a lot less effort
- Site building tools – blogging, wikis
- Patterns – old ones done, new ones evolving
- Web applications – work still needed (UIE)
- “Site” boundaries – even more blurred



# Tec\* redesign efforts (Yes, we know how to do this)

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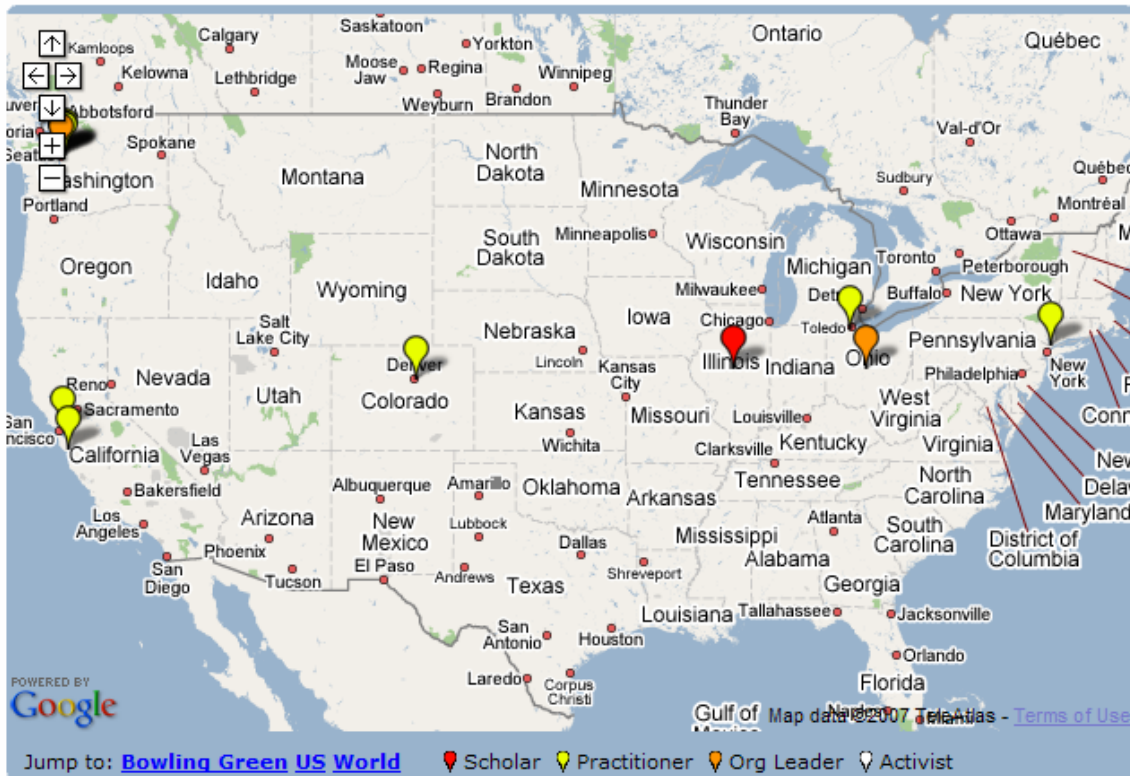
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## Attendees

  [gshirley](#)
  [CherylHoney](#)  
  [DickAxelrod](#)  
  [GabrielShirley](#)  
  [JonKennedy](#)  
  [JudithSimpson](#)  
  [KeithInstone](#)  
  [LorettaDonovan](#)  
  [MickQuinn](#)  
  [NancyWhite](#)  
  [PeggyHolman](#)  
  [StewartLevine](#)  
  [TinaKreminski](#)  
  [tracyrobinson](#)

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Color Guide:

someone they already know  
someone they would like to meet  
someone that wants to meet them

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Bio: IBM > ibm.com > User experience design > Information architecture lead. User experience network. BGSU Computer science 86 & 88.

## Photo



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## Attendees

 GabrielShirley  
 KeithInstone  
 KeithInstone

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Communicating Design: Developing Web Site Documentation for Design and Planning (tags: architecture design informationarchitecture) Advanced Bash-Scripting Guide (tags: bash shell programming scripting reference) No Tags Sat 3 Feb 2007

### [Leapfroglog](#)

Richard A. Bartle: Players Who Suit MUDs Apparently an important article that classifies MUD players into four types and then goes on to discuss how a MUD can be tilted to favour one or more of them. Readily applicable to other types of multi-user environments. (tags: socialsoftware MUDs players types classifications gamedesign communities)

### [Jorge Arango, an information architect and web designer from Central America](#)

[ Attendees at the first UXcamp in Panama]Last night BootStudio hosted what is probably the first user experience gathering in Central America: UXcamp. We had a pretty good turnout, and folks (web designers and developers, for

# Web 2.0

## Social networks

Technology that allows users to leverage personal connections.



## RSS

An XML standard that lets users collect and read content feeds.



## Open source software

Publicly available software that can be copied or modified without payment.



## Blogs

Online diaries of text, photos, or other media.



## Search engines

Services that find Web content based on user-specified criteria.



## User review portals

Web portals that allow users to search for peer reviews on a product or service.



## P2P file sharing

Sharing media files over a network powered by users who act as both client and server.



## C2C eCommerce

Buying and selling among consumers via the Net.



## Comparison shopping sites

Sites that allow consumers to compare products or services.



## Podcasts

Online audio or video that users can download to a device.



## Wikis/Collaboration software

Shared publishing software or site that allows users to edit content.



## Tagging

Metadata assigned to items like photos or Web pages to facilitate searching and sharing.



# Web 2.0: blessing or curse? (both)

- DHTML generally makes the web easier to use
  - Direct manipulation, for example
- Information generally easier to find
- Page metaphor breaking
  - Simplifies while also adds complexity
- New concepts need work
  - Tagging, collaboration
  - (Google) apps starting to overtake desktop apps
  - Not just Xmas shopping, getting work done
- Lots more trial and error

# “Sense of purpose” – “Focus on the highest impact improvements”

- Agile, tool-building, perpetual beta, innovation
  - Without sacrificing the big picture
- Crossing site boundaries
  - Total user experience, browser integration, SEO, outside the browser, devices, ...
- Crossing professional boundaries
  - Without losing identity, value (we still have awesome methods), or sanity
- Agents of change
  - Enterprise, process, cultural, political, social



## conference on designing for user experience

# dux<sub>07</sub>

### Theme:

Social media and networks are producing a new set of expectations regarding people's ability to contribute, create, personalize, and share information.

These new expectations are changing the roles, methods and responsibilities of Designers and Researchers. The effects are being realized through:

- Ease of access to new types of information
- Explosion and redefining of online communities
- Emergence of new tools and capabilities
- Significant shifts to the worlds of product development, advertising, marketing, and customer service

### DUX2007 will

surface issues and strive to define the role of designers in this time of shifting spaces.

DUX2007: **Chicago**

November 5 – 7, 2007

### Dates:

November 5-7, 2007

### Location:

Intercontinental Hotel  
(on Magnificent Mile)  
505 North Michigan Ave.  
Chicago, IL 60611

<http://chicago.intercontinental.com/>

Discounted room rate  
and housing details  
will be available soon.

### Conference cost

is also to be announced soon.

# User Experience Network



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## Where in the world...UXCamp in Panama Saturday, February 03, 2007

Thirty-five web designers, developers and even some executive-level folks gathered on January 25 to talk about user experience. Discussions included a case study of work in redesigning the [Smithsonian Tropical Research Institute's](#) website, a talk on designing

## UXnet - The User Experience Network

UX is an important and rapidly emerging field concerned with the design of anything people experience:



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### USA: Ann Arbor, Michigan

The user experience crowd in the Ann Arbor area is an eclectic group of professionals. We've got everyone from Lou Rosenfeld and Peter Morville to the waves of fresh, well-prepared user-centered professionals released every semester by the School of Information at University of Michigan. Woot!

There are a few fairly active organizations in the area including [MOCHI](#), the [Michigan UPA](#), and the [local STC chapter](#).

### Upcoming and Recent Events in this Locale

Locale	Event
<b>Locale</b> <a href="#">USA: Ann Arbor, Michigan</a> <b>University of Michigan, School of Information</b> Ann Arbor, Michigan <a href="#">Map It</a>	February 14, 2007 <b>Nathaniel Borenstein   Spam and the Limits of Interpersonal Collaboration</b> Spam is an extremely complex and, so far, remarkably intractable problem, increasingly affecting not just email but virtually every kind of interpersonal electronic communication. In this talk.

Local Ambassador  
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