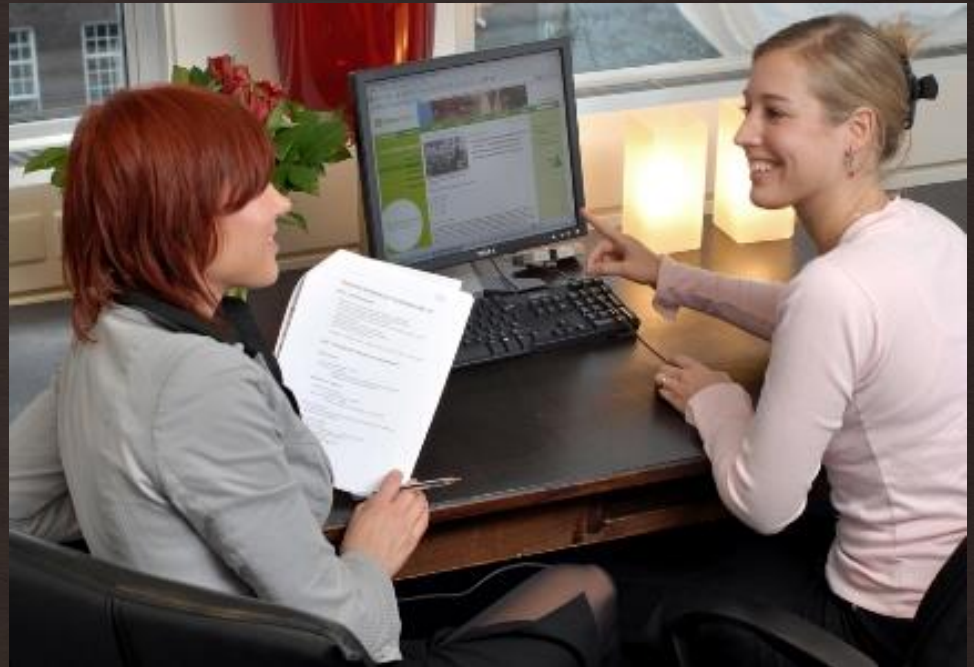


What's in your
USABILITY TOOLKIT?



USABILITY TESTING

- A few people, one website, and a few tasks.
- Watch the person using your website.
- *Don't. Say. A. Word.*

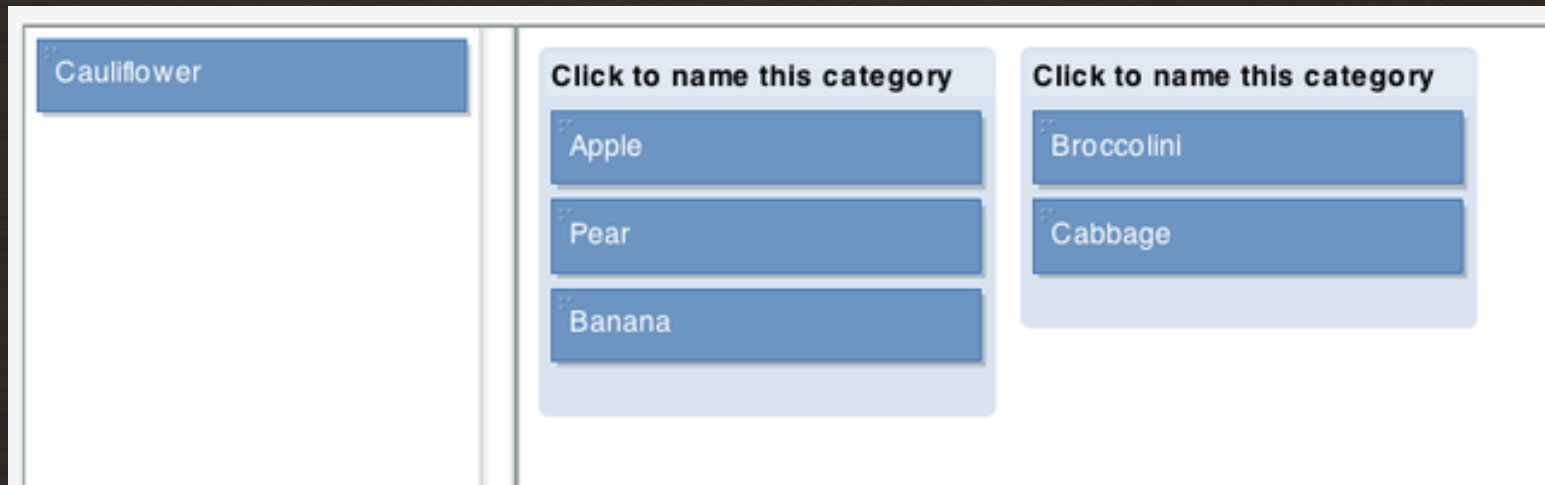




INFORMATION ARCHITECTURE CARD SORT

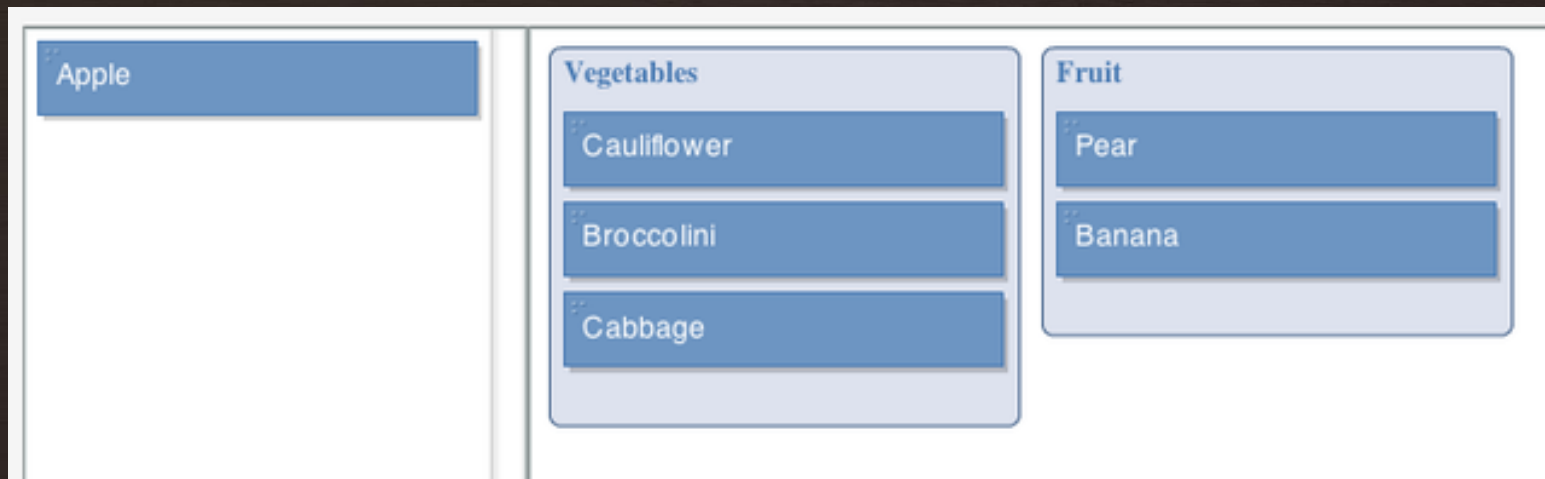


OPEN VS. CLOSED CARD SORT



The diagram illustrates an open card sort. It features three columns. The first column contains a single card labeled "Cauliflower". The second and third columns are labeled "Click to name this category" and contain three cards each: "Apple", "Pear", and "Banana" in the second column; "Broccoli" and "Cabbage" in the third column. This represents a situation where users are free to create their own categories.

Cauliflower	Click to name this category	Click to name this category
	Apple	Broccoli
	Pear	Cabbage
	Banana	



The diagram illustrates a closed card sort. It features three columns. The first column contains a single card labeled "Apple". The second column is labeled "Vegetables" and contains three cards: "Cauliflower", "Broccoli", and "Cabbage". The third column is labeled "Fruit" and contains two cards: "Pear" and "Banana". This represents a situation where categories are predefined and users must sort items into these categories.

Apple	Vegetables	Fruit
	Cauliflower	Pear
	Broccoli	Banana
	Cabbage	

ADVANTAGES/DISADVANTAGES

	Best for:	Difficult for:
Site size	Small	Large
Type of content	Similar content	Different types of content
Complexity of content	Participants understand most of the content	Complex or specialist content

TASK ANALYSIS

- Developed by businessman Gerry McGovern
- Have people rank most important tasks
- Tasks come from surveys, analytics
- Also helps determine home page content

Tasks	Total Vote	% of Total Vote 30255	Cumulative Vote	Cumulative Carewords
Check symptoms	1387	5%	5%	1%
Basic facts about conditions/diseases	1084	4%	8%	2%
Book an appointment online	1075	4%	12%	3%
Get advice from a doctor/nurse (phone, Web site chat, E-mail)	986	3%	15%	5%
What to do based on your symptoms	937	3%	18%	6%
Best place to go for help (GP, A&E, clinic, walk-in centre, pharmacist)	800	3%	21%	7%
When to seek urgent medical attention	694	2%	23%	8%
Get your medical records online	690	2%	25%	9%
How a condition/disease should be treated	670	2%	28%	10%
What to do in a medical emergency	624	2%	30%	12%
Get test results online	622	2%	32%	13%
Opening times (GPs, clinics, chemists)	570	2%	34%	14%
Can I treat this myself?	555	2%	35%	15%
Seriousness of a condition/disease (prognosis)	549	2%	37%	16%
Diet, food, and nutrition	539	2%	39%	17%
Compare hospitals based on quality of care (infection rates, MRSA, surgical errors, death rates)	531	2%	41%	19%
Contact details for hospitals, GPs, gyms, etc.	522	2%	42%	20%
Treating common health problems at home	515	2%	44%	21%
Choose a GP that's right for you	501	2%	46%	22%
Tips for coping with a condition/disease	499	2%	47%	23%

Source: The Stranger's Long Neck, Gerry McGovern

THE SECRET SAUCE

- Where are people clicking on your website?
- Generates “heat maps” that show popular areas on your website





POPULAR TOPICS

- [Early Voting Begins Today](#)
- [2018 Election Calendar](#)
- [Apply for a Georgia Driver's License](#)
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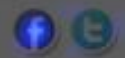


Early Voting Begins Today

Early voting for the November 6 General Election begins today. Log into My Voter Page to find polling locations near you.

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This Week in GeorgiaGov



Getting Mental Health Help

December 22, 2013

Find out how the Georgia Department of Behavioral Health and Developmental Disabilities can help you find mental health services.

[Read More](#)



Christmas with the Deals

December 22, 2013

It is officially Christmas in Georgia. The 42-foot tall tree outside of the Governor's mansion was lit Sunday evening, with thousands of Christmas lights, igniting the beginning of the season.

[Read More](#)



Driver Services Reminds Commercial Drivers of New Certification Requirements

December 22, 2013

A quick reminder from DDS Commissioner Bob Meath: CDL drivers are required to provide medical information to DDS.

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Most Viewed AGENCIES

Department of Human Services,
Division of Child Support Services

Georgia Department of Labor

Georgia Department of Revenue,
Motor Vehicle Division

Georgia Department of Revenue

Georgia Professional Standards
Commission

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blink

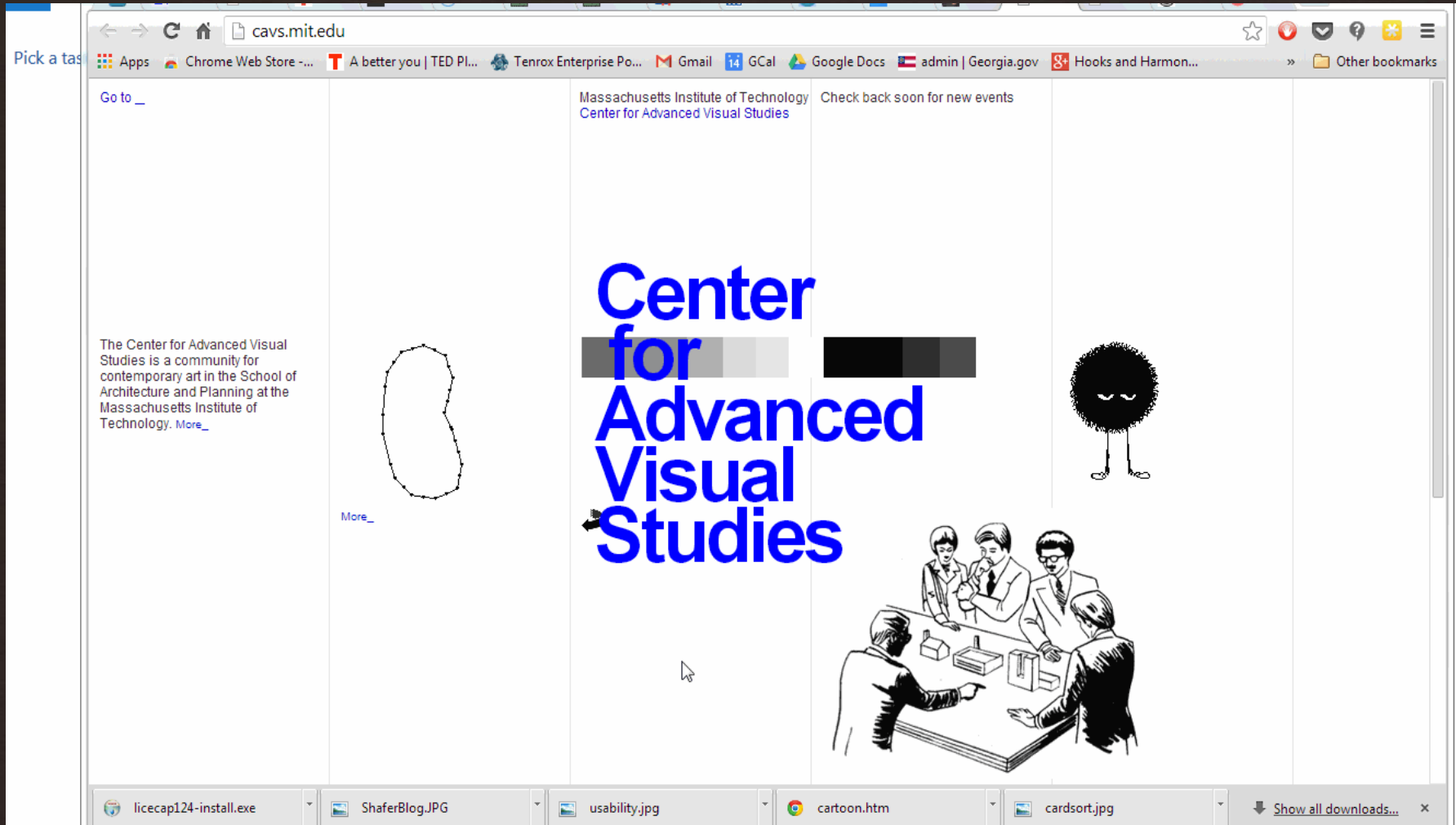
By the author of THE TIPPING POINT



The Power of Thinking
Without Thinking

Malcolm Gladwell

FIVE SECONDS





Agencies



Counties, Cities
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Georgia Schools of Excellence Named

December 19, 2011

State School Superintendent Dr. John Barge named the 2011 Georgia Schools of Excellence in Student Achievement last Tuesday, honoring 26 schools that have shown the greatest improvement or highest achievement across the state.

[Read More](#)

From Twitter



erat condimentum et officia
arcu, fuga amet arcu nulla,
vestibulum aliquam voluptas
non. #hashtagina

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Top Keywords



A word cloud visualization showing the most frequent keywords. The word 'blue' is the largest and most prominent, located in the lower-left quadrant. Other significant words include 'not', 'color', 'search', 'right', 'little', 'information', 'anything', 'sure', 'nothing', 'clutter', 'scrolling', 'large', 'much', 'seconds', and 'no'. The words are arranged in a roughly horizontal line across the middle of the page, with 'blue' being the largest and 'no' being the smallest.

much seconds
scrolling large
clutter
not
information
anything
sure nothing
5
right little
search
color
no

Search for topics, agencies, cities



Agencies



Counties, Cities
& Towns



Georgia Schools of Excellence Named

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1 2 3

POPULAR TOPICS

- [Collect or Pay Child Support](#)
- [File Unemployment](#)
- [Find a Job](#)
- [Find Unclaimed Money](#)
- [Apply for Food Stamps](#)
- [Play Georgia Lottery](#)
- [Find a Job](#)
- [Find Unclaimed Money](#)

[View all Popular Topics >](#)

Stay Connected



Top Keywords



A word cloud visualization of top keywords. The words are arranged in a cluster, with 'clean' and 'easy' being the largest. Other prominent words include 'color', 'design', 'nice', 'use', 'layout', 'colors', 'scheme', 'content', 'not', 'professional', 'navigate', and 'simple'.

clean
easy
color
design
nice
use
layout
colors
scheme
content
not
professional
navigate
simple

ACCESSIBILITY

- Easiest to test; hardest to implement
- Federally mandated; Georgia enforces this as well
- **“All State of Georgia websites** should follow (508 standards) in order to provide websites that are accessible.”
- Includes minimum standards for accessibility from the W3C.
- <http://wave.webaim.org/>



Web page address... →

Powered by [WebAIM](#)





georgia.gov

Styles No Styles Contrast

Summary

WAVE has detected the following:

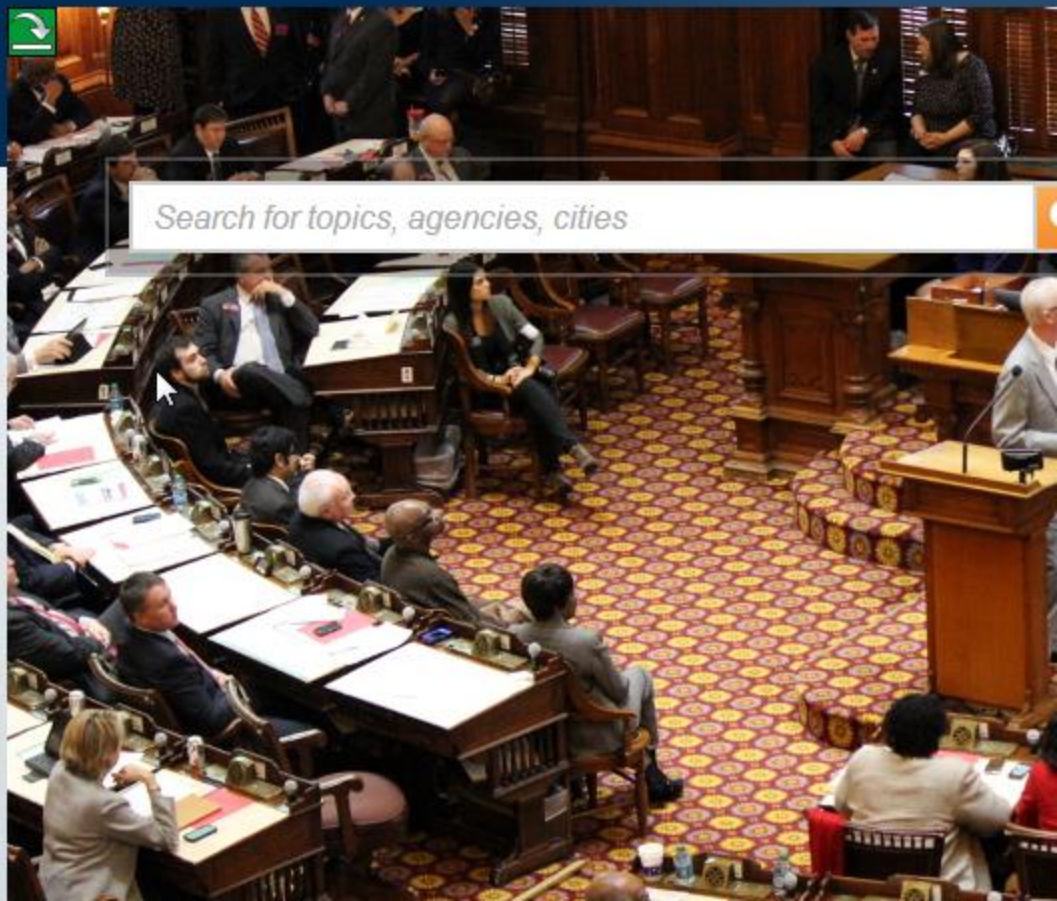
- 0 Errors
- 11 Alerts
- 7 Features
- 16 Structural Elements
- 2 HTML5 and ARIA
- 43 Contrast Errors

Panel Options

- DETAILS: A listing of all the WAVE icons in your page.
- DOCUMENTATION: Explanation of the WAVE icons and how you can make your page more accessible.
- OUTLINE: The heading structure of the web page.

GEORGIA GO

☰
Agencies Blog Cities & Counties Ele



Yes, I'm going to talk about content again.

READABILITY

- <http://read-able.com>
- Based on sentence length, number of syllables in a word
- Aim for 7th-8th grade level (5th is best)
- Cut it in half!

MEDICARE FRAUD LETTER

Center for Medicare and Medicaid Services

Before:

Investigators at the contractor will review the facts in your case and decide the most appropriate course of action. The first step taken with most Medicare health care providers is to reeducate them about Medicare regulations and policies. If the practice continues, the contractor may conduct special audits of the providers medical records. Often, the contractor recovers overpayments to health care providers this way. If there is sufficient evidence to show that the provider is consistently violating Medicare policies, the contractor will document the violations and ask the Office of the Inspector General to prosecute the case. This can lead to expulsion from the Medicare program, civil monetary penalties, and imprisonment.

MEDICARE FRAUD LETTER

Center for Medicare and Medicaid Services

After:

We will take two steps to look at this matter: We will find out if it was an error or fraud.

We will let you know the result.



Collecting or Paying Child Support

The Department of Human Services' Division of Child Support Services helps you collect or pay child support.

What You Should Know:

- Before opening a child support case, **collect any relevant documents** - your children's birth certificates and Social Security cards, court custody orders, proof of income, and contact information for both parents.
- Private agencies may claim to help you collect child support, but many of these will charge you a fee. Be suspicious of them. The Division of Child Support Services offers assistance **at little or no cost**, and you'll receive 100% of child support payments owed to your family.

FAQs:

How do I file for child support?

1. [Apply online](#) and pay the \$25 fee by credit card, money order or personal check. If you receive benefits from Temporary Assistance to Needy Families (TANF) or Medicaid, you can apply for free.
2. **Find the parent** who doesn't have custody. Where does that parent live and work?
3. If you're a mother, confirm that **the father is legally recognized** as a parent. If you aren't sure who your child's father is, Child Support Services will help you set up an appointment for genetic testing.
4. File a support order.



Affiliated Agencies

- [Department of Human Services, Division of Child Support Services](#)



Online Forms

- [Settlement Negotiation Pamphlet](#)



Associated Services

- [Open a Child Support Case](#)
- [Pay Child Support via Bank Account](#)
- [Pay Child Support via Credit/Debit Card](#)

GeorgiaGov – Child Support Page

The Readability Test Tool

Let's make the unreadable readable

Readability Test Results

This page has an average [grade level](#) of about 8.

It should be easily understood by 13 to 14 year olds.

[Tweet this result!](#)

Readability Indices

Flesch Kincaid Reading Ease	68.6	
Flesch Kincaid Grade Level	7.1	
Gunning Fog Score	8.5	
SMOG Index	6.9	
Coleman Liau Index	11.7	
Automated Readability Index	7.5	

Text Statistics

No. of sentences	26
No. of words	359
No. of complex words	35
Percent of complex words	9.75%
Average words per sentence	13.81
Average syllables per word	1.47

HEURISTIC EVALUATION

- Best practices
- Good for grading, knowing what easy things need to be fixed