



Usability & Ästhetik

Übung 9

Sommersemester 2017

Arbeitsgruppe Wirtschaftsinformatik

– Managementinformationssysteme –

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- *Usability – Folgen schlechter Usability-Erfahrungen*
 - *Frust, Ärger, Infragestellung, etc.*
 - *kein Auffinden von Informationen auf der Webseite*
 - *unübersichtliche und nichtssagende Navigation*
 - *schlecht lesbare Schrift*
 - *aufdringliche Werbung und Empfehlungsfenster*
 - *Verzicht auf erneute Produkt-/Servicenutzung*

Übung

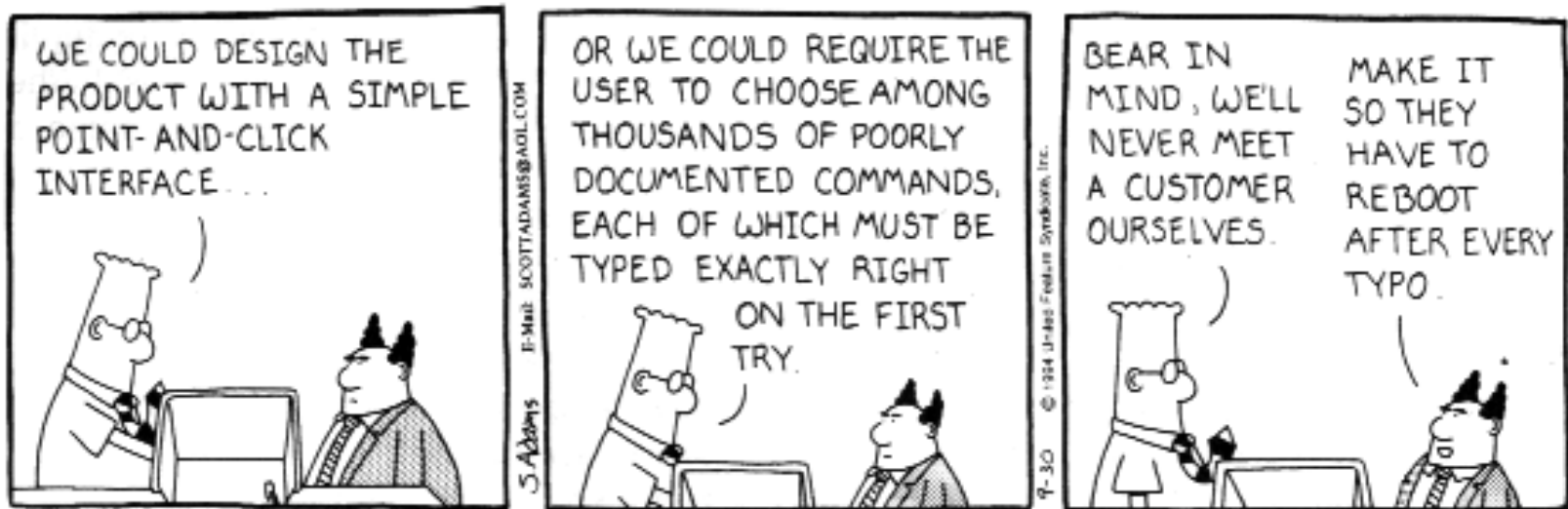
- *Usability – Folgen guter Usability-Erfahrungen*
- *Zufriedenheit, Freude, Wiederkehr, etc.*



- *Usability – Relevanz*
 - *Kostensenkung*
 - *Entwicklungskosten und -zeit*
 - *Vermeidung von nachträglichen Anpassungen*
 - *Senkung der Wartungskosten*
 - *Steigerung der Besucher-/Nutzerzahl der Webseite/des Produkts*

- *Usability – Textverständnis (1)*
- *Lesen des Textes „Understanding Usability and Conversions“ (<http://www.netpaths.net/understanding-website-usability-conversions/>)*
- *Einfluss der Usability auf Umsatz?*
- *Einfluss der Usability auf Suchmaschinenoptimierung?*
- *etc.*

■ Usability – Karikatur-Analyse



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- *Usability – Textverständnis (2)*
- *Lesen des Textes „How Obama Raised \$60 Million by Running a Simple Experiment“*
(<https://blog.optimizely.com/2010/11/29/how-obama-raised-60-million-by-running-a-simple-experiment/>)

Übung



Übung

Which button do you think had the highest sign-up rate?

SIGN UP

LEARN MORE

JOIN US NOW

SIGN UP NOW

Button Variations

Übung

Which media do you think had the highest sign-up rate?

<https://www.flickr.com/photos/optimizely/sets/72157625300462626/show/>

Media Variations



- *Usability – Textverständnis (2)*
- *Lesen des Textes „How Obama Raised \$60 Million by Running a Simple Experiment“*
(<https://blog.optimizely.com/2010/11/29/how-obama-raised-60-million-by-running-a-simple-experiment/>)
- *Experiment-Rahmenbedingungen?*
- *Experiment-Ergebnisse?*
- *etc.*

Sign-up rates of buttons and media

Combinations (24)		Page Sections (2)		Download: XML CSV TSV Print		
Relevance Rating	Variation	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors	
Button 5 / 5	Original	7.51% ± 0.2%	—	—	5851 / 77858	
	Learn More	8.91% ± 0.2%	100%	18.6%	6927 / 77729	
	Join Us Now	7.62% ± 0.2%	73.5%	1.37%	5915 / 77644	
	Sign Up Now	7.34% ± 0.2%	13.7%	-2.38%	5660 / 77151	
Media 5 / 5	Original	8.54% ± 0.2%	—	—	4425 / 51794	
	Family Image	9.66% ± 0.2%	100%	13.1%	4996 / 51696	
	Change Image	8.87% ± 0.2%	92.2%	3.85%	4595 / 51790	
	Barack's Video	7.76% ± 0.2%	0.04%	-9.14%	3992 / 51427	
	Sam's Video	6.29% ± 0.2%	0.00%	-26.4%	3261 / 51864	
	Springfield Video	5.95% ± 0.2%	0.00%	-30.3%	3084 / 51811	

Übung

The winner of the button and media combination



A screenshot of the Obama '08 campaign website. At the top is the Obama '08 logo. Below it, the word "CHANGE" is written in large blue letters, with "WE CAN BELIEVE IN" in smaller blue letters underneath. The central image is a black and white photo of Barack and Michelle Obama with their children. At the bottom, there is a "JOIN THE MOVEMENT" button, two input fields for "Email Address" and "Zip Code", and a red "LEARN MORE" button. The footer contains "PAID FOR BY OBAMA FOR AMERICA", a small Obama logo, and a "CONTINUE to WEBSITE" link.

- *Usability – Durchführung eines Usability-Tests an einem Firmenbeispiel*

<https://www.usability.de/leistungen/ux-testing-nutzerforschung/usability-test.html>

Übung

- *Usability – HA*
- *Welche Methoden gibt es zur Messung der Usability?*
- *Kurzzvorstellung von je 2 Methoden in wenigen Sätzen (Methode 1-16: <http://www.onlinemarketing-praxis.de/web-usability/usability-test-16-methoden-zur-messung-der-usability>)*



Übung

■ Kursfotos (1)



Übung

■ *Kursfotos (2)*



■ Kursfotos (3)

