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Enhancing Human Health

***Learning to Love Your
Content – Usability Case
Studies at NIH***

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Introduction

- Background
 - From IT to OC and somewhere in between
- Issues
 - Moving away from organizational structure to other modes of presenting content
 - Inheriting site structure
 - Migrating from old to new
- How well do you know your content?
 - Usability findings that will help you develop and organize your content based on your user's needs

Introduction

- Usability 101 and Beyond
 - Defining usability
 - Understanding the value of usability testing
 - Lessons learned and best practices
- Case Studies at NIH
 - NIGMS
 - Clinical Center
 - NCI Office of Women's Health

Usability 101 and Beyond

- Defining Usability
 - Usability as a GOAL
 - Usability as a PROCESS
- Understanding the value of usability testing
- Lessons learned and best practices

Usability 101 and Beyond - Defined

- Usability AS A GOAL - *The measure of the quality of a user's experience when interacting with a product or system — whether a Web site, a software application, mobile technology, or any user-operated device.*

["Usability: Usability Basics." [Usability.gov](http://usability.gov). U.S. Department of Health and Human Services. Apr. 2006 <<http://http://usability.gov/basics/index.html>>.]

Usability 101 and Beyond - Defined

- How We Measure Usability [THE GOAL]
 - Ease of learning
 - Efficiency of use
 - Memorability
 - Error frequency and severity
 - Subjective satisfaction

["Usability: Usability Basics." [Usability.gov](http://usability.gov). U.S. Department of Health and Human Services. Apr. 2006 <<http://http://usability.gov/basics/index.html>>.]

Usability 101 and Beyond - Process

Usability AS A PROCESS

Step 1:
Plan

Step 2:
Test

Step 3:
Implement

Usability 101 and Beyond - Process

Step 1: Plan

- Establish goals of the Web site
- Define your target audiences
 - Internal
 - External
 - Which audience(s) goals take priority?
 - Are you trying to serve too many different audiences with only one Web site?
- Understand the tasks that your users want to accomplish on the site
 - Reading to learn
 - Reading to do
 - Reading to persuade
 - Reading to impress, reassure, or warn
- Create first draft of information architecture for testing

Usability 101 and Beyond - Process

Step 2: Test

- Decide on best approach for your Web site
 - Usability testing
 - Successful completion of tasks, comprehensive testing, timed tests, etc.
 - Traditional usability setting, informal setting, etc.
 - Heuristic review
- Complete evaluation based on needs and/or resources

Usability 101 and Beyond - Process

Step 3: Implement

- Prioritize findings based on level of importance input from
 - Usability professional
 - Web team
 - Stakeholders
- Implement test results
 - Write up your findings
 - Create new content
 - Edit old content
 - Inventory, map, and reorganize old content

Usability 101 and Beyond - Testing

Traditional Usability Testing – One on One

- First impressions: Who is the site for?
- Scenarios and the “think-aloud” protocol
- “What’s behind the label” exercise
- What did you like best? Least?
- Open-ended questions; “suggestions for the designers of site”

Usability 101 and Beyond - Testing

Testing Tips

- For the Script Writer:
 - Scenarios: the “core” of the script (Base scenarios on audience/task analysis)
 - Framing the scenarios:
 - First impressions: What did you like best? Least?
 - What’s behind the label questions
 - Open-ended questions; “suggestions for the designers of site”
- For the Facilitator: Don’t “lead” the participant (e.g., “Did you think that was confusing?” vs. “What were you thinking just then?”)
- For the Notetaker: Use a separate page for each scenario’s notes
- For the Timekeeper: Use a stop watch

Usability 101 and Beyond – Heuristic Reviews

- Using checklists
- Sequential walk through: the four basic questions
 - What are you telling me here?
 - What do you want me to do here?
 - How does this relate to what you told me before?
 - Why should I care?
- Scenario-based task review – expectations and results

Usability 101 and Beyond

Implementing Your Findings

-- Writing the Report

- Use a standard formal outline:
 - Executive Summary
 - Background
 - Purpose of Testing
 - Participants
 - Method
 - Findings
 - Conclusion (Recommendations)
 - Appendices

Usability 101 and Beyond

Implementing Your Findings

-- Creating and Editing Content

- Write your first draft, cut it in half, then cut it in half again: It's still TOO MUCH!
- Finding the right “voice”
- “Chunking” the content
- Progressive disclosure
- Building on user experience: The role of consistency

Usability 101 and Beyond

-- Creating and Editing Content (2)

- The role of visual cues
 - Building on user expectations: standard screen elements and where do people expect to find them?
 - What's important
 - “Take home” information
 - “Do me first” information
 - How the different parts of the content relate to each other
 - “The parent/child” relationships
 - A similar parallel element
 - A consecutive instruction
 - A “little something extra”
 - A different tone or voice or type of information

Usability 101 and Beyond – Other Strategies

- Contemporary techniques.....
 - Focus groups and scenario-based focus group testing
 - Card sorting exercises
 - Contextual interviews
 - Critical incident technique
 - Online surveys and questionnaires
 - Email and help desk logs
 - Usage statistics (ex. WebTrends)

Usability 101 and Beyond – Other Strategies

- Miscellaneous Tips: Lessons learned/best practices from experience, etc.
 - Baseline testing may or may not be a good idea
 - Make sure you have **baseline data** if you will be making the case to change the website. Otherwise, baseline testing **may not be cost-effective** – you spend a lot of resources proving that your web site is no good....
 - Quantitative data looks good in graphs
 - Include quotes from participants in your report
 - Language always counts: even in the most techie Web sites
 - Invite other project stakeholders to observe – team building with a common experience and concern

Usability 101 and Beyond – Web Content

- Pulling it all together: Learning to Love Your Content
 - What the findings will mean for your Web content...
 - For the user – the four questions answered
 - For the sponsor organization – institutional goals realized
 - For you, the site’s creator or editor -- experience the “Usability High”
 - Knowing you have done some good for real people
 - Getting outside yourself (“Being John Malkovitch”)
 - Loving the details: the closest you may get to being a “saint or a poet*”
 - Building the team: collaboration
 - Knowing you have good arguments for your decisions

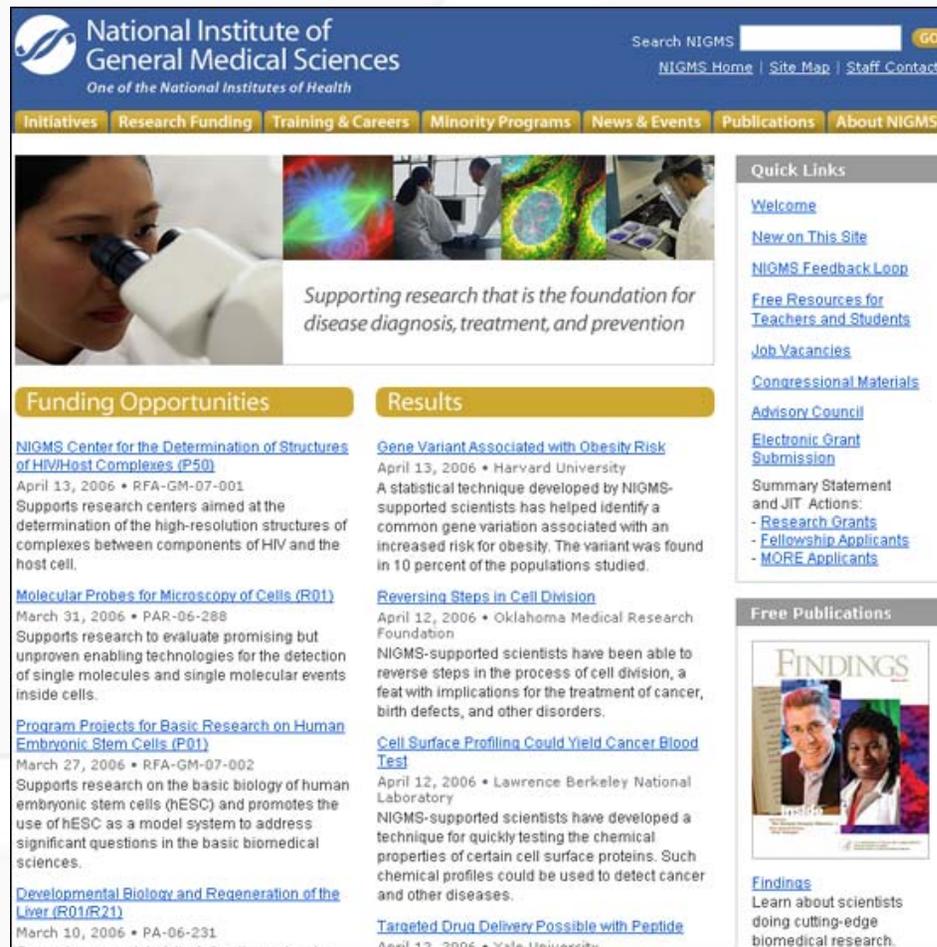
*Thornton Wilder, “Our Town”



E N H A N C I N G H U M A N H E A L T H

Usability Case Studies at NIH - NIGMS

- National Institute of General Medical Sciences
<http://www.nigms.nih.gov/>



National Institute of General Medical Sciences
One of the National Institutes of Health

Search NIGMS **GO**
[NIGMS Home](#) | [Site Map](#) | [Staff Contacts](#)

Initiatives | **Research Funding** | **Training & Careers** | **Minority Programs** | **News & Events** | **Publications** | **About NIGMS**

Supporting research that is the foundation for disease diagnosis, treatment, and prevention

Funding Opportunities

- [NIGMS Center for the Determination of Structures of HIV/Host Complexes \(P50\)](#)
April 13, 2006 • RFA-GM-07-001
Supports research centers aimed at the determination of the high-resolution structures of complexes between components of HIV and the host cell.
- [Molecular Probes for Microscopy of Cells \(R01\)](#)
March 31, 2006 • PAR-06-288
Supports research to evaluate promising but unproven enabling technologies for the detection of single molecules and single molecular events inside cells.
- [Program Projects for Basic Research on Human Embryonic Stem Cells \(P01\)](#)
March 27, 2006 • RFA-GM-07-002
Supports research on the basic biology of human embryonic stem cells (hESC) and promotes the use of hESC as a model system to address significant questions in the basic biomedical sciences.
- [Developmental Biology and Regeneration of the Liver \(R01/R21\)](#)
March 10, 2006 • PA-06-231

Results

- [Gene Variant Associated with Obesity Risk](#)
April 13, 2006 • Harvard University
A statistical technique developed by NIGMS-supported scientists has helped identify a common gene variation associated with an increased risk for obesity. The variant was found in 10 percent of the populations studied.
- [Reversing Steps in Cell Division](#)
April 12, 2006 • Oklahoma Medical Research Foundation
NIGMS-supported scientists have been able to reverse steps in the process of cell division, a feat with implications for the treatment of cancer, birth defects, and other disorders.
- [Cell Surface Profiling Could Yield Cancer Blood Test](#)
April 12, 2006 • Lawrence Berkeley National Laboratory
NIGMS-supported scientists have developed a technique for quickly testing the chemical properties of certain cell surface proteins. Such chemical profiles could be used to detect cancer and other diseases.
- [Targeted Drug Delivery Possible with Peptide](#)
April 12, 2006 • Yale University

Quick Links

- [Welcome](#)
- [New on This Site](#)
- [NIGMS Feedback Loop](#)
- [Free Resources for Teachers and Students](#)
- [Job Vacancies](#)
- [Congressional Materials](#)
- [Advisory Council](#)
- [Electronic Grant Submission](#)
- Summary Statement and JIT Actions:
 - [Research Grants](#)
 - [Fellowship Applicants](#)
 - [MORE Applicants](#)

Free Publications

FINDINGS

Findings
Learn about scientists doing cutting-edge biomedical research.

Usability Case Studies at NIH - NIGMS

- Purpose – To uncover usability problems on the newly redesigned Web site to address in future iterations prior to launch
 - Testing was conducted when the migration of the previous site content into the Microsoft Content Management System (CMS) was nearly complete
 - Ten participants were tested on a staging site, without an active search engine
 - Pre-test questions on
 - their first impressions of the Web site
 - perceived site audience
 - site ownership
 - the kind of information they would expect to find in general and behind headings/labels/links
 - Nine scenarios, using the ‘think-aloud’ protocol
 - these scenarios were written to represent the main audience groups and their goals, as determined by our prior analysis
 - Post-test questions,
 - including general reaction to the site
 - likes/dislikes
 - etc.

Usability Case Studies at NIH - NIGMS

- Both first impressions and final impressions were generally positive for **all** participants
 - more gratifying since participants did not have the benefit of a functioning search engine to complete scenarios
 - participants universally found the site “easy-to-use”
- Participant quotes
 - *“It strikes a good balance between content intended for the public and content intended for the science community.”*
 - *“It looks open, like they want you to find their information.”*
 - *“It isn’t overwhelming; it looks manageable.”*
 - *“This is good. I like the Funding Opportunities in the left column and the Results in the right. This is good.”*
 - *“I liked the career path table [in Minority Programs]. You should have one like that in the ‘Training & Careers’ section.”*

Usability Case Studies at NIH - NIGMS

Highlights - Most liked features

- Site navigation
 - Top tabs remained as a constant element on each page as they navigated through the site
 - Even without benefit of a site search function during testing, most participants found the site easy and intuitive to navigate, because their expectations of what was behind the label were borne out
- Up-to-date news and funding opportunities
 - Funding opportunities listed in some detail on the home page
 - "Results" column on the home page was correctly interpreted and used
- Content
 - Minority opportunities table by career stage and education was very well received and favorably commented on by multiple participants
 - NIGMS study sections
 - one participant was very happy to find this content and had frequently been disappointed by other institute sites that did not feature such content
 - NIGMS Classroom page (Free resources for teachers and students)
 - universally popular among those who found it
- Color scheme and layout
 - participants found the look “open,” “colorful,” “innovative,” and “cutting edge”

Usability Case Studies at NIH - NIGMS

Highlights – Some of the problem areas

- Home page tagline
 - Problem: Failure to understand the basic-research focus of NIGMS
 - Our solution: Changed tagline from *“Laying the foundation for disease diagnosis, treatment, and prevention”* to *“Supporting research that is the foundation for...”*
- Initiatives label
 - Problem: About half the participants did not understand what the label “Initiatives” implied
 - Our solution: Working with program staff to determine a better label (in progress)
- Training and Careers section
 - Problem: Not enough helpful information, as organized
 - Our solution: Re-organize to find information by careers and educational level (in progress)
- News & Events section
 - Problem: Ambiguity about the label, meaning news particular to NIGMS or its grantees, or news in the general basic research field
 - Our solution: Add a text line at the top of the main News & Events page, explaining that it includes both types of content

Usability Case Studies at NIH - NIGMS

Highlights – Some of the problem areas (continued)

- NIGMS Classroom page (Free resources for teachers and students)
 - Problem: Not clearly divided into material for teachers vs. material for students
 - Our solution: Add more descriptive headings to the two columns to distinguish content intended for teachers from that intended for students
 - Problem: Important content was below the fold
 - Our solution: Removed extraneous images to push up content and
 - Problem: Not easily found on site, only linked from home page highlights
 - Our solution: Add links from the main Publications section and the Science Education page
 - Our solution: Promote to tab-level (under consideration)
- CRISP link
 - Problem: Finding listings of NIGMS-supported researchers and their research-project titles
 - Our solution: A link to CRISP was already on the Research Funding page, however, the label was changed from “CRISP” to “Search Funded Grants” to provide a more descriptive link

Usability Case Studies at NIH - NIGMS

- A few lessons learned
 - *Cross-reference links to information in multiple, logical locations*
 - Links between Minority Programs, Training & Careers, and Research Funding sections
 - Links to NIGMS Classroom
 - *Organize content by audience, when appropriate*
 - Good example, Minority Programs – Program by Career Stage
 - Suggestion for Training & Careers section
 - *“If your [Web] content is not presented in the proper context, it means nothing.”*
–Craig Hicks, NIGMS Web Team

Usability Case Studies at NIH – Clinical Center

- NIH Clinical Center
<http://clinicalcenter.nih.gov/>

The screenshot shows the NIH Clinical Center website homepage. At the top, there is a navigation bar with links for 'Contact Us', 'Site Map', 'Search', and 'Staff Only'. Below this are three main sections: 'About the Clinical Center', 'For Researchers And Physicians', and 'Participate in Clinical Studies'. The main content area is divided into three columns. The left column, titled 'HIGHLIGHTS', lists categories like 'News & Events', 'Jobs & Opportunities', and 'Education & Training', each with sub-links. The middle column features three news items: 'NIH dedicated the Mark O. Hatfield Clinical Research Center in ceremonies September 22, 2004', 'Virtual Colonoscopy', and 'Blood Donors Needed'. The right column, titled 'HOSPITAL CONCIERGE', lists services such as 'Telephone Numbers', 'Places to Stay', and 'Patient Services'. The footer contains logos for Constella Group, National Institutes of Health, and the Department of Health and Human Services, along with a 'FIRSTGOV' logo.

NIH Clinical Center
NATIONAL INSTITUTES OF HEALTH

Contact Us | Site Map | Search | Staff Only

About the Clinical Center | For Researchers And Physicians | Participate in Clinical Studies

HIGHLIGHTS

News & Events

- [Press Room](#)
- [Medicine For the Public](#)
- [Events Calendar](#)
- [More...](#)

Jobs & Opportunities

- [Careers](#)
- [Volunteering](#)
- [Diverse Environment](#)
- [More...](#)

Education & Training

- [Clinical Research Training](#)
- [Great Teacher Series](#)
- [Fellowships & Other Opportunities](#)
- [More...](#)

NIH dedicated the Mark O. Hatfield Clinical Research Center in ceremonies September 22, 2004. The Center will provide a unique opportunity for clinicians, scientists, and patients to study and conquer both chronic and acute disease in the 21st century. This new 870,000-square-foot facility will connect to the existing NIH Clinical Center, which opened its doors to patients in 1953. [Read more...](#)

Virtual Colonoscopy
A look at a virtual colonoscopy, which is being studied as a tool for diagnosing colorectal cancer.

Blood Donors Needed
Take some time to save a life. Become an NIH volunteer blood donor.

Search the Clinical Studies
NIH researchers conduct more than 1,000 studies at the Clinical Center.

HOSPITAL CONCIERGE

[Telephone Numbers](#)

[Planning Your Visit to the Clinical Center](#)

Places to Stay

- [Family Lodges](#)
- [The Children's Inn](#)
- [Hotels and Motels](#)

Patient Services

- [Children's School | \(Spanish\)](#)
- [Dietary Services](#)
- [More...](#)

Accessibility | Privacy Statement | Disclaimer

National Institutes of Health | Department of Health and Human Services | FIRSTGOV

BEFORE:

Patients don't have their own area

[LOGO] NIH Clinical Center National Institutes of Health

Staff info not appropriate or interesting for public

Audiences are mixed

| | | | | | | |
|---------|-----------------|--------------------------|-------|------------|----------|-----------|
| Cc HOME | Public/Patients | Professionals/Scientists | Staff | Contact Us | Site Map | CC Search |
|---------|-----------------|--------------------------|-------|------------|----------|-----------|

ON THE FRONTLINE OF MEDICAL DISCOVERY

Labels don't match the main info outline

The Hospital at NIH

- General Information
- Patient Information
- Staff Information

Clinical Research Studies

- Find a Study
- Patient Recruitment
- Standards for clinical research

Graphic links are not updateable

Highlights

- Clinical Center Celebrates 50 Years
- About the Mark Hatfield CRC
- CC Emergency Plan (PDF)
- High Security Visitor Access
- Employment & Volunteering

Medical & Scientific Education

- Academic Training
- Conferences/meetings
- Special programs

Research Today



Healthy Living

- Dietary Supplements
- Medicine for the Public Lecture Series

Not enough fluid space for new info

CC Home | Public Patients | Professionals/Scientists | Staff | Contact Us | Site Map | CC Search
 Visitor Information | Accessibility | Privacy Notice | Disclaimers

Quick reference Visitor info is buried

This page last reviewed May 12, 2003

Warren Grant Magnuson Clinical Center
Bethesda Maryland 20892

Internal Audiences cannot find their info

Only 2 science stories, never updated

Gives false impression of health-info emphasis



ENHANCING HUMAN HEALTH

AFTER:

THE NIH CLINICAL CENTER .. THERE'S NO OTHER HOSPITAL LIKE IT

HOME CONTACT US

The NIH Clinical Center is NIH's Medical Research Hospital in Bethesda, MD, where hundreds of Clinical Studies are conducted each year with the help of volunteer Patient-Participants

[ABOUT THE CLINICAL CENTER](#)

[FOR RESEARCHERS AND PHYSICIANS](#)

[PARTICIPATE IN CLINICAL STUDIES](#)

User confusion re: NIH vs CC is addressed with tagline

NEWS and EVENTS

- [West Nile Virus Breakthrough](#)
- [Press Room](#)
- [Announcements](#)
 - [Type O Blood Urgently Needed](#)
 - [Medicine For the Public Lecture Sept 7](#)
 - [High Security Visitor Access](#)
- [Events Calendar](#)
- [The New Hospital: Mark O'Hanfield CRC](#)

Buzz word "Press" on hp

Single news area (updatable)

Large fluid area for breaking news

Patient Stories graphic Science Snapshots graphic Researcher Profiles graphic

Feature News Story

Read more

HOSPITAL CONCIERGE

- [Topics A to Z](#)
- [Getting Here](#)
 - [Directions](#)
 - [Maps](#)
 - [Parking](#)
- [Places to Stay](#)
 - [Family Lodge](#)
 - [The Children's Inn](#)
 - [Hotels and Motels](#)
- [While You're Here](#)
 - [Visiting Hours](#)
 - [Cafe/Bar Hours](#)
 - [What to do in the DC area](#)
- [Patient Services](#)
 - [Children's School](#)
 - [Financial Information](#)
 - [Support Groups](#)
 - [More...](#)

Quick reference "reading-to-do" info for Patients available from home page

Colloquial, plain English for quick reference lay info

New Careers page emphasizes professional recruiting goal/ accesses career info avail in departments

| | | |
|-------------------------------------|------------------------------------|-------------------------------------|
| CAREERS / VOLUNTEER | HOSPITAL DEPTS | IMPORTANT PHONE #S |
| NIH INSTITUTES | HEALTH INFORMATION | INTERNET (NIH ONLY) |

Three main audiences each have feature area

User confusion re: NIH vs CC is addressed with new label

Internal and external audiences separated



ENHANCING HUMAN HEALTH

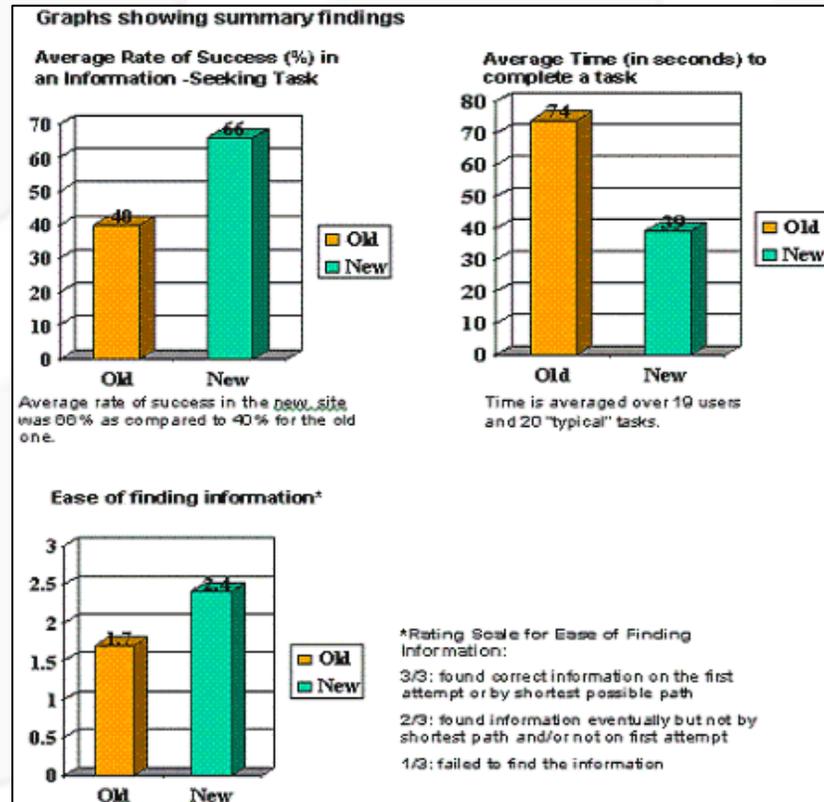
Usability Case Studies at NIH – Clinical Center

- Three studies were done
 - Study 1:
 - Test assumptions re: audience, task, and information architecture
 - Test “feature area” approach vs. plain outline approach
 - Study 2:
 - Test re-visited information architecture
 - Test with less sophisticated audience
 - Study 3:
 - Do baseline comparison
 - Iron out remaining usability problems

Usability Case Studies at NIH – Clinical Center

Three Outcomes

1. Minutes for each task
2. Information found?
3. Information found by shortest path?



Usability Case Studies at NIH – NCI Office of Women's Health

- National Institute of Cancer's
Office of Women's Health
<http://women.cancer.gov/>

The screenshot displays the website for the National Cancer Institute's Office of Women's Health. The header includes the NCI logo, the text "National Cancer Institute", and "U.S. National Institutes of Health | www.cancer.gov". Below this, it says "NCI Office of Women's Health" and "Research on Cancers in Women". A search bar is located on the right side of the header. Navigation links for "OWH Home" and "About Us" are visible. The main content area features a "Highlights" section with a list of reports: "Women's Health Report FY 2003-2004", "Breast Cancer Progress Report", and "Women, Tobacco, and Cancer: An Agenda for the 21st Century". A note indicates that an Adobe Acrobat Reader is needed to view some documents. To the right, there is a large heading: "Highlights of NCI-supported research to understand, prevent, diagnose, and treat cancers in women". Below this heading are three main sections: 1. "Cancers in Women" — NCI-supported research on cancers that affect women only or cancers with a high impact on women. It includes sub-links for "Facts & Figures", "Disease-Specific Research", and "Special Topics". 2. "Planning Research & Assessing Progress" — Reports that set research priorities and evaluate progress toward our goal. It includes sub-links for "Strategic Plans" and "Progress Reports". 3. "Links to Other Relevant Information" — NCI and other federal sources on women's health research. It includes sub-links for "Information for Researchers", "Related NCI Offices & Programs", and "Other Federal Women's Health Information". On the right side of the page, there is a photograph of a diverse group of women smiling and looking at a laptop.

Usability Case Studies at NIH – NCI Office of Women’s Health

- Background
 - Serves as a central repository for NCI information on women’s cancers or cancer’s of special interest to women
 - Intended audience groups include the public, advocacy groups, oversight groups, NCI employees fielding questions from the Press or other organizations, and researchers
- Purpose to find out
 - Which information-finding tasks give users difficulty on the site?
 - What other problems exist and what would be some recommended fixes?
 - What is the general reaction to the site by participants?
 - What is the perception of usefulness of the site to staff at NCI who were the test participants?
- Ten participants were tested
 - Pre-test questions on their first impressions of the Web site
 - Seven scenarios, using the ‘think-aloud’ protocol
 - Post-test questions

Usability Case Studies at NIH – NCI Office of Women’s Health

Highlights – Most like features

- Overall, highly positive usability findings
 - All participants gave favorable first impressions of the site
 - After testing, only one participant thought the site was “not easy”
- Almost all participants liked the graphic look and feel of the site, citing it as “crisp,” “refreshing,” and “clean”
- Positive comments about features:
 - Overall look
 - *“It looks nice, visually pleasing. It’s very clear what the purpose of the site is”*
 - Usefulness to NCI staff in their jobs
 - *“I would use the new reports to send to ‘Advocacy groups’ “*
 - *“If I’m writing an article on women’s health or get a question from a reporter, I can direct them to this page”*
 - Clear organization
 - *“Very well organized”*
 - Ease-of-use
 - *“It’s pretty easy to use and well laid out”*

Usability Case Studies at NIH – NCI Office of Women’s Health

Highlights – Some of the problem areas

- Participants did not always know what to expect behind a heading label
 - Problem: Two mentions of “Highlights” on the home page very near to each other
 - Highlights was the first word of the tagline and there was a “Highlights” box on the top, left navigation of home page
 - Problem: Participants thought that the “Highlights” box suggested “late-breaking news” not just important reports
 - Our Solution: Rename “Highlights” to “Recent Reports”
 - Problem: In the “Quick Links” box, participants focused in on the word “links”, thinking that the reference was to links to outside sites—which is a different page than “Other Links to Relevant Information”
 - Our Solution: Changed “Links to Other Relevant Information” to “Other Relevant Information”
- Problem: Left –hand navigation panel, whether containing highlights (home page) or site navigation (sub page) tended to be overlooked
- Our Solution: Made left-navigation more prominent by bolding section labels and adding stylized bullets

Usability Case Studies at NIH – NCI Office of Women’s Health

Highlights – Some of the problem areas

- Problem: Call for additional content
 - Several participants suggested adding topics that could be included under “Special Topics”, such as survivorship, dealing with mastectomies and hysterectomies, etc.
- Our Solution: Looking into the possibility of building out new, relevant content (in progress)

- Problem: Intended audience not clear
 - Participant comments ranged from
 - Too high-level for lay people vs. mostly for lay people
 - For “researchers” not for “end users”
 - Useful for NCI staff vs. mainly directed at external audiences
- Our solution: The audience of the site is indeed multi-faceted, therefore no action was taken

Usability Case Studies at NIH – NCI Office of Women’s Health

- Favorite participant quote
 - *“That was really easy. Only 3 clicks again. This is a great site... it allows you to navigate easily.”*
- You can’t please everybody...
 - *“I would be curious why it is specific just to women; [I] would expect some text explaining or justifying its women-only focus.”*

Learning to Love Your Content – Usability Case Studies at NIH

Questions?

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E N H A N C I N G H U M A N H E A L T H