

Five Steps to Making Your Region Website More User Friendly

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1. (PIC) (QUESTION) Goal
 - a. Don't just FIX problems, PREVENT them
2. What are we going to talk about...
 - a. Think about USER EXPERIENCE vs. WEB DESIGN
 - i. (PIC) (QUESTION) Building a car vs. Driving and Tuning it - just because the technical pieces are there doesn't mean it will come together as a cohesive product
 - ii. Is this easy to understand for someone new to the sport?
 - iii. Does it have purpose? Not less is more, but making sure every element does something to communicate
 - b. Think as the END USER of your site and NOT as a WEBMASTER
 - i. (SLIDE) "If we want users to like our software, we should design it to behave like a likeable person: respectful, generous and helpful."
 - ii. Serve our members and those who serve them
 - c. (PICS) Think about how to COMMUNICATE, not just DECORATE
 - i. Sometimes a picture is worth a thousand words.
 - ii. Sometimes a word is worth a thousand pictures.
 - d. (GRAPH PIC) If you can't MEASURE it, it DOESN'T exist
 - i. Think about metrics and how to measure your changes
 - ii. Even things like experience can be measured by people's feelings and engagement
3. (PIC) A Story of Failure...
 - a. www.nba.com
 - i. Lack of ADA (Americans with Disabilities Act) compliance
 - ii. HUGE lawsuit (millions - Target settled a similar lawsuit for \$6 million)
 - iii. My first project with Turner :-)
4. What?
 - a. **1. Build a Fast Site**
 - i. (PIC) Average attention span of a human is around 10 seconds
 - ii. Search spiders use page load times as part of their page rankings
 - iii. Video and images are important, but rich media can hurt performance, especially on mobile!

- iv. (PIC) Page Load Speed: <https://developers.google.com/speed/pagespeed/insights/>
- v. Other Tools: <https://developers.google.com/speed/>
- vi. Valid Code is Important: <https://validator.w3.org/>
- vii. Best Practices
 1. Leverage browser caching
 2. Optimize images
 3. Minify HTML, CSS & JavaScript
 4. Enable gzip compression
 5. Eliminate render-blocking JavaScript and CSS in above-the-fold content (JS in the footers)
 6. Improve Server Response Time (host, platform, CDN)
- viii. A TON MORE to talk about... please reach out to me if you're interested.

b. 2. Build a Simple and Readable Site

- i. (PIC) Just enough information...
 1. Great Example: www.AirBnB.com
- ii. Don't overload people with content
 1. (QUESTION) Street Sign Picture - What's wrong?
 2. Solution... using images to convey the same message as a paragraph
- iii. Minimize Clutter and Present Information in Digestible Parts
 1. Use dynamic elements where appropriate (slideshows, accordions)
 2. Eg. <https://timetrials.scca.com/pages/sport-category>
- iv. Make it readable by using readable fonts
 1. Copy Shamelessly - Google, Microsoft, Apple, etc. have spend millions of dollars on research about how people most easily read and absorb information. Utilize the fonts they do (which are usually open source and are provided by things like Google Fonts - <https://fonts.google.com>)

c. 3. Build a Mobile Site (or at least a mobile friendly one)

- i. (QUESTION) What device has single handedly changes how our entire society communicates on a daily basis with those next door or around the world?
 1. The mobile phone.
 2. This device has changed how we as a society live, work, and play. It's changed what we demand and what we enjoy.
- ii. (SLIDE) Culture, Use, and Day-to-Day Impact
 1. "Design creates culture. Culture shapes values. Values determine the future."
-Robert L. Peters, Graphic Designer (https://en.wikipedia.org/wiki/Robert_L._Peters)
- an important individual in the graphic design community
 2. Mobile devices will continue to drive how we live and what we are able to do.

- iii. (SLIDE) Mobile First
 1. (PIC) Track Night in America - 67% of all traffic is mobile or tablet
 2. Google search spider is heavily weighted on mobile formatting
 3. (SLIDE) Mobile Friendly Check: <https://search.google.com/test/mobile-friendly>
- iv. (PIC) NBA Example: <https://www.nba.com/>
- d. **4. Build a Site Using User Stories** - Who is visiting your site and how can you best serve them?
 - i. (PIC) of Example User Stories
 - ii. (QUESTION) Who are the primary demographic groups coming to your events?
 1. Members and Event Regulars - Can they easily find program updates, schedules, and event registration?
 2. Non-Members - Do they have a place to start if they are new? Can they easily find informational links and event information?
 3. Complete Novices - How can you present them with what you do without overwhelming them? How can you make your events and programs seem attractive?
 4. Volunteers - How can I get involved even if I don't want to drive or can't?
 5. Kids and Parents - How can my child get involved with motorsports (if applicable to your program)?
 6. What else?
- e. **5. Build a Site for Humans** - Use known COGNITIVE BIASES to your advantage!
 - i. In the same way we build sites with a certain formula for robots, we do the same for humans...
 - ii. (TT PIC) Use IMAGES with POSITIVE connotations
 1. Images act as a **psychological primer** for the human brain
 2. Images can arouse emotional reactions that can help inspire people to participate or share stories with others (via social media or word of mouth)
 3. This will set up people before they even come to your event (just make sure your event matches the imagery you're using on your website - branding)
 - iii. (PIC - FUN) Use AFFIRMATIVE statement in your CALLS TO ACTION
 1. People are more likely to respond to affirmative statements
 2. "Sign-Up NOW"
 3. "Join Today"
 - iv. Utilize common and natural READING PATTERNS
 1. 'Z' pattern (left-to-right, middle, left-to-right)
 2. Forms are particularly sensitive to reading patterns (vertical scanning)
 - v. Use ENDORSEMENTS and RATINGS where possible to help sway opinions

1. (PIC) Using Yelp, Google Ratings, Trip Advisor, etc. to help bolster your organization as one that delivers positive experiences
- vi. Use COLOR to your advantage
 1. (PIC) Great Example: <https://acloud.guru/>
 2. Red is indicative of energy, vibrancy, and youth
 3. Green gives viewers an air of optimism
 4. Blue recalls a sense of trustworthiness and openness
 5. Yellow implies haste
 6. Black implies sophistication
 7. (PIC) Remember Accessibility: <http://accessible-colors.com/>

5. How?

a. Data Driven Process

- i. Remember - If you can't measure it, it doesn't exist.
- ii. (PIC) Scientific Method
 1. (QUESTION) Ask a Question
 2. Do Research
 3. Construct a Hypothesis
 4. Test Your Hypothesis by Doing an Experiment (Prototype and Test if possible)
 5. Analyze Your Data and Draw a Conclusion
 6. Communicate Your Results - Come up with the next course of action
 7. ...Try Something Weird!

iii. Utilize tools like:

1. Google Analytics
2. Crazy Egg
3. <https://www.optimizely.com/optimization-glossary/ab-testing/>

a. (SLIDE) 2012 election - the \$60 million example

b. (PIC) Be OBJECTIVE - Don't become enamoured with your creation

- i. (QUESTION) Who knows who Pygmalion was?
- ii. Pygmalion was a sculptor who fell in love with a statue he had carved - Love what you make, but don't get attached to things which don't work!
- iii. Can lead to cognitive biases like **BLIND SPOTS** or the **OSTRICH EFFECT** (data helps with this)
- iv. List of Cognitive Biases:
<https://s3.amazonaws.com/tjn-blog-images/wp-content/uploads/2016/05/12170043/image.png>
- v. Solo Course Design Analogy - We've all see someone who had a great idea for a course design and it just didn't work out. Same thing...

c. Get FEEDBACK

- i. Good design can't occur in a vacuum (remember User Stories)
 1. Use surveys
 2. Share with Region Leadership
 3. Share with trusted participants
 4. Share with non-Region individuals
- ii. Eg. first iPhone took 5 years and 1000 people - tablet first!
- iii. Remember: YOU ARE NOT THE END USER
- iv. You Mom is not a valid use case

d. It's A PROCESS

- i. Your first iteration isn't going to be your last.
- ii. Take small bites. Do one thing at a time

e. Get help and be COLLABORATIVE

- i. Even small sites need more than one person generally.
- ii. Content is by far the hardest part of the process, so recruit early!
- iii. Find people in the region with different skills than your own

6. Other Design Resources

a. Books (higher level, how to think about what you're designing)

- i. Thinking, Fast and Slow by Daniel Kahneman (behavioral psychology, behavioral economics)
- ii. Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel (product differentiation and innovation)
- iii. Little Bets by Peter Sims (small, experimental steps in order to discover and develop new ideas)
- iv. Mistakes Were Made (But Not By Me) by Carol Tavris, Elliot Aronson (behavioral psychology)

b. Websites

- i. My Personal Favorite: <https://alistapart.com/>
(<https://alistapart.com/article/psychology-of-design>)
- ii. Tools, How-To, Learning, News: <https://www.hongkiat.com/blog/>
- iii. Reference and Inspiration: <https://www.behance.net/> and <https://dribbble.com/>
- iv. Brand Review: <https://www.underconsideration.com/brandnew/>
- v. SEO Tools and Technical Marketing Articles
 1. <https://moz.com/blog>
 2. <https://moz.com/learn/seo>
- vi. Governmental Standards
 1. <https://18f.gsa.gov/2015/09/28/web-design-standards/>

2. <https://designsystem.digital.gov/>

7. Thank You

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c. Remember to Evaluate the Presentations on the Convention App!