

Designing Successful Help for Web Applications

Designing Successful Help for Web Applications

A Comparison of Five Models for Context-sensitive Help

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What we'll cover in this session



- Definitions of web applications and web-based user assistance
- Examples of user assistance currently in use with web applications
- The usability test that WinWriters conducted on its online registration system
- What we learned about the way people use Help for Web applications

What are web applications?



- Software programs that provide some value through interaction with the user
 - Web applications will be indistinguishable in look and feel from traditional applications
- Web app profile:
 - Served to multiple users from a single source
 - Delivered to users via Internet/intranet protocols
 - Presented to users via a (customized) browser

What is web user assistance?



- The support of web apps through:
 - Domain information
 - Task-based procedures
 - UI information
- Implementation is based on the same Web app profile

Web applications



- What are the challenges for the user?
 - Frequently, the user lacks knowledge of *the domain*, rather than of the procedure
 - How helpful is this topic?

To open a database


1. On the **File** menu, click **Open Database**.
2. Click the database that you want to open, and then click **Open**.

Help designs on the Web



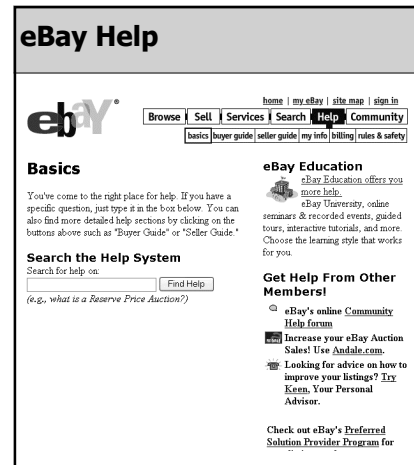
- Countless web applications are emerging
- Several prominent commercial apps present us with models for different forms of user assistance
 - eBay
 - Washington Mutual
 - MSN Money
 - Fidelity

Designing Successful Help for Web Applications




The eBay homepage is a complex interface with many navigation options. At the top, there's a search bar and links for 'Browse', 'Sell', 'Services', 'Search', 'Help', and 'Community'. Below this, there are sections for 'Specialty Sites', 'Categories', and 'Featured Items'. A 'Consumer Electronics' section is highlighted, showing various product categories like Video Games, Digital Cameras, and Home Theater Systems. A 'designer boutique' section is also visible, featuring a 'top 10' list of items.

- Very busy and complex site for buying and selling
- Lots of domain concepts required (bidding, escrow, reserve price auction)
- Prominent Help option on Home page



The eBay Help page is a dedicated resource for users. It features a search bar and a 'Find Help' button. Below the search bar, there are sections for 'Basics', 'eBay Education', and 'Get Help From Other Members!'. The 'Basics' section includes a 'Search the Help System' box. The 'eBay Education' section lists various educational resources like 'eBay University' and 'eBay University online seminars'. The 'Get Help From Other Members!' section includes links to 'eBay's online Community Help forum', 'Increase your eBay Auction Sales! Use Andale.com', and 'Looking for advice on how to improve your listings? Try Keen, Your Personal Advisor'.

- Natural language query
- Education for new users
- eBay community

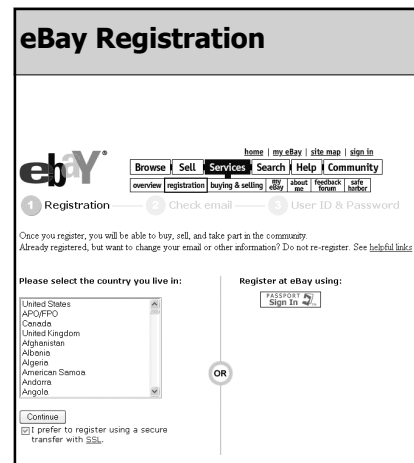


The 'New to eBay' page is designed to guide new users. It features a 'Categories' section with a list of product categories like 'Antiques', 'Books, Movies & Music', 'Coins & Stamps', 'Collectibles', 'Computers', 'Dolls, Figures', 'Jewelry, Gemstones', 'Photo & Electronics', 'Pottery & Glass', 'Sports', 'Toys, Bean Bag Plush', and 'Everything Else'. A 'Featured Items' section is also present. A red arrow points from the 'Help' link in the top navigation bar to the 'Categories' section.

If you just want to browse... A good place to begin is our categories list. Or, you can click on the "Browse" button at the top of any page.

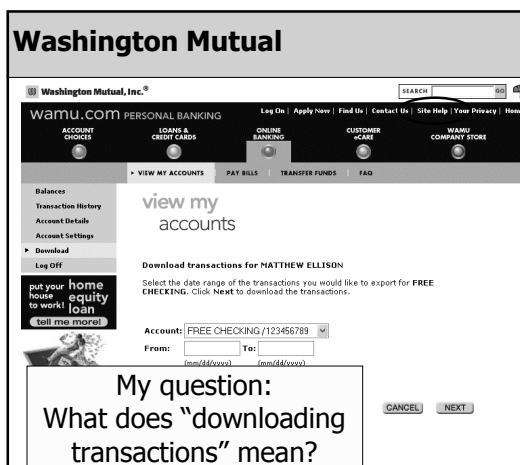
Remember: If you want to bid, you'll need to [register](#) first.

Link from Help text to actual task




The eBay Registration page is a straightforward process. It starts with a 'Registration' step, followed by 'Check email' and 'User ID & Password'. Below this, there's a section for 'Please select the country you live in:' with a dropdown menu. To the right, there's a 'Register at eBay using:' section with a 'Sign In' button. At the bottom, there's a checkbox for 'I prefer to register using a secure transfer with SSL'.

- Help and actual registration task are highly integrated
- Links to other Help information



The Washington Mutual website shows a 'view my accounts' section. It includes a 'Download transactions for MATTHEW ELLISON' button. Below this, there's a form for downloading transactions, with fields for 'Account', 'From', and 'To'. A red box highlights the 'Download' button.

My question: What does "downloading transactions" mean?




The Washington Mutual website shows a 'site map' section. It includes a 'Site Map' button and a 'site map' link. Below this, there's a 'About Wamu' section with a list of links including 'Corporate Profile', 'Our Companies', 'History', 'Your Wamu Executives', 'Values & Mission', 'Strategic Capital Fund', 'FAQ', 'About Wamu FAQ', 'Investor Relations', 'Investor Info', 'Stock', and 'Financial'.

- I assumed I was in "Help"
- So, I scrolled down to online banking...

Designing Successful Help for Web Applications


Washington Mutual



- Business Services
 - WMI Morning Report
 - Merchant Card Services
 - Payroll Services
 - Returned Item Handling
- Online Banking
 - View My Accounts
 - Balances
 - Transaction History
 - Account Details
 - Download
 - Pay Bills
 - Pay a Bill
 - Pay Multiple Bills
 - Pay a Single Bill
 - Pending Payments
 - Payment History
 - Payee List
 - Add a Payee
 - Transfer Funds
 - Transfers
 - Pending Transfers
 - History
 - Demos
 - FAQ
- Customer eCare
 - Account Services
 - Check Re-order
 - Check Copy
 - Statement Copy
 - Change My Info

- ...and selected Download
- Guess what I got?

Washington Mutual



Washington Mutual, Inc.®

wamu.com PERSONAL BANKING

Log On | Apply Now | Find Us | Contact Us | Site Help | Your Privacy | Home

ACCOUNT CHOICES LOANS & CREDIT CARDS ONLINE BANKING CUSTOMER eCARE WAMU COMPANY STORE

VIEW MY ACCOUNTS PAY BILLS TRANSFER FUNDS FAQ

Balances Transaction History Account Details Account Settings

Download

Download transactions for MATTHEW ELLISON


Select the date range of the transactions you would like to export for FREE CHECKING. Click Next to download the transactions.

Account: FREE CHECKING/123456789

From: (mm/dd/yyyy) To: (mm/dd/yyyy)

Back to where I started! CANCEL NEXT

Washington Mutual



Washington Mutual, Inc.®

wamu.com SITE HELPER

Common Questions

ONLINE BANKING COMPUTER SUPPORT

what's new in site helper

Welcome to Washington Mutual's site helper where you will find step-by-step answers to your "how-to" questions. To find your answers, you can select from the categories below, view a list of [Common Questions](#), or use the [Search Helper](#).

Online Banking

Learn about getting started with Online Banking.

Learn how to [View Your Account Online](#).

Learn how to [Transfer Funds](#) from one account to another online.

Learn about [Customer eCare](#) online.

Computer Support

Learn how to use your [Browser](#).

Learn about [Browser Configurations and Settings](#).

Learn how to troubleshoot [Connectivity](#) issues.


Learn how to troubleshoot [Downloading](#) issues.

Learn how to troubleshoot [Error Messages](#).

Learn about [Security and Privacy](#) online.

This looks more promising!

Washington Mutual



View Your Accounts


- How do I view my Balances?
- How do I view my Transaction History?
- How do I view my Account Details-CD?
- How do I view my Account Details-Checking?
- How do I view my Account Details-Savings?
- How do I view my Account Details-IRA?
- How do I download (export) my account history?
- How do I Log off?

Pay Bills

- How do I use the Pay Bills feature?
- How do I Pay Multiple Bills?

- But I already know how to download my account history!
- Domain Help is missing

Washington Mutual



Washington Mutual, Inc.®

wamu.com SITE HELPER

Common Questions Help

ONLINE BANKING COMPUTER SUPPORT

How do I download (export) my account history?

To download (export) your account history, perform the following steps:

- After logging in, from the **Online Banking** menu, click **VIEW MY ACCOUNTS**.

Washington Mutual, Inc.®

wamu.com PERSONAL BANKING

Log On


PERSONAL ACCOUNT SMALL BUSINESS ACCOUNTS & LOANS

VIEW MY ACCOUNTS PAY BILLS

Balances Transaction History

Procedural topic appears to be telling me what I already knew...

What about that FAQ option?



online banking faq

Online Banking

- What do I need to bank with Washington Mutual on the Internet?
- Is special software required for Online Banking?
- Can I enroll in Online Banking if I don't live in the United States?
- How much does Online Banking cost?
- What is an Internet browser?
- What should I do if my Internet browser doesn't meet your criteria?
- What is an Internet Service Provider (ISP)?
- Can I use any Internet Service Provider?
- What about security?
- I currently use Washington Mutual's Pay-by-PhoneSM (PBP) service. Can I still use this service if I sign up for Online Banking?
- How is using Online Banking with Bill Pay via telephone different from the way I used PBP to pay my bills?
- How does Bill Pay work and when is the money withdrawn from my account?
- When will transfers, Bill Pay transactions and account activity be processed and effective on my accounts?
- If I'm traveling and not at home, can I still use Online Banking with Bill Pay?
- I have Washington Mutual business accounts. Can I access them through Online Banking?
- What bills can I pay using Online Banking with Bill Pay?
- How frequently is my account information updated?
- As a customer, what additional things do I need to do to make sure my bills are paid successfully through this Online Banking Bill Pay service?
- How do I contact Washington Mutual if I would like to find out more about Online Banking or have a question about my account?

A long list requiring a time-consuming search

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MSN Money

Manage All Accounts - MSN Money - Microsoft Internet Explorer

Address: http://moneycentral.msn.com/banking/accounts/manage.asp?ISS=1

Help

For help on this page, click a topic:

- To add an account to My Accounts
- To delete an account from My Accounts
- What should I do if I think my account information is inaccurate?
- To view account details
- What is the My Accounts feature?
- How do I know my information in My Accounts is secure?

For help on MSN Money (type words here)

Context-sensitive "Pane" Help

Fidelity

Fidelity.com LOGIN/LOGOUT Home | Open an Account | Help

My Fidelity Accounts & Trade Quotes & Research Planning & Retirement Products & Services Customer Service

Wednesday, January 9, 2002

Open an Account

General Investing

Investing in and trading stocks, mutual funds, and other securities (The Fidelity AccountSM)

Retirement Investing

- Both or Traditional IRA
- Changing jobs or retiring and need to consolidate employee-sponsored plan assets (Rollover IRA)
- Self-employed (SEP-IRA, Keogh, SIMPLE)
- Tax-deferred annuity for retirement savings

Other Investing

- Saving for a child (529 Plans, UGMA/UTMA)
- Business Accounts
- Trust, Estate, or Non-Trust Fiduciary
- Charitable giving (Charitable Gift Fund)
- Life Insurance

Welcome to **Fidelity InvestmentsSM**

Select your investment need to begin *The Fidelity Difference*

- Complex site
- Lots of domain knowledge required
- Help embedded within application window

Fidelity

Select an Account | Account Summary - Microsoft Internet Explorer

Individual Fidelity AccountSM

Account description: The Individual Account is a registration type of the Fidelity Account, a brokerage account with trading and cash management features, for eligible customers.

Customer profile: This account can be opened by investors 18 and older. The account offers comprehensive features for mutual fund and stock traders alike.

Investment choices: Stocks, bonds, options, and over 4,500 mutual funds from Fidelity and other well-known fund companies. Qualified traders can access margin, trade options, and access IPOs.^{*}

Notable account features:

- Lower pricing for online stock commissions. (See the Brokerage Commission and Fee Schedule under the Products and Services tab by selecting Brokerage for complete details.)
- Online transactions including trading and account access.
- Features for Everyday FinanceSM include unlimited checking, Fidelity BillPaySM, Fidelity American ExpressSM cards and electronic funds transfer using Fidelity Money LineSM.

Minimums and fees:

- Minimum to open account: \$2500
- Higher account minimum applies to certain cash management features.
- Fees: An account fee may apply for Brokerage customers. (See the Brokerage Commission and Fee Schedule under the Products and Services tab by selecting

Additional details about the Account displayed in a secondary window

Not formally labeled Help, but helpful

Fidelity

Fidelity.com

Step 1 of 4: Personal Information

Personal Information | Account Owner

First name: []

Middle name: []

Last name: []

Social Security number: [] - [] - []

Date of birth (mm/dd/yyyy): [] / [] / []

Country of citizenship: ☐ U.S. ☐ Other []

Country of tax residence: ☐ U.S. ☐ Other []

E-mail address: []

Driver's License number: []

Driver's License: []

Permanent Address:

Address line 1: []

Address line 2: []

City: []

Field level Help available

Help

Choose a topic below for more information:

- Account Registration
- E-mail address
- Driver's License number

E-mail Address [Close]

By providing us your email address you will receive personalized Fidelity news and information, and at your request you can receive notifications of online statements, confirmations, and when available, Fidelity mutual fund prospectuses and financial reports. You may withdraw your consent, change or verify your preferences or update your e-mail address at the "My Profile & Preferences" section of Fidelity.com.

Fidelity

Fidelity Investments - Microsoft Internet Explorer

Quotes | Charts | News | Watch List

Symbol: IBM [Go] Symbol Lookup

Delayed 13 of 01/09/2002 4:00pm

INTERNATIONAL BUSINESS MACHINES

Trade Research Add to Watch List Detailed Quote Real Time Quotes (login)

Quotes are delayed at least 20 minutes and are based on composite quotes.

Last [Tid]	124.49 [+]
Change	\$ -0.21
% Change	\$ -0.17%
Bid	N/A
Ask	N/A
Open	124.70
Volume	6,839,900
Day High	126.39
Day Low	124.15
Previous Close	124.70
Previous Close Date	01/08/2002

Link to Help from term in application

The usability test

- Based on the WinWriters Conference online registration process
- Objectives:
 - Refine the process for future conferences
 - Compare the usability of the various Help designs on the Web
 - Learn more about how users complete web-based tasks
- The task:
 - To register 3 authors with varying requirements (seminars, certificate schemes)

Designing Successful Help for Web Applications

The usability test

- Focus on providing domain knowledge...
 - Do I have to be studying full-time to qualify for the Student discount?
 - What is the LaunchPad Certificate Program?
- ...rather than procedural Help:
 - How do I select a seminar?
 - How do I move to the next screen?
- Focus on context sensitive implementation of the Help

A four-page registration form

WinWriters Online Help Conference

ONLINE Registration

Step 2 of 4 - Registrant Information

Please enter the contact information	
Name (required)	Title
Organization	Email Address (required)
Address (required)	Employee Mail Stop and Department
ZIP/Postal Code	Country (if not U.S.A.)
Phone (required)	Fax
Group Contact Person (required for group registrations)	

Move to Step 3 Reset form

Five versions of the online registration process

1. No Help information
2. Side-by-side, field-level Help
3. Page-level Help in a separate window
4. Field-level Help in a separate window
5. Help built into the user interface

No Help information

WinWriters Online Help Conference

ONLINE Registration

Step 1 of 4 - Session Selection

General Sessions • Monday through Wednesday		
Single registrant	<input type="radio"/>	\$1,395
Returning attendee	<input type="radio"/>	\$1,195
Group of 2 to 5	<input type="radio"/>	\$1,325
Group of 6 or more	<input type="radio"/>	\$1,195
Student	<input type="radio"/>	\$695
None	<input type="radio"/>	
Sunday All-Day Seminar • 9:00 am - 4:00 pm		
Improving Help Design through User Site Visits • D25 Rob Houser, User First Services	<input type="radio"/>	\$295
None	<input type="radio"/>	
Sunday Morning Seminars • 9:00 am - 12:30 pm		
Working with Microsoft HTML Help 1.x "Under the Hood" • W13 Cheryl Lockett Zubak, Work White	<input type="radio"/>	\$195
Creating WebHelp with RoboHelp HTML Version 10 • T44 Char James-Tanny, JTF Associates	<input type="radio"/>	\$195

Side-by-side, field-level Help

WinWriters Online Help Conference

ONLINE Registration

Step 1 of 4 - Session Selection

General Sessions • Monday through Wednesday		
Single registrant (Help)	<input type="radio"/>	\$1,395
Returning Conference attendee (Help)	<input type="radio"/>	\$1,195
Group of 2 to 5 (Help)	<input type="radio"/>	\$1,325
Group of 6 or more (Help)	<input type="radio"/>	\$1,195
Student (Help)	<input type="radio"/>	\$695
None (Help)	<input type="radio"/>	
Sunday All-Day Seminar • 9:00 am - 4:00 pm		
Improving Help Design through User Site Visits • D25 Rob Houser, User First Services (Help)	<input type="radio"/>	\$295
None	<input type="radio"/>	
Sunday Morning Seminars • 9:00 am - 12:30 pm		
Working with Microsoft HTML Help 1.x "Under the Hood" • W13 Cheryl Lockett Zubak, Work White (Help)	<input type="radio"/>	\$195
Creating WebHelp with RoboHelp HTML Version 10 • T44	<input type="radio"/>	\$195

Help

Overview of Step 1

In Step 1, you need to supply the following information:

- The applicable fee for the General Sessions (if you plan to attend them)
- The Sunday seminars that you require
- Whether you would like to enroll in the LaunchPad Certificate Program

Note: You do not have to attend the General sessions in order to register for the Sunday seminars

The fee for General Sessions covers all Conference sessions from Monday February 11 through Wednesday, February 13. There is a separate fee for each of the Sunday seminars. As you make your selections, the fees are totaled at the bottom of the table.

Page-level Help in a separate window

WinWriters Online Help Conference

WinWriters Conference Registration - Microsoft Internet Explorer

Contents Index Search

Step 1

In Step 1, you need to supply the following information:

- The applicable fee for the General Sessions (if you plan to attend them)
- The Sunday seminars that you require
- Whether you would like to enroll in the LaunchPad Certificate Program

Overview of the Registration Process

Group Registrations

LaunchPad Certificate Program

Step 1

Step 2

Step 3

Step 4

Working with Microsoft HTML Help 1.x "Under the Hood" • W13
Cheryl Lockett Zubak, Work White

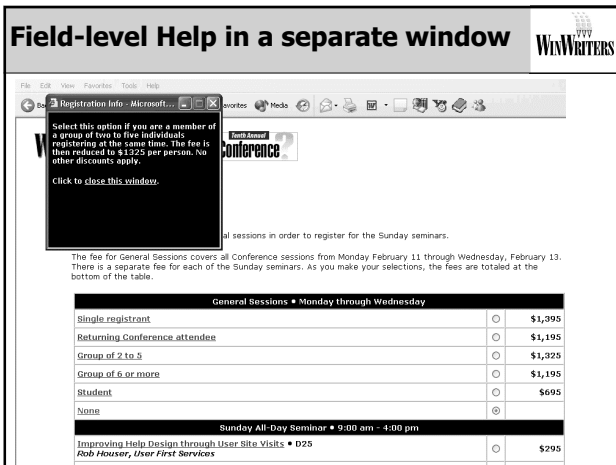
Creating WebHelp with RoboHelp HTML Version 10 • T44

My Computer

Help on Step 1

Designing Successful Help for Web Applications

Field-level Help in a separate window

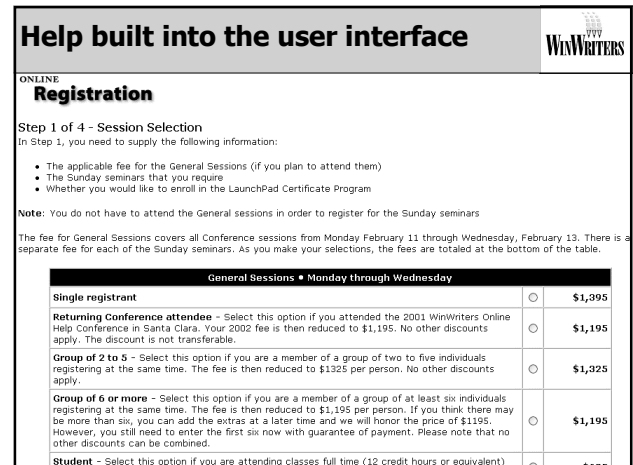


The screenshot shows a web browser window titled "Registration Info - Microsoft..." with a registration form. A separate window titled "WinWriters Conference?" is open, displaying a message: "Select this option if you are a member of a group of two to five individuals registering at the same time. The fee is then reduced to \$1325 per person. No other discounts apply. Click to close this window." The registration form includes a table for "General Sessions • Monday through Wednesday" and a "Sunday All-Day Seminar • 9:00 am - 4:00 pm".

General Sessions • Monday through Wednesday	
Single registrant	<input type="radio"/> \$1,395
Returning Conference attendee	<input type="radio"/> \$1,195
Group of 2 to 5	<input type="radio"/> \$1,325
Group of 6 or more	<input type="radio"/> \$1,195
Student	<input type="radio"/> \$695
None	<input type="radio"/>

Sunday All-Day Seminar • 9:00 am - 4:00 pm	
Improving Help Design Through User Site Visits • D25 Rob Houser, User First Services	<input type="radio"/> \$295

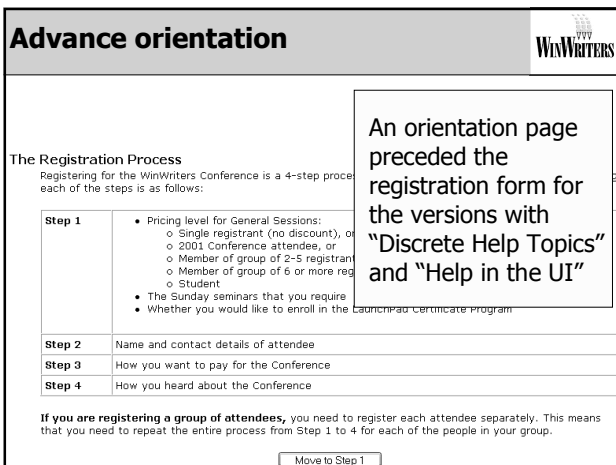
Help built into the user interface



The screenshot shows a web browser window titled "Registration" with a registration form. The form includes a "Step 1 of 4 - Session Selection" section. The help text is integrated into the form, providing instructions and pricing information. The registration form includes a table for "General Sessions • Monday through Wednesday" and a "Sunday All-Day Seminar • 9:00 am - 4:00 pm".

General Sessions • Monday through Wednesday	
Single registrant	<input type="radio"/> \$1,395
Returning Conference attendee - Select this option if you attended the 2001 WinWriters Online Help Conference in Santa Clara. Your 2002 fee is then reduced to \$1,195. No other discounts apply. The discount is not transferable.	<input type="radio"/> \$1,195
Group of 2 to 5 - Select this option if you are a member of a group of two to five individuals registering at the same time. The fee is then reduced to \$1,325 per person. No other discounts apply.	<input type="radio"/> \$1,325
Group of 6 or more - Select this option if you are a member of a group of at least six individuals registering at the same time. The fee is then reduced to \$1,195 per person. If you think there may be more than six, you can add the extras at a later time and we will honor the price of \$1,195. However, you still need to enter the first six now with guarantee of payment. Please note that no other discounts can be combined.	<input type="radio"/> \$1,195
Student - Select this option if you are attending classes full time (12 credit hours or equivalent)	<input type="radio"/> \$695

Advance orientation



The screenshot shows a web browser window titled "The Registration Process" with a registration form. The form includes a "Step 1" section with a list of pricing levels for General Sessions. An orientation page is displayed, titled "An orientation page preceded the registration form for the versions with 'Discrete Help Topics' and 'Help in the UI'".

The Registration Process	
Step 1	<ul style="list-style-type: none">Pricing level for General Sessions:<ul style="list-style-type: none">Single registrant (no discount), or2001 Conference attendee, orMember of group of 2-5 registrantMember of group of 6 or more registrantStudentThe Sunday seminars that you requireWhether you would like to enroll in the LaunchPad Certificate Program
Step 2	Name and contact details of attendee
Step 3	How you want to pay for the Conference
Step 4	How you heard about the Conference

What we learned about orientation

- Orientation information at the start of the task was critical to success
 - Participants didn't seek this information
 - However, when it was presented to them, they read it and benefited from it

Without orientation...


- "What's throwing me here is that I'm registering a group, but the seminars seem to be for individuals. It seems clear that I should choose the group, and deal with the seminars later on."
- "That's interesting - I've told them I'm registering 2-5 people, but they only have one name...I'm worried about sending the registration now - they only have one name."

With orientation...

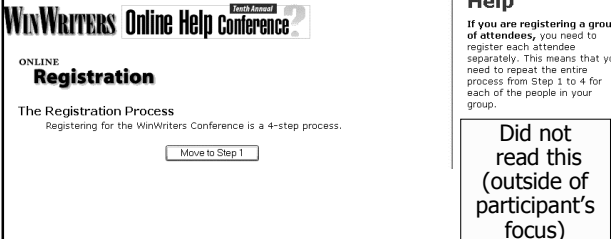
- M: "Happy?"
P: "Yes - it's good that it has all this information."
M: "What are you trying to do?"
P: "I'm trying to register Ann Kirkman"
- "So, I've registered one person - I have only identified that person yet... I have to do each person individually. It did tell me on page one that I had to do the whole process for everyone."

Designing Successful Help for Web Applications


What we learned



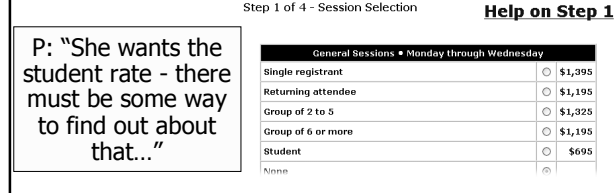
- Participants did not generally read guidance information unless it was embedded within the task



What we learned




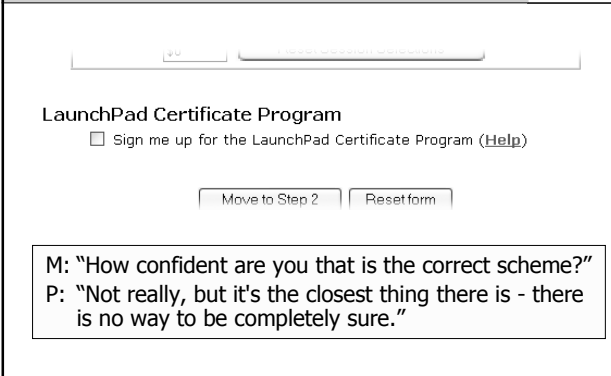
- Participants frequently required prompting to select the Help option
 - They did not expect "Help" to provide domain information




General Sessions • Monday through Wednesday	
Single registrant	\$1,395
Returning attendee	\$1,195
Group of 2 to 5	\$1,325
Group of 6 or more	\$1,195
Student	\$695
None	

Further evidence






Participants learned to use the Help



- From:
 - M: "How sure are you that Kylie qualifies for the Student discount?"
 - P: [On considering Help link]: "I hate going to Help!"
- To:
 - P: "He's interested in the other certificate program. Let me go check the Help again." [suddenly a Help devotee!]


From that participant:



- "I think that people don't select the Help because they think they're going to get a lot of information they don't need.

I've always found that, in Windows, the Help button doesn't get you anywhere - it's too broad."

Participants learned to use Help



- Only 7 out of the 16 participants registered the first attendee accurately

whereas...

- All 11 of the participants (who managed to progress that far) registered the third attendee accurately

Designing Successful Help for Web Applications

What we learned



- Text links to user assistance were sometimes confused with actions

General Sessions • Monday through Wednesday

Single registrant	<input type="radio"/>	\$1,395
Returning Conference attendee	<input type="radio"/>	
Group of 2 to 5	<input type="radio"/>	
Group of 6 or more	<input type="radio"/>	
Student	<input type="radio"/>	

P: "Well, there are 2-5, so I'll click on that."
Selected the Help by clicking on the link - seemed confused.
P: "It's not allowing me to select 2-5 - shall I try Single Registrant?"

What we learned



- Participants read the side-by-side Help only when they caused it to change
 - There was usually a slight delay before they shifted their focus to the right

None	<input type="radio"/>	\$1,395
Sunday Afternoon Seminars • 1:30 - 5:00 pm		
Designing and Creating HTML-based Help with Dreamweaver • H02 Jason Gervich, <i>Helping Hand</i> (Help)	<input type="radio"/>	\$195
Context-Sensitive Help: Crossing the Great Divide Between Writers and Developers • W16 David Locke, WordSmith Ltd, and Paul O'Rear, <i>Helpful Solutions</i> (Help)	<input type="radio"/>	\$195
Designing Effective User Assistance: What We Can Learn from Computer Games • D31 Scott DeLoach, <i>User First Services</i> (Help)	<input type="radio"/>	\$195

Help
Designing and Creating HTML-based Help with Dreamweaver
Jason Gervich, *Helping Hand*
Sunday, 1:30 - 5:00 pm
Experience Level: Novice/Intermediate
— YOU WILL LEARN —
• Steps for creating HTML-based Help with Dreamweaver
• How to plan an HTML-based

The separate Help window



Participants did not display the navigation pane unless heavily prompted

The separate scrolling Help window caused problems for one (of four) of the participants

Step 1 - Microsoft...
File Edit View Favo
Google +
Show More Help

Step 1
In Step 1, you need to supply the following information:

- The applicable fee for the General Sessions (if you plan to attend them)
- The Sunday seminars that you require
- Whether you would like to enroll in the LaunchPad Certificate Program

Note: You do not have to attend the General sessions in order to register for the Sunday seminars

The fee for General Sessions covers all Conference sessions from Monday February 11 through Wednesday, February 13. There is a separate fee for each of the Sunday seminars. As you make your selections, the fees are totaled at the bottom of the table.

General Sessions

Mixed response for "auto-scroll"



Please select a method of payment below:

- ☐ Credit Card [Help](#)
- ☐ Corporate Purchase Order [Help](#)
- ☐ Check [Help](#)

Clicking this scrolls down the page to here

Payment by Corporate Purchase Order
Corporate Purchase Order Number (required) [Help](#)

Move to Step 4 Reset form

"I clicked Corporate PO, and it moved me down when I was still reading the cancellation policy (above). That was annoying!"
"That's nice! That's very slick!"

What we learned overall



- Advance orientation improves accuracy and the experience
- Participants needed domain knowledge, but did not seek it in "Help"
- Participants learned on the job
- Field level Help was easier to use than page-level Help (but did not have a significantly higher uptake)
- Participants using "Help built into the UI" were most accurate, but not quickest
- Participants using the version with no Help were least accurate

Questions?

Source files and detailed observations for the usability test can be downloaded from www.winwriters.com/stc02



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