Web Manager University

New Media Talks

User centered design

Kath Straub, PhD
Usability.org

SOME OBSERVATIONS

PEW Internet & American Life Project

collects self-report data on what people do (or don't) online...

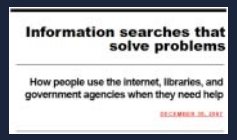
	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

58%

of respondents asked how they solved one of 10 possible problems requiring connection or information from the government said they did it

on the internet

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT



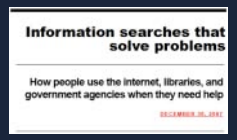
58%

of respondents asked how they solved one of 10 possible problems requiring connection of information from the government said they did it

How people look for information has changed.

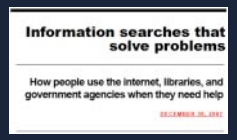
on the internet

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT



78% of people have visited a government website.

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT



Top Tasks

50%

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
		Email	Email	Email	Email	Email	Email
2	Personal tax problem	Search	Search	Search	Search	Search	Search
3	Explore govt. benefits	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Community matters	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Programs agencies offer	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Getting car liscence	Buy Something	Get News	Make travel reser.	Get news	**Visit Gov't Site**	Buy something
7	Research for school or	Get Health Info	Make Travel Reser.	Buy something	Make travel reser.	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	**Visit Gov't Site**	**Visit Gov't Site**	Get news	**Visit Gov't Site**
9	Read Blog	Make Travel Reser.	**Visit Gov't Site**	Research for job	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	**Visit Gov't Site**	Get religious info	IM	Play games	Watch video	Watch video
16	P						

more thar

PEW / INTER
PEW INTERNET & AMERICAN LIFE

REPORTS: DEMOGRAPHICS

Generations Online in 2009

1/28/2009 | Report | Sydney Jones Susannah Fox

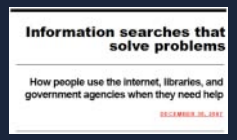
face to face

over the phone

BUT
the way people interact with government is still evolving...

via the internet

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT



face to face

over the phone

Get a drivers license

Resolve a personal tax issue

Learn about programs

via the internet

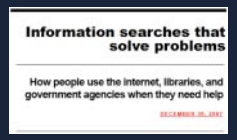
Explore benefits

Do research

The way people interact with government depends on the problem they are trying to solve.

PEW / INTERNET

PEW INTERNET & AMERICAN LIFE PROJECT



Reminder

For some tasks people still want to interact with other people.

Not websites.

Evidence-driven DESIGN

What is User-centered design?

User-centered design (UCD) is a **process** in which the needs, wants, and limitations of the end user of an interface or document are given extensive attention at each stage of the design process. User-centered design can be characterized as a **multi-stage** problem solving process that not only requires designers to **analyze** how users are likely to use an interface, but also to **test** the validity of their assumptions with regards to user behaviour in real world tests **with actual users**.

User-centered design

Usability Ergonomics

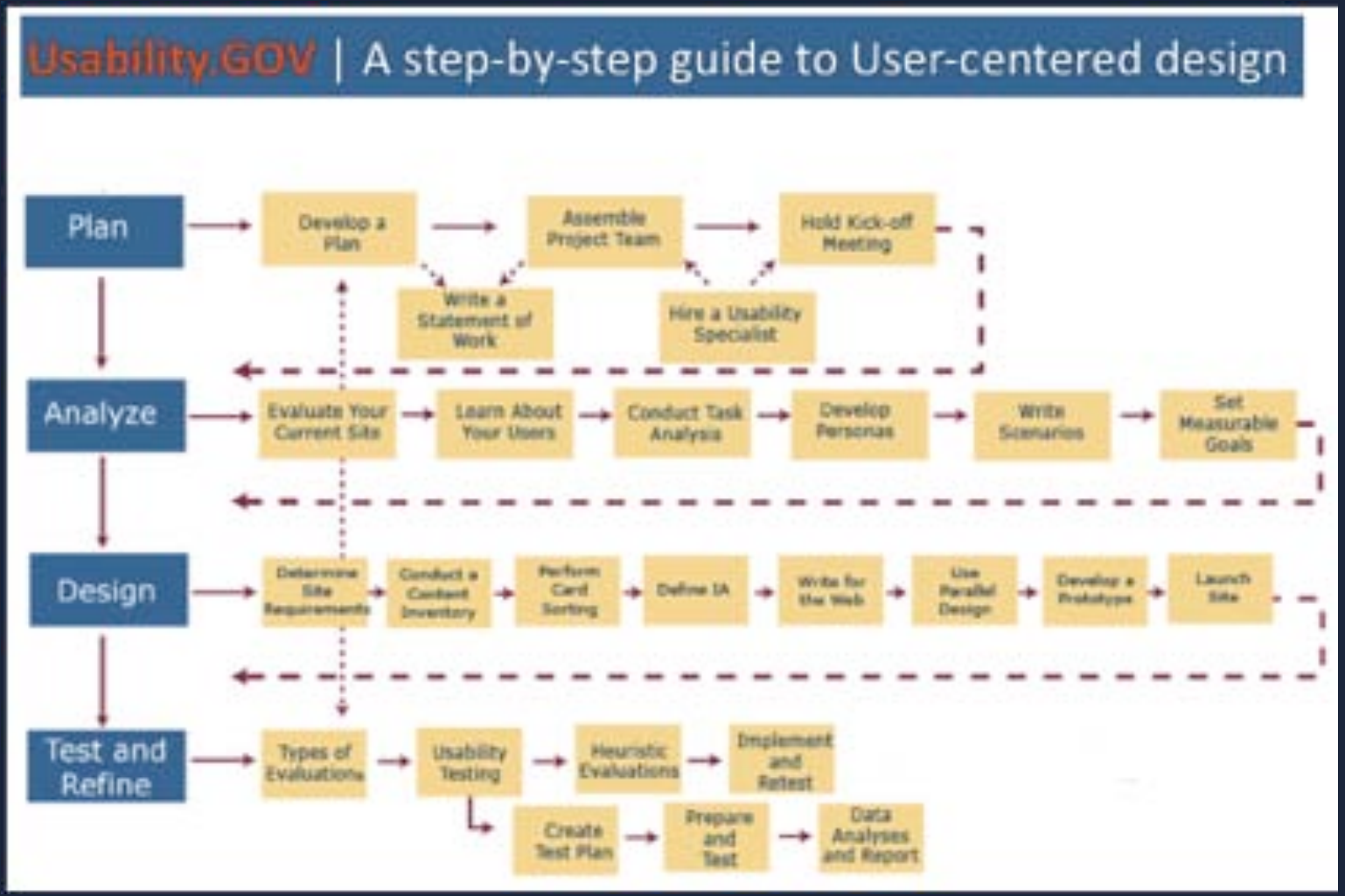
Human Factors Engineering

Citizen-centered design

Persuasive Design

Usability fact: A good way to confuse people is to give one thing 5 names and then use them interchangeably.

AUTO BRAKE
LRC
IAS
EPR
2.02
2.02

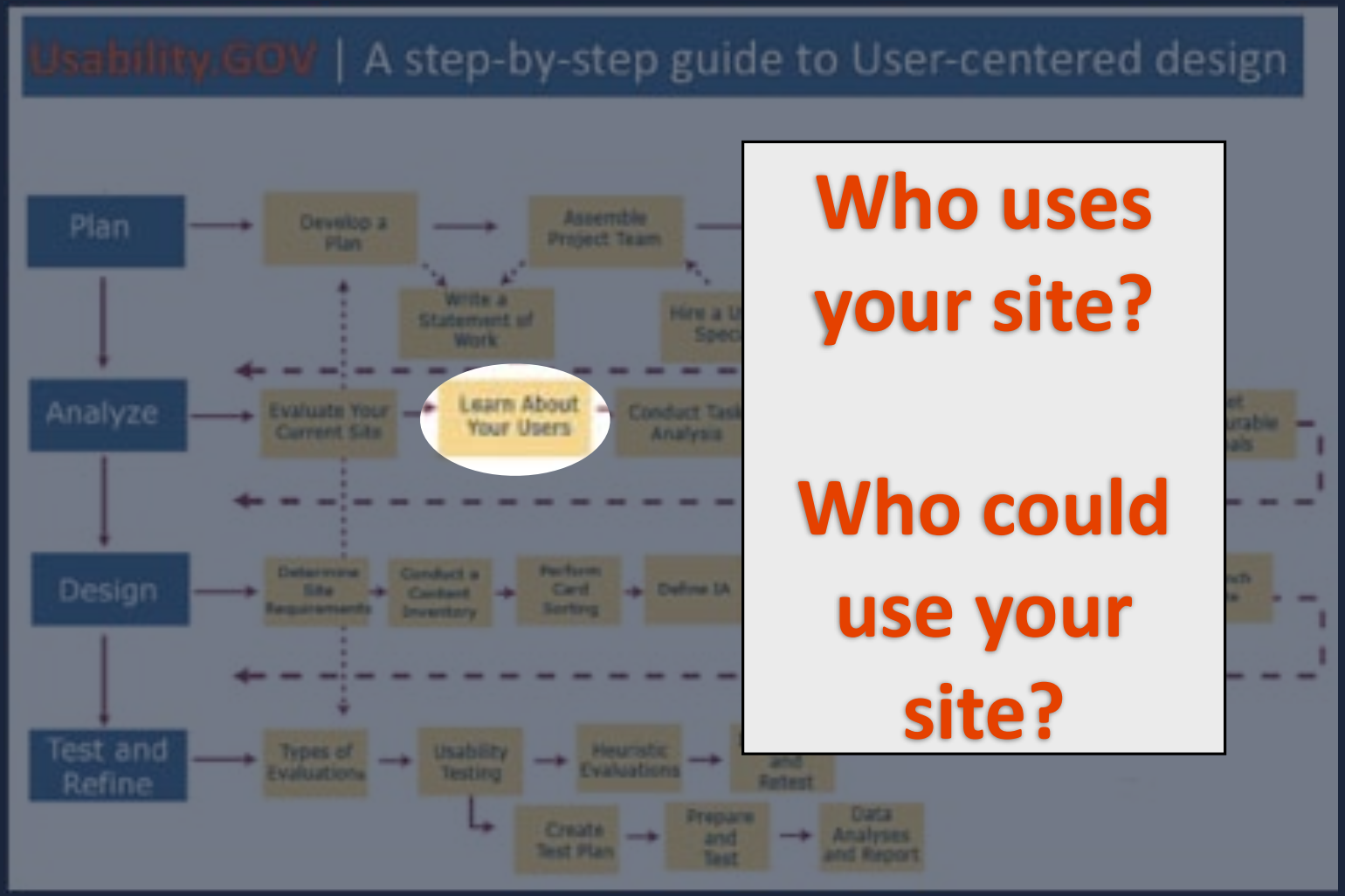

Usability.GOV | A step-by-step guide to User-centered design
Plan
Develop a Plan
Assemble Project Team
Hold Kick-off Meeting
Write a Statement of Work
Hire a Usability Specialist
Analyze
Evaluate Your Current Site
Learn About Your Users
Conduct Task Analysis
Develop Personas
Write Scenarios
Set Measurable Goals
Design
Determine Site Requirements
Conduct a Content Inventory
Perform Card Sorting
Define IA
Write for the Web
Use Parallel Design
Develop a Prototype
Launch Site
Test and Refine
Types of Evaluations
Usability Testing
Heuristic Evaluations
Implement and Retest
Create Test Plan
Prepare and Test
Data Analyses and Report

Usability.gov – Usability Home
http://usability.gov/index.html
Google
Usability.gov – Usability Home
Usability.gov
Your guide for developing usable & useful Web sites
Search
SHARE
Font Size
Print
Download Reader
Home
Basics
Methods
Templates
Resources Across Government
Articles & Discussion
Guidelines
About Us
Please don't make me think!
Usability.gov is a one-stop source for government web designers to learn how to make websites more usable, useful, and accessible. The site addresses a broad range of factors that go into web design and development. The site will help you to:
Plan and design usable sites by collecting data on what users need
Develop prototypes
Conduct usability tests and write up results
Measure trends and demographics
Usability Basics and Methods
The Usability Basics section provides information about what usability is, why it is important, how much it costs, measurement and other basic information. The Usability Methods section includes various user-centered design methods that can help improve the usability of your site. Find out how to perform card sorting, create personas and other great methods.
Templates
Usability.gov provides a wide range of templates for your use. They can be customized for your organization's usability needs. All of the templates are in the public domain and can be freely downloaded.
Guidelines
Articles & Discussion
Organizing Content on Web Sites
join in
As many of you well know, designing a Web site can be very difficult. Part of that difficulty is in creating an information architecture that represents your content and labeling the links to make that content easy to find. Read More and Comment.
Done
GREAT resource

Take-away

User-centered design is an

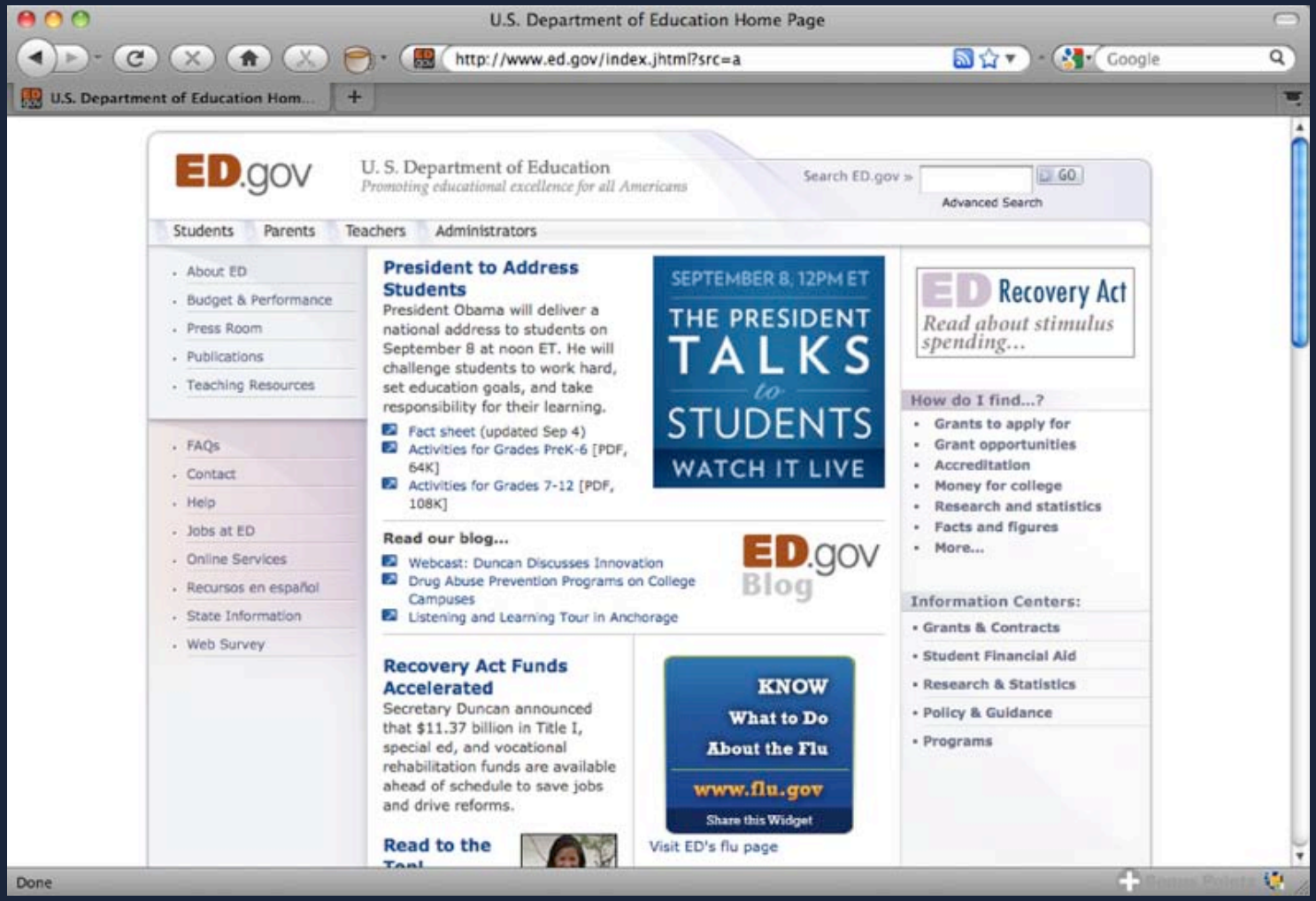
iterative process



Who uses your site?

Who could use your site?

Usability tip: Usabilty.gov has tools to help you do these things.



Usability tip: Sometimes your obvious users are not your primary users.

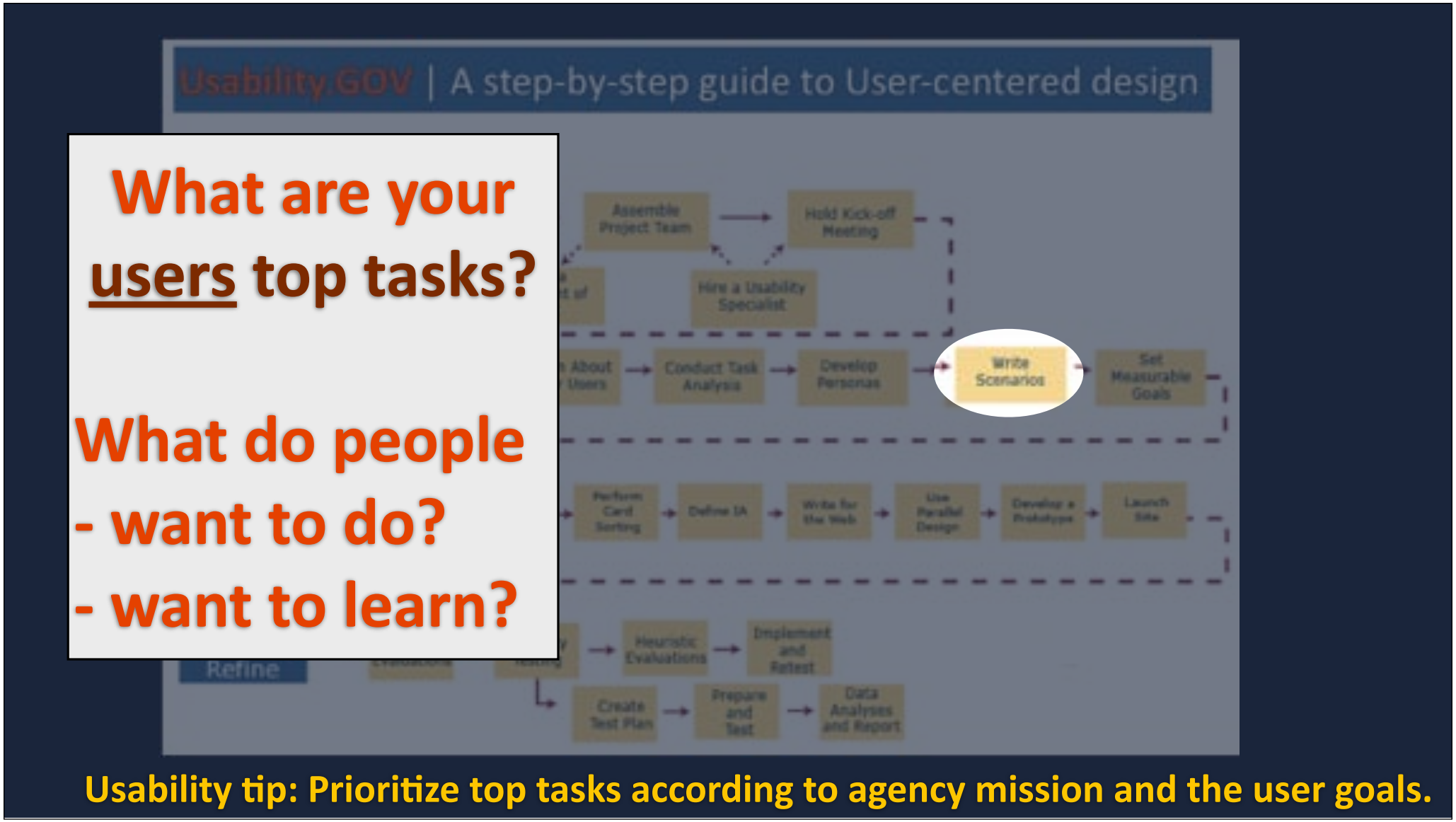
Quick & Easy Customer Profile

GREAT resources

Take-away

The first step in the process is to

know your users


Usability.GOV | A step-by-step guide to User-centered design
What are your users top tasks?
What do people
- want to do?
- want to learn?
Assemble Project Team
Hold Kick-off Meeting
Hire a Usability Specialist
Conduct Task Analysis
Develop Personas
Write Scenarios
Set Measurable Goals
Define IA
Heuristic Evaluations
Implement and Retest
Create Test Plan
Prepare and Test
Data Analyses and Report
Refine
Usability tip: Prioritize top tasks according to agency mission and the user goals.

3.
Volume
control

1.
ON/OFF

2.
Change
channels

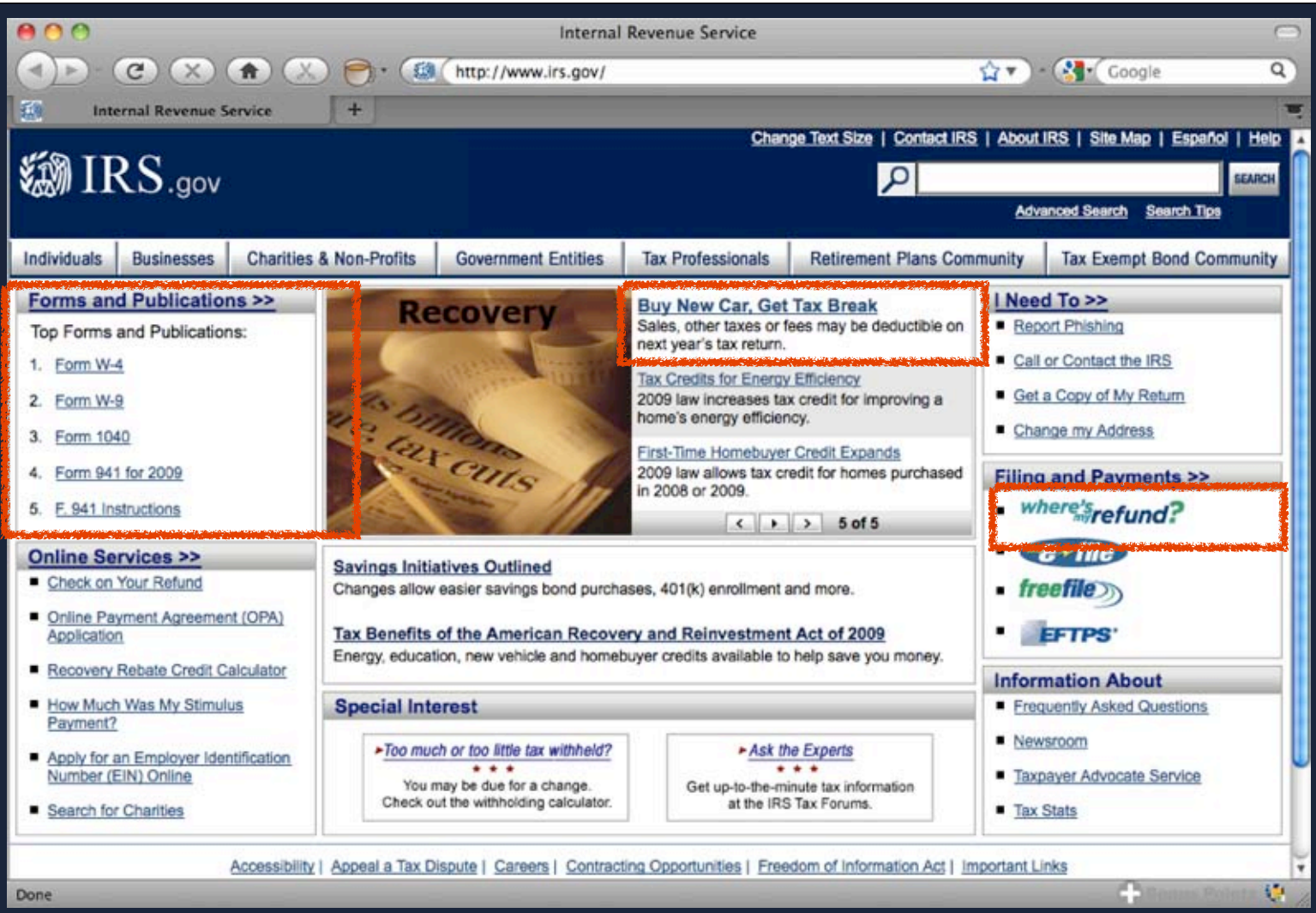
Usability tip: Learn your users' top 2 or 3 tasks. Get those right first.

Eyetracking is a research technique that lets us watch where people look how long they look there.

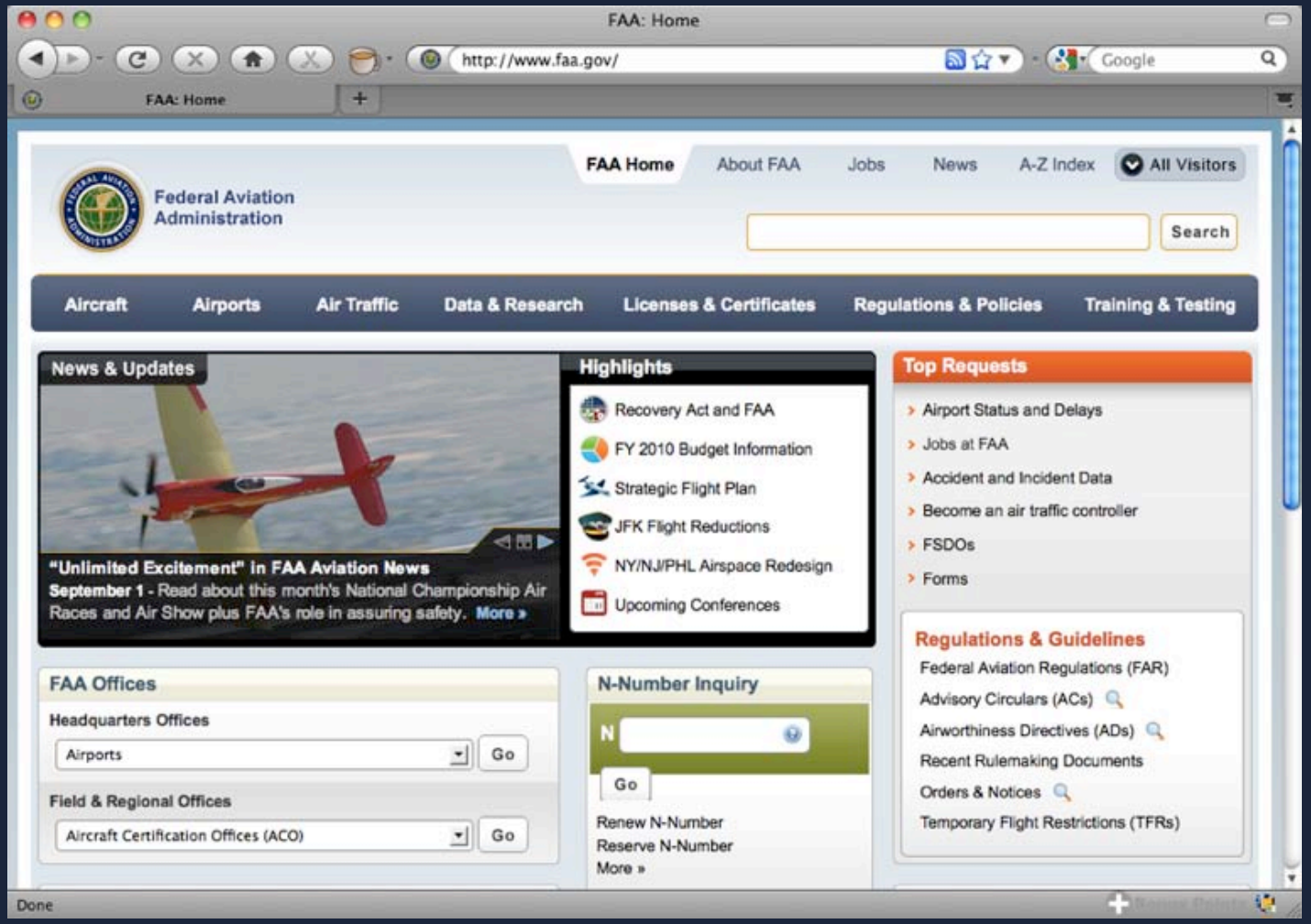
Usability tip: Put important things where people will naturally “trip over them”

Shameless plug:

Learn more about eyetracking and other usability research @ the Web Manager University Reseach in Practice December 9th .



Usability tip: Put the information that people want where they look first.



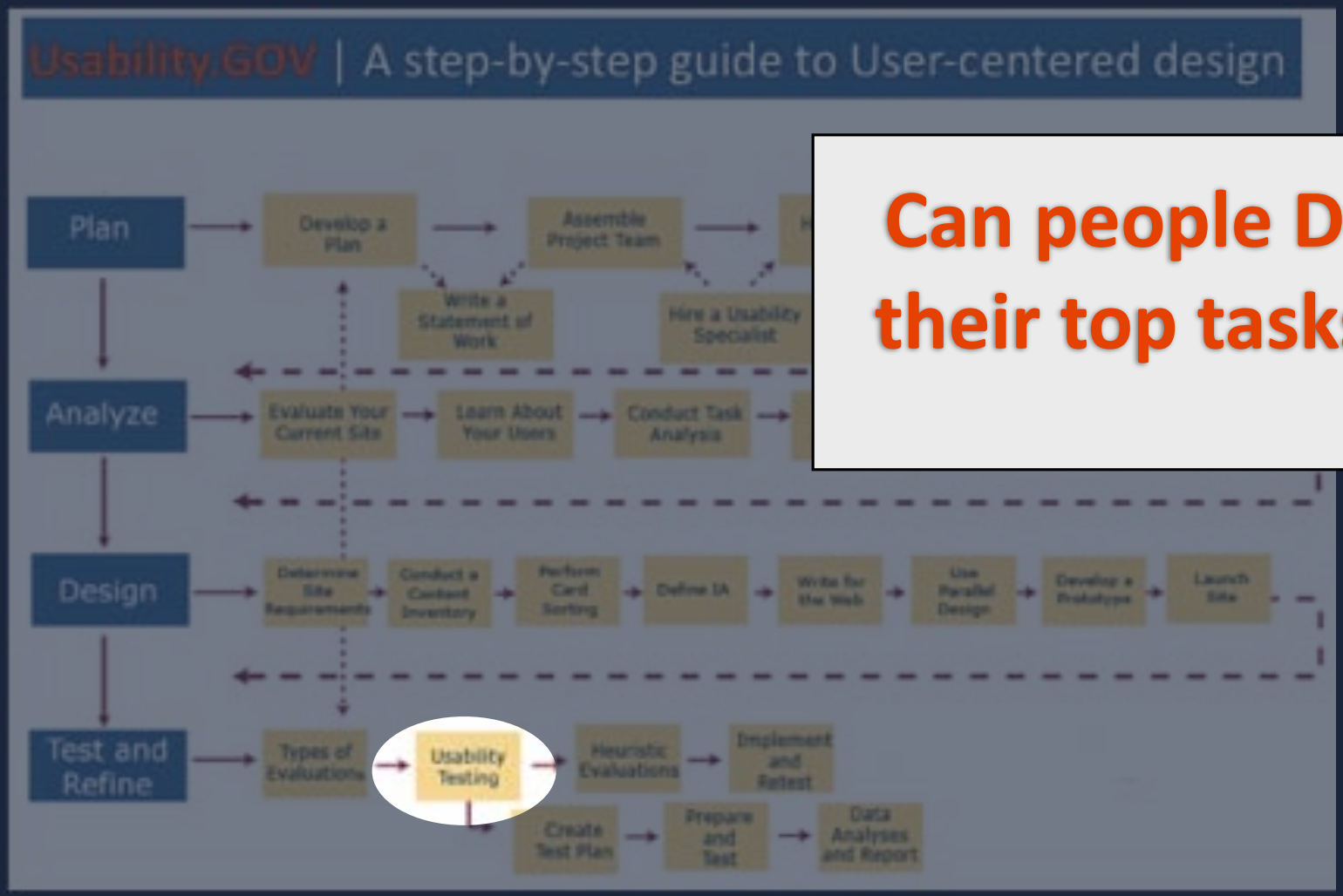
Usability tip: Design elements like bright colors draw user's attention to key content.

Take-away

Great websites help people do

a few top tasks

really well.



Can people DO their top tasks?

Benefits of Usable Websites

1. Citizen get MORE done more efficiently
2. GovStaff does MORE meaningful work
3. Getting things done costs LESS

Why WEBSITES FAIL

"You put your hands under other dryers, rub them a bit, then give up and wipe your hands on your trousers. It's something that's always annoyed me."

James Dyson

James
Dyson
The cyclonic separation
vacuum cleaner inventor guy

If you watch people use this*

1. They put their hands in.
2. They try to rub them a bit
3. They give up ... and wipe their hands on their trousers.

Usability Tip: Observing people in the field is a form of usability testing.

If you watch people use this* →

1. They put their hands.
2. They try to rub them a bit
3. They give up ... and wipe their hands on their trousers.

← Sound familiar?

Usability Tip: In usability terms this is a “mental model mismatch”

Take-away

Tasks feel easy when they reflect the **mental model** that the user already has.

Other common problems cited by usability test participants

"The wrong stuff is on top"

"I can't find things"

"Content isn't helpful"

"Its in GovSpeak"

"Content is outdated"

" Its a giant wall of words"

"The pictures don't help me"

"I'm not after a news feed"

"Its organized like the government"

"I *know its here, I just cant find it*"

Watch representative users try to do their top tasks.

Can they....
1. Find what they need
2. Understand it
3. Act on it

Usability tip: Its important to watch REPRESENTATIVE users. Not your workmates.

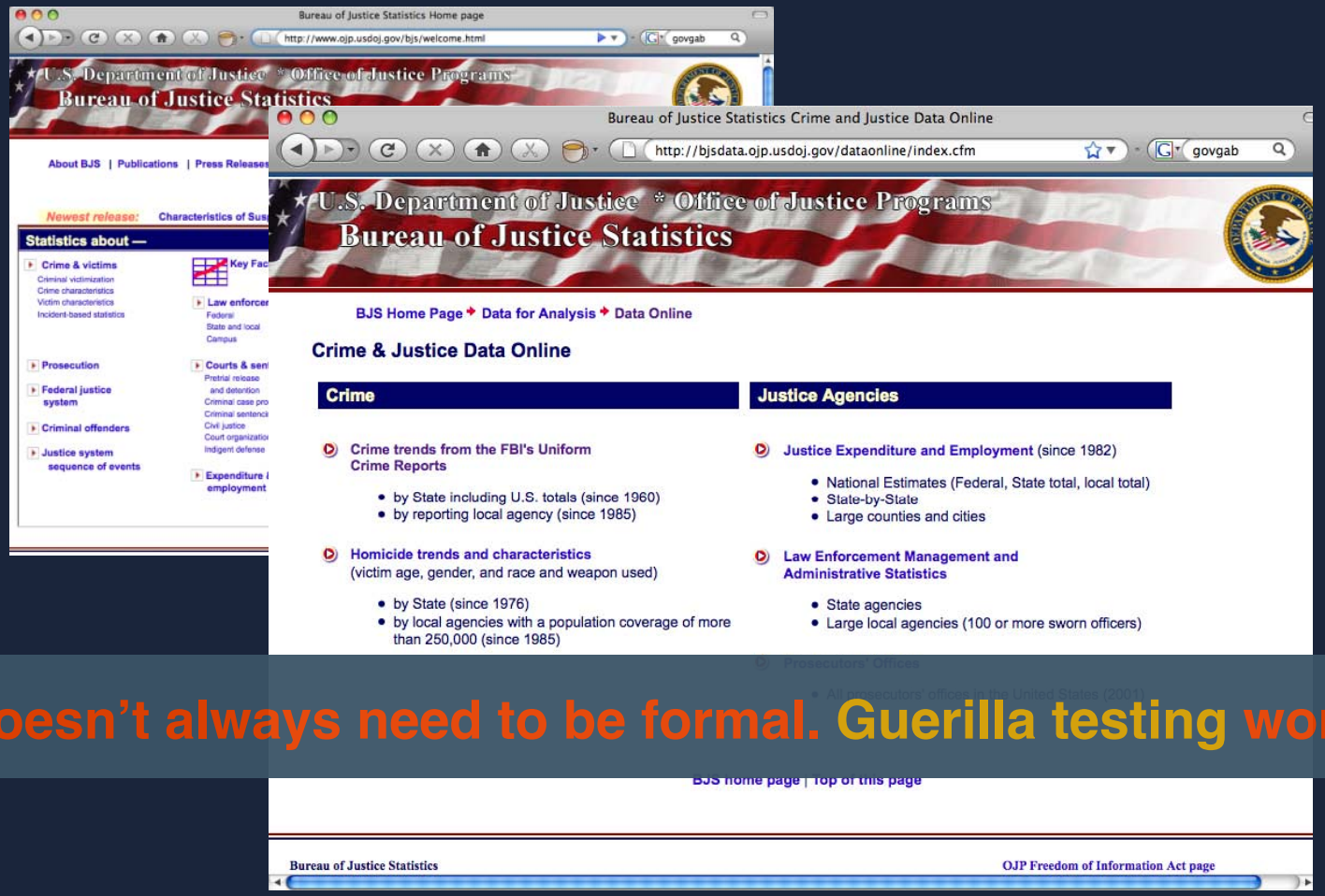
HHS has **2** Usability testing **labs**

available for

FREE

to government employees
on an as avaiable basis.

GREAT resource

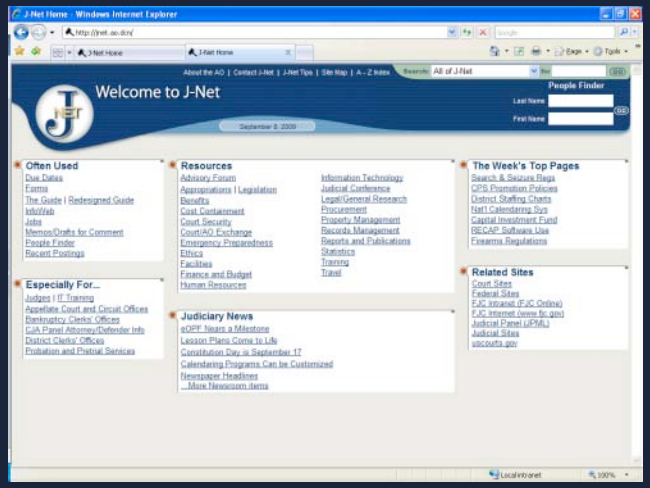


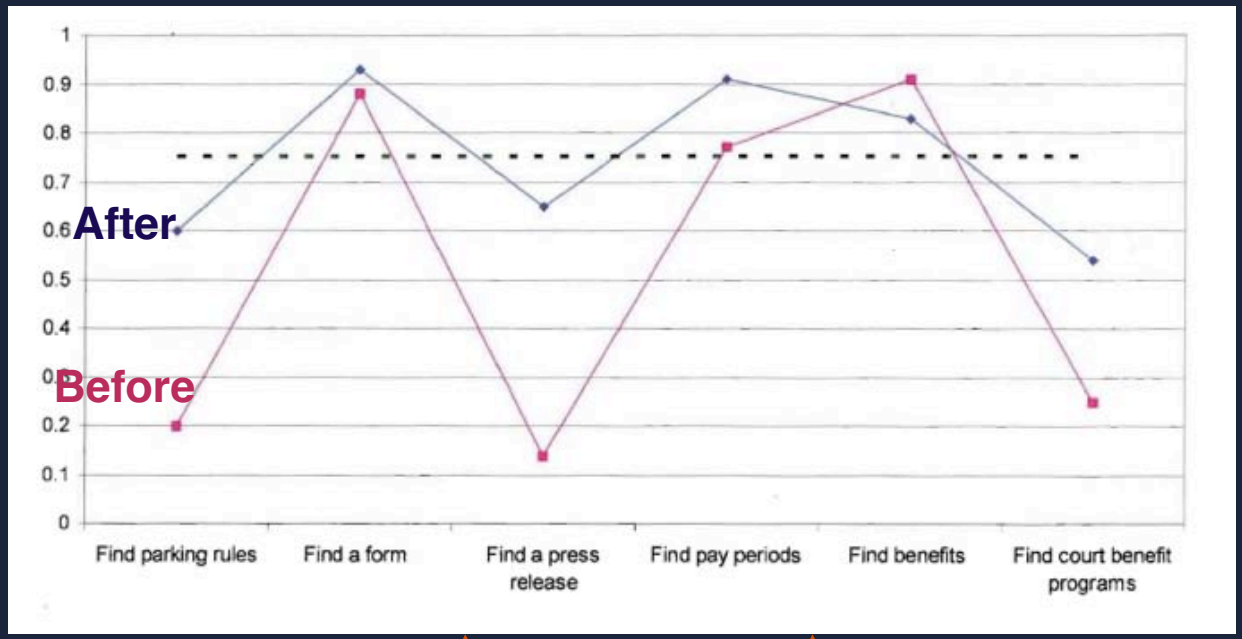
Testing doesn't always need to be formal. Guerilla testing works, too.

Usability tip: Guerilla testing means using paper prototypes to test a few tasks with a few people.

Measure Improve REPEAT

USCourts Intranet





Top Tasks

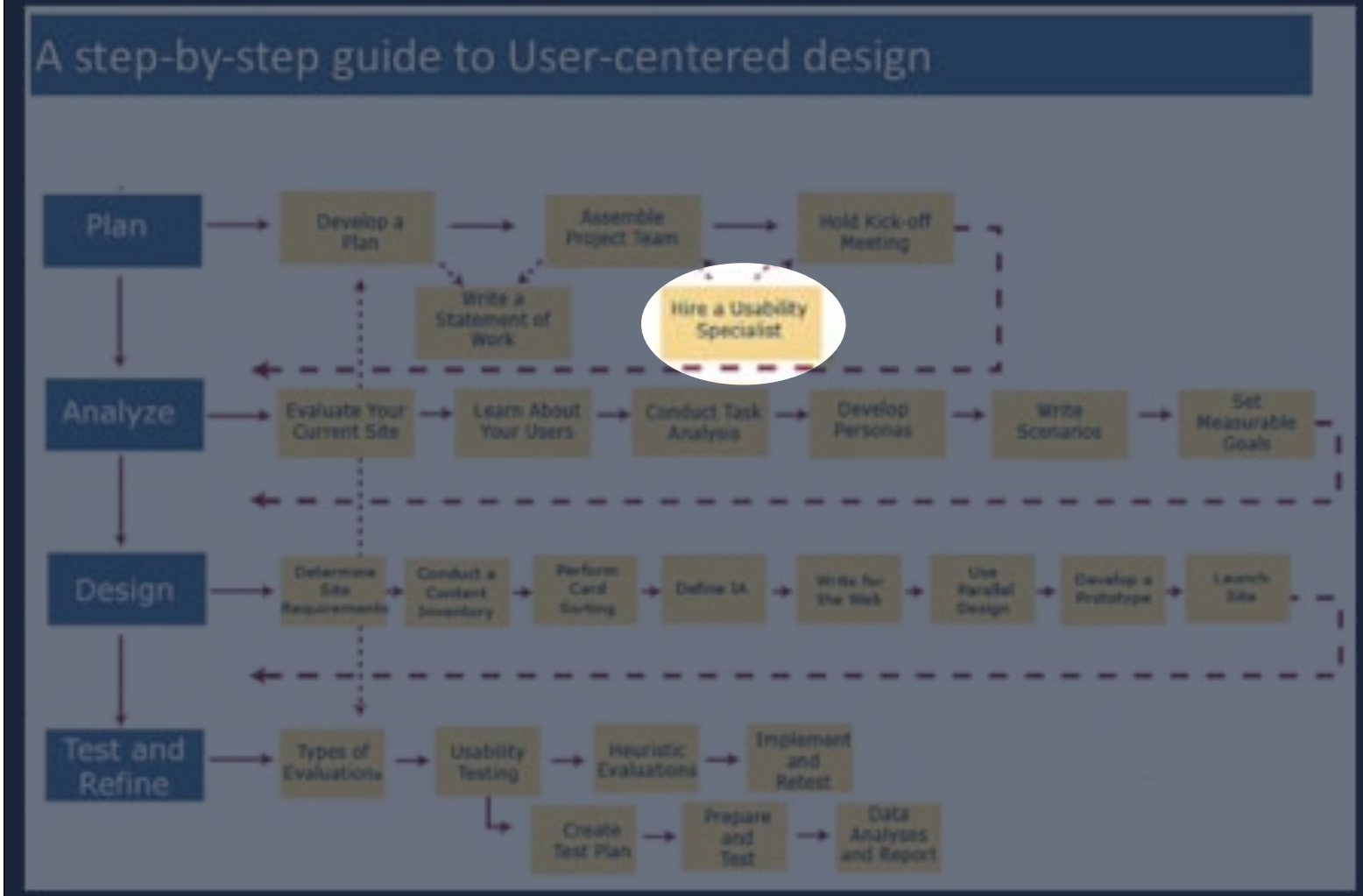
Small, VISIBLE incremental steps.

Usability tip: Mature usability programs, tracks improvement on top tasks over time.

Take-away

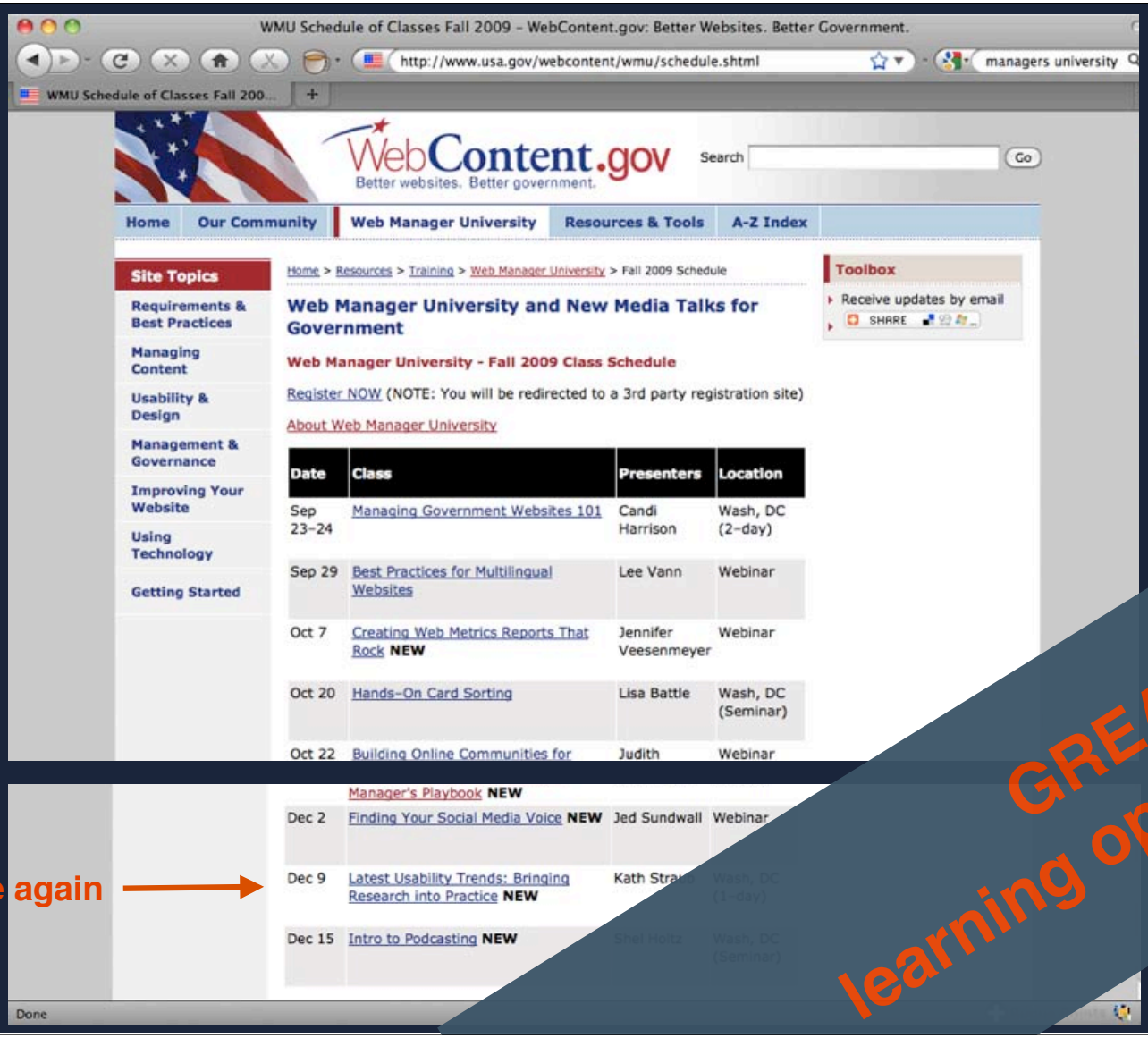
User centered design is an

iterative process



The Federal Government has many specialists and many resources (like web cotent.gov) for people who want to learn more.

Usability tip: A good usability specialist will also mentor your web team as he or she works.



me again

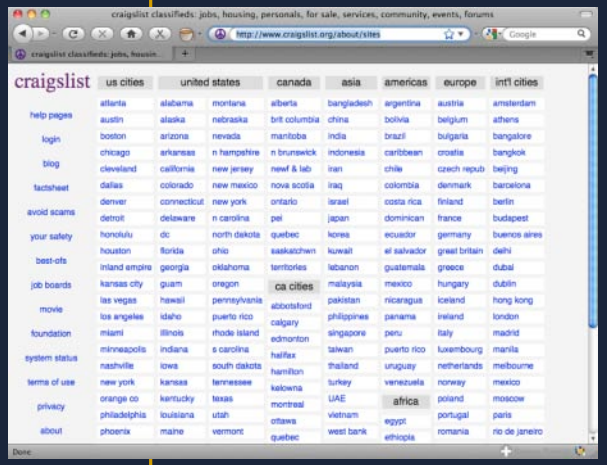
GREAT learning opportunities

Web Content Managers Forum
http://forum.webcontent.gov/
Google
Web Content Managers Forum
Web Content Managers Forum
An Online Community of U.S. Government Web Professionals
A service of WebContent.gov
Directory Search
Enter search criteria...
Search »
Home
About the Forum
Member Registration
Member Search
Groups to Join
Discussion Forums
Community News
Community Calendar
FAQs
Website Policies
Resources
Jump to a Group Homepage...
Contact Us | Sign In | Register
Join the Web Content Managers Forum Today!
Network with other members, stay up-to-date with news, find out about upcoming events, visit your group homepages, submit notes and photos, maintain your personal profile page, and much more!
Register now and after you have been approved, you can enjoy the benefits of staying connected. The site is only open to registered members so you will be able to interact without the worry of your information being viewed by outside parties.
Calendar
9/9/2009 » 9/10/2009
Gov 2.0 Summit
9/10/2009
User Centered Design - A FREE WEBINAR
9/16/2009 » 9/18/2009
2009 NAGW National Conference
9/16/2009
Talking Social Media With Managers
9/17/2009
Virtual Panel of Social Voting Tools - (Forum Call)
9/21/2009
Cooliris: Uses in Government
NEWEST MEMBERS
G. Livings
V. Dufresne
FEATURED MEMBERS
LATEST NEWS
Transferring data from forum.webcontent.gov...
GREAT
sharing forum

Take-away

The best websites are

evidence-driven.

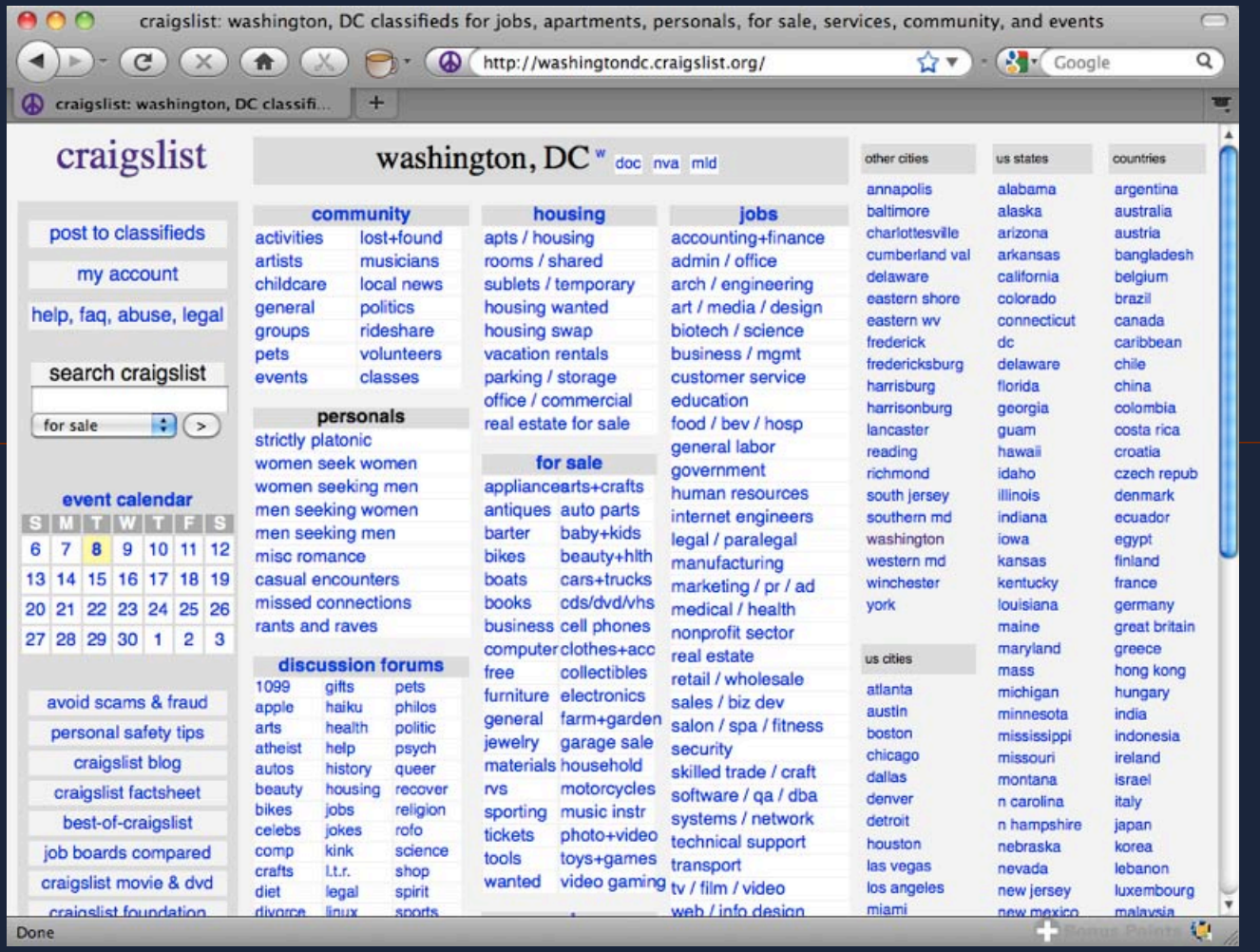


Craig's list

Usable

Useful

not pretty



Take-away

People use websites that help them

get things done.

If you do nothing else

1. Make a list of your top tasks
2. Watch real users try to do them
   (better yet conduct usabilty testing)

3. Learn more
   - Tools and Information
   - Learning opportunities

Presenter information

Kath Straub, PhD
Usability.org

kath@usabiity.org
+1.443.831.1351

kas

kstraub

researchdrivebys.usability.org

A caution

Usability & SOCIAL NETWORKING

Top Citizen-to-Government Tasks

Learn things
Do things
Participate in government

PEW Internet & American Life Project

collects self-report data on what people do (or don't) online...

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

Generations Online explores who does what by age cohort

Data is from December 2008

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Download Music	Buy Something	Get news	Make travel reser.	Visit Gov't Site	Visit Gov't Site	Buy something
7	Watch Video	Get Health Info	Make travel reser.	Buy something	Make travel reser.	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make travel reser.	Visit Gov't Site	Research product	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
16	Podcast	Research product	Rate product	Play games	Auction	Read blog	Download video
17	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
18	-	Read Blog	Rate product	Play games	IM	Download	Podcast
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

50%

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Get News	**Watch Video**	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Download Music	Buy Something	Get News	Make travel reser.	Get news	Visit Gov't Site	Buy something
7	**Watch Video**	Get Health Info	Make Travel Reser.	Buy something	Make travel reser.	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make Travel Reser.	Visit Gov't Site	Research for job	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	**Watch Video**	**Watch video**	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	**Watch video**	Rate product	Play games
13	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	**Watch video**	**Watch video**
16	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video
17	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
18	-	Read Blog	Rate product	Play games	IM	Download	Podcast
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious info	Visit SNS	Visit SNS	Visit SNS	Visit SNS	Create blog
22	-	Create SNS Profile	Create SNS profile	Create SNS profile	Create SNS profile	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

Video watching is going up.
But it is still only common with only digital natives.

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

REPORTS: DEMOGRAPHICS
Generations Online in 2009
1/28/2009 | Report | Sydney Jones Susannah Fox

50%

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	**Visit SNS**	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Download Music	Buy Something	Get News	Make travel reser.	Get news	Visit Gov't Site	Buy something
7	Watch Video	Get Health Info	Make Travel Reser.	Buy something	Make travel reser.	Buy something	Get news
8	Create SNS Profile	**Visit SNS**	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make Travel Reser.	Visit Gov't Site	Research for job	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Get religious info	IM
12	Get Job Info	IM	Get job info	Get Job info	Watch video	Rate product	Play games
13	Rate Product	Play games	Play games	Play games	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
16	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video
17	Visit virtual world	Play Games	**Visit SNS**	Read blog	Read blog	Auction	Get job info
18	-	Read Blog	Rate product	Play games	IM	Download	Podcast
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	**Visit SNS**	Podcast	**Visit SNS**	Create blog
22	-	Auction	Create SNS profile	Podcast	**Visit SNS**	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	**Visit SNS**
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

Social networking sites get more press than traffic.

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REPORTS: DEMOGRAPHICS

Generations Online in 2009

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Blogs are, arguably, the most well known of the social networking tools. Many a blog exists. Only a few are read...by a only few.

50%

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	**Read Blog**	Make Travel Reser.	Visit Gov't Site	Research for job	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	**Read blog**
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
16	Podcast	Research for Job	Play Games	Auction	Auction	**Read blog**	Download video
17	Visit virtual world	Play Games	Visit SNS	**Read blog**	**Read blog**	Auction	Get job info
18	-	**Read Blog**	Rate product	Play games	IM	Download	Podcast
19	-	Download Video	**Read blog**	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Download Music	Buy Something	Get News	Make travel reser.	Get news	Visit Gov't Site	Buy something
7	Watch Video	Get Health Info	Make Travel Reser.	Buy something	Make travel reser.	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make Travel Reser.	Visit Gov't Site	Research for job	Bank	Bank	Get religious info
10	Download Video	Create SNS Profile	Watch Video	Travel video	Get job info	Get religious info	IM
11	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
12	Create Blog	Play Games	Play games	Play games	Rate product	Play games	Rate product
13	Get Health Info	Rate product	Rate product	Rate product	Get religious info	Read blog	Read blog
14	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
15	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video
16	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
17	-	Read Blog	Rate product	Play games	IM	Download	Podcast
18	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
19	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
20	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
21	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
22	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
23	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
24	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world
25	-						

50%

The channels and tools that you use determine who you reach.

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