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>> Good afternoon everybody this is Darryl Diamond. The time is 2:00 p.m. Eastern time and we are ready to start the webinar user centered design. Before we get started, I want to remind anybody having technical difficulties they can contact assessed at (202)208-0668 or by e-mail at [webmanageruniversity.gov](mailto:webmanageruniversity.gov). Also today if you have any questions you want to ask, all of the attendee lines are muted, but you can type questions into the chat box and we will try to get to as many as we can. Also a final reminder the webinar is being recorded and will be available for download at the new format networking site within the next few days. We will send out an e-mail about that. To start today I want to introduce Alicia Piazza with the web manager university staff.

>> Thanks, Darryl. I wanted to mention one more thing and that there is live transcription today. That information should be in your chat box momentarily so you can click the link and go to the transcription site. I am going to introduce cap in just a moment, but I wanted to give a brief history of how we came to invite [Speaker Faint/Unclear] to our media talks. The new media talks are a series of three talks that introduce Governor - government web managers to the products and tools we assign in terms of service agreements with. We decided to add usability tool presentations including card sorting and prototyping tools to our immediate talks and we asked cat if she would introduce these talks with an overview and user centered design. She is currently the principal of [Speaker Faint/Unclear] and spent nine years at the Cheapside his and Human factors international. She has been recognized as a rising star in government. She works with organizations to create and evaluate into actions that shape user behavior and use ability as a key part of the effort. Using research methods, she explores users information needs as well as their fears and apprehensions and interview method to uncover tradition of needs but also key emotions, motivations and bottlenecks that inform content design. She presents at conferences and workshops around the world and we are pleased to have speak for our new media talk series and for web manager university. She will also to a class on December 9th entitle the latest in usability trends and bringing research into practice. You can find that on our schedule page at [webmanageruniversity.gov](http://webmanageruniversity.gov).

>> Thanks very much. We are going to spend the next hour talking about user centered design process and why that is important for web managers and about and that can help you improve your web presence. We want to start with a few observations about what people are doing on the web today with respect to that interactions of government. The Internet and American life project which may at you know about is a great space is our understanding the behavior of people are taking today with the web. The project telex survey data from people all over the country and helps is understand that is people tell us what they're doing how the Internet and what kind of problems they like to solve. Most recently they have been working on the problems about understanding how people look for information online. You can look for other publications that are free to everyone interested in the data. Recent publications have suggested that 58% of respondents with the to the Internet to find out information our resources or support for solving basic problems. These are problems that have to do with contacting or interacting with the government in some sense. Over half of the population is looking toward the Internet for help with their citizen to government problems. How we interact with the government has changed over time. In the last than two years, 78% of the people surveyed reported they visited a government web site for something or other. A high number and a high interest in the public portals and web sites and information. The important part to realize

about this new shift or how we use the Internet is not respected to Generation X our generation why. Although you can't see the details of this graph, the important part is to look at the red bars. The red bars indicate that over the generations from, individuals have looked at government web sites over 50% of the time. More than half of the people are looking at a government web site. We don't want to get overwhelmed with the idea this is the only way that people interact. There are still some traditional ways to talk about it interact with government as well. We are changing but not completely. If I need to get a driver's license, even a renewal, there are parts of that in my mental model that is in the way I think about how I might get a driver's license. They feel like they require face-to-face contact so most people will go to a kiosk or a desk to do the into action. There are certain kinds of personal information like tax issues that people read - prefer to result over the phone talking to a person. Things like exploring benefits or programs that agencies have or doing research for school or work. Those of the tasks we see people frequently moving toward the Internet as a first resources to do work for themselves and interactions with agencies and other organizations. The way we interact is changing, but there are certain kinds of tasks that depend on the problem we are trying to solve and those problems result determine how we interact or look for information.

>> Some tasks, people want to talk to other people. As we think about how the web is changing and how people are changing the content put it on their site we will talk a little bit about how we are trying to make our content more like conversations. Rather than having brochures are heading content bit just as the initial concerns people have or fears they may have about interacting with the particular site, and creating a personal contact. We can make great strides toward making that feel like more of a conversation, but is still going to be a person to machine Contact for some time. We need to bear this in mind as we think about the task we make priorities. One of the things we are worried about and think about when we talk of that user centered design is that is evidence driven. We mean we are going out and looking to Citizens for users to see how they interact with the web site, not just their own but others. What experiences to have on the web? How do they bring those experiences to their interactions with their web site, and how what can we watch to inform us on how we design our sites. One of the key things to keep in mind is that the central the you know too much. You know how your organization works and had agency functions. You know the inside details of how to navigate the information and citizens simply don't know that. We have to take a step back and understand what they know and for evidence, watching them do tasks and watching with a trip and understanding what they need to work effectively with your read - to create and into action and move on with the real things in their life. The question is, what is the user centered design? It is a process, a research driven process that the ball spun out of engineering and psychology when we look at how people interact with things in a row. It is a multistage process and consists of interest to its design. That means we create a design and test it and see what works. We refine it and throw it out again and tested again. We continue to refine overtime. One of the things you will hear is that nobody gets it right the first time. You test the site and improve it and over time you continue to refine that site and add new tasks as the site gets better. And allies and test and improved. The most important part of that user centered design is that it is user centered. We are working with rep users be. Real citizens. I find it useful to ask my mom or a neighbor to do a task and that gives me keen insights about what I know what works inside the web site.

>> There a different names for you to set it aside. Sometimes usability, ergonomics comments is centered design. Today, we hear a call persuasive design.

A good fact to know is we do this frequently in all different agencies and fields and we have many different names for the same thing. A good way to confuse the people that work with you is to use the different names. No in the back of head when people use conversations about usability they're talking about the same kind of underlying processes. Improve and repeat processes. It the early origins of user centered design are focused on the aircraft cockpit and some of the industrial engineering issues an around those kinds of details. If you think about the last time you were in an airplane and looked into the cockpit, it is complicated. People need to make fast decisions in life-and-death situations. It is important to people to see what they need to see quickly and be able to act effectively based on the information. That is what user dissenter design is about. How do we identify the information and put it in front of them and presented in a clear way that they can understand and act upon and make the right decision to move forward, even if those tasks aren't necessarily landing an airplane.

>> This process in user centered design is a common process. It goes through several stages. As you can see there are several subsets. I will focus on two or three over the course of the next 15 or 20 minutes. I want to point at to you this is a common process and you could find out more about this process. It has a number of useful tools that you can access that is available free that he should take a look at if you're interested in more about the process. The take away for this notion of what is used is to process, it is iterative and scientifically based and it is dependent on understanding what your users are doing in the field or trying to do on your web site. A couple of issues we are interested in with respect to this process, the first thing to make an effective web site is understand who is using your site. Who does your Agency want to meet the agency's mission. It is often an intersection between the goals of the agency and the organization and the needs and aspirations of individuals dependent on that agency. The issue is you need to find a balance the goals your agency needs to meet and how you can help citizens execute individually in a self-serving way using your web site. What are the appropriate tasks the they can do? You have to think about the right user sets and you want to prioritize a subset of your users. Don't do everything for everyone. There are some tasks that people are more likely to use the web for.

>> A good instance of a site that has an interesting subset of user groups is the Department of education. If you think that students might be the primary user group for the Department of Education and they are an impressive group. They're probably not the most likely people to come to resources. The more likely user group to education.gov our education - educators or parents that the government will provide to help them help their children get a better education. The fact that it has resources is not a bad thing. In some cases your obvious user group may not be the most common user group and you need to know who is using your site. If you're having thoughts about have to prioritize or rode the user groups might be, look at the user sources. They have a tool called the quick and easy customer profile that will I help you identify and prioritize your groups so you focus on the right people getting things done quickly.

>> Another take away is the first step in the use of busily Cross says, this says stages, you have to know who you're trying to surf. Identify those users and constraints, are the multilingual, young or old, sophisticated computer users, using mobile phones instead of laptops or perhaps they don't systematically use their computers. They may have to go to a library to get access to a computer. The second step for an effective web site is knowing which are users Top tasks are. They are trying to do with your Agency and the things they need to do on their own. The need to do does independently based on the

information provided under web site. These boiled down to what people want to learn and what they want to do. When you think about the task you want to prioritize in the web site, think that your mission and goals and think about the things they can get done most effectively and focus on those. Many web site managers try to do everything for everything right away. That does not necessarily a bad thing, but it makes the task virtually insurmountable. In fact, many web sites are far too complicated. Just like remote controls, they have many buttons and most people use 15 at once if they pick channels on their own. A remote control is designed to do three things but users use it to do three things. It is important to know what remote-controlled designers know what those three things are. You can't find that users will change the design of products to make it easier for them to use. Where someone is taking construction paper and covered up the extra buttons that confuse people. It is not possible or practical to do that with a web site. You have to figure out ways to guide people to the key information of foresight that allow them to do those top three tasks. One of the benefits of being able to understand user centered design is a comes from a literature that is based on psychology and engineering. There is a large series of studies over the last 20 years to understand how people interact with computers and with web sites. There are in advanced math that's that allied to use a machine or tool that can look at for people are looking on your screen and watch for the look over time. We can identify the places they are likely to look on the website. That allows us to know where to put things on a site where they can trip over the content you want to look at. One of the ideas in design if we know where people will look and information we want to see, we can put it right where they are going to see it even if they aren't looking for it.

>> You can learn more about these kinds of advanced methods and some of the emerging research of importance to both user experience designers and specifically to government designers and government resources managers on December 9th in the web Manager University course in research and practice. Here is another great example of a site that puts things for people will be looking. If you're going to the IRS site, what you're looking for is forms. If you look at the site, which is the at the top left for people look all the time as one of the first place they look, is a forms link. Beano of people are looking for and we can put it right there going to see it and that makes for a positive experience. If they have a positive experience they're more likely to spend time exploring your site. A second most important piece of information that has been for the last month as though our high priority issues like the cash for clunkers program. The where is my refund link is not in a high priority space, but the designers at the IRS had used color that draws your attention to draw your eyes to that space. Through design location and through design choices, identified the three things they know are important to the users and made invisible.

>> In the FAA have the top requests not necessarily in the upper left corner where one might look first but again, the use color to draw your attention to the Orange bar. Once your eyes are there, you're most likely to stand on the list. That is a list developed allowing people to find the things they come to the site most frequently for, not necessarily for once said it users. That allows people to get to what they want most of the time quickly. The take away for this section is that good web site tell people to a few things and focus on a few of your Top tasks knowing what they are and making been usable and easy to execute is a very good first step in creating and improved web site. You don't have to do all of the tasks at first. Many web sites have far too much information and this becomes troubling three users. Make sure you have the right content and limiting your content is a good strategy.

>> The third question you want to times well, can they actually do those tasks? What the real tricks of being a good designer is you can do the task begins to design them. You know them from the inside. Users don't have that benefit so it might not be as clear to them how a particular interaction might work. That means it may not work at all. It might be mystifying for them how it works. The best way to understand if people can do tasks is to watch them. Ask them to do a task and observe them as they try to work through those. When you do usability testing you're looking for a mismatch and how they think the task should work and have it really does work. When you find the mismatches, the goal of testing is to identify points where you need redesign, we address the with the task flow works, so it better matches the way people expect things to flow. The benefit of this testing are that people can get more done more efficiently. That means the people can do is to protest by themselves on the website, governments that can spend more time helping the citizens who do need help with the details of the agency there working with, rather than helping people find the right person in the agency to talk to. They're helping citizens Salt tasks. Things simply caused us to get done because people can do them more effectively and they are more satisfied.

>> Some of the challenges we see in usability testing when we test government and commercial sites there is mental model mismatches. Here is an example, most of you have been in a restaurant where you had to wash and rinse and dry them with a hand dryer. James S. Dyson observe that that when you pick your hands under these hand dryers, you move them around a little bit and it feels like nothing happens. Most people give up and wiped her hands on their pants. It is a mental model, we have got a model of how handwriting works. Gentamicin who you may know from the dice and vacuum cleaners, he found that very frustrating and it ended a new hand dryer any calls be error blade. It is a brilliant design, but it is mystifying to new users the first time. It works like your old car wash. If you remember when you were a kid, at the end of the car wash, you go through an air pressure hose that pushes water [Speaker Faint/Unclear] the hand dryer works the same way. You put your hands in a news low the pull them up and out and a very thin blade of air with high-pressure looks like a squeegee to push the water down your hands. This is it anything like we do with the hand dryer we have grown up with. This is a brilliant design ecologically as well. It takes less time a don't have to heat the air. If you watch people when they encounter these kinds of hand dryers, this is the essence of usability testing, to watch people do things, they stick their hands in just like they do with the other hand dryers. Sometimes they rub them together, but the physical design makes it difficult to do. The problem is they don't understand how the model works and that the model is so familiar - unfamiliar to what they are used to, they tried with there used to. We want to be careful that the designed half is brilliant, but people don't understand how to take advantage if there is a mismatch.

>> One of the big problems on web sites where people fumble is the task model the website has and the mental model that uses that is different. As a result, people don't know how to move through the site or the task effectively. Other common problems we see is there is too much jargon in the site. There are too many words and is not easy to read a lot of words. Another common problem is that it is organized like the government or the organization that put forth the web site. This is the situation with the people that designed the website nosed out works, but individuals coming to do work with a particular organization may not know that. Many citizens to the government as one large organization. They don't understand the different agencies. They just know they need help from the government and they are not sure where to go or what agency will do what. Organizational issues bring usability problems where there is a mental mismatch

for people don't know what to do. When you do usability testing you're watching representative users to the Top tasks and look and see if they can't find what they need, understand and take action. Those are the three major steps that are somewhat simplified. Looking at your specific tasks, it will be more detailed. This is what usability testing is designed to evaluate. It is important when you do usability testing you're working with users who represent or are real citizens who would be doing the task signers site.

>> HHS, if you're interested in usability testing as two Labs available. They make usability testing a lot less of the expensive and makes it expensive for individuals who are thinking about testing the sides and fighting at the base line. Usability testing doesn't always fit to be formal. In the case we are talking about with the pair of Justice statistics, taking paper prototypes printed out on web sites and talking to people in the hallway and asking " we do in this situation to find what ever? Do you know what this word means? Even in the very simple test in space, what you're doing is getting feedback from real users trying to understand what they can't are can't do. If you have three or four people who can't do a task, you have a problem. That is a lot less expensive approach. Certainly there things you miss in the usability testing, but is testy in a meaningful way and it is done thoughtfully, you can get far by using that approach. We work with the Bureau of Justice statistics and we saw problems in the formal lab, but some problems using the guerrilla testing approach with paper prototypes after the formal testing had ended. Another important concept to understand in the user centered design process and usability testing process is this is an interactive process. You what to measure and identify issues you can improve and repeat the process again. It is important - he do this that you create a system of Top tasks that you can measure overtime to see improvement over time and show the agency or the public that the agency is driving toward improvement and supporting citizens through the web channel as well as other channels.

>> Another example, the U.S. courts intranet site, another example of Top tasks identified and tested over time. This is a before and after. This is an example of only one before and after, but this team has collected this data over several years and can show you the systematic improvement of the Top tasks on their side as they refine this site. You will notice there is one case in which the Diamond is better than the after. That particular case, the web team capitulated to political pressure and despite evidence they had that the users would prefer to or do better with a better design, they just to take the path of the seating to the powers that be. Another important fact about this particular set of information is this is an Internet site. This is not a public sight. The point is that usability is important for intranet and for all of the into actions you might have with users our citizens. Usability isn't limited to the web. It is everywhere and can be applied to all of the different interactions you have. Not to supporting citizens, but supporting staff. The goal is to look for small, but visible steps toward improvement. This improvement over time keeps momentum going. It makes a task possible rather than try to solve the whole world's problems in a single go. Mature usability programs' track improvement over time and they do it to usability testing and survey results, web analytics. There other ways to think about capturing data from the public as well. It is important to know you can bring these different sources of data to the same space and think about them. They all Ski-Doo slightly different input and perspective and success rates. Together they can help you have a more robust site.

>> User centered design isn't it true to process that should be tracked overtime to help you understand and recognize successes. One of the points on the process

that is posted on usability.gov it is a port to think about Specialist. Usability and user centered design is a process and a scientifically given space. That means it helps to have some psychology background or Human Computer interaction background. [Speaker Faint/Unclear] there are many specialists you can talk to interact with that will be able to help you and perhaps if you don't have the funds to hire a specialist, be able to start on these practices even if you are not in the position to have a professional, and help. Professionals should be able to help your team. You can think up that as a mentor relationship.

>> Another great opportunity for people who want to use about user centered design in his ability is a good management and that is web content .gov. The web managers University has many great topics that cover interesting and important methods within the user centered design process such as creating web magic reports, card sorting tasks, how to write effective plan language. All of these are important aspects within the larger process of creating an evidence driven site. Another great series stars you can look to is the web content managers fret. A place to share ideas and lean on each other. You can learn from each other's experiences. Much of the design patterns are underlying the comment and it makes sense to learn from each other and take advantage to what each other has learned. It a lot of opportunities to interact. The best web sites are evidence driven. They look to the needs and aspirations but also the limitations and knowledge of the user's to be able to dive in shape the with the site's look and interact. Remember the real goal of your site is to support the mission at your agency. You need to find the intersection between your agency's goals and what your users' needs and options are. Thinking along the way of what they're likely to do on the web and what they are going to have someone hold their hand and have some personal interaction. Usability and visual design, a lot of people have begun to talk about usability and persuasion. There are sites that are not obviously pretty to look at. For instance crags list which seems to work well. There is a certain amount of cultish benefit or find by looking at Craig's List. It is not pretty. It is somewhat complicated to moves through but people can move to the site or browse things they want to look at. What we are looking for in these kinds of interactions is something that is useful, usability makes it possible to use the information that is there or not and becomes important in certain browsing tasks and intermission tasks. In some environments and may not be the priority. It is going to happen in certain ways convince our persuade people to do things for a change behaviors.

>> People want to use web sites that help them get things done. They don't want to spend a lot of time reading were burning up catcher agency's mission. They want to finish the task that they have. A site that allows them to finish the task, if they can do it effectively, it is more likely they will spend more time on your site. They want to get things done and they want to use the site as an effective resources to help them get things done. Those of the top things we wanted to think about in his introduction to user centered design. It is a process with what to talk about and work our way through. We want to look at who is coming to your site, what they want to do and if they can do it. There are ways you can produce site by thinking of a simple level on how to do these things. If you do nothing else, it is important as to think about your site to make a list of Top tasks. The second thing to do is to watch real users try to do this task. Conduct usability testing. Focusing on top task is one of the most important thing she can do. The third thing you can do is to learn more about the tools and information and deploring opportunities available as part of the web government series. These are incredible resources. They have been built through a lot of evidence driven design and effort. There are resources to help launch a program.

>> We do have some questions. Mitchell would like to know how many users do you recommend having for the results to be valid?

>> That is the \$64,000 question. What we find in this space is that you have to have a balance between the cost and the cost effectiveness of the kind of task you're doing. If you're going to write a paper and published in a journal, you're going to have more users because you want to have some sort of statistical significance. If you were looking to understand with the people can do tasks under web site and if you're heading representative users as part of the usability tests, you don't really have to have so many users. Typically the industry suggests you look between six and eight users per user type. If you have three user types, that would be 18 to 24 users for usability tests bear it that we usually give you some insight if people can or can't do things.

>> Jeff has a question, he asked if he would recommend having a most requested list of links on this site to substitute for some navigation problems?

>> That is a Band-Aid. I'm not sure I want to advocate that kind of a Band-Aid. I would rather have to look at it and understand the navigation problem. Certainly that is not going to be the way to solve the problem. If you are in a position where you can't readdress the navigation and you know people are struggling, even if you can change some of the vocabulary to make the words more clear to the users, that is one way to get around the problem. It is not a good way necessarily, but it may be the most effective and that motivation to make the world better for your users is one we want to encourage.

>> Could you give some instances a difference is where a government site should be different than a regular consumer site or would you recommend there are a lot of similarities in regards to usability?

>> A lot has been written. If you think about a fundamentally, the goal of a commercial site is to gain as a customer and Kenya as a loyal customer overtime. The consumers of the commercial sites are looking for people with money to spend. If you look at the government's web site goals, the government ideal user group is everyone who is a citizen. Those most need the government support are often not those consumers who are of most interest to commercial organizations. Individuals who need more help, who are availing themselves with more of the government programs and services are a very different group, the biggest target group that the consumer agencies might be looking at. There are differences between those groups. One of the things commercial organizations typically don't have to worry about as much are issues like access ability or multilingual users or non English as a first language users. Being able to address the top task and issues and common languages for your web sites, it becomes portent. One of the other differences, at least today is that organizations - citizens are still coming to the government web sites more to learn and do research and look for information where as they may be going to commercial web sites to transact. Certainly they're going to learn some information, but the ultimate goal of many of the commercial web sites is transactions were as the task today for many organizations is to provide information who may take other paths to interact with a specific agency. That is a different kind of design. A design that people can read and understand and translate. It is the merging as plain language is emerging. We are going to start seeing that. Now we are getting better at navigation and people want to start focusing on the usability and usefulness of the content they put on their sites.



>> Clare was to know, every using color to highlight content, is there a limit to how McCullers or how often you use it on the same page? If you use it too often, will that diminish the impact?

>> Designers often like to use color to spice up their sights. One thing you need to know about color is that people are automatically going to group things that are the same color. They're going to give the the benefit of the doubt as the designer that use the same color to convey that two things are related to each other. You want to be careful about things that are using the same colors. Going back to the requested, how many colors, if you use too and colors, you start to lose the value of the color because the color becomes a destructor rather than to draw attention. If your eyes are drawn to too many different places, it doesn't help to focus your attention but to menaces your focus. Colors are an important thing to draw attention, but we want to be careful how we deployment because it can't undermined our effort if we are not careful with how we use it.

>> This relates to that question, how important is visual design colors, shapes, etc..

>> I suggested with the Craig's List site, they weren't primary, but underline the issues like deciding to a grid which means having clear space is, left alignment and using white space effectively to segregate information. This helps people moved to recite more effectively. A site that is cluttered is overwhelming. At first, it can feel like you don't want to enter the site. Using not just color but also lay out and white space in ways that can die my eyes to the key content is important. This includes things like topography. Using headings and subheadings to help me move to contact more effectively so that I can decide that this is the page of want to be on, helping me organize the information on your site by moving through. Giving me road maps and drawing my intention to important road maps by using layout and negative space and color and other elements of the design. It's sort of have three levels, the structure of the site, the Organization of the content. Then there is the layer of presentation which is to the question of how I can use design elements to make it easier to guide to a particular page. The third cell is the readability and transparency of the content itself. When people find information, can they read it effectively and understand it?

>> Glenda would like to know your thoughts on having a first-time visitors page to give users an overview of the site?

>> It is a nice welcoming gesture. I often find we talk about that is certain sites that we have such a battle for the real estate, we have so much will want to get done that getting over space to a first-time visitor section may not be the best route to take in general. You may have a specific situation where you have almost all first-time visitors or sites we have worked with where people would only come to that site one time and in that case it may remain at be called a first-time visitor section. It may be called something that has to do with the topic of task that people come to the to the site to get done what they want to get done. There are ways to create the first-time visitor signs and signals to help make it to the place I want to get to. It depends on the groups you're working with specifically. You may have a specific information that differs.

>> How many user testing defense would recommend before going live with the new design? And regarding users, how would you determine the users of this site?

>> How many times do we test before we go live? Ideally, we would like to test at least twice. What that means is when we are starting to develop our design Diamond reconnected doing any coding Diamond we have had scoters to work, we like to come out with paper prototypes. We do not need to get a full site with a full design. We want to have the structure available. We can test to make sure the words we are using are the navigation and button labels make sense to critic producers. That first testing is on paper. It helps us make sure our foundation is strong. The architecture on our site and navigation models, the labels for the sections are sound and make sense to the users and they can get to the site effectively. The second point of testing is not just before lunch, but four or five weeks before launch where we have enough of the Senate put together so we have a visual look of the field. We have the substantial content in the space so that people are doing real task to completion. Leave enough time between the usability testing and before launch that the development team can address issues. The second testing will probably be more refinement than changes but nonetheless it allows you to make important changes to streamline and identify issues in the content that might not be addressed. Ideally, twice. You have to remind me of the second question.

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>> Should we decide to our users should be or look at who is actually using the site?

>> The answer is yes to both. What you want to do as an agency is understand your key users and the tasks that citizens can be doing for themselves effectively. We want to be able to prioritize those tasks to make sure people can do them. One of the issues may be is citizens may not know your web site has a particular information available. It is important to know who your agency can support. The second piece is to is really coming and that may depend on knowledge. You may post a sample survey that says who are you? Why did you come to the site today? Did you get done what you wanted to get done? Which you may find is the people come into sight are not exactly the people who you thought were coming to site. What you may need to do is invoked your communications team to do some publicity around the resources so you close the gap and get the people you can help to know that there are resources there. There are lots of examples of that in the web. Agencies had sites that were out there, but the key user groups just didn't know they were there. Sometimes that publicity is very important. Learning who is coming will help you know who you could serve and who you are missing.

>> What would your suggestion speak on approaching upper management of that usability? Everyone thinks they know best about where the content should be and it makes it hard to to make an usable structure.

>> This is a common problem. This is why I would you encourage you to partake of the resources like the Boren. Everyone has faced the same problem. One of the benefits of the user centered design process is that it is evidence driven. The best way to demonstrate challenges with your web site is to show that citizens can't get done the tasks they want to get done or they get confused and make mistakes. User centered design principles and methods are dated driven methods and you can show what is really happening. Sometimes it is quite useful to include things like a video of the user trying to do a task. It is a simple thing to do, but it is powerful because you say that citizens are not having an easy time. It sounds like you have a goal and an agenda. But to have to watch a citizen struggle with the same task is very hard it dated to ignore. The whole process allows you to collect this research based data that provide a much more compelling argument for going to your management and saying it is important we

address some of these things and by the way, now that U.S. help me address some of these things, I will show you the improvements we have made. We can demonstrate to ever ask including my boss and the citizens that we have improved the process in a measurable way.

>> I'm not sure we have time for other questions. I just want ask you if you might I would gather the questions if you could put together answers.

>> Sure.

>> Do you have a contact slide it? There it is. Kath, thank you so much for doing this today. It has been great and I think we have learned a lot. I just want to mention a few things before wrapup. This webinar was recorded it. We have a transcription and slides. All of that will be posted in the near future. Everyone who has registered will receive that by e-mail. I also wanted to remind you that Thursday, September 17 from 11:00 to 12:00, we will be hosting a panel of social boding tools. If you haven't registered for that, there is still time. Get on [webmanageruniversity.gov](http://webmanageruniversity.gov) and register for that. That is free. Also, Kath will be teaching a class on December 9th. You can't find more information on [webmanageruniversity.gov](http://webmanageruniversity.gov). Thanks again. It has been great and we hope we see every one at another class soon. The webinar has ended. Thank you. [Event Concluded]