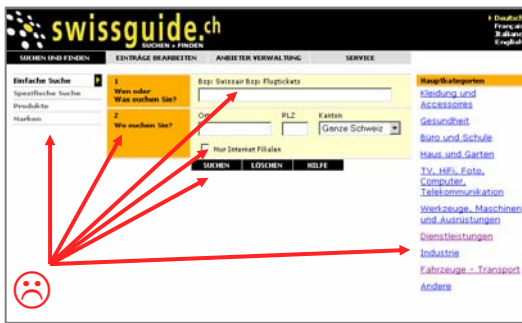


Usability-testing – efficient and effective optimization of quality-of-use

www.swissguide.ch - before and after the usability-test (ergonomie & technologie, May 2001)



1. Search options (navigation on the left) ambiguous
2. Bad legibility of the buttons (capital letters, white on black, size etc.)
3. Required input not highlighted enough (minimal input required?)
4. Wording (i.e. „Only Internet Branches“)
5. Examples on top do not show any wild cards
6. Main categories on the right are perceived as links to external websites



1. Search options (menu left) improved: distinction between conventional search and search via indexes
2. Positioning and readability of the buttons optimized
3. Required inputs marked more clearly (*)
4. Wording clear and comprehensible
5. Useful tips and tricks (on the right) instead of categories



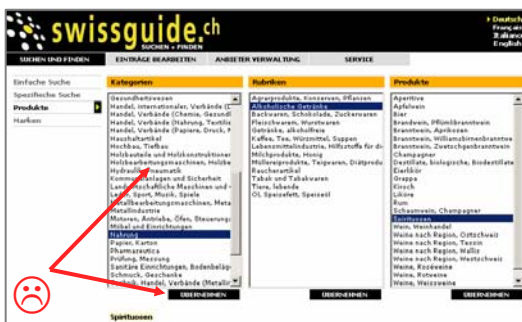
The specific search often produced „0 hits“. There were two reasons:

1. Default setting to search in „Trade“, „Product“, „Brand“ and „Business description“: Search criteria too stringent.
2. Interface tempts the user to fill in more fields than needed for the search.



The specific search works:

1. Clear instructions in the search mask help to phrase more accurate search strings.
2. Tips and tricks on the right give extensive clues on how to refine the search.
3. There is a search button on each line. Search options 1 – 3 are perceived as separate options for refined search that can be combined.



1. Large indexes with incomprehensible terms considerably complicate the search for brands or products.
2. Categories, classes, products/brands have to be accepted into the search string. The buttons underneath the lists are easily overlooked or are not perceived as having a specific function.



1. Usually the brandname or the product is known. The optimized version enables the users to directly enter brands or products and start the search process.
2. The browsing function entails the classic browsing of the indexes. The design of the lists is much improved compared to the previous version of Swissguide.