

YOU ARE NOT YOUR USER



How to Test
(and improve)
the Usability of Your
Website
(with zero budget)





ABOUT ME

Luis R. Merino

Digital Communications

Front end design and development of websites

Graphics and multimedia on all channels

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 @LuisRMerino



WHO ARE YOU?



- Designer?
- Developer?
- Multimedia or video producer?
- Project Manager or Marketing Director?
- Advertising Coordinator? Digital marketing?
- Social Media?
- Writer?

Multiple-hat wearer?



Google™ buzz



Search Buzz Search the Web

- Compose Mail
- Inbox (2)
- Buzz (6)
- Starred
- Sent Mail
- Drafts
- Personal
- Travel
- 6 more
- Contacts
- Tasks

- Chat
- Search, add, or invite
- Edwin K
- Set status here
- Olivier Devaux
- Steve Yen
- dbanerj
- Muruga Chinnananchi
- slax.axe
- Options
- Add Contact

Invite a friend

Give Gmail to:

Send Invite 100 left

Preview Invite

ESPN.com - John McEnroe says Roger Federer is best men's player ever - 1 hour ago Web Clip

Edwin K - 4 connected sites - 21 followers

Share what you're thinking. Post a picture, video, or other link here.

Buzz - Following 35 people - Find people - Refresh

Edwin Khodabakchian - Google Reader - Public 1:06 pm Comment

Twilio - AVC

While everyone was on the holiday break at the end of last year, Twilio wrote a blog post that very few people noticed. They announced that our firm, Union Square Ventures, had become an investor in...

[Expand this post »](#) [Delete](#)

Edwin Khodabakchian - Share via feedly! :-)

[Comment](#) [Like](#) [Email](#) 1:08 pm

MG Siegler - Google Reader - Public 1:06 pm Comment

Readers: Get your Buzz on - Official Google Reader Blog

We know that many people like Reader because it makes it so easy to share interesting stuff with a wide group of friends. That's why, over the past year, we've added a number of features to help you share the content you find most interesting: comments, following, people search, liking, and "send to." However, even with all these great features, sharing has been mostly limited to the subset of ...

[Expand this post »](#)

MG Siegler - reader data comes in pretty much instantaneously it seems. tweets - not so much. 1:07 pm

[Comment](#) [Like](#) [Email](#)

Louis Gray - Google Reader - Public 11:06 am Comment

Readers: Get your Buzz on - Official Google Reader Blog

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[Expand this post »](#)

Social networking component to Gmail

Tested well with 20K people

2010-2011

Ultimate failure



Google



“Google **miscalculated** when it *assumed* that everyone you email is someone you want to share things with, and that you might want those people connected to one another.

In a work setting, this might be true... But the outside world is much messier.

Even testing with friends and family might have exposed the problem... though there are probably some biases in that sample because of their association with Google employees. However, they are **not** Google employees – which is one step closer to typical users.

—Dana Chisnell, UsabilityWorks.net



HOW DOES THIS HAPPEN?

- People ***assume*** that others share their beliefs and will behave similarly
- Also ***assume*** only those who are *very* different from them would make different choices

False Consensus Effect



WHAT TO LEARN FROM GOOGLE BUZZ:

- Large samples do not always generate quality data
- Look outside yourself (and your company)
- Don't make **assumptions** about your users
- And know ...





**You are not
your user.**





**I am not
my user.**





WHAT is Usability Testing?

WHEN can we test?

WHO should we test with?

WHAT do we test?

HOW do we test?



WHAT IS USABILITY TESTING?



“

“Watching people try to use what you’re creating/designing/building, with the intention of making it easier for people to use.”

–Steve Krug, *ROCKET SURGERY MADE EASY*



Real users

**Carefully
observed**



Specific tasks

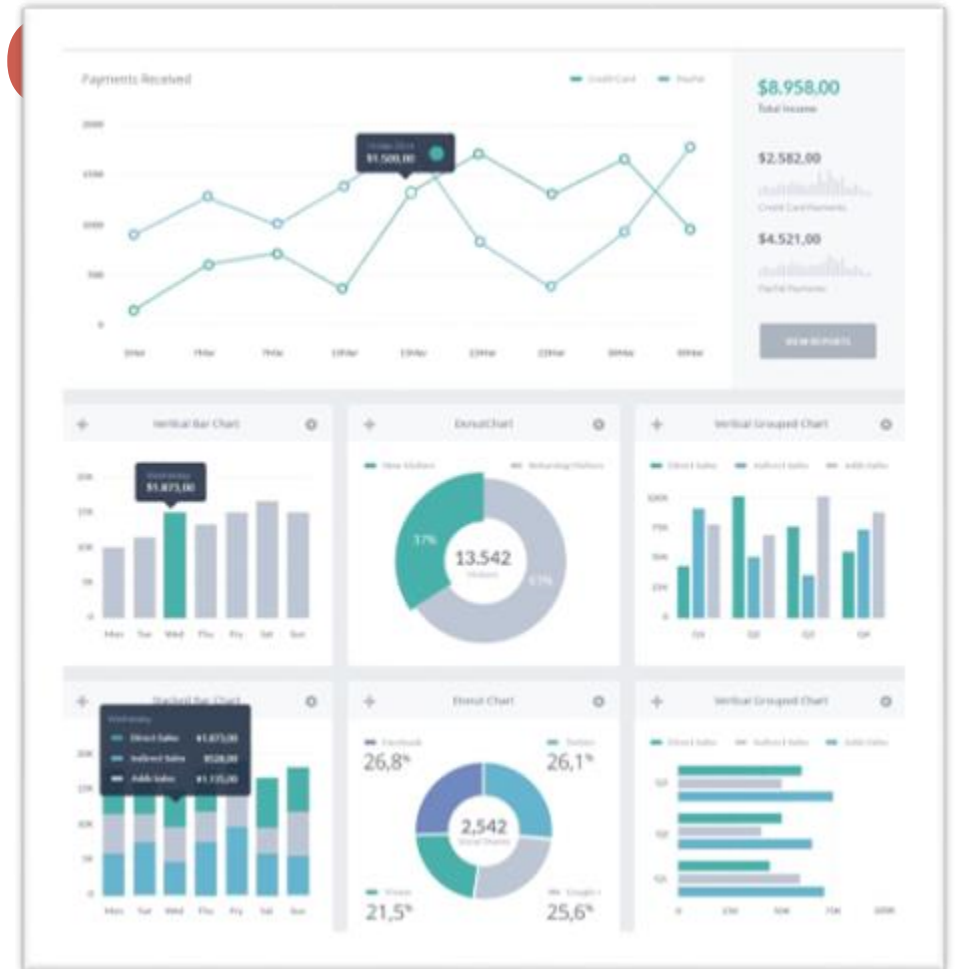
BENEFITS OF TESTING

- Makes your product better
- Helps you add new customers
- Lets you know who your users are
- Brings your team closer together



AREN'T ANALYTICS ENO

- Analytics tells you **WHAT** things people are doing
- Usability testing helps you understand **WHY** people are doing things





Do Usability Testing.



WHEN TO USABILITY TEST?

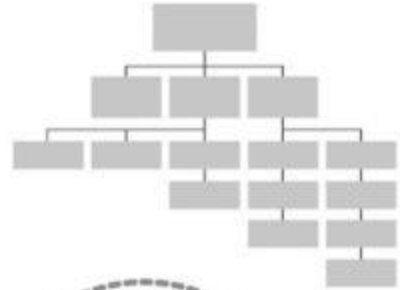




design process



RESEARCH



PLAN

DESIGN

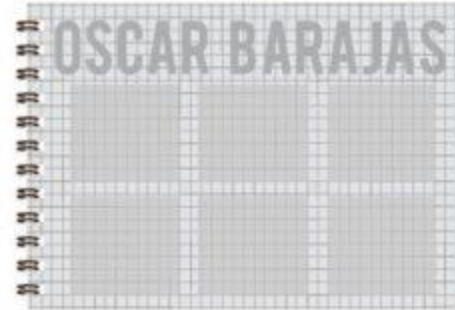
DEVELOP

```
class User {
  id: Int!
  email: String!
  password: String!
  name: String!
  role: String!
  createdAt: String!
  updatedAt: String!
}

type Query {
  user(id: Int!): User!
  users: [User!]!
}

type Mutation {
  createUser(email: String!, password: String!, name: String!, role: String!): User!
  updateUser(id: Int!, email: String!, password: String!, name: String!, role: String!): User!
  deleteUser(id: Int!): Boolean!
}
```

TEST & DELIVER



OUR DESIGN PROCESS



LAUNCH

ONCE EVERYONE IS HAPPY YOUR NEW SHINY WEBSITE IS THEN UNVEILED TO THE AWAITING PUBLIC! (WE ARE ALSO STILL ON HAND - JUST IN CASE)

IDEA

EVERYTHING STARTS WITH YOUR IDEA. LET US KNOW WHAT YOU WANT AND WE CAN BEGIN!

TEST

WHEN THE SITE IS BUILT WE THEN NEED TO TEST IT TO MAKE SURE EVERYTHING IS WORKING AS DESIGNED. ANY CHANGES CAN THEN BE IMPLEMENTED AT THIS STAGE

RESEARCH

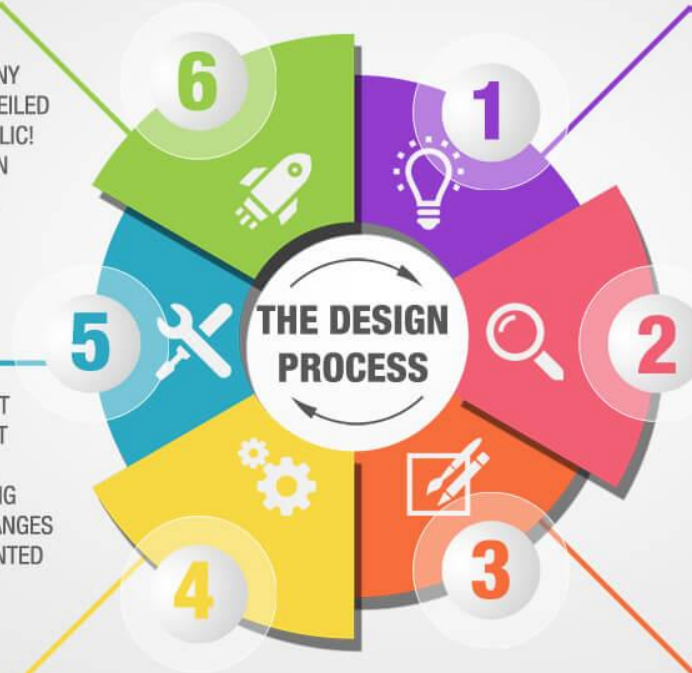
WE THEN START TO RESEARCH WHAT YOU LIKE FROM OTHER WEBSITES, COLOUR, FUNCTIONS AND NAVIGATION

BUILD

ONCE YOU ARE HAPPY WITH THE DESIGN OUR WEB DESIGN TEAM START TO WORK THEIR MAGIC TURNING THE DESIGN INTO YOUR SITE

DESIGN

YOUR WEBSITE IS THEN STORYBOARDED BY OUR DESIGNERS. WE CAN DRAW OUT THE LAYOUT AND START TO SHOW YOU HOW IT CAN LOOK



HOW WE MAKE OUR WEBSITES



OUR DESIGN PROCESS

LAUNCH

ONCE EVERYONE IS HAPPY YOUR NEW SHINY WEBSITE IS THEN UNVEILED TO THE AWAITING PUBLIC! (WE ARE ALSO STILL ON HAND - JUST IN CASE)

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... THEN START
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... FUNCTIONS AND
... NAVIGATION

DESIGN

... WEBSITE IS THEN
... BOARDED BY OUR
... DESIGNERS. WE CAN DRAW
... LAYOUT AND
... SHOW YOU
... WORK

RESEARCH

DEVELOP

TEST & DELIVER





Test early.

Test often.

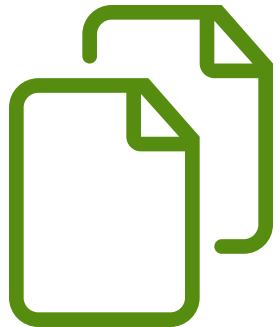




Card sorts



**Hi-fi
mockups**



**Paper
mockups**



**Working sites
and pages**



Test early.

Test often.



WHO TO USABILITY TEST WITH?



WHO TO USABILITY TEST?

- Your users
- Identify target audiences
 - Create personas profiles to symbolize your audiences






BIOSKAYLEN R 151 R 0 G 215 G 150 B 0 B 57 #970700 #009639 C 46 C 91 M 0 M 0 Y 90 Y 100 K 0 K 0 PMS 127 C PMS 303 U PMS 252 C PMS 303 C	CEDAR VALLEY R 255 R 0 G 205 G 150 B 0 B 57 #FFC000 #000000 C 0 C 0 M 14 M 0 Y 100 Y 0 K 0 K 0 PMS 127 C PMS 303 U PMS 127 C PMS 303 C	EASTFIELD R 0 R 0 G 153 G 0 B 255 B 0 #0099FF #000000 C 0 C 0 M 61 M 0 Y 99 Y 0 K 0 K 18 PMS 738 U PMS 287 U PMS 738 C PMS 287 C	EL CENTRO R 0 R 0 G 153 G 0 B 255 B 0 #0099FF #000000 C 100 C 0 M 0 M 0 Y 0 Y 0 K 0 K 0 Process Cyan Black U Black C
MOUNTAIN VIEW R 255 R 0 G 205 G 51 B 0 B 160 #FFC000 #0033A0 C 0 C 100 M 14 M 75 Y 100 Y 0 K 0 K 0 PMS 127 C PMS 303 U PMS 127 C PMS 303 C	NORTH R 0 R 0 G 61 G 0 B 185 B 0 #0033A0 C 100 C 0 M 67 M 0 Y 0 Y 0 K 4 K 0 PMS 738 U PMS 287 U PMS 738 C PMS 287 C	RICHFIELD R 0 R 152 G 132 G 29 B 61 B 151 #00843D #981D97 C 92 C 48 M 2 M 96 Y 100 Y 0 K 12 K 0 PMS 348 U PMS 254 U PMS 348 C PMS 254 C	DISTRICT R 228 R 0 G 0 G 51 B 43 B 160 #E4002B #0033A0 C 0 C 100 M 93 M 75 Y 99 Y 0 K 0 K 0 PMS 185 U PMS 286 U PMS 185 C PMS 286 C

THE RETURNING STUDENT PERSONA

Name: Crystal Jones



Job title / major responsibilities:

- Full-time mom
- Part-time hostess

Demographics:

- 28 years old
- African American
- Married
- Mother of one child, Devon, age 2
- Expecting another child in 7 months

Goals and tasks:

She is quiet, indecisive and warm-hearted. She is concerned about the monthly bills. She is going back to school because the main income her husband brings home is no longer enough to support their growing family.

Spends her time:

- Picking up the house (toys, laundry, dishes)
- Hostessing across town
- Planning for the new baby
- Dealing with car problems: Her Honda is on it's last leg and the AC has been out all summer.

Environment:

She has a desktop at home which she uses for online shopping (amazon), tv watching (netflix) and uploading pictures to iPhoto to share with the family. She considers herself decent when it comes to technology and loves her small tablet (she takes in her purse everywhere to entertain the kiddos). Her phone is mainly for phone calls, texting and online banking. She likes to check her email at home.

DCT Jonathan Blundell 1892 April Ellis 1828 Shaylee Southerland 1514 Bobby Lewis 1576 Marielle McGregor 1613 Eddie Middlebrook 1822	MARKETING Kathy Cook 1817 Joanna Jordan 1842 Josh McClendon 1606 Cesar Garcia 1813 Nivasha Howery 1577 Eva Jamaica-Gutierrez 1739 Maegen Bair 1559 Monica Young 1848
OUTREACH Molly Bewley 1763 Jourdain Southerland 1771 Sandra Rocha 1728 Esther Canales 1738 Belinda Cuéllar 1716 Brenda Molina Kathy McFatter 1508 Marisa Patlan 1881 Kenneth Frazier Mackenzie Tatum 1804	PGA Karen Settles-Lee 1748 Georgeann Moss 1823 Isaac Faz 1793 Justin Lonon 1824 Don Perry 1732
MEDIA / NEWS Ann Hatch 1819 Debra Dennis 1851	SPS Jon Novak 7951 Yousif Rashid 4015 Brad Fortner 7968
WORKFORCE Ben Magill 1621 Daniela Ramirez-Fabela 1743 Donna Starks 1847 Mark Hays 1821 Preston Cooper 1616	SRA Rogers Oliveira 1844 Elena Torres 1836 Michael Betzen 1837 Linda Newton 1831

• GPS - Traffic
 • TRANSFER
 x ET
 • TRANSFER





“THE NON-CONSUMER”
Aaron Banes
35 years old



“THE TRADITIONAL STUDENT”
Kira Hernandez
18 years old



“THE RETURNING STUDENT”
Crystal Jones
28 years old



HOW DO WE FIND OUR USERS?





WITH A BUDGET...

- Hire a firm to screen and recruit
- With decent enough incentives you could schedule participants on your own ahead of time





WITHOUT A BUDGET...

- Go to where your users are...





THE RETURNING STUDENT
A public park



METROCREST SOCIAL SERVICES

THE NON-CONSUMER
**Community outreach
organization**



The K



THE TRADITIONAL STUDENT
**Partner with a local
high school**



CURRENT STUDENTS

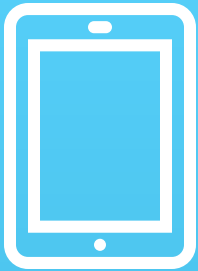
One of our college campuses





ANYONE

Remote testing

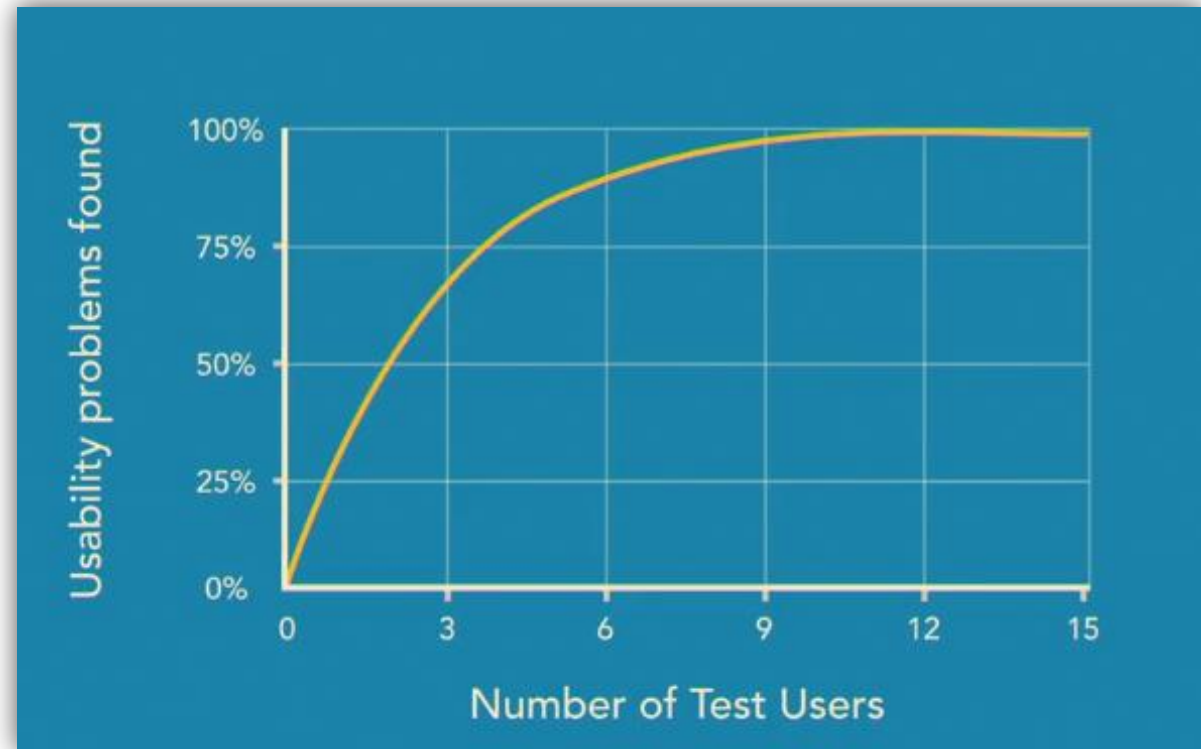


**HOW MANY SHOULD WE
TEST WITH?**



HOW MANY SHOULD WE TEST?

- 3-5 participants
- Qualitative study, not quantitative





“The vast majority of your user research should be **qualitative** — that is, aimed at collecting **insights to drive your design**, not numbers to impress people in PowerPoint.

“The main argument for small tests is simply **return on investment**: testing costs increase with each additional study participant, yet the number of findings quickly reaches the point of diminishing returns. There's little additional benefit to running more than 5 people through the same study

—Jakob Nielsen, Nielsen Norman Group



**JUST ASK THEM AND HOPE
THEY GIVE OF THEIR TIME?**

**AND HOW LONG SHOULD
SESSIONS LAST?**





**EXCUSE ME CAN I TALK TO YOU
FOR A MINUTE**

WITHOUT A BUDGET...

- College merch: t-shirts, sunglasses, mugs, USB sticks, etc.
- Partner with an instructor to reward extra credit

20-30 min.





WITH A BUDGET...

- Gift cards
- Movie passes
- Free food
- Cash

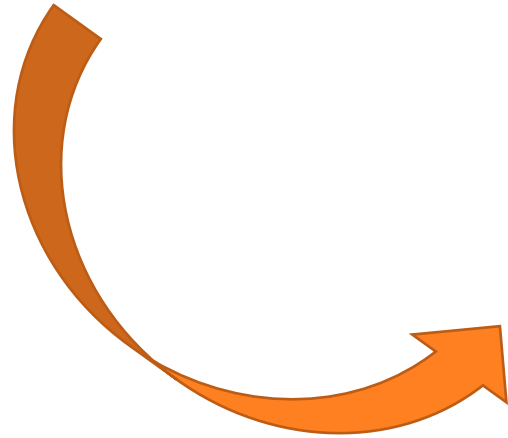
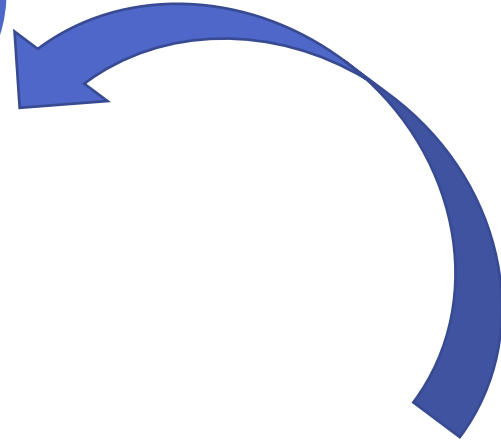
60 min.



WHO

?

**WHA
T?**



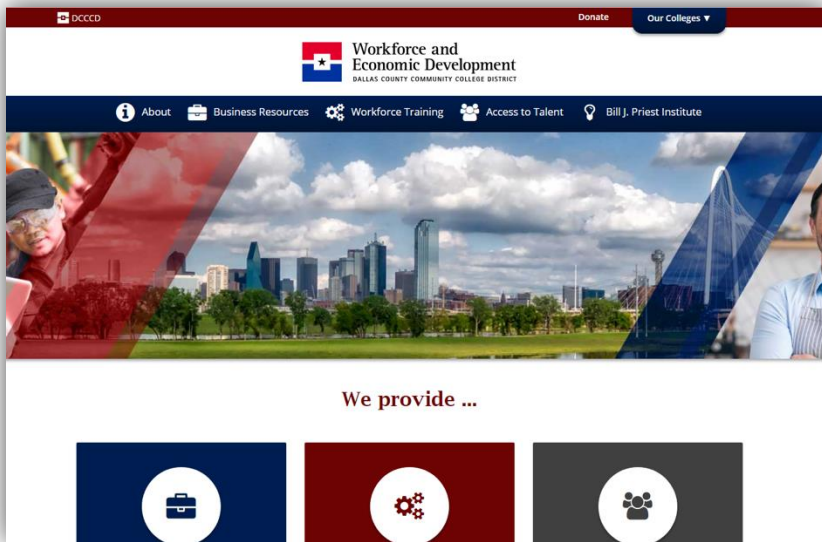
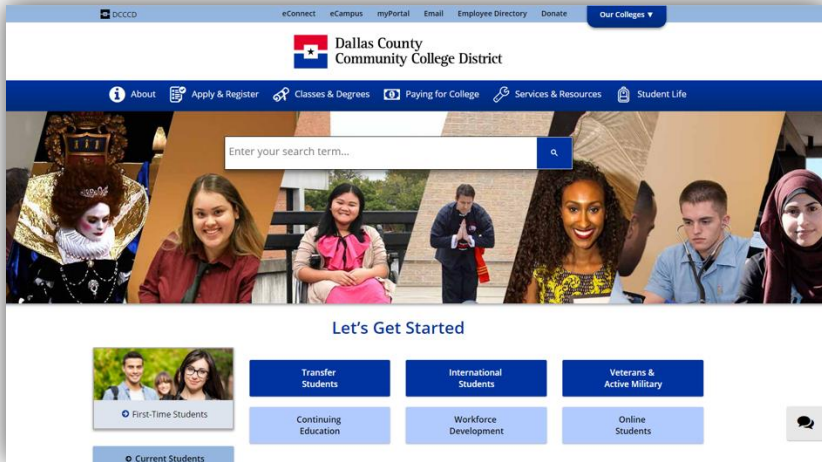
WHAT TO USABILITY TEST?



WHAT TO USABILITY TEST?

- **Which products/channels?**
 - Website (desktop, tablet or mobile)
 - Native mobile app (tablet or mobile)
 - Email layouts





WHAT TO USABILITY TEST?

- **Top 10 most important things?**
- **Which specific screens/layouts/components?**
 - Home page, specific landing page?
 - Navigation?
 - Internal search?
 - Footer?



WRITING QUESTIONS & TASKS

- **After identifying the WHAT:**
 - Build scenarios/tasks around that
 - Keep note of what of the research objectives of the task
- **5-10 tasks per participant**





Research objectives

How are users accessing needed college info?

- College website? District website? Google?

Does main navigation help users find what they need? Homepage design?

Was internal search used? What terms?





You are current student at North Lake and have been interested in pursuing a career in filmmaking. A friend has told you that North Lake has a Video Technology program and you are now very curious about it.

By using any website, search engine or online tool that you are most comfortable with, find a list of classes included in Video Technology program at North Lake College?





Research objectives

What is their primary route to find content if they start on the home page?

- Main navigation? Footer navigation? Internal search?

Are page titles and content clear?





A classmate mentioned that there is a fitness center at North Lake. You are interested in becoming more active and would like to know if it fits your budget and schedule.

Starting from the home page, find out what the fees and hours are for the fitness center at North Lake.



WRITING EFFECTIVE TASKS

Tasks should be written in a way that forces participant to think about the problem they're trying to solve.

- **Bad:** “Go to the Student Life section. Click on Student Clubs. Find a list of clubs at your college.”
- **Better:** “You are new to your college and would like to meet like-minded students. Show me how you might go about finding student organizations that share your interests.”



DON'T USE WEBSITE KEYWORDS

Using site keywords will tip participants off to what you want them to find without allowing them to find it themselves

- **Bad:** “Using the Browsable Class Schedule, search for Flex Term classes for the Fall.”
- **Better:** “You want to take an 8-week class in the Fall. Show me how you would find a list of classes that fit those requirements.”

QUESTIONS IN USABILITY TESTING

- Clarifying questions can be asked
- But questions about how to find things or navigate should not be answered
- Make a note of deeper probing questions until the end

AVOID BIASED QUESTIONS

- **Biased:**

- "You liked that experience, didn't you?"

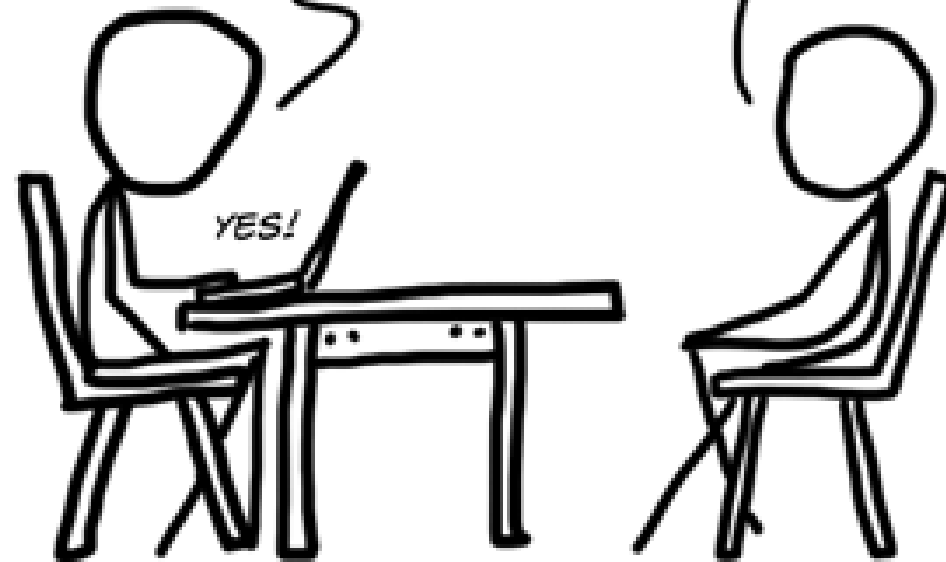
- **Less bias:**

- "Tell me how much you liked that experience."

- **No bias:**

- "Tell me how you feel about the task you just completed."

OUR NEW SOLUTION LETS YOU STORE ALL YOUR SOCIAL MEDIA EVENTS IN THE CLOUD AND MANAGE THEM THROUGH ONE, EASY-TO-USE INTERFACE ON A MOBILE DEVICE. YOU'D USE THAT, WOULDN'T YOU?



ERRMM... WELL, I SUPPOSE SO...



HOW TO USABILITY TEST?

- Prepare
- Set up
- Moderate
- Observe
- Debrief



1. HOW TO PREP FOR TESTING



WRITING THE SCRIPT

GIVE BACKGROUND

- Who are you? Why are you there?



“As representatives of the _____ web team, we are continually looking for ways to improve our websites for prospective and current students. We are here because we want to find out how well it may (or may not) work for *real* users – people like you. ”



WRITING THE SCRIPT

TESTING THE SITE. NOT THE USER.

- Don't use words like "test" or "evaluate" in conjunction with participant. Make sure they don't feel like **they're** being evaluated



"Though we call this "usability testing" we are not testing you. You are helping us to test the usability of our websites."



**I am not testing
the user.**

**I am testing the
website.**



WRITING THE SCRIPT

'MISTAKES' ARE OKAY

- Emphasize that it is absolutely ok to 'make mistakes.'
- They will appreciate having their voice heard



"There are no wrong answers. In fact, anything *you* say or do is in actuality, the correct answer."



WRITING THE SCRIPT

BE AS HONEST AS POSSIBLE

- Honest, authentic answers are KEY to effective usability testing



“Please be as honest as you can -- we promise you won't be hurting anyone's feelings here. Your honest feedback and insight are what we are here to learn.”



WRITING THE SCRIPT

THINK OUT LOUD



“Something you can do that will really help us as we go through the session today, is if you could **think out loud** as you navigate and scroll pages. By that, I mean while you are working with the website could you to tell me what you’re thinking as you go along. *For example, if you are looking for a specific phrase or title within a page, say “I’m scrolling down this page looking for somewhere that says ‘Apply Now.’”*”

WRITING THE SCRIPT

WHAT THEY CAN EXPECT



"Today, we'll be working through some simple scenarios on the computer.

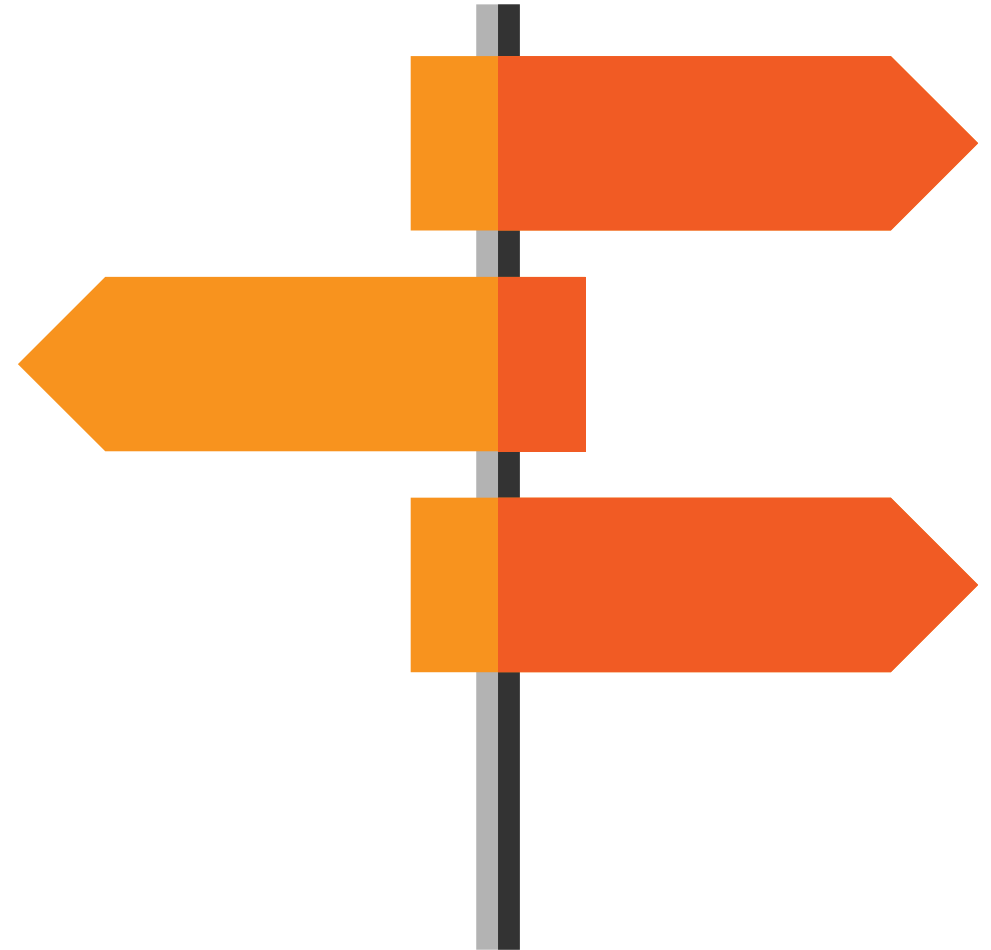
"As you go through each of these scenarios, navigate and scroll the web as if you were completely on your own. Though we will be right here, we might not be able to answer your questions as they relate to performing the task outlined in the scenario.

"When you feel you have found what you are looking for and have completed the task, simply say "I'm done."



PREP FOR TESTING

- **Make any signage that could help**
 - “Help us make a better website, get a free t-shirt”
 - “Get a Free Lunch! Ask us how!”



PREP FOR TESTING

■ Recruit observers

- Who should?
 - Anyone... developers, designers, managers, marketing, even executives
- How many?





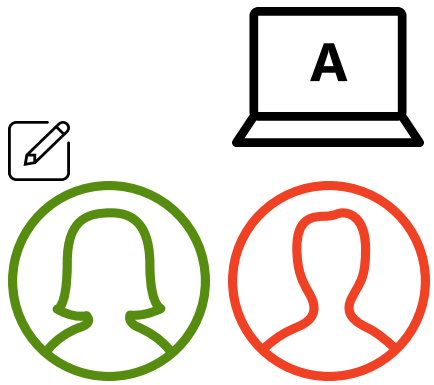
MODERATOR



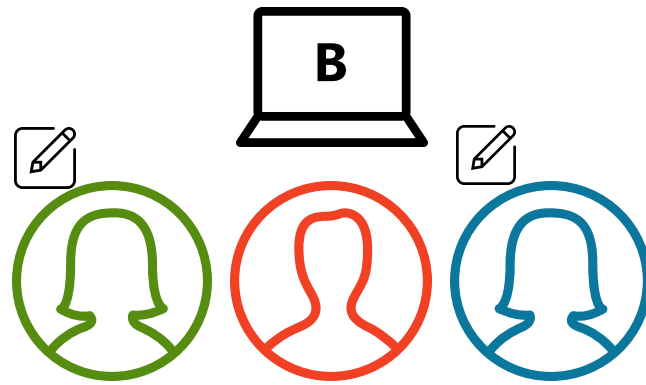
PARTICIPANT



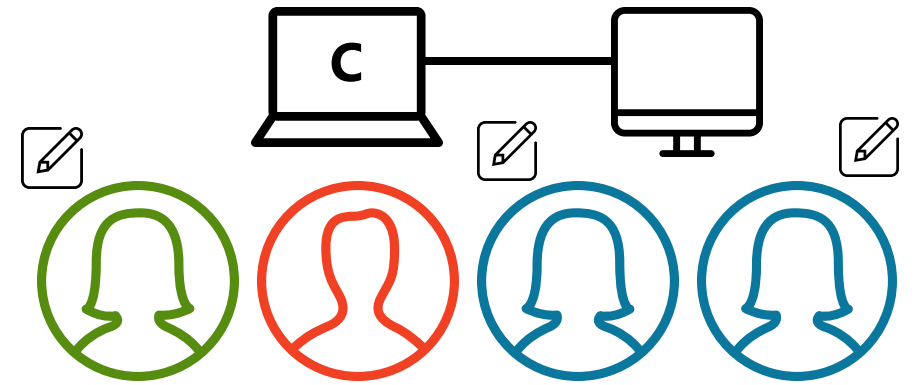
OBSERVER(S)



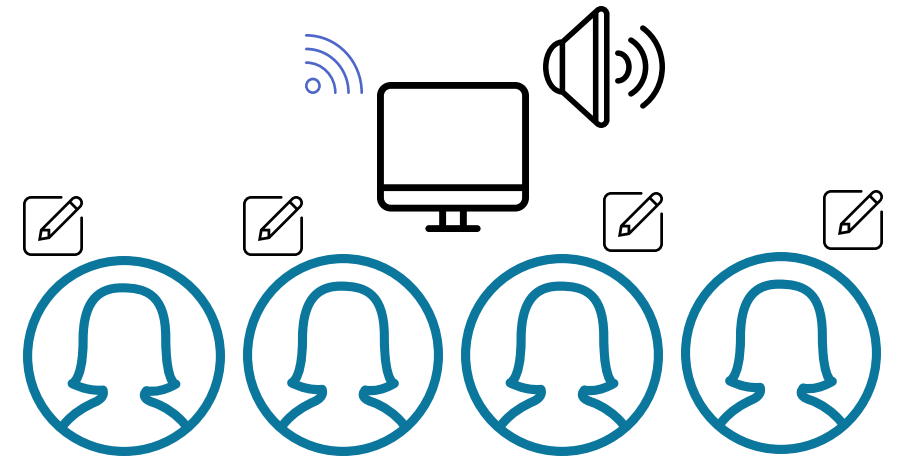
No observer



1 observer



2 observers



3+ observers

PREP FOR TESTING

- **Prep and print task lists**
 - One task per page
 - Do not number tasks
 - Copy for observers and moderator



PREP FOR TESTING

■ Run pilot test

- Uncover potential pitfalls
 - Confusing wording, missing anything
- With someone unfamiliar with the product
- Practice intro, script and tasks





**Keep it simple
enough to be
sustainable.**



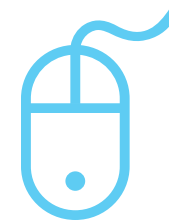
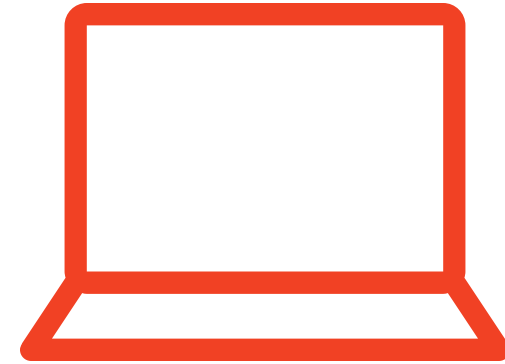
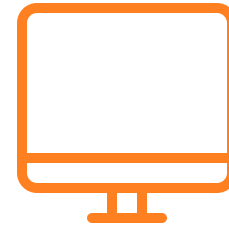
2. HOW TO SET UP TESTING



SET UP TESTING

- **Gather equipment:**

- Laptop (webcam? microphone?)
- Mouse
- Screen capture or screen share service/software
- Power strip
- Extra monitor
- Notebook
- Pens



SET UP TESTING

■ Possible venues:

- Library study room
- Cafeteria
- Classroom
- Student Center
- Office
- Outdoor public area



3. HOW TO MODERATE TESTING



MODERATING

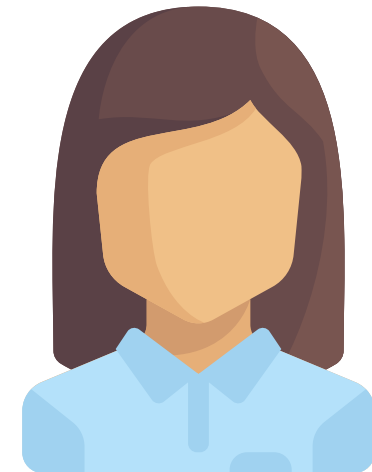
Participant is the most important person in the room.

- Be friendly, welcoming and personable
- Start with asking questions about them, such as “how has your day been so far?”
- Tell them upfront how long they can expect session to last and never keep them longer



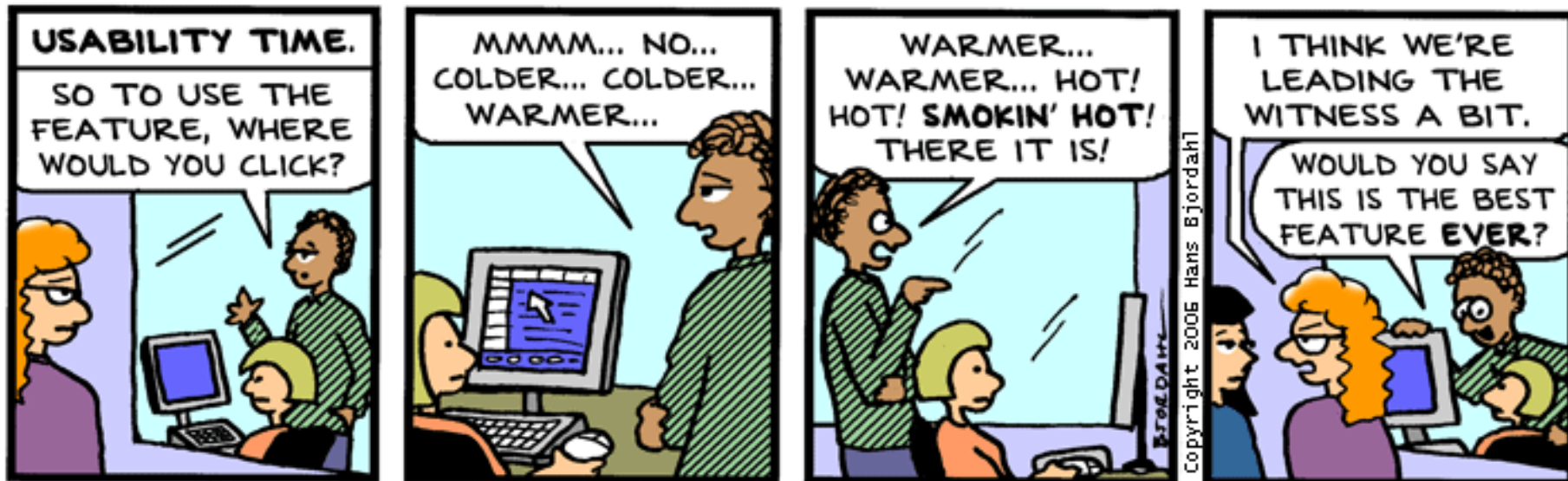
MODERATING

- If needed, remind them to "Please remember to think out loud."



MODERATING

AVOID BIAS AND LEADING RESPONSES



Bug Bash by Hans Bjordahl

<http://www.bugbash.net/>



4. HOW TO OBSERVE TESTING



OBSERVING

- **Taking notes:**
 - Actively observing
 - Watching behavior
 - Focus on actions and quotes (what they do, what they say)
 - Avoid thinking about analyzing or potential fixes
- Only moderator should be asking questions
- Ask observers to note 3 most serious usability problems with each user



5) COMM ... Q d... ordered up (ALT) (H)
w/ SPCH

6) Q "Culinary" ... ALT-SHA (ALT)

→ Pay? Hours? Benefits?
work Health care?

7) Q GRAD ... (ALT)
... opens results in
multiple tabs ...



② REG (ACCT)

* CD

* DCC

* Accounting

work sidebar

* LINES in sidebar

Looking for classes

... Scrolling ...

I don't see where I can register

* on accreditation

REGISTERS IN-PERSON

I don't do anything online

Safest way for me!

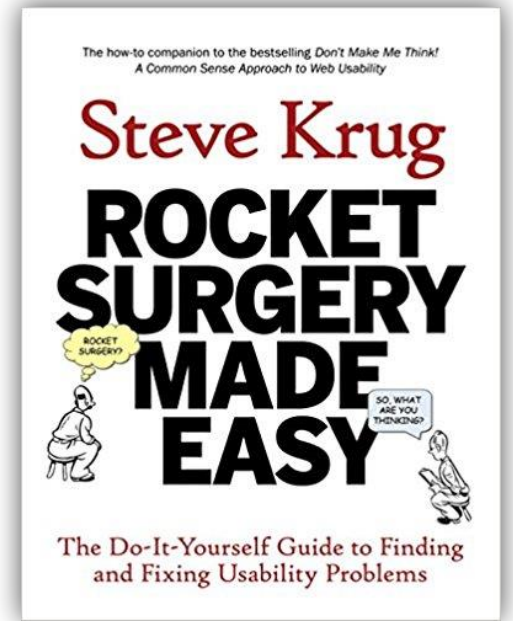


5. HOW TO DEBRIEF



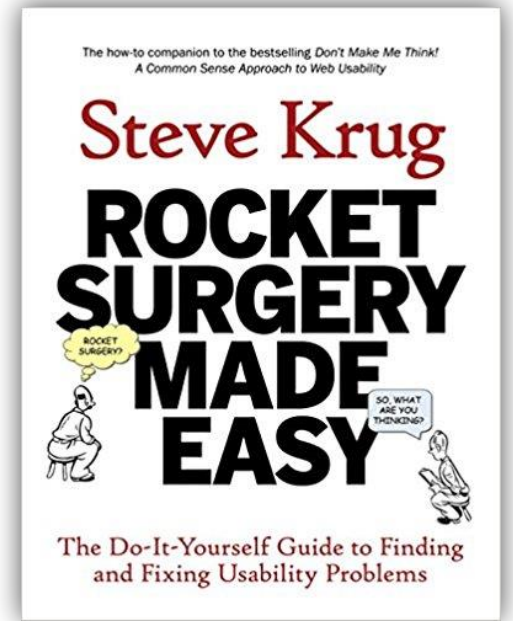
DEBRIEFING

- Do it as soon as possible so it's still fresh
- Include all observers
- Identify themes and patterns
- Make a list of the observed most serious usability problems
- Prioritize the list top a top 10



DEBRIEFING

- Write the list of top 10 with space to make notes about how to fix them
- Work down the list until you feel like you've committed all the resources
- **Keep fixes as simple as possible**





Keep solutions as simple and incremental as possible so that you actually do them.



REPORTING USABILITY TESTING

- Full usability almost never get read
- **Quick summary reports** show what was found and what the team intends to do about it
 - Sometimes just a set of screen shots of the interface with problem areas circled and called out.
 - Participant quotes always resonate well with people

“All of this (looking at news, features, calendar) is irrelevant. News has nothing to do with starting school.”

“As a new student, I don’t care what’s going on [at the college]”

Recommendations and Validations

1. **Recommended:** Re-think the layout and structure of the page to highlight services without overwhelming student with scrolling
2. **Recommended:** Include a button for search in the navigation bar on all pages (including home pages).
3. **To be considered:** North Lake to change their primary color from grey to any actual color
4. **To be considered:** Include “Student” with “Services & Resources”

A few take aways:

1. The students didn't seem to have too many issues with the main navigation on the site
2. The students defaulted to search (as expected) if they didn't find the results they expected through the main navigation
3. Search results vary, depending on the site and the use of promoted results
4. On the college site we tested with, a lot of search results are pointing to alt sites
5. A couple areas where they ran into issues:
 - a. Campus events – they each went to right Student Life, even after one of them had seen the calendar on the home page previously
 - b. Campus maps – via search they both ended up lost on an alt site
 - c. Library hours – they didn't have an issue getting to the library page itself (/services/Academic-Support/library/Pages/default.aspx) but the hours weren't listed on the college site and one student ended up on an alt site that didn't display the hours on the main library page
 - d. Graduation info/application – via search they both ended up on an alt site where the application wasn't prominent on the general information page

A few action items we're recommending:

1. Add a "View all events" button on every college home page under the calendar events
 - a. Some locations have already added this, others have not
 - b. We'll go ahead and add the buttons/links for everyone unless we hear otherwise
2. Add a link to, or embed your student life calendars on your main student life pages
 - a. When asked to find campus events, both students went directly to the Student Life page(s) (/slife) but didn't find the calendars they expected to see
3. Add a promoted search result for "events" or "calendar" either to your actual Active Data Calendar or a calendar landing page like /events
 - a. Both students also tried searching "events" which gives a variety of results, depending on the site
 - b. One student eventually ended up on a student life calendar on an alt site – that was completely empty
 - c. The other student ended up on a professional development calendar on an alt site – that was completely empty

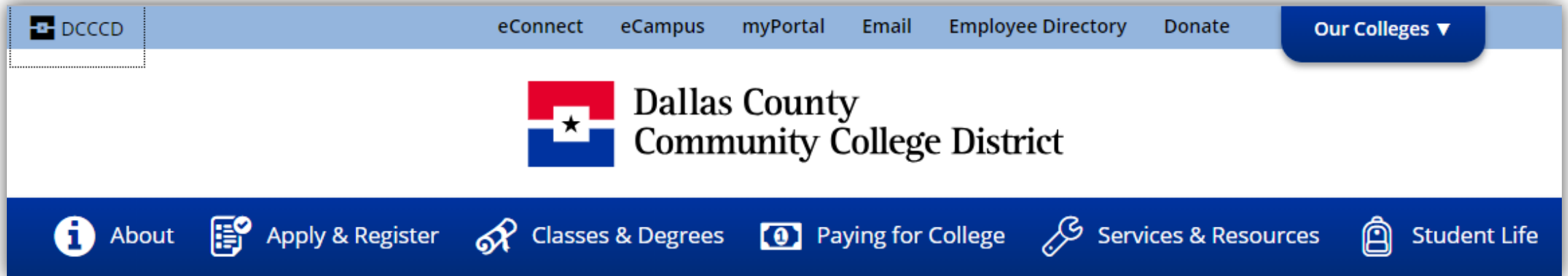
CHANGES AND IMPROVEMENTS WE'VE MADE

- **BETTER INTERNAL SEARCH RESULTS**



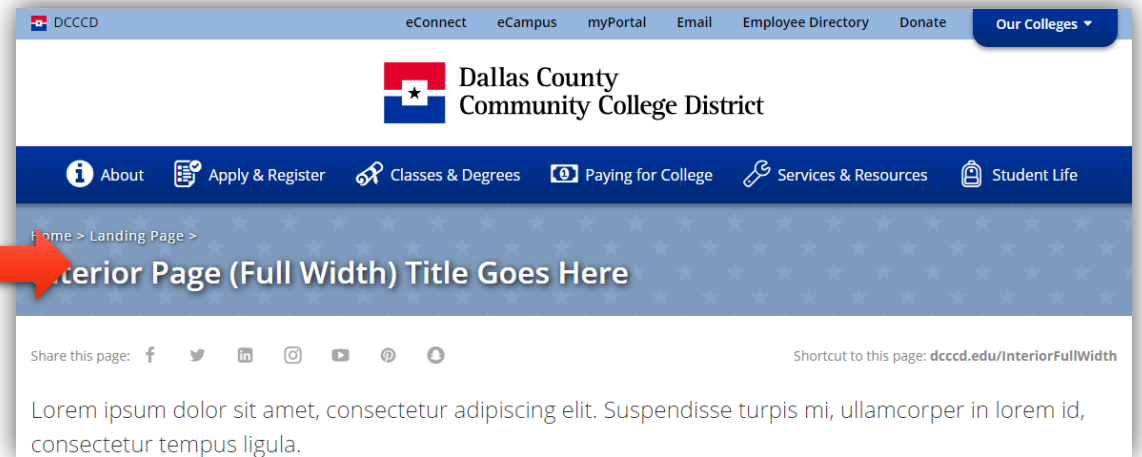
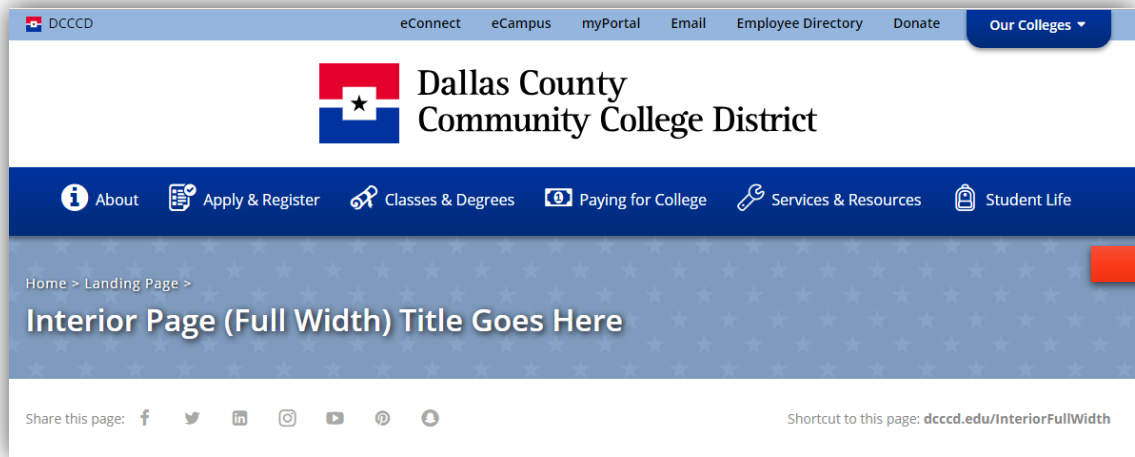
CHANGES AND IMPROVEMENTS WE'VE MADE

- **NAVIGATION ITEMS**



CHANGES AND IMPROVEMENTS WE'VE MADE

- **REDUCING THE HEIGHT OF THE HEADER**



CHANGES AND IMPROVEMENTS WE'VE MADE

■ THE FIRST FOUR QUESTIONS

- What Can I Earn?
- Can I Find a Job?
- How Long Will I Train?
- How Much Will I Spend?

Nursing At-A-Glance

What Can I Earn?

These rates are **entry hourly wages** for the following Nursing jobs in the Dallas-Fort Worth area.

Certified Nursing Assistants (CNA)	\$9/hr
Licensed Vocational Nurses (LVN)	\$18/hr
Registered Nurses (RN)	\$27/hr

SOURCE: Texas Workforce Commission

[What's the difference in these careers?](#)

Can I Find a Job?

These figures are the **projected growth** for the following jobs in the Dallas-Fort Worth area through 2026.

Certified Nursing Assistants (CNA)	+26%
Licensed Vocational Nurses (LVN)	+29%
Registered Nurses (RN)	+28%

SOURCE: JobsEQ

[Browse current openings](#)

How Long Will I Train?

Certified Nursing Assistant	3 mos.
Licensed Vocational Nursing	12 mos.
LVN-RN Bridge	24 mos.
Associate Degree Nursing	16-24 mos.
Perioperative Nursing	8 mos.

Length of time is based on full-time student status, a minimum of 12 credit hours per semester.

How Much Will I Spend?

Certified Nursing Assistant	Varies per college
Licensed Vocational Nursing	\$3,009
LVN-RN Bridge	\$3,540
Associate Degree Nursing	\$3,540
Perioperative Nursing	\$885

Cost is based on tuition rates for program hours and Dallas County residents. It does not include additional fees or books. [Find out about financial aid.](#)

[Review our tuition rates](#)



CHANGES AND IMPROVEMENTS WE'VE MADE

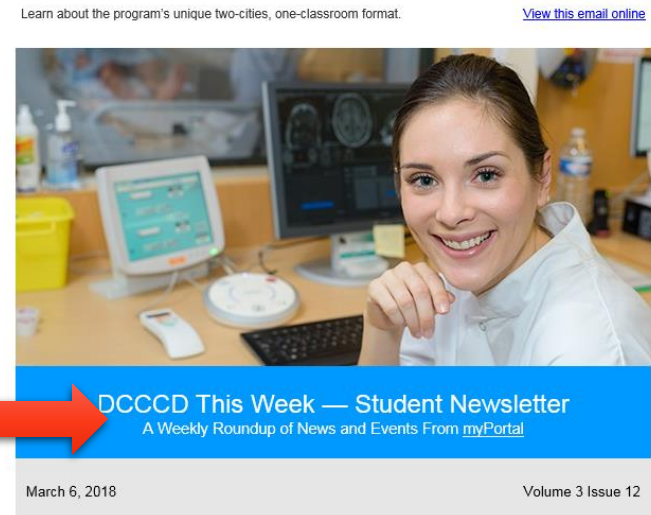
■ “DCCCD THIS WEEK” vs “STUDENT NEWSLETTER”



Register for Winter and Spring Classes Starting Nov. 22

Priority Registration for Spring 2017 semester (including Winter Term) begins Tuesday, Nov. 22 – only one week from today! Want to guarantee you get the classes you want at the times you need them? Don't procrastinate. Register early, like a pro.

[View Spring 2017 credit classes.](#)



Dallas Students Impacting Nuclear Medicine

Together, Dallas - and Houston-area college students are studying nuclear medicine, a rapidly growing but relatively unknown industry.





UX MYTH #14: YOU ARE LIKE YOUR USERS

When designing a website, it's easy to assume that everybody is like you. However, this leads to a strong bias and often ends in an inefficient design.

You evidently know a lot about your services and your website; you're passionate about them. Your users, on the other hand, are likely to not care *that* much. They have different attitudes and goals, and just want to get things done on your website.

To avoid this bias, you need to learn about your users, involve them in the design process, and interact with them.



**I am not
my user.**



Do Usability Testing.



Test early.

Test often.



**Keep it simple
enough to be
sustainable.**



**I am not testing
the user.**

**I am testing the
website.**



Keep solutions as simple and incremental as possible so that you actually do them.



ADDITIONAL RESOURCES

- Steve Krug's Usability Test Demo
 - <https://youtu.be/QckIzHC99Xc>
- How Many Test Users in a Usability Study?
 - <https://www.nngroup.com/articles/how-many-test-users/>
- UX Myth: You Are Like Your Users
 - <https://uxmyths.com/post/715988395/myth-you-are-like-your-users>



QUESTIONS?



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Download slides here:

luismerino.com/taccm2018

