

UX Meets Ebook

Usability Professionals Improve the Digital Reading Experience

#tocuxebk

Victor Lombardi

Nickel

@threefour

Whitney Quesenbery

WQusability

@whitneyq

Louis Rosenfeld

Rosenfeld Media

@louisrosenfeld

Anne Kostick, Foxpath IND, @bklynanne

February 13, 2012

What Is UX?

The overall experience and satisfaction a user has when using a product or system. Usually the term is applied to the experience of software, web applications and digital devices.

—Wikipedia

All aspects of digital products and services that *users* experience directly.

—Kimmy Paluch

“Usability may seem like it’s about technology, which changes incredibly fast. But it’s really about **human nature**, which rarely changes at all.”

—Steve Krug

Good User Experience Design

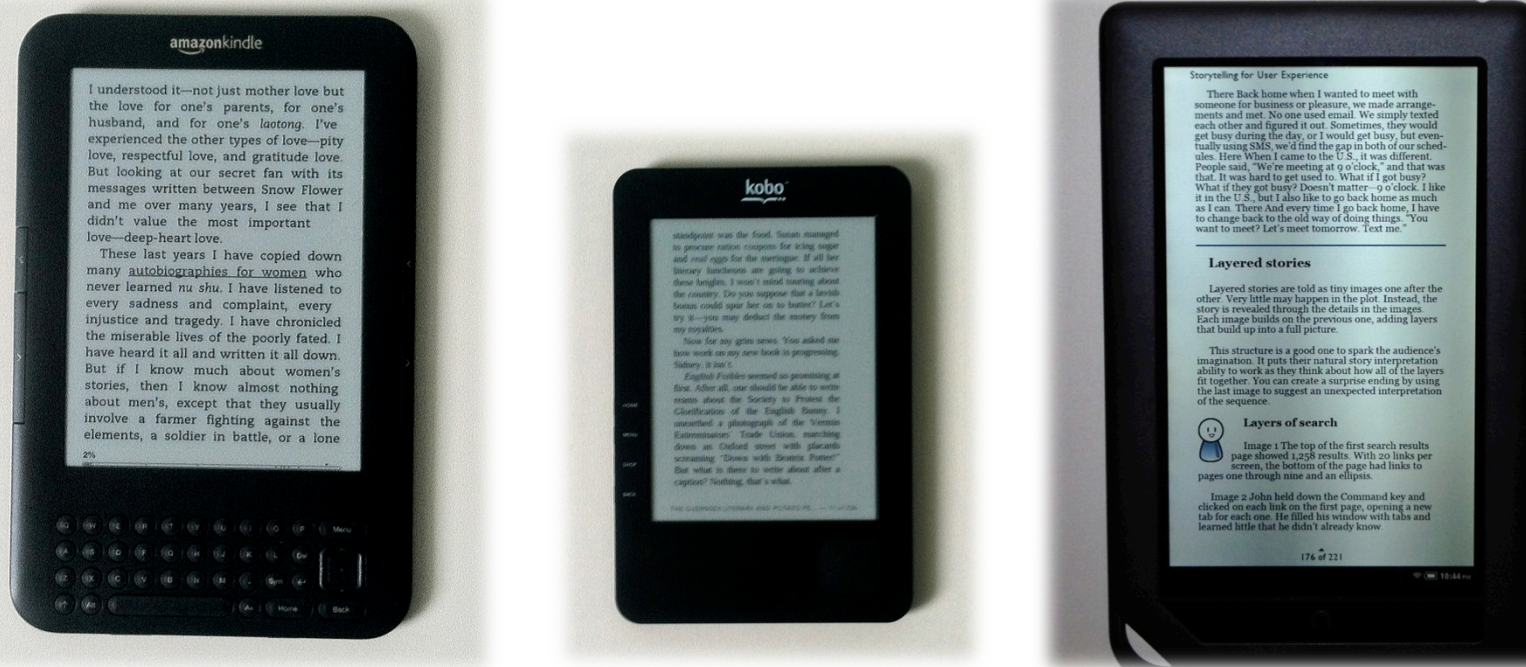


UX honeycomb by Peter Morville

...meets the exact needs of
the customer, **without fuss
or bother.**

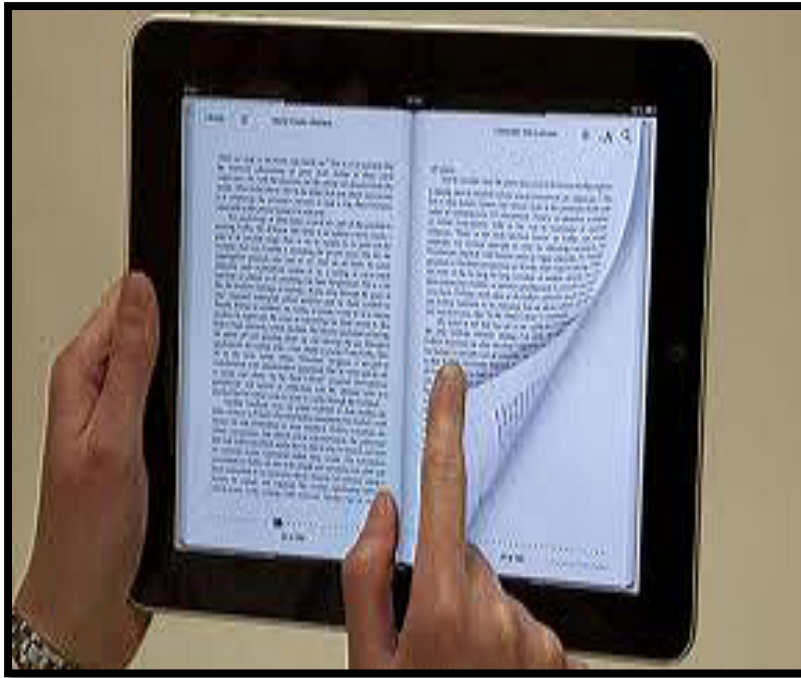
—Don Norman

User Experience Design



Each device presents its own experience design limitations.

User Experience Design



- Usefulness
- Simplicity
- Consistency

Seeking the basic principles of good user experience will still result in a better product from the reader's perspective.

UX in a Business Environment

Our Choice by Al Gore

Book app by PushPop Press



Young readers test “Our Choice” book app:

“They described how they could blow on the screen and see the windmill turn.... But they couldn’t recall much of what the book was about.”


“Our Choice” developer responds to comments:

“The learner has to hold up his end of the conversation, by forming questions and actively exploring to answer those questions.... It will take some time before people learn how to be active learners.”

Symbian



Wesabe



wesabe

Help Sign Up Sign In

Accounts Tips **NEW** Goals Groups

Merchant Comparison

Type a merchant. Search

Related Tags: food groceries eatingout business snacks supermarket magazine berkeley oakland

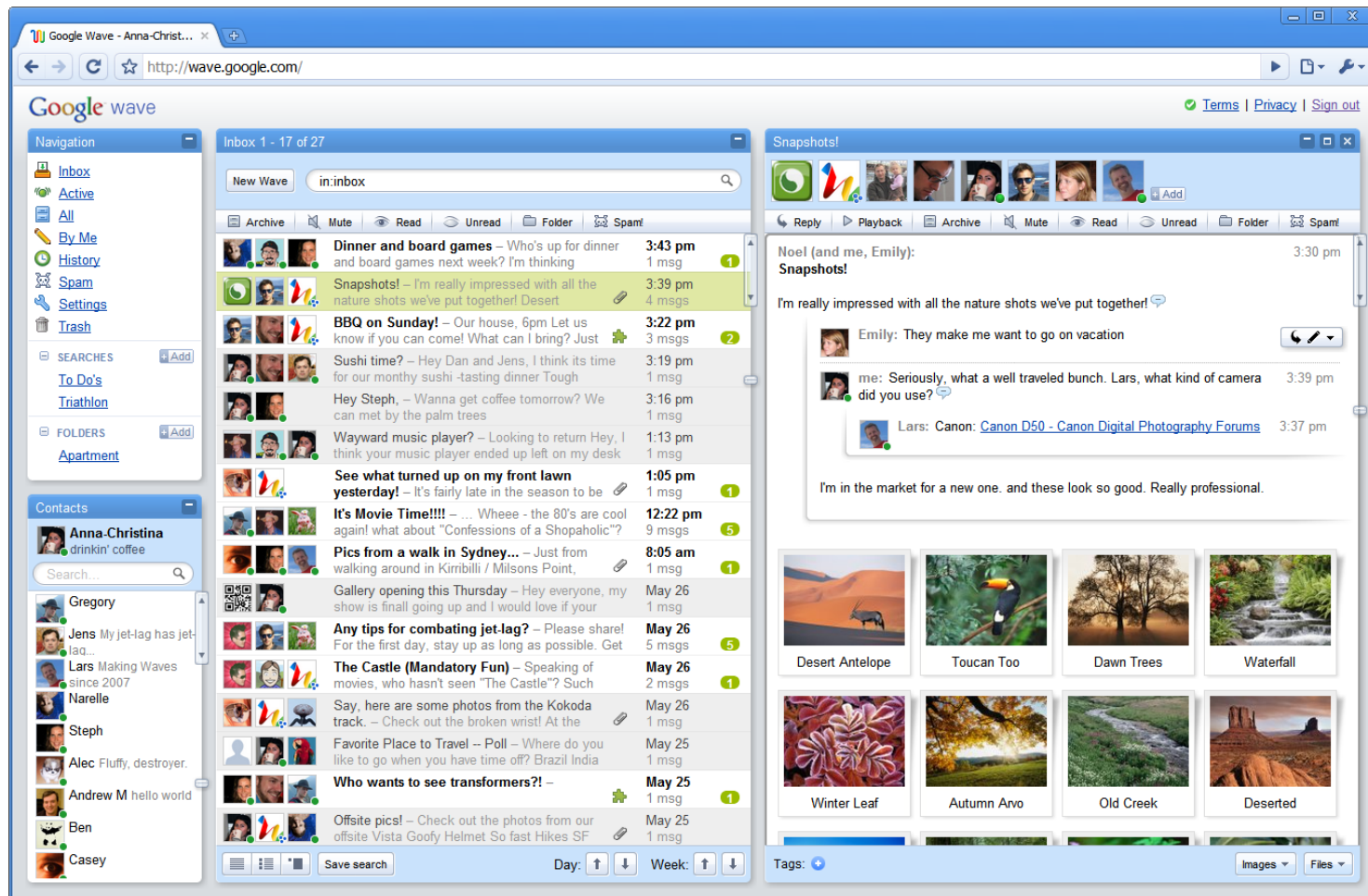
	Spending	Visits	Popularity
Andronico's Market Find it Near You:	\$50.72 Spent per Visit \$54.62 on groceries \$52.74 on food \$13.08 on eatingout	33% Visit Often 33% visit a few times 33% never return	33% Recommend it 7 votes 0% don't 0 votes 67% unsure 14 votes
Piedmont Grocery Find it Near You:	\$42.84 per Visit \$43.96 on groceries \$35.75 on food \$35.21 on oakland	45% Visit Often 24% visit a few times 31% never return	63% Recommend it 10 votes 0% don't 0 votes 38% unsure 6 votes

Compare to Another Merchant +

iDrive



Google Wave



Exercise: DIY Personas

How do you make design decisions?

- Checklists?
- Expert review?
- “Religious wars”?
- “Ask Mikey”
- HIPPO?
(Highest Paid Person
in the Organization)



Let's try something different.

- We're going to review the design for an ebook.
- The first step in this review is:

Don't look at it

- You only get one chance to see something for the first time.

Find 1-2 other people to work with.

Write a story.

- Think about a person who is about to open an ebook.
What's their story?
 - Who is this person?
 - Where are they...right now?
 - What are they doing? What are their goals?
- Write down a rich, clear story that you all agree on.

Let's hear about a few of them...

Your person is about to open an ebook.

- Think about who they are ...
...and their goals.
- How will they react?
- What do they do first?

"If you can cough any trifle on it up, Pip, I'd recommend you to do it," said Joe, all aghast. "Manners is manners, but still your elth's your elth."

By this time my sister was quite desperate, so she pounced on Joe, and taking him by the two whiskers, knocked his head for a little while against the wall behind him: while I sat in the corner looking guiltily on.

"Now, perhaps you'll mention what's the matter," said my sister, out of breath, "you staring great stuck pig."

Joe looked at her in a helpless way; then took a helpless bite and looked at me again.

"You know, Pip," said Joe, solemnly, with his last bite in his cheek, and speaking in a confidential tone, as if we were quite alone,

"you and me is always friends, and I'd be the last to tell upon you any time. But such a"—he moved his chair and looked about the floor between us, and then again at me—"such a honcommon Bolt as that!"

"Been bolting his food, has he?" cried my sister.

"You know, old chap," said Joe, looking at me, and not Mrs. Joe, with his bite still in his cheek, "I Bolted, myself, when I was your age—frequent—and as a boy I've been among a many Bolters; but I never see your equal yet, Pip, and it's a mercy you ain't choked dead."

My sister made a dive at me, and fished me up by the hair: saying nothing more than the awful words, "you come along and be dosed."

Some medical beast had revived Tar-water

How did that go?

- Let's hear about a few experiences...
 - Who is your persona?
 - What did they do first?
 - What problems did they have?
 - What successes did they have?
 - What was the experience like?

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My eBooks

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CHAPTER II.

5 pages left in chapter

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"You know me, and not M cheek, "I Bolt —frequent—a many Bolters: Pip, and it's a

My sister n up by the hair awful words, Some medi



Settings

A Day ✓

A Night

Typeface Times New Roman >

Text Size

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+

Line Height



Flowing Text ✓

Scanned Pages

3-D Page Turns

ON



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About the Book**Great Expectations**

Charles Dickens
Macmillan of Canada - 564 pa...

Purchased (free)

in those days as a fine medicine, and Mrs. Joe always kept a supply of it in the cupboard; having a belief in its virtues correspondent to its horrible nastiness. At the best of times so much of this elixir was administered to me as a choice restorative, that I was conscious of going about, smelling like a new fence. On this particular evening the urgency of my case demanded a pint of this mixture, which was poured down my throat, for my greater comfort, while Mrs. Joe held my head under her arm as a boot would be held in a boot-jack. Joe got off with half-a-pint; but was made to take that (much to his disturbance, as he sat slowly biting and meditating before the fire), "because he had had a turn." Judging for myself, I should Bay he certainly had one

afterward, if he had had none before.

Conscience is a dreadful thing when it accuses man or boy; but when, in the case of a boy, that secret burden co-operates with another secret burden down the leg of his trowsers, it is (as I can testify) a great punishment. The guilty knowledge that I was going to rob Mrs. Joe—I never thought I was going to rob Joe, for I never thought of any of the housekeeping property as his—united to the necessity of always keeping one hand on the bread-and-butter as I sat, or when I was ordered about the kitchen on any small errand, almost drove me out of my mind. Then, as the March winds made the fire glow and flare, I thought I heard the fierce voice outside of the man with the iron on his leg who had sworn

if I did ask questions. But she never was polite, unless there was company.

At this point Joe greatly augmented my curiosity by taking the utmost pains to open his mouth very wide, and put it into the form of a word that looked to me like "sulks." Therefore I naturally pointed to Mrs. Joe, and put my mouth into the form of saying "her?" But Joe wouldn't hear of that at all and again opened his mouth very wide, and shook the form of a most emphatic word out of it. But I could make nothing of the word.

"Mrs. Joe," said I, as a last resource, "I should like to know—if you wouldn't much mind—where the firing comes from?"

"Lord bless the boy!" exclaimed my sister, as if she didn't quite mean that, but rather the

contrary. "From the Hulks."

"Oh-ho!" said I, looking at Joe. "Hulks!"

Joe gave a reproachful cough, as much as to say, "Well, I told you so."

"And please what's Hulks?" said I.

"That's the way with this boy!" exclaimed my sister, pointing me out with her needle and thread, and shaking her head. "Answer him one question, and he'll ask you a dozen directly. Hulks are prison-ships, right 'cross th' meshes." We always used that name for marshes, in our country.

"I wonder who's put into prison-ships, and why they're put there?" said I, in a general way, and with desperation.

It was too much for Mrs. Joe, who immediately rose. "I tell you what, young

What did we learn?

- Looking at something from the perspective of
 - a specific person (or type of person)
 - with a specific goal
 - in a specific context
- Helps you put your “expert view” aside, so you can see the “user experience” view.

“Persona-led walk-through”

Yep, it has a fancy name!

- The user story – the persona and goal – guides the review
- Your knowledge of usability and good design help you understand the problems the persona encounters
- Your knowledge of the technology lets you find strong solutions

Anyone can do this.

- Creating the personas:
 - If you have a strong set of personas... great.
 - If not, brainstorm a quick set to get started (and then, think about creating them for real).
- State assumptions up front.
 - Helps to be clear about the context of any decisions.
 - Acknowledges constraints (business, content or format).
 - You can adjust more easily to new information.

More than a checklist...

- A good design checklist helps you remember points to think about.
- The activity of looking at the site from the perspective of a user story helps you focus on the user experience.
- Put them together and you have a user-centered expert review.

To design a good UX ...

You need a clear understanding of

- the people who will use your product
- their attitude, aptitude, and ability
- their goals, and their definition of success
- how *you* are different from *them*

Top E-reading Complaints

- ORIENTATION

I lose my place and can't find it again.

I don't have a solid "feel" for where I am in the book. Percentages don't help.

- NAVIGATION

I can't get "back" or "go back" or jump ahead and return.

- DISTRACTION

I just want to "read," not fiddle with buttons and menus.

- MENU CONFLICTS

Some commands put me at the top of the "page" and others jump me back to the middle. My sense of where I am on the page is undermined.

- PAGE LAYOUT PROBLEMS

Because of font-size adjustments or poor conversion, the page looks and reads poorly.

E-Reading Personas

Readers of ebooks are

Information
readers

Entertainment
readers

And are either

Private Readers

Sharers

And may be

Markers

Peekers

Total Immersives

UX Starts with Users

NCI as a Publisher

The screenshot shows the National Cancer Institute (NCI) Publications Locator website. The header is red with the NCI logo and the text "National Cancer Institute" and "U.S. National Institutes of Health | www.cancer.gov". Below the header, there's a navigation bar with a search box, a "Search" button, and a "Search Tips" link. To the right of the search bar, there's a shopping cart icon with "0 Items in your cart" and a "View Cart" button. Below the search bar, there's a "Title Index" with letters A through Z. The main content area is divided into four columns. The first column is titled "Find publications about A Type of Cancer" and lists various cancer types. The second column is titled "Find publications on Cancer Topics" and lists various topics. The third column is titled "Find publications for Audience" and lists various audience groups. The fourth column is titled "Featured Publications" and lists featured publications. The first featured publication is "Targeted Therapies and Prostate Cancer (6)" with a thumbnail image. The second featured publication is "World Cancer Day (1)" with a thumbnail image. The third featured publication is "Role of the Cancer Caregivers (8)" with a thumbnail image.

National Cancer Institute
U.S. National Institutes of Health | www.cancer.gov

NCI Publications Locator
Your Resource for **free** publications

0 Items in your cart [View Cart](#)
Help with ordering: 1-800-4-CANCER (1-800-422-6237)
[Self-Printing Options](#)

Search by title, keyword, publication number [Search](#) [Search Tips](#)

Title Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

Find publications about A Type of Cancer

- [Cancer general info](#)
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- [Kidney \(Renal\)](#)
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- [Liver](#)
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- [Melanoma](#)
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- [Cancer Patient](#)
- [Cancer Survivor](#)
- [Family/Friends](#)
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- [Health Professional](#)
- [Limited Literacy](#)
- [Researcher](#)
- [Visually Impaired](#)

Written in

- [English](#)
- [Español](#)
- [Chinese](#)
- [Tagalog](#)
- [Vietnamese](#)

Written for & about

- [American Indian or Alaska Native](#)
- [Asian](#)
- [Black or African American](#)

Featured Publications

Targeted Therapies and Prostate Cancer (6)

[Hoja Informativa](#)

Cáncer metastático

[PREVIOUS](#) [NEXT](#)

World Cancer Day (1)

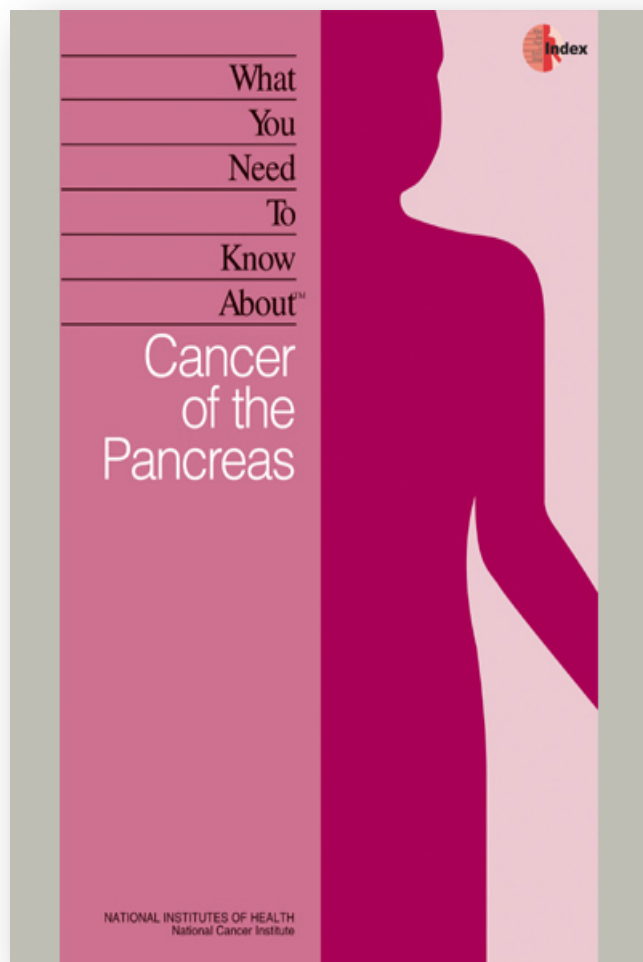
[LATIN AMERICA LATINA](#)

Role of the Cancer Caregivers (8)

[Support for Cancer Caregivers](#)

[Caring](#)

What You Need to Know About....



About This Booklet

This National Cancer Institute (NCI) booklet is about *cancer** that starts in the *pancreas*. This disease is also called *pancreatic cancer*.

Each year in the United States, more than 43,000 people are diagnosed with cancer of the pancreas. Most are over 65 years old.

There are two main types of pancreatic cancer.

Most often, pancreatic cancer starts in the *ducts* that carry *pancreatic juices*. This type is called **exocrine pancreatic cancer**. This booklet is about this type.

Much less often, pancreatic cancer begins in the *cells* that make *hormones*. This type may be called **endocrine pancreatic cancer** or *islet cell cancer*. This booklet is not about endocrine pancreatic cancer. NCI's Cancer Information Service at 1-800-4-CANCER (1-800-422-6237) can provide information about this disease.

Learning about medical care for cancer of the pancreas can help you take an active part in making choices about your care. This booklet tells about

- Diagnosis and staging
- Treatment and *supportive care*
- Taking part in research studies

Print to Web

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In English | [En español](#)

Questions About Cancer?
1-800-4-CANCER

SEARCH

NCI HomeCancer TopicsClinical TrialsCancer StatisticsResearch & FundingNewsAbout NCI

What You Need To Know About™
Cancer of the Pancreas

Posted: 07/14/2010

What You Need To Know About™ Cancer of the Pancreas

About This Booklet

The Pancreas

Cancer Cells

Risk Factors

Symptoms

Diagnosis

Staging

Treatment

Second Opinion

Supportive Care

Nutrition

Follow-up Care

Sources of Support

Taking Part in Cancer Research

Page Options

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• Taking part in research studies

This booklet has lists of questions that you may want to ask your doctor. Many people find it helpful to take a list of questions to a doctor visit. To help remember what your doctor says, you can take notes. You may also want to have a family member or friend go with you when you talk with the doctor—to take notes, ask questions, or just listen.

[Next Section >](#)

TOC2012/UX Meets Ebook

2/13/12

Print to Web

This is about the lungs, but not about lung cancer...(I'm on page 3) and this is still not explaining to me what lung cancer is" [P8]

The screenshot shows a web page titled "What You Need To Know About Lung Cancer". On the left is a navigation menu with links: "About This Booklet", "The Lungs", "Cancer Cells", "Risk Factors", "Screening", "Symptoms", "Diagnosis", "Staging", "Treatment", "Second Opinion", "Comfort Care", "Nutrition", "Follow-up Care", and "Sources of Support". The main content area consists of three boxes connected by arrows. The first box, "About This Booklet", contains text about the National Cancer Institute (NCI) and a URL. The second box, "The Lungs", describes the function of the lungs and the pleura. The third box, "Cancer Cells", explains how cancer begins in cells and mentions benign tumors. A speech bubble from the top right points to the "Cancer Cells" box.

**What You Need To Know About™
Lung Cancer**

ed: 07/26/2007

> About This Booklet

The Lungs

Cancer Cells

Risk Factors

Screening

Symptoms

Diagnosis

Staging

Treatment

Second Opinion

Comfort Care

Nutrition

Follow-up Care

Sources of Support

About This Booklet

This National Cancer Institute (NCI) the lung. It tells about diagnosis, sta for people with lung cancer can help

This booklet has lists of questions t take a list of questions to a doctor vis ask whether you may use a tape rec when you talk with the doctor - to take

For the latest information about lung <http://www.cancer.gov/cancertopics/t> answer your questions about cancer 1-800-4-CANCER (1-800-422-6237)

The Lungs

Your lungs are a pair of large organs your body through your nose or mou bronchus, and goes into your lungs.

When you breathe in, your lungs exp

When you breathe out, air goes out o

Your right lung has three parts (lobe

A thin tissue (the pleura) covers the pleura is a very small amount of fluid

Cancer Cells

Cancer begins in cells, the building bloc body.

Normal, healthy cells grow and divide to grow old or become damaged, they die, a

Sometimes, this orderly process goes w old or damaged cells do not die as they s called a growth or tumor.

Tumor cells can be benign (not cancer) o harmful as malignant tumor cells:

- Benign lung tumors


Print to Web

National Cancer Institute

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Managing Chemotherapy Side Effects

Appetite Changes



"Many days I'm just not hungry. I find it easier to eat small meals. My nurse told me about foods that can help me keep up my strength."

What are appetite changes?

Two common changes during chemotherapy are feeling less hungry and finding that some foods may taste different.

- Eat well to help your body stay strong.
- Let your doctor or nurse know if you lose weight.

Try these tips to make eating easier:

Set meal times and routines.
Eat a little, even if you're not hungry.

- It may help to eat 5 or 6 small meals each day, instead of 3 large meals.
- Try new foods to keep up your interest in food.
- Eat with family or friends, or watch television while you eat.
- Choose healthy foods, like those listed on the back of this sheet.
- Ask your doctor or nurse about seasonings that may help some foods taste better.
- If food tastes like metal, eat with plastic forks or spoons.

Be active.
Being active may help you feel more hungry.

- Take a short walk each day.
- Talk with your doctor or nurse about exercise that can help you.

Drink liquids.
Getting enough to drink is important, but don't fill up on liquids during meals.

- Drink milkshakes or soups that are easy to swallow.
- Keep track of how much you eat and drink each day. Then talk with your doctor or nurse to make sure you are eating and drinking enough.



National Cancer Institute
at the National Institutes of Health

QUESTIONS ABOUT CANCER?
1-800-4-CANCER

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Managing Chemotherapy Side Effects

[Back to Chemotherapy Fact Sheets](#)

In English En español

Posted: 05/12/2011

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- [NCI Drug Dictionary](#)
- [Search for Clinical Trials](#)
- [NCI Publications](#)
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NCI Highlights

- [Report to nation finds continued declines in many cancer rates](#)
- [Education and Training for Health Professionals](#)
- [NCI Issues Cancer Trends Progress Report 2009/2010 Update](#)

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Be active.
Being active may help you feel more hungry.

- Take a short walk each day.
- Talk with your doctor or nurse about exercise that can help you.

Drink liquids.
Getting enough to drink is important, but don't fill up on liquids during meals.

- Drink milkshakes or soups that are easy to swallow.
- Keep track of how much you eat and drink each day. Then talk with your doctor or nurse to make sure you are eating and drinking enough.

Keep this list on your refrigerator.

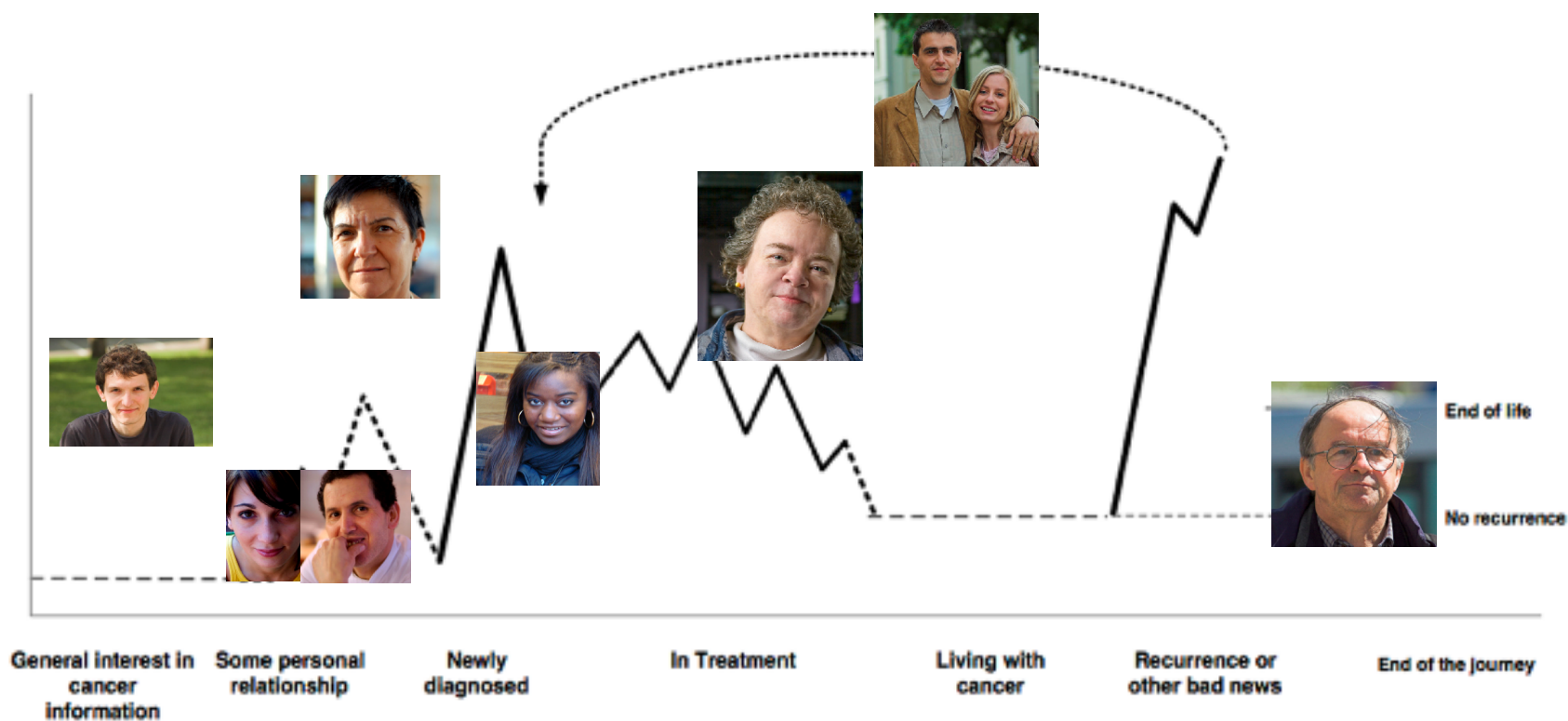


"Many days I'm just not hungry. I find it easier to eat small meals. My nurse told me about foods that can help me keep up my strength."

Order this publication:
[Appetite Changes](#)

Get information about [More chemotherapy side effects](#)

NCI Personas on a Cancer Journey



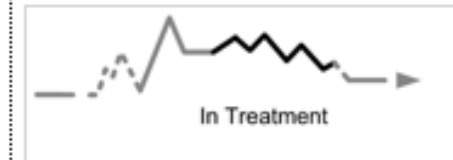
Personas are based on

- UX research
- Analytics
- Deep domain knowledge
- Public research in health literacy
- And ongoing review

ABOUT CYNTHIA

- ☐ 61
- ☐ Librarian for state correctional facilities
- ☐ College and teacher certification

CANCER JOURNEY



MEDICAL LITERACY

- ☐ Growing more conversant

TOP TASKS FOR CANCER INFORMATION

- ☐ What are the side effects of these drugs?
- ☐ Are there recipes for foods that will help him during chemo?
- ☐ Tips for helping family cope

FAVORITE HEALTH SITES

- ☐ American Lung Association
- ☐ A couple of advocacy groups – cancer something

WEB AND SEARCH SKILLS



- ☐ Comfortable on the web, but not sure of her skills
- ☐ Unconscious competent searcher

USABILITY NEEDS

Wants to make sure she has the right information. Needs to find good pages.

- ☐ Effective
- ☐ Engaging

Analytics: web, search, survey ...

	1 Just Interested	2 CoBrowsers	3 Designated Searcher	4 Searching for Questions	5 Persistence Pays Off	6 Surrogate for Patient	7 Looking Forward
Standard treatments		✓	✓	✓	✓	✓	
Cancer prognosis		✓	✓	✓			✓
Alternative treatments			✓	✓	✓	✓	
Cancer recovery				✓		✓	✓
Cancer statistics		✓	✓			✓	
Clinical trials for cancer						✓	
Risks factors/causes	✓	✓					✓
Testing for cancer							✓
Coping/ Emotional concerns		✓			✓	✓	✓
Managing pain and symptoms					✓		
How to prevent cancer	✓	✓					✓
Genetic risk factors							✓
Drugs (prescription)				✓	✓		
Research tools/resources							
Cancer news	✓					✓	
General health and wellness	✓						
Diet/nutrition	✓				✓		✓
Definitions (What is ...)	✓	✓	✓	✓			

It's easy to collect data.

It's harder to listen clearly to what it says.

Stories and scenarios



As a school librarian, Cynthia knows how to search, even though she's still a little more comfortable with the Books in Print than the Internet. She was glad she had some searching skills when her husband, Marty, was diagnosed with lung cancer, because it was hard to get all the answers she wanted.

After they got over the initial shock of the diagnosis and were into their treatment, she found she had a whole new set of questions. At first, she'd wanted to know everything, but now her questions are much more specific.

She told Marty that he should concentrate on beating this thing, and she'd keep finding the information they need to make decisions. It makes her feel like she's helping – and she's learning more medical words than she ever thought she'd know.

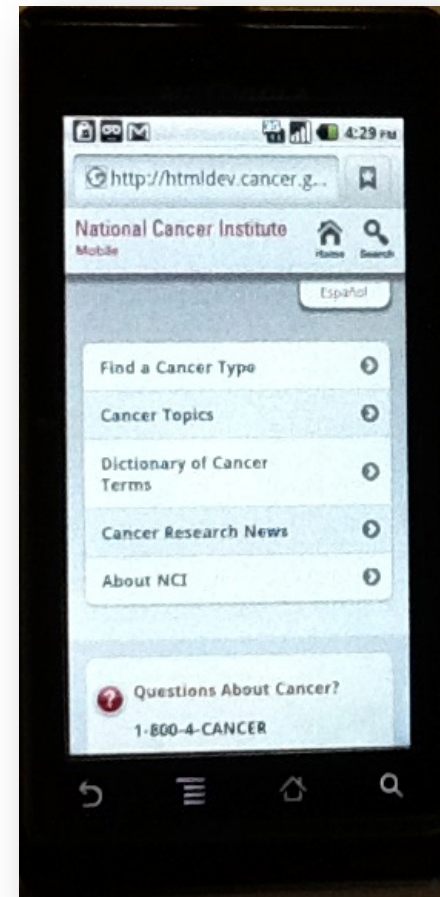
She's gotten to know other family members who have appointments on the same schedule as hers. She's exchanged emails with one of the other women, and they share tips and other information they find.

Right now, she's figuring out how to plan meals that her husband can cope with – toning down the spices, and things that make him feel nauseous. The nurses warned her that the side effects change during the course of treatment, so every few weeks she needs new information.

Although the treatment seems to be going well, she's read enough to know that it's serious, and started to read about alternative treatments. She's tried reading some of the medical articles, and sometimes looks at the doctors' information on the web sites. Even when it's a little over her head, she likes to know that she can get to the "real stuff" if she wants to.

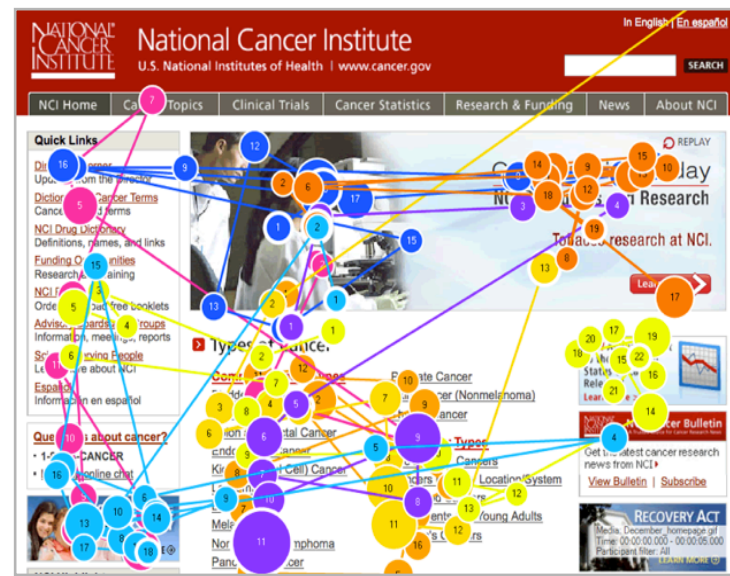
Inspiration in the Data

- What information
(for medium and platform)
- Making it easy to find
(from their starting point)
- In the right format
(amount, style, details)



Validation

- Confirming similarities and differences
- Stories we heard again that explain the data



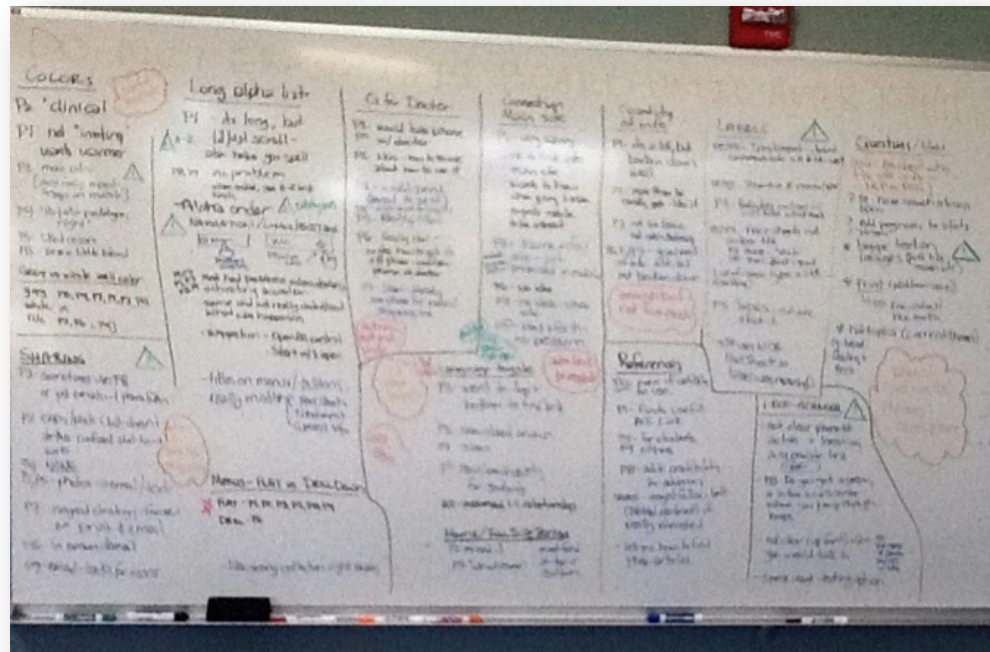
Evaluation

- In person
- Remote
- In context
- Prototypes
- Live pages

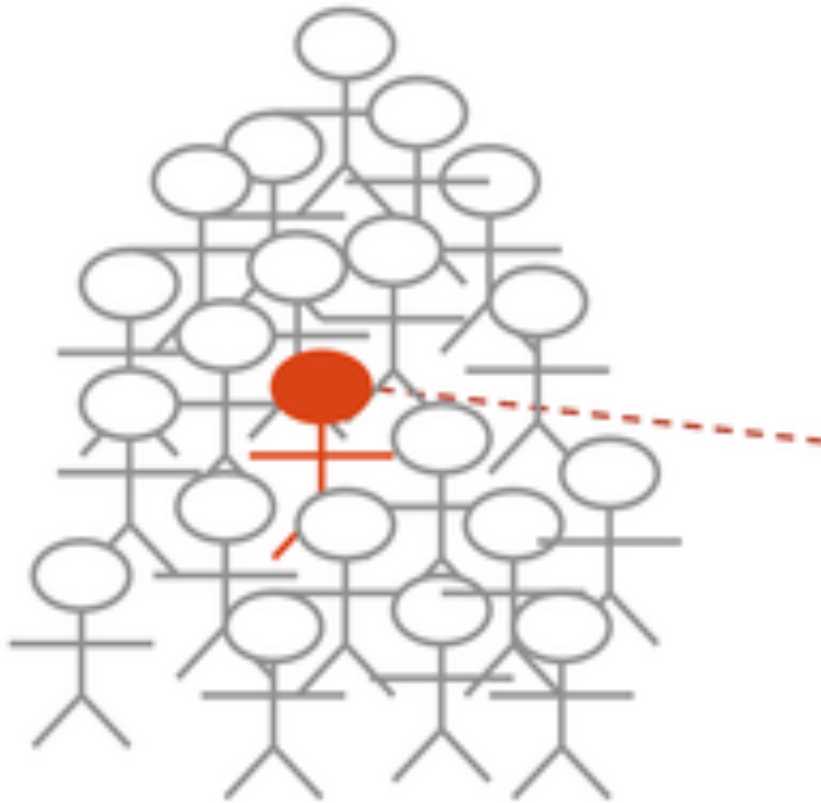


Iteration

- What did we see and hear?
- What does it mean?
- How can we use it to improve?



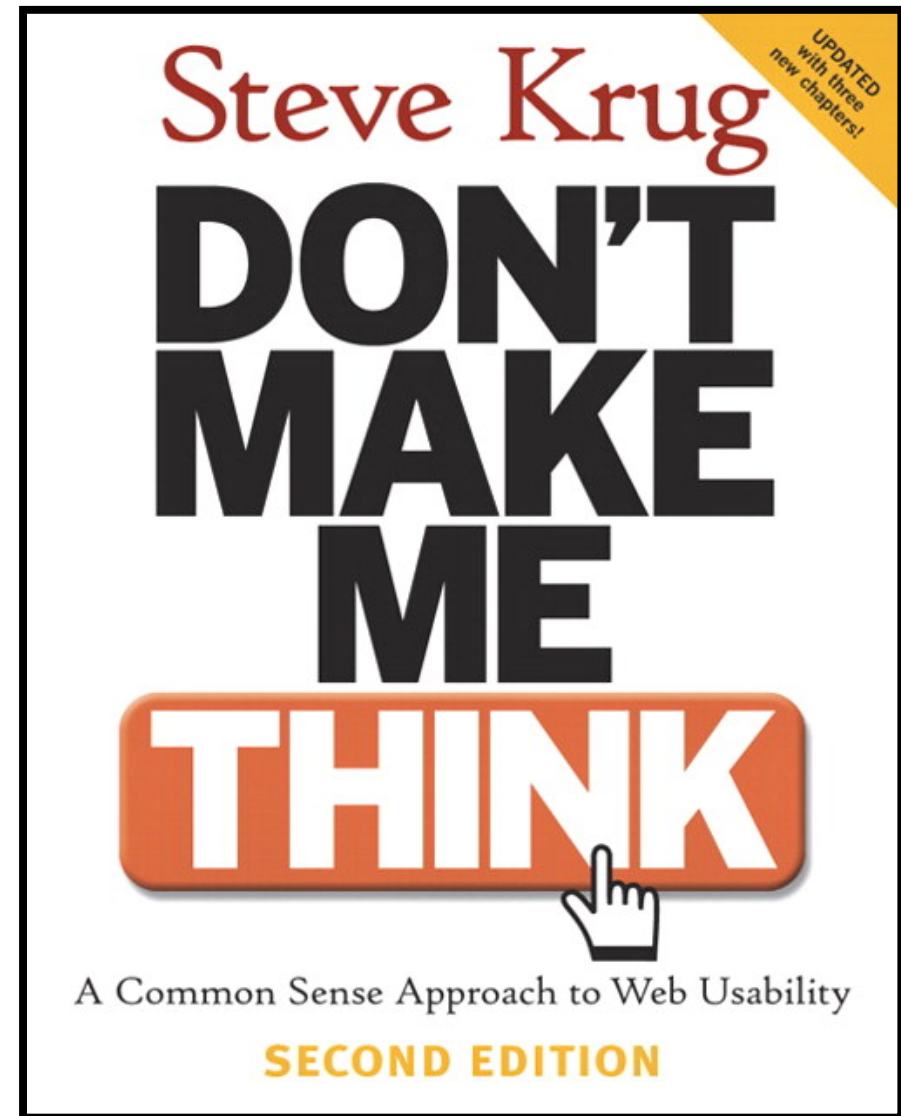
Finding the Individual in the Crowd



UX helps us understand users, not as part of a group or a demographic, but as **individuals** with a history, goals, interests and a relationship to the information or site.

Rosenfeld Media's Books: UX in Practice

- Design from Scratch
 - Information meetings with groups of UX practitioners
 - Show-and-tell: bring books they use for work
 - Discuss best- and least-liked *features*
 - What's their favorite title?



MENTAL MODELS

ALIGNING DESIGN STRATEGY WITH HUMAN BEHAVIOR

Overview

Four participants were tested in an informal usability lab on January 29, 2008.

Participants were given \$50 Amazon email gift certificate for their participation.

Participants tested a digital version of Indi Young's book, *Mental Models*, on a laptop computer at 1280 x 960 resolution. Participants had access to a print version of the book if needed.



Rosenfeld Media
Brooklyn, New York

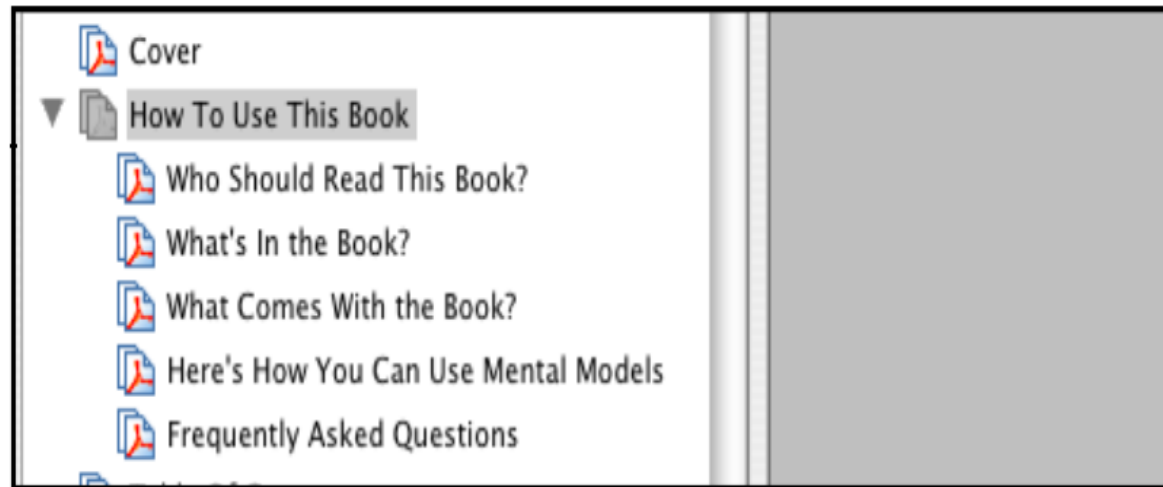
Task description

“Who is this book for?”

Findings

To answer one of the preliminary questions, “Who is this book for?” participants used the Table of Contents and the Table of Contents. First, participants found the Table of Contents first, particularly difficult to manage. After this difficulty, we modified the Table of Contents upon opening. After the Bookmark was added, participants found the document whatsoever.

Snippet



Participants had an easy time navigating once the Bookmarks were added.

Task description

“This version has an additional Table of Contents link. Do you prefer that or the Bookmarks in the previous version?”

Findings

Participants were shown two versions of the page. Of the participants who preferred the Bookmarks version, 10% preferred the Table of Contents on the page. Participants, however, preferred the Bookmarks version while the Bookmarks section was visible.

Snippet

You will want to ensure that you cover topics that are of concern to your team. You also will want to keep the conversation during your interviews from straying into areas that aren't of particular interest or relevance. Use your time wisely.

TABLE OF CONTENTS

While the Table of Contents link was useful, people relied, still, on the Bookmarks to navigate.

Task description

“How would you find a quick overview of mental models?”

Findings

Most participants looked to the “How to Use This Book” section for a quick overview, while others decided to find the chapter. The way participants got the information successfully complete the task.

Snippet

FREQUENTLY ASKED QUESTIONS

What is a mental model?

The top part of the model is a visual depiction
of the behavior of a particular audience

Participants found the definition easily.

Task description

“You read somewhere that Jeff Veen had a part in the book. How would you find his name or section in the book?”

Findings

Two of the four participants used search with a query “jeff veen” to find his part in the book. Both participants noted that search was incredibly slow, but were still successful in reaching the information.

Two participants used the index, participants expected the index to

Snippet

V	275-280
vague verbs	455
227	workshops
VALS Personality traits	alignment workshops
73	359, 360, 372
value of mental models	in mental models devel-
20,	opment process
21, 22	9
Veen, Jeff	on priority optimization
16, 33, 358, 388	
verbs	35-39, 213, 227, 707

Participants wanted to click the page numbers in the Index.

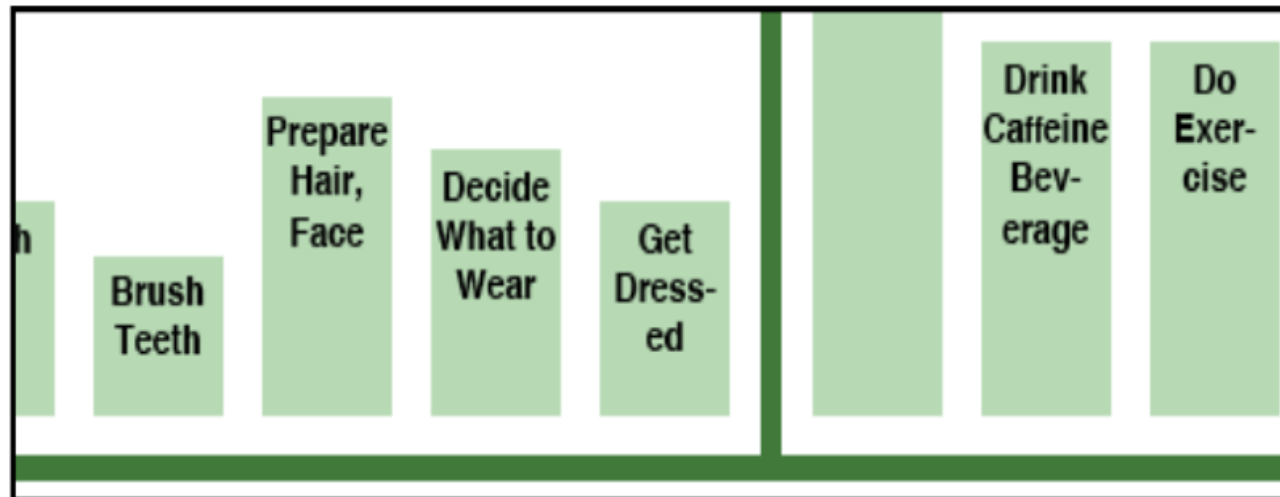
Task description

“Take a look at the images in Chapter 1, Figure 1.1. What are some of parts of a mental model for a typical commuter? (Probe: Are the text and captions readable?)”

Findings

This task required participants' readability. All participants were commented that they had no trouble. The landscape orientation of the one commented on it—although

Snippet



The text in the diagrams was easy to read and understand.

Task description

“You saw the author reference a template that can be found on the Rosenfeld Media site. How would you go about finding that template?”

Findings

None of the participants noticed that the links were a bit small and the links the same color as the background connection and were content with that.

NOTE: There is an inconsistency in the links in all other URLs (without “http://”).

Snippet



Participants did not notice the URLs in the captions and wanted them to be clickable.

Notes

- Consider adding the author's name to the cover
- The document name, author, and other metadata should be a non-user friendly filename
- You might consider adding additional metadata
- The PDF can be modified to open in single page
- Bookmarks can display a section and subsection
- Some of the links to the Rosenfeld Media site were missing (caption in Figure 1.1).
- Participants tried to type in page numbers, they didn't seem to frustrate users. Their expectations were very low.
- One participant suggested adding the end page number (542).

Snippet

The screenshot shows the 'Document Properties' dialog box with the 'Description' tab selected. The 'File' field contains 'RosenfeldMedia-Mental-Models.pdf'. The 'Title' field contains 'Rosenfeld Media: Mental Models: Aligning Design Strategy with Human Behavior'. The 'Author' field contains 'Indi Young'. The 'Subject' and 'Keywords' fields are empty. The 'Created' field shows '1/11/08 12:53 AM', 'Modified' shows '1/29/08 5:28 PM', and 'Application' shows 'Adobe InDesign CS2 (4.0.5)'. There is an 'Additional Metadata...' button. The 'Advanced' tab is also visible, showing 'PDF Producer: Adobe PDF Library 7.0', 'PDF Version: 1.4 (Acrobat 5.x)', 'Location: Macintosh HD:Users:lizdanzico:Desktop:', 'File Size: 9.44 MB (9,899,539 Bytes)', 'Page Size: 6.00 x 9.00 in', 'Number of Pages: 523', 'Tagged PDF: Yes', and 'Fast Web View: No'. At the bottom are 'Help', 'Cancel', and 'OK' buttons.

Document Properties

Description

File: RosenfeldMedia-Mental-Models.pdf

Title: Rosenfeld Media: Mental Models: Aligning Design Strategy with Human Behavior

Author: Indi Young

Subject:

Keywords:

Created: 1/11/08 12:53 AM

Modified: 1/29/08 5:28 PM

Application: Adobe InDesign CS2 (4.0.5)

Additional Metadata...

Advanced

PDF Producer: Adobe PDF Library 7.0

PDF Version: 1.4 (Acrobat 5.x)

Location: Macintosh HD:Users:lizdanzico:Desktop:

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Help Cancel OK

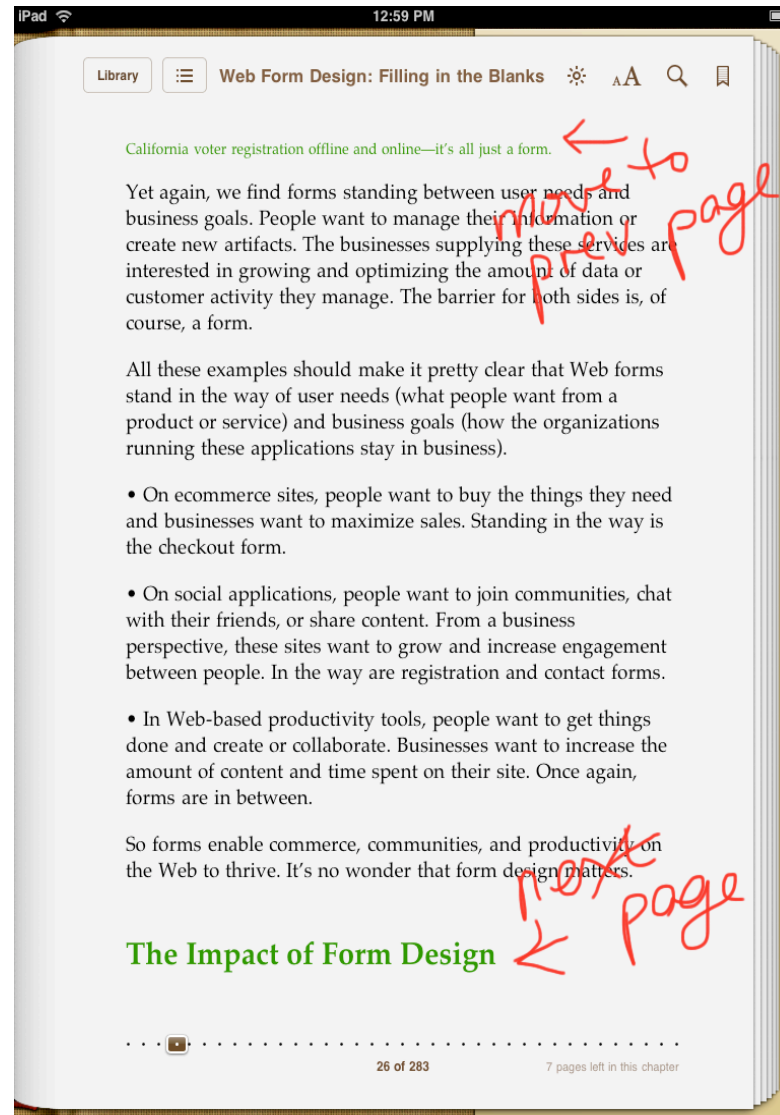
Some Broad Issues and Challenges

- Integration with application (use of Adobe Reader Bookmarks feature, page jumping)
- Powerful navigation doesn't necessarily mean better navigation (challenges searching text)
- Sequencing of front matter (TOC up front)
- Integration with other channels (figures on each book's web site)
- To link or not to link?

Ongoing Work: Crowdsourced Testing of ePubs

- 5 evaluations of each title
- 1 hour per evaluation
- 7 titles
- 35 hours of incredibly useful help

TOC2012/UX Meets Ebook



2/13/12

UX Pros Critique Ebooks

UX Takeaways

- A book is no longer a monologue—it's a dialogue.
- You are not your user.
- Find ways to see your products from the users' perspective, not through your own professional and commercial lenses.
- Experiment: No one knows the right way, nor is there one.
- It's all bits, anyway. So fail early and fail often.

UX Meets Ebook

- Victor Lombardi | Nickel
victor@victorlombardi.com | @threefour |
- Whitney Quesenbery | WQusability
whitney@wqusability.com |
- Louis Rosenfeld | Rosenfeld Media
lou@rosenfeldmedia.com | @louisrosenfeld | www.louisrosenfeld.com
- Anne Kostick | Foxpath IND
anne@foxpath.com | @bklynanne | www.foxpath.com