

# Usability Testing

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Our Experience  
Franchise Tax Board

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# Background

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- Conducted our first usability test in 2002
- Currently have two active Certified Usability Analysts
- Moving toward certifying six more
- Demand is greater than supply

# What We Test

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- Public website
- Intranet
- Online applications
  - Created by FTB staff
  - Created by vendors

# Who We Test

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- Friends and family
- FTB staff
- Tax professionals
- “Normal” people (used a marketing research firm for recruitment)
- Are you next?

# How We Test

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- Task walkthroughs
  - Online & paper prototypes
- Telephone interviews
- Branding
- Card sorting
  - Physical & electronic
- Usability consultant

# When We Test

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- At the beginning
- In the middle
- After you are finished (to validate)

# When We Test

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- At the beginning
- In the middle
- After you are finished (to validate)

**Just test!**

# Your Deliverable

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- Short report (1-5 pages, depending on the complexity)
  - Purpose
  - Findings
  - Specific recommendations
  - Methodology (fancy word for “how we did it”)

# Resources

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- Internet Development Forum  
(<http://webdev.ca.gov/>)
- WebTools  
(<http://www.webtools.ca.gov/>)
- Me  
([donna.freeman@ftb.ca.gov](mailto:donna.freeman@ftb.ca.gov))