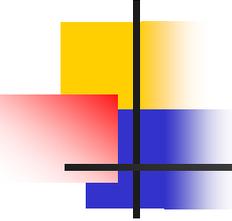


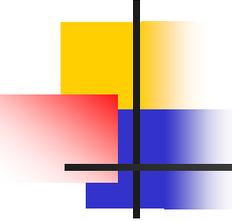
“How Many Licks Does It Take To
Get To The Tootsie Roll Center Of A
Tootsie Pop?”

Organizational Structure and Web
Application Development the
“Usability Way” ...



A Tootsie Pop?

- We are all striving to get to the “Tootsie Roll Center”
 - Organizational Perspective
 - Application Development Perspective
- Change usually takes more than 3 attempts to achieve the desired outcome
- 3481 Attempts?

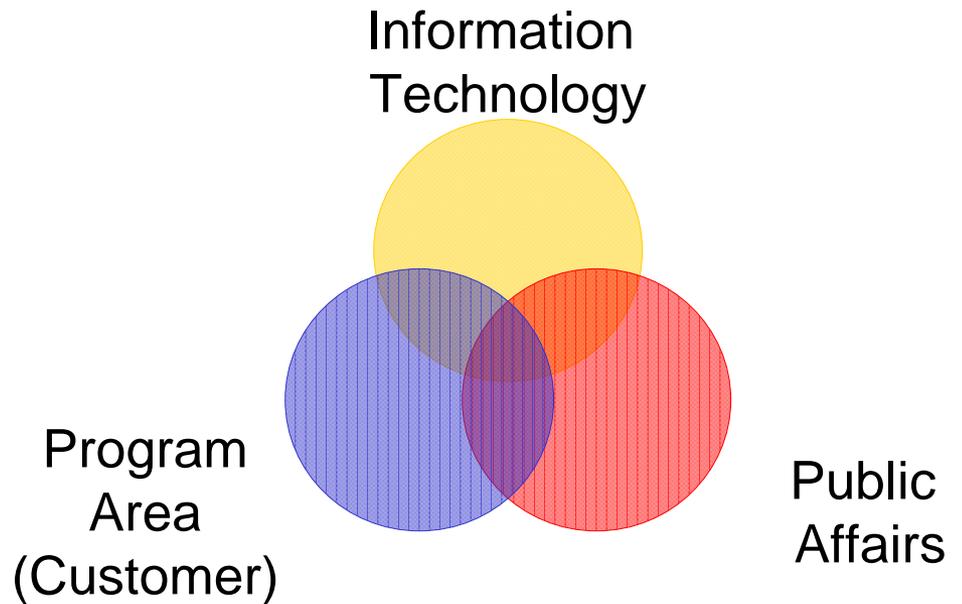
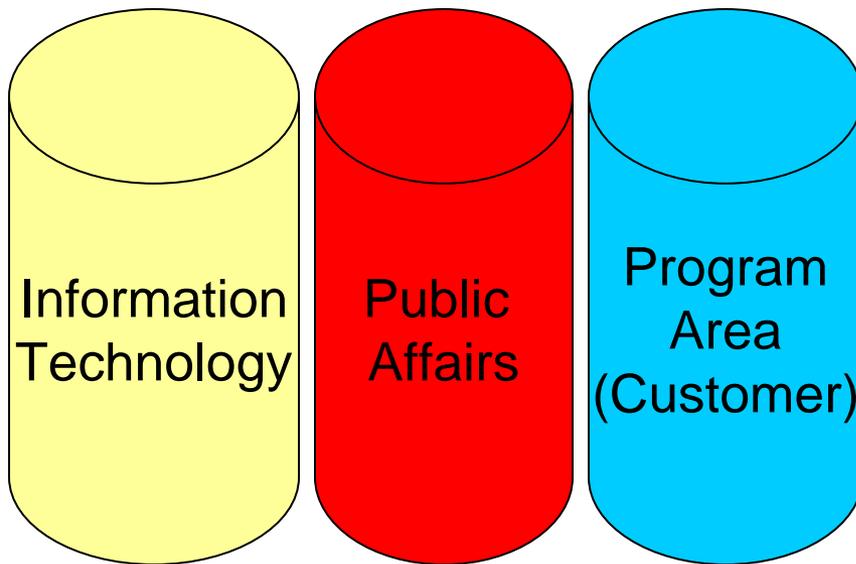


Organizational Shift

Working in a Silo

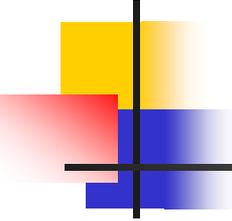
Becoming

A Collaborative Effort



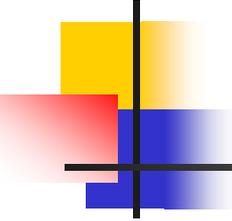
Often The Case...





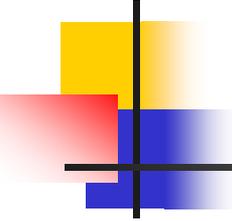
A “Usable” Web Application?

- Usable? Technically Yes...
- ...But Not Necessarily Looked At With “Usability” In Mind
- Surprisingly ... A New Concept



For Your Consideration...

- Scalability
- Visual Design
- Comprehension
- Interactivity



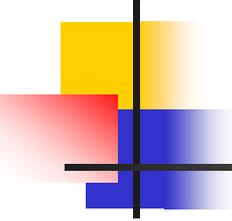
Scalability – “Butterfly Effect”

- Even Minor Changes Can Have A Major Impact
- Ensure That The Application Accounts For A Growing User Base
- Look At Current And Future Infrastructure Needs

Visual Design –

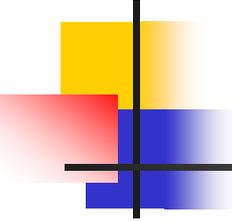
Don't Re-invent The Wheel

- Users Are “Task Oriented”
 - I don't care HOW it works...
 - I care that it WORKS...
- Keep It Simple
- Don't Overload The User Visually
- Stick With Industry Standard GUI Controls



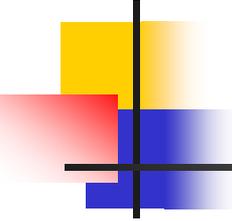
Comprehension – What Did You Mean?

- Questions And Instructions Should Be Geared For The “Average User”
- Know When To Provide Instruction
 - Most users know what a Date of Birth is...
Do we really need a “Help” for that?
- Be consistent
 - If a Command does the same thing throughout the Application, call it THE SAME THING



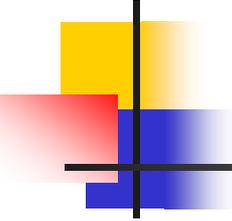
Interactivity – No Perfect Path

- Web Sites – Ability To Navigate As Desired
 - Come and go as you please
- Web Application – More Of A Structured Flow To Achieve Desired Application Results
 - Ensuring the ability to alter data to produce alternate ending
- Determine Appropriate Navigation Methods For Your Application



Words of Advise?

- Get Executive Sponsorship and USE IT
 - It will make your life easier in the long run
- Develop Internal Standards and Policy
 - It will make your life easier in the long run
- Ensure People Looking Over The Application Weren't Involved in Writing It
 - It will make your life easier in the long run



Questions?

THANK YOU!