

IxD

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## Writing for Web / Collecting User Data

SESSION TYPE : LESSON with WORKSHOP ( All Day )  
WBD4400

Writing for Web:  
Production/Implementation

Website goals

User Centred Design and  
writing,

Content Analysis

Pathway Pages

Collecting User Data, Product  
Implementation:

Interviews, Questionnaires,  
Focus Groups and Workshops,  
Direct Observations, Verbal  
Protocols, Indirect  
Observations, Existing  
Literature,

Experimental techniques

Workshop

# 8 tricks to write for the web

- ① Put conclusion at the beginning
- ② Write one idea per paragraph
- ③ Use action words
- ④ Use lists instead of paragraphs
- ⑤ Limit list items to 7 words
- ⑥ Write short sentences
- ⑦ Include subheadings
- ⑧ Make links part of the copy



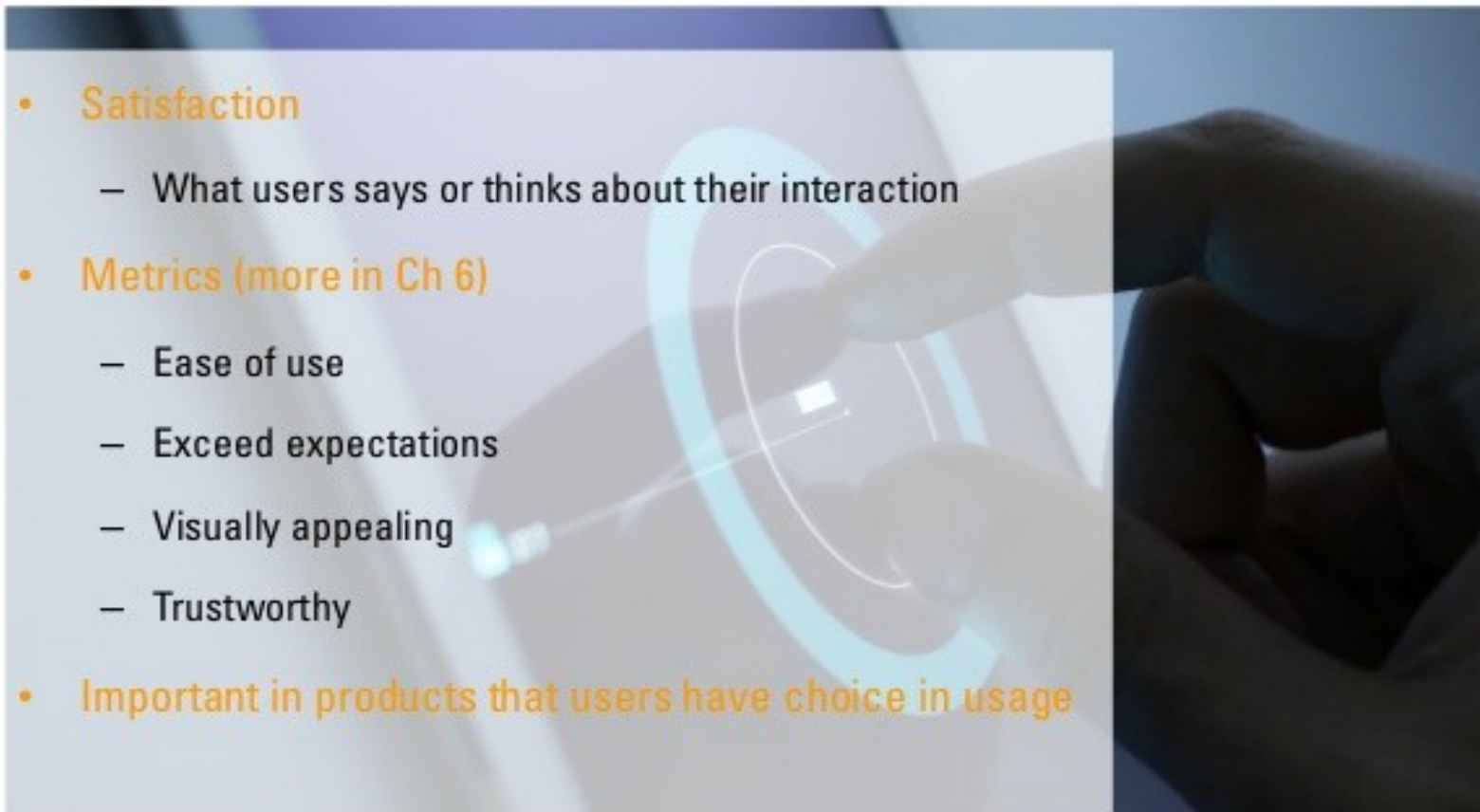
HOT PEPPER  
COMMUNICATIONS

[hotpepper.ca](http://hotpepper.ca)

# Website Goals

## USER GOALS

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- **Satisfaction**
  - What users say or think about their interaction
- **Metrics (more in Ch 6)**
  - Ease of use
  - Exceed expectations
  - Visually appealing
  - Trustworthy
- **Important in products that users have choice in usage**

How does this apply to writing for Web?

# User Centred Design and Writing

User-centered design (UCD) is a framework of processes in which usability goals

- user characteristics
- Environment
- tasks and
- workflow of a product are given extensive attention at each stage of the design process.

By adopting user-centered design, workplace writing focuses on the expectations

goals, situations,

and needs of the readers.

# Content Analysis

How to we Analyse content when writing for Web?

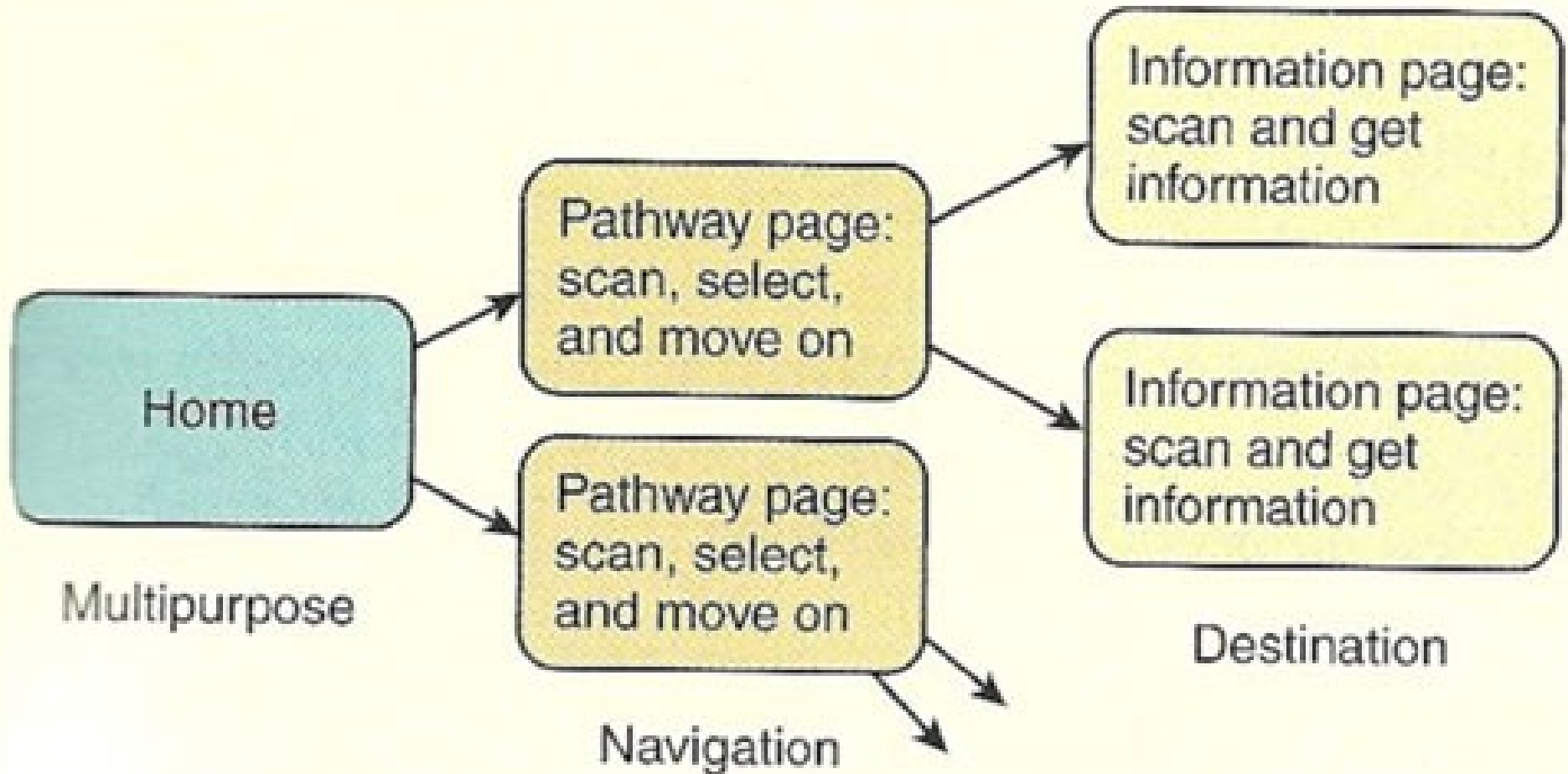
How does it read?

Structure?

Relevance?

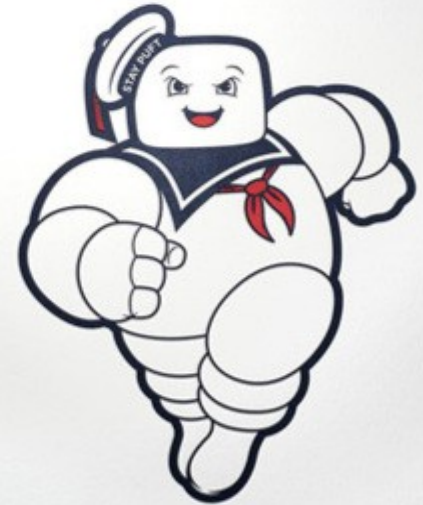
Audience Considerations?

# Pathway Pages



# Creating a Conversation

... and thereby earn a small slice of popular culture.





# How to Collect user data?

- With the help of online surveys and polls.
- By asking for customer feedback.
- With the help of user profile data.
- By social Analytics feature.
- With the help of website analytics tool.



Reference : <http://serrahmark234.blog.com/2015/02/18/effective-tips-for-collecting-online-user-data/>

# Interviews



# Questionnaires

What sort of Questions do we ask when Writing for Web?

Who do We Ask, and How do we get information from them?

# Focus groups and workshops



# Direct Observations

What is it and how does it apply to writing for Web and its analysis?

## Direct versus Indirect

- **Direct observation:** observing behavior as it occurs
- **Indirect observation:** observing the effects or results of the behavior rather than the behavior itself

# Verbal Protocols

research method that elicits verbal reports from research participants.

## Protocol Analysis

- ▶ Verbal Protocols
- ▶ Designing Observations:
  - Writing a verbal protocol
  - How to conduct a session
  - Analyzing a protocol/transcript

# Format of a Sales Pitch

My experience of writing for web is Content Development.

I Found the most useful structure of content was a as a sales Pitch.

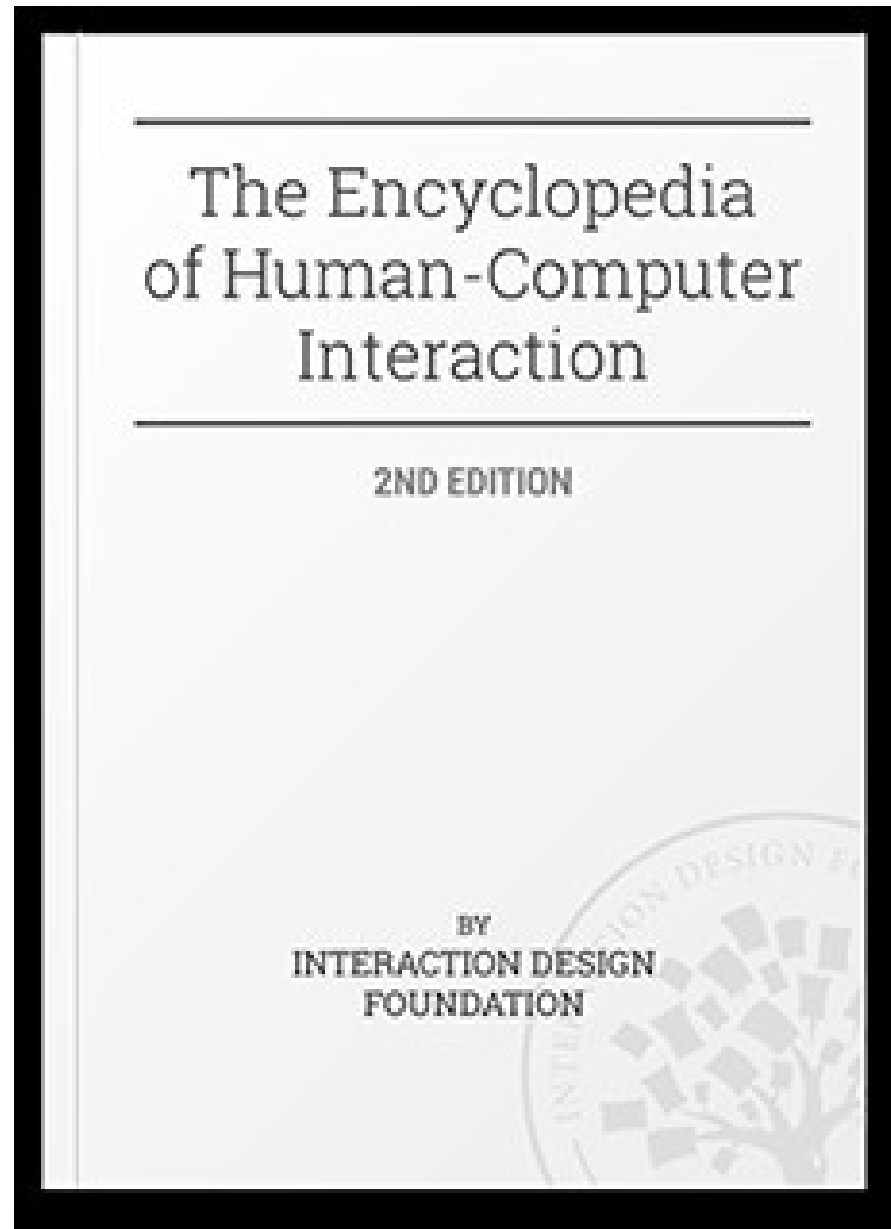
**What we do?**

**What we do best, why we are the best at what we do?**

**What you can become with us?**

**The Contact details, contact us now.**

# Existing Literature





# Experimental design

- within groups design
  - each subject performs experiment under each condition.
  - transfer of learning possible
  - less costly and less likely to suffer from user variation.
- between groups design
  - each subject performs under only one condition
  - no transfer of learning
  - more users required
  - variation can bias results.

# Workshop

- The purpose of a group task is to create engagement.
- As a group, I want you to develop and experimental technique for HCI evaluation of user experience or feedback.
- So make-up a way of testing UX.
- Or Make up an experimental test scenario.
- Or Write a mock questionnaire for writing for web analysis.