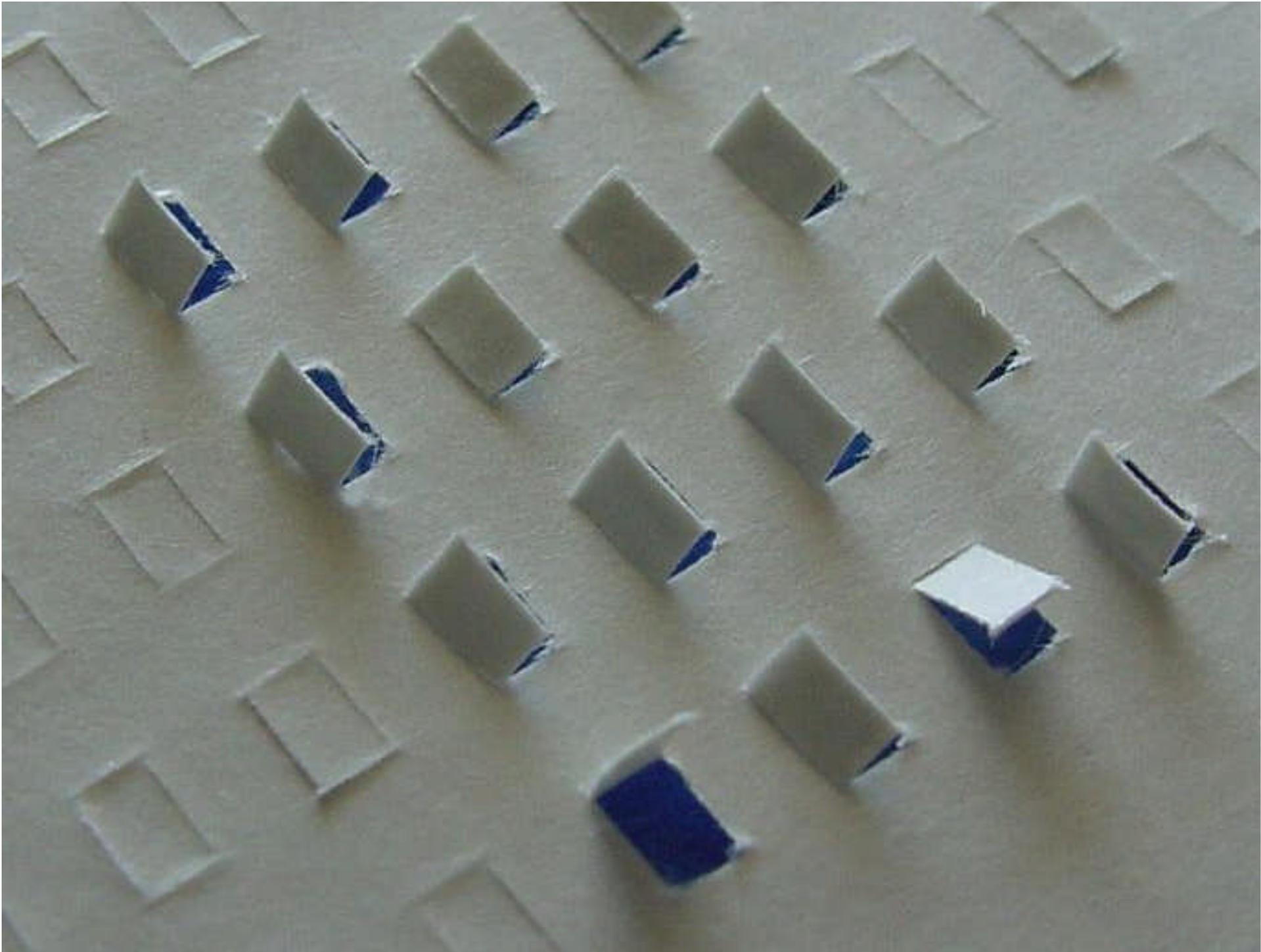
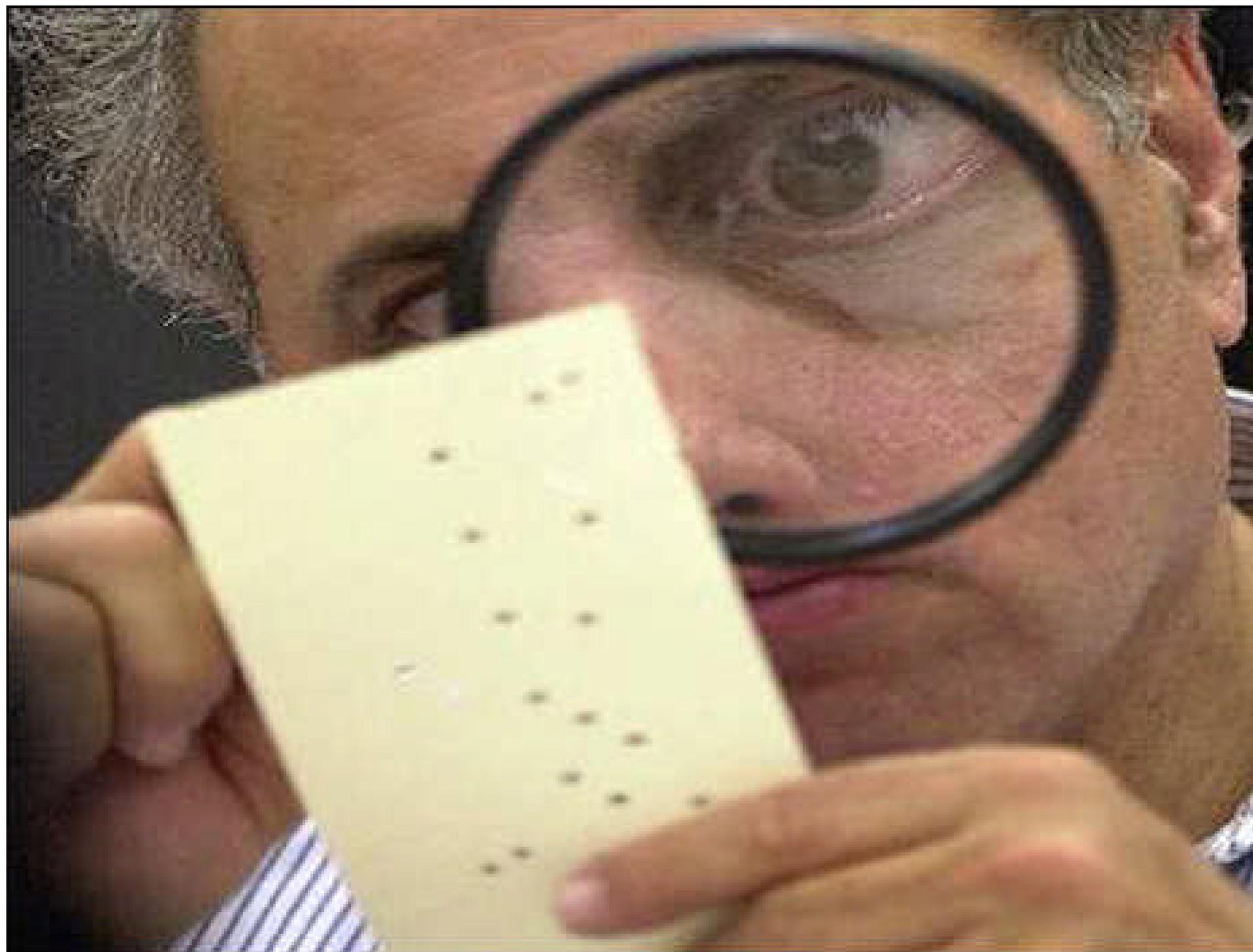


The Benefits of “Do It Yourself” Usability Testing

firstfridays@gsa.gov
www.Howto.gov/firstfridays







Confusion over Palm Beach County ballot

Although the Democrats are listed second in the column on the left, they are the third hole on the ballot.

(REPUBLICAN) GEORGE W. BUSH - PRESIDENT DICK CHENEY - VICE PRESIDENT	3 →		
(DEMOCRATIC) AL GORE - PRESIDENT JOE LIEBERMAN - VICE PRESIDENT	5 →	← 4	(REFORM) PAT BUCHANAN - PRESIDENT EZOLA FOSTER - VICE PRESIDENT
(LIBERTARIAN) HARRY BROWNE - PRESIDENT ART OLIVIER - VICE PRESIDENT	7 →	← 6	(SOCIALIST) DAVID McREYNOLDS - PRESIDENT MARY CAL HOLLIS - VICE PRESIDENT
(GREEN) RALPH NADER - PRESIDENT WINDA LaDUKE - VICE PRESIDENT	9 →	← 8	(CONSTITUTION) HOWARD PHILLIPS - PRESIDENT J. CURTIS FRAZIER - VICE PRESIDENT
(SOCIALIST WORKERS) JAMES HARRIS - PRESIDENT MARGARET TROWE - VICE PRESIDENT	11 →	← 10	(WORKERS WORLD) MONICA MOOREHEAD - PRESIDENT GLORIA La RIVA - VICE PRESIDENT
(NATURAL LAW) JOHN HAGELIN - PRESIDENT NAT GOLDHABER - VICE PRESIDENT	13 →		WRITE-IN CANDIDATE To vote for a write-in candidate, follow the directions on the long stub of your ballot card.

Punching the second hole casts a vote for the Reform Party.

Sun-Sentinel graphic/Daniel Niblock

Why did problems occur?

Why did problems occur?

They didn't listen to customers' wants, needs and expectations.

Why did problems occur?

They didn't listen to customers' wants, needs and expectations.

TAKEAWAY MESSAGE: Testing with customers gets you valuable feedback!

For the next 8 minutes...

1. What is usability?

For the next 8 minutes...

1. What is usability?
2. Why you need usability

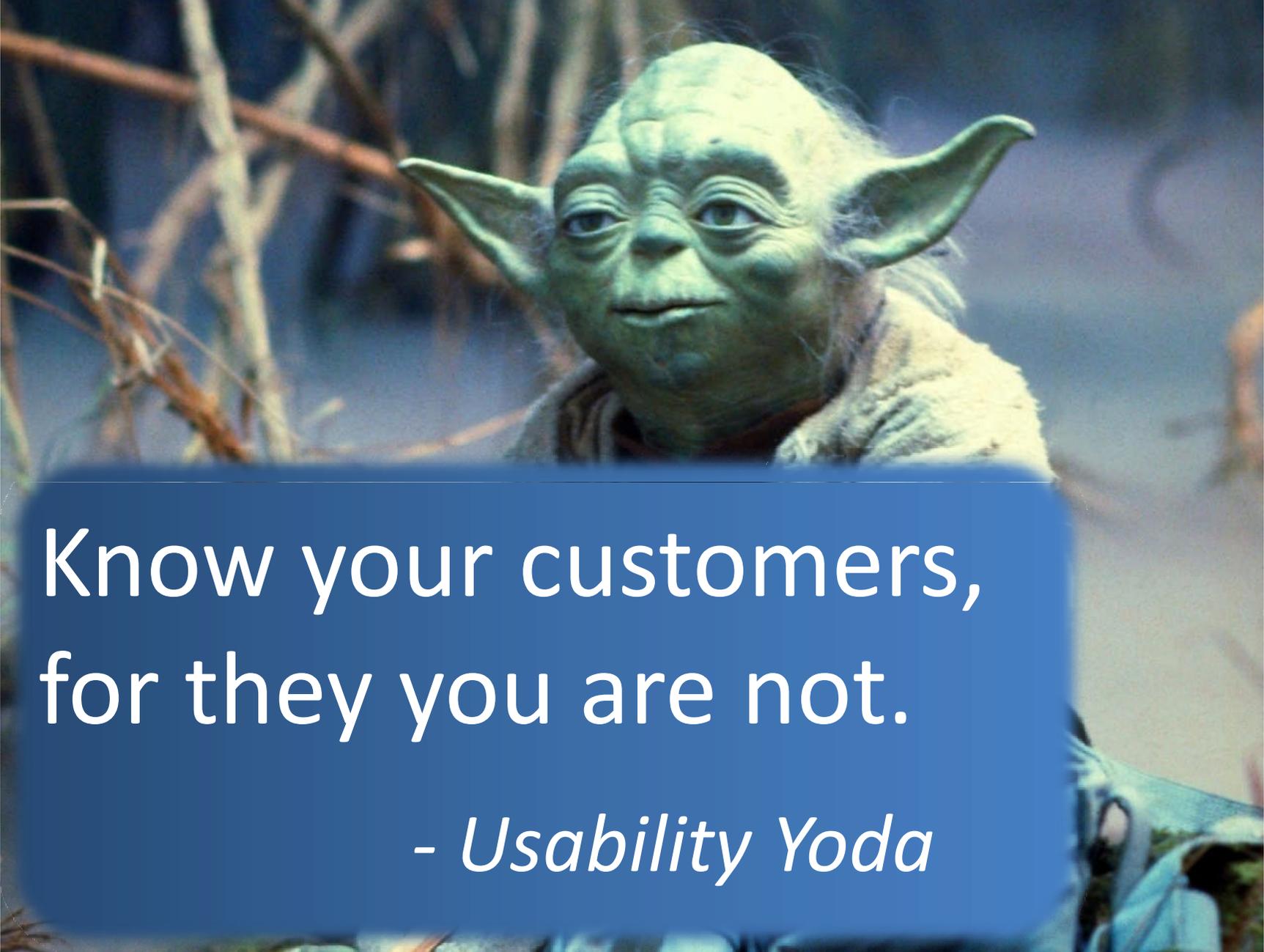
For the next 8 minutes...

1. What is usability?
2. Why you need usability
3. Idea: Do your own testing!

Usability =

How people interact with a product, system or service, and how they expect it to work.





Know your customers,
for they you are not.

- Usability Yoda

We're too close to the tools we manage to know how our users actually use our tools.





We're too close to the tools we manage to know how our users actually use our tools.

You are an insider, not a customer.

Top 5 Government Usability Problems

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- Too many words

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- Too many words
- Gov speak / jargon

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Top 5 Government Usability Problems

- Too many words
- Gov speak / jargon
- Top tasks hard to find
- Ineffective navigation
- Ineffective search results

The logo for "First Fridays" features a blue swoosh that curves upwards and to the right, ending in a red five-pointed star. Below the swoosh and star, the word "First" is written in red and "Fridays" is written in blue, both in a bold, sans-serif font.

First Fridays

- Education
- Demonstration Tests
- Awareness

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 - We teach people how to set up and conduct usability tests
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 - We perform demonstration tests on government websites & other products, and we open them for others to observe
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First Fridays

- **Education**
 - We teach people how to set up and conduct usability tests
- **Demonstration Tests**
 - We perform demonstration tests on government websites & other products, and we open them for others to observe
- **Awareness**
 - We educate others about the importance of usability at conferences, staff meetings, and elsewhere

We've helped these folks...

- DOT
- Interior
- IRS
- U.S. Army
- NASA
- Labor
- OMB
- GSA
- State
- FCC
- USAJobs
- Census
- NSF
- NIH
- And 35 others

What can you test?

What can you test?

- Anything that you have the power to change that customers will encounter:
 - Web Sites
 - Interfaces, layouts, navigational structures
 - Content in a knowledge base
 - IVRs
 - Apps
 - Forms
 - And more...

What can you test?

- Anything that you have the power to change that customers will encounter:
 - Web Sites
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 - IVRs
 - Apps
 - Forms
 - And more...
 - ...such as mock-ups of all the above!

GSA Intranet



GSA InSite All InSites

- GSA INSITE**
- AGENCY TOPICS
- STAFF DIRECTORY
- OTHER INSITES
- COLLABORATION

Staff Directory

Last name:

First name:

[Complete Directory >](#)
[Reverse Phone Look-Up >](#)

QUICK LINKS

- Careers
- CHRIS
- E2 Travel
- Employee Express
- FEDdesk
- GSA Advantage!
- Health and Wellness
- Online University
- Pegasys

EMPLOYEE RESOURCES

- AGENCY TOPICS
- HELP LINES
- ORGANIZATION LINKS
- OTHER INSITES



SYNCHRONIZING: ADMINISTRATOR'S BLOG

Serving All Levels



GSA's customer base is broad and includes governments at all levels -- federal, state, and local. In her latest video blog post, Administrator Martha Johnson shares some of the important work that GSA does with state and local governments to support their critical missions. Hear about it, and join the conversation, on Martha's blog >

[Invite the Administrator to your event >](#)

LEADERSHIP IN A MINUTE

Bolstering Language Skills Helps Open Doors



In today's fast-paced, complex world, where clear and precise communication is essential, those who speak English less than "very well" are at a disadvantage. Sloan Farrell, Director for Equal Employment Opportunities, steps up to the leadership mike this week to explain the steps GSA is taking to assist those who struggle with English, and to help ensure they are afforded the same opportunities as everyone else.

[Video >](#)

AGENCY INITIATIVES: 1800 F Transformation | Sustainability | Telework | Google

INSIDE THE AGENCY

GSA's Feds Feed Families food drive triumphs

The GSA family proves it can give from the heart despite hard economic times and severe weather. [Story >](#)

Simple, low cost changes refresh public spaces; shape first impressions

In the past year, more than 50 federal spaces have changed dramatically, simply by reducing clutter, consolidating functions, unifying signage, and streamlining security. [Story >](#)

Plan, prepare, be informed for emergencies

National Preparedness Month highlights planning and education for emergencies and natural disasters at the job

GSA IN THE NEWS

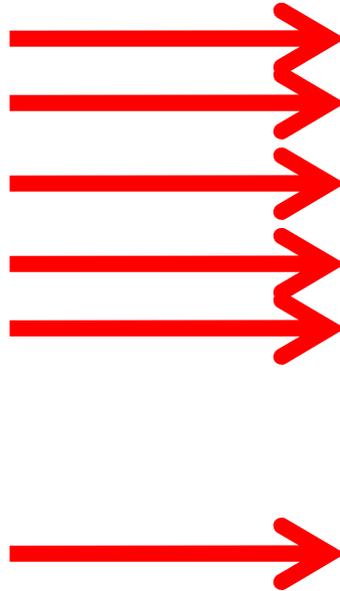
Senate appropriators seek more funds for NARA, less for E-Gov account than House counterparts

9/19/11 Fierce Government
A Senate Appropriations Committee markup of the annual federal financial services and general government funding bill would give approximately 5 percent less than the president's request but nonetheless appropriate more than the fiscal 2011 enacted amount and the House's recommendation. [Full Story >](#)

How Do You Think Federal Websites Can Improve?

09/19/11 The White House Blog

?



QUICK LINKS

Careers

CHRIS

E2 Travel

Employee Express

FEDdesk

GSA Advantage!

Health and Wellness

Online University

Pegasys

EMPLOYEE RESOURCES

AGENCY TOPICS

HELP LINES

ORGANIZATION LINKS

OTHER INSITES

Before

QUICK LINKS
Careers
CHRIS
E2 Travel
Employee Express
FEDdesk
GSA Advantage!
Health and Wellness
Online University
Pegasys
EMPLOYEE RESOURCES
AGENCY TOPICS
HELP LINES
ORGANIZATION LINKS
OTHER INSITES

After

Tools
<ul style="list-style-type: none">• BookIT! (room scheduling)• CHRIS (personnel files)• E2 (travel reservations)• Employee Express (payroll)• FEDdesk (time & attendance)• GSA Advantage! (supplies)
Resources
<ul style="list-style-type: none">• Calendars and Events• Directives (orders)• Forms• GSA job openings• Training

WHAT GSA OFFERS

DOING BUSINESS WITH GSA

LEARN MORE

BLOG

Home > How We Help > Areas of Interest > FedRAMP > FedRAMP

FedRAMP

- Overview
- About FedRAMP
- Understanding FedRAMP
- Agencies
- Cloud Service Providers (CSPs)
- Third Party Assessment Organizations (3PAOs)
- News and Events
- FAQs
- Program Documentation

FedRAMP

The Federal Risk and Authorization Management Program (FedRAMP) is a government-wide program that provides a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services. This approach uses a "do once, use many times" framework that will save cost, time, and staff required to conduct redundant agency security assessments.

FedRAMP was established on December 8, 2011 via an official memorandum from the Federal Chief Information Officer to all agency CIOs. FedRAMP will achieve Initial Operating Capability (IOC) within 180 days.

FedRAMP Updates

Please enter your email address to be notified of any future FedRAMP updates.

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[Report Abuse](#) - [Terms of Service](#) - [Additional Terms](#)



CID: 118955

KEY LINKS

- [FedRAMP Initiation Request](#)
- [Accredited 3PAOs](#)
- [Authorized CSPs](#)

CID: 130543

KEY DOCUMENTS

- [FedRAMP Policy Memo \(OMB\)](#)
- [3PAO Program Description](#)
- [FedRAMP Security Controls](#)
- [FedRAMP Concept of Operations \(CONOPS\)](#)
- [FedRAMP JAB Charter](#)

CID: 119027

CONTACTS

General Inquiries
info@fedramp.gov

FedRAMP
Overview
• About FedRAMP
• FedRAMP Processes
• Agencies
• Cloud Service Providers (CSPs)
• Third Party Assessment Organizations (3PAOs)
• News and Events
• FAQs



The Federal Risk and Authorization Management Program (FedRAMP) is a government-wide program that provides a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services.

Are you a...?

Federal Agency

What can FedRAMP do for your agency?

CSP
Cloud Service Provider

Get a FedRAMP security authorization.

3PAO
Third Party Assessors

Become a FedRAMP accredited assessor.

CONTACT

General In
info@fedra

Press Inq
202-501-9

KEY LINK

- FedRAMP
- Accredited
- Authorized

KEY DOC

- FedRAMP
- FedRAMP
- 3PAO Pro
- FedRAMP
- FedRAMP (CONOPS)
- FedRAMP

4 Steps to Working with Users

4 Steps to Working with Users

1. Observe users (customers)
using your product

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2. (Re)design with users in mind

4 Steps to Working with Users

1. Observe users (customers) using your product
2. (Re)design with users in mind
3. Get a usable product

4 Steps to Working with Users

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4. Repeat

4 Steps to Working with Users

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2. (Re)design with users in mind
3. Get a usable product
4. Repeat
5. Observe users (customers) using your product
6. (Re)design with users in mind

Usability's Return on Investment (ROI)

- Reduced developer time
- Reduced training time
- Reduced help desk calls / emails
- Higher task completion rate
- PR boost

Types of First Fridays Tests

Formal test



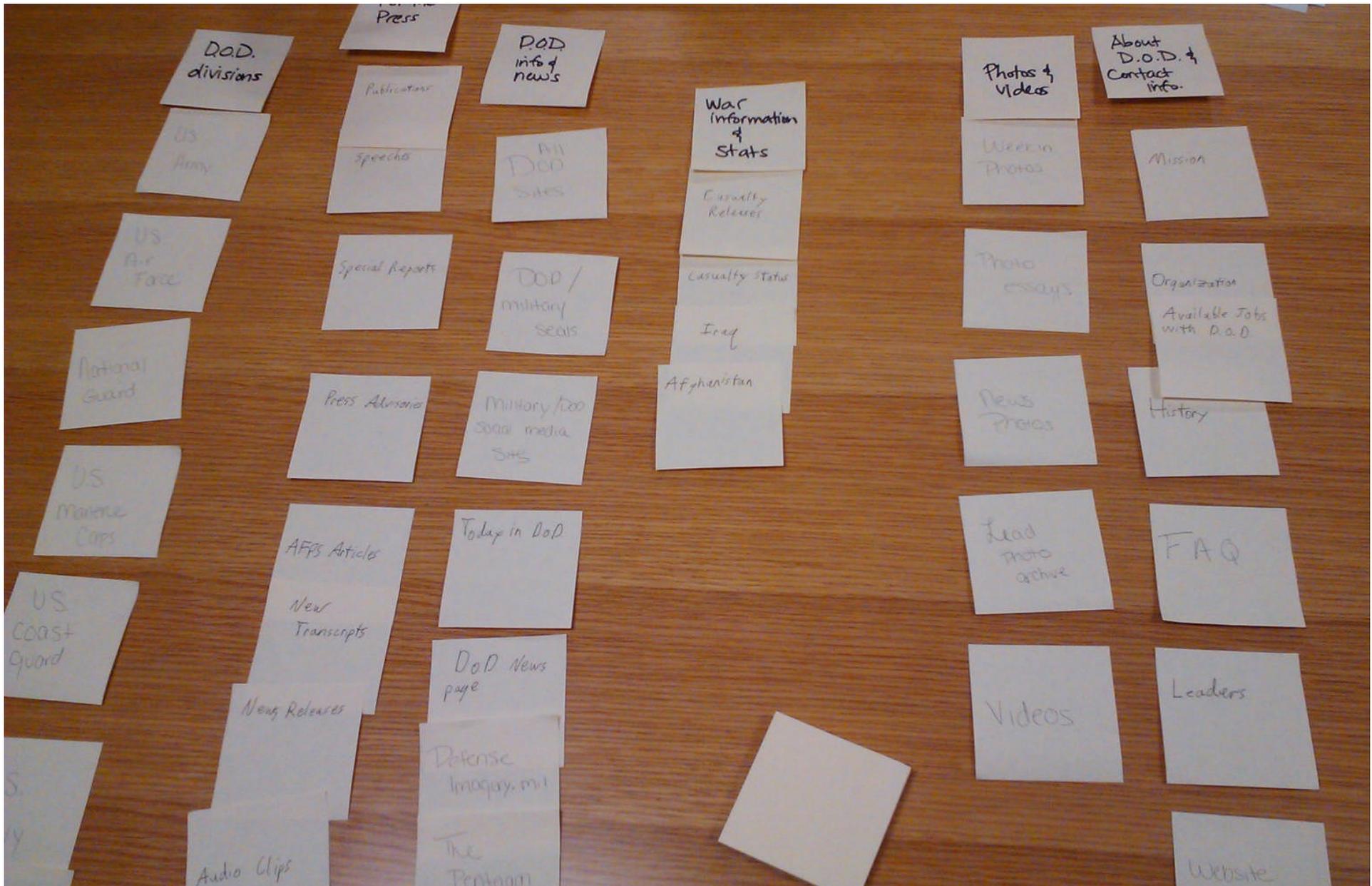
Observation Room



Testing Room

2. Hallway Test





3. Navigation Improvement



SEARCH FAQs

E-mail Print RSS

[Back to previous page](#)

* Applying for Food Stamps

Food stamp benefits allow you to purchase food at local retailers and some farmers markets.

The [Supplemental Nutrition Assistance Program \(SNAP\)](#) is the official name of the Federal Food Stamp Program. State programs may have different names and you will receive benefits from the state in which you live.

How to Get Food Stamp Benefits

1. [Use the food stamp pre-screening eligibility tool](#) to check your eligibility and how much you can receive. This calculator is not an application for food stamps.
2. Gather your income and asset information.
3. [Apply for benefits at your local food stamp office](#) by filling out an application in person or online in some states. Each state has a different application and [state SNAP information/hotline number](#).
4. Wait to learn if you are eligible for benefits. If your state determines you're eligible, they will send you an [Electronic Benefits Transfer \(EBT\)](#) card.
5. Use your EBT card to access food stamps and/or cash benefits at your [local authorized SNAP retailers](#). You can use the card at a cash register like a credit or debit card to pay for food.

The EBT system replaced paper food stamps and makes issuing food stamp and cash benefits fast, easy, and discreet by using electronic transactions. Many [states have EBT websites](#) set up for their benefits. If your state is not listed and you need further information, contact your state SNAP or local office.

Learn How to Accept SNAP Benefits at your Store or Market with the [Online Retailer Application](#).

[Report SNAP Fraud](#) -- Contact the U.S. Department of Agriculture (USDA) [Inspector General's Hotline](#) at 1.800.424.9121, or contact your [state SNAP hotline number](#) to report suspected fraud or abuse of the program.

General Contact Information

You may contact the [U.S. Department of Agriculture's \(USDA\)](#) SNAP office by phone or mail at:

Phone: 1.800.221.5689
USDA Food and Nutrition Service
3101 Park Center Dr.
Alexandria VA 22302
[Additional contact information](#) is available.

Answer Information

Answer ID: 10627
Last Reviewed: 07/31/2012

People who viewed this answer also viewed

- [* Housing Assistance: Rent Payments](#)
- [Programs to Help Homeowners Avoid Foreclosure](#)
- [Back to School](#)
- [Cancer](#)
- [State Medicaid Offices](#)

[More Answers >](#)

Answers.gov Data Collection Sheet	Old Version - Time (secs)	New Version - Time (secs)	Old Version - Difficulty (1=easy, 7=hard)	New Version - Difficulty (1=easy, 7=hard)
Unemployment Page				
1. What states offer self-employment assistance?	28.4	26.49	1.87	2.15
2. Do unemployment benefits need to be reported as part of your gross income on your tax returns?	19.62	10.66	1.8	2.07
3. Who is eligible for unemployment benefits?	30.87	18.79	3	2.64
4. How easy was this page to use?			2.13	2.57
Food Stamps Page				
1. Where do you apply for food stamps benefits?	12.92	13.71	1.47	2.21
2. If you own a store, how can you accept food stamps at your store?	9.69	24.49	1.53	2.93
3. How do you pay for food with food stamps?	13.92	14.48	1.67	2.86
4. How easy was this page to use?			1.73	2.93
Federal Tax Return Page				
1. When will your tax refund information be available if you file on paper?	21.8	4.02	1.87	1.31
2. What should you do to get the status of your amended tax return?	7.47	7.89	1.53	2.15
3. What information do you need to have on hand in order to check the status of your tax refund online?	29.54	31.36	2.6	2.92
4. How easy was this page to use?			2	2.23

Bold headings are descriptive and small

Applying for Food Stamps-Revised

What it does

Food Stamps benefits allow you to purchase food at local retailers and some farmers markets.

What is SNAP?

The [Supplemental Nutrition Assistance Program \(SNAP\)](#) is the official name of the Federal Food Stamp Program. State programs may have different names and you will receive benefits from the state in which you live.

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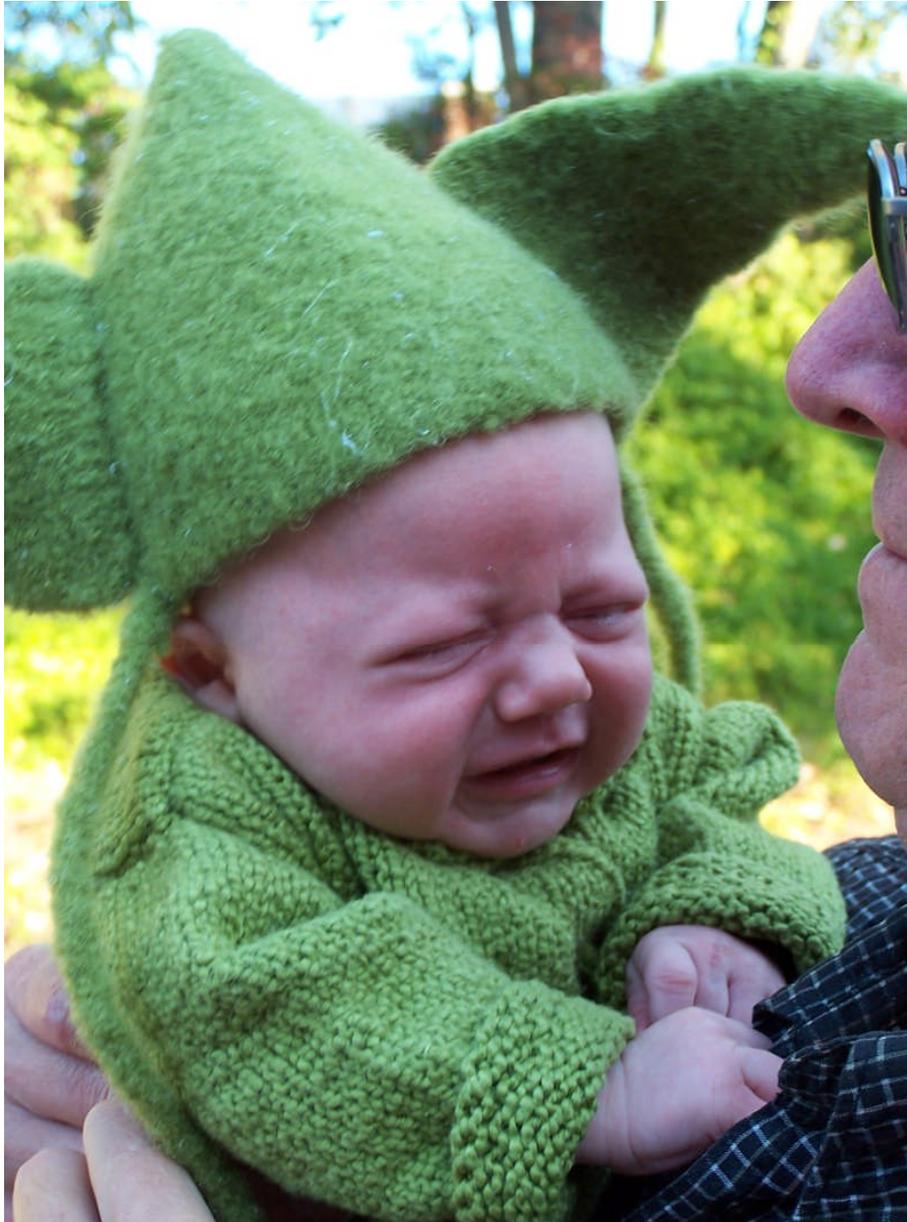
Report Fraud --Contact your [state's SNAP hotline number](#) to report suspected fraud or abuse of the program.

Reduced bold text for easy scanning

Actionable results!

- Use more subheadings
- Introduce more white space
- Combine FAQ topics
- Explore the use of color





Don't
make
Usability
Yoda cry!

Free usability resources!



[Howto.gov/firstfridays](https://www.howto.gov/firstfridays)

Free at www.Howto.gov/firstfridays --

- Usability Testing Scripts
 - Email Templates
 - Best Practices
- Final Report Examples
- Project Management
- Before and After Screenshots
 - Videos
 - And more...



Thanks!

firstfridays@gsa.gov

Howto.gov/firstfridays

