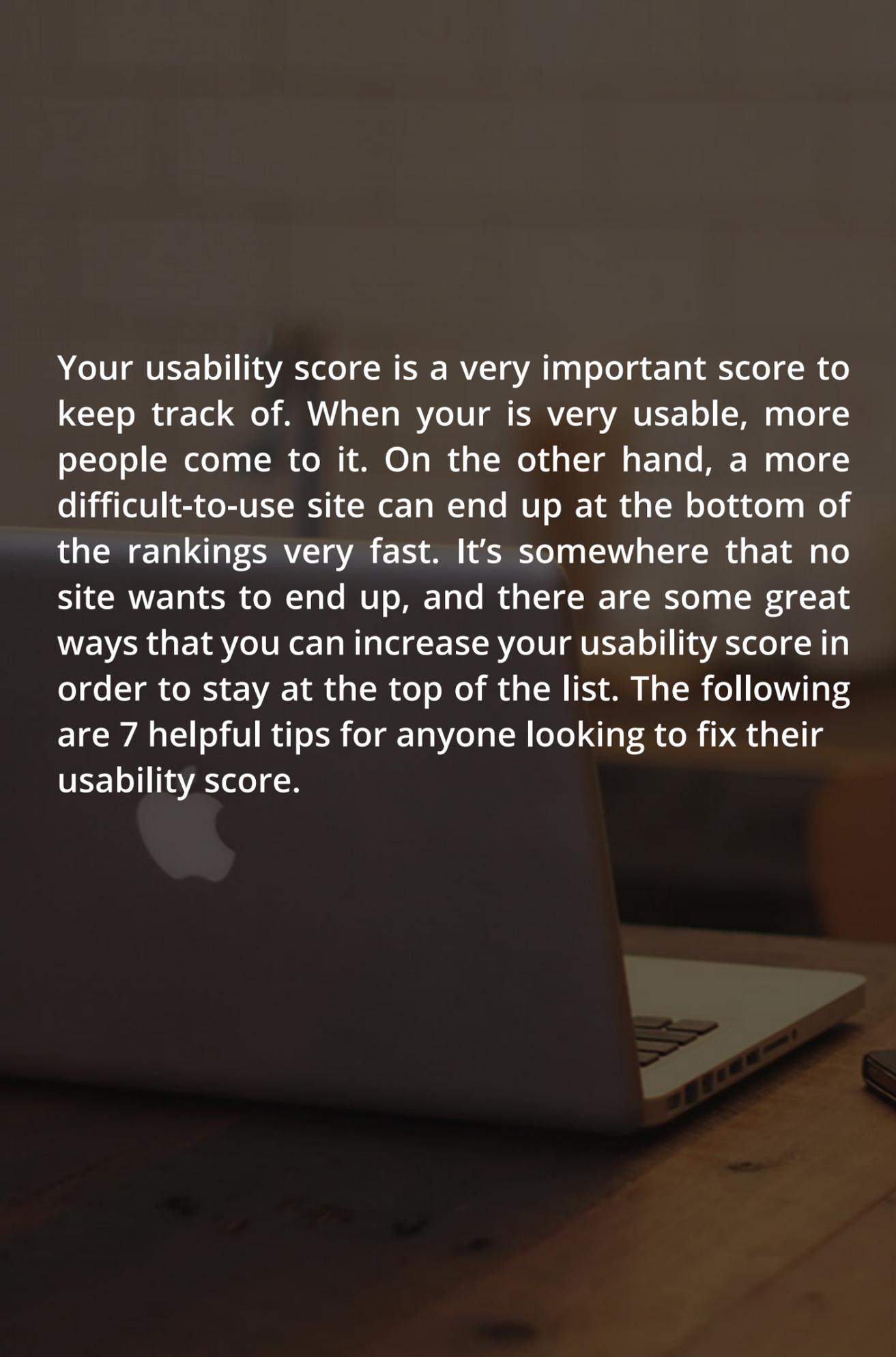




**7 SIMPLE THINGS
YOU CAN DO TO FIX
YOUR SOFTWARE'S
USABILITY SCORE**





Your usability score is a very important score to keep track of. When your is very usable, more people come to it. On the other hand, a more difficult-to-use site can end up at the bottom of the rankings very fast. It's somewhere that no site wants to end up, and there are some great ways that you can increase your usability score in order to stay at the top of the list. The following are 7 helpful tips for anyone looking to fix their usability score.

1

TRACKING EYE MOVEMENT

One of the best ways to help with usability is to find out what people do when they reach your page. Do they read through the text or jump to the first link? When you look at eye movement, you are able to determine where a user spends most of their time and how they see your page. It's not smart to assume that visitors are looking at everything you have to offer, because they aren't. Use eye-movement data to see what everyone is really doing.

2

CONDENSING PAGES

Simple is best. No matter what you are trying to accomplish, you need to keep things simple. Don't make people jump through hoops to get what they want. A majority of users simply want to get in and get out, but they admire a page that gives them that power. For example, let shoppers add things to their cart and checkout without having to navigate through page after page of confirmations. Give them the ease and power to zip through, and they'll come back for sure.

3

LISTENING TO FEEDBACK

For some reason, there are sites out there that think they know more than their users. Look at what the most common complaints are and see if they are justified. Don't shrug off every bit of feedback you are getting; these people are taking the time to bring up an issue that may need your attention. While some problems won't be fixed, you may also learn of a bottleneck that is preventing your visitors from getting what they (and you) want to get.



4

USING DIGITAL GUIDANCE

There are tools out there that can quickly and easily teach users how to navigate a site or solve a problem. When you use a product like WalkMe, you can give users a step-by-step resolution with a personal touch without leaving your desk. Digital guides are very effective in finding solutions and can help those that are stuck on your site.

5

EXAMINING LAYOUT

Some websites have the bad habit of giving the visitor too much to look at. They have videos playing and 7 Simple Things You Can Do To Fix Your Software's Usability Score 2 ccc.eMklaW.www flashing banners, all of which distract from the overall experience. Be sure that your site isn't an eyesore and that everything looks like it was put together very easily. Even if it takes months to perfect, having a site that is easy on the eyes means people don't mind coming back.



6

HAVING A FORUM

Sometimes people just want to find the answer themselves. If you have a forum on your page, you'll be able to create a community that ensures people will come back whenever they have an issue. You can even have some of your teams monitoring the activity to see if the right answers are being given. If you have the right support, your community will be able to help itself out.

7

EDUCATING YOUR WORKFORCE

Make sure that your workers are able to answer questions that are brought to them quickly. If they don't know the answers or lack the information, they'll end up stopping what they are doing and making the customer wait. Don't let this happen. Train your employees just like you want to train your visitors.

