Extrinsic & Intrinsic Factors

Internet Traffic

U.S. Home Speeds (those with Internet connections) Aug '01 – Dec '09

Dec 2009

94.55%

U.S. broadband penetration among active Internet users

http://www.websiteoptimization.com/bw/0906/

http://www.websiteoptimization.com/bw/1001/
Loopy Screen Requirements

Where *are* we?

Cryptic Navigation

Cryptic Navigation

No User Testing
No User Testing

Speed: Real & Perceived

- Minimize page load times
  - Use caching, optimize images, css styles
- Provide feedback
  - What site is this?
  - What page am I on?
  - What are the major sections?
  - What are my local navigation options?
  - Where am I?
  - How can I search?