



Web Experience Design Utilizing Customer Portal

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Agenda

- Target Audience
- Best Practices at RightNow
- Six Core Web Experience Best Practices
- Conclusions
- Additional Resources
- Q&A

Target Audience

- ♦ People who have responsibility or influence over the service component of their organization's Web Experience:
 - › Customer Service/Experience Directors & Senior Management
 - › Call Center Managers/Supervisors
 - › Content Owners/Managers
 - › Usability Professionals/ Consultants

Best Practices at RightNow

- What is a Best Practice?
- How did RightNow identify your core Web best practices?
- What kind of business impact will I see from following these practices?
- Who else is following these practices?



Six Core Web Experience Best Practices

Core Best Practices

- We'll be focusing on six important best practices today:
 1. **Make it easy to find**
 2. **Make it easy to use**
 3. **Provide clear and readable content**
 4. **Optimize the performance of your site**
 5. **Ensure it is accessible to people with disabilities**
 6. **Ensure it is accessible to people on the move**

#1 – Make it Easy to Find

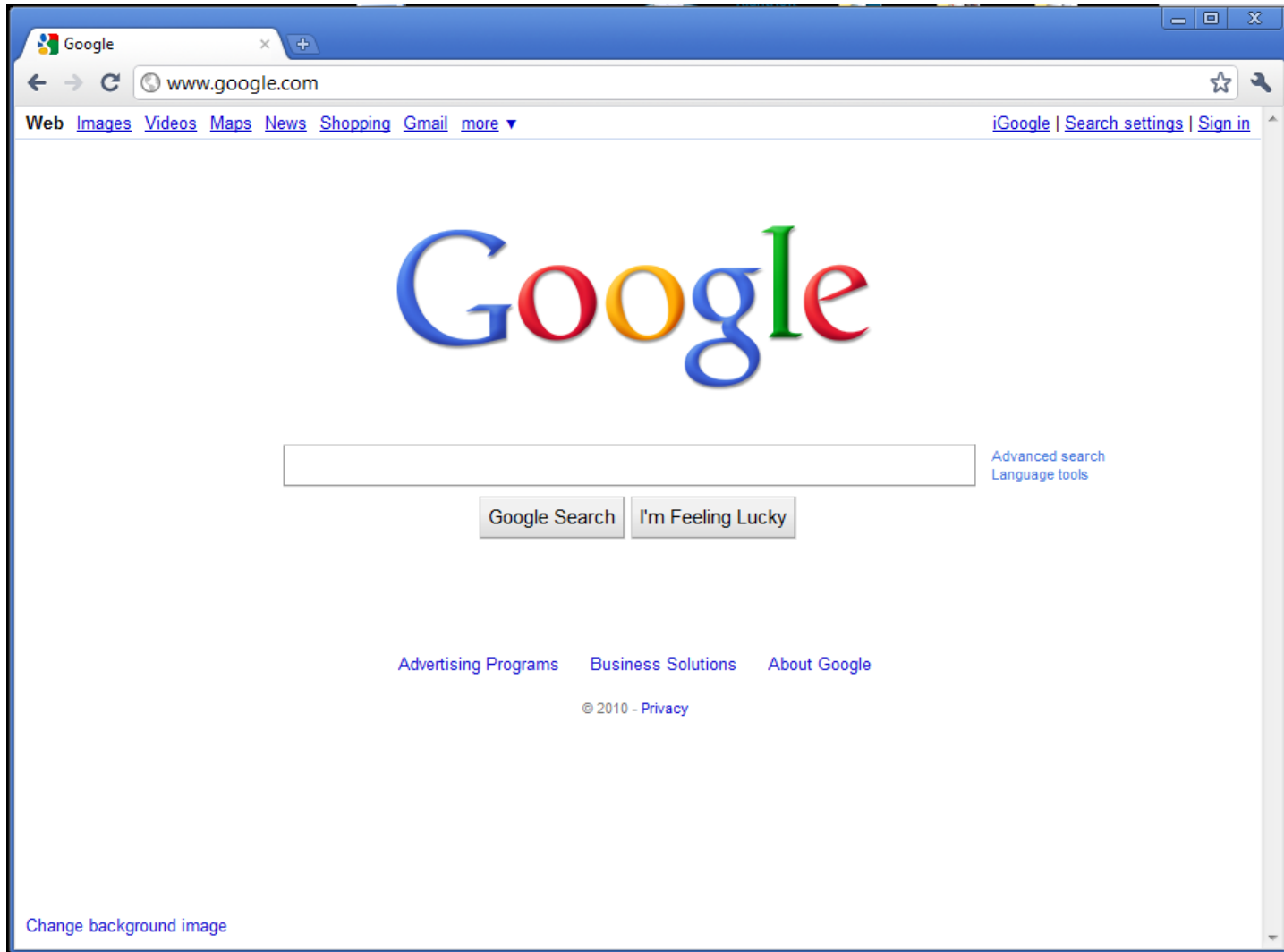
- If customers cannot locate a self-service area, then functionally it doesn't exist!
- **Best Practice:** RightNow KB Answers should show up when your customers do a Google/Bing web search.

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', green 'g', and red 'le'.The bing logo is displayed in a blue, lowercase, sans-serif font with a small orange dot above the 'i' and a trademark symbol (TM) to the right.

#1 – Make it Easy to Find

- ♦ **Benefit:** When RightNow Answers are indexed in Google/Bing, this greatly increases the odds that people will find your content easily.
- ♦ 65% of searches through a search engine start from Google[1].

[1]<http://content.usatoday.com/communities/technologylive/post/2010/05/googles-market-share-slips-as-bing-rivalry-heats-up-/1>





The screenshot shows a Google search interface. The search query is "how do i configure my netgear router". The search results are displayed in a list format. The top result is a sponsored link from Netgear.iYogi.cc titled "Configure Netgear router". Below it is a result from kb.netgear.com titled "Configuring your NETGEAR router for Cable Internet Connection - Answer". Other results include "Configuring your wireless connection using Windows XP Wireless ..." and "How to configure my router? - Yahoo! Answers". The browser's address bar shows the search URL: www.google.com/#q=how+do+i+configure+my+netgear+router&hl=en&fp=c6affe93747c32d0. The browser's search bar contains the query "how do i configure my netgear router".

how do i configure my n... x

www.google.com/#q=how+do+i+configure+my+netgear+router&hl=en&fp=c6affe93747c32d0

SmartTechnologies ... Test Readability Analytics Functions Other bookmarks

Web Images Videos Maps News Shopping Gmail more

Web History Search settings Sign in

Google

how do i configure my netgear router

About 132,000 results (0.14 seconds) Advanced search

Everything
Images
Videos
Discussions
More

Show search tools

Configure Netgear router Sponsored link
Netgear.iYogi.cc Help to Configure Netgear Router by Expert Tech. Call 1-877-501-3690

Configuring your NETGEAR router for Cable Internet Connection - Answer
Apr 11, 2007 ... The information in this article applies if you are trying to configure your Cable Internet connection with a NETGEAR router. ...
kb.netgear.com > Home > KB - Cached - Similar

Configuring your wireless connection using Windows XP Wireless ...
Configuring the NETGEAR Wireless Router: Click here for video walk through ...
kb.netgear.com/app/answers/detail/a_id/111

Answer
Default Password for NETGEAR Devices. Router and Networking FAQ.
Configuring ...
kb.netgear.com/app/answers/detail/a_id/112
More results from kb.netgear.com »

How to configure my router? - Yahoo! Answers
Nov 26, 2006 ... Help configuring a Netgear dg834gt 108mbps super wireless... how do i configure my netgear router to make limewire work ? ...
answers.yahoo.com > ... > Computer Networking - Cached - Similar

How do I configure my Netgear WPN824v2 router to connect to anyone ...
How do i configure my netgear router to make limewire work ...
How can i get windows to configure my netgear wireless router ...
How can I set up my netgear router (wgr614) to wirelessly ...
More results from answers.yahoo.com »

Configuring netgear router - Linux Forums
www.google.com/url?q=how+do+i+configure+my+netgear+router+SuSE+Linux+Help+I+am+trying+to+get+online+with+my...



Google

www.google.com

SmartTechnologies ... Test Readability Analytics Functions Other bookmarks

Web Images Videos Maps News Shopping Gmail more Web History | Search settings | Sign in

Google

d90 users manual Search Instant is on

d90 users manual

nikon d90 users manual

About 1,350,000 results (0.32 seconds) Advanced search

Nikon D90 User's Guide
 Nikon D90 User's Guide in PDF. (\$5 mandatory donation if you'd like to print or save, Back to Top of D90 User's Guide or Top of Nikon D90 Review ...
www.kenrockwell.com/nikon/d90/users-guide/index.htm - Cached - Similar

Ken Rockwell
 File Format: PDF/Adobe Acrobat
 Most of the settings I'll discuss are locked out in the green AUTO position on the top left mode knob. I don't use this position. Nikon D90 Users' Guide ...
www.kenrockwell.com/nikon/d90/users-guide/d90.pdf - Similar
 Show more results from www.kenrockwell.com

User's Manual - D90 - Guide to Digital Photography
 Sep 18, 2008 ... Download the Spanish D90 User's Manual - No Serial Number required - File Size ~11.5 MB. Reading and printing Nikon manuals requires the ...
support.nikonusa.com/.../user-s-manual---d90---guide-to-digital-photography - Cached

Nikon D90 User Manual Available For Download | Digital Photography ...
 Sep 27, 2010 ... The Nikon D90 User's Manual - Guide to Digital Photography is now available for download at NikonTech.com. Both English Language (printable ...
www.dnotes.com/nikon-d90-user-manual-available-for-download/ - Cached - Similar

Nikon D90 - Digital Camera Reviews & Photography Tips
 Mar 16, 2010 ... Nikon D90 Reviews & Sample Images (last updated: 16 March '10), User Manual Download, Guides, Features & Specifications.
www.dphotojournal.com/nikon-d90-review-sample-image-video-manual/ - Cached - Similar

Flickr: Nikon D90 Users Group
 Thom Hogan's D90 guide www.bvthom.com/nikond90guide.htm. Downloadable 300 page

Bing

www.bing.com

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Entertainment

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Faisal Shahzad · NFL power rankings · Dana Delany · Graphene

www.bing.com/search?q=Graphene&p1=[NewsAnswer+Trigger="Normal"]&FORM=Z9LH3 | Privacy | Legal | Advertise | About our ads | Help | Tell us what you think

LINKSYS®

The screenshot shows a web browser window with a Bing search for "linksys error 211". The search results are displayed in a grid format. On the left, there are "RELATED SEARCHES" and "SEARCH HISTORY". The main area shows "ALL RESULTS" with a list of search results. On the right, there are "Sponsored sites".

RELATED SEARCHES

- Linksys Router
- Linksys IP
- Linksys Software
- Linksys Wireless-G
- Linksys Router Setup
- Linksys Driver
- Linksys Download
- Linksys Default Password
- Linksys Wireless Router Support

SEARCH HISTORY

- linksys error 211
- lysys error 211
- bing logo

ALL RESULTS 1-10 of 77,300 results · [Advanced](#)

Error 211 - Installing Driver Manually for Network Adapters to ...
Error 211 - Installing Driver Manually for Network Adapters to work in Windows 7 : Question : How do I manually install driver for Network Adapters to work in Windows 7?
linksys.custhelp.com/cgi-bin/linksys.cfg/php/enduser/std_adp.php?p_faqid=20873

[Wireless] Wireless G USB setup error - [SOLVED] - dsreports.com
 Installed setup ver. 4.9.8340 software from Linksys website. Received **error 211**. Tried in another USB port after reboot and same **error**.
www.dsreports.com/forum/r21982358-Wireless-Wireless-G-USB-setup-error-SOLVED

Linksys Easy Answers
 Linksys EasyLink Home Networking - Automatic Installation and Configuration of Linksys Products ... **Error 211** - Installing Driver Manually for Network Adapters to work in Windows 7
linksys.custhelp.com/cgi-bin/linksys.cfg/php/enduser/std_alp.php?p_sid=iIDXopHh

I got a linksys USB adapter and got Error 211. - FixYa
 I got a **linksys** USB adapter and got **Error 211**. I have a netgear wireless port. do i need a netgear USB adapter?
www.fixya.com/support/t3556682-got_linksys_usb_adapter_got_error_211

Why do I get "Error 211: the network adapter is not intalled ...
 ... is not intalled properly" when trying to install Linksys WUSB600N ver 2 network adapter? ... Why do I get "**Error 211**: the network adapter is ...
social.answers.microsoft.com/Forums/en-US/w7network/thread/b7c6679b-97c8-422f-a4d7-02...

Linksys usb sireless adaptor not installing? - Windows 7 Forums
 While running the **linksys** wireless usb adapter ... additional info: I get **error 211** after

Sponsored sites

Error 211
 Free Download: **Error 211** Repair
 100% Safe & Guaranteed
Error211.FreshPCFix.com

Fix Error
 Fix **Error** now.
Fix-Error.net
[See your message here](#)

#2 – Make it Easy to Use

- Companies with the highest self-service success rates are ones that make consumers feel self-confident, assured, and empowered.

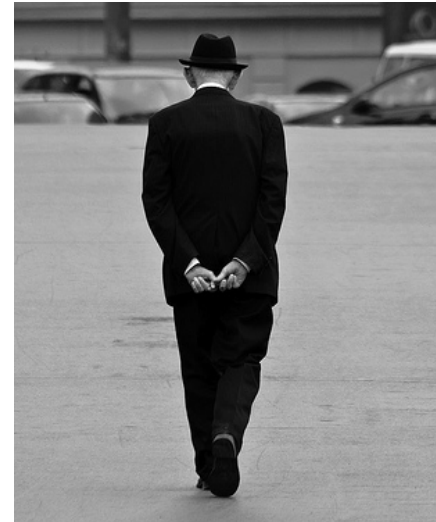
- **Best Practice:** Use the Support/Service Home page to surface critical customer service needs.
 - › Recognition vs. Recall
 - › Don't force them to search for content – let them know what content you have

- **Tip:** *Answers often follow an 80/20 rule - meaning 80% visitors are after 20% of your knowledge base content.*

#2 – Make it Easy to Use

Demo

#3 – Optimize the Performance of your Site



- Long load times for individual web page have been shown to decrease visitor satisfaction[2] and increase abandonment[3].

[2] <http://en.oreilly.com/velocity2009/public/schedule/detail/8523>

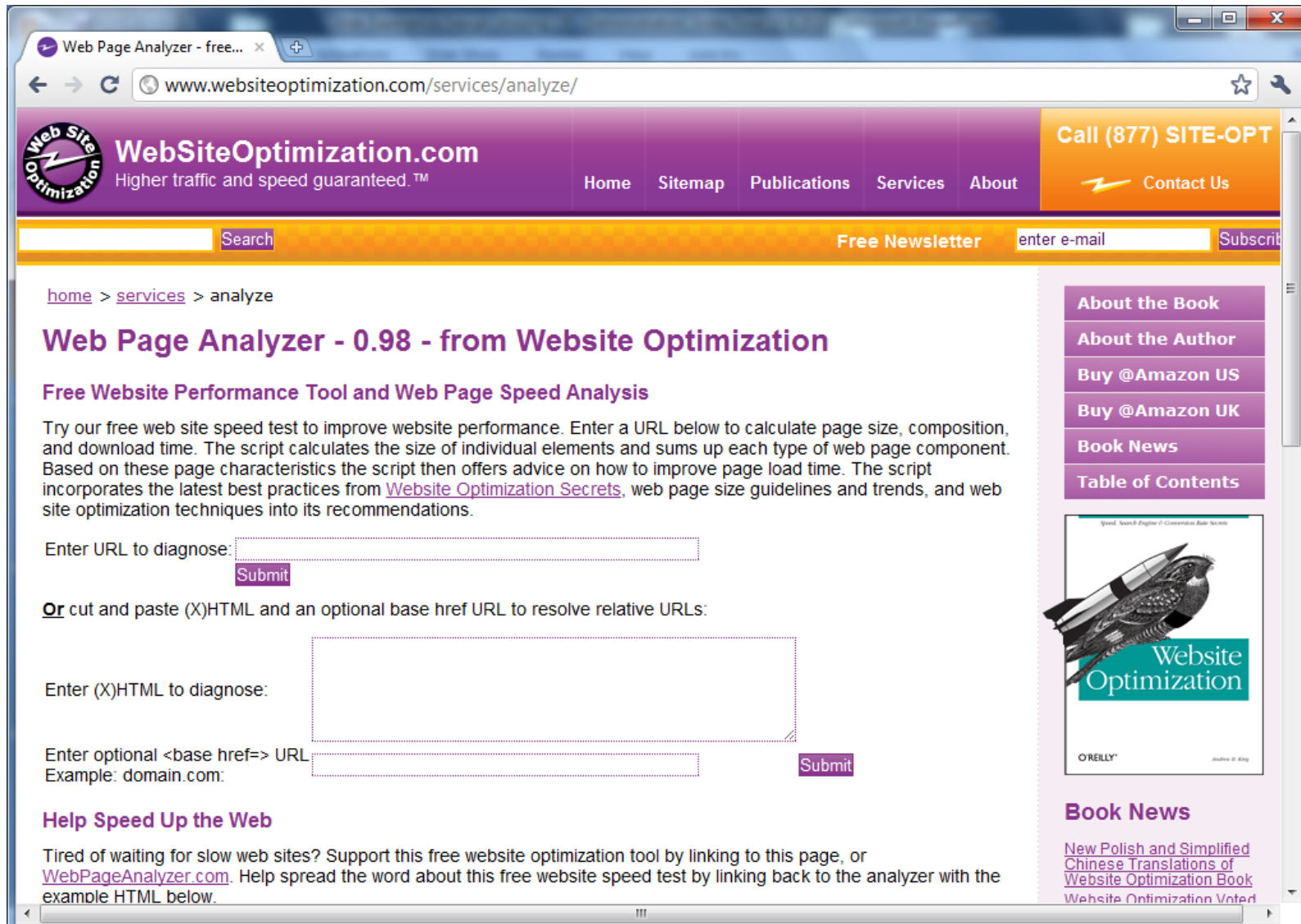
[3] <http://www.techshare.com/reduce-bounce-rate>

#3 – Optimize the Performance of your Site

- **Best Practice:** Make sure your Customer Portal pages have responsive web performance.

- **Benefit:** Reducing customer abandonment on your website saves or makes you money.
 - › Missed opportunity for cross-sell or up-sell.
 - › A self-service experience that gets escalated to an assisted-service experience.
 - › Anyone who has a bad experience will tell a friend.

Websiteoptimization.com



The screenshot shows a web browser window displaying the 'Web Page Analyzer' tool on the Website Optimization website. The browser's address bar shows the URL `www.websiteoptimization.com/services/analyze/`. The website's header features the 'Web Site Optimization' logo, the company name 'WebsiteOptimization.com' with the tagline 'Higher traffic and speed guaranteed.™', and navigation links for Home, Sitemap, Publications, Services, and About. A call-to-action button for 'Call (877) SITE-OPT' and a 'Contact Us' link are also present. Below the header is a search bar and a 'Free Newsletter' sign-up form.

The main content area displays the breadcrumb trail `home > services > analyze` and the title **Web Page Analyzer - 0.98 - from Website Optimization**. A sub-heading reads **Free Website Performance Tool and Web Page Speed Analysis**. The text describes the tool's functionality: 'Try our free web site speed test to improve website performance. Enter a URL below to calculate page size, composition, and download time. The script calculates the size of individual elements and sums up each type of web page component. Based on these page characteristics the script then offers advice on how to improve page load time. The script incorporates the latest best practices from [Website Optimization Secrets](#), web page size guidelines and trends, and web site optimization techniques into its recommendations.'

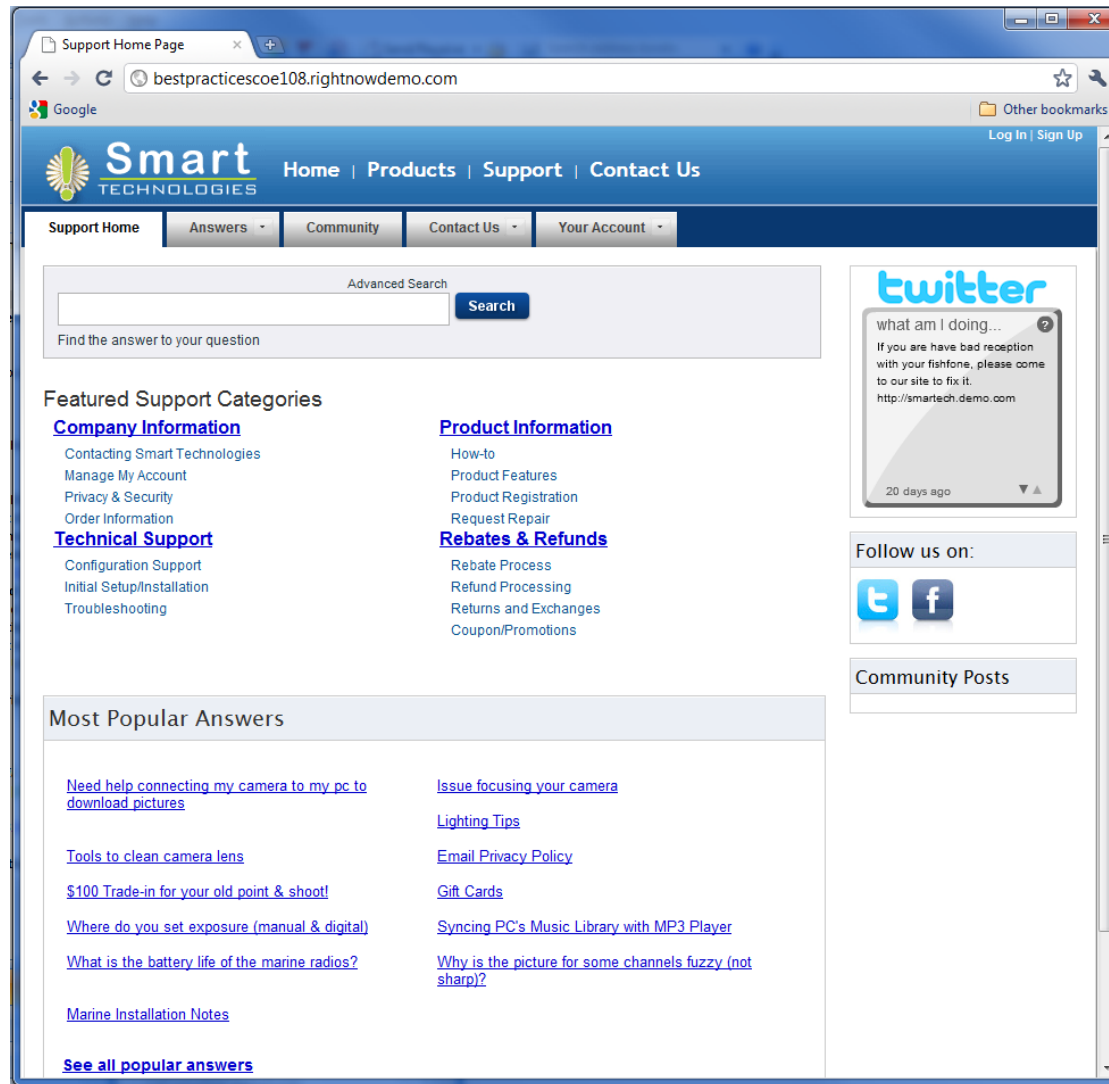
The interface includes two input methods:

- A text box for 'Enter URL to diagnose:' with a 'Submit' button.
- A section for 'Or cut and paste (X)HTML and an optional base href URL to resolve relative URLs:' containing a large text area for '(X)HTML to diagnose:' and a text box for 'Enter optional <base href=> URL' with an example 'domain.com:' and a 'Submit' button.

On the right side, there is a sidebar with a 'Book News' section. It features a book cover for 'Website Optimization' by Andrew D. King, published by O'Reilly. The sidebar also contains links for 'About the Book', 'About the Author', 'Buy @Amazon US', 'Buy @Amazon UK', 'Book News', and 'Table of Contents'.

At the bottom of the main content area, there is a section titled **Help Speed Up the Web** with the text: 'Tired of waiting for slow web sites? Support this free website optimization tool by linking to this page, or [WebPageAnalyzer.com](#). Help spread the word about this free website speed test by linking back to the analyzer with the example HTML below.'

Fictional Example – Smart Technologies



Fictional Example – Smart Technologies

Web Page Speed Report - WebSiteOptimization.com - Windows Internet Explorer

http://analyze.websiteoptimization.com/wso

File Edit View Favorites Tools Help

Web Page Speed Report - WebSiteOptimization.com

1	351	CSS IMG	Main Doc	webcoe108.rightnowdemo.com ... t/royalGrayBackground.png	Header size = 354 bytes
1	140	CSS IMG	Main Doc	webcoe108.rightnowdemo.com ... s/buttonGradientCombo.png	Header size = 352 bytes
3	67	CSS IMG	Main Doc	webcoe108.rightnowdemo.com ... ges/layout/whitePixel.png	Header size = 352 bytes
1	67	HTML	Iframe #1	webcoe108.rightnowdemo.com ... now/images/whitePixel.png	363
19 ^	126357*	Total (^unique objects)			

Congratulations. This site is using HTTP compression, otherwise called content encoding using gzip. The sizes reported here are for compressed content sent from the server to the client.

* CSS alternate stylesheets may be referenced in the HTML but are not actually downloaded until they are needed and are therefore not included in the total page size.

Analysis and Recommendations

- TOTAL_HTML** - Congratulations, the total number of HTML files on this page (including the main HTML file) is 2 which most browsers can multithread. Minimizing HTTP requests is key for web site optimization. Y
- TOTAL_OBJECTS** - Caution. You have 19 total objects on this page. From 12 to 20 objects per page, the latency due to object overhead makes up from 75% to 80% of the delay of the average web page. See Figure II-3: [Relative distribution of latency components showing that object overhead dominates web page latency](#) in [Website Optimization Secrets](#) for more details. Consider reducing, eliminating, and combining external objects (graphics, CSS, JavaScript, iFrames and XHTML) to reduce the total number of objects, and thus separate HTTP requests. Consider using [CSS sprites](#) to help consolidate decorative images.
- TOTAL_IMAGES** - Caution. You have a moderate amount of images on this page (11). Consider using fewer images on the site or try reusing the same image in multiple pages to take advantage of caching. Using CSS techniques such as colored backgrounds, borders, or spacing instead of graphic techniques can help reduce HTTP requests.
- TOTAL_CSS** - Congratulations, the total number of external CSS files on this page is 1 . Because external CSS files must be in the HEAD of your HTML document, they must load first before any BODY content displays. Although they are cached, CSS files slow down the initial display of your page. Remember to place CSS files in the HEAD and JavaScript files at the end of the BODY to enable progressive display.
- TOTAL_SIZE** - Caution. The total size of this page is 126357 bytes, which will load in over 20 seconds on a 56Kbps modem - or 28.98 seconds on a 56Kbps modem. Consider reducing total page size to less than 100K to achieve sub 20 second response times on 56K connections. Be sure to provide feedback for pages over 100K by layering your design to display useful content within the first two seconds. Consider optimizing your site with [Website Optimization Secrets](#), [Speed Up Your Site](#) or [contacting us](#) about our optimization services.
- TOTAL_SCRIPT** - Caution. The total number of external script files on this page is 5 , consider reducing this to one or two. Combine, refactor, and minify to [optimize your JavaScript](#) files. Ideally you should have one (or even embed scripts for high-traffic pages) on your pages. Consider [suturing JavaScript files together](#) at the server to minimize HTTP requests. Placing external JavaScript files at the bottom of your BODY, and CSS files in the HEAD enables progressive display in XHTML web pages.
- HTML_SIZE** - Congratulations, the total size of this HTML file is 9533 bytes, which less than 50K. Assuming that you specify the HEIGHT and WIDTH of your images, this size allows your HTML to display content in under 10 seconds, the average time users are willing to wait for a page to display without feedback.
- IMAGES_SIZE** - Congratulations, the total size of all your images is 19013 bytes, which is less than 50K. Even with a 50K HTML page this page should load in less than 20 seconds on a 56Kbps connection. Ideally each image should be less than 1160 bytes, to easily fit into one TCP-IP packet.
- SCRIPT_SIZE** - Warning! The total size of external your scripts is 97166 bytes, which is over 20K. Consider [optimizing your JavaScript](#) for size, combining them, and using [HTTP compression](#) where appropriate for any scripts placed in the HEAD of your documents. You can substitute [CSS menus](#) for JavaScript-based menus to minimize or even eliminate the use of JavaScript.
- CSS_SIZE** - Congratulations, the total size of your external CSS is 645 bytes, which is less than 8K.
- MULTIM_SIZE** - Congratulations, the total size of all your external multimedia files is 0 bytes, which is less than 10K.

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#4 – Provide Clear and Readable Content

- Web visitors are notorious for quickly scanning and flipping between pages, trying to locate the “information scent” of the knowledge they are after.
- **Best Practice:** RightNow Answer content is written at or below an 8th grade (age 13-14) reading level and is written in Plain Language.

#4 – Provide Clear and Readable Content



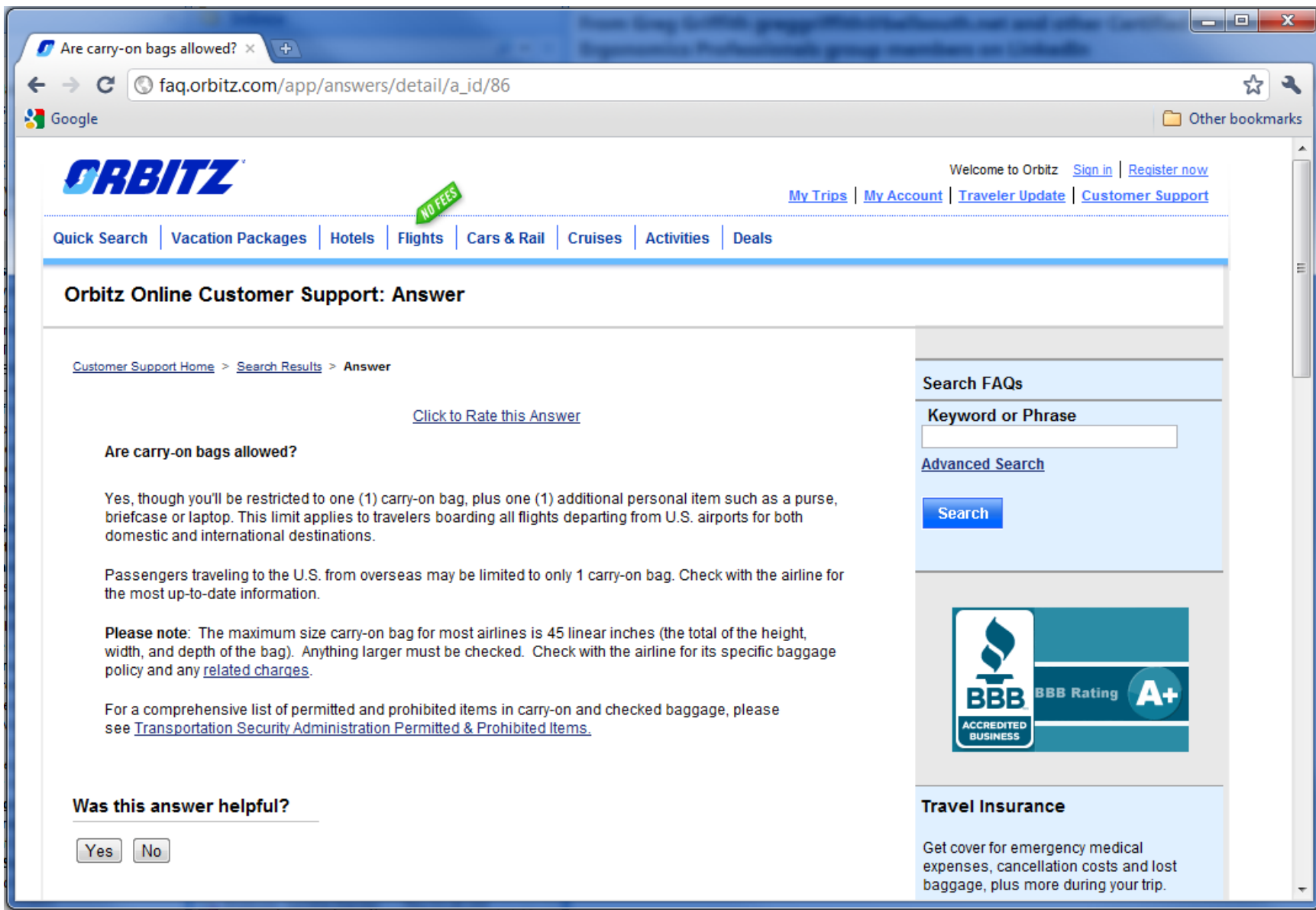
- **Benefit:** Customers will be more likely to self-serve if you avoid technical, company, or legal jargon.
 - › Lower grade reading levels make it easier for your content to be understandable for a global audience.

The screenshot shows a web browser window with the following elements:

- Browser Tab:** The Readability Test Tool
- Address Bar:** read-able.com
- Page Title:** The Readability Test Tool
- Subtitle:** Let's make the unreadable readable
- Navigation:** Three buttons: "Test by URI" (highlighted in orange), "Test by Direct Input", and "Test by Referer".
- Form Section:**
 - Section Header:** Test by URI
 - Text:** Test the readability of a web page:
 - Label:** Web Address:
 - Input Field:** Contains the text "http://".
 - Button:** Calculate Readability
- Examples:**

Example web addresses:

 - `http://www.example.com/` for a complete web page
 - `http://www.example.com/#mainContent` for part of a web page, based on a content area within a container `<div id="mainContent"></div>`
- Note:** Testing only the main content part of the page removes any skew in the results due to navigational elements
- Feedback:** A vertical button labeled "Feedback" is located on the right side of the page.



Are carry-on bags allowed? x

faq.orbitz.com/app/answers/detail/a_id/86

Google

Other bookmarks

ORBITZ

Welcome to Orbitz [Sign in](#) | [Register now](#)

[My Trips](#) | [My Account](#) | [Traveler Update](#) | [Customer Support](#)

Quick Search | Vacation Packages | Hotels | **Flights** | Cars & Rail | Cruises | Activities | Deals

NO FEES

Orbitz Online Customer Support: Answer

[Customer Support Home](#) > [Search Results](#) > [Answer](#)

[Click to Rate this Answer](#)

Are carry-on bags allowed?

Yes, though you'll be restricted to one (1) carry-on bag, plus one (1) additional personal item such as a purse, briefcase or laptop. This limit applies to travelers boarding all flights departing from U.S. airports for both domestic and international destinations.

Passengers traveling to the U.S. from overseas may be limited to only 1 carry-on bag. Check with the airline for the most up-to-date information.

Please note: The maximum size carry-on bag for most airlines is 45 linear inches (the total of the height, width, and depth of the bag). Anything larger must be checked. Check with the airline for its specific baggage policy and any [related charges](#).

For a comprehensive list of permitted and prohibited items in carry-on and checked baggage, please see [Transportation Security Administration Permitted & Prohibited Items](#).

Was this answer helpful?

Search FAQs

Keyword or Phrase

[Advanced Search](#)



Travel Insurance

Get cover for emergency medical expenses, cancellation costs and lost baggage, plus more during your trip.

Orbitz

- **Are carry-on bags allowed?**
- Yes, though you'll be restricted to one (1) carry-on bag, plus one (1) additional personal item such as a purse, briefcase or laptop. This limit applies to travelers boarding all flights departing from U.S. airports for both domestic and international destinations.

This page has an average [grade level](#) of about 8.

It should be easily understood by 13 to 14 year olds.

Orbitz

- Will I be charged a fee for checked bags and meals?
- Most likely yes. Select an airline from the [dropdown list below](#) to see fees for **checked** and **carry-on bags**, as well as **snacks/meals**.

This page has an average [grade level](#) of about 7.

It should be easily understood by 12 to 13 year olds.

Language Specific Readability Checkers

- Each language has its own measure of readability - and the algorithms are relatively easy to duplicate
- The Flesch-Kinkaid algorithm for calculating grade levels (English) is:

$$0.39 \left(\frac{\text{total words}}{\text{total sentences}} \right) + 11.8 \left(\frac{\text{total syllables}}{\text{total words}} \right) - 15.59$$

- Other common reading tests include:
 - › Fernandez Huerta Reading Test (Spanish)
 - › Douma (Dutch)
 - › The Lix Formula (or Laesbarhedsindex) (Swedish, Danish)
 - › Kandel & Moles Test (French)

#5 – Ensure It is Accessible to People with Disabilities

- ♦ Good accessibility will ensure that your site is able to be used easily by the widest possible number of people.
- ♦ **Benefit:** 15%-20% of the world's population considers themselves disabled[4].

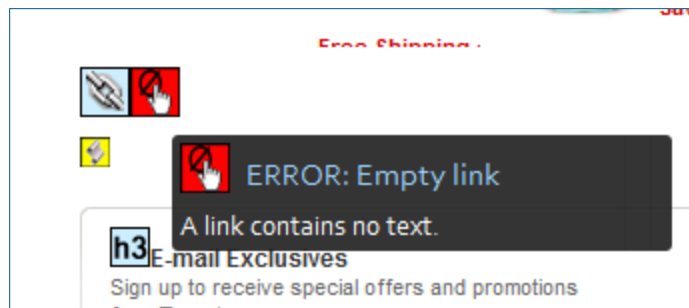
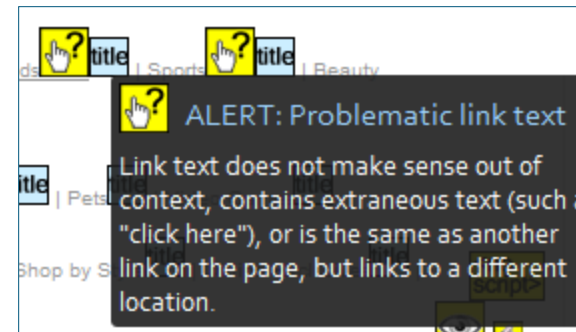
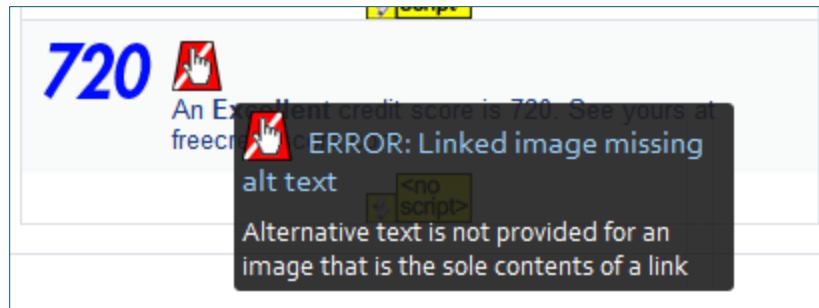


[4] Employers Forum on Disability - Disabled People Worldwide, <http://www.realising-potential.org/stakeholder-factbox/disabled-people-worldwide/>

#5 – Ensure It is Accessible to People with Disabilities

- **Best Practice:** Strive to make your site Accessible to people with disabilities (meet the technical standards of WCAG).
- **NOTE:** Several organizations in the US (Target, Rite Aide, etc) have been recently sued for poor web accessibility.

Examples of mouse rollovers



#6 – Ensure it is Accessible to People on the Move

- ◊ Gartner predicts that by 2013 mobile web traffic will exceed the volume of traditional desktop browser traffic!
- ◊ **Best Practice:** Offer a mobile web experience to your customers.
- ◊ Consider two dimensions that influence the quality of the experience delivered:
 - › Optimize for a selection of screen sizes
 - › Design with the touch interaction in mind

#6 – Ensure it is Accessible to People on the Move

- **Benefit:** Anyone who uses an iPhone or Droid will have a touch-friendly experience designed specifically for their device. This improves their self-service success rates.



#6 – Ensure it is Accessible to People on the Move

Demo



Conclusions

Conclusions

- All the tools you saw today are available through our best practice resources.
- Extending these practices to your organization's unique needs will ensure you get the maximum benefit.
- As best practices evolve (i.e. mobile), we will identify and share them with you.



Question & Answer

Additional Community Resources

- Web Experience Tune-Up

- > <http://community.rightnow.com/customer/support/tuneup.php>

- RightNow Guide: User Experience Best Practices for WSS

- > <http://community.rightnow.com/customer/library/technical-papers.php>

- Expert Seminars

- > <http://communities.rightnow.com/resources/d0e6b57544/summary>