

NIH.gov Web Site Usability Testing

October 8, 2001 version

Prepared for:

Dennis Rodriques, Chief, On-Line Information Branch

Kristin Mead, On-Line Information Branch

Prepared by:

Catherine Gaddy, Kathleen Straub, Drew Falk

Human Factors International

1-800-242-4480

www.humanfactors.com

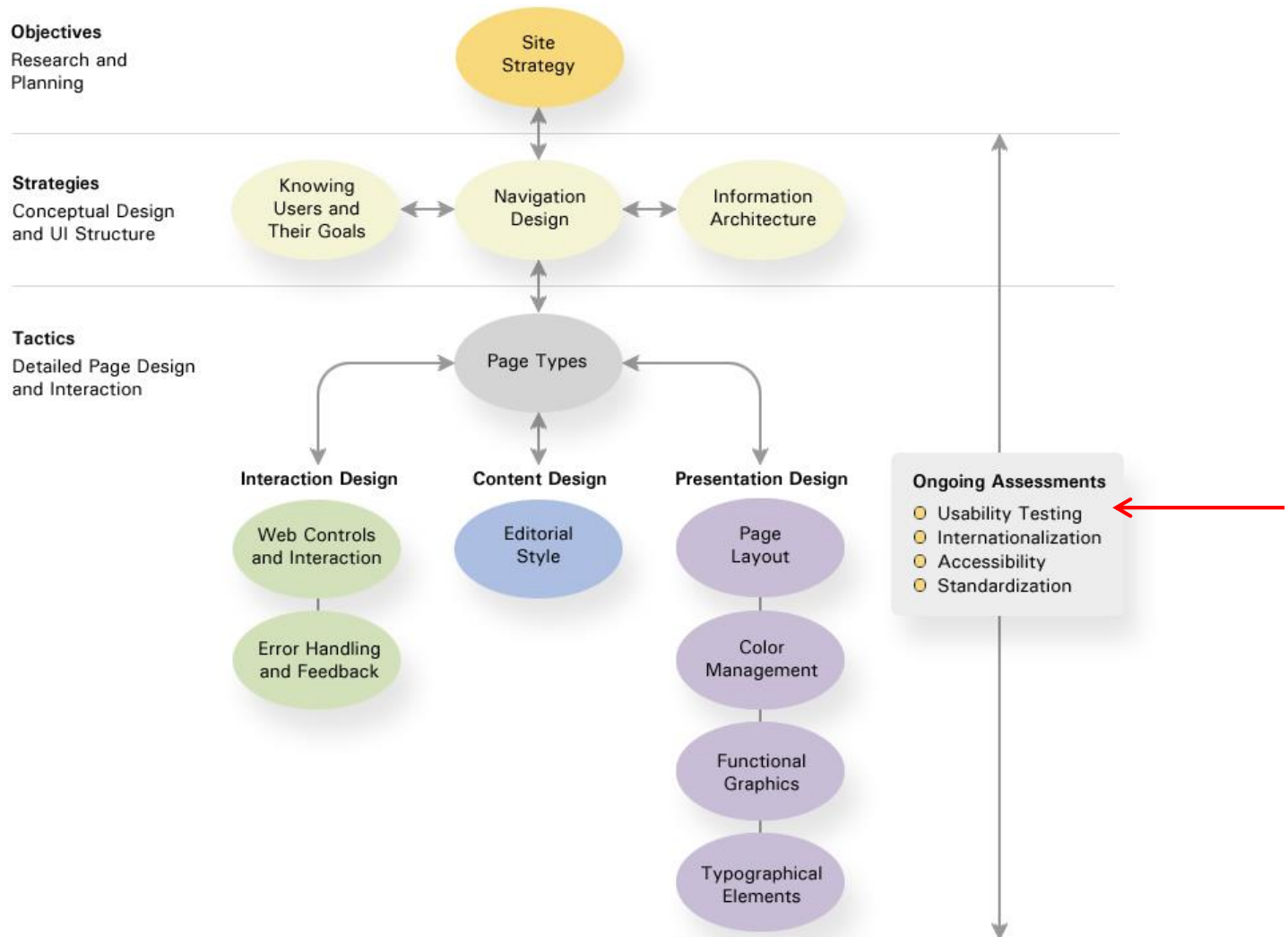


Overview

- Method
- Results
- Recommendations

Method

User-Centered Design



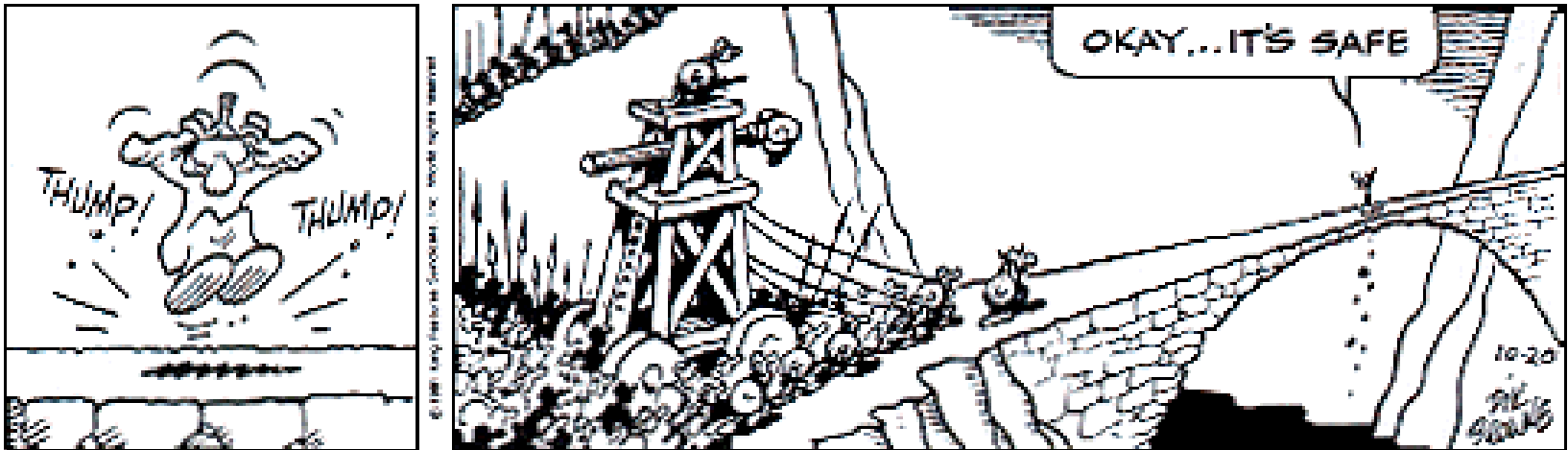
Types of Usability Testing

Development Stage	Design Issues	Technique
Feasibility	Value of functions	Questionnaire
Task design	Practicality Completeness	Storyboard walkthrough
UI structure	Self-evidence Efficiency	Protocol simulation
Detailed design	Layout General presentation	Expert review Affordance test
	Performance	Protocol simulation Task modeling
	User satisfaction	Usability questionnaires
Production	Performance	Benchmark testing Comparison tests Usage logs
	User satisfaction	Online surveys Feedback

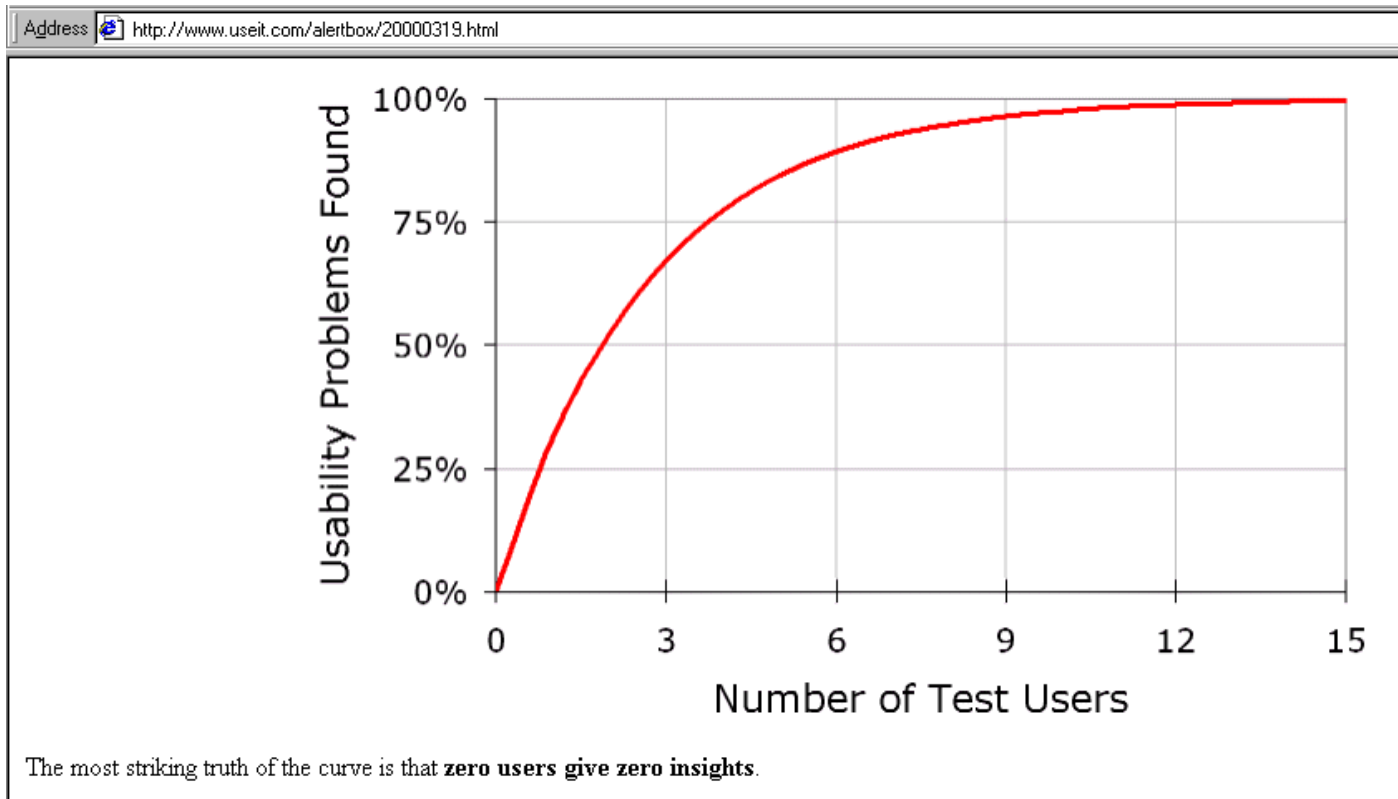
Purpose of Usability Testing

Gather data to answer the question:

Can real users accomplish real tasks on the site?



How Many Participants are Needed?



Participants

- 11 professionals including researchers and practitioners
- 11 members of the general public including teachers, students, writers, advocates

See also detailed recruiting/screening criteria

Representative Tasks Related to:

- General Information about NIH
- Ongoing Research
- News and Events
- Health Information
- Educational Resources
- Research Funding
- Training Information
- Research Resources

See also detailed test moderator's guide

Usability Testing Lab



Participant
and test moderator
in testing room
(cannot see into
control room)

Observers and
recording equipment
behind one-way view
glass in control room

Procedure

- Participants sign Informed Consent and Permission to Videotape form (they are told in advance too)
- Participants are paid a “thank-you” fee for their time
- Sessions take about an hour

Results

See also detailed test moderator's guide and results spreadsheets

Results: Introductory Tasks

	Professionals	Publics
1 Purpose	100	100
2 In charge	68	91
3 Stem cell	91	86
4 Institutes	100	100

Percent successful shown in table cells

Results: Ongoing Research at NIH

	Professionals	Publics
5 Studies	50	55
6 Labs	40	50
7 Non-scientists	80	67
8 Participate	67	50
9 Candidate	71	86

Percent successful shown in table cells

Results: News and Events

	Professionals	Publics
10 Talks	73	68
11 Results	64	95
12 Press release	73	75

Percent successful shown in table cells

Results: Health Information

	Professionals	Publics
13 Condition	88	73
14 Heart attack	93	85
15 Specifics	100	93

Percent successful shown in table cells

Results: Educational Resources

	Professionals	Publics
16 Talk	50	40
17 Teach	57	29

Percent successful shown in table cells

Results: Funding

	Professionals	Publics
18 Your area	75	N/A
19 Qualified	33	N/A
20 Institutes	30	N/A
21 Training	80	N/A
22 Contracts	100	N/A

Percent successful shown in table cells

Results: Research Resources

	Professionals	Publics
23 Models	92	N/A
24 Animal care	42	N/A

Percent successful shown in table cells

Results: Warm Down/General

	Professionals	Publics
25 Phone	70	72
26 Couldn't find	89	100
27 Health org	56	43
28 Business	67	75
29 Job	100	100

Percent successful shown in table cells

Recommendations

Home Page: Site Identity

Users knew where they were; no slogans or taglines required.



NATIONAL INSTITUTES OF HEALTH
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

[Health](#) [Grants](#) [News](#) [Science](#) [Institutes](#) [About NIH](#)

WHAT'S NEW

- [Panel of Nobel Laureates to Discuss 50 Years of Brain Research at the NIH](#)
- [Christopher Reeve to Address Patients' Perspective](#)
- [ArcticHealth: A New Website for the Polar Regions](#)
- [NIGMS Awards "Glue Grant" to Study Cell Talk](#)
- [Anthony S. Fauci Awarded 2001 Frank Annunzio Award](#)
- [NIH Funds Biomedical Research Infrastructure Networks](#)
- [Stem Cell Information](#)
- [More...](#)

Health Information
Publications & fact sheets, ClinicalTrials.gov, health hotlines, A-Z topic index, MEDLINEplus, other resources

Grants & Funding Opportunities
Applications, grants policy, NIH Guide, award data, research training, research contracts, CRISP database

News & Events
In the News, press releases, calendars, radio & video, media contacts, special reports

Scientific Resources
Intramural research, special interest groups, library catalogs, journals, training, labs, scientific computing

Institutes, Centers & Offices
The individual organizations that make up the NIH

About NIH
Visitor info, jobs, science education, find employees, public involvement, policy issues, organization & mission, history, doing business with NIH, FOIA, Director's Page

Q&A About NIH

Employment Opportunities

Visitor Information

Information for Employees

Información en español

Search the NIH Web Site

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Act in Time to Heart Attack Signs

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 National Institutes of Health (NIH)
Bethesda, Maryland 20892

 Department of Health
and Human Services

 **FIRSTGOV**
Your First Click to the U.S. Government

Home Page: What's New

Users read WHAT'S NEW, but did not pursue most links.



WHAT'S NEW

- ▶ [Panel of Nobel Laureates to Discuss 50 Years of Brain Research at the NIH](#)
- ▶ [Christopher Reeve to Address Patients' Perspective](#)
- ▶ [ArcticHealth: A New Website for the Polar Regions](#)
- ▶ [NIGMS Awards "Glue Grant" to Study Cell Talk](#)
- ▶ [Anthony S. Fauci Awarded 2001 Frank Annunzio Award](#)
- ▶ [NIH Funds Biomedical Research Infrastructure Networks](#)
- ▶ [Stem Cell Information](#)
- ▶ [More...](#)

Health Informatics

Publications & fact sheets, MEDLINEplus, other resources

Grants & Funding

Applications, grants procedures, contracts, CRISP data

News & Events

In the News, press releases, reports

Scientific Research

Intramural research, scientific computing

Institutes, Centers

The individual organizations

About NIH

Visitor info, jobs, scientific issues, organization & Page

Recommendations to:

1. Shorten headlines
2. Ensure content has broad appeal
3. Either move What's New to the right-most column or design the links to look more important (rather than blue underlined)

[[Health](#) | [Grants](#) | [News](#) | [Science](#) | [Institutes](#) | [About NIH](#)]

[[Q&A About NIH](#) | [Employment Opportunities](#) | [Visitor Information](#)]
[[Recent Changes to This Site](#) | [Information for Employees](#) | [Information for the Public](#)]

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National Institutes of Health (NIH)
Bethesda, Maryland 20892



Department of Health and Human Services

Home Page: Navigation

Users recognized primary navigation immediately.



The screenshot shows the NIH homepage layout. At the top left is the NIH logo and the text 'U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES'. Below this is a primary navigation bar with links: Health, Grants, News, Science, Institutes, and About NIH. A red arrow points to the 'Science' link. To the right of the navigation bar is a search box with a 'Search' button and two links: 'Check my spelling first' and 'Advanced Search Page'. Below the navigation bar is a 'WHAT'S NEW' section with a list of links: 'Panel of Nobel Laureates to Discuss 50 Years of Brain Research at the NIH', 'Christopher Reeve to Address Patients' Perspective', 'ArcticHealth: A New Website for the Polar Regions', 'NIGMS Awards "Glue Grant" to Study Cell Talk', 'Anthony S. Fauci Awarded 2001 Frank Annunzio Award', 'NIH Funds Biomedical Research Infrastructure Networks', 'Stem Cell Information', and 'More...'. To the right of 'WHAT'S NEW' are six main content sections, each with a blue square icon: 'Health Information' (Publications & fact sheets, ClinicalTrials.gov, health hotlines, A-Z topic index, MEDLINEplus, other resources), 'Grants & Funding Opportunities' (Applications, grants policy, NIH Guide, award data, research training, research contracts, CRISP database), 'News & Events' (In the News, press releases, calendars, radio & video, media contacts, special reports), 'Scientific Resources' (Intramural research, special interest groups, library catalogs, journals, training, labs, scientific computing), 'Institutes, Centers & Offices' (The individual organizations that make up the NIH), and 'About NIH' (Visitor info, jobs, science education, find employees, public involvement, policy issues, organization & mission, history, doing business with NIH, FOIA, Director's Page). To the right of these sections are three smaller sections: 'Q&A About NIH' (with a photo of a child), 'Employment Opportunities' (with a photo of people in a lab), and 'Visitor Information' (with a photo of a building). Below these are three more sections: 'Information for Employees', 'Información en español', and 'Search the NIH Web Site'. At the bottom right is a 'Featured Site' section with a link to 'Act in Time to Heart Attack Signs' (with a photo of a heart). At the bottom of the page is a footer with links: 'Health | Grants | News | Science | Institutes | About NIH', 'Q&A About NIH | Employment Opportunities | Visitor Information', 'Recent Changes to This Site | Information for Employees | Información en español | Search', 'Contact Us | Privacy Notice | Disclaimer | Accessibility', and the NIH logo and address: 'National Institutes of Health (NIH) Bethesda, Maryland 20892'. To the right of the NIH logo is the 'Department of Health and Human Services' logo.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Health Grants News **Science** Institutes About NIH

WHAT'S NEW

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- More...

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Institutes, Centers & Offices
The individual organizations that make up the NIH

About NIH
Visitor info, jobs, science education, find employees, public involvement, policy issues, organization & mission, history, doing business with NIH, FOIA, Director's Page

Q&A About NIH

Employment Opportunities

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[Health | Grants | News | Science | Institutes | About NIH]

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[Recent Changes to This Site | Information for Employees | Información en español | Search]

[Contact Us | Privacy Notice | Disclaimer | Accessibility]

National Institutes of Health (NIH)
Bethesda, Maryland 20892

Department of Health and Human Services

FIRSTGOV
Your First Click to the U.S. Government

Health Information



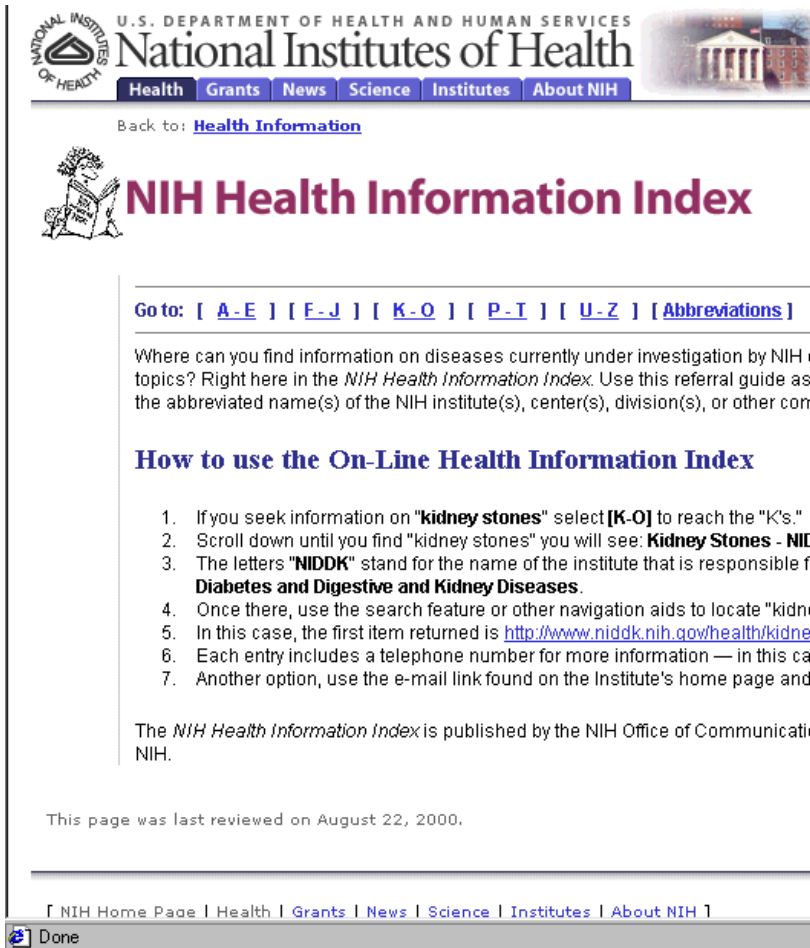
Some users expected these links to load new web pages, given location on page.

Some users missed the links within the paragraph at the top of this page.

Suggest add category such as Comprehensive Resources to match Publications, etc.

Also recommend different designs for clickable versus non-clickable items (these resemble clickables on Home Page).

Health Information: Index




The screenshot shows the NIH Health Information Index homepage. At the top is the NIH logo and navigation links: Health, Grants, News, Science, Institutes, About NIH. Below the navigation bar is a "Back to: [Health Information](#)" link. The main heading is "NIH Health Information Index" with a small cartoon character. Below this is a "Go to:" section with links for [A-E], [F-J], [K-O], [P-T], [U-Z], and [Abbreviations]. A paragraph explains the purpose of the index. Below that is a section titled "How to use the On-Line Health Information Index" with a 7-step guide. At the bottom, it states the index is published by the NIH Office of Communication NIH. A footer note says "This page was last reviewed on August 22, 2000." and a navigation bar at the very bottom includes "NIH Home Page | Health | Grants | News | Science | Institutes | About NIH |".

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Health Grants News Science Institutes About NIH

Back to: [Health Information](#)

 **NIH Health Information Index**

Go to: [[A-E](#)] [[F-J](#)] [[K-O](#)] [[P-T](#)] [[U-Z](#)] [[Abbreviations](#)]

Where can you find information on diseases currently under investigation by NIH or topics? Right here in the *NIH Health Information Index*. Use this referral guide as the abbreviated name(s) of the NIH institute(s), center(s), division(s), or other comp


How to use the On-Line Health Information Index

1. If you seek information on "**kidney stones**" select [**K-O**] to reach the "K's."
2. Scroll down until you find "kidney stones" you will see: **Kidney Stones - NIDDK**
3. The letters "**NIDDK**" stand for the name of the institute that is responsible for **Diabetes and Digestive and Kidney Diseases**.
4. Once there, use the search feature or other navigation aids to locate "kidney"
5. In this case, the first item returned is <http://www.niddk.nih.gov/health/kidney>
6. Each entry includes a telephone number for more information — in this case
7. Another option, use the e-mail link found on the Institute's home page and

The *NIH Health Information Index* is published by the NIH Office of Communication NIH.

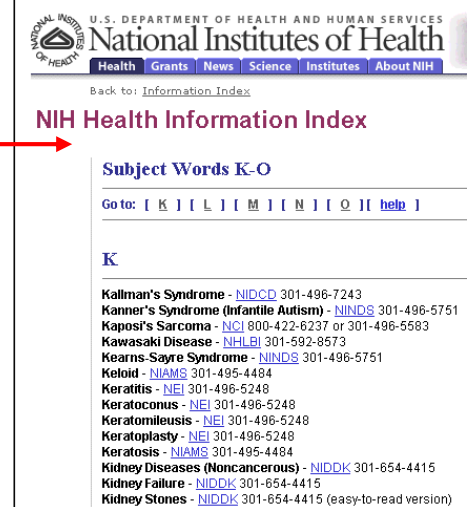
This page was last reviewed on August 22, 2000.

[[NIH Home Page](#) | [Health](#) | [Grants](#) | [News](#) | [Science](#) | [Institutes](#) | [About NIH](#)]

 Done

Users had success with the Index.

Recommend allow users option to select any letter of alphabet from subsequent pages.



The screenshot shows the "Subject Words K-O" page. It has the same NIH header and navigation bar as the first screenshot. Below the navigation bar is a "Back to: [Information Index](#)" link. The main heading is "NIH Health Information Index". Below this is a section titled "Subject Words K-O". A "Go to:" section has links for [K], [L], [M], [N], [O], [I], [help], and [I]. Below this is a list of subject words starting with 'K': Kallman's Syndrome, Kanner's Syndrome, Kaposi's Sarcoma, Kawasaki Disease, Kearns-Sayre Syndrome, Keloid, Keratitis, Keratoconus, Keratomileusis, Keratoplasty, Keratosis, Kidney Diseases, Kidney Failure, and Kidney Stones. Each entry includes a link to the institute's home page and a telephone number.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Health Grants News Science Institutes About NIH

Back to: [Information Index](#)

NIH Health Information Index

Subject Words K-O

Go to: [[K](#)] [[L](#)] [[M](#)] [[N](#)] [[O](#)] [[I](#)] [[help](#)] [[I](#)]

K

Kallman's Syndrome - [NIDCD](#) 301-496-7243
Kanner's Syndrome (Infantile Autism) - [NINDS](#) 301-496-5751
Kaposi's Sarcoma - [NCI](#) 800-422-6237 or 301-496-5583
Kawasaki Disease - [NHLBI](#) 301-592-8573
Kearns-Sayre Syndrome - [NINDS](#) 301-496-5751
Keloid - [NIAMS](#) 301-495-4484
Keratitis - [NEI](#) 301-496-5248
Keratoconus - [NEI](#) 301-496-5248
Keratomileusis - [NEI](#) 301-496-5248
Keratoplasty - [NEI](#) 301-496-5248
Keratosis - [NIAMS](#) 301-495-4484
Kidney Diseases (Noncancerous) - [NIDDK](#) 301-654-4415
Kidney Failure - [NIDDK](#) 301-654-4415
Kidney Stones - [NIDDK](#) 301-654-4415 (easy-to-read version)

Health Information: Index (Cont.)

M ▲ Up to Top

Macroglobulinemia and Myeloma - [NCI](#) 800-422-6237 or 301-496-5583
 Macular Degeneration - [NEI](#) 301-496-5248
 Magnetic Resonance Imaging - [NINDS](#) 301-496-5751, [NCI](#) 800-422-6237 or 301-496-5583, [NHLBI](#) 301-592-8573
 Malabsorptive Diseases - [NIDDK](#) 301-654-3810
 Malaria - [NIAD](#) 301-496-5717
 Malignancy - [NCI](#) 800-422-6237 or 301-496-5583
 Malnutrition - [NIDDK](#) 301-496-3583, [NICHD](#) 800-370-2943
 Malocclusion - [NIDCR](#) 301-496-4261
 Mammography - [NCI](#) 800-422-6237 or 301-496-5583
 Mania - [NIMH](#) 301-443-4513
 Maple Syrup Urine Disease - [NIDDK](#) 301-496-3583
 MARC (Minority Access to Research Careers) - [NIHMS](#) 301-496-7301
 Marfan Syndrome - [NIAMS](#) 301-495-4484, [NHLBI](#) 301-592-8573, [NEI](#) 301-496-5248
 Marijuana - [NIDA](#) 301-443-1124 or [NIDA](#) Infobox 888-644-6432
 Marijuana (Effect on Glaucoma) - [NEI](#) 301-496-5248
 Mass Spectrometers - [NCRR](#) 301-435-0755
 Mastectomy - [NCI](#) 800-422-6237 or 301-496-5583
 Mastication - [NIDCR](#) 301-496-4261
 Mastocytosis - [NIAD](#) 301-496-5717
 Maternal Drug Use - [NIDA](#) 301-443-1124 or [NIDA](#) Infobox 888-644-6432
 McArdle's Disease - [NIDDK](#) 301-496-3583, [NINDS](#) 301-496-5751
 McCune-Albright's Syndrome - [NICHD](#) 800-370-2943
 Measles - [NIAD](#) 301-496-5717
 Measles Encephalitis - [NINDS](#) 301-496-5751
 Meconium Aspiration Syndrome - [NICHD](#) 800-370-2943
 Medical Care for Older People - [NIA](#) 301-496-1752
 Medicine for the Public (Lectures, Booklets) - [CC](#) 301-496-2563
 Megalencephaly - [NINDS](#) 301-496-5751
 Meige's Syndrome (Facial Dystonia) - [NINDS](#) 301-496-5751, [NIDCD](#) 301-496-7243
 Melanoma - [NCI](#) 800-422-6237 or 301-496-5583, [NEI](#) (Ocular) 301-496-5248
 MELAS - [NINDS](#) 301-496-5751
 Melasma - [NIAMS](#) 301-495-4484
 Melkerson's Syndrome - [NINDS](#) 301-496-5751
 Memory - [NINDS](#) 301-496-5751, [NIMH](#) 301-443-4513
 Memory Loss - [NIA](#) 301-496-1752
 Meniere's Disease - [NIDCD](#) 301-496-7243
 Meningitis - [NIAD](#) (Acute) 301-496-5717, [NINDS](#) (Long-Term Effects) 301-496-5751
 Meningocele - [NINDS](#) 301-496-5751

National Institutes of Health



National Eye Institute

Information for:

- Researchers
- Health Care Professionals
- Public and Patients
- Educators
- Media

Search Site Map Privacy Statement

- Clinical Studies Database
- Intramural Research
- Funding Information/ Grants and Contracts
- NEI News and Events
- About NEI
- National Eye Health Education Program
- Publications
- Job/Training Opportunities
- Visitor's Information
- Photograph, Image & Video Catalog
- NIH Home Page

Users said they had to “start over” for some of the Index subjects when they landed on the Institutes’ home pages.

Health Information: Prototype



Users said having the option to use the Index or this list of browsable health topics from MedlinePlus would be even better.

Recommend more clickable-looking Index letters for real page.

Health Information: Prototype

Page 2

 U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

[Health](#) [Grants](#) [News](#) [Science](#) [Institutes](#) [About NIH](#)

[Home Page](#)

Back to: [Health Information](#)

Crohn's Disease

On This Page:

- ▼ [Resources](#)
- ▼ [Clinical Trials](#)
- ▼ [Medline Plus](#)

NIH Resources

 [Crohn's Disease](#)
[¿Qué es la úlcera péptica? \(Español\)](#)
[Email the National Digestive Diseases Information Clearinghouse](#)
[Order Printed Publications from the National Digestive Diseases Information Clearinghouse](#)
Call 800-860-8747 for more information

 [NIEHS Finds Protein That Counteracts Inflammation and Wasting That May Target Rheumatoid Arthritis and Crohn's Disease](#)

 [Genes and Disease: Inflammatory Bowel Disease](#)

 [Crohn's Disease – Is There a Microbial Etiology?](#)

Look up "Crohn's Disease" in:

Users commented that this second page seemed designed more for professionals. Ensure link names are in everyday language.

 [NIEHS Finds Protein That Counteracts Inflammation and Wasting That May Target Rheumatoid Arthritis and Crohn's Disease](#)

 [Genes and Disease: Inflammatory Bowel Disease](#)

 [Crohn's Disease – Is There a Microbial Etiology?](#)

Look up "Crohn's Disease" in:


 **MedLine Plus** - More resources from US government agencies and other credible organizations

 **Clinical Trials Database** - Read [about Clinical Trials](#), or click on the **GO** button to see a list of studies you can participate in!

[Up to Top](#)

This page was last reviewed on September 26, 2001 .

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 National Institutes of Health (NIH)
Bethesda, Maryland 20892

 Department of Health
and Human Services

Health Information: Clinical Trials

NATIONAL INSTITUTES OF HEALTH
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Home Page

Health Information

On This Page:

- Publications
- Clinical Trials
- Health Hotlines
- Health Literature References
- Special Programs
- Other Resources

Finding credible health information on the World Wide Web can be difficult. Here are so

- ▶ [NIH Health Information Index 2001](#), an A-Z subject guide that provides a direct link to health concern
- ▶ [MEDLINEplus](#), a service brought to you by NIH's National Library of Medicine, was de quality health sites, not only at NIH, but at other reliable institutions across the count
- ▶ [ClinicalTrials.gov](#), a consumer-friendly database, has information on federal and pr of locations nationwide

Publications

- ▶ [Full-text Consumer Health Publications](#)
- ▶ [The NIH Word on Health](#)

Clinical Trials

- ▶ [ClinicalTrials.gov Database](#)
- ▶ [What are Clinical Trials?](#)

Health Hotlines

- ▶ [NIH Toll-Free Information Lines](#)
- ▶ [Database of Health-Related Toll-Free Numbers](#)

Health Literature References

- ▶ [Combined Health Information Database](#)
- ▶ [PubMed](#)

Done

Users were asked to find studies with patients without the test moderators using the phrase “clinical trial.”

A number of users missed Clinical Trials. (Some looked in other sections too.)

Perhaps an everyday language link name would help such as Studies with Patients/Volunteers.

Grants & Funding



CRISP is buried
slightly within
a paragraph.

Only those who know
NIH knew it was
the database of
funded research.

Researchers who did not know NIH very well got confused among these options (see next slides).

Grants Page

For example, Grants page has Contracts information.

NATIONAL INSTITUTES OF HEALTH
Office of Extramural Research NIH Home

Text Only

Grants - OER Home Page

Welcome

- [Introduction](#) to Extramural Research from Dr. Baldwin
- [NIH Outreach Activities](#)
- [General Information and Tools](#)
- [OER Staff](#) and [NIH Staff](#) Directories
- [OER Offices and Organizational Charts](#)
- NIH Guide for Grants and Contracts**
 - [Description](#) of the NIH Guide
 - [LISTSERV](#) for the NIH Guide
 - [Comprehensive Archives](#) by Year and Week
 - [Notices](#): With Policy Updates and RFPs
 - [PAs](#): Program Announcements
 - [RFAs](#): Requests for Applications
 - [Search the NIH Guide](#)
 - [Other Information](#)

Grant Topics

- [Funding Opportunities](#)
- [Grants Policy](#) and Guidance
- [Grants Compliance and Oversight](#)
- [Award Data](#)
- [CRISP Database](#)
- [Edison](#): Invention Reporting
- [ERA](#): Electronic Research Admin.
- [Forms and Applications](#)
- [Human Subjects](#)
- [Lab Animal Welfare](#)
- [Peer Review](#)
- [Reinvention](#)
- [SBIR/STTR](#): Small Businesses

Related Topics

- [Bioinformatics](#)
- [Biomedical Engineering](#)
- [Bioimaging](#)
- [Bioethics](#)
- [Sites of Interest](#)

Grants News Flashes

NIH Funding of Research Using Specified Existing Human Embryonic Stem Cells

Site Map

- [Document Index](#)
- [Forms and Applications](#)
- [Receipt Dates](#)
- [Study Section Information](#)

OER Connection

Most Requested

- [PHS 398 Application Kit](#)
- [PHS 2590 Application Kit](#)
- [PHS 398 & PHS 2590 FAQs](#)
- [Modular Research Grants](#)

Search OER Grants Site

Done Internet

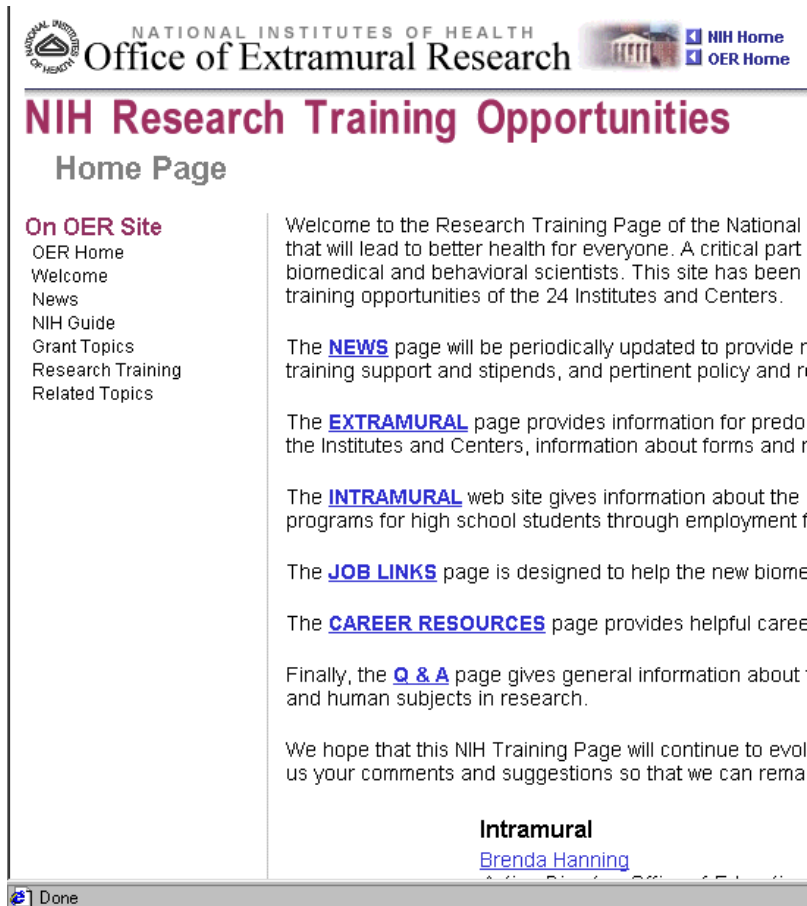
CRISP



CRISP needs
a plainer
language
link name.

As mentioned
earlier, only
those in the
know found it.

Training



For users unfamiliar with extramural and intramural, at least in this context, this page was confusing.

Several users hit the Back button when looking for training funding believing they had come to the wrong place.

Guide

The screenshot shows the NIH Guide for Grants and Contracts website. At the top, the NIH logo and 'Office of Extramural Research' are displayed. A navigation bar includes links for 'NIH Home' and 'OER Home'. The main heading is 'NIH Guide for Grants and Contracts'. On the left, a sidebar lists 'On This Page' with links to 'NIH Guide LISTSERV', 'NIH Guide Archives', 'Search NIH Guide', 'NIH Guide Description', 'Other Information', and 'Contacts'. Below this is 'On OER Site' with links to 'OER Home', 'Welcome', 'News', 'NIH Guide', 'Grant Topics', 'Research Training', and 'Related Topics'. The main content area has a 'Welcome to the NIH Guide - Articles may be Found By:' section with a bulleted list: 'Going directly to Articles using one of the two Comprehensive Archives below.', 'Searching the Guide Archives below using key words and phrases or Volume and Number.', and 'Subscribing to the weekly content notifications via email using the NIH Guide Table of Contents Notification LISTSERV service.' Below this is a section titled 'Comprehensive Archives of Published NIH Guide Articles:' with two sub-sections: 'By Year and Week Ending:' listing years from 2001 to 1992, and 'By Announcement Category:' listing 'Notices', 'Program Announcements', and 'Requests for Applications'. A search section titled 'Search the NIH Guide' includes a text input field, 'Search the NIH Guide' and 'Clear' buttons, and a note '(Maximum of 1000 Results per Query)'. Below the search section are 'Search Tips:' including 'Case: ALL UPPER or all lower = Not case sensitive', 'Mixed Case = Case sensitive except when in quotes', 'Title only search: Title <contains> "search string"', and 'Keyword only search: Keywords <contains> "search string"'. A 'Search Help' link is also present. The bottom of the page shows a Windows taskbar with an 'Internet' icon.

NATIONAL INSTITUTES OF HEALTH
Office of Extramural Research

NIH Home
OER Home

Text Only
Hide Menu

NIH Guide for Grants and Contracts

On This Page

- NIH Guide LISTSERV
- NIH Guide Archives
- Search NIH Guide
- NIH Guide Description
- Other Information
- Contacts

On OER Site

- OER Home
- Welcome
- News
- NIH Guide
- Grant Topics
- Research Training
- Related Topics

Welcome to the NIH Guide - Articles may be Found By:

- Going directly to Articles using one of the two Comprehensive Archives below.
- Searching the Guide Archives below using key words and phrases or Volume and Number.
- Subscribing to the weekly content notifications via email using the [NIH Guide Table of Contents Notification LISTSERV service](#).

Comprehensive Archives of Published NIH Guide Articles:

- By Year and Week Ending:**
[2001](#) [2000](#) [1999](#) [1998](#) [1997](#) [1996](#) [1995](#) [1994](#) [1993](#) [1992](#)
- By Announcement Category:**
[Notices](#) [Program Announcements](#) [Requests for Applications](#)

Search the NIH Guide (Enter keywords or phrases, separated by commas)

(Maximum of 1000 Results per Query)

Search Tips:

Case: ALL UPPER or all lower = Not case sensitive
Mixed Case = Case sensitive except when in quotes
Title only search: Title <contains> "search string"
Keyword only search: Keywords <contains> "search string"

[Search Help](#)

Users were not sure where to start on this page.

It assumes existing knowledge of the Guide.

News & Events



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Health Grants News Science Institutes About NIH

Home Page

News & Events

On This Page:

- News
- Press Releases
- Events
- VideoCasting
- Of Interest to the Media
- Special Reports
- Other Items of Interest

News

- [NIH Disease Funding table: Special Areas of Interest](#)
- [Opening Statement for the FY 2002 Budget Request](#)
- [FY 2002 President's Budget](#)
- [Stem Cell Information](#)

Press Releases

To receive NIH press releases via e-mail, subscribe to the [HHS Press List](#).

- [NIH Grantee Leland Hartwell Wins Nobel Prize for Breakthroughs in Under](#)
- ["Master" Stress Hormone Prevents Mother From Rejecting Embryo](#), October
- [Panel of Nobel Laureates to Discuss 50 Years of Brain Research at the NIH](#)
- [Christopher Reeve to Address Patients' Perspective](#), October 5, 2001
- [ArcticHealth: A New Website for the Polar Regions](#), October 5, 2001
- [NIGMS Awards "Glue Grant" to Study Cell Talk](#), October 5, 2001
- [Anthony S. Fauci Awarded 2001 Frank Annunzio Award](#), October 4, 2001
- [NIH Funds Biomedical Research Infrastructure Networks](#), October 3, 2001
- [Drop of 30 Percent in Use of Animals in Some Chemical Tests Could be Q](#)
- [NIGMS Awards "Glue Grant" to Probe Body's Response to Burn and Traum](#)
- [NIH Funds \\$3.9 Million in New Grants for Autism Research](#), October 1, 200
- [Richard Klausner Leaves National Cancer Institute; Secretary Thompson N](#)
- [National Institute of Biomedical Imaging and Bioengineering Web Site Laur](#)
- [NIDCR Funds Centers for Research to Reduce Oral Health Disparities](#), Oct
- [Scientists Find New Approach to Developing Medications to Prevent Relaps](#)
- [Brain Scan Patterns Identify Objects Being Viewed](#), September 27, 2001

Users had to read the long list of press releases scanning for keywords.

Consider linking important keywords at beginning of link.

Consider ways to break up long lists (even if just intentional line spaces every x line).

News & Events: Archives

The screenshot shows the NIH website's 'Press Release Archives' section. At the top, the NIH logo and 'U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES' are visible, along with a navigation bar for Health, Grants, News, Science, Institutes, and About NIH. A 'Home Page' link is also present. Below the navigation bar, a breadcrumb trail reads 'Back to: News & Events: Press Releases'. The main heading is 'Press Release Archives'. On the left, a 'Quick Links' sidebar lists years from 2001 down to 1996. The main content area displays the years 2001, 2000, 1999, 1998, and 1997, each with a list of month links (Jan, Apr, Jul, Oct, Feb, May, Aug, Nov, Mar, Jun, Sep, Dec) for navigation. The browser's status bar at the bottom shows 'Done'.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Health Grants News Science Institutes About NIH

Home Page

Back to: News & Events: [Press Releases](#)

Press Release Archives

Quick Links

- 2001
- 2000
- 1999
- 1998
- 1997
- 1996

2001

- Jan Apr Jul Oct
- Feb May Aug Nov
- Mar Jun Sep Dec

2000

- Jan Apr Jul Oct
- Feb May Aug Nov
- Mar Jun Sep Dec

1999

- Jan Apr Jul Oct
- Feb May Aug Nov
- Mar Jun Sep Dec

1998

- Jan Apr Jul Oct
- Feb May Aug Nov
- Mar Jun Sep Dec

1997

- Jan Apr Jul Oct

Done

Users wanted to search
by keyword too.

Home Page: Scientific Resources



Health Information

Publications & fact sheets, ClinicalTrials.gov, health hotlines, A-Z topic index, MEDLINEplus, other resources

Grants & Funding Opportunities

Applications, grants policy, NIH Guide, award data, research training, research contracts, CRISP database

News & Events

In the News, press releases, calendars, radio & video, media contacts, special reports

Scientific Resources

Intramural research, special interest groups, library catalogs, journals, training, labs, scientific computing

Institutes, Centers & Offices

The individual organizations that make up the NIH

About NIH

Visitor info, jobs, science education, find employees, public involvement, policy issues, organization & mission, history, doing business with NIH, FOIA, Director's Page

Many users went to Scientific Resources looking for research results, and had trouble.

The shortened “tab” version of Science reinforced this.

Recommend consider link name Resources for Scientists.

Scientific Resources



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

[Health](#) [Grants](#) [News](#) [Science](#) [Institutes](#) [About NIH](#)



[Home Page](#)



Scientific Resources

- ▶ [NIH Campus Info](#)
- ▶ [NIH Intramural Research News](#)
- ▶ [Intramural Research Sourcebook](#)
- ▶ [Research and Training Opportunities at the NIH](#)
- ▶ [NIH Graduate Program Partnership](#)
- ▶ Topics relating to [Molecular Biology](#) and [Molecular Modeling](#)
- ▶ [NIH Special Interest Groups](#)
- ▶ [NIH Research Labs on the Web](#)
- ▶ [Library and Literature Resources](#)
 - ▶ [Online Journals](#)
- ▶ [Model Organisms for Biomedical Research](#)
 - ▶ [Mouse](#)
 - ▶ [Rat](#)
 - ▶ [S. cerevisiae \(budding yeast\)](#)
 - ▶ [D. discoideum \(social amoebae\)](#)
 - ▶ [C. elegans \(round worm\)](#)
 - ▶ [D. melanogaster \(fruit fly\)](#)
 - ▶ [D. rerio \(Zebrafish\)](#)
 - ▶ [Xenopus \(frog\)](#)
 - ▶ [Arabidopsis](#)
- ▶ [The NIH Office of Animal Care and Use](#)
- ▶ [The NIH Office of Technology Transfer](#)
- ▶ [The NIH AIDS Reagent Program](#)
- ▶ [The NCI AIDS Malignancy Bank Database](#)

Links on this page need to be organized and grouped so that long scrolling list of detailed links is not overwhelming.

Institutes



Great page for experienced users but others played, “Guess the Institute” – an Institute locator by topic (such as Health Info. Prototype Page 2) might help.

About



These task/action-oriented headers helped users find what they needed.

Mixing within-page jump links with links that navigate to other pages/sections can confuse users.

Plus Home Page says “find employees” under About...

About: Science Education

The screenshot shows the NIH 'About NIH' page. At the top is the NIH logo and navigation tabs: Health, Grants, News, Science, Institutes, and About NIH. The 'About NIH' section features a large heading and a 'Take our survey!' link. Below this are three main columns: 'On This Page' with links like 'From the Director' and 'Learn About NIH'; 'From the Director' with links like 'The Director's Page' and 'Health Disparities'; and 'Learn About NIH' with links like 'NIH Overview' and 'Scientific Education at NIH'. The 'Scientific Education at NIH' link is circled in red. A red arrow points from the text 'Users may not have expected science education under this category.' to this link. Another red arrow points from the text 'Even use of word “scientific” led some users to pause.' to the word 'Scientific' in the same link. The 'Quick Links' section on the left includes 'NIH E-mail and Telephone directory'.

On This Page:

- From the Director
- Learn About NIH
- Get Involved with NIH
- Doing Business with NIH
- Employment Information
- Visitor Information
- Q&A About NIH

Quick Links

- NIH E-mail and Telephone directory

From the Director

- [The Director's Page](#) - links to Senior Staff, Key Meetings, & Events
- [Health Disparities](#) ([Download Adobe Reader](#))
- [Investments, Progress, and Plans](#) - selected examples from FY 1999 - 2003 **NEW**
- [Trans-NIH Scientific Initiatives](#) - involving multiple Institutes and Centers
- [Government Performance and Results Act](#) (GPRA) - NIH's Annual Performance Plan and Report
- [NIH Director's Council of Public Representatives](#) (COPR) - a public forum for discussing key NIH issues

Learn About NIH

- [NIH Overview](#) - an introduction to NIH and how it supports its mission
- [Setting Research Priorities at NIH](#) - how NIH allocates its funds
- [Selected Research Advances of NIH](#) - a timeline from 1950 to today
- [Scientific Education at NIH](#) - resources & programs for K-16 teachers, students, & the public
- [The NIH video](#) - quick time video on NIH's contribution to public health
- [NIH History](#) - the Dewitt Stetten, Jr. Museum of Medical Research
- [The NIH Almanac](#) - facts and figures, legislative history, Nobel Laureates
- [Recent Changes to This Site](#) - mission and chronology of NIH.GOV

Get Involved with NIH

- [Offices of Public Liaison](#) - encouraging nationwide public participation
- [Office of Community Liaison](#) - incorporating the local community
- [FOIA](#) - the Freedom of Information Act Office

Users may not have expected science education under this category.

Even use of word “scientific” led some users to pause.

Users who made it past the Home Page looking for science education in About, sometimes got tripped up on this page.

About: The Public



NATIONAL INSTITUTES OF HEALTH U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health [Home Page](#)

[Health](#) [Grants](#) [News](#) [Science](#) [Institutes](#) [About NIH](#)

About NIH

[Take our survey!](#)

On This Page:

- ▼ [From the Director](#)
- ▼ [Learn About NIH](#)
- ▼ [Get Involved with NIH](#)
- ▼ [Doing Business with NIH](#)
- ▼ [Employment Information](#)
- ▼ [Visitor Information](#)
- ▼ [Q&A About NIH](#)

Quick Links

- ▶ [NIH E-mail and Telephone directory](#)

From the Director

- ▶ [The Director's Page](#) - links to Senior Staff, Key Meetings, & Events
- ▶ [Health Disparities](#) ([Download Adobe Reader](#))
- ▶ [Investments, Progress, and Plans](#) - selected examples from FY 1999 - 2003 **NEW**
- ▶ [Trans-NIH Scientific Initiatives](#) - involving multiple Institutes and Centers
- ▶ [Government Performance and Results Act](#) (GPRA) - NIH's Annual Performance Plan and Report
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- ▶ [Selected Research Advances of NIH](#) - a timeline from 1950 to today
- ▶ [Scientific Education at NIH](#) - resources & programs for K-16 teachers, students, & the public
- ▶ [The NIH Video](#) - QuickTime video on NIH's contribution to public health
- ▶ [NIH History](#) - the Dewitt Stetten, Jr. Museum of Medical Research
- ▶ [The NIH Almanac](#) - facts and figures, legislative history, Nobel Laureates
- ▶ [Recent Changes to This Site](#) - mission and chronology of NIH.GOV

Get Involved with NIH

- ▶ [Offices of Public Liaison](#) - encouraging nationwide public participation
- ▶ [Office of Community Liaison](#) - incorporating the local community
- ▶ [FOIA](#) - the Freedom of Information Act Office

Public versus community sounded like synonyms to outsiders.

About: Doing Business

Users were uncertain what they could do at this Doing Business with NIH sub-site.

Doing Business with NIH

- ▶ [Small Business Office](#) - maximizing opportunities for small businesses
- ▶ [e-Portals in Commerce \(e-PIC\) System](#) - register your company's products and services
- ▶ [Office of Acquisition & Management Policy](#) - learn about contracts and business opportunities

Employment Information

- ▶ [www.jobs.nih.gov](#) - Your one source for information on [job](#) openings, senior management positions, the Management Intern Program, research training, and summer internships.

Visitor Information

- ▶ **Traveling to the NIH:**
 - ▶ Public Transportation-
 - ▶ [Metro-Rail & Metro-Bus \[Disclaimer\]](#)
 - ▶ Driving Directions-
 - ▶ From [Baltimore-Washington International \(BWI\)](#) airport
 - ▶ From [Dulles International](#) airport
 - ▶ From [Reagan National](#) airport
 - ▶ From [Baltimore & points North](#)
 - ▶ From [VirginiaDC & points South](#)
 - ▶ Parking Information
 - ▶ [NIH Campus Parking Map](#)
- ▶ **Getting Around the NIH campus:**
 - ▶ [NIH Campus Shuttle Schedules](#)
 - ▶ [Getting to The Warren Grant Magnuson Clinical Center](#)
- ▶ **Maps:**
 - ▶ [Bethesda Area](#)
 - ▶ [NIH Campus](#)
 - ▶ [Off-Campus Buildings](#)
 - ▶ [Travel Aids for the NIH "Campus"](#) (includes aerial photo of NIH)

e-Portals in Commerce

Welcome to e-Portals in Commerce ([e-PIC](#)) system, sponsored by the National Institutes of Health Small Business Office.

Register to profile information about products and services.
Search to locate profile information.
Registration is not required to perform searches in the e-PIC system.

Last Updated: 10-01-2001
[New to the NAICS](#) | [Object Classification Code](#) | [Bulletin Board](#)

[e-PIC Administrator/Feedback Form](#) | [Disclaimer](#) | [Privacy Statement](#)
[New Profile](#) | [Update Profile](#) | [Simple Search](#) | [Smart Search](#) | [Help](#) | [Home](#)
[Accessibility Statement](#)

javascript:navigateTo("index.asp")

Q&A

Users had to read the long list of Q&As scanning for keywords.

Consider linking important keywords at beginning of link.

Consider ways to break up long lists (even if just intentional line spaces every x line).

Also darker link color would help readability.



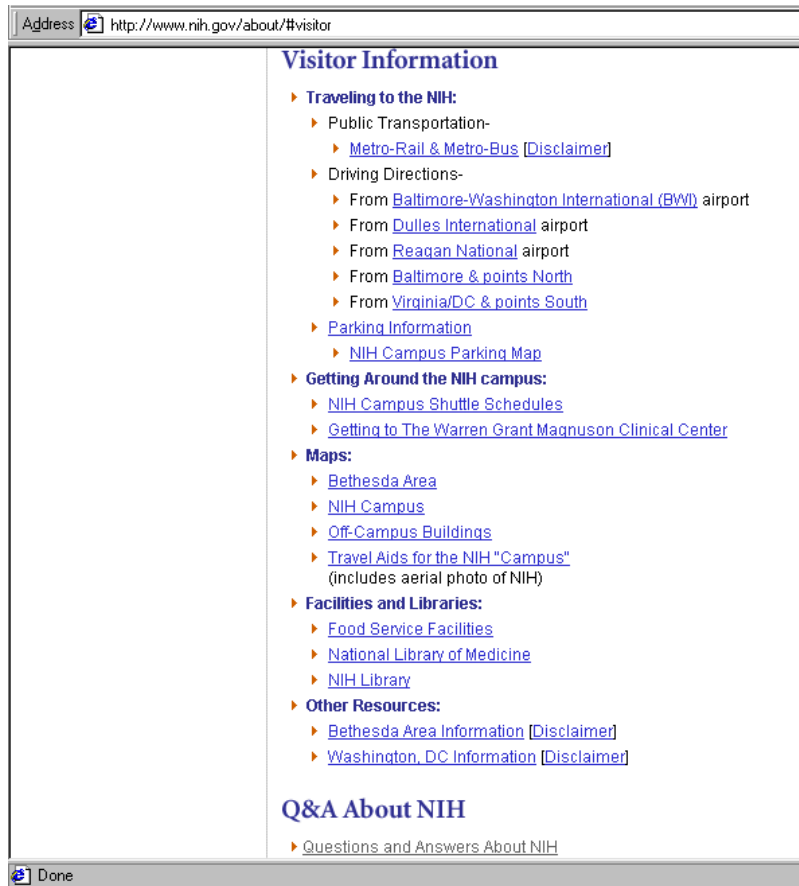
Employment



Users might miss helpful options on this page because primary navigation appears to be in two places.


Watch text and background contrast; this is harder to read.


Visitor



Users were pleased at the comprehensiveness of directions.


For Employees

Address  http://www.nih.gov/employees.html



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

[Health](#) [Grants](#) [News](#) [Science](#) [Institutes](#) [About NIH](#)



[Home Page](#)

Information for Employees

[Take our survey!](#)
(Federal employees only)

Quick Links

- [Help Page](#)
- [View All Topics](#)
- [ORS Emergency Services](#)

Browse topics alphabetically (click on a letter):
[A](#)[B](#)[C](#)[D](#)[E](#)[F](#)[G](#)[H](#)[I](#)[J](#)[K](#)[L](#)[M](#)[N](#)[O](#)[P](#)[Q](#)[R](#)[S](#)[T](#)[U](#)[V](#)[W](#)[X](#)[Y](#)[Z](#)

Search for a topic:

Search for an employee:

What's New

10/5/2001: **Carpool Permit Renewal**
NIH Carpool Parking Permits will expire on the last day of October 2001. If you have any questions, contact the NIH Parking Office at 301-496-681


10/5/2001: **Foil the Flu - 2001 Fighting Flu at NIH**
Again this year, the delivery of influenza vaccine has been delayed, with in November. As of now, a small supply of influenza vaccine has been de staff caring for them will be the first to receive immunization. A schedule NIH population has, at press time, not been established. As soon as NIH and will be publicized to the NIH community. A [website](#) has been establis schedule as soon as it's available.

9/26/2001: **NIH Research Festival, October 2-5, 2001**
The 15th annual [Research Festival](#), the yearly showcase for the NIH Intra more information, contact Paula Cohen, OD/OCPL, at 6-1776 or e-mail [C](#)

9/19/2001: **ORS Information Line**
ORS has established an [Information Line Web page](#) that provides details

9/18/2001: **Notice To All Potential Blood Donors**
[Please visit this page for an important update on the HHS-wide appeal fc](#)

9/18/2001: **FAES Semester Begins Sept. 24**
The Foundation for Advanced Education in the Sciences ([FAES](#)) Graduate :

 Done

Users tended not to use this link, understandably given its name.

Spanish



Users tended not to use this link, understandably given they were English-speaking.

Several commented they were pleased to see it.

Search Link



The screenshot shows the NIH Web Site search interface. At the top, there is a header with the NIH logo, the text "U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES", and "National Institutes of Health". Below this is a navigation bar with links: Health, Grants, News, Science, Institutes, and About NIH. A "Home Page" link is also present. The main heading is "Search the NIH Web Site". On the left, there are "Quick Links" including "Advanced Search", "Help", "What is Searched", "Feedback on the Spell Checker", and "Spell Checker". The search area includes a text box for "Enter words or phrases, separated by commas:", a "Search:" button, and two radio buttons for "Without spell checking" and "With spell checking". There are also options for "Show summaries?" (Yes/No) and "Display" (20 results) per page. Below the search area is a "Search Tips" section with a note about using URLs and operators. A table lists various search terms and their corresponding search results.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Health Grants News Science Institutes About NIH

Home Page

Search the NIH Web Site

Quick Links

- Advanced Search
- Help
- What is Searched
- Feedback on the Spell Checker
- Spell Checker

Enter words or phrases, separated by commas:

Search: Without spell checking With spell checking

Show summaries? ☒ Yes ☐ No

Display 20 results per page

Search Tips

Note: To search URLs or use operators (Near or Phrase), use the [Advanced Search](#).

Word(s) entered this way: Will be searched in a way that:

meet	Finds the word meet , meeting and other variations
"meet"	Finds the word meet -- No variations
research, biology, opportunity	Finds the words research , biology , or opportunity , ran
brain AND tumor	Finds the words brain and tumor
brain OR tumor	Finds either the word brain or tumor
brain NOT tumor	Finds the word brain , excluding documents that contain
hyper*	Finds words beginning with hyper
attention deficit disorder	Finds the entire phrase attention deficit disorder or va

Done

Most users availed themselves of the Search text box in the upper right-hand corner of the Home Page, instead of using the link within the body of the page.

Search Text Box

The screenshot shows the National Institutes of Health (NIH) website header with the logo and navigation links: Health, Grants, News, Science, Institutes, About NIH. Below the header is a 'Search Results' section. On the left, there are 'Quick Links' including Basic Search, Advanced Search, Help, What is Searched, and Feedback on the Spell Checker. The main content area shows the search results for 'stem cell', indicating 2321 documents found. A table lists the top 6 results, with a red arrow pointing to the second result, 'MEDLINEplus: Stem Cells/Stem Cell Transplantation'.

Search Results

Quick Links

- Basic Search
- Advanced Search
- Help
- What is Searched
- Feedback on the Spell Checker

1 2 3 4 5 6 7 8 9 10 Next

Your search for **stem cell** matched 2321 documents out of 142904.
20 documents are displayed.

Rank	Score	Document Title & Information
1	0.78	Clinical Study: 00-C-0201, Active Immunization of Sibling Stem Cell Transplan Cell Recipient with Multiple Myeloma in the Setting of Non-Myeloablative, HLA- Size: 12 KB, URL: http://clinicalstudies.info.nih.gov/detail/A_2000-C-0201.html Description: Clinical Study Summary Sheet for 00-C-0201
2	0.75	MEDLINEplus: Stem Cells/Stem Cell Transplantation Size: 30 KB, URL: http://medlineplus.nlm.nih.gov/medlineplus/stemcellsstemcell/ Summary: National Institutes of Health and WiCell Research Institute, Inc., National Institutes of Health) Renewing Muscles and Nerves: Could Stem Ce Library of Medici
3	0.75	MEDLINEplus: Stem Cells/Stem Cell Transplantation Size: 30 KB, URL: http://www.nlm.nih.gov/medlineplus/stemcellsstemcelltranspla Summary: National Institutes of Health and WiCell Research Institute, Inc., National Institutes of Health) Renewing Muscles and Nerves: Could Stem Ce Library of Medici
4	0.75	Clinical Study: 00-DK-0060, Leukapheresis of Volunteers with Sickle Cell Trait Colony-Stimulating Factor and Stem Cell Collection and Storage for Allogeneic Size: 9 KB, URL: http://clinicalstudies.info.nih.gov/detail/A_2000-DK-0060.html Description: Clinical Study Summary Sheet for 00-DK-0060
5	0.75	NIH: News: Stem Cell: Stem Cells: Scientific Progress and Future Research C Size: 21 KB, URL: http://www.nih.gov/news/stemcell/scireport.htm Description: National Institutes of Health's report to Congress on Stem Cells
6	0.72	NCCR Reporter, Winter 2001, Germline stem cells Size: 10 KB, URL: http://www.ncrr.nih.gov/newspub/jan01rpt/Egging.htm

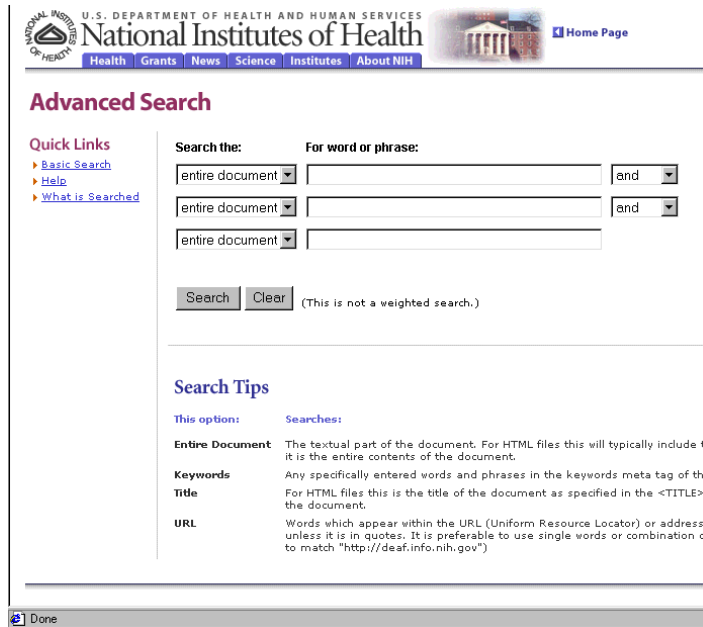
Done

Users scanned past hit results that began with MEDLINEplus.

When probed later, some assumed it was a health telephone hotline.

In general, users relied on the first few words...

Advanced Search



The screenshot shows the NIH Advanced Search interface. At the top is the NIH logo and navigation links. The main heading is 'Advanced Search'. On the left, there are 'Quick Links' for Basic Search, Help, and What is Searched. The search area has three rows, each with a 'Search the:' dropdown menu (all set to 'entire document') and a 'For word or phrase:' text input field. To the right of each input field is an 'and' dropdown menu. Below the search fields are 'Search' and 'Clear' buttons, with a note '(This is not a weighted search.)'. A 'Search Tips' section follows, explaining the 'Entire Document', 'Keywords', and 'URL' options.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Health Grants News Science Institutes About NIH

Home Page

Advanced Search

Quick Links
▶ [Basic Search](#)
▶ [Help](#)
▶ [What is Searched](#)

Search the: **For word or phrase:**

entire document and

entire document and

entire document

(This is not a weighted search.)

Search Tips

This option: **Searches:**

Entire Document The textual part of the document. For HTML files this will typically include the entire contents of the document.

Keywords Any specifically entered words and phrases in the keywords meta tag of the document.

Title For HTML files this is the title of the document as specified in the <TITLE> tag of the document.

URL Words which appear within the URL (Uniform Resource Locator) or address unless it is in quotes. It is preferable to use single words or combination of words to match "http://deaf.info.nih.gov"

Users did not avail themselves of the Advanced Search link on the Home Page.

In fairness though, we steered users away from using the Search too much, so we could test the link names on the Home Page (and given inherent limitations of most Web searches).

Featured Site

Act in Time to Heart Attack Signs

National Heart, Lung, and Blood Institute

About this site
Resources for Health Professionals
Resources for Patients and the Public

Heart Attacks
Heart Attack Warning Signs
Surviving a Heart Attack
Testing for a Heart Attack
Reducing Heart Attack Risk
Heart Disease and Medications
Frequently Asked Questions

HIGHLIGHTS
[Act in Time Press Release](#)
[Act in Time video](#)
[Heart Attack Survival Plan](#)
[Campaign Materials](#)

[Main](#) | [Heart Attacks](#) | [Heart Attack Warning Signs](#) | [Surviving a Heart Attack](#) | [Testing for a Heart Attack](#)
[Reducing Heart Attack Risk](#) | [Heart Disease and Medications](#) | [Frequently Asked Questions](#)
[NHLBI Privacy Statement](#) | [NHLBI Home](#) | [Contact NHLBI](#)

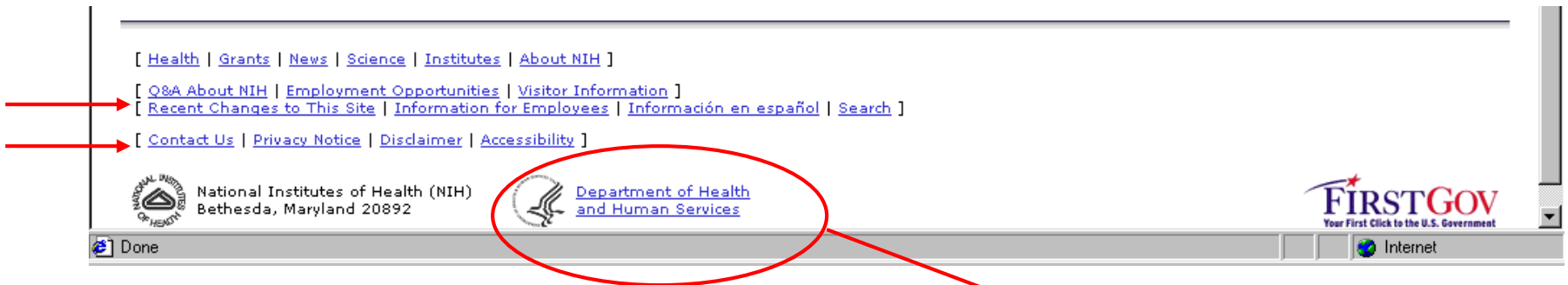
Please send us your feedback, comments, and questions by using the appropriate link on the page, [Contact the NHLBI](#).

Some users missed the Featured Site on the Home Page.

This could have been due to its resemblance to an ad.



Home Page: Footer



Users had no trouble finding the HHS link here or on the About page.

However, introducing new links at the bottom of the page interspersed with repeated navigation links often leads to users missing options.



Contact Us

The screenshot shows the NIH website's 'Contact Us' page. At the top is the NIH logo and navigation links: Health, Grants, News, Science, Institutes, and About NIH. A red circle highlights the link 'Back to: [NIH Home page](#)' and the heading 'Comments, Questions, Feedback'. A red arrow points from this heading to the email address 'NIHInfo@OD.NIH.GOV.' in the text 'Comments, questions, and feedback can be sent to NIHInfo@OD.NIH.GOV.'. Below this, there is a list of links: 'Employment Information', 'Grants', 'The NIH Employee Directory', and 'Clinical Trials Database'. Further down, there are sections titled 'How we process your mail messages' and 'Medical questions', each with descriptive text. At the bottom, a 'Done' button is visible in the browser's status bar.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

[Home Page](#)

[Health](#) [Grants](#) [News](#) [Science](#) [Institutes](#) [About NIH](#)

Back to: [NIH Home page](#)

Comments, Questions, Feedback

Comments, questions, and feedback can be sent to NIHInfo@OD.NIH.GOV.

Before writing, you may want to employ the [NIH Search Engine](#) or try some of our other popular resources:

- ▶ [Employment Information](#)
- ▶ [Grants](#)
- ▶ [The NIH Employee Directory](#)
- ▶ [Clinical Trials Database](#)

How we process your mail messages

Messages are answered by information specialists who process mail Monday-Friday (9 a.m.-4 p.m. Eastern Time), over the weekend will not be reviewed until the following Monday. We try to respond to you within 48 hours. If you need our switchboard at 301-496-4000.

Medical questions

If you have a medical question, please visit the [Health Information](#) section of the NIH home page. In addition to listing of [Information Clearinghouses](#) operated by the [Institutes and Offices](#). We've found that a large percentage of them are answered by browsing the listings in this area or by using the [NIH Search Engine](#).

The information and e-mail services on this Web site cannot provide personalized medical advice to individuals who use the site to get information to better understand their health and their diagnosed disorders. The resources on this site are for medical care and we urge you to work with your medical care providers for answers to your personal health questions or physicians or health care facilities. Such activities are usually handled by State or local Governments.

If you have questions that relate specifically to foods, medications, or over-the-counter drugs, you should visit the [Food and Drug Administration](#).

Done

Consider link to toll-free numbers list from here too.

Also, link says Contact Us but page name is different.

Getting Back Home

The screenshot shows the NIH website homepage. At the top left is the NIH logo. To its right is the text "U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES" and "National Institutes of Health". Below this is a navigation bar with links: "Health", "Grants", "News", "Science", "Institutes", and "About NIH". To the right of the navigation bar is a large image of a classical building. A red circle highlights the "Home Page" link in the top right corner. A red arrow points from this circle to the "Home Page" text on the right. Another red arrow points from the "Home Page" link to the "Health Information" section on the left. Below the navigation bar is a large "Health Information" section. To the left of this section is a list of links under the heading "On This Page:". To the right of this section is a paragraph of text about finding credible health information, followed by a list of links. Below this is a "Publications" section with a link to "Full-text Consumer Health Publications".

NATIONAL INSTITUTES OF HEALTH
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
Health Grants News Science Institutes About NIH

Health Information

On This Page:

- ▼ [Publications](#)
- ▼ [Clinical Trials](#)
- ▼ [Health Hotlines](#)
- ▼ [Health Literature References](#)
- ▼ [Special Programs](#)
- ▼ [Other Resources](#)

Finding credible health information on the World Wide Web can be difficult. Here are so

- ▶ [NIH Health Information Index 2001](#), an A-Z subject guide that provides a direct link to health concern
- ▶ [MEDLINEplus](#), a service brought to you by NIH's National Library of Medicine, was de quality health sites, not only at NIH, but at other reliable institutions across the count
- ▶ [ClinicalTrials.gov](#), a consumer-friendly database, has information on federal and pr of locations nationwide

Publications

- ▶ [Full-text Consumer Health Publications](#)

Most users missed this link.

Recommend develop a Home tab or include near logo in upper left.

Next Generation Designs

Given the number of important links and/or categories of links on secondary pages (defined as primary links off the Home Page), NIH may want to consider a future redesign with more navigational links on the Home Page to strive for a broader, shallower design.

Thank you.

cathy@humanfactors.com

kath@humanfactors.com

drewfalk@humanfactors.com



NIH.gov Information for Employees Web Site Usability Testing

February 8, 2002 version

Prepared for:

Dennis Rodrigues, Chief, On-Line Information Branch

Kristin Mead, On-Line Information Branch

Prepared by:

Catherine Gaddy

Human Factors International

1-800-242-4480

www.humanfactors.com

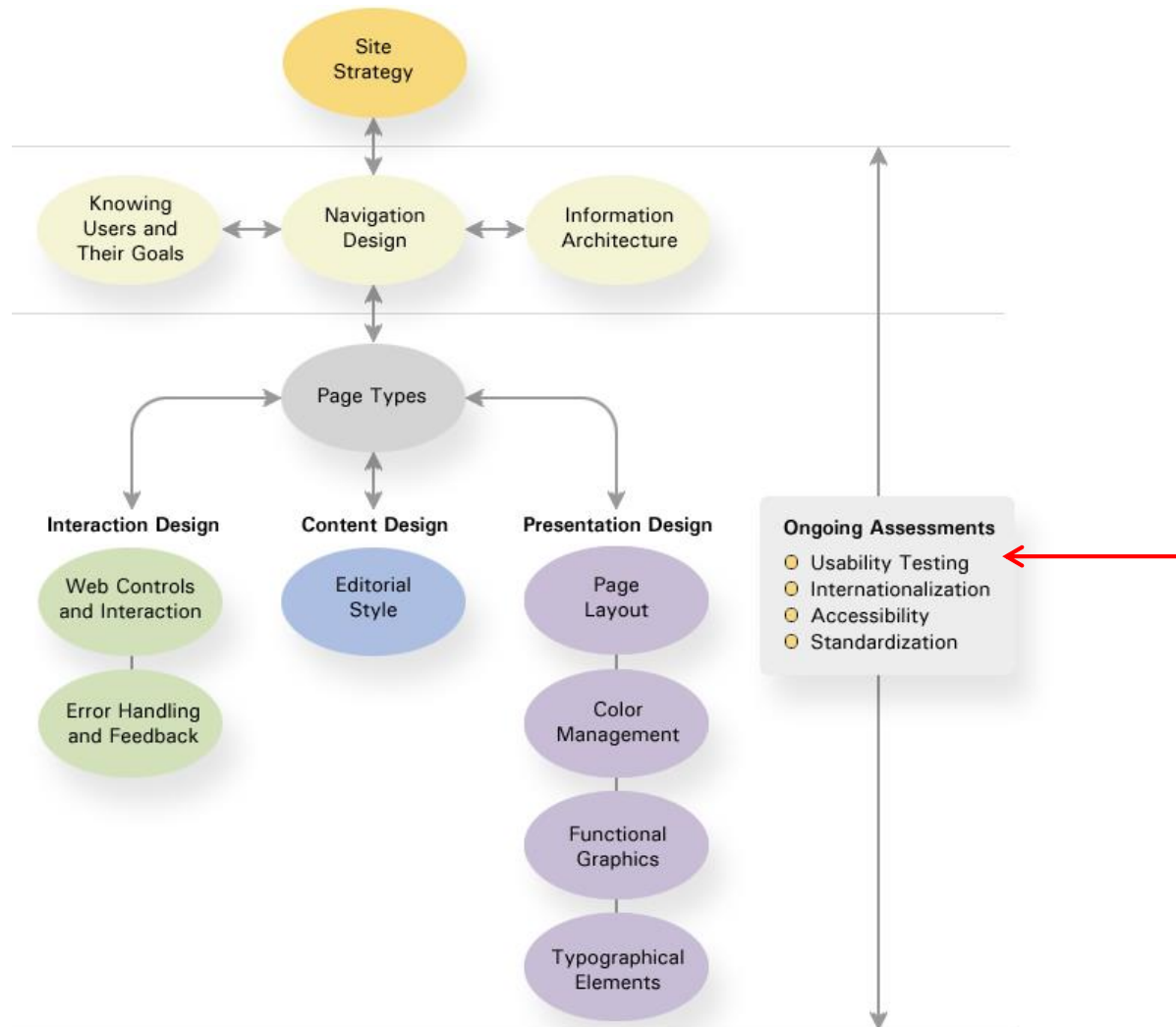


Overview

- Method
- Results
- Recommendations
 - Site strategy
 - Navigation and information architecture
 - Specific tasks and pages

Method

User-Centered Design



Purpose of Usability Testing

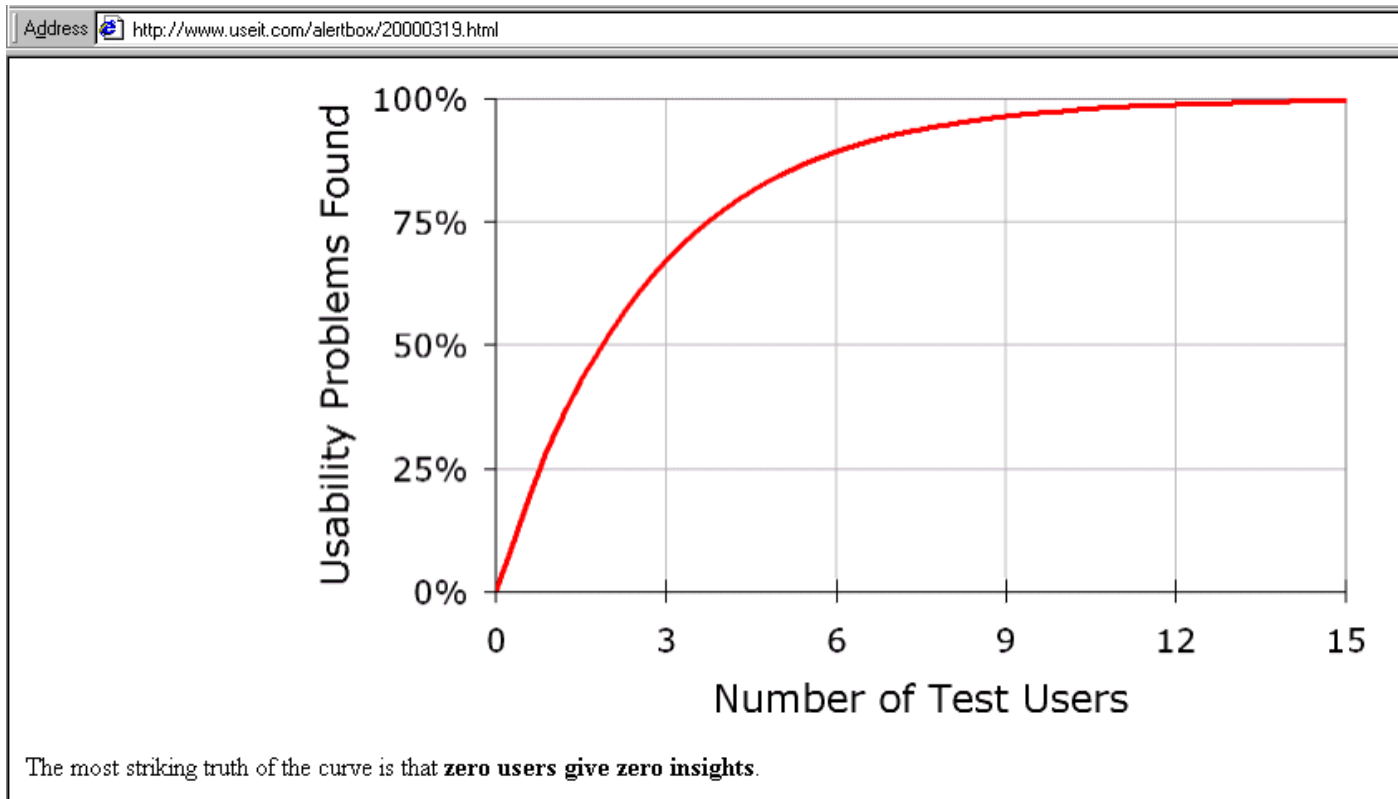
Gather data to answer the question:

Can real users accomplish real tasks on the site?

Why Bother with Usability?

- **Time:** Increase speed, efficiency, and decrease workload
- **Quality:** Increase accuracy, reduce errors, improve quality
- **Satisfaction:** Increase users' satisfaction, reduce frustrations
- **Training:** Decrease time to learn or training required

How Many Participants are Needed?



Participants

- 24 NIH employees scheduled from among staff who responded to a call for participants representing:
 - Diverse institutes/centers
 - Diverse levels within the organization
 - Diverse disciplines and job positions, including directors' offices, extramural, intramural
 - Range of experience at NIH
- 20 showed up over a three-day period

Representative Questions Related to:

- Use of intranets
- Sources of employee information
- Use of Employees section of public site
- Sample usability testing tasks asked of everyone
- Participant-specified tasks too
- Knowledge of portals and personalization
- Suggestions for information or service needs not currently being met

See also detailed interview/test moderator's guide

Procedure

- Sessions took about a half hour per person
- Participants who were on their own time were paid a “thank-you” fee for their time

Usability Testing/Interview Setup

Participants worked in a private NIH office



An observer watched
from behind the participant

The test moderator sat nearby

Results

See also summary results report

Results: Use of Intranets

Use them at Institute/Center level:	80%
Of those who use it:	
Daily	12.5%
Weekly	31.0%
Monthly	37.5%
Less frequently than monthly	19.0%

Results: Use of Employees Section

Use it:	90%
Of those who use it:	
Daily	39%
Weekly	28%
Monthly	22%
Less frequently than monthly	11%

Results: Sample Tasks

Percent at least
partially successful

Email address	95%
Long term care insurance	68%
Temporary parking permit	74%
Emergency numbers	95%
Job in Office of Director	89%
New campus buildings	89%

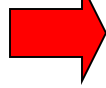
Recommendations: Site Strategy

Employee Link on Public Site

Public site has so much to offer and is growing

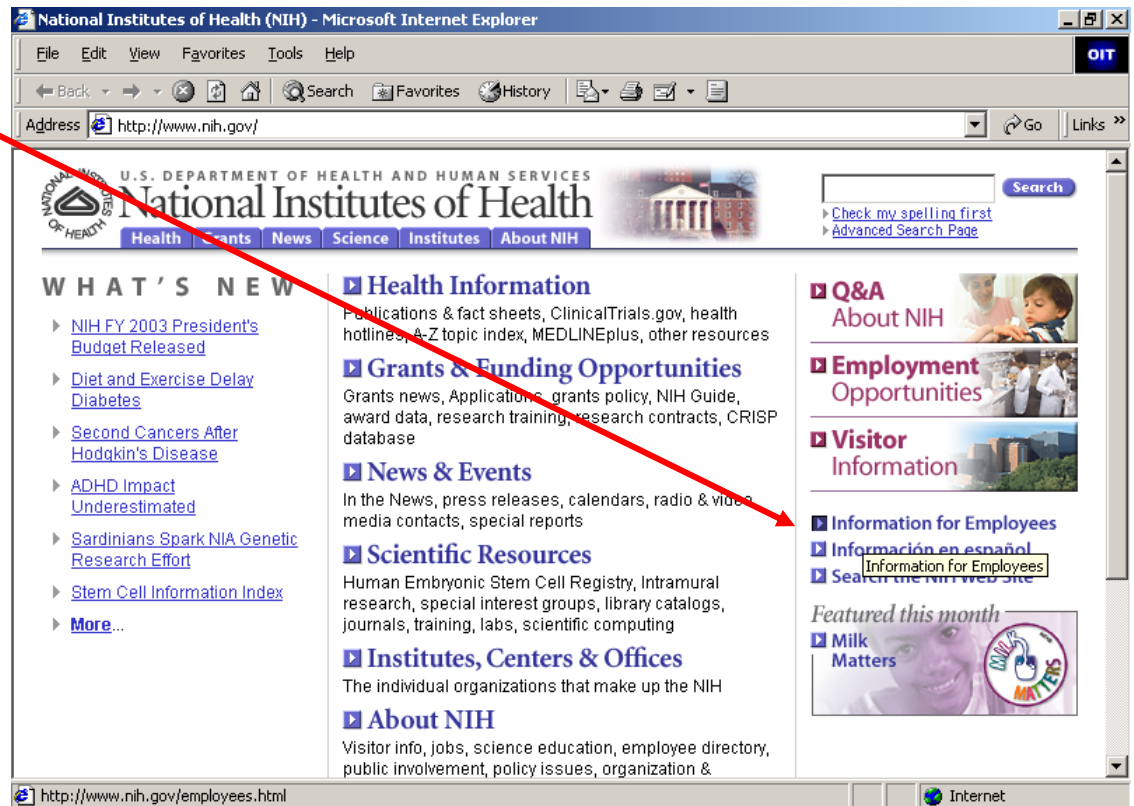


National Institutes of Health
www.nih.gov

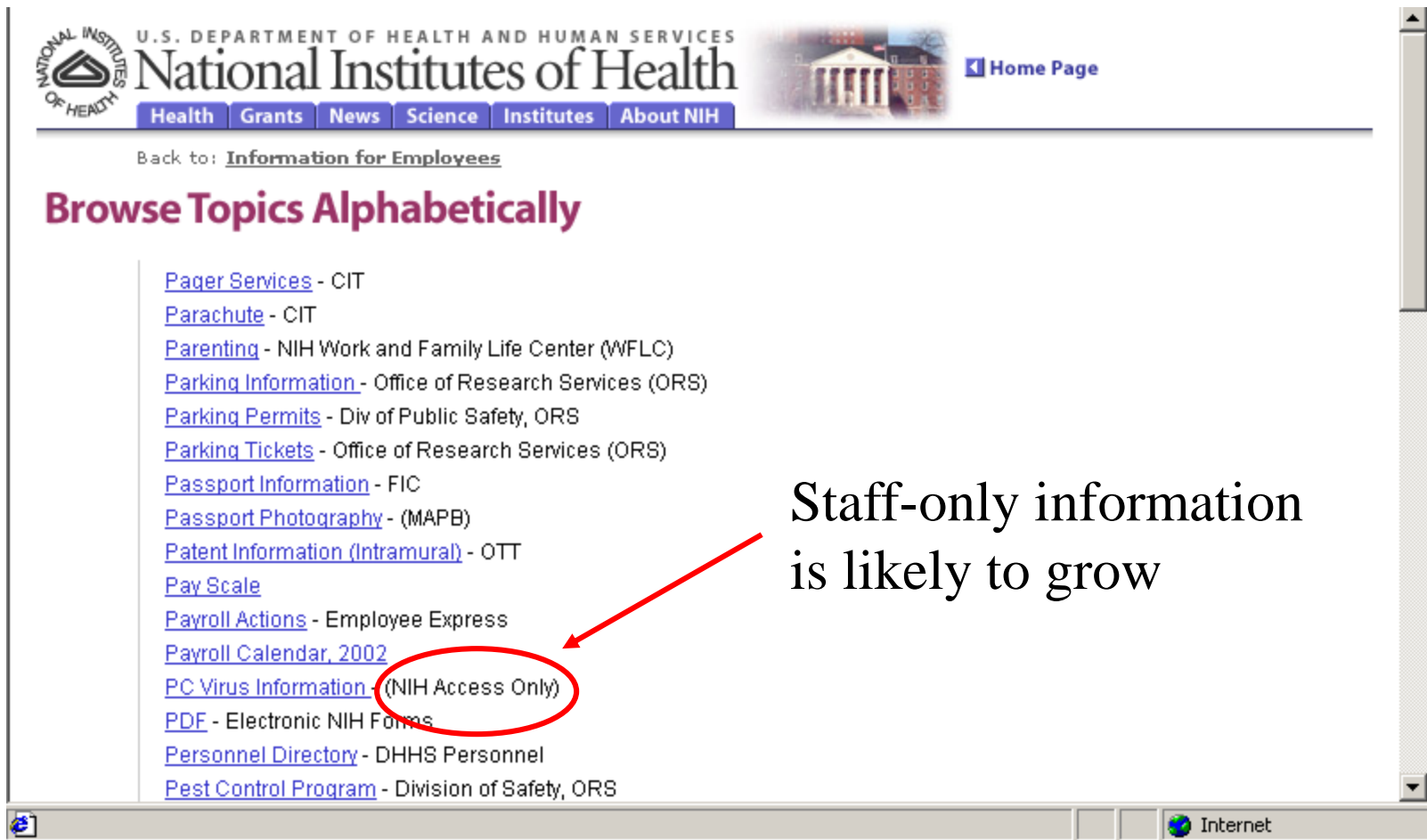


Eventually employee-only information should be located elsewhere

Public should not be bothered with insider information intermingled with search results that are meant for them



Staff-only Access



NATIONAL INSTITUTES OF HEALTH U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

[Health](#) [Grants](#) [News](#) [Science](#) [Institutes](#) [About NIH](#)

[Home Page](#)

Back to: [Information for Employees](#)

Browse Topics Alphabetically

- [Pager Services](#) - CIT
- [Parachute](#) - CIT
- [Parenting](#) - NIH Work and Family Life Center (WFLC)
- [Parking Information](#) - Office of Research Services (ORS)
- [Parking Permits](#) - Div of Public Safety, ORS
- [Parking Tickets](#) - Office of Research Services (ORS)
- [Passport Information](#) - FIC
- [Passport Photography](#) - (MAPB)
- [Patent Information \(Intramural\)](#) - OTT
- [Pay Scale](#)
- [Payroll Actions](#) - Employee Express
- [Payroll Calendar, 2002](#)
- [PC Virus Information](#) - (NIH Access Only)
- [PDF](#) - Electronic NIH Forms
- [Personnel Directory](#) - DHHS Personnel
- [Pest Control Program](#) - Division of Safety, ORS

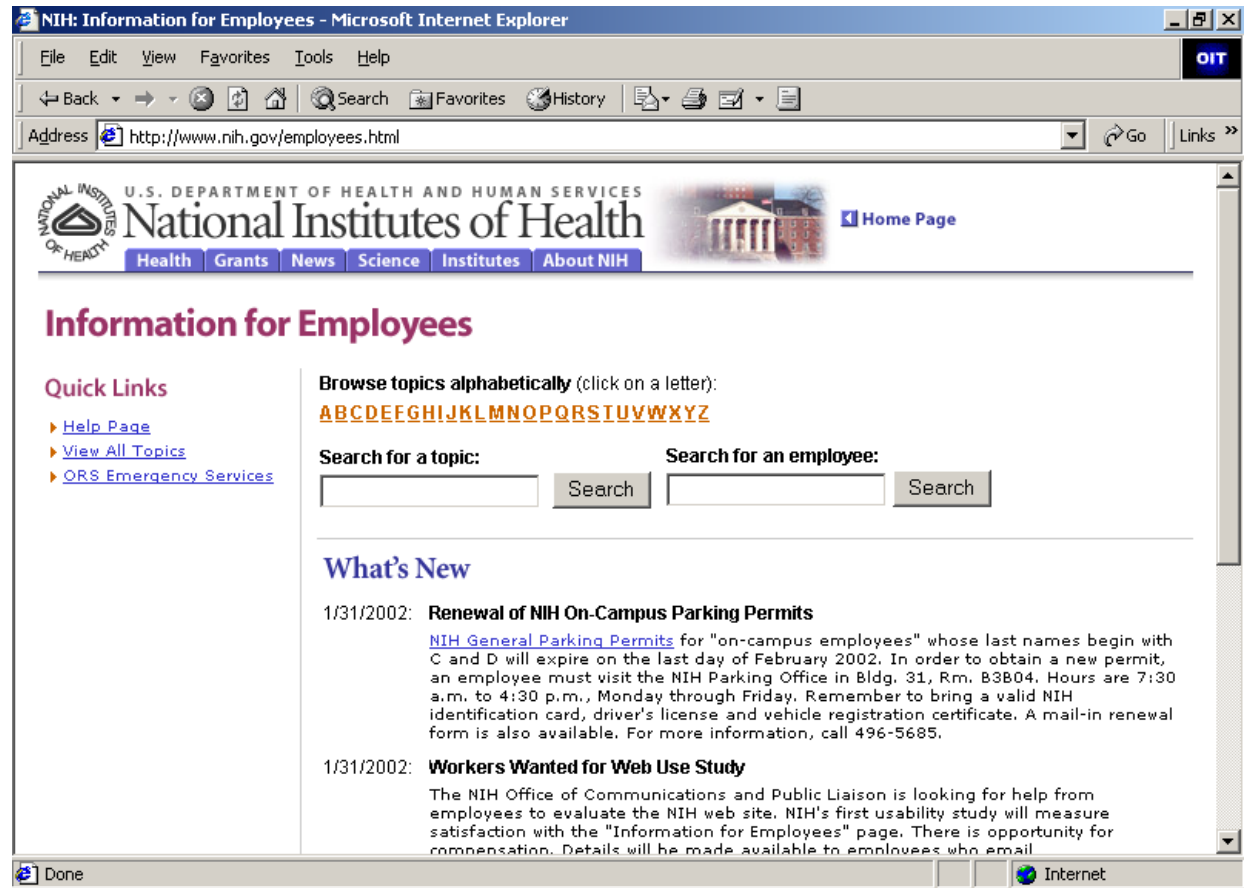
Staff-only information is likely to grow

Internet

Employees' Opening Page

This part
of the public
site is growing
into being
the trans-NIH
Intranet

It is the one place
employees come to
search across the
entire organization



Intranet versus Internet Differences

- **Users** differ
- **Tasks** differ
- **Type of information** differs
- **Amount of information** differs
- **Bandwidth and cross-platform needs** differ

What do Others Do on Intranets?

On Home page:

- **Directory hierarchy** that structures all content on the intranet
- **Search field** connecting to a search engine that indexes all pages on the intranet
- **News** about the organization and employee interests, coupled with link to an **archive**

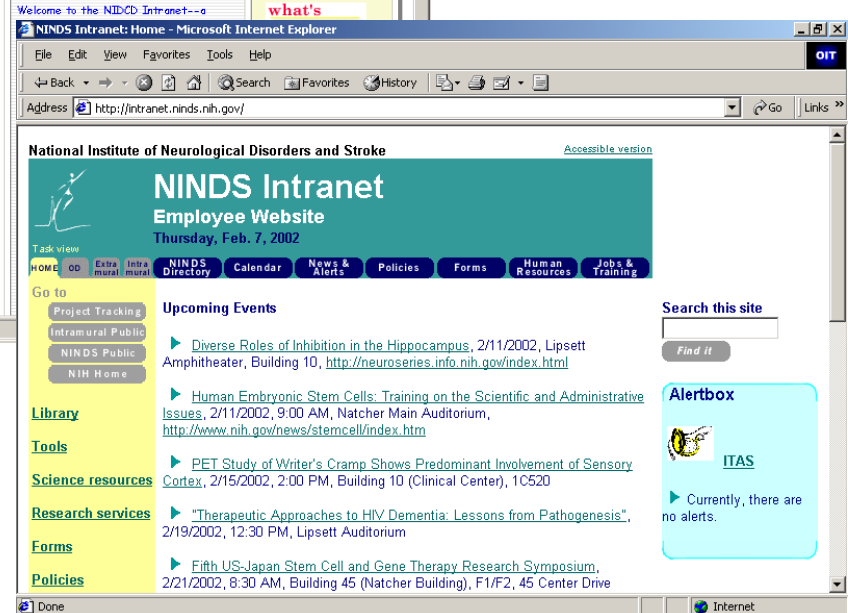
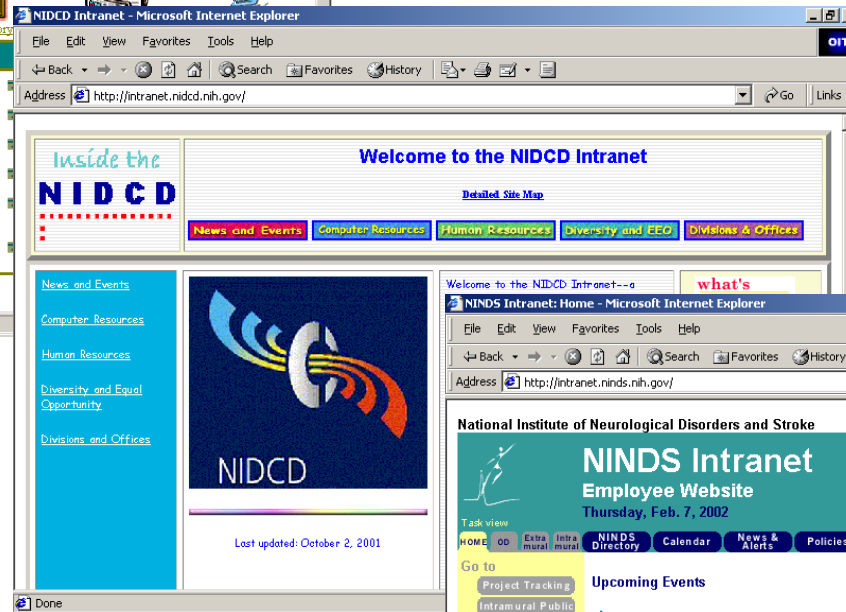
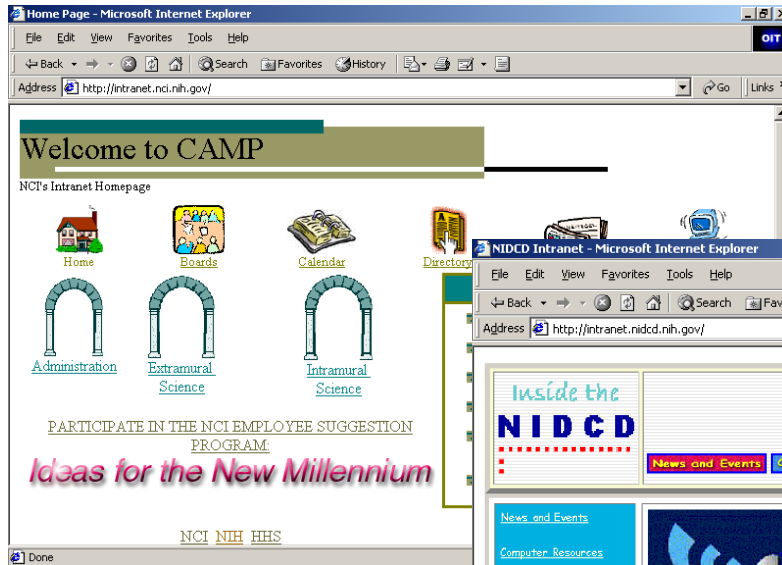
What do Others Do? (Cont.)

Best Intranets of 2001 (DOTNet was in Top 10 internationally):

- Emphasize iterative design and standardized navigation
- Feature collaboration tools and content management systems

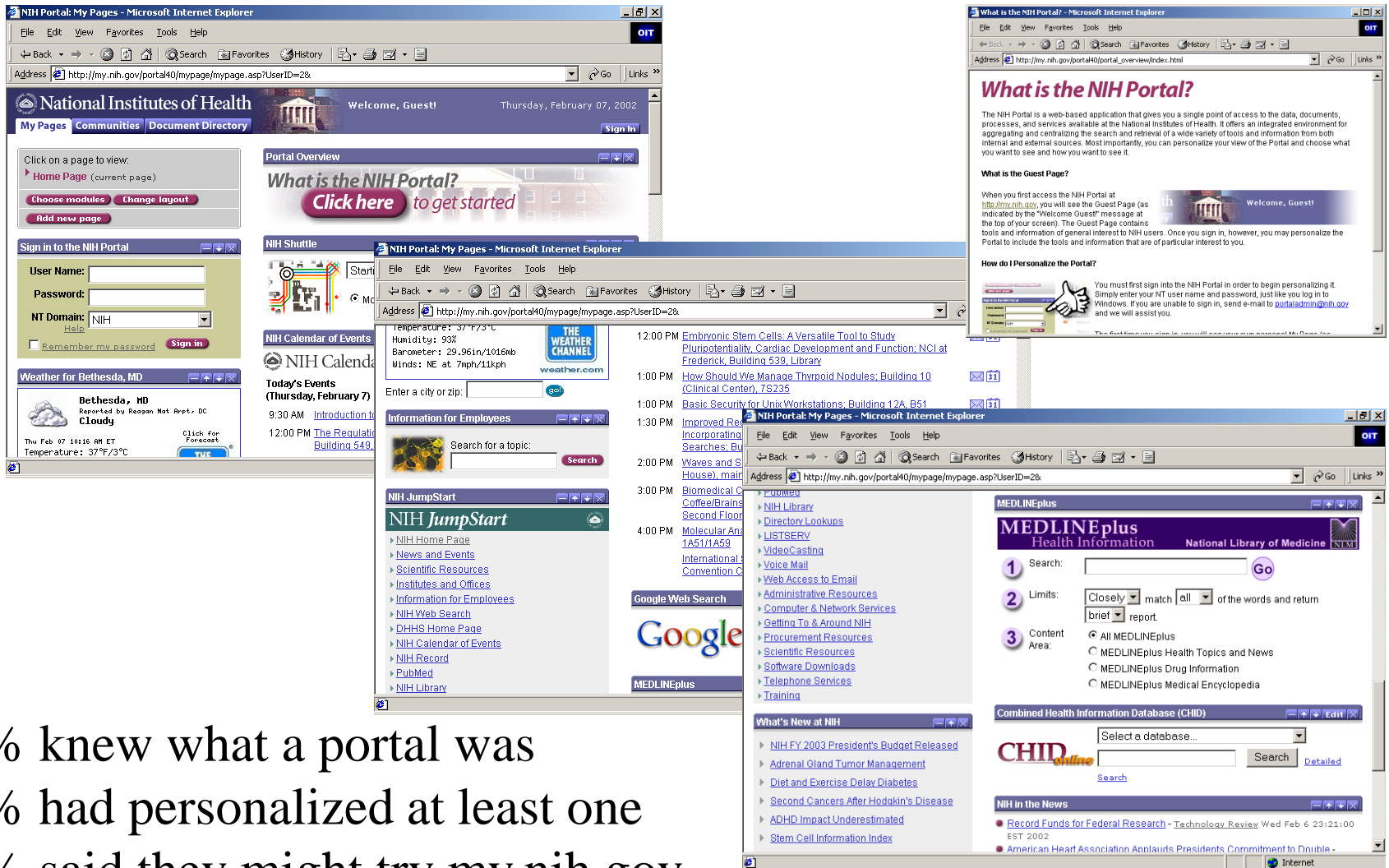
“On average, companies saw intranet use increase by 98% following their winning usability redesigns.”

Institute/Center Intranets



Trans-NIH
Intranet looks
across the organization,
and can be linked to from
institute/center intranets as
they grow

Portal Approach

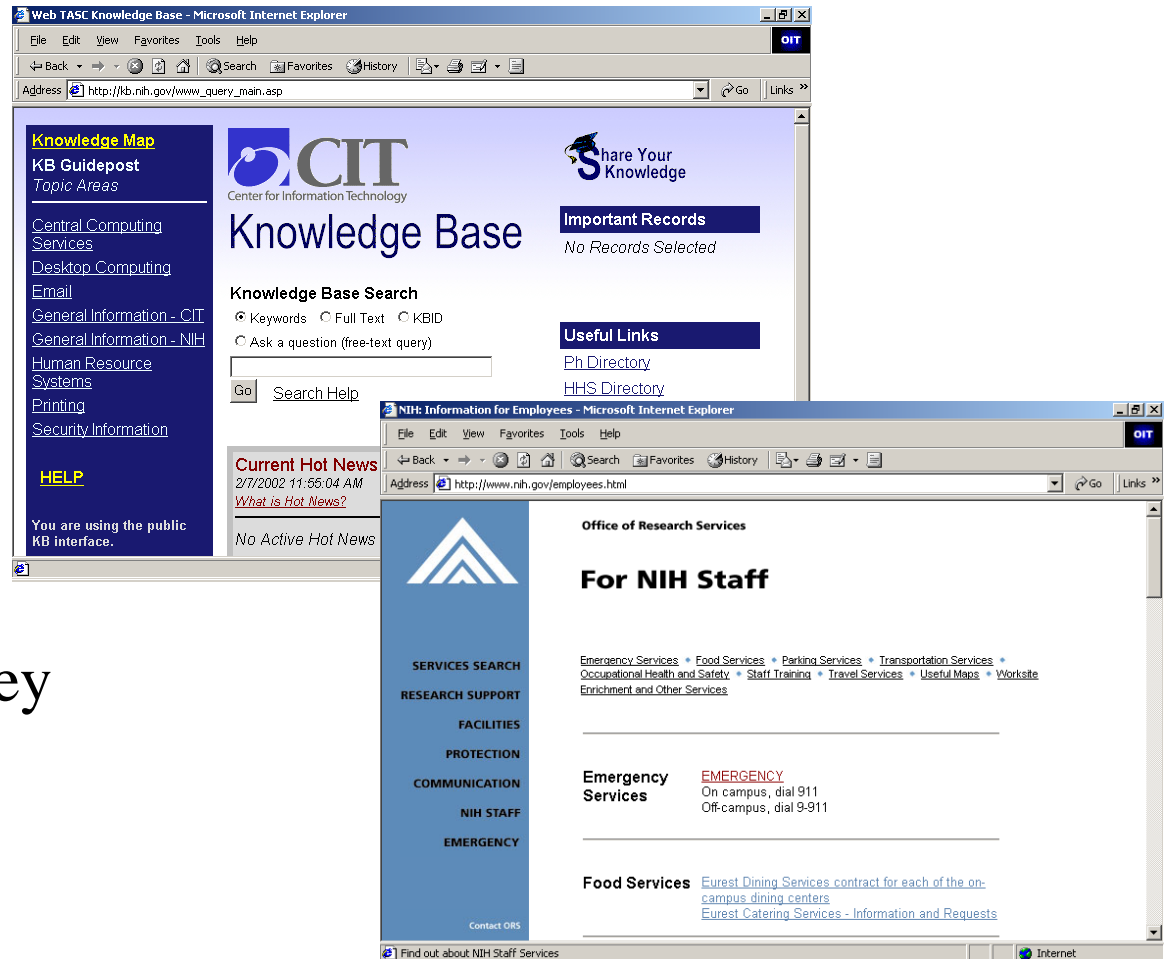


33% knew what a portal was
25% had personalized at least one
44% said they might try my.nih.gov
remainder said they did not have the time

Other Employee Information

Users started at the Information for Employees page when they did not know where in NIH to go

If they knew it was a computer issue and they had been at NIH a little while, they would go to CIT first

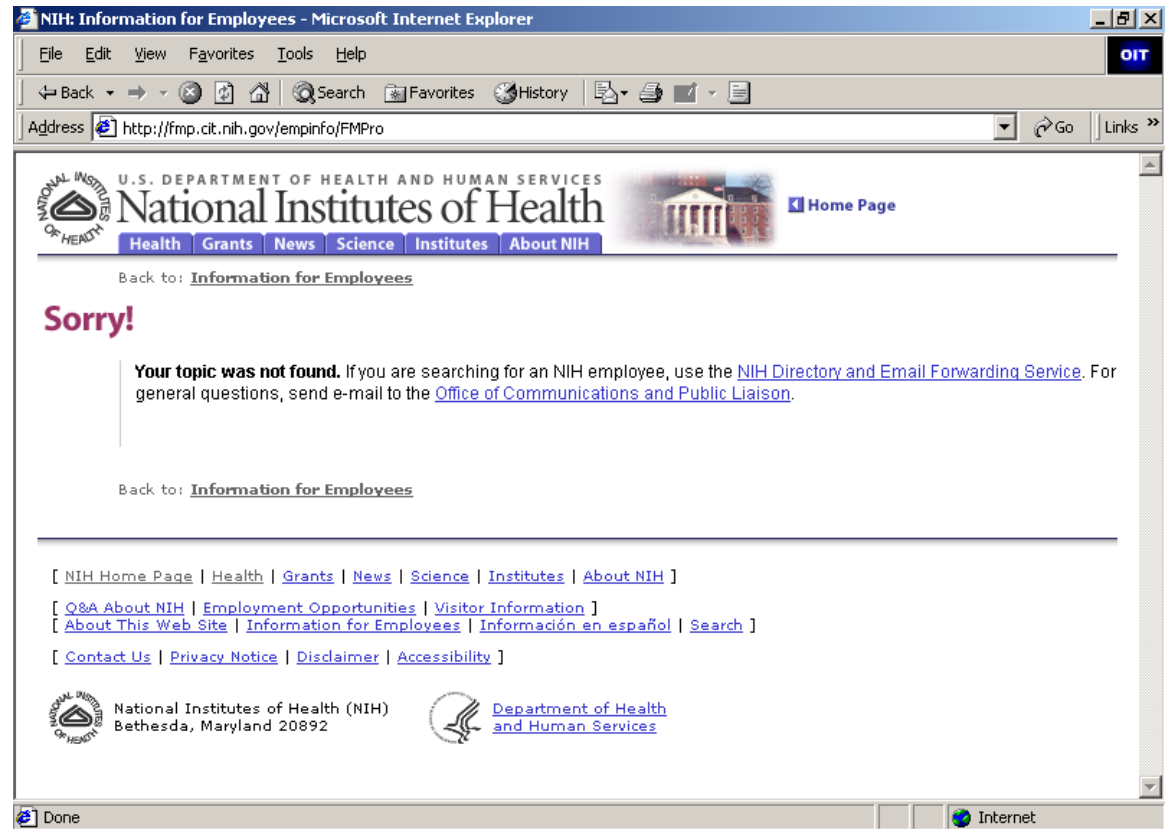


Recommendations:
Navigation and Information
Architecture

Search Engine

Given the importance of this resource, the limitations of its search engine should be addressed

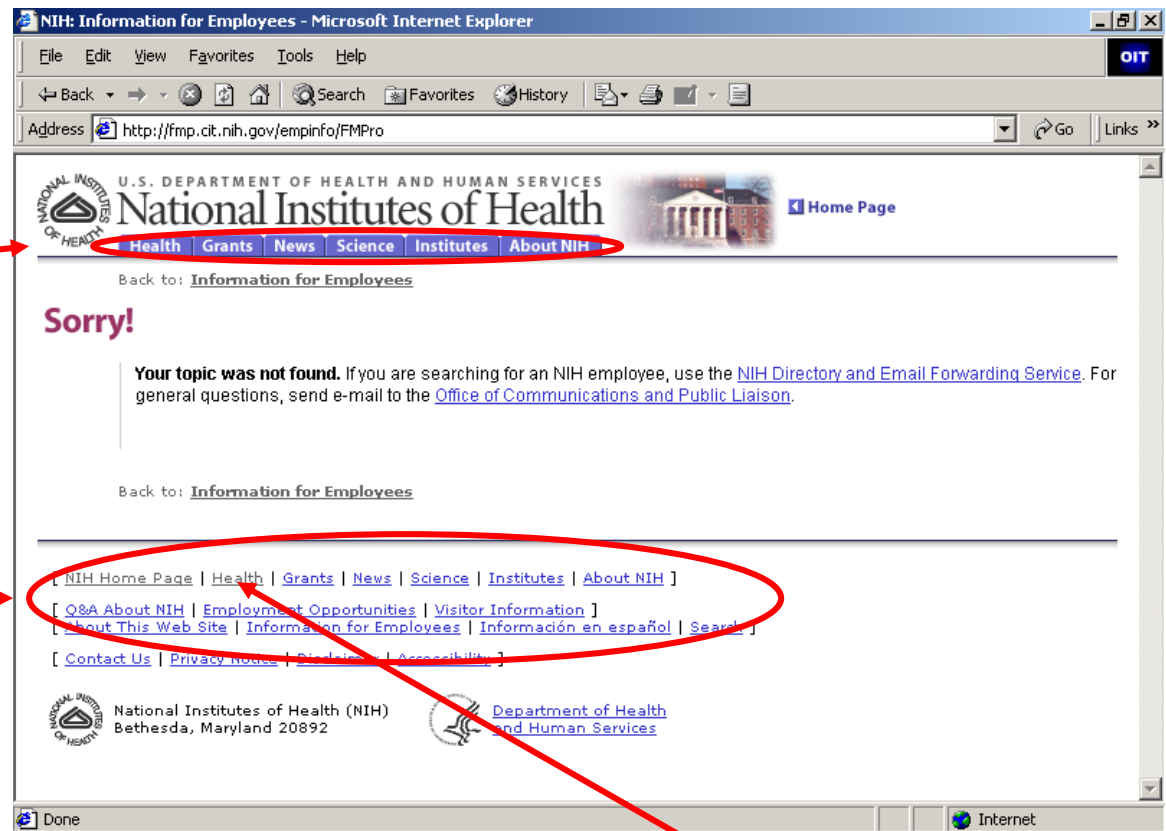
Also it is not clear whether staff understand this search is not the same as on nih.gov home page



Site versus Section Navigation

Technically in the tab metaphor, every page should be contained within a selected tab — but it is not here...

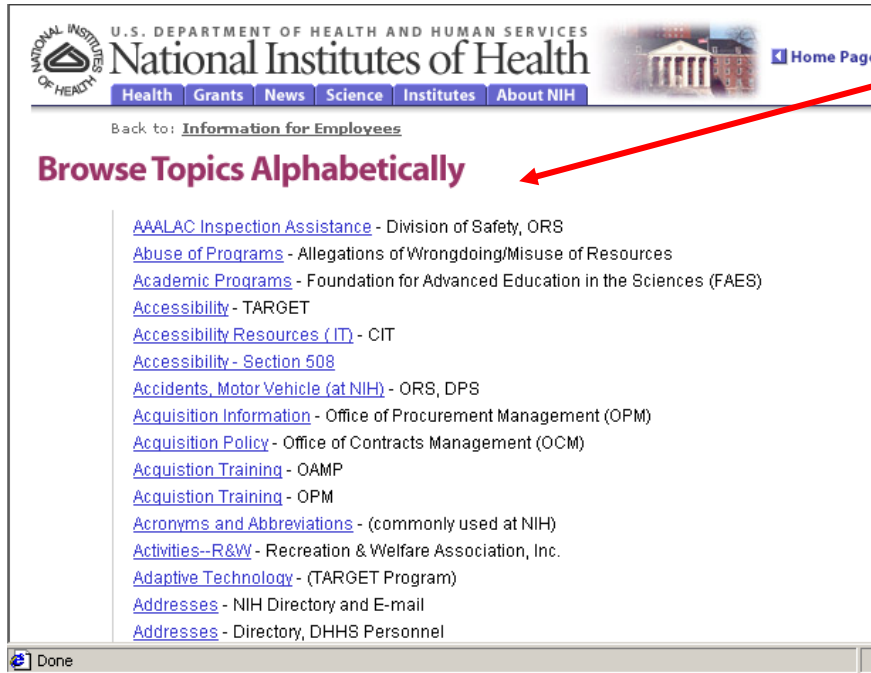
All this site-wide navigation confused a few users; may want to delete repeated links



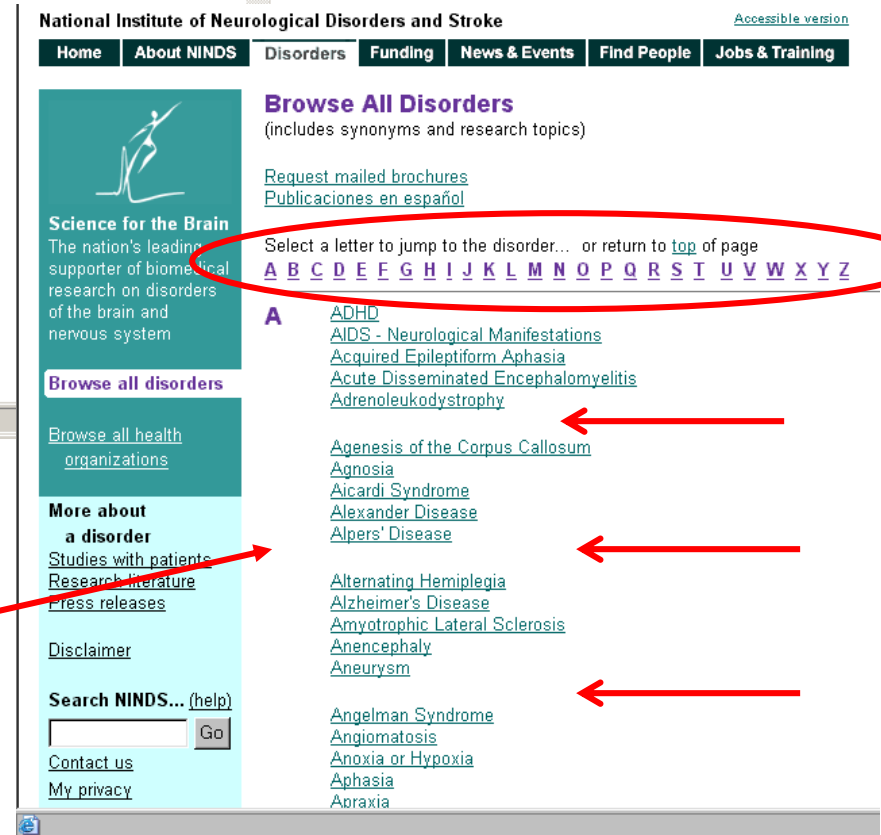
This is not employee health benefits

Browse Topics

Repeat alphabet on each letter's page, so users don't have to click back

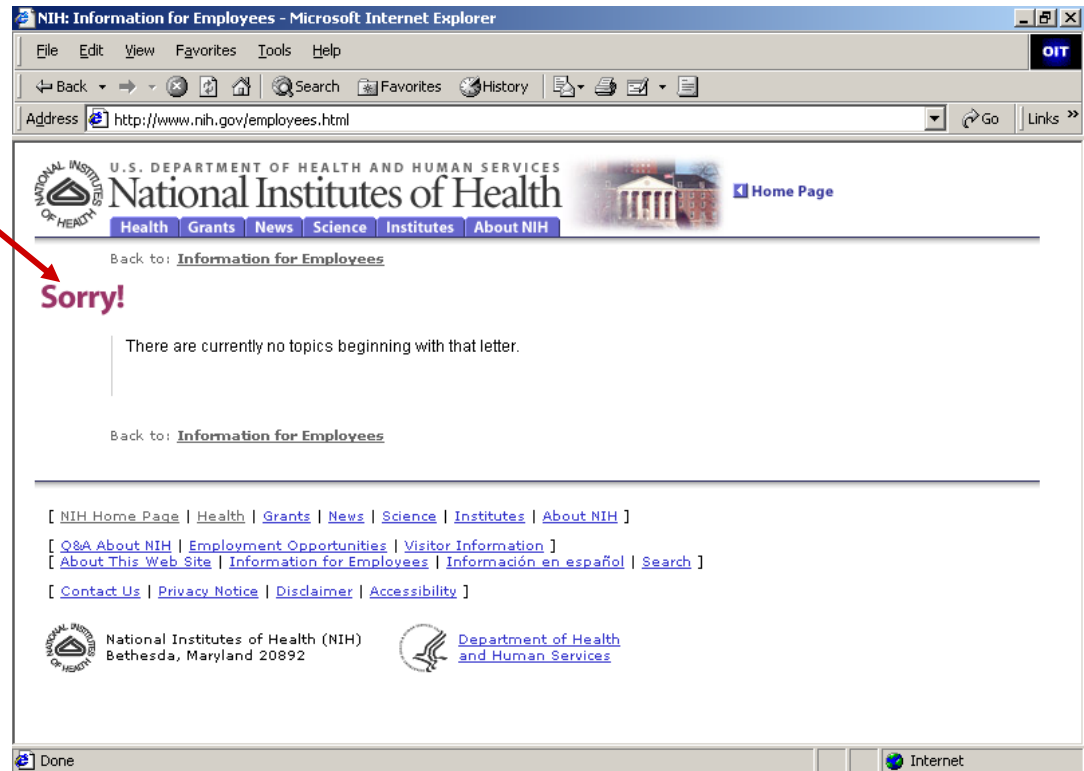


Intentional blank lines can speed scanning



Alphabetical Links with No Content Should Look Unclickable

Results for letter X



NIH's Prototype for New Design



Information for Employees [In Case of Emergency](#)

Quick Links

- [Help Page](#)
- [View All Topics](#)

Browse topics alphabetically (click on a letter):

[A](#)[B](#)[C](#)[D](#)[E](#)[F](#)[G](#)[H](#)[I](#)[J](#)[K](#)[L](#)[M](#)[N](#)[O](#)[P](#)[Q](#)[R](#)[S](#)[T](#)[U](#)[V](#)[W](#)[X](#)[Y](#)[Z](#)

Search for a topic:

Search

Search for an employee:

Search

Browse Topics by Category:

Getting around NIH

Maps, shuttle schedules, parking, permits, badges, METRO, carpools

Your Career at NIH

Jobs, training, classes, internships

Worklife at NIH

Pay scales, holidays, leave policies, Human Resources, R&W, child care, Work & Family Life

News & Events at NIH

NIH "Yellow Sheet" Calendar

What's New

12/31/2001

Renewal of NIH On-Campus Parking Permits

[NIH General Parking Permits](#)

for campus employees whose first names begin with A and B will expire on the last day of January 2002. Click here to learn [how to obtain a new permit](#)

12/31/2001

Weather Advisories

During weather emergencies [this page provides current info](#) on the operating status of federal executive agencies inside the Washington Capital Beltway.

12/10/2001

Workers Wanted for Web Use Study

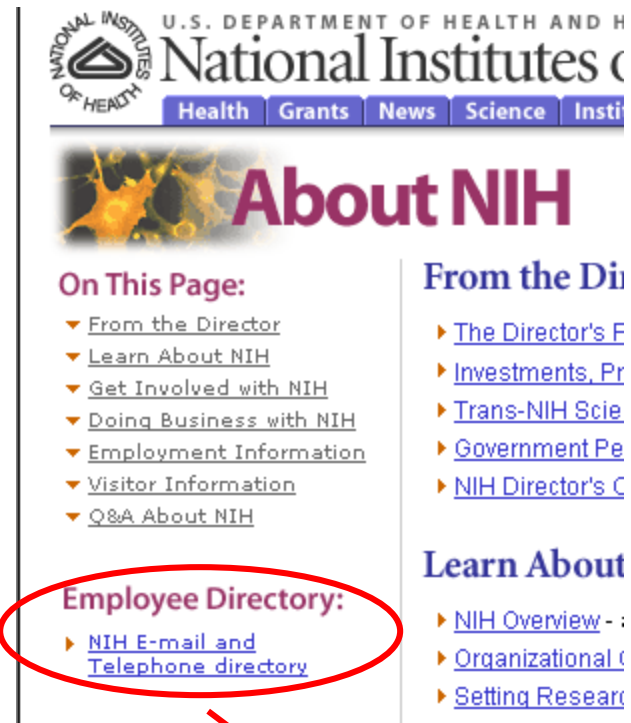
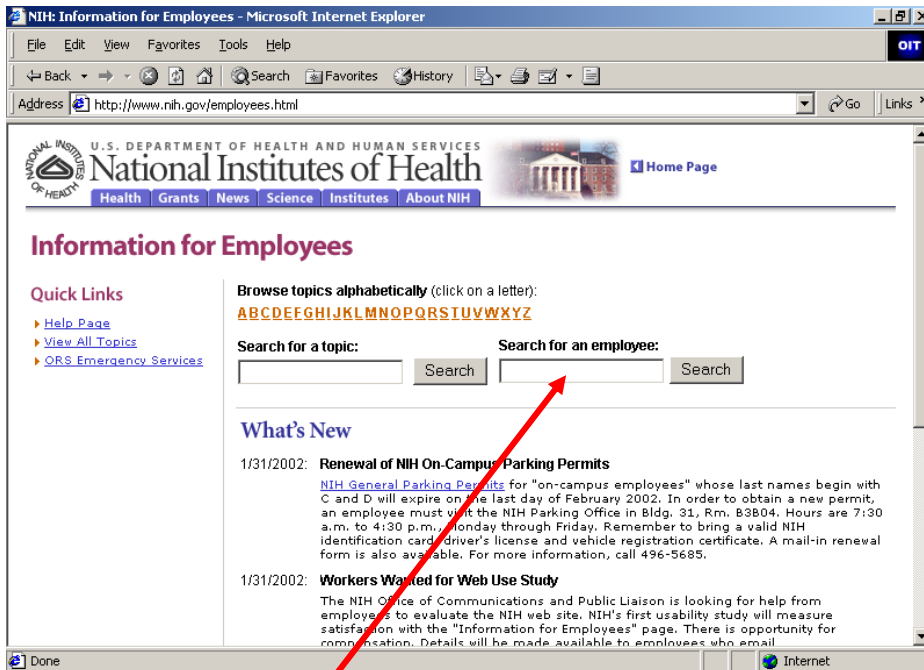
Details will be made available to employees who email meadk@od.nih.gov with the words "Web Evaluation" in the subject of the message.

86% said
categories
would help

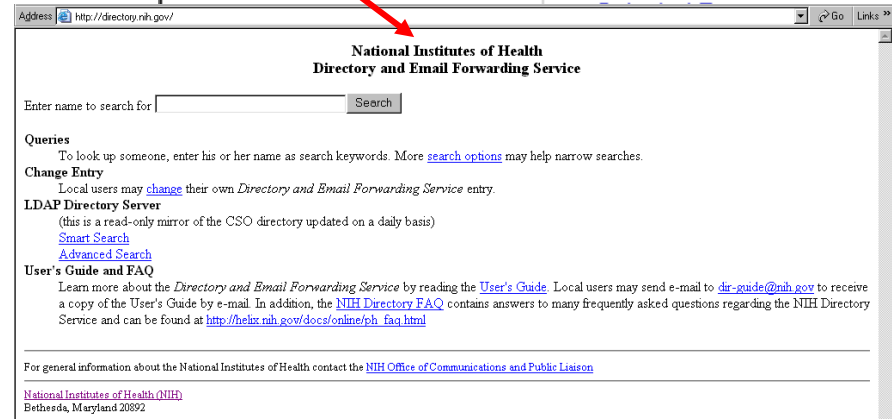


Recommendations: Specific Tasks and Pages

Finding People



Great feature
Any need for link too?



Finding People (Cont.)

Make it easier to update directory entries; clicking on NIH Information is not intuitive

Coordinate with email Outlook directories, if practical

Directory and Email Forwarding Service - =rodrigues - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Print Mail

Address <http://directory.nih.gov/bin/phwww7+=rodrigues> Go Links

**National Institutes of Health
Directory and Email Forwarding Service**

You can search this index. Type the keyword(s) you want to search for:

Results of search for =rodrigues
Select name for more information

Name	Phone	Institute
Merlyn Rodrigues	(301)496-4621	NLM/EP
Gloria Rodrigues	301-496-6421	CC/NURS
Dennis Rodrigues	301 435-2932	OD OCPL

NIH personnel telephone numbers may have been abbreviated to the 5 digits necessary to place calls on the NIH campus. Five-digit phone numbers that begin with 1, 2, 4, 5 or 6 translate to 301-451-xxxx, 301-402-xxxx, 301-594-xxxx, 301-435-xxxx or 301-496-xxxx, respectively.

[National Institutes of Health \(NIH\)](#) | [NIH Information](#) | [Directory Administrator](#)

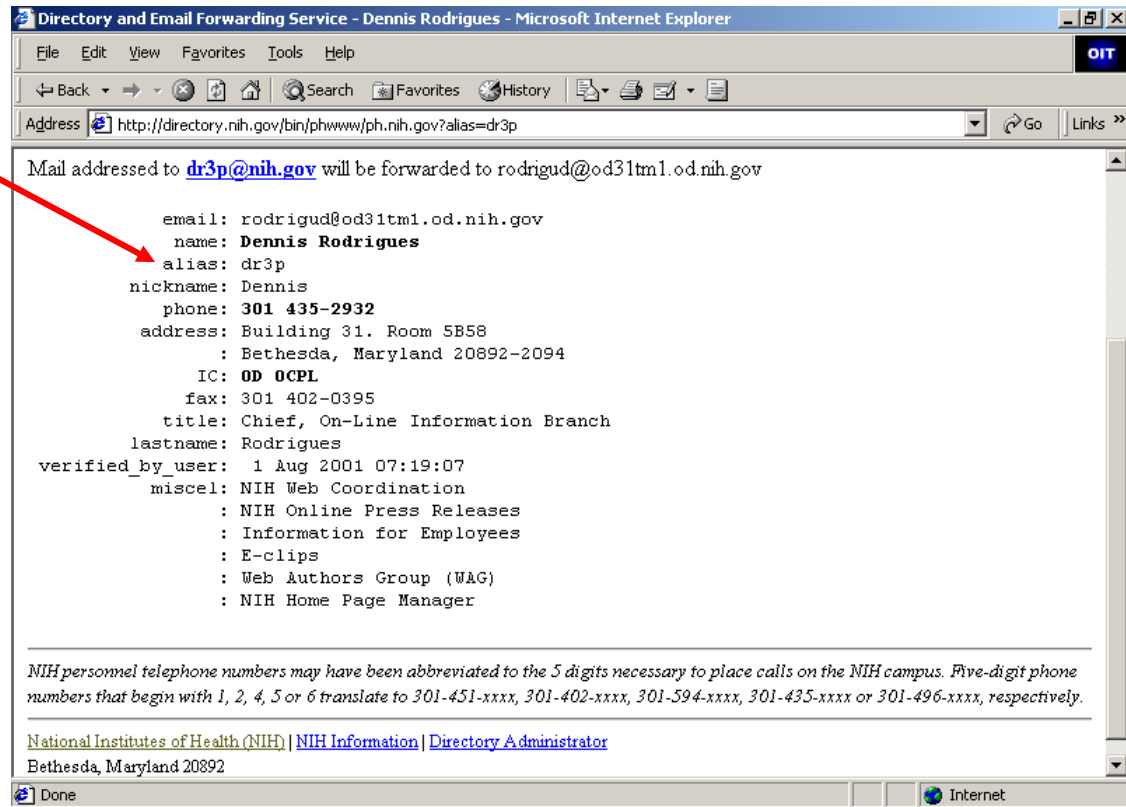
Bethesda, Maryland 20892

Done Internet

Finding People (Cont.)

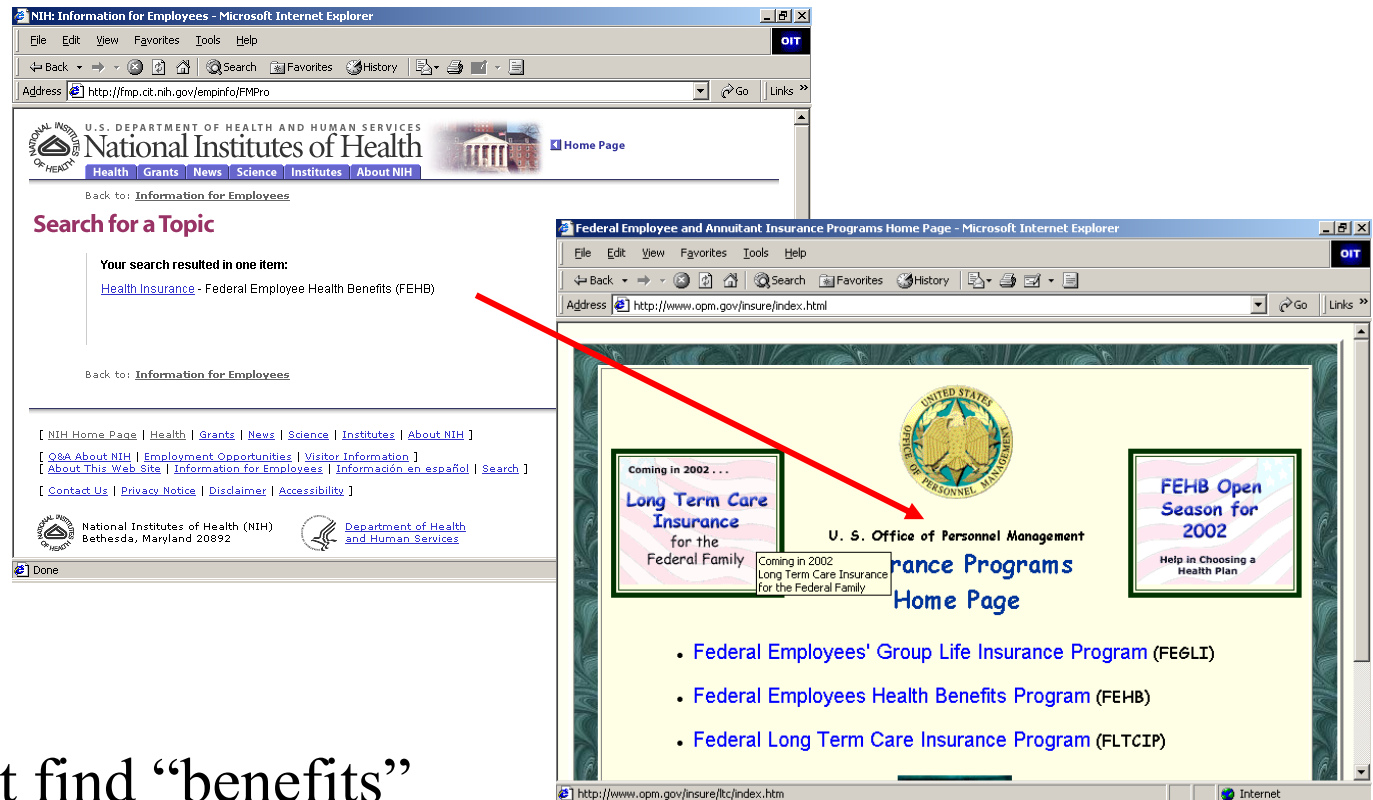
Can we minimize
techno-speak?

Might encourage
more users to
update,
if the field
labels were more
everyday
English



Finding Human Resources

Health insurance link goes off site to OPM
Should there be an NIH HR page first?



Users could not find “benefits”
such as daycare center, tuition reimbursement

Orienting New Employees

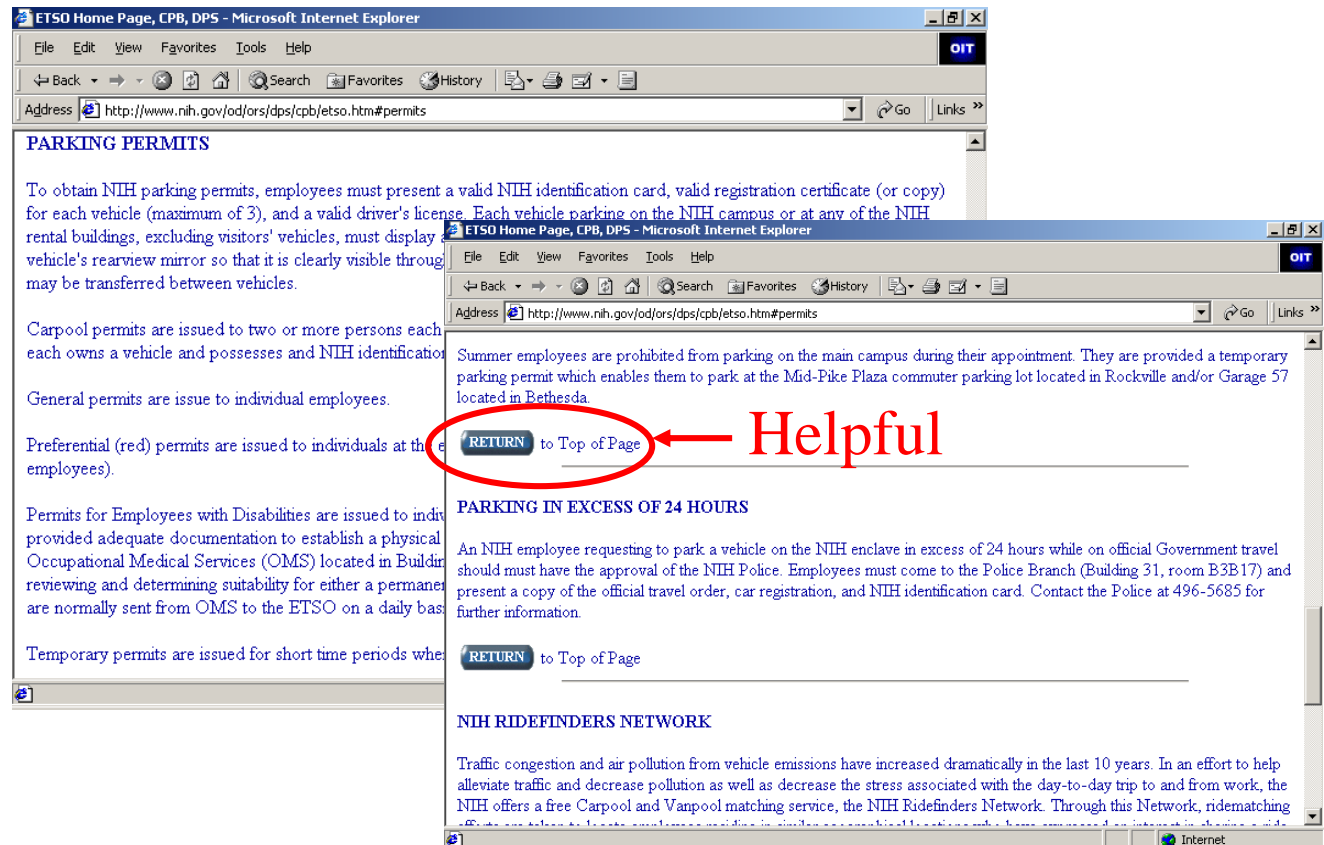
- Recent employees longed for an on-line orientation resource (centralized or otherwise) to follow up on NIH orientation and to provide institute/center specifics

Writing for Web Usability: Parking Permit Example

This page is
harder to scan
because it
is in paragraphs



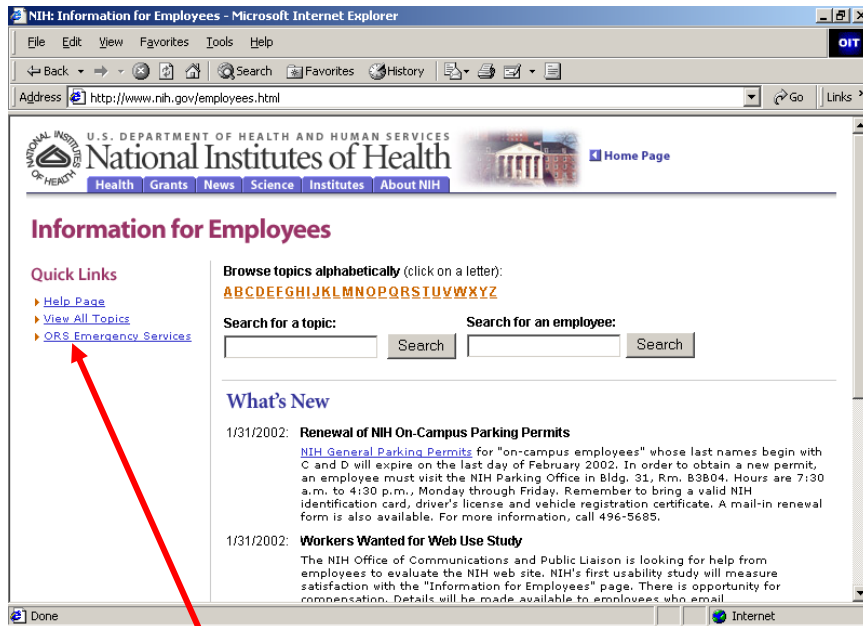
Blue text is
harder to read
than black
or dark blue
(should reserve
medium blue for
“clickables”
anyway)



Writing for Web Usability

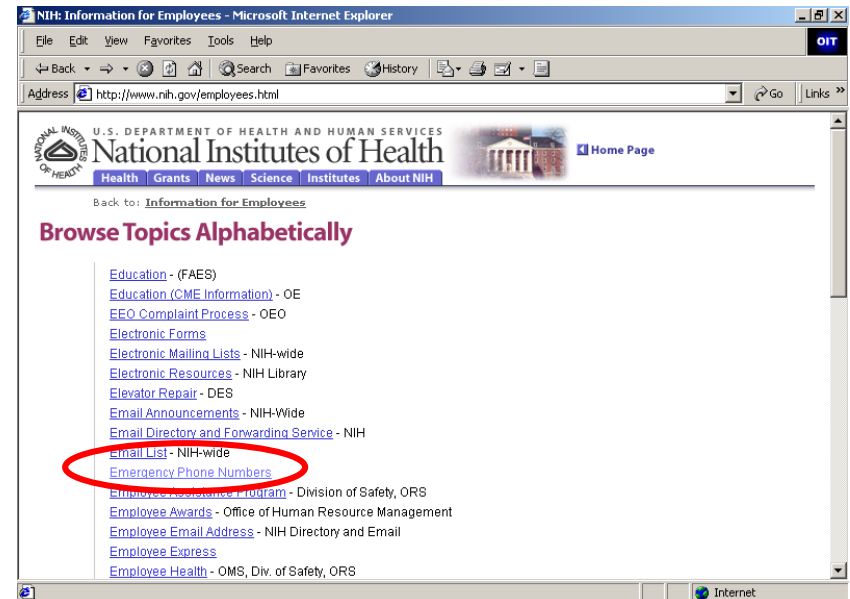
Site Version	Sample Paragraph	Usability Improvement (relative to control condition)
Promotional writing (control condition) using the "marketese" found on many commercial websites	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	0% (by definition)
Concise text with about half the word count as the control condition	In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge , Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.	58%
Scannable layout using the same text as the control condition in a layout that facilitated scanning	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were: <ul style="list-style-type: none"> • Fort Robinson State Park (355,000 visitors) • Scotts Bluff National Monument (132,166) • Arbor Lodge State Historical Park & Museum (100,000) • Carhenge (86,598) • Stuhr Museum of the Prairie Pioneer (60,002) • Buffalo Bill Ranch State Historical Park (28,446). 	47%
Objective language using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition)	Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	27%
Combined version using all three improvements in writing style together: concise, scannable, and objective	In 1996, six of the most-visited places in Nebraska were: <ul style="list-style-type: none"> • Fort Robinson State Park • Scotts Bluff National Monument • Arbor Lodge State Historical Park & Museum • Carhenge • Stuhr Museum of the Prairie Pioneer • Buffalo Bill Ranch State Historical Park 	124%

Page Layout: Emergency Example



Users missed link because:

- Starts with ORS and not "E"
- Small text
- or more likely
- Focus is on main body of page (see next slide too)



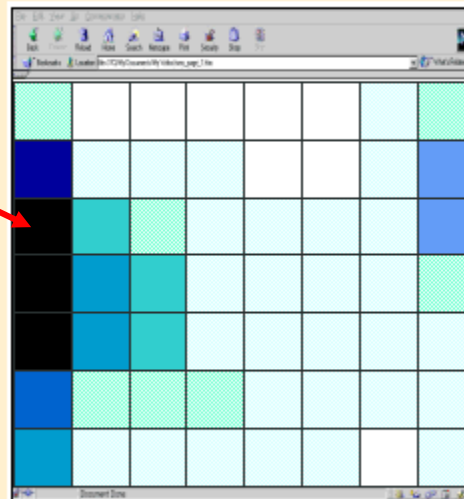
Where is Major Section/Page Navigation Expected?

Users expect major nav. here

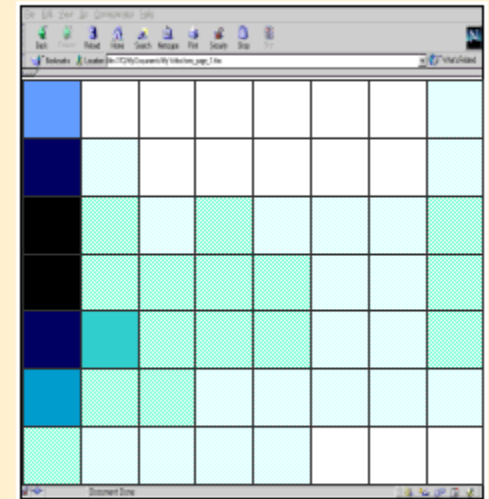
If space gets used for selected links or news, the expectation may wear off

Especially given tendency to focus on main body of page deeper in site

Figure 2 shows that both groups generally expected internal links to be located on the left side of a web page.



Web experience -less than one year



Web experience -three or more years

Figure 2. Expected location for links internal to site

Animation is Distracting: Emergency Example

Emergency Phone Numbers - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Print


Address <http://www.nih.gov/od/ors/dps/emb/emergno.htm> Go Links

EMERGENCY PHONE NUMBERS

EMERGENCY MANAGEMENT BRANCH, DPS



<i>EMERGENCIES</i>	<i>On-Campus</i>	<i>Off-Campus</i>
FIRE / AMBULANCE	911	9-911
CHEMICAL/ BIOLOGICAL/ RADIOLOGICAL	911	9-911
POLICE	911	9-911
MAINTENANCE	108	6-1966
TTY/TDD	911	9-911
BUILDING 10 - CRITICAL MEDICAL SITUATIONS	111	-----

[EMERGENCY PROCEDURES](#)  [NON-EMERGENCY PHONE NUMBERS](#)

Return to home page for:

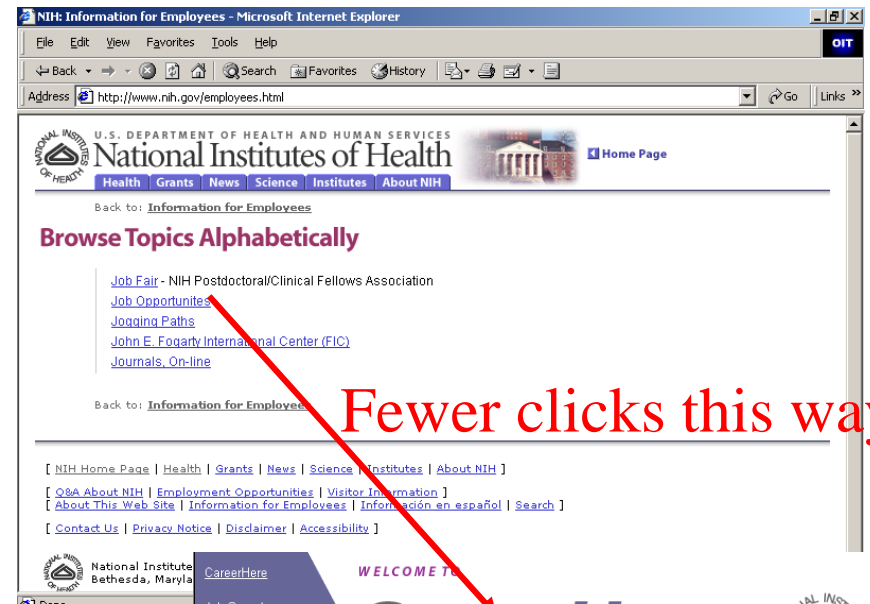
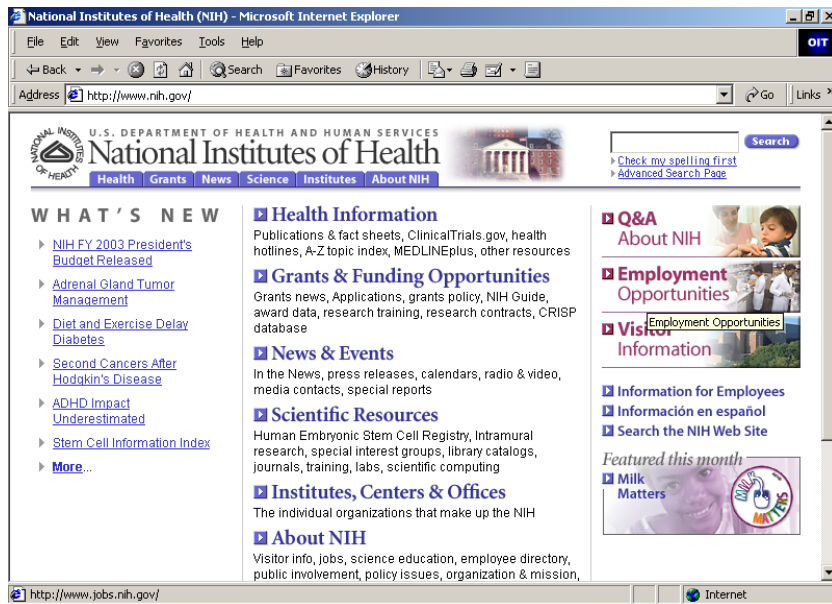
[EMB](#) [ORS](#) [NIH](#)

This page last updated October 3, 2000

For information about this WWW site, please contact [EMB Webmaster](#)

Internet

Finding Jobs



Fewer clicks this way

Many users went back to nih.gov

One user was pleasantly surprised to find jobs under “J” — she said it seemed too easy



A **Web-based** solution offering you two ways to **help you find the perfect job** at the National Institutes of Health.

CareerHere is web-based employment information system developed to house a centralized repository of NIH's vacancies and job applicants. It also automates the vacancy announcement process.

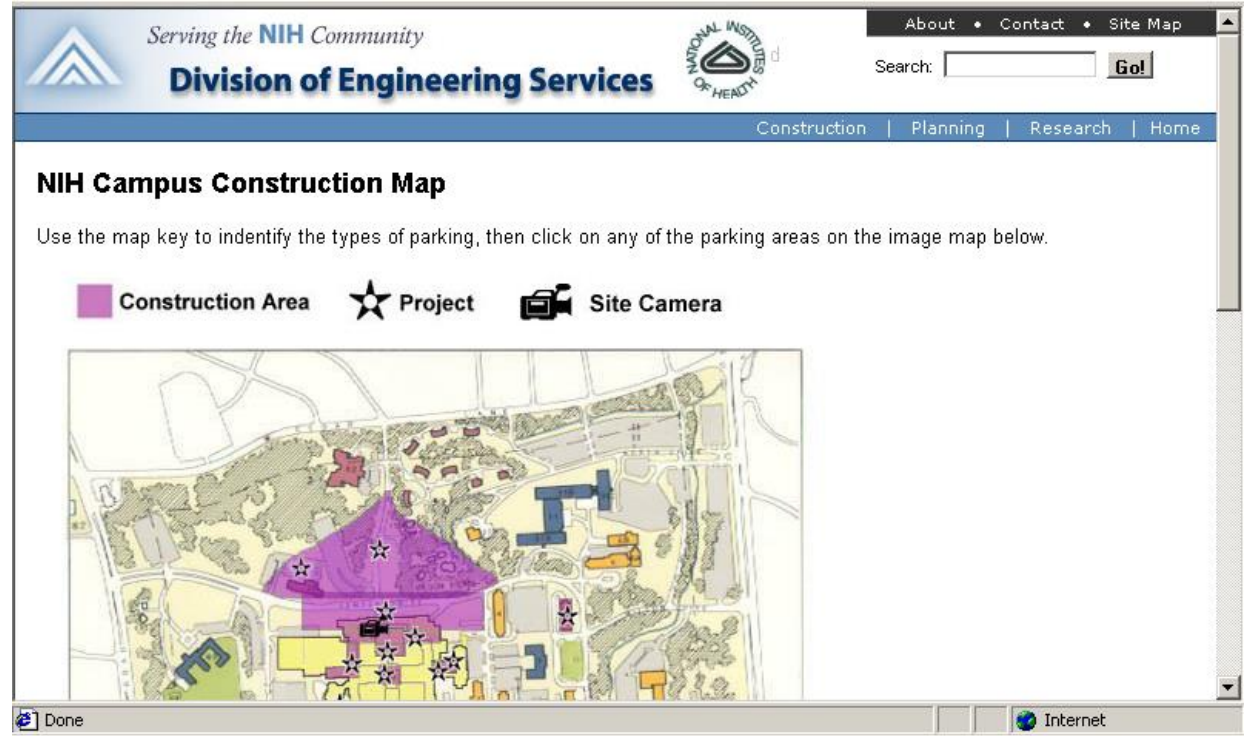
- The Vacancy Announcement is an on-line module that allows you to access all current NIH vacancies or only those that apply to your skills. You may choose to apply for a job or go back and search other current vacancies.
- The On-line Resume tool has two ways to apply for a job: you may either paste your resume or use the optional Government form (OF-612). The paste function includes all the information you need to apply for a Government job.

In order to apply for a specific job at NIH, please click "**Job Search**" on the upper left of your screen. If you wish to create a NIH resume, click on "**Create Resume**."

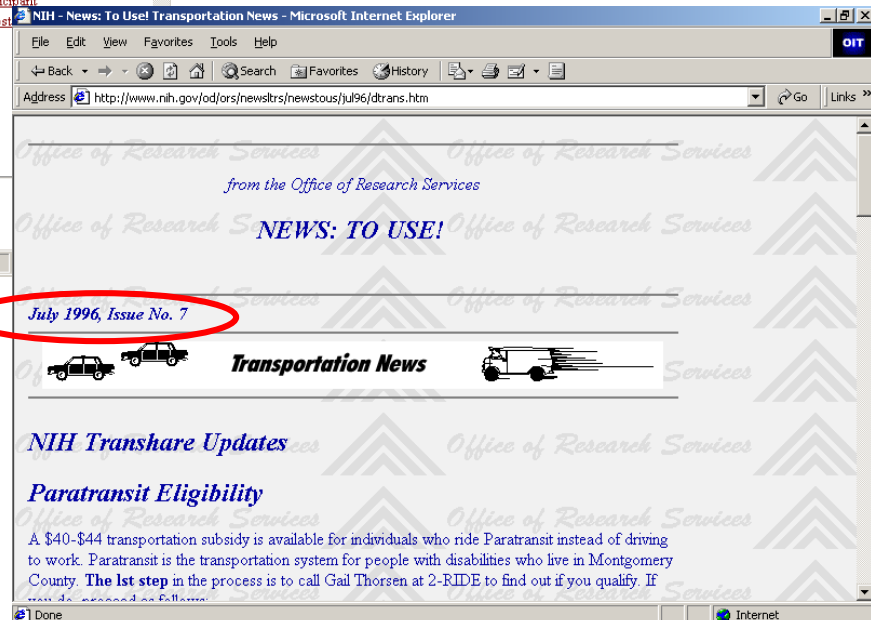
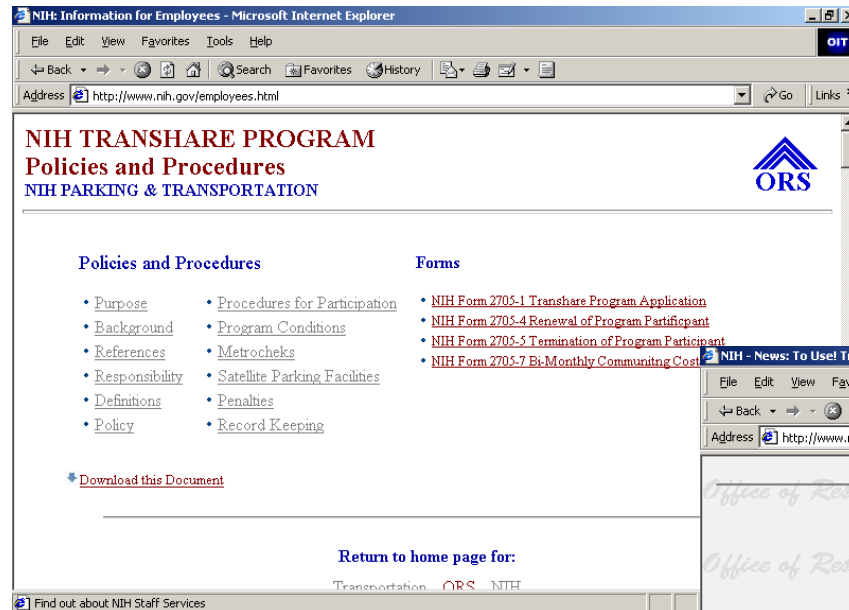
Date of Content?: Construction Example

One of many examples on site for which date of content was not provided

Also, page has cool features but many broken links

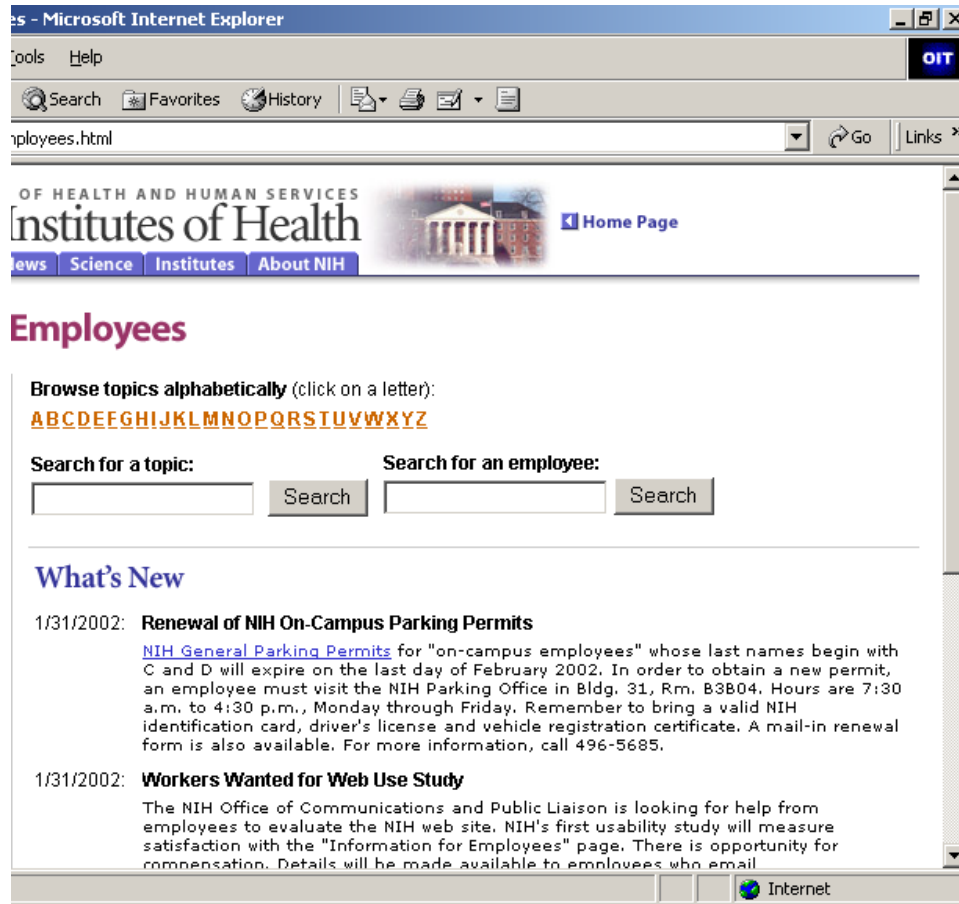


Date of Content?: Transhare Example

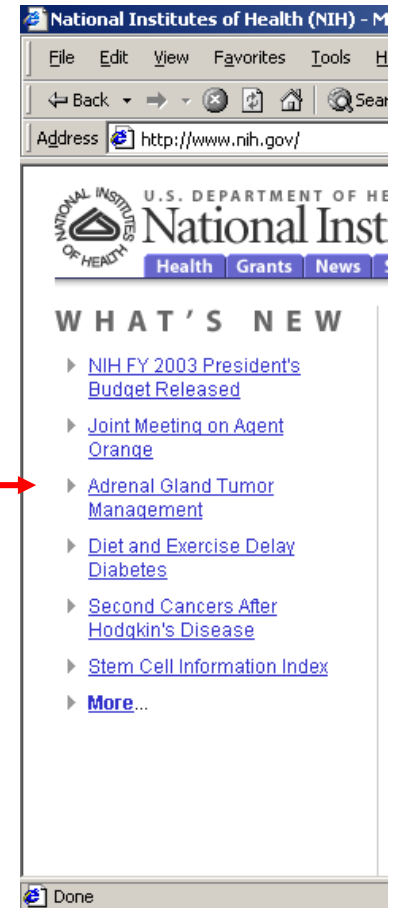


Old pages should be deleted or archived as appropriate, so they are not returned by search engines

News and Events



A few participants suggested a less wordy approach to news such as that on the public home page



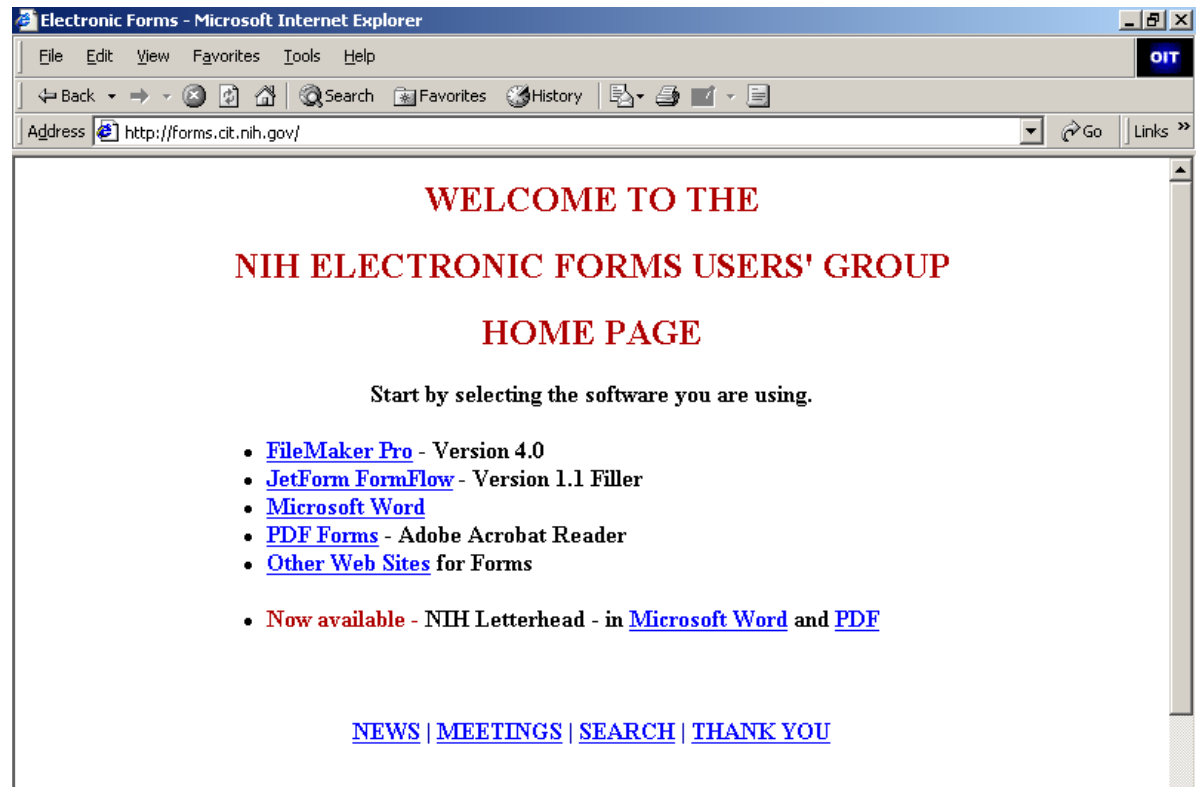
Forms

Users appreciate being able to get forms on line

All forms are not available in all formats

Seems awkward to have to look within formats for a specific form

For example, one purchase req. form is not in Word or .pdf but is in FileMaker



Next Generation Designs

- Separate information for employees from that for general public, at least in public search results
- Consider private trans-NIH intranet so public not frustrated, and staff can be private when appropriate

Thank you

cathy@humanfactors.com

