

# Taller de usabilidad de páginas web de Centros de Documentación

Antonio Vidal Infer

Valencia, 13 de mayo de 2005



# USABILIDAD

*"Los estudios del comportamiento del usuario en un website revelan una baja tolerancia hacia diseños complicados o sitios lentos. La gente no quiere esperar. Y no quiere aprender cómo usar una página. No existen recursos como cursos de formación o manuales para un website. La gente tiene que ser capaz de captar el funcionamiento del sitio inmediatamente después de visualizar la página de inicio."*

(Nielsen, 2000)

# USABILIDAD

- Los usuarios no pueden encontrar la información que están buscando en los websites alrededor del 60% del tiempo empleado en la navegación (Forrester Research, 2003).

# USABILIDAD

- Se define como la capacidad de un software de ser comprendido, aprendido, usado y ser atractivo para el usuario, en condiciones específicas de uso (ISO/IEC 9126).

# HCI (INTERACCIÓN PERSONA-ORDENADOR)

- Disciplina que se ocupa de estudiar el diseño, evaluación e implementación de sistemas informáticos interactivos para uso humano, así como de analizar los fenómenos que subyacen a dicha interacción (Preece, 1993).

# CONSECUENCIAS DE LA USABILIDAD

- Algunas webs han mejorado ostensiblemente su diseño

# ANTES

**YAHOO!**

Finance Messenger Check Email What's New Personalize Help

[Send Holiday Greetings](#)  
Easter, Passover

[free\\_email@yahoo.com](#)

[Get FREE Email](#)  
at Yahoo! Mail

Search [advanced search](#)

[Tax Center](#) - Online Filing with TurboTax, Federal Forms, State Forms, Calendar

**Shop** [Auctions](#) · [Autos](#) · [Classifieds](#) · [Real Estate](#) · [Shopping](#) · [Travel](#) · [Yellow Pgs](#) · [Maps](#) **Media** [Finance](#) · [News](#) · [Sports](#) · [Weather](#)  
**Connect** [Careers](#) · [Chat](#) · [GeoCities](#) · [Greetings](#) · [Groups/Clubs](#) · [Mail](#) · [Members](#) · [Messenger](#) · [Mobile](#) · [Personals](#) · [People Search](#) · [Photos](#)  
**Personal** [Addr Book](#) · [Briefcase](#) · [Calendar](#) · [My Yahoo!](#) · [PayDirect](#) **Fun** [Games](#) · [Horoscopes](#) · [Kids](#) · [Movies](#) · [Music](#) · [TV](#) [more...](#)

**Make a Connection with Yahoo! Personals**

I'm a  seeking a

Enter city or ZIP/postal code

[Take a Tour of Yahoo! Personals](#) - where millions of singles meet!

**In the News**

- [DOJ seeks death for Moussaoui](#)
- [Arafat calls for immediate cease-fire](#)
- [Arabic paper claims bin Laden e-mail](#)
- [Vintage Smithsonian plane crash-lands in Seattle waters, passengers rescued](#)
- [Director Billy Wilder dies at 95](#)
- [NCAA Hoops - NBA - MLB - NHL](#)

[more...](#)

**Marketplace**

- **Easter Special** - Season's finest, 20 fresh-cut Sunset Tulips, **only \$29.99**
- **Free shipping** on baby gear and gifts at [BabyCenter](#)
- **Gateway Desktop**, 1.2GHz processor, 20GB hard drive, 15" color monitor - **only \$599**
- **Sony Trinitron WEGA 32" TV** - Only \$27/month, no payment for 180 Days

**Broadcast Events**

**Arts & Humanities**  
[Literature, Photography...](#)

**Business & Economy**  
[B2B, Finance, Shopping, Jobs...](#)

**Computers & Internet**  
[Internet, WWW, Software, Games...](#)

**Education**  
[College and University, K-12...](#)

**News & Media**  
[Full Coverage, Newspapers, TV...](#)

**Recreation & Sports**  
[Sports, Travel, Autos, Outdoors...](#)

**Reference**  
[Libraries, Dictionaries, Quotations...](#)

**Regional**  
[Countries, Regions, US States...](#)

http://www.yahoo.com en 26 de mayo de 2002

# DESPUÉS

The screenshot shows the Yahoo! homepage with the following elements:

- Header:** "Make Yahoo! your home page" and "Get Yahoo! Toolbar with Anti-Spy".
- Navigation:** Finance, Music, Travel, **YAHOO!**, Mail, My Yahoo!, Messenger.
- Search:** "Select Search Category: Web | Images | Video | Directory | Local | News | Products". Search bar with "Search the Web:" and "Yahoo! Search" button. Links for "Advanced" and "My Web BETA".
- Travel:** "Yahoo! Travel - Flights, Hotels, Cars, Vacations, Cruises, Get \$100 off Last-Minute Getaways".
- Mail:** "Check your mail status: Sign In" and "Free mail: Sign Up".
- Grid of Services:**
  - Autos, Chat, Finance, Games, GeoCities, Groups, Health
  - Horoscopes, HotJobs, Kids, Mail, Maps, Messenger, Mobile
  - Movies, Music, My Yahoo!, News <sup>NEW</sup>, People Search, Personals, Photos
  - Real Estate, Shopping, Sports, Travel, TV, Yellow Pages
- Health:** "Yahoo! Health - Weight Loss Center" with a photo of a woman and text: "Calculate Body Fat, Find a Diet, Search for Low-Cal Recipes".
- News:** "In the News" dated "10:51am, Tue May 10".
  - U.S. troops battle insurgents in Iraq
  - Bush wins enthusiastic welcome in Georgia
  - Bodies of missing girls found in Ill. park
  - Europeans look again at life in WWII
  - Navy cyber cafes help keep many in touch
  - New Xbox details leak out ahead of launch
  - 'Most dangerous places' of 2005 named
  - NBA Playoffs · MLB · NFL · Tennis · Soccer
- Shopping:** "Yahoo! Shopping" with "Shop Electronics" link. "Must-Have Gadgets" list: Game Consoles, iPods, Digital Cameras, HDTVs, Camcorders, GPS, Portable DVDs, PDAs. "Special Offer" for "\$299 Desktop, \$599 Notebook at Dell Home".
- Weather:** "Weather" section with "Enter City or U.S. Zip Code" and "Go" button. Check for "Save location on this page".
- Small Business:** "Yahoo! Small Business" with links for Web Hosting, Sell Online, Domain Names, Search, Marketing.
- Featured Services:** "Yahoo! Featured Services" with links for Personal Website, Personals, Webhosting Plans, Hot Jobs.

<http://www.yahoo.com> en la actualidad

# CONSECUENCIAS DE LA USABILIDAD

- Sin embargo, otros sitios parece que se han complicado un poco.

# ANTES

[National Institutes of Health](#) [Site Index \(text\)](#)

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**NIDA** NATIONAL INSTITUTE  
ON DRUG ABUSE

Choose a Page...  
Go >

---

Thursday, March 2, 2000  
HEAVY SITE TRAFFIC VERSION

Quicksearch:  
  [Options](#)

- [Welcome](#)
- [What's New](#)
- [Information on Drugs of Abuse](#)
- [Publications](#)
- [Scientific Meeting Dates & Summaries](#)
- [News Releases](#)
- [Organization](#)
- [Funding](#)
- [International](#)
- [Research Training](#)

**Club Drugs**  
**Just launched!** The [Club Drugs Initiative](#) web site. Go to our new site on club drugs to see what we know about the effects these drugs have on your brain.

**NIDA Strategic Plan (draft)**  
View the draft of [NIDA's Strategic Plan](#), to understand the institute's role in future drug abuse research and prevention strategies.

**Latest Survey Results**  
The findings of the [1999 Monitoring the Future Study](#) have been released. This 25th annual survey of alcohol and drug use by students in the 8th, 10th and 12th grades is funded by NIDA and conducted by the University of Michigan.

**New Competition - The National Drug Abuse Treatment Clinical Trials Network**  
The [National Drug Abuse Treatment Clinical Trials Network \(CTN\)](#) announces second round of competition. RFA and program information are now available.

**Information on Drugs of Abuse**  
Select from the list below to view a summary page for the selected drug:  
 ▾

**Popular Publications Online**  
View our list of [most popular publications](#).

**Principles of Drug Addiction Treatment**

<http://www.drugabuse.gov> en 1 de marzo de 2000

# DESPUÉS



The screenshot shows the homepage of the National Institute on Drug Abuse (NIDA). The header features the NIDA logo with the tagline "The Science of Drug Abuse & Addiction" and the National Institutes of Health logo. A navigation bar includes links for HOME, ABOUT NIDA, NEWS & EVENTS, FUNDING, and PUBLICATIONS. Below this, there are tabs for RESEARCHERS & HEALTH PROFESSIONALS, PARENTS & TEACHERS, STUDENTS & YOUNG ADULTS, and EN ESPAÑOL. A search bar and a topic selector are also present. The main content area is divided into three columns: News & Events, Students & Young Adults, and Drugs of Abuse. The News & Events column highlights a meeting announcement. The Students & Young Adults column provides education resources. The Drugs of Abuse column lists various substances.

**NIDA** NATIONAL INSTITUTE ON DRUG ABUSE  
*The Science of Drug Abuse & Addiction*

NATIONAL INSTITUTES OF HEALTH

keep your brain healthy

HOME | ABOUT NIDA | NEWS & EVENTS | FUNDING | PUBLICATIONS

RESEARCHERS & HEALTH PROFESSIONALS | PARENTS & TEACHERS | STUDENTS & YOUNG ADULTS | EN ESPAÑOL

SELECT A TOPIC... GO

### News & Events

**MEETING ANNOUNCEMENT**

**NIDA to Host Meeting, "Smart Practice, Practical Science", in Miami, June 6 & 7:**  
[Press Release](#); [Meeting Details and Registration](#)

[Message from the Director - Methamphetamine Abuse](#)

[New NIH Roadmap Funding Opportunity in the Behavioral/Social and Biological Sciences](#)

[Medical Consequences of Drug Abuse](#)

[Message from the Director - Consequences of the Abuse](#)

### Students & Young Adults

Education resources & materials on drugs of abuse, marijuana, ecstasy, smoking, steroids, ([more](#))

### Parents & Teachers

Drug information & facts, education materials, curriculum guides, classroom tools, ([more](#))

### Researchers & Health Professionals

Grants & funding, research at NIDA, clinical trials, meetings, ([more](#))

### En Español

Recursos y materiales educativos sobre las drogas de abuso, marihuana, extasis, nicotina, esteroides, ([más](#))

### Publications Catalog

### Drugs of Abuse

- [Acid/LSD](#)
- [Alcohol](#)
- [Club Drugs](#)
- [Cocaine](#)
- [Ecstasy/MDMA](#)
- [Heroin](#)
- [Inhalants](#)
- [Marijuana](#)
- [Methamphetamine](#)
- [PCP/Phencyclidine](#)
- [Prescription Medications](#)
- [Smoking/Nicotine](#)
- [Steroids \(Anabolic\)](#)

### Related Topics

- [Drug Testing](#)
- [Medical Consequences of](#)

<http://www.drugabuse.gov> en la actualidad

# CONSECUENCIAS DE LA USABILIDAD

- Siempre hay webs que conservan su estilo

# ANTES

Google!  
B E T A

Search the web using Google!

Google Search

I'm feeling lucky

Special Searches  
[Stanford Search](#)  
[Linux Search](#)

[Help!](#)  
[About Google!](#)  
[Company Info](#)  
[Google! Logos](#)

Get Google!  
updates monthly:

your e-mail

Subscribe

[Archive](#)

Copyright ©1998 Google Inc.

<http://www.google.com> en 2 de diciembre de 1998

# DESPUÉS



**La Web** [Imágenes](#) [Grupos](#) [Directorio](#) [Noticias](#)

Búsqueda en Google

Voy a Tener Suerte

[Búsqueda Avanzada](#)

[Preferencias](#)

[Herramientas del idioma](#)

Búsqueda:  la Web  páginas en español  páginas de España

Google.es ofrecido en: [català](#) [galego](#) [euskara](#)

[Publicidad](#) - [Soluciones Empresariales](#) - [Todo acerca de Google](#) - [Google.com in English](#)

©2005 Google - Buscando en 8.058.044.651 páginas web

<http://www.google.com> en la actualidad

FUENTE:

<http://www.archive.org>

Enter Web Address:

All

[Adv. Search](#) [Compare Archive Pages](#)

Searched for <http://www.yahoo.com>

23329 Results

Note some duplicates are not shown. [See all.](#)

\* denotes when site was updated.

### Search Results for Jan 01, 1996 - May 10, 2005

1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
11 pages	27 pages	24 pages	35 pages	192 pages	2953 pages	234 pages	148 pages	338 pages	12 pages
<a href="#">Oct 17, 1996</a> *	<a href="#">Jan 09, 1997</a> *	<a href="#">Feb 13, 1998</a> *	<a href="#">Jan 16, 1999</a> *	<a href="#">Feb 29, 2000</a> *	<a href="#">Jan 24, 2001</a> *	<a href="#">Jan 23, 2002</a> *	<a href="#">Jan 22, 2003</a> *	<a href="#">Jan 01, 2004</a> *	<a href="#">Jan 11, 2005</a>
<a href="#">Oct 20, 1996</a> *	<a href="#">Jan 24, 1997</a> *	<a href="#">Feb 13, 1998</a> *	<a href="#">Jan 17, 1999</a>	<a href="#">Feb 29, 2000</a> *	<a href="#">Mar 01, 2001</a> *	<a href="#">Jan 25, 2002</a> *	<a href="#">Jan 25, 2003</a>	<a href="#">Jan 07, 2004</a> *	<a href="#">Jan 12, 2005</a>
<a href="#">Oct 22, 1996</a> *	<a href="#">Feb 01, 1997</a> *	<a href="#">Feb 14, 1998</a> *	<a href="#">Jan 17, 1999</a> *	<a href="#">Feb 29, 2000</a> *	<a href="#">Mar 05, 2001</a> *	<a href="#">Feb 02, 2002</a> *	<a href="#">Jan 26, 2003</a>	<a href="#">Jan 19, 2004</a> *	<a href="#">Jan 16, 2005</a>
<a href="#">Nov 28, 1996</a> *	<a href="#">Feb 09, 1997</a> *	<a href="#">Feb 15, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 01, 2000</a> *	<a href="#">Mar 06, 2001</a> *	<a href="#">May 24, 2002</a> *	<a href="#">Jan 27, 2003</a> *	<a href="#">Jan 19, 2004</a> *	<a href="#">Jan 19, 2005</a>
<a href="#">Dec 19, 1996</a> *	<a href="#">Feb 27, 1997</a> *	<a href="#">Feb 15, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 01, 2000</a> *	<a href="#">Mar 07, 2001</a> *	<a href="#">May 25, 2002</a> *	<a href="#">Jan 30, 2003</a> *	<a href="#">Feb 01, 2004</a> *	<a href="#">Jan 22, 2005</a>
<a href="#">Dec 20, 1996</a>	<a href="#">Mar 30, 1997</a> *	<a href="#">Jun 30, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 01, 2000</a> *	<a href="#">Mar 31, 2001</a> *	<a href="#">May 25, 2002</a> *	<a href="#">Feb 02, 2003</a> *	<a href="#">Feb 02, 2004</a> *	<a href="#">Jan 26, 2005</a>
<a href="#">Dec 21, 1996</a>	<a href="#">Mar 30, 1997</a> *	<a href="#">Jul 03, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 01, 2000</a> *	<a href="#">Mar 31, 2001</a> *	<a href="#">May 25, 2002</a> *	<a href="#">Feb 03, 2003</a> *	<a href="#">Feb 02, 2004</a> *	<a href="#">Jan 30, 2005</a>
<a href="#">Dec 23, 1996</a>	<a href="#">Apr 16, 1997</a> *	<a href="#">Jul 04, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 02, 2000</a> *	<a href="#">Mar 31, 2001</a> *	<a href="#">May 26, 2002</a>	<a href="#">Feb 04, 2003</a>	<a href="#">Feb 06, 2004</a> *	<a href="#">Feb 15, 2005</a>
<a href="#">Dec 26, 1996</a> *	<a href="#">Apr 18, 1997</a> *	<a href="#">Jul 05, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 02, 2000</a> *	<a href="#">Mar 31, 2001</a> *	<a href="#">May 27, 2002</a>	<a href="#">Feb 06, 2003</a>	<a href="#">Feb 08, 2004</a> *	<a href="#">Feb 15, 2005</a>
<a href="#">Dec 27, 1996</a>	<a href="#">Apr 24, 1997</a> *	<a href="#">Jul 05, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 02, 2000</a> *	<a href="#">Apr 01, 2001</a> *	<a href="#">May 28, 2002</a> *	<a href="#">Feb 07, 2003</a>	<a href="#">Feb 12, 2004</a> *	<a href="#">Feb 18, 2005</a>
<a href="#">Dec 28, 1996</a>	<a href="#">May 05, 1997</a>	<a href="#">Jul 05, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 02, 2000</a> *	<a href="#">Apr 01, 2001</a> *	<a href="#">May 29, 2002</a> *	<a href="#">Feb 12, 2003</a>	<a href="#">Feb 13, 2004</a> *	<a href="#">Feb 18, 2005</a>
	<a href="#">May 17, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 04, 2001</a> *	<a href="#">May 30, 2002</a> *	<a href="#">Feb 13, 2003</a>	<a href="#">Feb 13, 2004</a> *	<a href="#">Mar 07, 2005</a>
	<a href="#">May 21, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 04, 2001</a> *	<a href="#">May 31, 2002</a>	<a href="#">Feb 15, 2003</a>	<a href="#">Feb 16, 2004</a> *	
	<a href="#">May 23, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Feb 08, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 04, 2001</a> *	<a href="#">Jun 03, 2002</a> *	<a href="#">Feb 16, 2003</a>	<a href="#">Feb 16, 2004</a> *	
	<a href="#">Jun 05, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Apr 17, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 05, 2001</a> *	<a href="#">Jun 03, 2002</a> *	<a href="#">Feb 16, 2003</a> *	<a href="#">Feb 17, 2004</a> *	
	<a href="#">Jun 06, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Apr 17, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 05, 2001</a> *	<a href="#">Jun 06, 2002</a>	<a href="#">Feb 17, 2003</a> *	<a href="#">Feb 19, 2004</a> *	
	<a href="#">Jun 14, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Apr 17, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 05, 2001</a> *	<a href="#">Jul 02, 2002</a> *	<a href="#">Feb 20, 2003</a>	<a href="#">Feb 24, 2004</a> *	
	<a href="#">Jun 30, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Apr 18, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 10, 2001</a> *	<a href="#">Jul 03, 2002</a> *	<a href="#">Mar 19, 2003</a>	<a href="#">Feb 24, 2004</a> *	
	<a href="#">Jul 03, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Apr 18, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 10, 2001</a> *	<a href="#">Jul 03, 2002</a> *	<a href="#">Mar 20, 2003</a>	<a href="#">Feb 24, 2004</a> *	
	<a href="#">Jul 16, 1997</a> *	<a href="#">Dec 12, 1998</a> *	<a href="#">Apr 19, 1999</a> *	<a href="#">Mar 03, 2000</a> *	<a href="#">Apr 11, 2001</a> *	<a href="#">Jul 03, 2002</a> *	<a href="#">Mar 21, 2003</a>	<a href="#">Feb 25, 2004</a>	

## Diseñadores web

### Principal virtud

Hacer que el sitio funcione correctamente

### Principal defecto

Olvidan hacer un diseño intuitivo y usable

## Consultores usabilidad

### Principal virtud

Hacer un diseño intuitivo y usable

### Principal defecto

Olvidan hacer que el sitio funcione correctamente

¿Y los documentalistas?



# WEB CENTRO DOCUMENTACIÓN

- Contenidos muy especializados
- Usuarios expertos
- Aprendizaje vs. Intuición

**Constituyen en la actualidad  
herramientas casi exclusivas para  
buscar dichos contenidos**

# TALLER LA USABILIDAD EN CENTROS DE DOCUMENTACIÓN



## ➤ Eduardo Manchón

- Licenciado en Psicología. Universidad de Valencia
- Consultor usabilidad La Caixa
- [www.ainda.info](http://www.ainda.info)
- [www.alzado.org](http://www.alzado.org)