



SEMPER FIDELIS

**Il ruolo dell'usabilità e della sua
misurazione nella promozione
dei siti web della PA**

**Francesco Di Nocera
Sapienza - Università di Roma**

ESECRABILE



MIRABILE

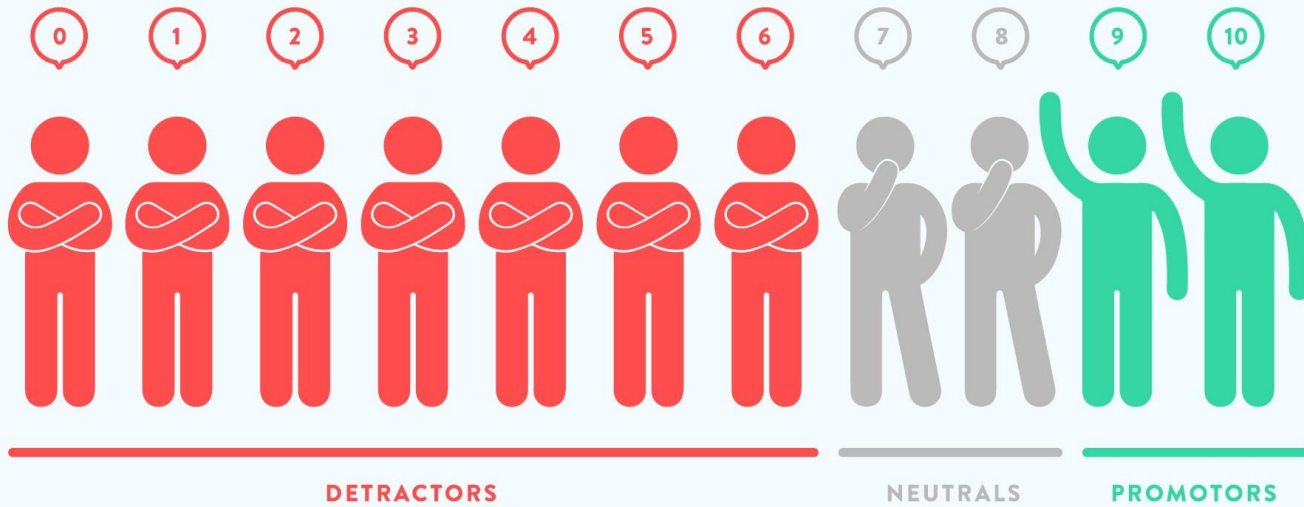


RIMARCHEVOLE



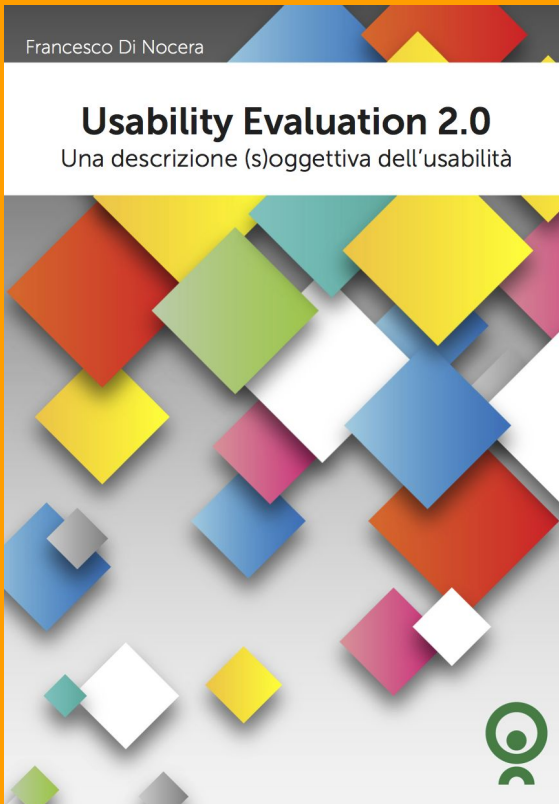
SAURO (2010)

NET PROMOTER SCORE = % PROMOTORS - % DETRACTORS



SUS = ~65

SUS = ~80



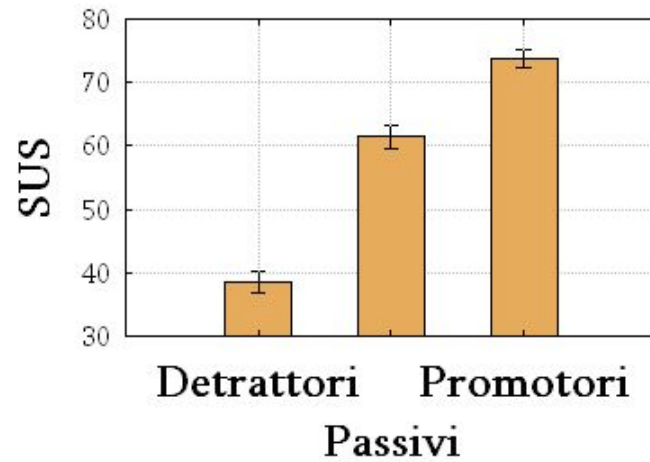
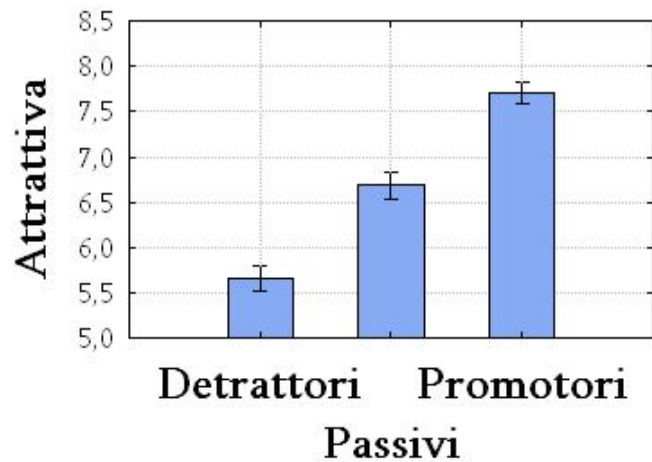
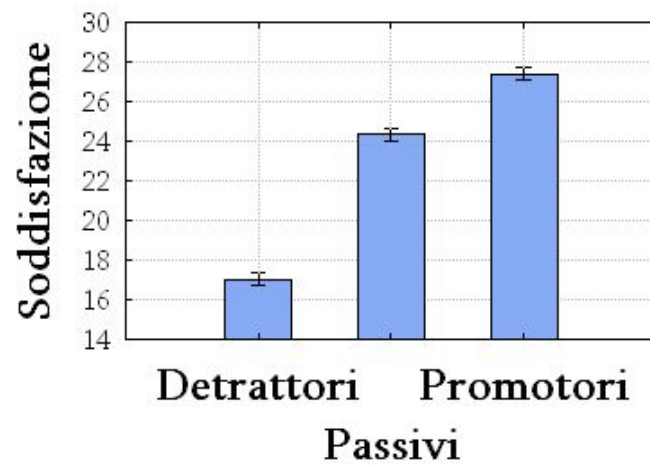
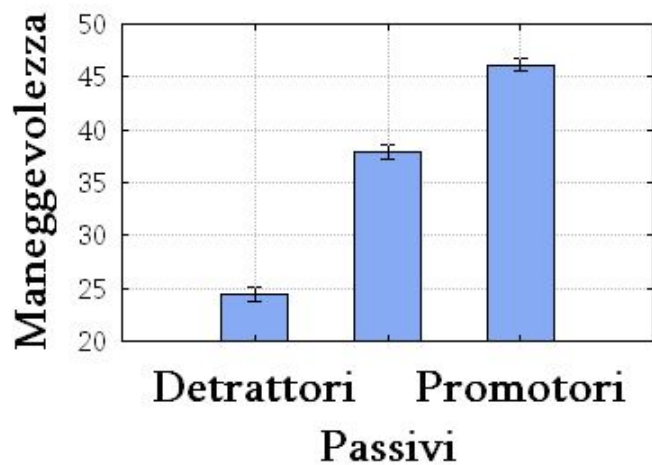
- MANEGGEVOLEZZA
- SODDISFAZIONE
- ATTRATTIVA

LO STUDIO

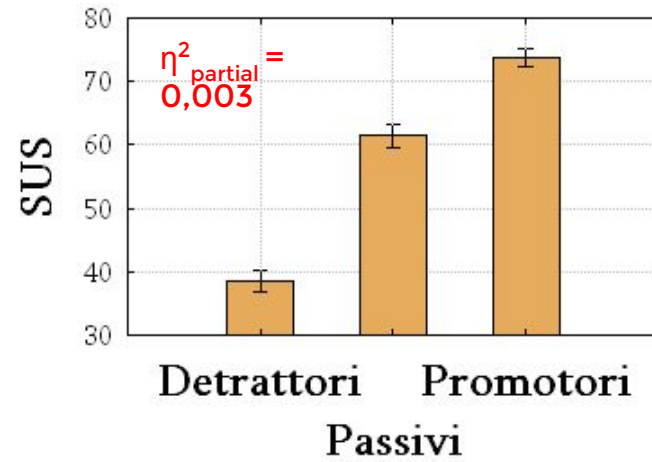
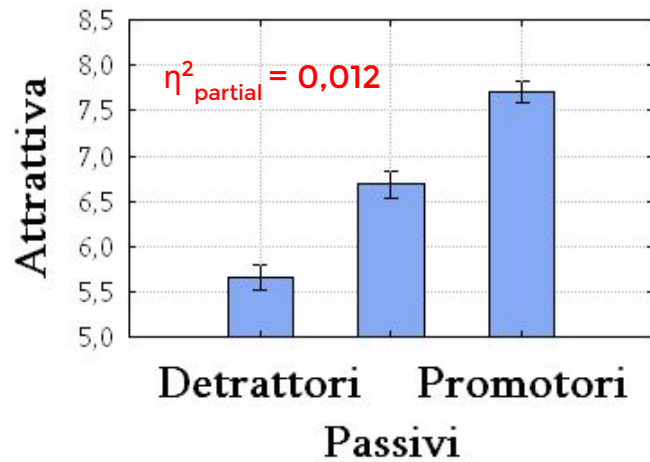
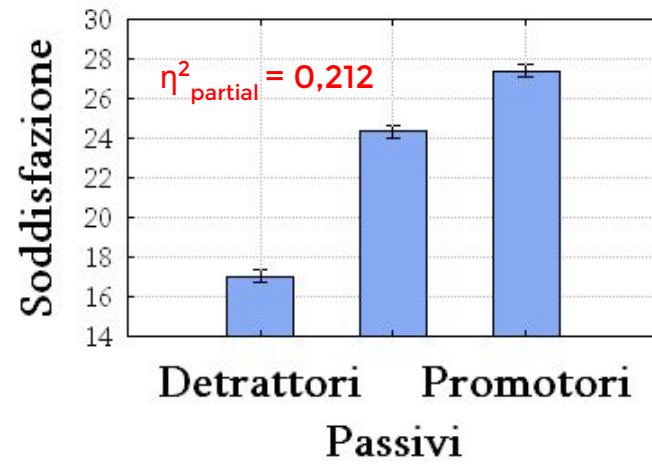
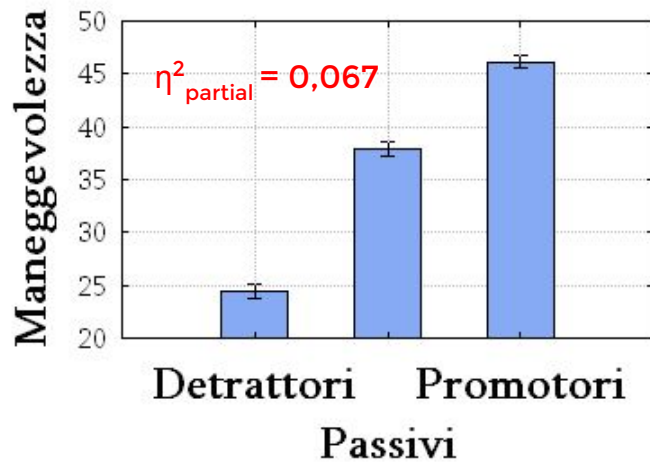
- N=1946 (♂ = 1135 ♀ = 811)
- Età $\mu=48,12$ ($\sigma=13,64$)
- 95% aveva già visitato il sito
- 44% solo con PC



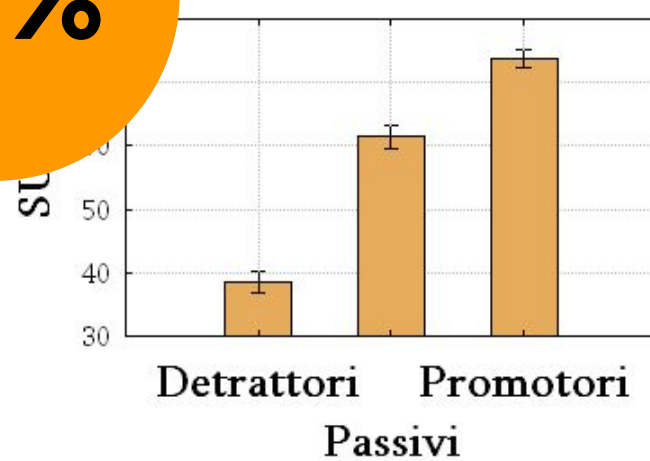
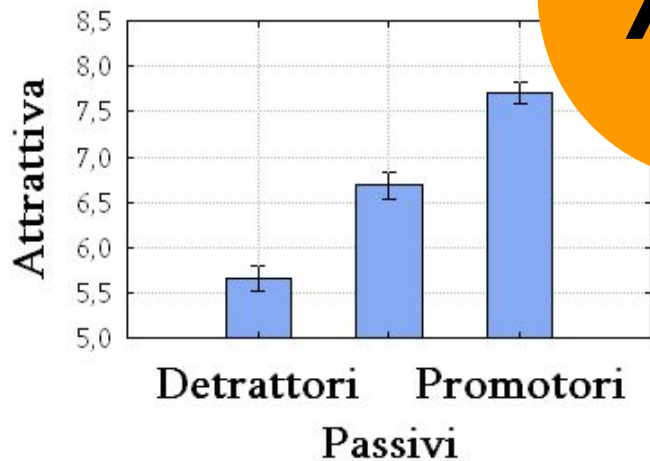
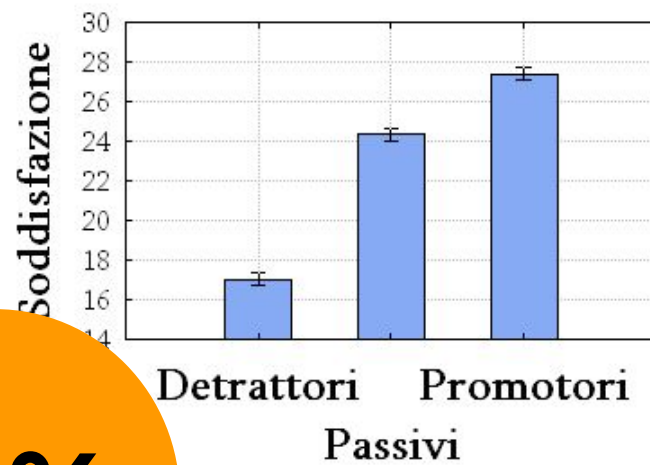
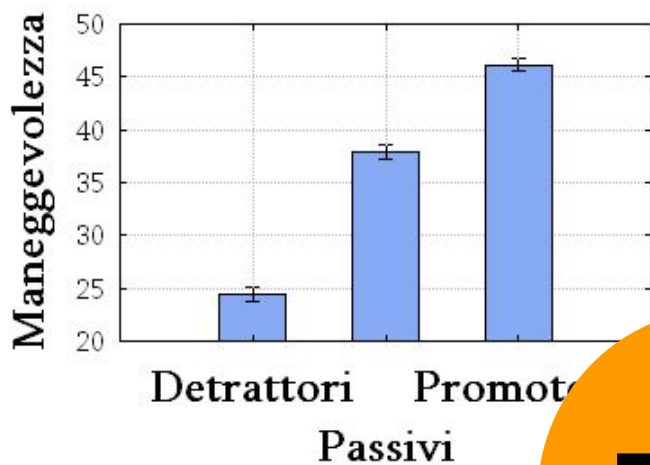
RISULTATI



RISULTATI

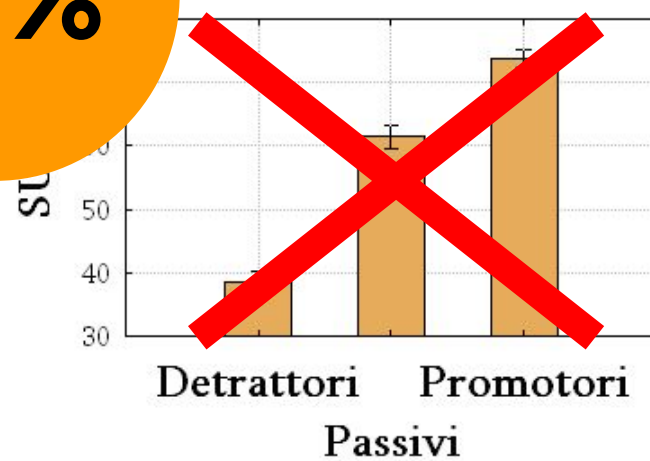
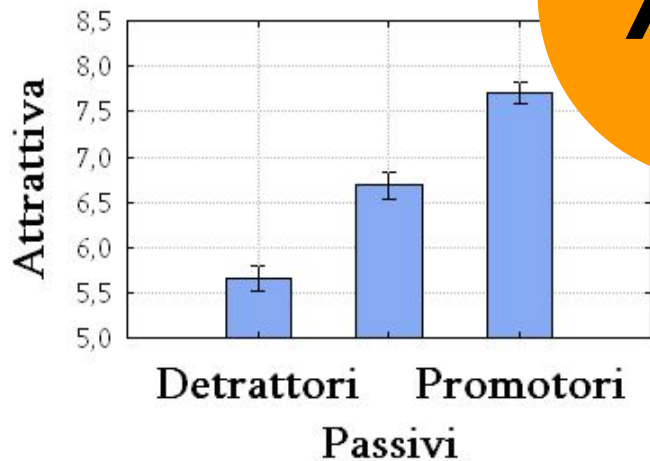
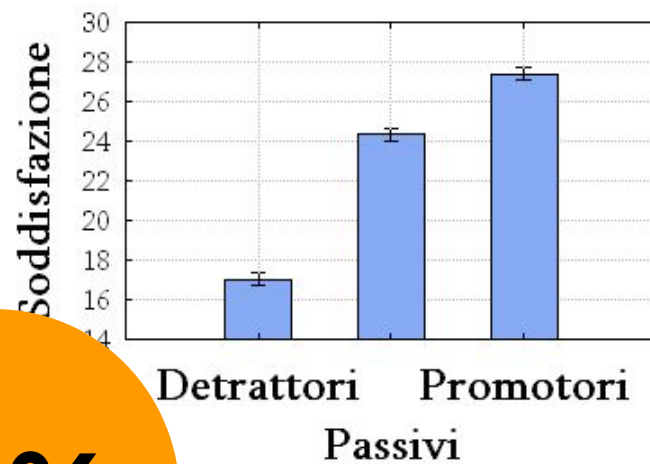
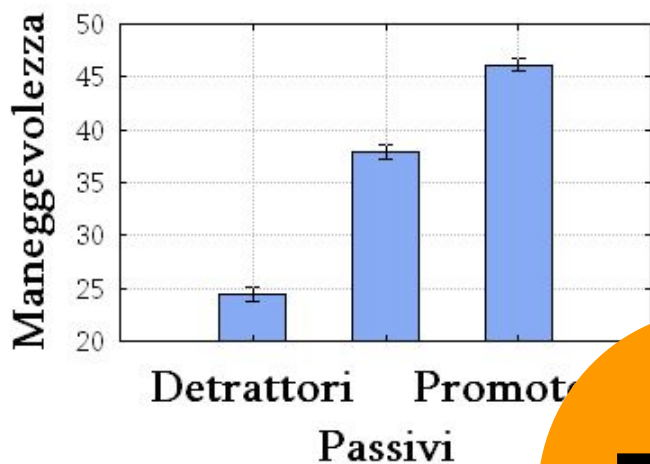


RISULTATI



71%

RISULTATI

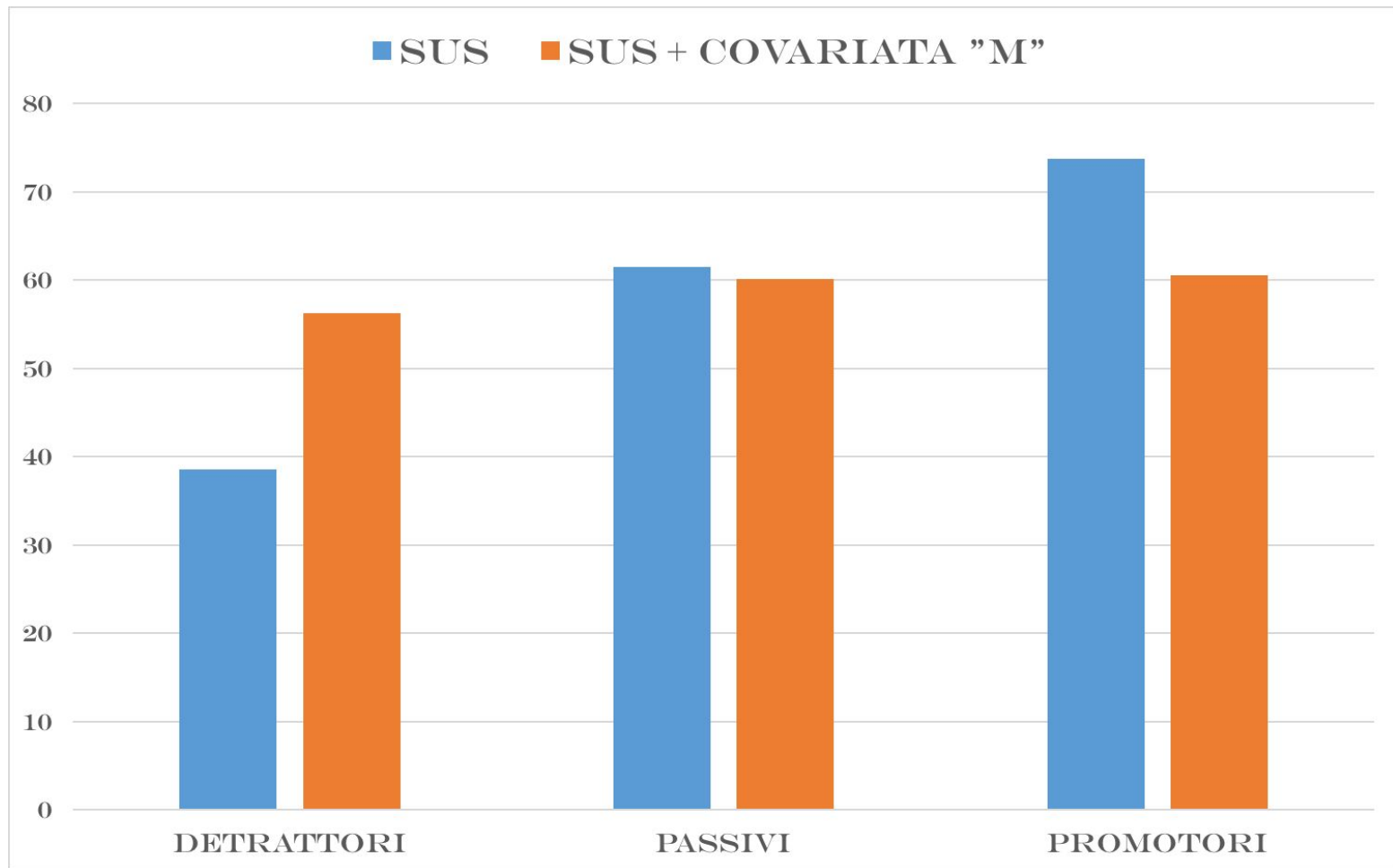


71%

S

- Questo sito ha **deluso le mie aspettative**
- Questo sito è **tanto bello quanto inutile**
- Questo sito è **inutile con la parvenza di essere utile**
- I **contenuti** di questo sito sono **aggiornati**
- Sono riuscito ad **ottenere le informazioni/servizi** che cercavo
- Esplorare questo sito è stata **una perdita di tempo**

RISULTATI



“

*Otterrete più passaparola
dal rendere felici le persone
che da qualunque altra
cosa possiate fare.*

Andy Sernovitz