

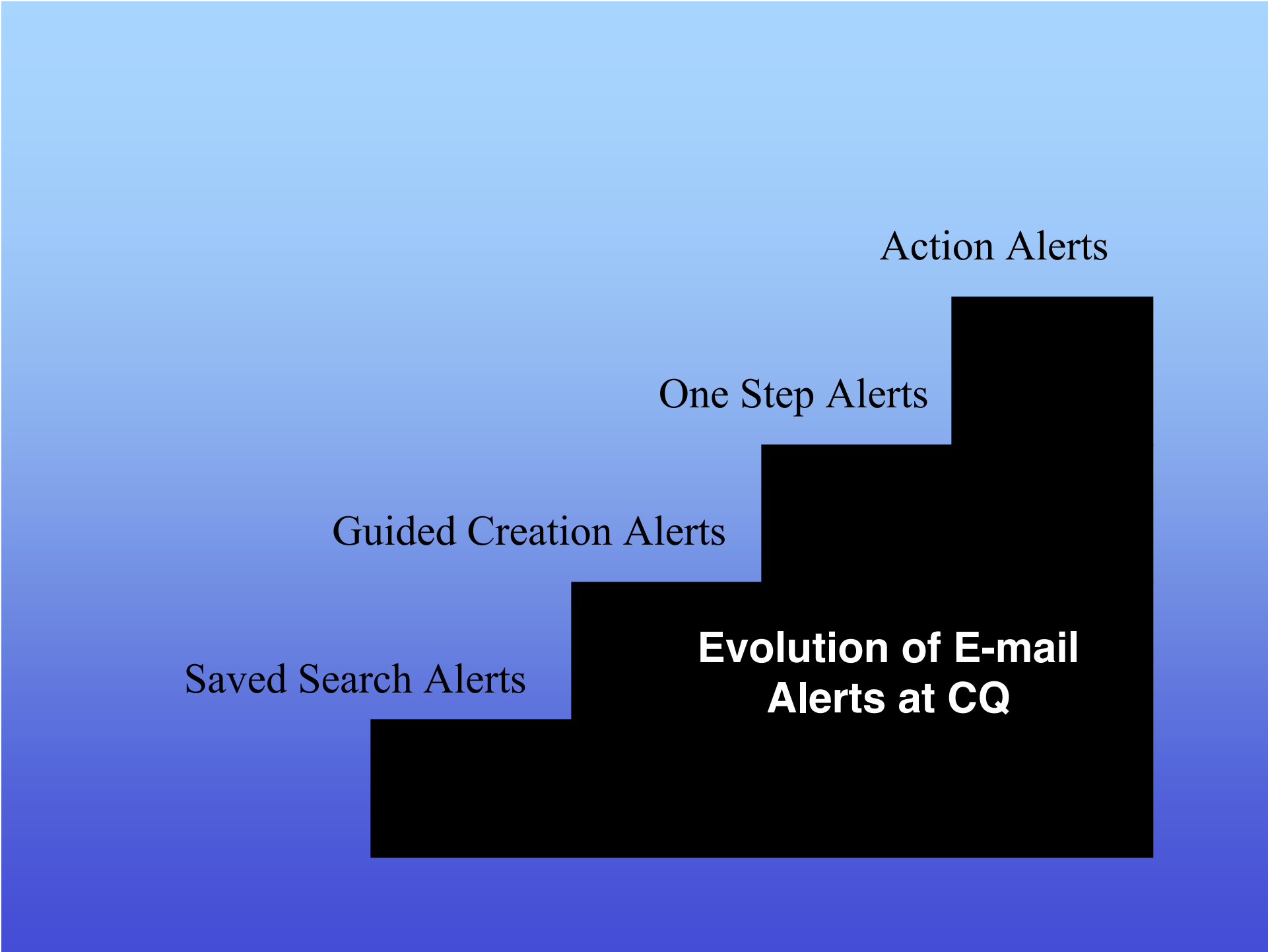
Action Alerts

One Step Alerts

Guided Creation Alerts

Saved Search Alerts

Evolution of E-mail Alerts at CQ





Search Issues

Usability Problems With E-mail Alerts

Search Issues

1. Invalid search syntax
 - Stemming, truncating, case sensitivity, punctuation, phrase recognition
 - Users try to apply rules that worked in another search environment
2. Precision and recall
 - Getting every hit that is relevant
 - Getting only what is relevant
 - Readers have a hard time constructing queries

Spam Issues

2. Continued: using precision and recall to reduce spam
3. Controlling delivery times
 - Real time deliveries versus timed deliveries
 - Allowing users to combine deliveries

Interface Issues

4. Alert creation

- Problems with saved creation
- Problems with guided creation

5. Alert management

- How does a user change an alert once it has been created?

The differences between Web browsing platforms are like those between Indian and African elephants and not like the differences between crabs and eagles.

In contrast, e-mail newsletters have to contend with platform diversity that is much more like the biodiversity of the Cretaceous Period (before the comet hit).

From: *E-mail Newsletter Usability*,
Amy Stover and Jakob Nielsen, Oct. 2002

E-mail Client Issues

6. Usable display of content in e-mail
 - At-a-glance access to pertinent information
 - Plain text vs. HTML display
 - Printability of e-mails

7. Controlling display across multiple platforms
 - Lotus Notes issues
 - Blackberry issues
 - Firewall issues