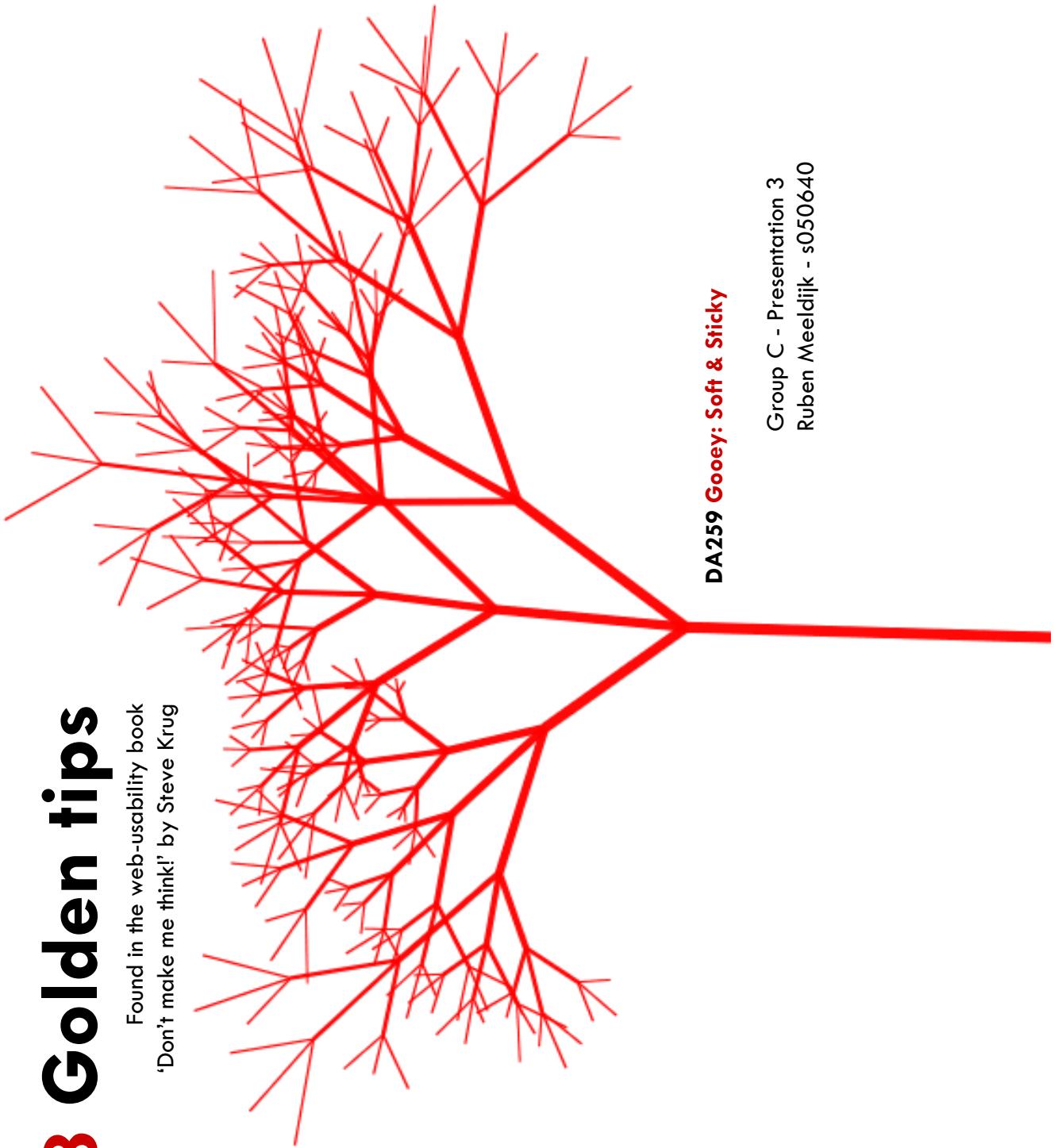


# 3 Golden tips

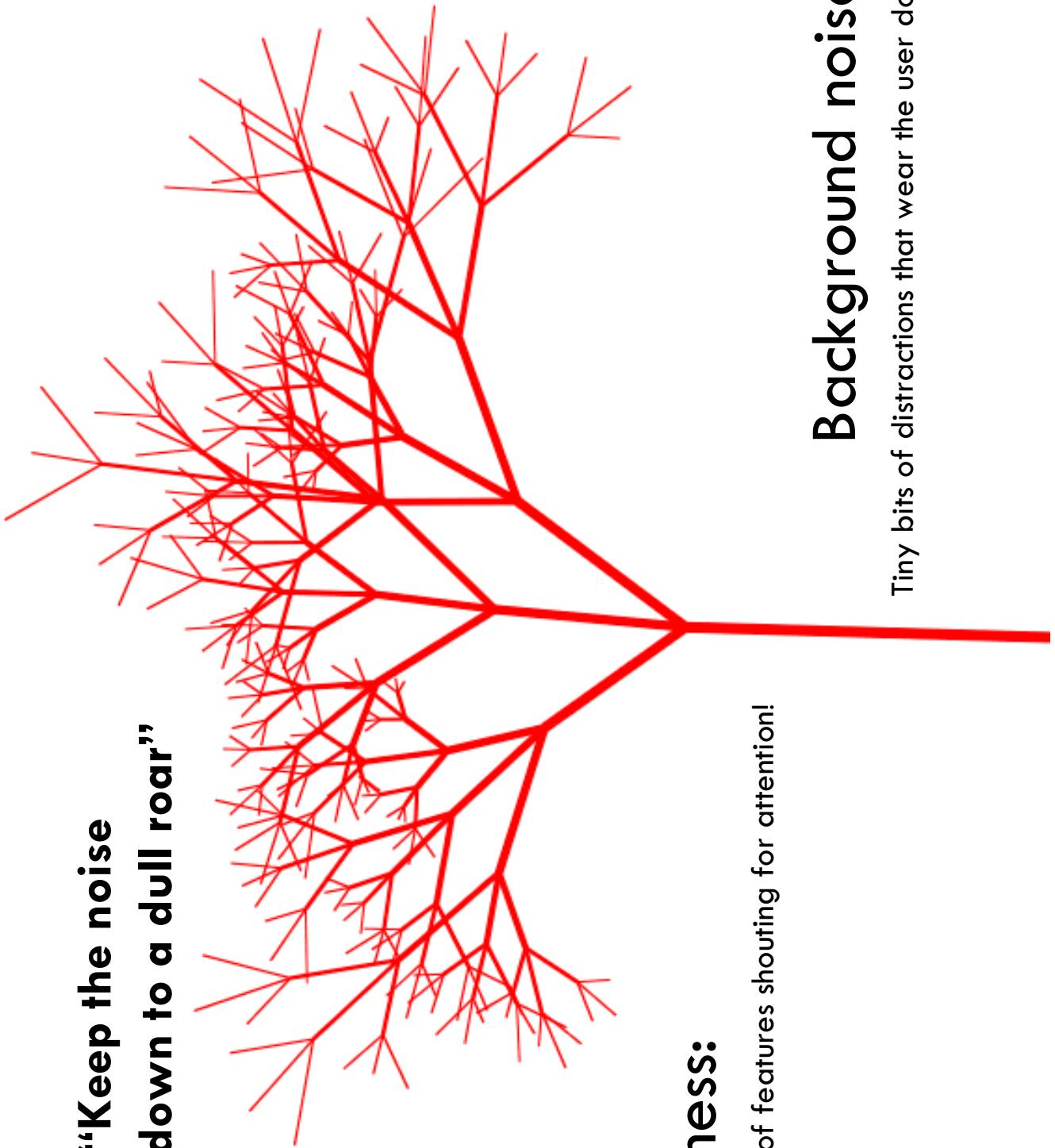
Found in the web-usability book  
'Don't make me think!' by Steve Krug



**DA259 Gooey: Soft & Sticky**

Group C - Presentation 3  
Ruben Meeldijk - s050640

**1** “Keep the noise  
down to a dull roar”



## Busyness:

A lot of features shouting for attention!

## Background noise:

Tiny bits of distractions that wear the user down

# Example 1.1

Good example

<http://www.freezinghardware.nl>

The screenshot shows a Mozilla Firefox browser window displaying the website [freezinghardware.nl](http://www.freezinghardware.nl). The main content area shows a product page for the "AC Ryan AluBox Duo 3.5 SATA naar USB / LAN". The product image is a black aluminum case with two 3.5-inch drive bays. A yellow circular badge in the top right corner indicates a price of € 69,90. Below the image, there is a brief description and a link to "Meer informatie...". To the left of the main product image, there is a sidebar titled "Categories:" with a list of computer hardware categories. To the right of the main product image, there is a section titled "Product highlights:" featuring other products like the "Lian Li PC-TB Plus - zwart (Blue LED Edition)" and the "Innoveck PCPS 1164 12V pump". The bottom of the page has a navigation bar with links like "home", "winkelwagen", "informatie / help", "Zoeken...", and "Drie

## Example 1.2

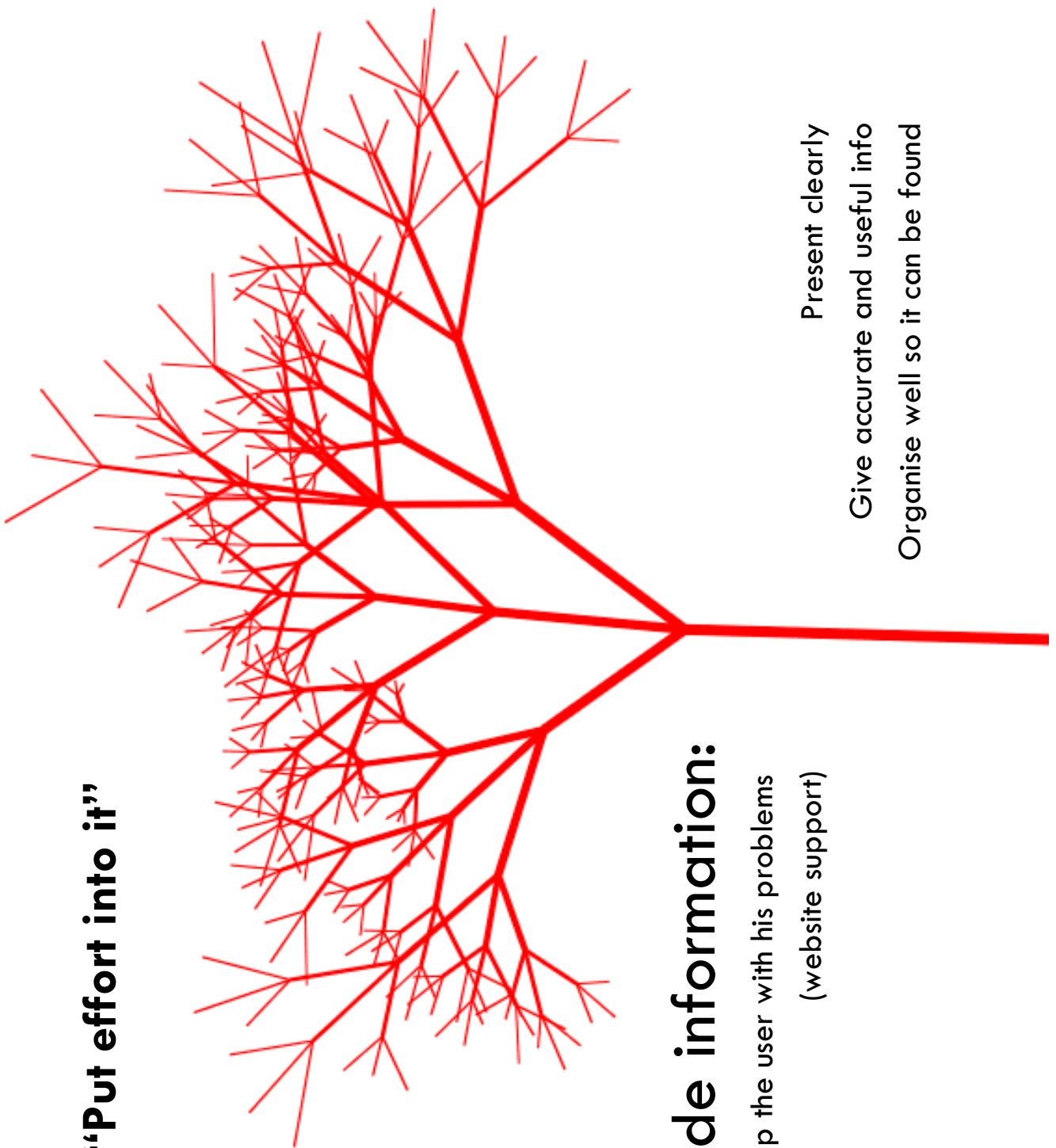
Bad example

<http://www.wehkamp.nl>

The screenshot shows the homepage of Wehkamp.nl. At the top, there's a navigation bar with links for 'Winkel en diensten', 'Aantal artikelen: 0', 'Totaalprijs: € 0,00', 'WANDELKARTESSIE', and 'OPRIJMING'. Below this is a banner for 'WINTELAND' with a 'PRINTEN | E-mailen' button. A promotional offer for 'HET INLOGGEN IS VERNIUWD!' is displayed, featuring a car and a 'KLIK HIER' button. To the right, there's a 'DINSAGS-BUD-IDEEËN' section with a 'BUD-IDEEËN' button. The main content area features a large image of Santa Claus with the text 'De schatkamer van Sinterklaas verrassend veel cadeau-ideeën'. Below this are several product cards: 'Party Shoes! Maak je feestoutfit compleet' (with a red boot image), 'Dyanne Basses Party shoes Dubbelzijdig 35/39,95', 'Jan Smit collectie Tip voor Sint: LEGO', 'Ferd uitwisselcollectie', 'Esprit nieuw collectie', 'Tip van Sint: LEGO', and 'Nieuwe collectie van Esprit'. On the left, there's a sidebar with sections like 'MAILVOERDELI', 'SPECIALE SHOPS', 'FESTIEDEEN...', 'MODE VOOR HAAR', 'KINDERMODA', 'WONEN & SLAPEN', 'BEELD & GEULID', 'COMPUTERS & TELECOM', 'DVD, BOEKEN & GAMES', and 'HUISHOUDAPPARATUUR'. At the bottom, there's a 'Read www.wehkamp.nl' link.

**2**

## “Put effort into it”



## Provide information:

To help the user with his problems  
(website support)

Present clearly  
Give accurate and useful info  
Organise well so it can be found

## Example 2.1

Good example

<http://support.sony-europe.nl>

The screenshot shows a web browser window for Mozilla Firefox displaying the Sony Europe website. The URL in the address bar is <http://support.sony-europe.com/digital/digital/cyber.aspx?l=nl&R=nl-DSC-W50>. The page title is "Sony Digital Camera Ondersteuning".

The main content area features a large image of a Cyber-shot DSC-W50 camera. Below the camera, there is a "Selecteer Model" dropdown menu set to "DSC-W50". To the left of the camera image, there is a "Cyber-shot" heading and a "DSC-W50" sub-heading.

On the right side of the page, there are two tabs: "Algemeen" (selected) and "Gebruiksaanwijzingen". Under "Algemeen", there is a list of links including "Laatste nieuws", "Ondersteuning voor Microsoft Windows Vista/7", "Downloads", "Memory Stick download", "Software & Update", and "FAQ's en Kennisdatabanken".

Under "Gebruiksaanwijzingen", there is a list of links including "DSC-W50", "Schermtoetsen", "Memory Stick", "Waarom zijn er geen download beschikbaar voor mijn model / besturingssysteem?", "Problemen met oplading opladen", "Andere", "Hets en tips", "Registreer nu!", "Contact", and "Memory Stick productcompatibiliteit".

At the bottom of the page, there is a "Uw mening" section with a text input field and a "Verstuur" button. The footer contains links for "About Sony", "Contact", "Press Centre", "Site map", "Careers", "Glossary", "SONY", "INNOVATION", "SONY", "Sony Ericsson", "Sony", "Sony PlayStation", "Sony Connect", and "Sony Card". The URL at the bottom of the page is <http://support.sony-europe.com/metricid/Downloads/Downloads.aspx?l=nl&R=nl-DSC-W50>.

## Example 2.2

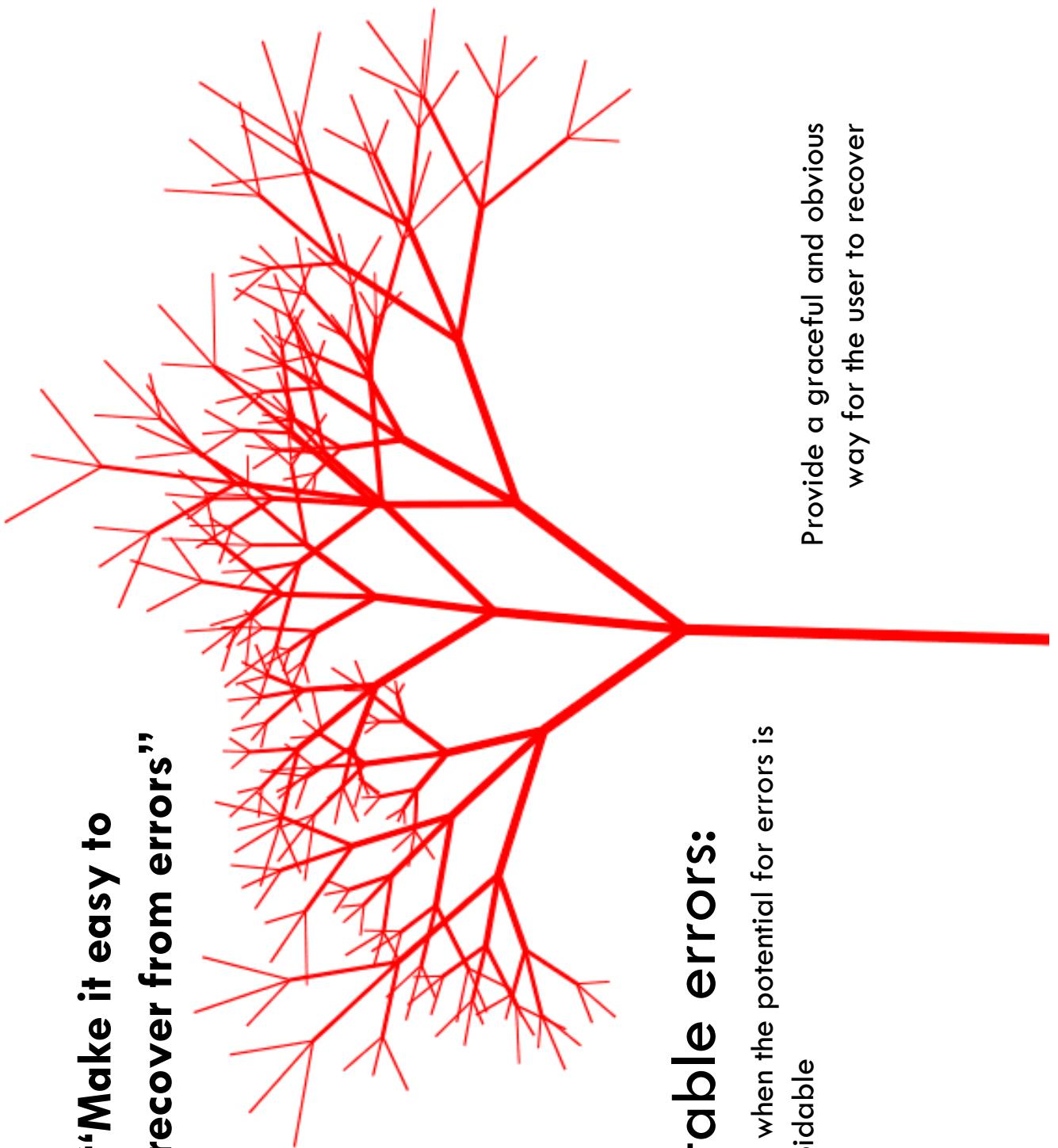
Bad example

<http://www.davilexbusiness.nl>

The screenshot shows the homepage of the Davilex website. At the top, there's a banner with the text "Geniaal in Gemak". Below it, a main menu includes "PRODUTEN", "ONDERSTEUNING", "DIENSTEN", "TRAININGEN", "SHOP", and "PARTNERS". A prominent banner on the left says "Ik ben ondernemer, geen boekhouder, daarom gebruik ik Davilex!" with three bullet points: "Boekhouden, factureren, relaties, orders en voorraad beheren", "Zeer gebruiksvriendelijke software gemaakt om snel te leren", and "Klaar voor de toekomst". To the right of this is a "Voorwaarden" section. Further down, there are sections for "Gebruikersportaal", "Snelkoppelingen", and "Nieuwe Bezoekers". On the far right, there's a sidebar with "Directe Computerstaal" and "Heeft u vragen?". The footer contains a copyright notice: "© 2007 Davilex. Alle rechten voorbehouden." and a link to "http://www.davilexbusiness.nl/productdemos/productdemos.asp".

**3**

### **“Make it easy to recover from errors”**



### **Inevitable errors:**

Occur when the potential for errors is  
unavoidable

Provide a graceful and obvious  
way for the user to recover

## Example 3.1

Good example

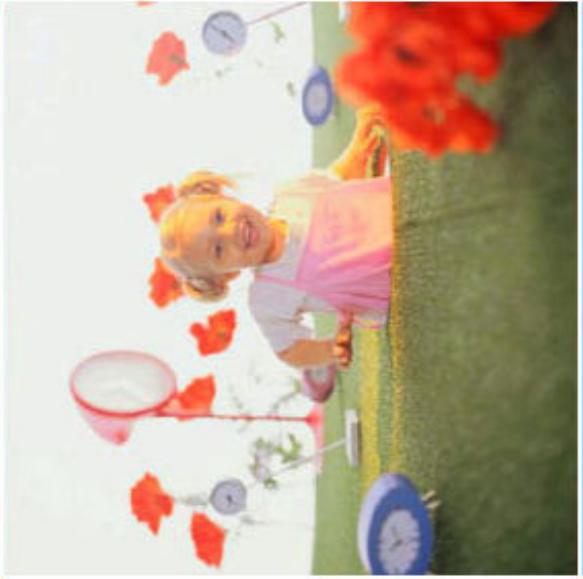
<http://www.ikea-usa.com>

### error message

Sorry, an error has occurred. Please click  
on the link below to return to the home  
page.

Sorry, that address doesn't exist on www.ikea-usa.com  
Please check the spelling and try again.

> Back to IKEA home



## Example 3.2

Bad example

<http://www.nonplusultra.nl>

orderproject - Nonplusultra.nl - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.nonplusultra.nl/ordertraject/get/

Nonplusultra.nl is onderdeel van  
**Mailorder Solutions**

Home | Contact | Informatie | Inschrijven Nieuwsbrief | B2B | Affiliate | Pers Aanvraag

**Stap 1**  
uw gegevens

**Stap 2**  
overzicht bestelling

**Stap 3**  
bestellen

**NONPLUSULTRA.NL**  
design, gifts & gadgets

**uw winkelwagen**

Artikel	Aantal	Prijs
	1	€ 32,00
Verzendkosten: € 4,50		
<b>Total:</b> € 36,50		

Anneke\*  
Voorletters: \*  
Tussenvoegsel:  
Achternaam: \*

Straat: \*  
Huisnr: \* / toevoeging  
Postcode: \*  
Woonplaats: \*  
Land: \*  
Emailadres: \*  
Telefoon: \*  
Geboortedatum:  
Nieuwsbrief:  
 Ander adres? [Klik hier](#)

(Voor uw postcode als volgt in: 22344B)

(ddrmmmyy)

Ja, ik wil 2 x per maand de nieuwsbrief ontvangen.

Ja, ik wil voor € 1,- een leuke kaart toesturen aan mijn bestelling? [Klik hier](#)

7 dagen zichttermijn

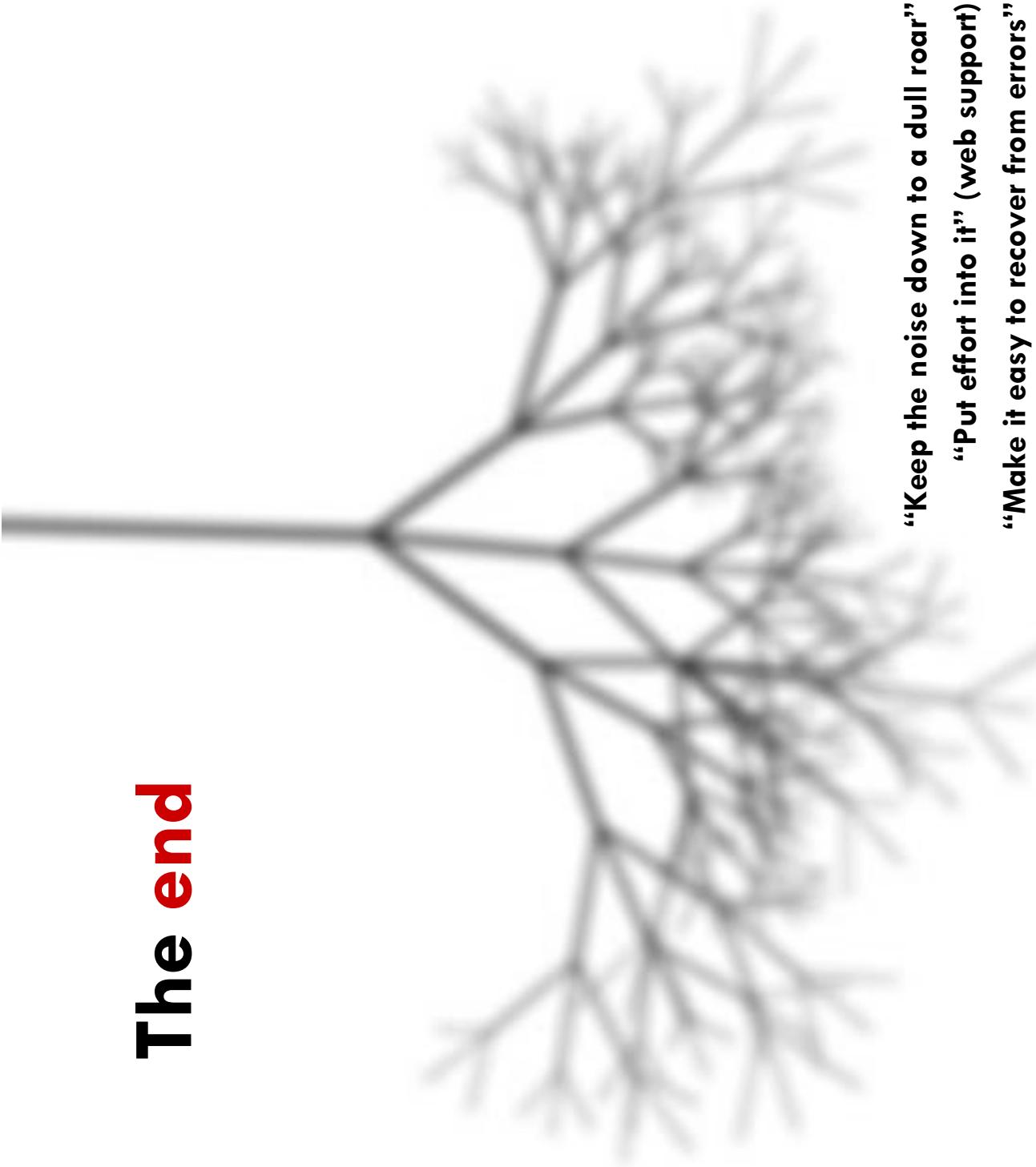
**verder**

besteller doet u met: 

Expeditie: Mailorder Solutions | voorwaarden | privacy statement | sitemap

Transferring data from tools-searchresult.n...

# The end



“Keep the noise down to a dull roar”  
“Put effort into it” (web support)  
“Make it easy to recover from errors”