Intro

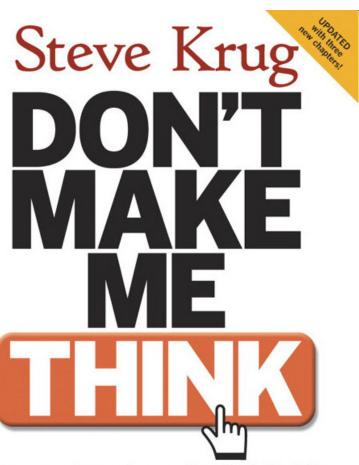
Gooey Soft&Sticky

DG217

16 | 09 | '08

Sippe Duisters Maarten Geraets Josje Wijnen

Intro



Don't Make me Think

A Common Sense Approach to Web Usability

A Common Sense Approach to Web Usability

SECOND EDITION

Contents

Guiding Principles

Don't make me think

How we use the web

Design for 'scanning'

Mindless choices

Omit words

Things you need to get right

Navigation

Home page

Making sure you got them right

Avoid arguing about usability

Usability testing

Larger Concerns and outside influences

Usability

Accessibility etc.

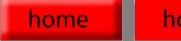
Principles

Principle₁

Don't make users think

'get rid of question marks of users'

Make things obviously clickable





home

Use obvious names
e.g. 'Jobs'
'Employment Opportunities'
'Job-o-Rama'

Principle₁

Don't make users think

'get rid of question marks of users'

We scan pages (hurry/are used to), satisfy ourselves by choices (no real penalty/fun), we muddle through (not important how/stick to)

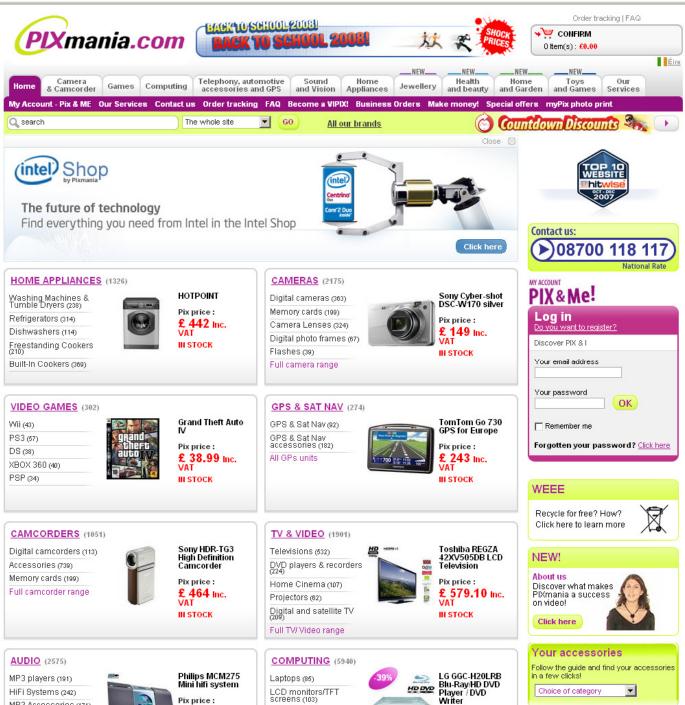
MP3 Accessories (171)

MP3 player cases (223)

£ 89.90 Inc.

Storage (646)

£ 139



http://www.weatheronline.nl/

XML-Service



Onder-24°C

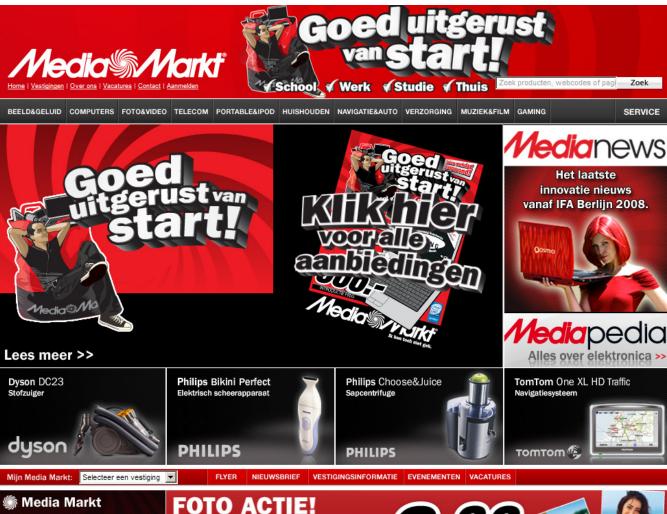
Principle2

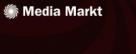
Create a clear visual hierarchy

'design for scanning, not reading'

More important? more prominent, show what is part of what (visually), create clearly defined areas, make obvious what's clickable and keep the noise down







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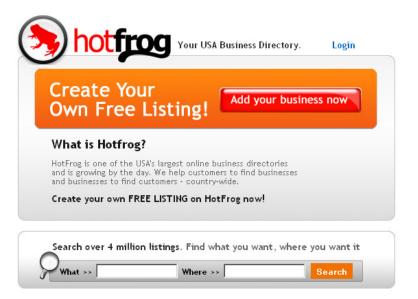
Principle3

Omit needless words

'get rid of half the words on each page'

Almost no-one is going to read them
Makes other more prominent and pages shorter

Removing half of the words by e.g. avoid 'happy talk', avoid instructions



What's hot

Accommodation Appliances Automobile Automobile Repair Automobile Repair & Service Beauty Salon Beauty Services

Builder Builder Developer Building Construction Building Contractors Church Clubs Computers

Construction Eating Places Education And Training Electronics Elementary And Secondary Schools

Estate Brokers Estates Family Housing Financial Services Food Full-Service Restaurants Furniture

General Contractor Gifts Homes Hotel Housing Housing Construction Insurance Mortgages

Offices Printers Real Estate Real Estate Broker Real Estate Brokers And Agents Religious Organizations

Religious Services Religious Services & Organizations Residentials Restaurant Salons School Secondary School Single Family Housing Construction Software Stores

Check out the latest companies listed

- 1. Omega Ranch of Florida 09/07/2008(Updated)
- 2. B.B.'s Best DJ Service 09/07/2008(Updated)
- 3. Acreage4sale in Central Florida 09/07/2008(Updated)
- Wedding and Event Videography Chicago-|HD Wedding Video Chicago HD Chicago H 09/07/2008(Updated)
- 5. ACTION AUTOMOTIVE 09/07/2008(Inserted)
- 6. Magic and Psychics 09/07/2008(Inserted)
- 7. Magic and Psychics 09/07/2008(Inserted)
- 8. Candy Company Wholesale 09/07/2008(Updated)
- 9. Capital Tool Industries 09/07/2008(Inserted)
- 10. Janitorial Services Irvine 09/07/2008(Updated)

More Companies >>

Here's some product news from our listings

- 1. Capital Tool Industries-Gear Hobs 09/07/2008
- 2. Women In Leadership Symposium 09/06/2008
- 3. Purchasing and Recycling of Scrap Metals Nationwide $\,09/06/2008\,$
- (hlroatherine@hotmail.com)Offering Best Oil Purifier Machine For Waste/ Used Turbine Oil 09/06/2008
- 5. Gucci babouska medium boston bag white 09/06/2008
- 6. Louis Vuitton Monogram Joke canvas Mancrazy 09/06/2008
- 7. (hlroatherine@hotmail.com)Offering Best Oil Purification System For Waste/ Used Car Engine Oil 09/05/2008
- 8. Co-Packing Service 09/05/2008
- 9. Horses Camp at Winn Creek RV Park Near Favetteville, AR 09/05/2008
- 10. Repair Your Carrier Air Conditioner in San Diego Save Money 09/05/2008

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