

Intro

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DG217

16 | 09 | '08
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Intro



Don't Make me Think
Steve Krug

A Common Sense Approach
to Web Usability

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)



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XML-Service

Extra drukke ochtendspits door Verkeer: Zondag en maandag zijn wisselvallig. Maar daarna gaat de wisselvalligheid afnemen. Maandagochtend kan de totale...

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



TOP NEWS STORY

Caribbean lashed by Hurricane Ike

Hurricane Ike brings driving winds and rain to the Caribbean islands of Turks and Caicos, as the storm steams towards the Bahamas.

Watch / Listen to BBC News

News

Edit



US lenders 'face state takeover'

Canadian PM calls snap election

Shun meat, says UN climate chief

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- Kandahar rocked by suicide blasts
- Angolan MPLA set for big poll win
- Anger over 'Ramadan' trial delay

» UK

+ -

- Flood fears ease as rains lighten
- Data on 5,000 justice staff lost
- Nationwide in talks over mergers

US Elections 2008

Edit

Countdown to the election: 57 days



US rivals to make 9/11 appearance

US campaign reaches final phase

US election at-a-glance: 5 Sept

» BLOG: JUSTIN WEBB'S AMERICA

Here's the reaction from the heartland. And this from the unconvinced. I have to say, from my vantage point next to the DC delegation, my overall impression was that the audience in the hall were disappointed. The whisper uttered by...

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VIDEO REPORTS

Palin gets official nomination

Sport

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Hamilton fights back to Spa win

Capello angry with Cole & Rooney

Murray hoping to finish off Nadal

» FOOTBALL

+ -

- Capello angry with Cole & Rooney
- Zola & Donadoni impress West Ham
- Man Utd dismiss Ronaldo City link

TV

BBC World News

BBC America

BBC Prime

BBC Canada

BBC Kids (Canada)

BBC Food

BBC Arabic

BBC Entertainment

Animal Planet

People+Arts

UKTV Australia

BBC Knowledge

BBC Lifestyle

Children

Edit

Weather

Edit

London

Five-day forecast

Sunday



Heavy Showers
Max: 19°C
Min: 12°C

Monday



Sunny Intervals
Max: 20°C
Min: 10°C

Tuesday



Heavy Rain
Max: 21°C
Min: 13°C

Radio

World Service

ON WORLD SERVICE NOW

14:30 **Culture Shock**

The latest cultural trends from around the world.

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ON NEXT

15:00 **BBC News**

» LISTEN AGAIN

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Algemene voorwaarden
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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



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5. ACTION AUTOMOTIVE 09/07/2008(Inserted)
6. Magio and Psychios 09/07/2008(Inserted)
7. Magio and Psychios 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)

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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
4. (hlrcatherine@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. (hlrcatherine@hotmail.com)Offering Best Oil Purification System For Waste/ Used Car Engine Oil 09/05/2008
8. Co-Packing Service 09/05/2008
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ISSN: 0025-7974
Online ISSN: 1536-5964
Frequency: Six issues per year

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