

Gooney: Soft and Sticky

Don't make me THINK

A common sense approach to
web usability, second edition

Steve Krug

Maarten Woudstra

Anna Broers

Sarika van Wijgerden

Mats Goemans

Introduction

- Book sets general guidelines
(Chapter 1 - 5)
- How to do it right
(Chapter 6 and 7)
- Is it really right?
(Chapter 8 and 9)
- Concerns and outside influences
(Chapter 10 - 12)

Don't make me think!

Krug's First Law of Usability

- What makes us think?
 - Obscure names
 - Plain text buttons/links
- Why is that bad?
 - Cognitive workload
 - Puzzle
 - Trust

Gooley: Soft and Sticky
Don't make me think

How we really use the Web Facts of Life

1. No reading, we scan
2. A halfway-decent match
3. We muddle

Gooley: Soft and Sticky
Don't make me think

Bill board design 101

Designed to scan

- Create clear visual (hierarchy)
- Take advantage of conventions
- Ssssssssssssssssssssst

Gooley: Soft and Sticky
Don't make me think

Animal, Vegetable, mineral Mindless Choices

2nd Law

Users don't care as long as each click is a mindless, unambiguous choice

- Wide versus deep hierarchy
- Understand categories

Gooley: Soft and Sticky
Don't make me think

Omit needless words

Art of not writing for the web

Gooley: Soft and Sticky
Don't make me think

Street signs & Breadcrumbs Web navigation

A thick, solid green horizontal bar with rounded ends, positioned below the title.

Gooley: Soft and Sticky
Don't make me think


The Home page is beyond your control

Designing the home page


Gooney: Soft and Sticky
Don't make me think

The farmer and the cowman


Gooley: Soft and Stickey
Don't make me think




Gooley: Soft and Sticky
Don't make me think



Gooley: Soft and Sticky
Don't make me think



Gooley: Soft and Stickey
Don't make me think



Gooley: Soft and Stickey
Don't make me think