

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

- Last week 1 to 5
- This week chapter 6
 - “Street Signs & Breadcrumbs”, page 50 - 93

Street Signs & Breadcrumbs Web

navigation

- Golden Tip #1
 - While browsing the web;
 - No sense of scale
 - No sense of direction
 - No sense of location
- Good Navigation

Gooley: Soft and Sticky
Don't make me think

Street Signs & Breadcrumbs

- Like in real life, navigation
 - Gives us something to hold on
 - Tells us what's here
 - Tells us how to use the site
 - Gives us confidence in the people who build it
- Good navigation necessary in a good site!

Gooley: Soft and Sticky
Don't make me think

Street Signs & Breadcrumbs

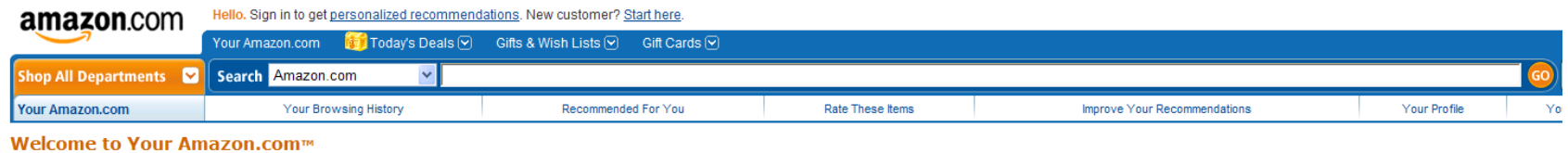


Gooley: Soft and Stickey
Don't make me think

Street Signs & Breadcrumbs

- Golden Tip #2
- Good Search method on the site
 - Don't use fancy wording
 - Don't give unnecessary instructions

Street Signs & Breadcrumbs



Wat zoekt u? (bijv. Opel of Oppas) [Uitgebreid zoeken](#)

Gooley: Soft and Sticky
Don't make me think

Street Signs & Breadcrumbs

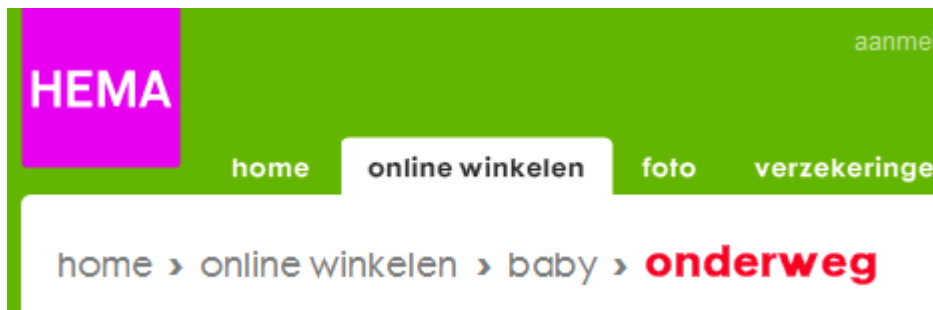
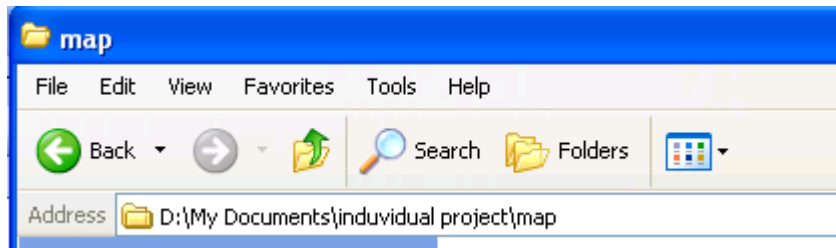
- Golden Tip #3
- Breadcrumbs
 - They show where you are
 - They show how you got there

Gooley: Soft and Sticky
Don't make me think

Street Signs & Breadcrumbs

- Good breadcrumbs
 - Are on top of page
 - Have a “>” between the levels
 - Use tiny type (like an accessory)
 - Use the words “you are here”
 - Have the last item Boldfaces
 - Should not be used instead of a page name

Street Signs & Breadcrumbs



Gooley: Soft and Sticky
Don't make me think