

Gooney: Soft and Sticky

Don't make me THINK

A common sense approach to
web usability, second edition

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The myth of the average user

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Don't make me think

The myth of the average user

There is no average user



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The myth of the average user

There is no average user

All users are unique

The myth of the average user

There is no average user

All users are unique

There are no simple “right” answers for the most Web design questions.

Testing one, two, three

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

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Testing one, two, three

- If you want a great site, you have got to test.

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- Testing one user is better than testing none

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- Testing one user early is better than testing 50 near the end.

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Testing one, two, three

- If you want a great site, you have got to test.
- Testing one user is better than testing none.
- Testing one user early is better than testing 50 near the end.
- The importance of recruiting representative users is overrated
- The point of testing is not to prove or disprove something. It is to inform your judgment.

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Testing one, two, three

- Testing is an iterative process.

Testing one, two, three

- Testing is an iterative process.
- Nothing beats a live audience reaction.

Things that diminish goodwill

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Things that diminish goodwill

- Hide information that I want.

Hidden information

KIESKEURIG voor en door consumenten



geheugenkaarten
[productvergelijk](#)
[prijsvergelijk](#)
[meest populair](#)
[nieuw toegevoegd](#)
[nieuwe reviews](#)
[info geheugenkaarten](#)

1 wat zoekt u?

☒ winkel(prijzen)
☐ productinfo
☐ reviews

2 in welke categorie?

3 zoekwoord(en)?

[home](#) / [geheugenkaart](#) / [sandisk](#) / [sandisk microsd \(2 gb\)](#)

informatie **reviews** **prijzen**

Sandisk MicroSD (2 GB) - SDSDQ-2048

Winkels vergelijken	beoordeling	prijs	prijs+porto
 sandisk micro sd card 2 gb Standaard 2 jaar garantie op alle artikelen. Set bestaande uit SD adapter met micro SD geheugen		€10.99	€10.99
 Azerty		€8.41	€11.91

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Hidden information

computer & kantoor	elektronica & meten	Gereedschap	in en om het huis	Modelbouw	Modelspoor	Spaand & licht	telefoon & zenden	recreatie & actie	verbruiks materiaal
							Bestelwaarde		
1 stuk(s)		SANDISK MICRO SD CARD 2 GB				992794 - 89		10,99 EUR	 verwijderen
							Subtotaal	10,99 EUR	
							Verwijderingsbijdrage	0,00 EUR	
							Verzendkosten	6,95 EUR	
							Toeslag te lage bestelwaarde	8,00 EUR	
							Totaal	25,94 EUR	

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Things that diminish goodwill

- Hide information that I want.
- Push me for not doing things your way.

Things that diminish goodwill

- Hide information that I want.
- Push me for not doing things your way.
- Ask me for information you don't really need.

To much information

Adres

Land:*

Netherlands

Provincie/Staat:

Gelderland

Regio:

Tiel

Woonplaats:

Tiel

Postcode:

Adres, regel 1:

Adres, regel 2:

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Things that diminish goodwill

- Hide information that I want.
- Push me for not doing things your way.
- Ask me for information you don't really need.
- Shuck and jive me.

Things that diminish goodwill

- Hide information that I want.
- Push me for not doing things your way.
- Ask me for information you don't really need.
- Shuck and jive me.
- Put sizzle in my way.

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Sizzle in my way



Firefox heeft voorkomen dat deze website 6 pop-upvensters opende

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Don't make me think

Things that diminish goodwill

- Hide information that I want.
- Push me for not doing things your way.
- Ask me for information you don't really need.
- Shuck and jive me.
- Put sizzle in my way.
- Your site looks amateurish

Amateurish Site



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Things that increase goodwill

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Things that increase goodwill

- Know the main things that people want to do on your site and make them obvious and easy.

The main thing

The screenshot shows the CheapTickets website's main search interface. At the top, there is a navigation bar with buttons for Home, Vacation Packages, Hotels, Cars & Rail, Cruises, Flights, and Events & More. Below this, a purple banner reads "Welcome to CheapTickets. Since 1986." and includes a "My Trips" link. The main search area is divided into two columns. The left column contains radio buttons for "Flight" (selected), "Hotel", "Car", "Event Tickets", and "Cruises". The right column contains radio buttons for "Flight + Hotel", "Flight + Car", "Hotel + Car", and "Flight + Hotel + Car". To the right of these options is a "Summer Sale" banner that says "SAVE \$50 INSTANTLY" with a "Get Details >>" link. Below the options are two columns of input fields: "From" and "To" (both labeled "City name or airport"), "Leave" and "Return" (both labeled "mm/dd/yy"), and "Travelers" (labeled "Children or seniors?"). The "Travelers" section shows "Adult (18-64)" and a dropdown menu set to "1". At the bottom left, there is a "Flight preference" section with a checkbox for "I prefer non-stop flights". On the bottom right, there are two buttons: "Search Flights" and "Search Flight + Hotel". At the very bottom, there are links for "Expand search options (Multi-city, preferred airlines, etc.)", "One-way", and "Flexible dates".

Home Vacation Packages Hotels Cars & Rail Cruises Flights Events & More

Welcome to CheapTickets. Since 1986. [My Trips](#)

☒ Flight ☐ Flight + Hotel **Summer Sale**
☐ Hotel ☐ Flight + Car **SAVE \$50**
☐ Car ☐ Hotel + Car **INSTANTLY**
☐ Event Tickets ☐ Flight + Hotel + Car [Get Details >>](#)
☐ Cruises

From City name or [airport](#) **To** City name or [airport](#)

Leave **Return**
mm/dd/yy mm/dd/yy

Anytime ▾ Anytime ▾

Travelers ([Children or seniors?](#))
Adult
(18-64)
1 ▾

Flight preference
☐ I prefer non-stop flights

[Search Flights](#)
[Search Flight + Hotel](#)

[Expand search options](#) (Multi-city, preferred airlines, etc.)
[One-way](#) | [Flexible dates](#)


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Things that increase goodwill

- Know the main things that people want to do on your site and make them obvious and easy.
- Tell me what I want to know.

What I want to know

Vertrek 05:53 → Aankomst 07:24

 Tijd	Station / Halte	Spoor	Richting	Reisdetails
05:53	Tiel	3	Utrecht Centraal	Stoptrein
06:04	Geldermalsen	3a		
06:10	Geldermalsen	4b	Hertogenbosch ('s)	Stoptrein
06:26	Hertogenbosch ('s)	7		
06:56	Hertogenbosch ('s)	1c	Eindhoven	Stoptrein
07:24	Eindhoven	3		

→ Toon tussenstations

→ Voorzieningen op en rondom het station → Geef prijs van reis

→ Vertrektijden als u nu gaat reizen

 Printen

 Reisinformatie via SMS

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Things that increase goodwill

- Know the main things that people want to do on your site and make them obvious and easy.
- Tell me what I want to know.
- Save me steps wherever you can.

Things that increase goodwill

- Know the main things that people want to do on your site and make them obvious and easy.
- Tell me what I want to know.
- Save me steps wherever you can.
- Know what questions I am likely to have, and answer them.

Things that increase goodwill

- Provide me with creature comforts like printer-friendly pages.

Things that increase goodwill

- Provide me with creature comforts like printer-friendly pages.
- Make it easy to recover from errors.

Things that increase goodwill

- Provide me with creature comforts like printer-friendly pages.
- Make it easy to recover from errors.
- When in doubt, apologize.



sorry

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