Gooey: 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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There is no average user

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All users are unique

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All users are unique

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

Testing one, two, three

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Testing one, two, three

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

Testing one, two, three

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- Testing one user is better than testing none

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- 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

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Hidden information

Things that diminish goodwill

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

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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.

To much information

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.

Sizzle in my way

Firefox heeft voorkomen dat deze website 6 pop-upvensters opende

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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.
- 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

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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

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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.

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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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