Gooey: Soft and Sticky

Don't make me THINK

A common sense approach to web usability, second edition

Steve Krug

Maarten Woudstra

Anna Broers

Sarike van Wijgerden Mats Goemans

There is no average user



There is no average user

All users are unique

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

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- The point of testing is not to prove or disprove something. It is to inform your judgment.

 Gooey: Soft and Stickey Don't make me think

Testing is an iterative process.

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- Nothing beats a live audience reaction.

Things that diminish goodwill

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Hide information that I want.

Hidden information



Hidden information



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

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- 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



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- Hide information that I want.
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- 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

Things that diminish goodwill

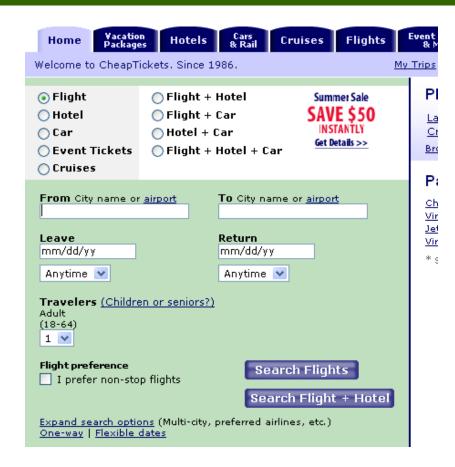
- Hide information that I want.
- Push me for not doing things your way.
- Ask me for information you don't really need.
- Shuck and jive me.
- Put sizzle in my way.
- Your site looks amateurish

Amateurish Site



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

The main thing



- 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



- 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 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.

 Provide me with creature comforts like printer-friendly pages.

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

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

Sorry