

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark, almost black tones. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered in the white space between these shapes.

# Digital Innovation Development for Entrepreneurs

# Online Design

Digital Innovation Development for  
Entrepreneurs

usability

# Objectives

- ▶ To understand how users use web sites
- ▶ To understand how to design with this in mind
- ▶ To be familiar with the basics of web usability
- ▶ To know how users will use a site

# What is the most important ... ?

- ▶ What is the most important thing you should do to make sure your Web site is easy to use?
  - ▶ everything is 2 clicks away?
  - ▶ speak the user's language?
  - ▶ be consistent?

No it is ...



**Don't make  
me think!**

krug's first law of usability

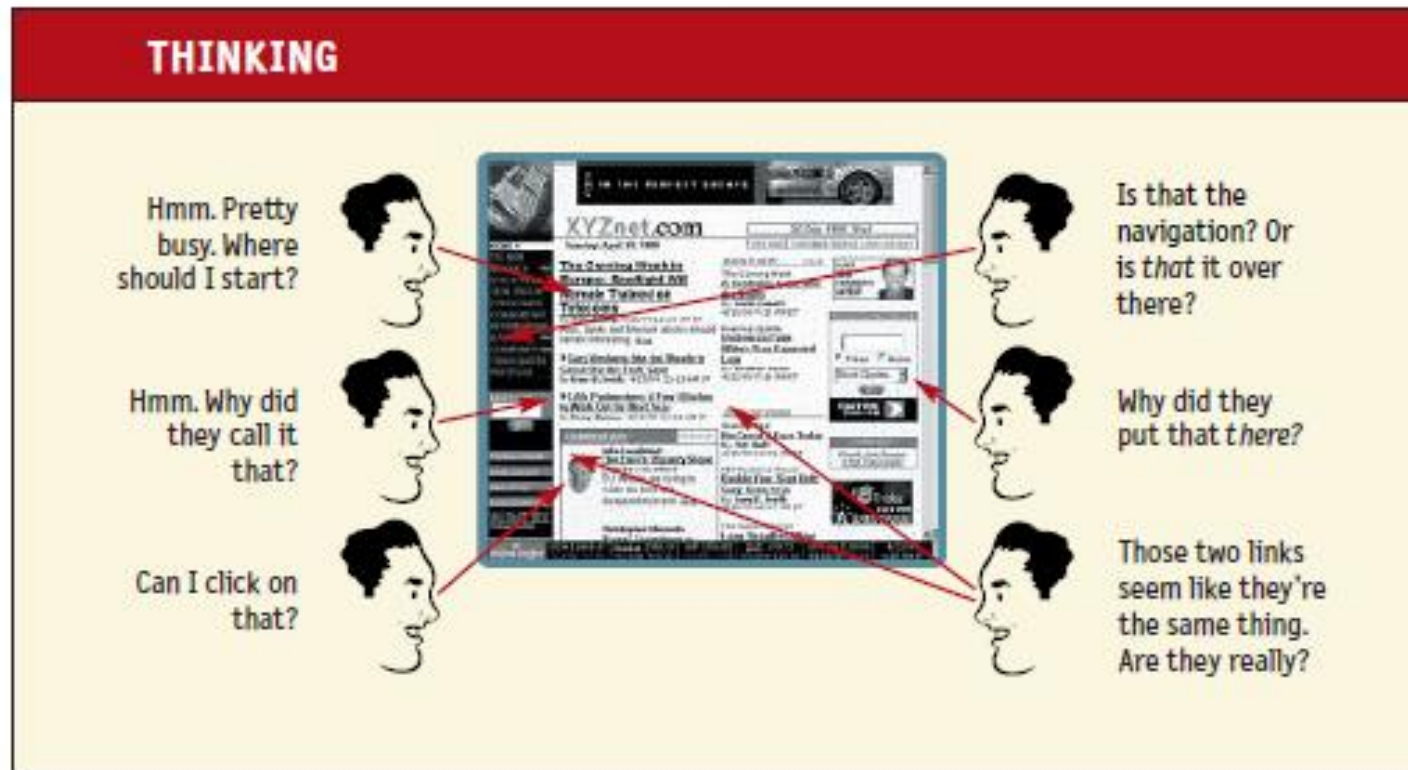
# Web Usability

- ▶ Alternative
  - ▶ get rid of half the words on each page
  - ▶ then get rid of half of what is left





# thinking



get rid of all the question marks!

# Web Usability

What makes us think?

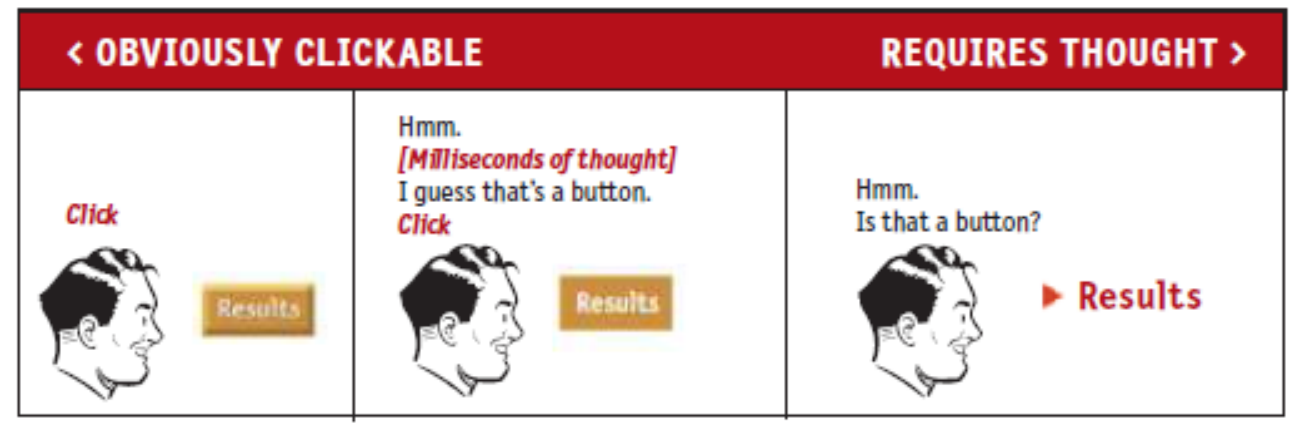
- ▶ terms
  - ▶ marketing ideas
  - ▶ known to the company
  - ▶ unfamiliar / technical names



# Web Usability

Is it clickable?

- ▶ links / buttons
- ▶ arrow changes to hand
- ▶ don't want to distract the user from their attention
- ▶ people don't want to have to decide



# Web Usability

## MOST BOOKSTORE SITES



QUICK SEARCH  Keyword



QUICK SEARCH  Keyword



Let's see. "Quick Search."  
That must be the same as  
"Search," right?



Do I have to click on that drop-down  
menu thing?

All I know about the book is that it's  
by Tom Clancy. Is Clancy a keyword?

(What is a keyword, anyway?)

# Web Usability



I guess I have to use the menu.

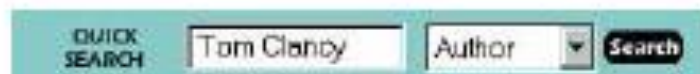
*Clicks on the arrow*



"Title. Author. Keyword."

OK. I want "Author."

*Clicks "Author"*



*Types "Tom Clancy"*

*Clicks "Search"*

# Web Usability

AMAZON.COM



SEARCH

Books

GO



OK. "Search books  
for \_\_\_\_\_."



SEARCH

Books

Tom Clancy

GO



*Types "Tom Clancy"*  
*Clicks "Go"*

# Web Usability

## Goal

- ▶ user to 'get it'
- ▶ appearance
- ▶ well-chosen names
- ▶ layout
- ▶ small amount of text

# Web Usability

How do we really use the web?

- a) how we *think* people use the web
- b) how they *actually* use the web

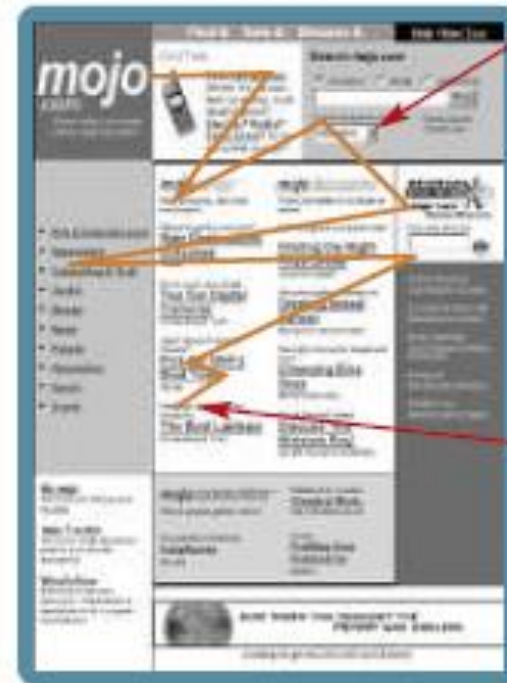
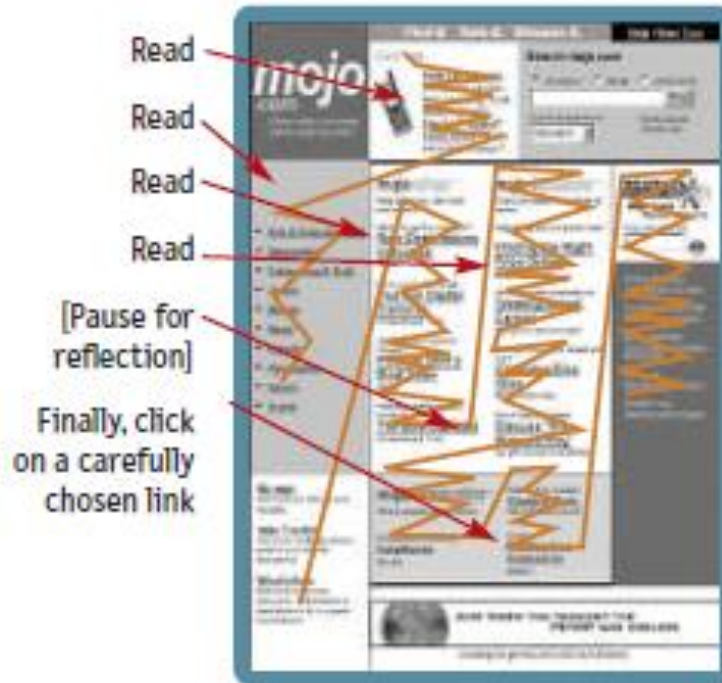
not the same

- ▶ most people 'glance'
- ▶ scan some text
- ▶ click the first relevant link



# Web Usability

## WHAT WE DESIGN FOR... THE REALITY...



Look around feverishly for anything that

a) is interesting, or vaguely resembles what you're looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again.

# Web Usability

Krug says we don't

1. read pages - we scan them
2. make optimal choices - we 'satisfice'
3. figure out how things work - we muddle through



# What users really see



# Web Usability

## WHAT DESIGNERS BUILD...



## WHAT USERS SEE...



I want to buy a ticket.

## What users see

- ▶ 'free'
- ▶ 'sale'
- ▶ 'sex'
- ▶ '[your name]'



How do I check my frequent flyer miles?

# Web Usability

- ▶ Scan
- ▶ Consider
- ▶ Choose best

does not happen

‘Satisfice’

- ▶ first reasonable option - take it
- ▶ satisfying + sufficing = ‘satisfice’
- ▶ it maybe our goal so click it

# Web Usability

How do people make decisions?

- ▶ observations by Gary Klein (1998)
- ▶ example - fire fighter
  - ▶ didn't compare any options
  - ▶ took the first reasonable plan
    - ▶ check for problems
  - ▶ plan of action

# Web Usability

Why don't web users look for the best option?

- ▶ hurry
- ▶ risk is low
- ▶ does not pay - waste of effort
- ▶ fun / faster



# Web Usability

muddle through

- ▶ people use things without understanding
- ▶ don't read instructions
- ▶ surprising how some users use the web
  - ▶ e.g. Yahoo is the Internet

Why?

- ▶ doesn't matter
- ▶ if it isn't broken then don't fix it

# Web Usability

Usability tests show user's strange behavior

But, if the user 'get's it' then they

- ▶ find what they are looking for
- ▶ understand what is on offer
- ▶ see what you want them to see
- ▶ they are happier, at ease, confident

# Web Usability

## Design for scanning

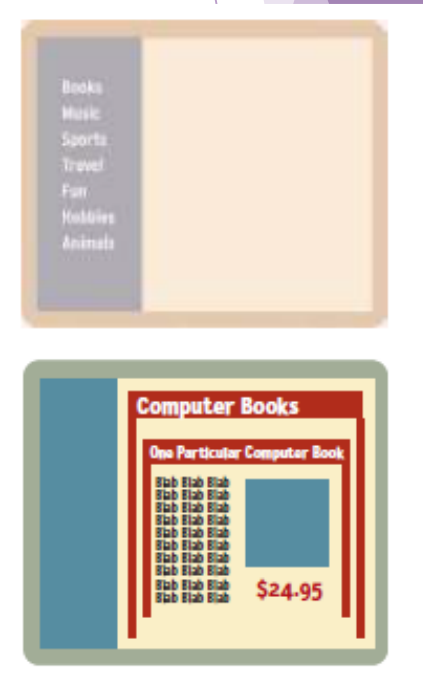
1. Create a clear visual hierarchy on each page
2. Take advantage of conventions
3. Break pages up into clearly defined areas
4. Make it obvious what is clickable
5. Minimize noise

# Web Usability

Create a clear visual hierarchy on each page

appearance portrays the relationships between parts

- a) more important = more prominent
  - ▶ headings larger, bolder, distinct, near top
- b) related logically = related visually
  - ▶ group
  - ▶ defined area
- c) visually nested
  - ▶ what is part of what
  - ▶ “computer books”



# Web Usability

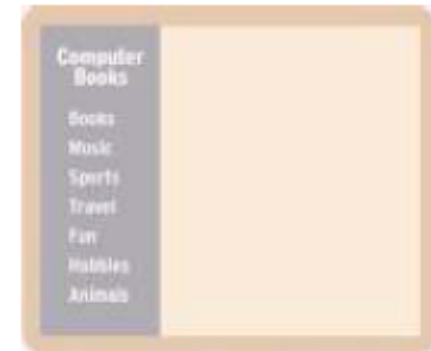
The same as newspapers & magazines

- ▶ see it everyday
- ▶ you stop when there is a problem
- ▶ if everything is the same then you are forced to scan slowly

The headline spanning these three columns makes it obvious that they're all part of the same story.



The size of this headline makes it clear at a glance that this is the most important story.



This flawed visual hierarchy suggests that all of the sections of the site are part of the Computer Books section.

# Web Usability

## Conventions

- ▶ larger text = headline
- ▶ story is beneath the headline
- ▶ page layout / formatting known
- ▶ easier & faster



Conventions enable users to figure out a lot about a Web page, even if they can't understand a word of it.

# Web Usability

## Conventions

- ▶ very useful
  - ▶ only popular if they work
  - ▶ people like familiarity
- ▶ designers often try to reinvent the wheel
  - ▶ try new & different
  - ▶ it can work (not impossible), but rarely does

# Web Usability

Break up pages into clearly defined areas

- ▶ users can say this area is for this purpose
- ▶ users can focus on their goal
- ▶ users can ignore irrelevant



# Web Usability

Make it obvious what is clickable

- ▶ correct small flaws



# Web Usability

## Reduce noise

- ▶ too busy
- ▶ too much trying to get the users attention
- ▶ background noise



www.msnbc.com

Health Front Page
Oral sex not safe sex, study confirms
AIDS traced to 1930s
Wk workouts for the body and brain
Preventive breast cancer surgery may add ye...
Drug holiday eases HIV's burden
Study: Small babies underachievers
Test tailors AIDS therapy to patient
Report blasts diet of U.S. children
Gender bias found in heart exams
FDA OKs first digital mammogram

Before

Health Front Page
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After

# Web Usability

Animal, vegetable or mineral?

- ▶ width V depth
- ▶ not number of clicks
- ▶ but how hard is it
- ▶ follow ‘the scent of information’
- ▶ if I work at home which link?

[Home](#)  
[Office](#)

# Web Usability

## Updating anti-virus software

- ▶ two requirements
- ▶ language OK - English US or English UK, etc.
- ▶ What is NAV?
- ▶ is there a Windows 95/98 or just Windows 95 & Windows 98
- ▶ NAV = Norton AntiVirus



# Web Usability

- ▶ Best writing is concise
- ▶ A sentence should contain **no unnecessary words**,
- ▶ a paragraph no unnecessary sentences,
- ▶ for the same reason that a drawing should have no unnecessary lines and
- ▶ a machine no unnecessary parts.
- ▶ **... every word tell**

# Web Usability

Omit unnecessary words

- ▶ be ruthless
- ▶ cut words / text

benefits

- ▶ reduces noise
- ▶ useful content is more prominent
- ▶ page is shorter
  - ▶ easier to glance
  - ▶ no scrolling

# Web Usability

## BEFORE: 103 WORDS

The following questionnaire is designed to provide us with information that will help us improve the site and make it more relevant to your needs.

The first sentence is just introductory happy talk. I know what a survey is for; all I need is the words "help us" to show me that they understand that I'm doing them a favor by filling it out.

Please select your answers from the drop-down menus and radio buttons below.

Most users don't need to be told how to fill in a Web form, and the ones who do won't know what a "drop-down menu" and a "radio button" are anyway.

The questionnaire should only take you 2-3 minutes to complete.

At this point, I'm still trying to decide whether to bother with this questionnaire, so knowing that it's short is useful information.

At the bottom of this form you can choose to leave your name, address, and telephone number. If you leave your name and number, you may be contacted in the future to participate in a survey to help us improve this site.

This instruction is of no use to me at this point. It belongs at the end of the questionnaire where I can act on it. As it is, its only effect is to make the instructions look daunting.

If you have comments or concerns that require a response please contact Customer Service.

The fact that I shouldn't use this form if I want an answer is useful and important information. Unfortunately, though, they don't bother telling me *how* I contact Customer Service—or better still, giving me a link so I can do it from right here.

# Web Usability

## Reduce

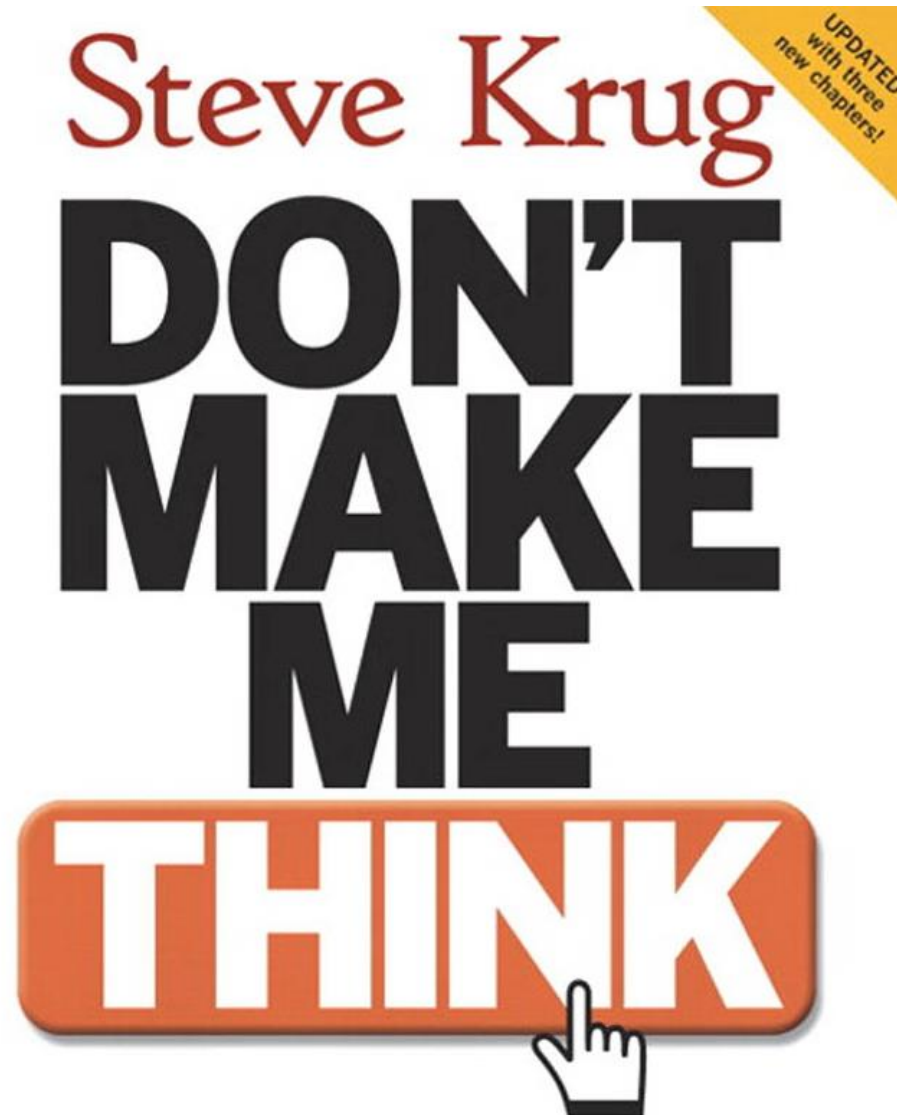
- ▶ ‘happy talk’ - blah, blah, blah
- ▶ instructions
  - ▶ not read
  - ▶ should be self-explanatory

### AFTER: 41 WORDS

Please help us improve the site by answering these questions. It should only take you 2-3 minutes to complete this survey.

NOTE: If you have comments or concerns that require a response don't use this form. Instead, please contact [Customer Service](#).





A Common Sense Approach to Web Usability

**SECOND EDITION**

Lesson notes based on:

Krug S. (2006) *Don't make me think: A Common Sense Approach to Web Usability*, 2<sup>nd</sup> Edition, New Riders, Berkeley, California, USA

# References

- ▶ Krug S. (2006) *Don't make me think: A Common Sense Approach to Web Usability*, 2<sup>nd</sup> Edition, New Riders, Berkeley, California, USA



**Thank you!**  
any questions?