

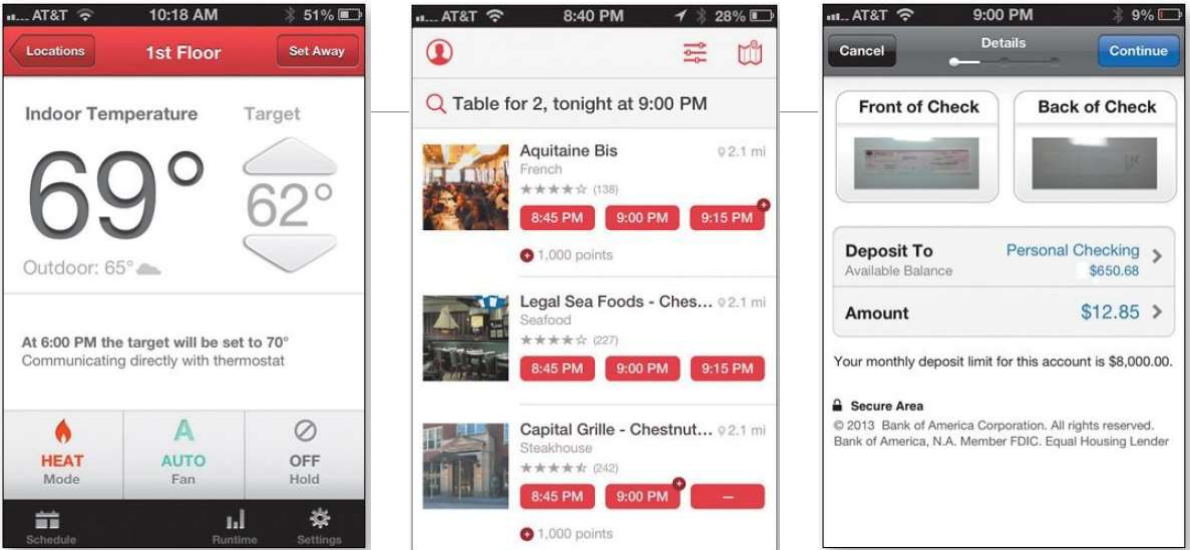
# Don't Make Me Think – Revisited

A Common Sense Approach to Web and Mobile Usability

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AUTHOR: STEVE KRUG  
© STEVE KRUG, PRAVIN PAWAR

1



10:18 AM 51%  
Locations 1st Floor Set Away  
Indoor Temperature 69° Target 62°  
Outdoor: 65°  
At 6:00 PM the target will be set to 70°  
Communicating directly with thermostat  
HEAT Mode AUTO Fan OFF Hold  
Schedule Runtime Settings

8:40 PM 28%  
Table for 2, tonight at 9:00 PM  
Aquitaine Bis French 2.1 mi  
★★★★☆ (138)  
8:45 PM 9:00 PM 9:15 PM  
1,000 points  
Legal Sea Foods - Ches... 2.1 mi  
Seafood  
★★★★☆ (227)  
8:45 PM 9:00 PM 9:15 PM  
Capital Grille - Chestnut... 2.1 mi  
Steakhouse  
★★★★☆ (242)  
8:45 PM 9:00 PM  
1,000 points

9:00 PM 9%  
Cancel Details Continue  
Front of Check Back of Check  
Deposit To Personal Checking Available Balance \$650.68  
Amount \$12.85  
Your monthly deposit limit for this account is \$8,000.00.  
Secure Area  
© 2013 Bank of America Corporation. All rights reserved.  
Bank of America, N.A. Member FDIC. Equal Housing Lender

2

## List mobile apps you commonly use

---

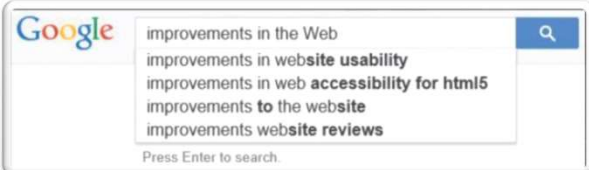
3

## List mobile apps you commonly use

---





Youtube  
Kakaotalk  
Netflix  
Instagram  
Games  
Facebook  
Accuweather  
Zomato  
Uber  
Coupang  
Internet banking

4




## The Web Itself Kept Improving!

Compare to similar items


Product Image	Product Name	Price	Customer Rating
	<b>This item</b> Acer Aspire E 15 E5-575-338M 15.6-Inch Full HD Notebook (Intel Core i5-7100U Processor 7th Generation, 4GB DDR4, 1TB 5400RPM Hard Drive, Intel HD Graphics 620, Windows 10 Home), Obsidian Black	\$349 <sup>99</sup>	★★★★☆ (1169)
	HP 15.6" HD WLED Backlit Display Laptop, AMD A6-7310 Quad-Core APU, 2GHz, 4GB RAM, 500GB HDD W/FU, DVD+/-RW, Webcam, Windows 10, Black	\$249 <sup>99</sup>	★★★★☆ (225)
	Acer Aspire E 15 E5-575G-57D4 15.6-Inches Full HD Notebook (i5-7200U, 8GB DDR4 SDRAM, 256GB SSD, Windows 10 Home), Obsidian Black	\$579 <sup>99</sup>	★★★★☆ (2018)
	HP 15.6" HD Touchscreen Laptop (Intel Quad Core Pentium N3540 2.16 GHz, 4 GB DDR4 Memory, 500 GB HDD, DVD Burner, HDMI, HD Webcam, Win 10)	\$279 <sup>99</sup>	★★★★☆ (10)


5

## Usability went mainstream




### UX vs. Usability

<p><b>Usability</b></p> <ul style="list-style-type: none"> <li>Effectiveness</li> <li>Efficiency</li> <li>Learnability</li> <li>Error prevention</li> <li>Memorability</li> </ul>		<p><b>User Experience</b></p> <ul style="list-style-type: none"> <li>Satisfaction</li> <li>Enjoyment</li> <li>Pleasure</li> <li>Fun</li> <li>Value</li> </ul>
---	--	---



USABILITY



USER EXPERIENCE

Where usability is narrow and focused, UX is broad and holistic.

- **Useful:** Does it do something people need done?
- **Learnable:** Can people figure out how to use it?
- **Memorable:** Do they have to relearn it each time they use it?
- **Effective:** Does it get the job done?
- **Efficient:** Does it do it with a reasonable amount of time and effort?
- **Desirable:** Do people want it?

6

## First law of usability

### Thinking

Hmm. Pretty busy. Where should I start?



Hmm. Why did they call it that?



Can I click on that?



Is that the navigation? Or is that it over there?



Why did they put that there?



Those two links seem like they're the same thing. Are they really?



7



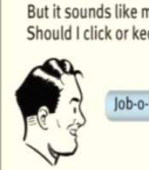
## First law of usability

### • DON'T MAKE ME THINK!


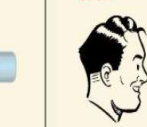

- NOTHING IMPORTANT SHOULD EVER BE MORE THAN TWO CLICKS AWAY..
- SEE [HTTPS://WWW.MEDIAMARKT.NL/](https://www.mediamarkt.nl/)
- SEE [HTTPS://WWW.HEALTHLINE.COM](https://www.healthline.com)



8

< OBVIOUS		REQUIRES THOUGHT >
	<p>Hmm. <i>[Milliseconds of thought]</i> Jobs! Click</p> 	<p>Hmm. Could be Jobs. But it sounds like more than that. Should I click or keep looking?</p> 

< OBVIOUSLY CLICKABLE		REQUIRES THOUGHT >
<p>Click</p> 	<p>Hmm. <i>[Milliseconds of thought]</i> I guess that's the link. Click</p> 	<p>Hmm. Does that do anything?</p> 

## Things that make us think






---

Names – xyz Corp is hiring

Unclickable links or buttons

9

<p>FROM</p> <input type="text" value="City or Airport"/> <input type="text" value="Depart Date"/>	▶	<p>TO</p> <input type="text" value="City or Airport"/> <input type="text" value="Return Date"/>	 <p>Let's see. "City or Airport." I'll put in the city names.</p>
<p>FROM</p> <input type="text" value="bos"/> <input type="text" value="Boston, MA, US (BOS)"/>	▶	<p>TO</p> <input type="text" value="City or Airport"/> <input type="text" value="Return Date"/>	 <p>Types "bos" Oh, good. It knows Boston. <i>Picks Boston from the dropdown</i></p>
<p>FROM</p> <input type="text" value="BOS"/> <input type="text" value="Depart Date"/>	▶	<p>TO</p> <input type="text" value="Return Date"/>	 <p>But why does it just put BOS after I pick Boston?</p>
<p>FROM</p> <input type="text" value="BOS"/> <input type="text" value="12/17/2013"/>	▶	<p>TO</p> <input type="text" value="ny"/> <input type="text" value="12/19/2013"/>	 <p>I'm sure it'll know "ny"... <i>Types "ny" and fills in dates, then clicks "Find Flights"</i></p>
<p style="color: red; font-size: 10px;">Please enter a valid 'TO' City or Airport code.</p> <p>FROM</p> <input type="text" value="BOS"/> <input type="text" value="12/17/2013"/>			 <p>Why doesn't it recognize New York?</p>

## Things that make us think


---

Booking a flight  
– Choices do not make sense


Try with the sites of your choice and record the observation

10




From: bos  
To: City or Airport

- BOS - Boston Logan International - Boston, MA
- BOS - [Amtrak] South Station, Boston, Massachusetts
- BON - [Amtrak] North Station, Boston, Massachusetts




*Starts typing "bos" and gets a list of choices*

---




From: BOS - Boston Logan Inter  
To: ny

- NYC - New York City, NY (Area)
- NYO - Skavsta - Stigtofta, Sweden
- NYU - Bagan - Bagan, Myanmar




*Starts typing "ny" and gets a list of choices*

---



From: BOS - Boston Logan Inter  
To: NYC - New York City, NY

Depart: Dec 06  
Return: Dec 08



Good.


## Things that make us think

Booking a flight  
– Choices make sense

11

## Users shouldn't spend their time thinking about

- Where am I?
- Where should I begin?
- Where did they put \_\_\_\_\_?
- What are the most important things on this page?
- Why did they call it that?
- Is that an ad or part of the site?



On the Internet, the competition is always just one click away, so if you frustrate users they'll head somewhere else.

12

# How we really use the web

**WHAT WE DESIGN FOR...**

Read

Read

Read

Read

[Pause for reflection]

Finally, click on carefully chosen link

**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.

We don't read pages

We scan them


13

- **We're usually on a mission.** Most Web use involves trying to get something done, and usually done quickly. As a result, Web users tend to act like sharks: They have to keep moving, or they'll die. We just don't have the time to read any more than necessary.
- **We know we don't need to read everything.** On most pages, we're really only interested in a fraction of what's on the page. We're just looking for the bits that match our interests or the task at hand, and the rest of it is irrelevant. Scanning is how we find the relevant bits.
- **We're good at it.** It's a basic skill: When you learn to read, you also learn to scan. We've been scanning newspapers, magazines, and books—or if you're under 25, probably reddit, Tumblr, or Facebook—all our lives to find the parts we're interested in, and we know that it works.

Why do we scan?

14

### WHAT DESIGNERS BUILD...




**Join Biztravel.com Now!**


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- Automated upgrades to help you fly First Class
- Flight status updates sent to your pager
- Exclusive travel deals for biztravel.com members
- Tracking of your points and miles

[Learn More](#) [Join Now!](#)

### WHAT USERS SEE...



I want to buy a ticket.



How do I check my frequent flyer miles?

15

## We don't make optimal choices. We satisfice.

We don't make optimal choices

We satisfice with the first reasonable option

Weighing and assessing all options depends on availability of time, how much confidence we have in the site and frame of mind

Example: Google search

- **We're usually in a hurry.** And as Klein points out, "Optimizing is hard, and it takes a long time. Satisficing is more efficient."
- **There's not much of a penalty for guessing wrong.** Unlike firefighting, the penalty for guessing wrong on a Web site is usually only a click or two of the Back button, making satisficing an effective strategy. (Back is the most-used button in Web browsers.)
- **Weighing options may not improve our chances.** On poorly designed sites, putting effort into making the best choice doesn't really help. You're usually just as well off going with your first guess and using the Back button if it doesn't work out.
- **Guessing is more fun.** It's less work than weighing options, and if you guess right, it's faster. And it introduces an element of chance—the pleasant possibility of running into something surprising and good.

16



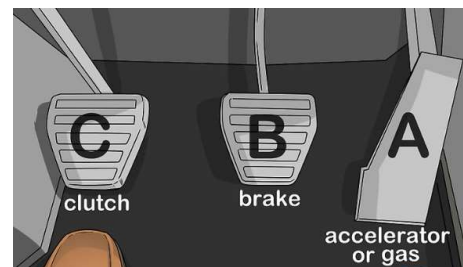
## We don't figure out how things work. We muddle through.

- Faced with any sort of technology, very few people take the time to read instructions.
- Instead, we forge ahead and muddle through trying to find our way.
- For most of us, it doesn't matter to us whether we understand how things work, as long as we can use them.
- If we find something that works, we stick to it. We'll use a better way if we stumble across one, but we seldom look for one.
- If users "get it", they'll feel smarter and more in control & they'll come back over and over.

17

## Design for scanning, not reading

- Take advantage of conventions
- Create effective visual hierarchies
- Break pages up into clearly defined areas
- Make it obvious what's clickable
- Eliminate distractions
- Format content to support scanning




18

Harlem photo >

harlem.org  
explore jazz history through one photograph

browse

- Artists
- Instruments
- Jazz styles



The Harlem 1958 jazz portrait is used with the generous permission of the [Art Kane Archives](#).

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Buy the [Art Kane book](#).  
Find out [about the site](#).

Innovate when you know you have a better idea

Take advantage of conventions when you don't

19

## Create effective visual hierarchies

More important -> more prominent

RELATED LOGICALLY -> RELATED VISUALLY

VISUAL NESTING TO SHOW PARTS OF

**Very important**

A little less important

Nowhere near as important

Books  
Music  
Movies  
Games

**Computer Books**

One particular computer book

blah blah blah blah  
blah blah blah blah  
blah blah blah blah \$24.95

Another computer book

blah blah blah blah  
blah blah blah blah  
blah blah blah blah \$19.95

20

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

News paper example

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

21

## Create effective visual hierarchies

Flawed visual hierarchy

PROPER VISUAL HIERARCHY

PUT THE HEADING WHERE IT BELONGS TO MAKE THE RELATIONSHIP CLEARER

22

Format text  
to support  
scanning

On the Web, links are a key factor in this navigation process. Users can exclude links that proved fruitless in their earlier visits. Conversely, they might revisit links they found helpful in the past. Most important, knowing which pages they've already visited frees users from unintentionally revisiting the same pages over and over again.

Generally, Web browsers are severely deficient in supporting user navigation. However, they do provide one feature that helps users orient themselves: browsers let designers display links in different colors, depending on whether the links lead to new pages or pages that users have seen before. Changing the color of visited links has been part of Web browsing since Mosaic arrived in 1993, so it's completely standard; almost all users understand it.

Currently, 74% of websites use different colors for visited and unvisited links, making this design approach a strong convention that people have come to expect. Hypertext theory, the Web's history, and current design conventions all indicate the need to change the color of visited links. Further, empirical observations from user testing have identified several severe usability problems on sites that violate this convention. When sites use the same color for visited and unvisited links, users unintentionally revisit the same pages repeatedly, get lost more easily because their understanding of each link's meaning is reduced, often misinterpret or overlook the difference between two similar links if they're unsure about which one they've already visited, and give up faster because they have a reduced sense of mastery when the site fails to reflect their actions and thus help them navigate.

Such usability problems are particularly damaging to users with [weak short-term memory](#), who often have trouble remembering what they've clicked without a visual representation. Of course, "weak short-term memory" is an inherent shortcoming of all humans, which is why all users are harmed by unchanging link colors. But this definitely impacts some people more than others, so it's particularly important to change link colors if you have many older users. Given the extensive theoretical and empirical support for using different link colors, it's astounding that a quarter of all websites continues to inflict extra usability problems on people by choosing a uniform link color.

Most important, knowing which pages they've already visited frees users from unintentionally revisiting the same pages over and over again.

**The Price of Uniform Link Color**

Generally, Web browsers are severely deficient in supporting user navigation. However, they do provide one feature that helps users orient themselves: browsers let designers display links in different colors, depending on whether the links lead to new pages or pages that users have seen before.

Currently, 74% of websites use different colors for visited and unvisited links, making this design approach a strong convention that people have come to expect.

Hypertext theory, the Web's history, and current design conventions all indicate the need to change the color of visited links. Further, empirical observations from user testing have identified several severe usability problems on sites that violate this convention. When sites use the same color for visited and unvisited links, users:

- unintentionally revisit the same pages repeatedly;
- often misinterpret or overlook the difference between two similar links if they're unsure about which one they've already visited; and
- give up faster because they have a reduced sense of mastery when the site fails to reflect their actions and thus help them navigate.

Given the extensive theoretical and empirical support for using different link colors, it's astounding that a quarter of all websites continues to inflict extra usability problems on people by choosing a uniform link color.

**Why the Problem Persists**

Even people who believe in usability sometimes question the need for changing link colors. I think this is because they don't pick up on the problems caused by unchanging links when they conduct their own user testing. Unfortunately, the symptoms of these problems are among the most difficult to detect when you observe users.

23

Headings – use lot of them!

Top level heading

Second level heading

Third level heading

To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it.

Don't let headings float

We currently have in the train comes to find fault with that produces no resultant pleasure is to be online applications.

FLOATING HEADINGS - BAD

Top level heading

Second level heading

Third level heading

To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it.

More space above, less below

We currently have in the train comes to find fault with that produces no resultant pleasure is to be online applications

CLOSER TO SECTION HEADINGS - BETTER

Bad – Similar visuals

BETTER – DISTINCT VISUALS

24

## Mindless and painless clicking

Two – three clicks is a golden rule, but..

users don't mind a lot of clicks as long as each click is painless and they have continued confidence that they're on the right track - following what's often called the "scent of information."

25

## Mindless and painless clicking - examples

<p>Already a Magazine Subscriber But Not an Online Member?</p> <p><b>Create/Access Your Account Now</b> (You only need to do this once)</p> <p>Enter 6-digit Account Number: <input type="text"/></p> <p>Enter Last Name: <input type="text"/></p> <p><a href="#">Continue</a></p> <p><a href="#">Where can I find my account number?</a></p>	<p>Already an Online Member?</p> <p><b>Log in using your email address and password</b></p> <p>Enter Email Address: <input type="text"/></p> <p>Enter Password: <input type="password"/></p> <p><input type="checkbox"/> Keep me logged in.</p> <p><a href="#">Log In</a></p> <p>Did you <a href="#">forget your password?</a></p>	<p>Not a Member or Subscriber Yet?</p> <p><b>Get FREE Access Online Instantly!</b></p> <ul style="list-style-type: none"> <li>• Subscribe to the print magazine (Quirk's Marketing Research Review)</li> <li>• Gain access to all the articles in our online database</li> <li>• Post and reply to research discussion groups</li> <li>• Create and post job openings</li> <li>• Send RFP's</li> </ul> <p><a href="#">Continue</a></p>
---	--	--

Scan all this text and find out whether I'm a subscriber but not a member, or a member, or neither one

Then dig up the account number or the password to decide whether it's worth joining

26

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<input type="radio"/> <b>ALL DIGITAL ACCESS</b> Unlimited access to NYTimes.com and the NYTimes tablet and smartphone apps. <a href="#">See details</a>	<b>99¢</b>	\$8.75

[CONTINUE >](#)

Mindless and painless clicking - examples

27

## Omit needless words

A sentence should contain no unnecessary words

a paragraph no unnecessary sentences

for the same reason that:

a drawing should have no unnecessary lines

a machine should have no unnecessary parts

28

## Omit needless words

---

- Reduces the noise level of page
- Makes useful content more prominent
- Makes page shorter allowing more of the page to see at a glance
- Happy talk must die
- Instructions must die

29

## Omit unnecessary words – survey example

---

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. Please select your answers from the drop-down menus and radio buttons below. The questionnaire should only take you 2-3 minutes to complete.

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.

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

**1. How many times have you visited this site?**

This is my first visit ▼

30

## Survey text analysis & pruning

<p>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.</p>	<p>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.</p>
<p>Please select your answers from the drop-down menus and radio buttons below.</p>	<p>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.</p>
<p>The questionnaire should only take you 2-3 minutes to complete.</p>	<p>At this point, I'm still trying to decide whether to bother with this questionnaire, so knowing that it's short is useful information.</p>
<p>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.</p>	<p>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.</p>
<p>If you have comments or concerns that require a response please contact Customer Service.</p>	<p>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.</p>

**After: 34 Words**

Please help us improve the site by taking 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](#).

31

## Physical world and web browsing analogy

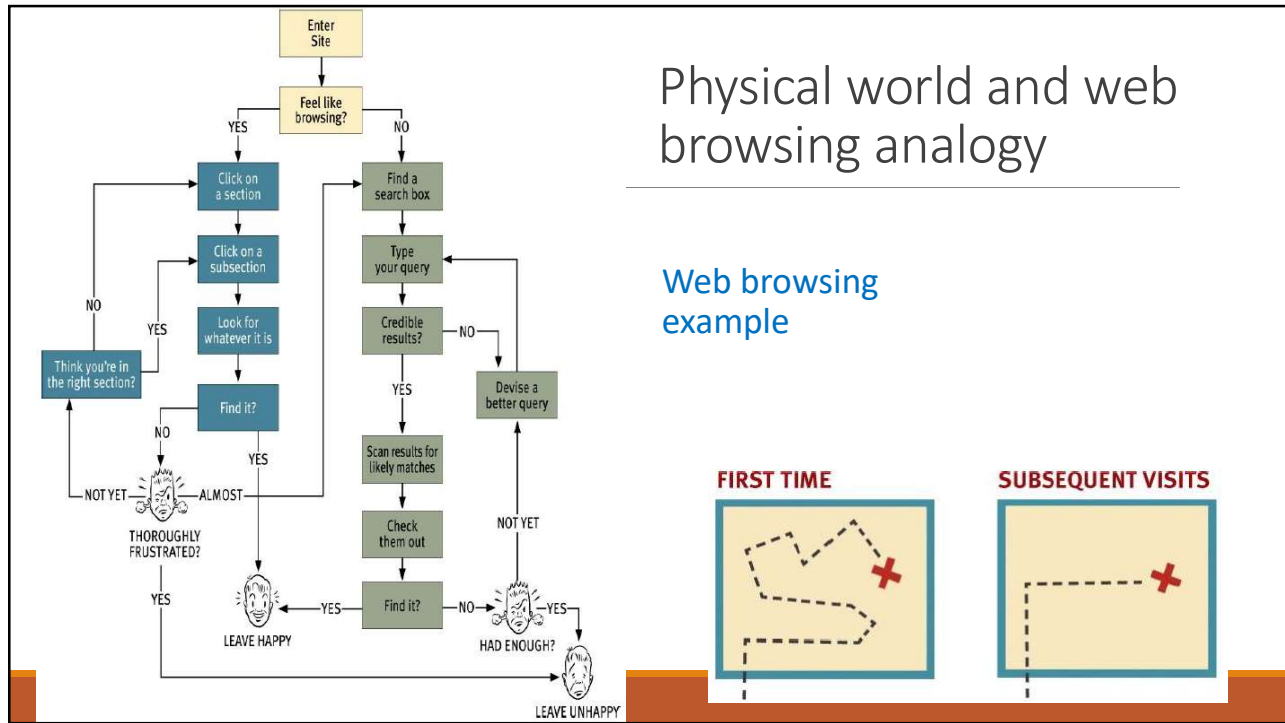
### Supermarket example

**FIRST TIME**

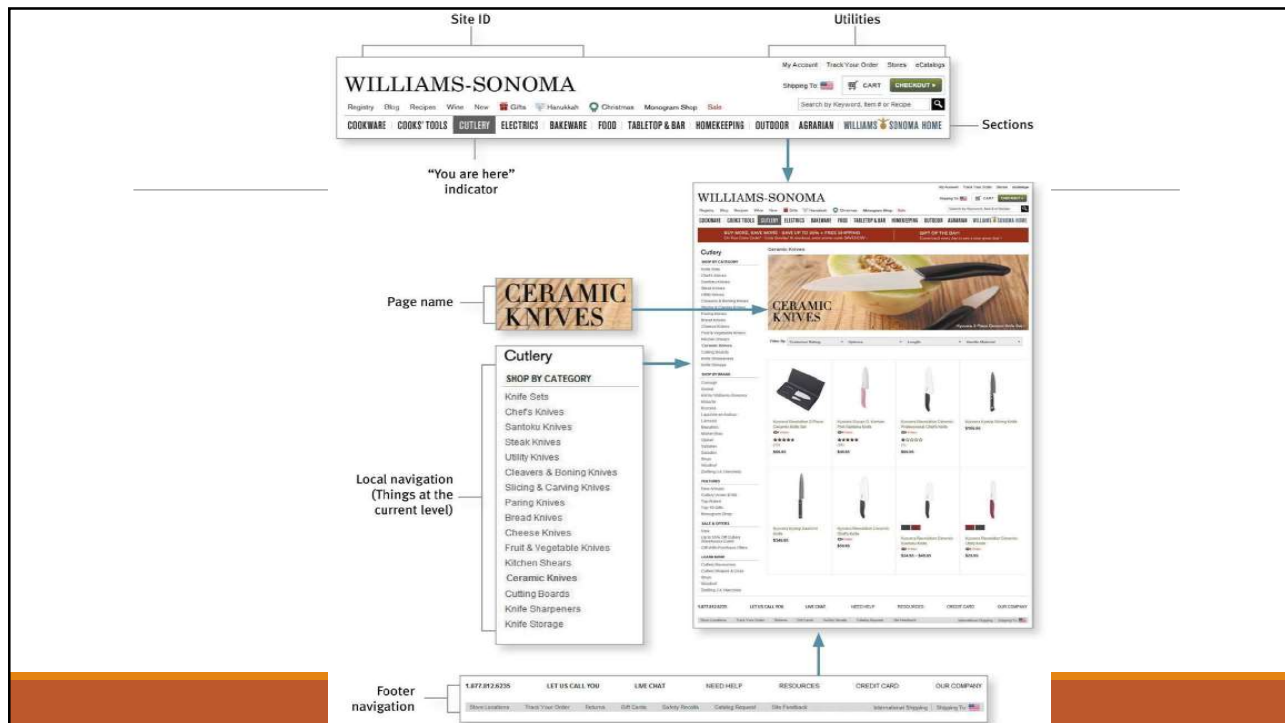
**SUBSEQUENT VISITS**

32





33



34

# Primary navigation - Site ID, sections & search

XYZ Corp. Sign in | Contact

Home Products News Support About XYZ Sections

XYZ Corp. Sign in | Contact

Home Products News Support About XYZ

Bivalves Lug Nuts Protein Shakes Subsections

XYZ Corp. Sign in | Contact

Home Products News Support About XYZ Utilities

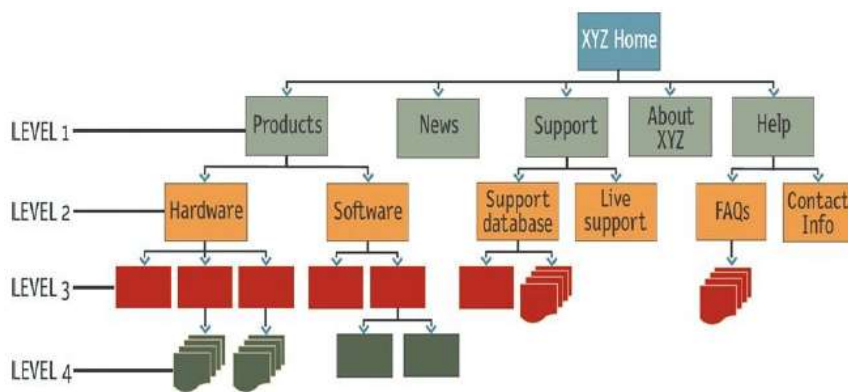
Search [input] Go [input] [input] Search

Search THIS SITE [input]

Search for a Book [input]

35

# Consistency at Secondary, tertiary, quaternary... levels



Products

XYZ loves you!

About

News Support

Home

XYZ

News Products

Hardware Software

Support About XYZ

Second-level page

XYZ

News Software

Products Hardware Software

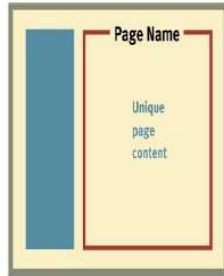
Support About XYZ

Subsection page

36

# Page naming

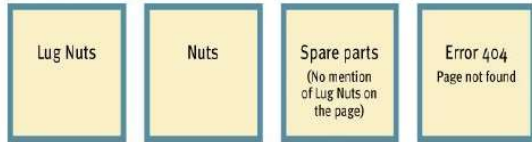
- Every page needs a name
- Name needs to be in the right place
- Name needs to be prominent
- Name should match what is clicked



WHAT I CLICK...

Lug nuts

WHAT I GET...



Names match. Comfort, trust, no thought required.

Names don't match. Frustration, loss of trust.

37



Highlight my current location in navigation bars, lists or menus



Various ways to make the current location standout

You are here



Put a pointer next to it	Change the text color	Use bold text	Reverse the button	Change the button color
Sports Business ▶ Entertainment Politics	Sports Business Entertainment Politics	Sports Business Entertainment Politics	Sports Business Entertainment Politics	Sports Business Entertainment Politics

38

The screenshot shows a Best Buy product page for a TV stand. At the top, there is a navigation bar with the Best Buy logo, a search bar, and links for 'WEEKLY DEALS', 'Stores', 'Orders', 'Help', 'Credit Cards', and 'Español'. Below this is a secondary navigation bar with 'PRODUCTS', 'SERVICES', 'SHOPS & DEALS', 'GIFTS', and 'my Best Buy'. A 'NEW CYBER WEEK DEALS' banner is visible. The breadcrumb trail is: 'Best Buy > TV & Home Theater > TV Stands, Mounts & Storage > TV Stands > 40\"'. The main content area shows a product listing for an 'Inii™ - TV Stand for Most Flat-Panel TVs Up To 47\"'. It includes a 'You've Selected' section, a 'Narrow Your Results' sidebar, and product details like 'Model: NT-AVG1344', 'SKU: 5667885', and a price of '\$129.99'. An 'Add to Cart' button is present.

You are here -  
breadcrumbs

39

# Tabs

Tabs are self-evident and draw attention

Tabs are hard to miss

Tabs are slick

The diagram shows three rows of tabs. The first row, labeled 'BAD: No connection, no pop.', shows five separate, unconnected yellow tabs. The second row, labeled 'BETTER: Connected, but no contrast. Limited pop.', shows five yellow tabs that are connected to each other but have no height difference. The third row, labeled 'BEST: Duck! It's coming right at you.', shows five yellow tabs where the second tab is significantly taller than the others, creating a 'duck' shape.

40

## Try the trunk test for good web navigation



What site is this? (Site ID)



What page am I on? (Page name)



What are the major sections of this site? (Sections)



What are my options at this level? (Local navigation)

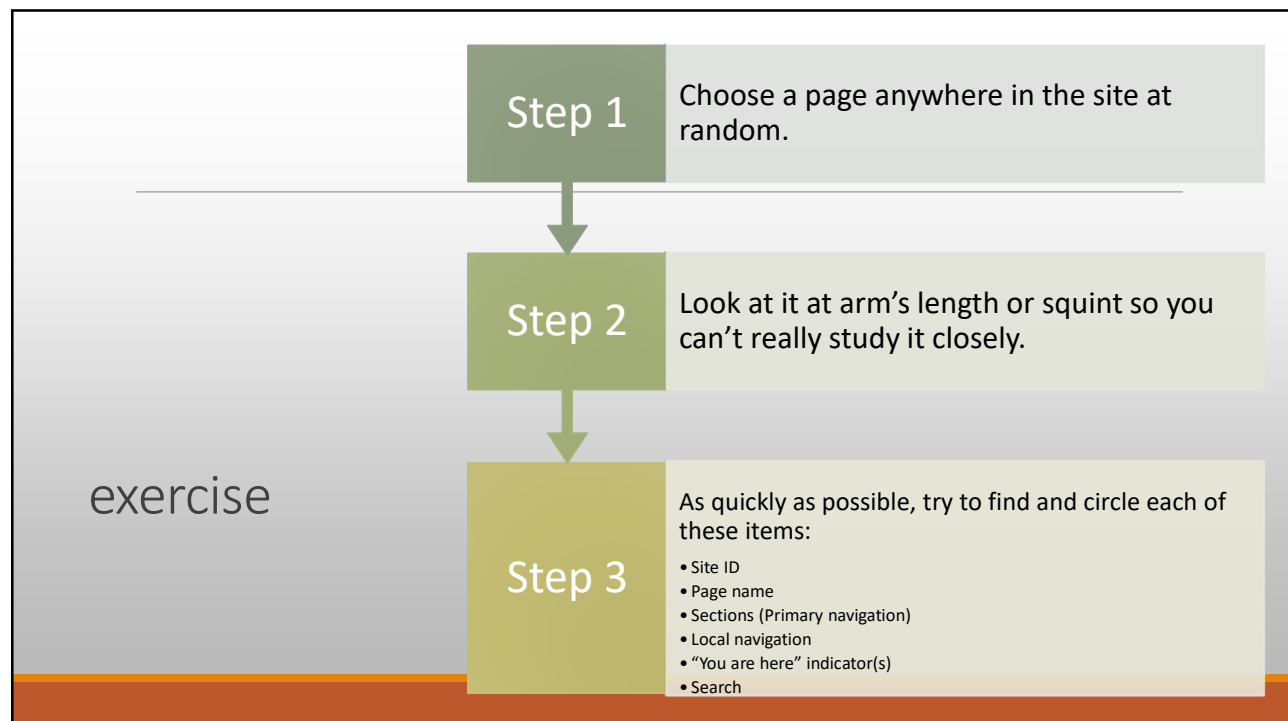


Where am I in the scheme of things? ("You are here" indicators)

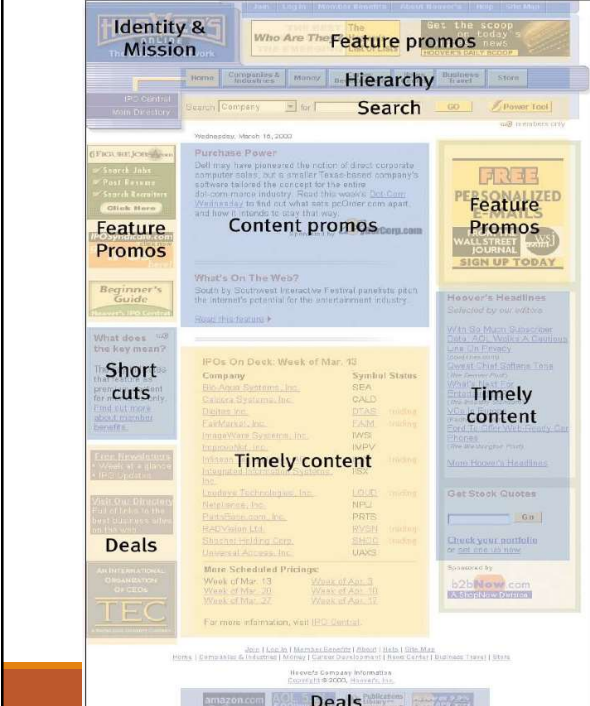


How can I search?

41



42



## The things a homepage should accommodate

**Concrete needs**

- Site identity and mission
- Site hierarchy
- Search
- Teases
- Content promos
- Feature promos
- Timely content
- Deals
- Shortcuts
- Registration

**• ABSTRACT NEEDS**

- SHOW ME WHAT I'M LOOKING FOR
- ..AND WHAT I'M NOT LOOKING FOR
- SHOW ME WHERE TO START
- ESTABLISH CREDIBILITY AND TRUST

43

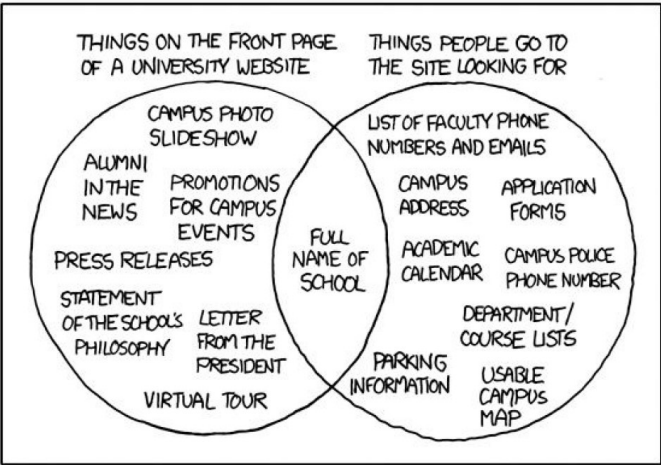
## Usual constraints for the homepage

Everybody wants a piece of it – most desirable real estate with limited supply

Too many cooks – everybody has an opinion about it

One size fits all – has to appeal for everyone who visits the site

THINGS ON THE FRONT PAGE OF A UNIVERSITY WEBSITE



THINGS PEOPLE GO TO THE SITE LOOKING FOR

"University Website" | xkcd.com

44

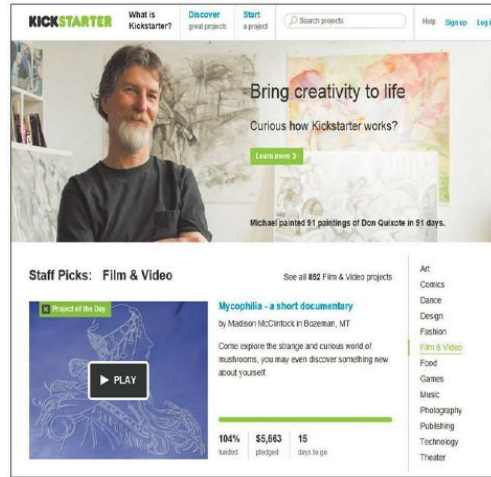
# Homepage needs to answer the four questions

Attention web designers: You have 50 milliseconds to make a good first impression!

What is this?



What do they have here?







What can I do here?



Why should I be here—and not somewhere else?



45

 <p>We don't need to. It's obvious.</p>	<p>When you're involved in building a site, it's so obvious to you what you're offering and why it's insanely great that it's hard to remember that it's not obvious to everybody.</p>
 <p>After people have seen the explanation once, they'll find it annoying.</p>	<p>Very few people will avoid a site just because they see the same explanation of what it is every time they go there— unless it takes up half the page. Think about it: Even if you know what JAMA is, will you be offended by seeing "Journal of the American Medical Association" next to the logo in small print?</p>
 <p>Anybody who really needs our site will know what it is.</p>	<p>It's tempting to think that the people who don't "get" your site right away probably aren't your real audience, but it's just not true.</p> <p>When testing sites, it's not at all unusual to have people say, "Oh, is that what it is? I'd use that all the time, but it wasn't clear what it was."</p>
 <p>That's what our advertising is for.</p>	<p>Even if people understood your TV, radio, Web, and print ads, by the time they get to your site will they remember exactly what it was that caught their interest?</p>

Top four possible excuses for not spelling out the big picture on the home page

46

# Nothing beats a good tagline!

Tagline

RESERVATION READY



A tagline is a pithy phrase that characterizes the whole enterprise

A good tagline is clear and informative

A good tagline is just long enough

Good taglines convey differentiation and a clear benefit

BAD Taglines are generic

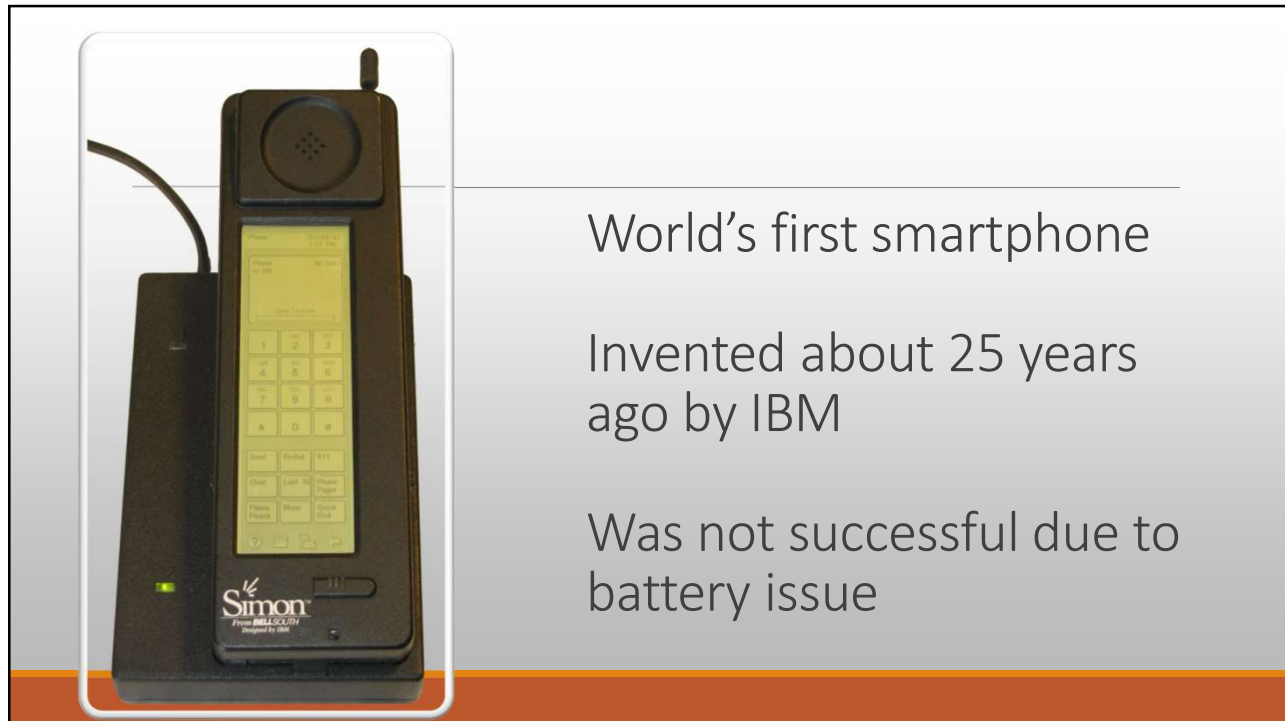


47



48





World's first smartphone

Invented about 25 years ago by IBM

Was not successful due to battery issue

49

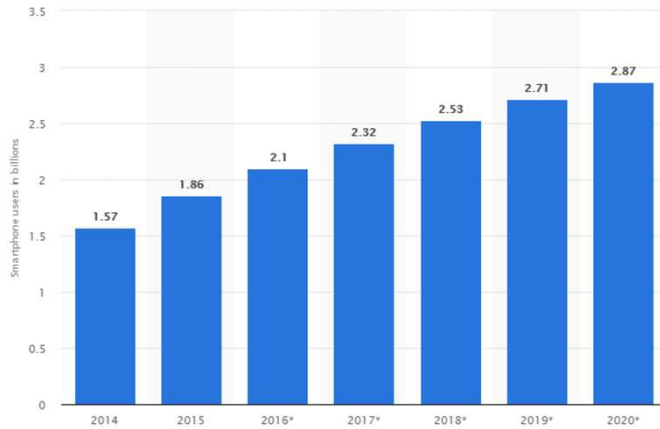


Early touch screen based smartphone models

LG PRADA - May 2007

iPhone 1 - June 2007

50



## World's smartphone ownership

<https://www.weforum.org/agenda/2018/03/remembering-first-smartphone-simon-ibm/>

51

## Mobile web site designing

Basic principles are same as desktop web sites designing

But on mobile, people are moving faster and reading even less on small screens

They need to tap more to see the content

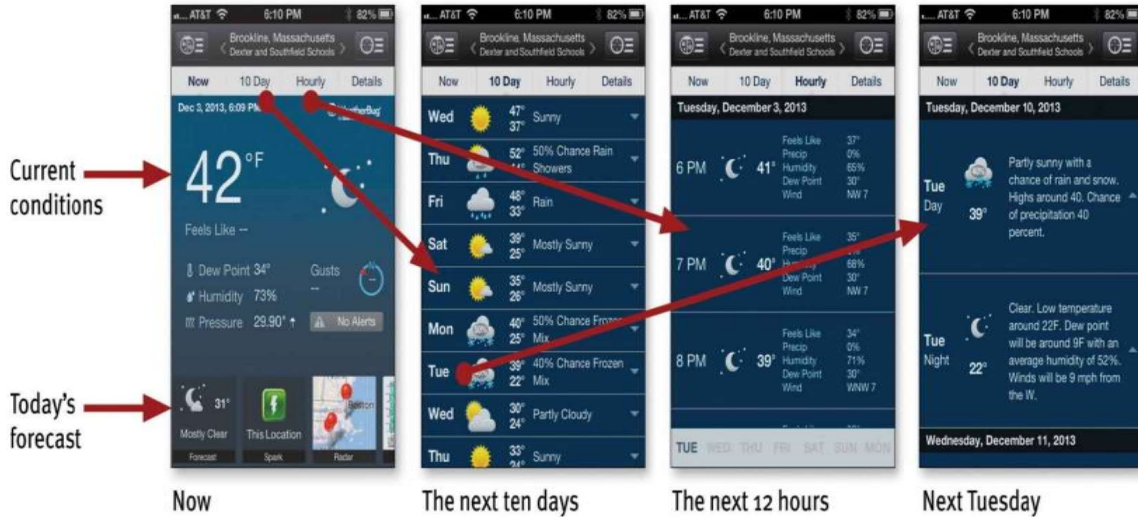
Mobile app and web design areas are still not matured

Some tradeoffs need to be made due to screen limitations (and earlier days, network limitations)

52

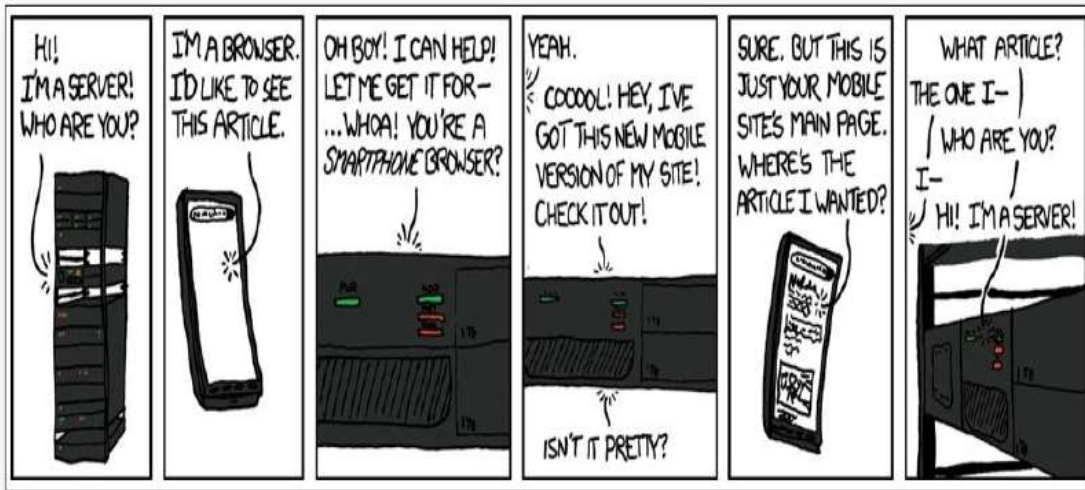
# Some basics – prioritization

Things to be uses in a hurry or frequently should be close at hand.



53

# Allow zooming & provide a link to the full site



54

Questions??

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