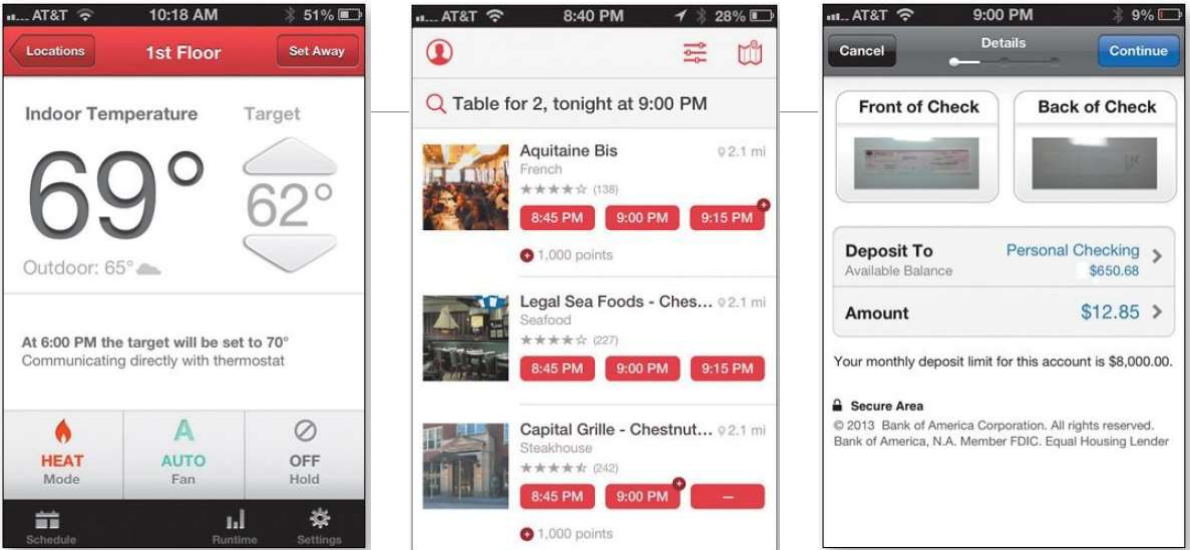# Don't Make Me Think – Revisited
A Common Sense Approach to Web and Mobile Usability

AUTHOR: STEVE KRUG

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1

2

List mobile apps you commonly use

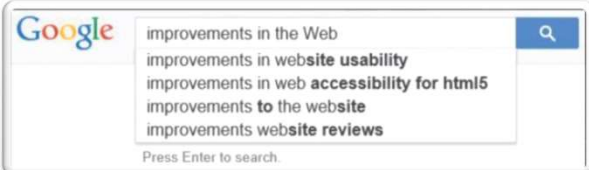3

List mobile apps you commonly use

Youtube

Kakaotalk

Netflix

Instagram

Games

Facebook

Accuweather

Zomato

Uber

Coupang

Internet banking

4

The Web Itself Kept Improving!

5

Usability went mainstream

- **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?

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3

First law of usability

7
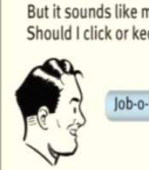
First law of usability

- **DON'T MAKE ME THINK!**
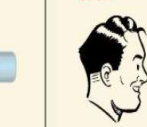
- NOTHING IMPORTANT SHOULD EVER BE MORE THAN TWO CLICKS AWAY..

- SEE HTTPS://WWW.MEDIAMARKT.NL/

- SEE HTTPS://WWW.HEALTHLINE.COM

8

Things that make us think

Names – xyz Corp is hiring

Unclickable links or buttons

9

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

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.

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How we really use the web

We don't read pages

We scan them

13

Why do we scan?

- **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.

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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.

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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
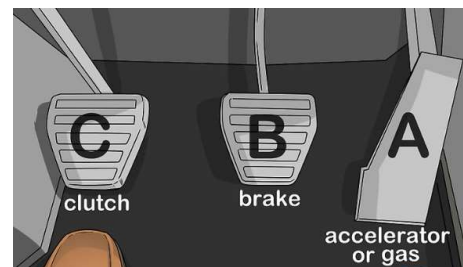
18

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

VISUAL NESTING TO SHOW PARTS OF

RELATED LOGICALLY -> RELATED VISUALLY

20

News paper example

The headline spanning these four 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.

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

23

Headings – use lot of them!

Top level heading
Second level heading
Third level heading

Bad – Similar visuals

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

BETTER – DISTINCT VISUALS

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

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

Already a Magazine Subscriber But Not an Online Member?

Create/Access Your Account Now
(You only need to do this once)

Enter 6-digit Account Number:

Enter Last Name:

Continue »

Where can I find my account number?

Already an Online Member?

Log in using your email address and password

Enter Email Address:

Enter Password:

☐ Keep me logged in.

Log In »

Did you forget your password?

Not a Member or Subscriber Yet?

Get FREE Access Online Instantly!

- Subscribe to the print magazine
  (Quirk's Marketing Research Review)
- Gain access to all the articles in our online database
- Post and reply to research discussion groups
- Create and post job openings
- Send RFP's

Continue »

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

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Mindless and painless clicking - examples

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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

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.

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.
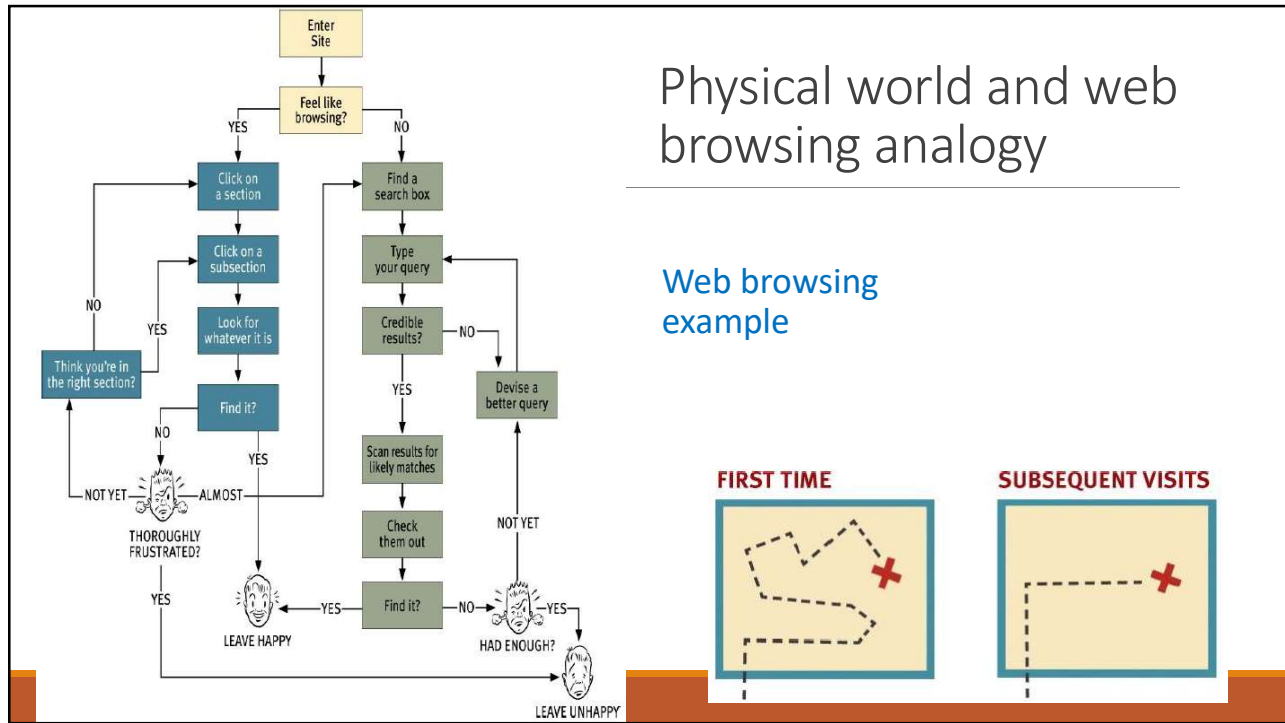
31

Physical world and web browsing analogy

Supermarket example

FIRST TIME

SUBSEQUENT VISITS
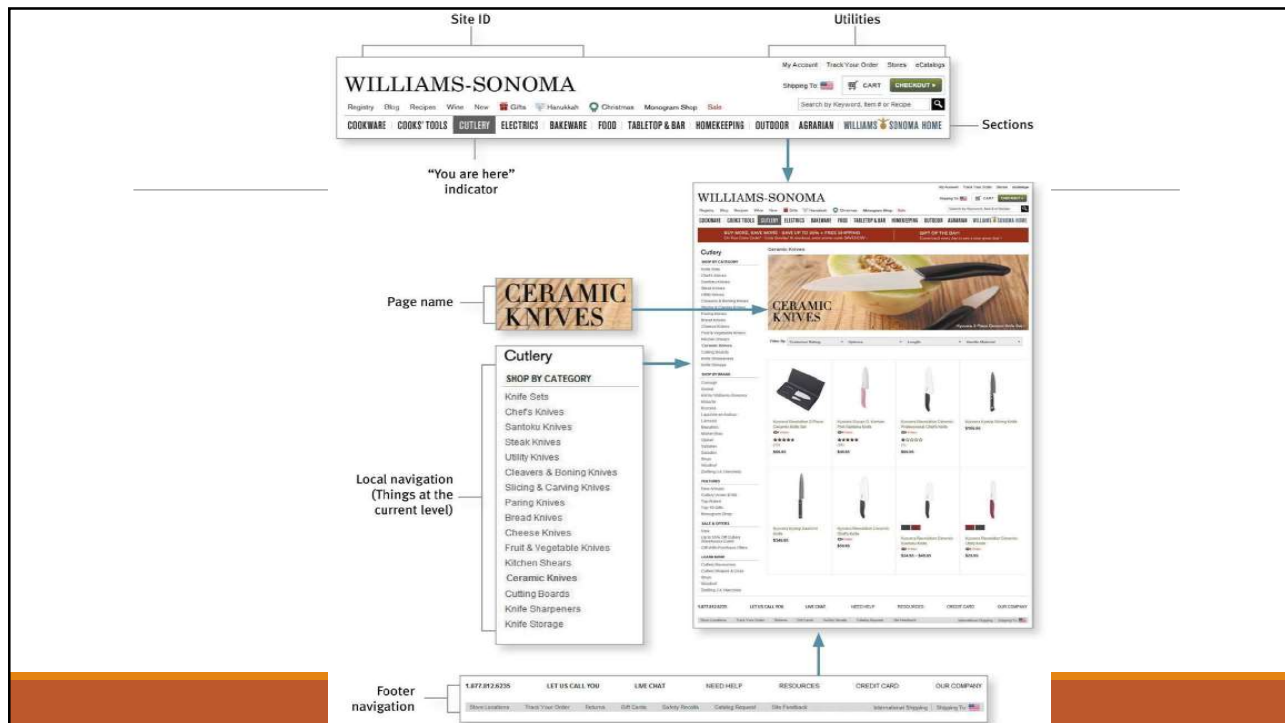
32

16

Physical world and web browsing analogy

Web browsing example

33

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Primary navigation - Site ID, sections & search

35

Consistency at Secondary, tertiary, quaternary... levels
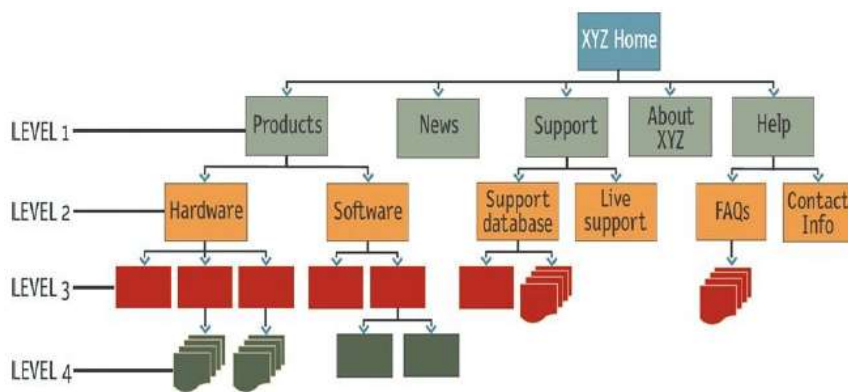
36

Page naming

Every page needs a name
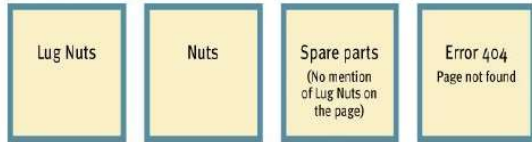
Name needs to be in the right place

Name needs to be prominent

Name should match what is clicked
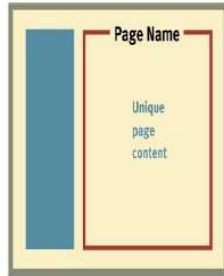
37

	Highlight my current location in navigation bars, lists or menus
	Various ways to make the current location standout

You are here

38

You are here -
breadcrumbs

39

Tabs

Tabs are self-evident and draw attention

Tabs are hard to miss

Tabs are slick

BAD: No connection, no pop.

BETTER: Connected, but no contrast. Limited pop.

BEST: Duck! It's coming right at you.

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)

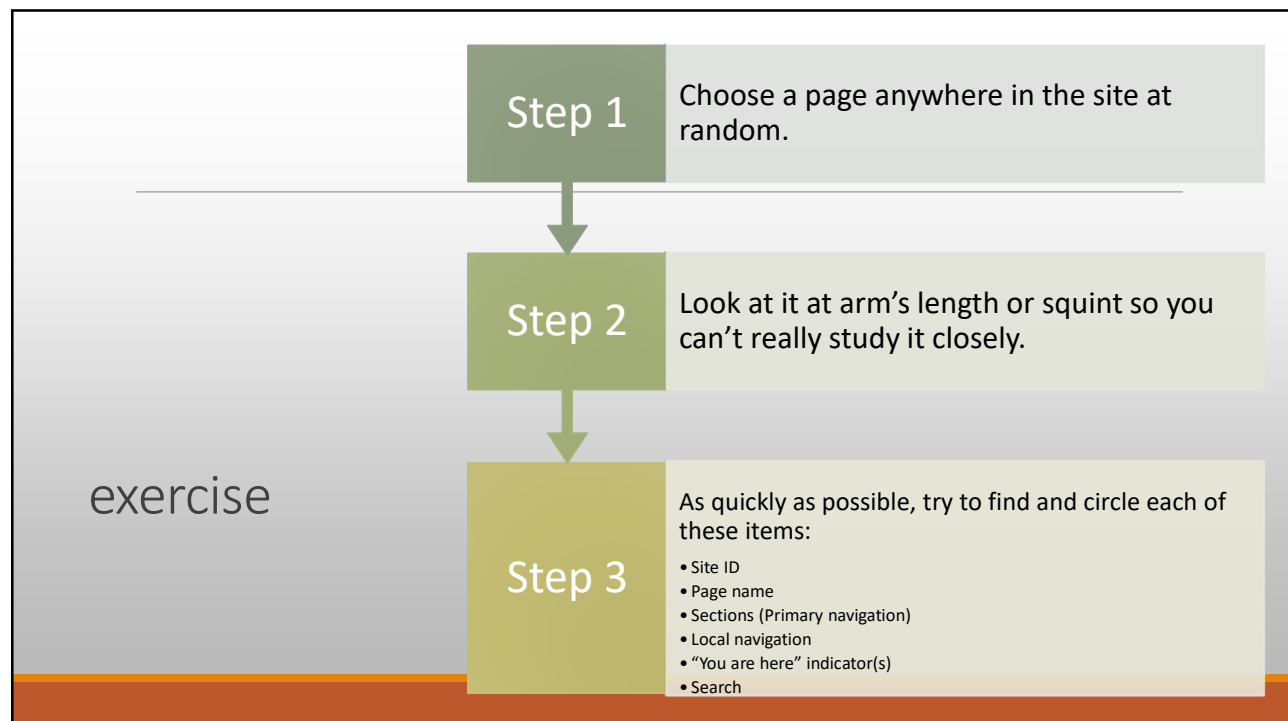What are my options at this level? (Local navigation)

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

How can I search?

41

Step 1	Choose a page anywhere in the site at random.
Step 2	Look at it at arm's length or squint so you can't really study it closely.
Step 3	As quickly as possible, try to find and circle each of these items: • Site ID • Page name • Sections (Primary navigation) • Local navigation • "You are here" indicator(s) • Search

exercise
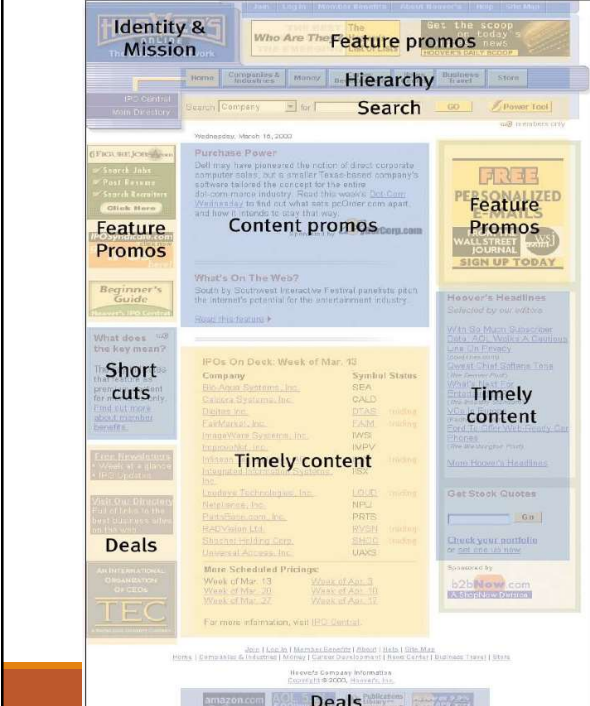
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The things a homepage should accommodate

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
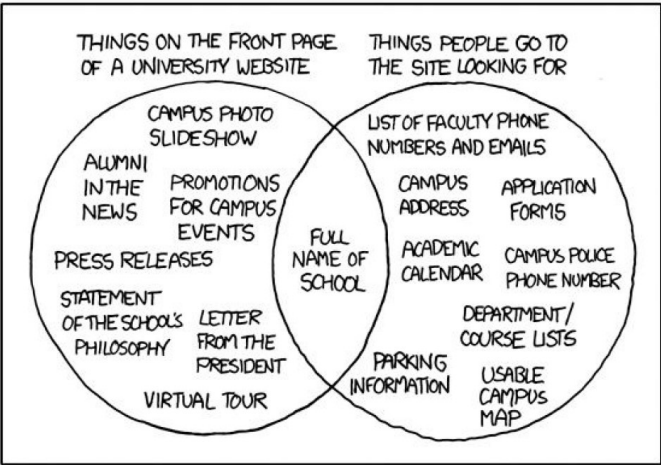 - ESTABLISH CREDIBILITY AND TRUST

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
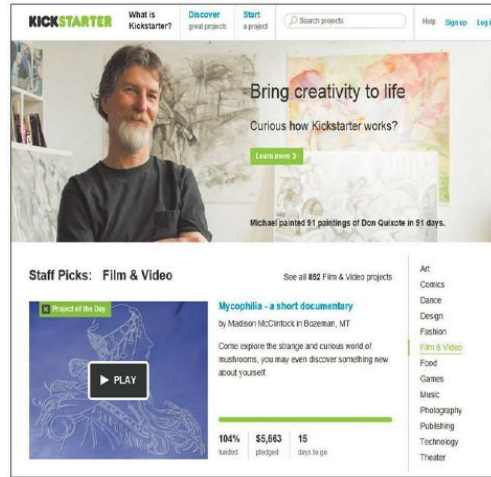

"University Website" | xkcd.com

44

Homepage needs to answer the four questions
Attention web designers: You have 50 milliseconds to make a good first impression!

45

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

46

Nothing beats a good tagline!

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
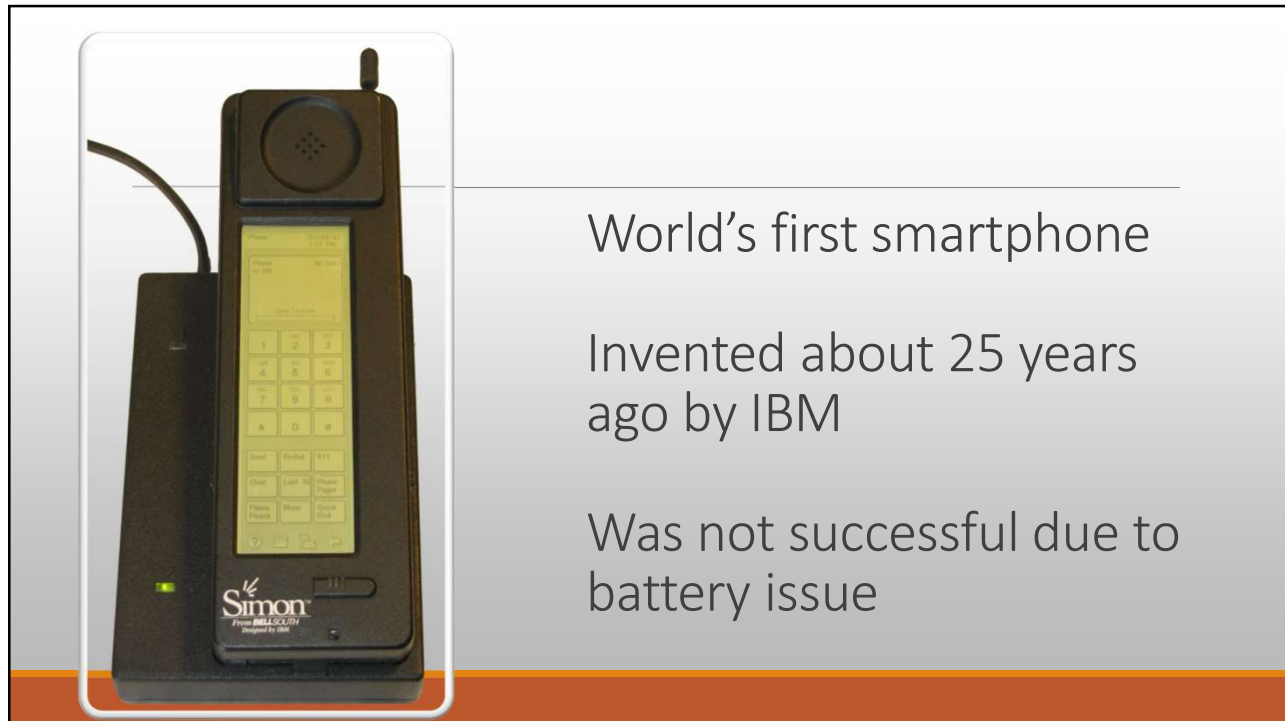
BAD Taglines are generic

47

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World's first smartphone

Invented about 25 years ago by IBM

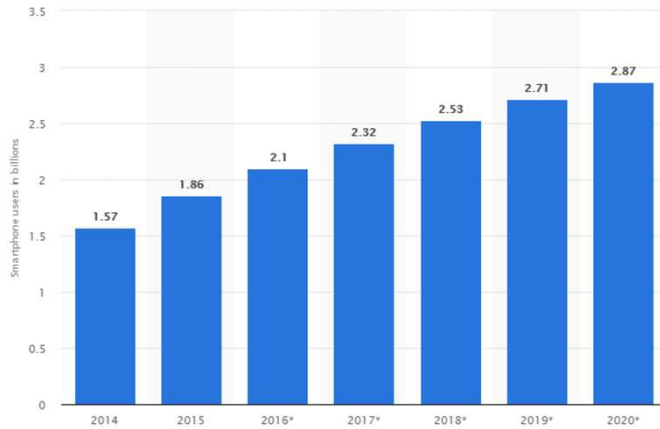Was not successful due to battery issue

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

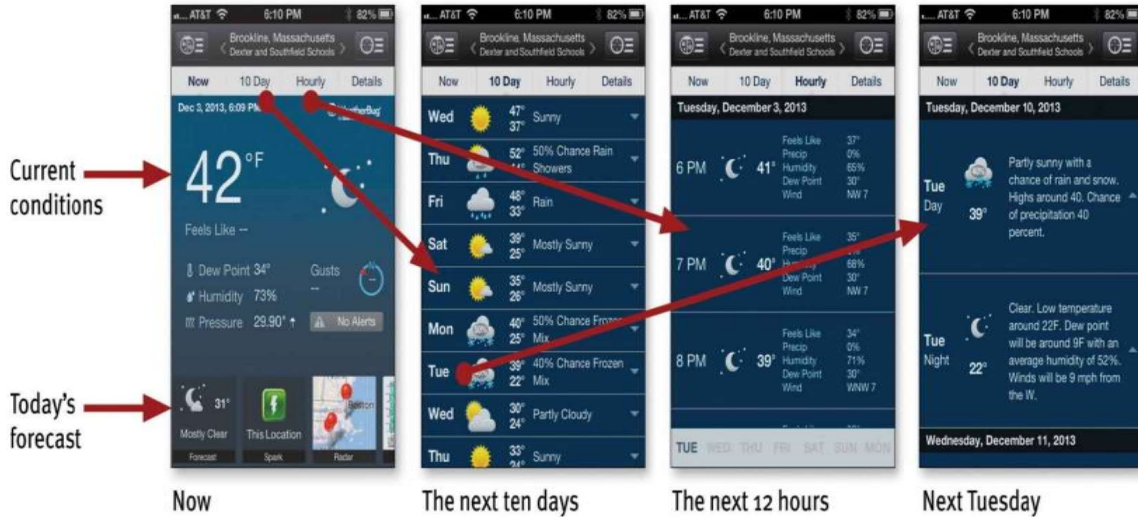They need to tap more to see the content

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)
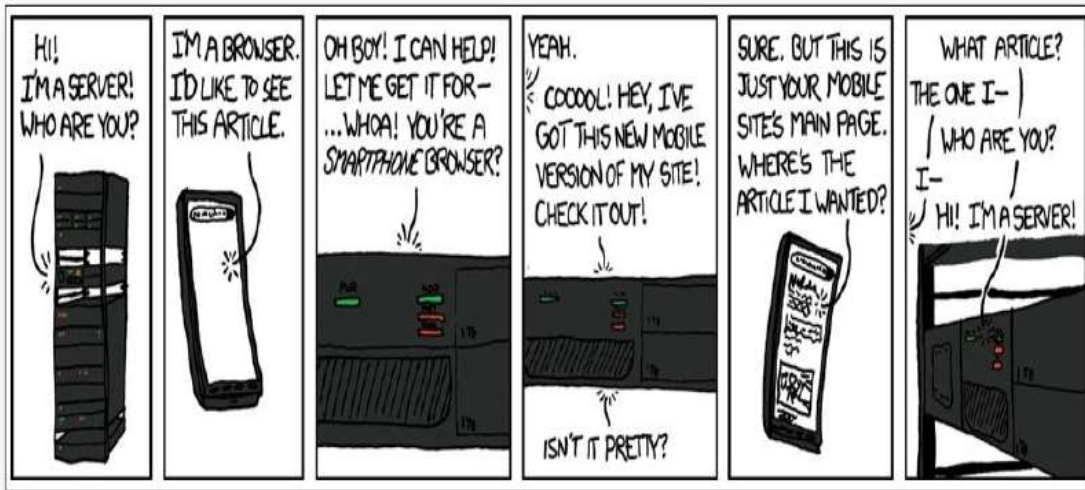
52

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

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Questions??

55