

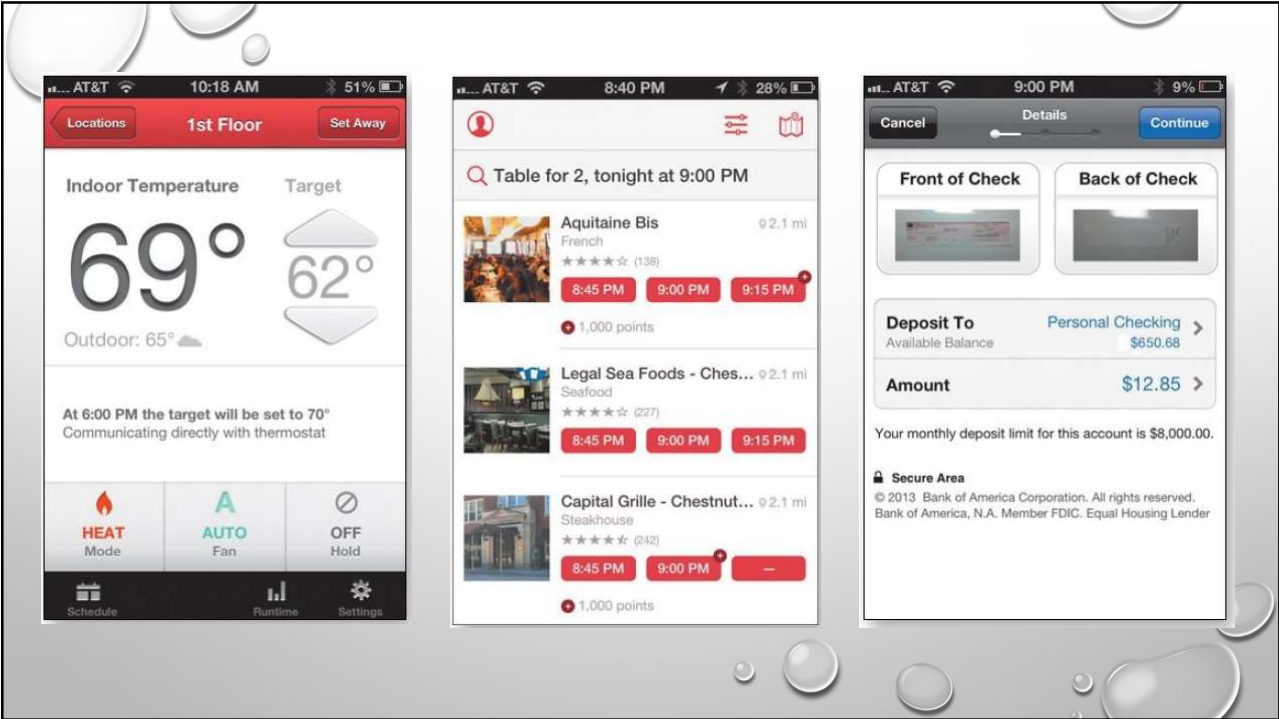
DON'T MAKE ME THINK - REVISITED

A COMMON SENSE APPROACH TO WEB AND MOBILE USABILITY

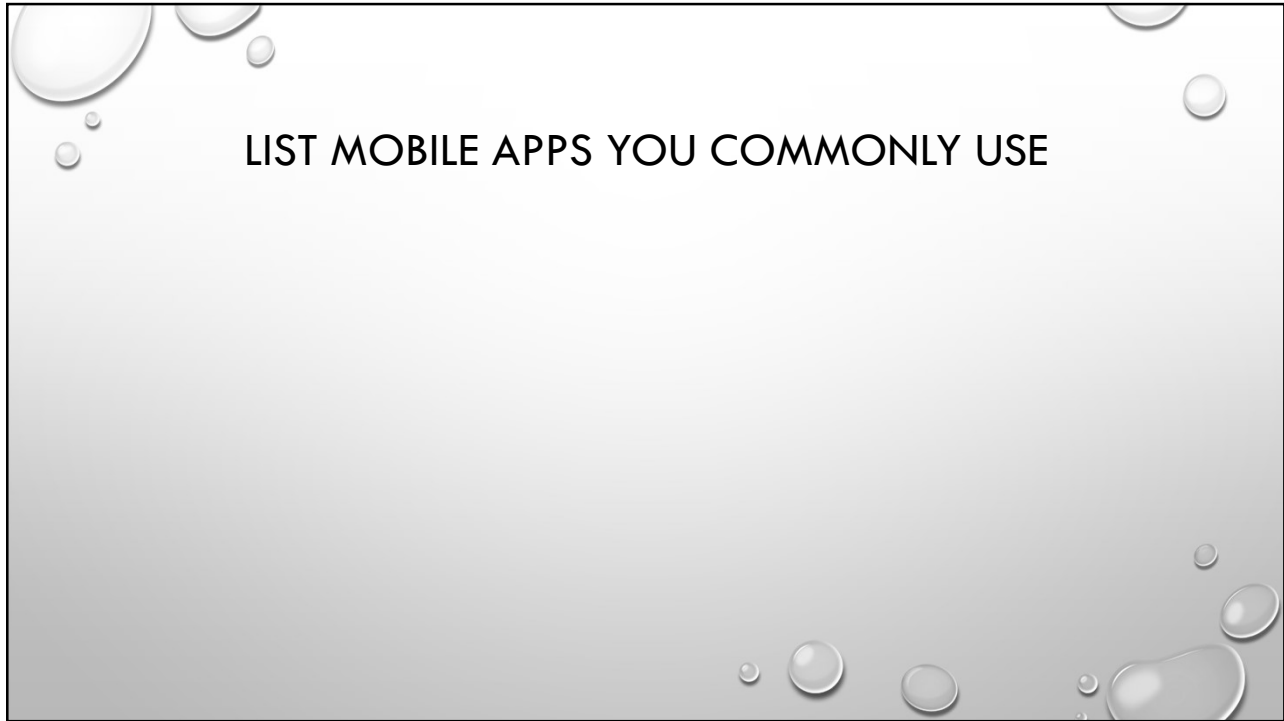
AUTHOR: STEVE KRUG

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1



2



3

THE WEB ITSELF KEPT IMPROVING!

improvements in the Web
 improvements in website usability
 improvements in web accessibility for html5
 improvements to the website
 improvements website reviews


Press Enter to search.

Compare to similar items

Item	HP 15.6" HD WLED Backlit Display Laptop, AMD A6-7310 Quad-Core APU 2GHz, 4GB RAM, 500GB HDD	Acer Aspire E 15 ES-575G-57D4 15.6-Inches Full HD Notebook (E5-7200U, 8GB DDR4 SDRAM, 256GB SSD, Windows 10 Home), Obsidian Black	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)
<p>This Item Acer Aspire E 15 ES-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</p> <p>\$349⁹⁹</p>	<p>15.6" WLED Backlit Display 4GB RAM, 500GB HDD SuperMulti DVD webcam</p> <p>\$249⁹⁹</p>	<p>Acer Aspire E 15 ES-575G-57D4 15.6-Inches Full HD Notebook (E5-7200U, 8GB DDR4 SDRAM, 256GB SSD, Windows 10 Home), Obsidian Black</p> <p>\$159⁹⁹</p>	<p>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)</p> <p>\$279⁹⁹</p>
Customer Rating: ★★★★★ (1169)	Customer Rating: ★★★★★ (225)	Customer Rating: ★★★★★ (2018)	Customer Rating: ★★★★★ (10)

4


USABILITY WENT MAINSTREAM



UX vs. Usability


Usability

- Effectiveness
- Efficiency
- Learnability
- Error prevention
- Memorability




User Experience

- Satisfaction
- Enjoyment
- Pleasure
- Fun
- Value



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?

5


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?

6

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/)



7

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

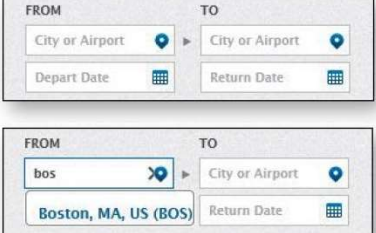
< OBVIOUSLY CLICKABLE	REQUIRES THOUGHT >	
<i>Click</i>	Hmm. <i>[Milliseconds of thought]</i> I guess that's the link. <i>Click</i>	Hmm. Does that do anything?

THINGS THAT MAKE US THINK

NAMES – XYZ CORP IS HIRING

UNCLICKABLE LINKS OR BUTTONS

8



FROM City or Airport
Depart Date


TO City or Airport
Return Date

Types "bos"
Oh, good. It knows Boston.
Picks Boston from the dropdown

THINGS THAT MAKE US THINK

BOOKING A FLIGHT
– CHOICES DO NOT MAKE SENSE

TRY WITH THE SITES OF YOUR CHOICE AND RECORD THE OBSERVATION




FROM BOS
Depart Date

TO City or Airport
Return Date

But why does it just put BOS after I pick Boston?

I'm sure it'll know "ny"...

Types "ny" and fills in dates, then clicks "Find Flights"




FROM BOS
12/17/2013

TO ny
12/19/2013

Types "ny" and fills in dates, then clicks "Find Flights"

Why doesn't it recognize New York?

Please enter a valid 'TO' City or Airport code.



FROM BOS
12/17/2013

TO hy
12/19/2013

Why doesn't it recognize New York?

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

To City or Airport

Starts typing "bos" and gets a list of choices

THINGS THAT MAKE US THINK

BOOKING A FLIGHT
– CHOICES MAKE SENSE



From BOS - Boston Logan Inter
BOS - Boston Logan Inter

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

Starts typing "ny" and gets a list of choices

Good.



From BOS - Boston Logan Inter
Depart Dec 06


To NYC - New York City, NY
Return Dec 08

Good.

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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?

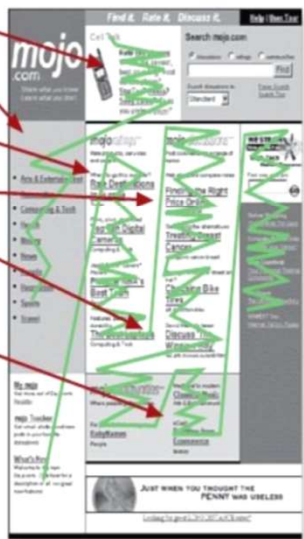


On the Internet, the competition is always just one click away, so if you frustrate users they'll head somewhere else.


11

HOW WE REALLY USE THE WEB

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.

- WE DON'T READ PAGES
- WE SCAN THEM

12

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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WHAT DESIGNERS BUILD...

WHAT USERS SEE...

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WE DON'T MAKE OPTIONAL 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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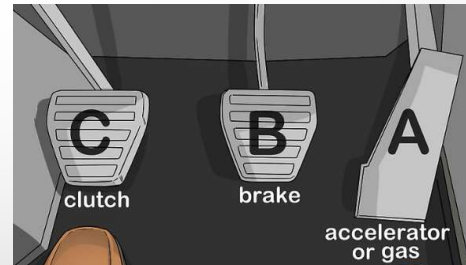
WE DON'T FIGURE OUT HOW THINGS WORK. WE MUDDLE THROUGH.

- 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.

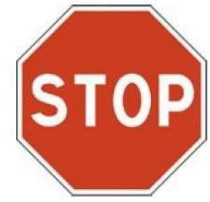
16

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



f Share 36 t Tweet 244 ✉ Email 0



17

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

18

CREATE EFFECTIVE VISUAL HIERARCHIES

MORE IMPORTANT -> MORE PROMINENT

VISUAL NESTING TO SHOW PARTS OF

Very important

A little less important

Nowhere near as important

RELATED LOGICALLY -> RELATED VISUALLY

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**

19

CREATE EFFECTIVE VISUAL HIERARCHIES NEWS PAPER EXAMPLE

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

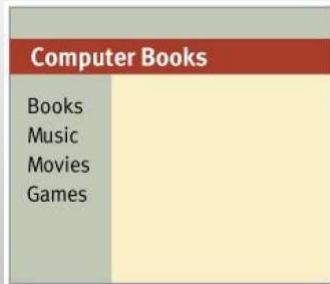


The size of this headline makes it clear at a glance that this is the most important story.

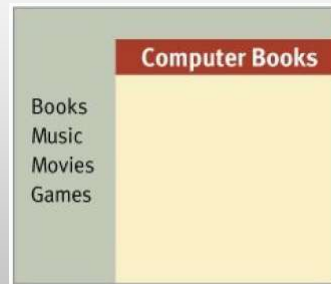
20

CREATE EFFECTIVE VISUAL HIERARCHIES

FLAWED VISUAL HIERARCHY



PROPER VISUAL HIERARCHY



PUT THE HEADING
WHERE IT BELONGS TO
MAKE THE
RELATIONSHIP CLEARER

21

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 [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 can'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.

22

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

23

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."

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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

25

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

27

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

OMIT NEEDLESS WORDS

28

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 ▼

29

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.

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

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.

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.

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

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.

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.

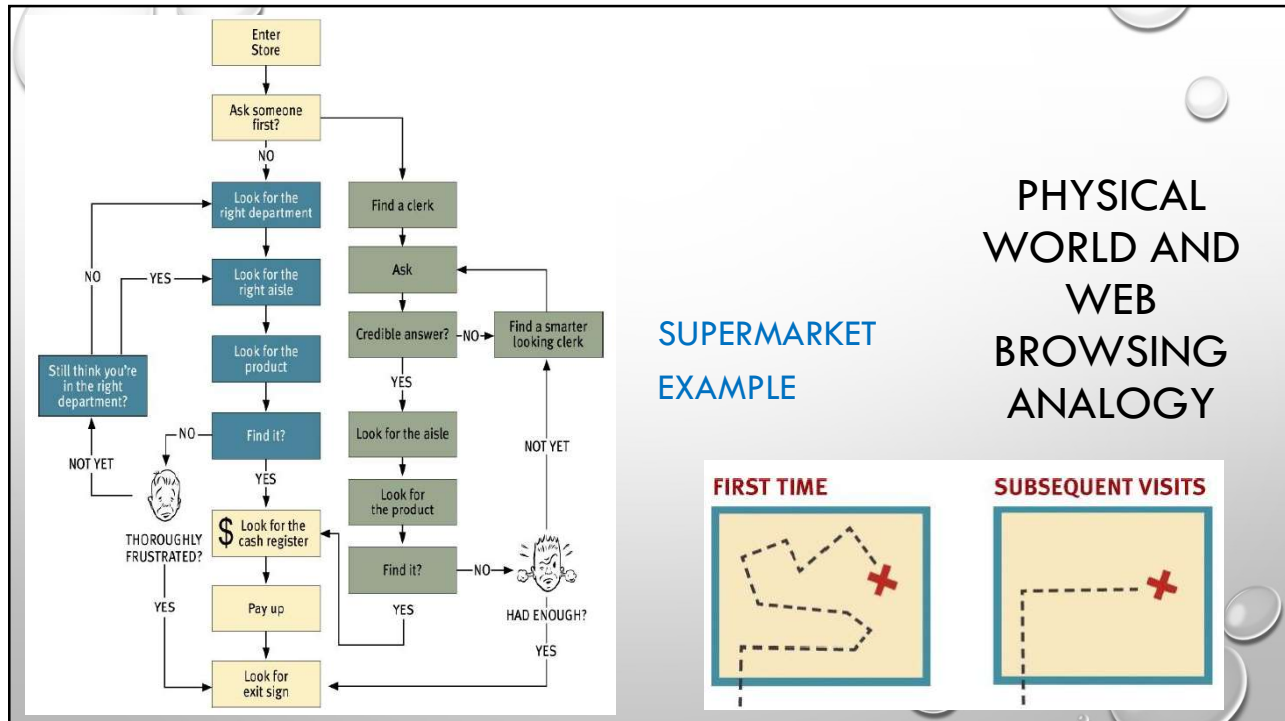
SURVEY TEXT ANALYSIS & PRUNING

After: 34 Words

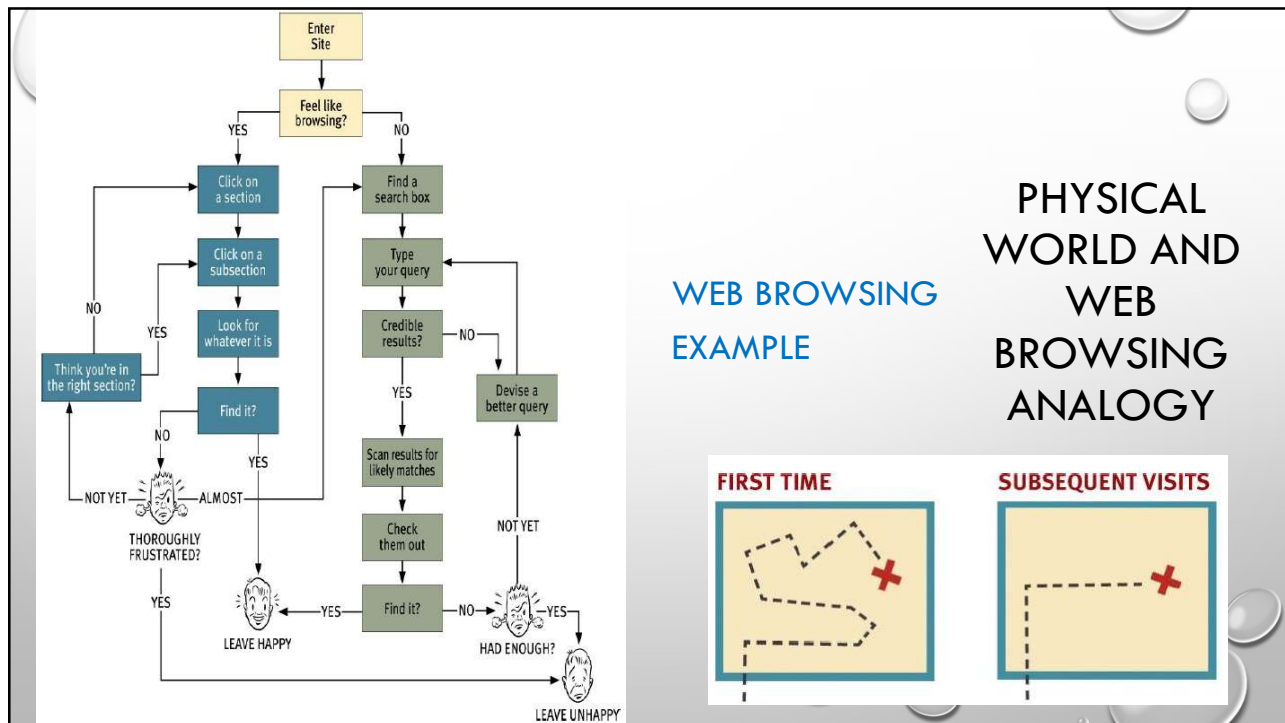
Please help us improve the site by taking 2-3 minutes to complete this survey.

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

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WEB NAVIGATION CONVENTIONS

The screenshot shows the Williams-Sonoma website with several annotations:

- Site ID:** Points to the 'WILLIAMS-SONOMA' logo.
- Utilities:** Points to the top right navigation area including 'My Account', 'Track Your Order', 'Stores', 'eCatalogs', 'Shipping to', 'CART', and 'CHECKOUT'.
- Sections:** Points to the horizontal menu items: 'COOKWARE', 'COOKS' TOOLS', 'CUTLERY', 'ELECTRICS', 'BAKEWARE', 'FOOD', 'TABLETOP & BAR', 'HOMEKEEPING', 'OUTDOOR', 'ASARIAN', and 'WILLIAMS SONOMA HOME'.
- "You are here" indicator:** Points to the 'CUTLERY' section in the menu.
- Page name:** Points to the 'CERAMIC KNIVES' category label on the product page.
- Local navigation (Things at the current level):** Points to a dropdown menu for 'Cutlery' with sub-items: 'Knife Sets', 'Chef's Knives', 'Santoku Knives', 'Steak Knives', 'Utility Knives', 'Cleavers & Boning Knives', 'Slicing & Carving Knives', 'Paring Knives', 'Bread Knives', 'Cheese Knives', 'Fruit & Vegetable Knives', 'Kitchen Shears', 'Ceramic Knives', 'Cutting Boards', 'Knife Sharpeners', and 'Knife Storage'.
- Footer navigation:** Points to the bottom of the page with links like '1.877.875.8225', 'LET US CALL YOU', 'LIVE CHAT', 'NEED HELP?', 'RESOURCES', 'CREDIT CARD', and 'OUR COMPANY'.

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PRIMARY NAVIGATION - SITE ID, SECTIONS & SEARCH

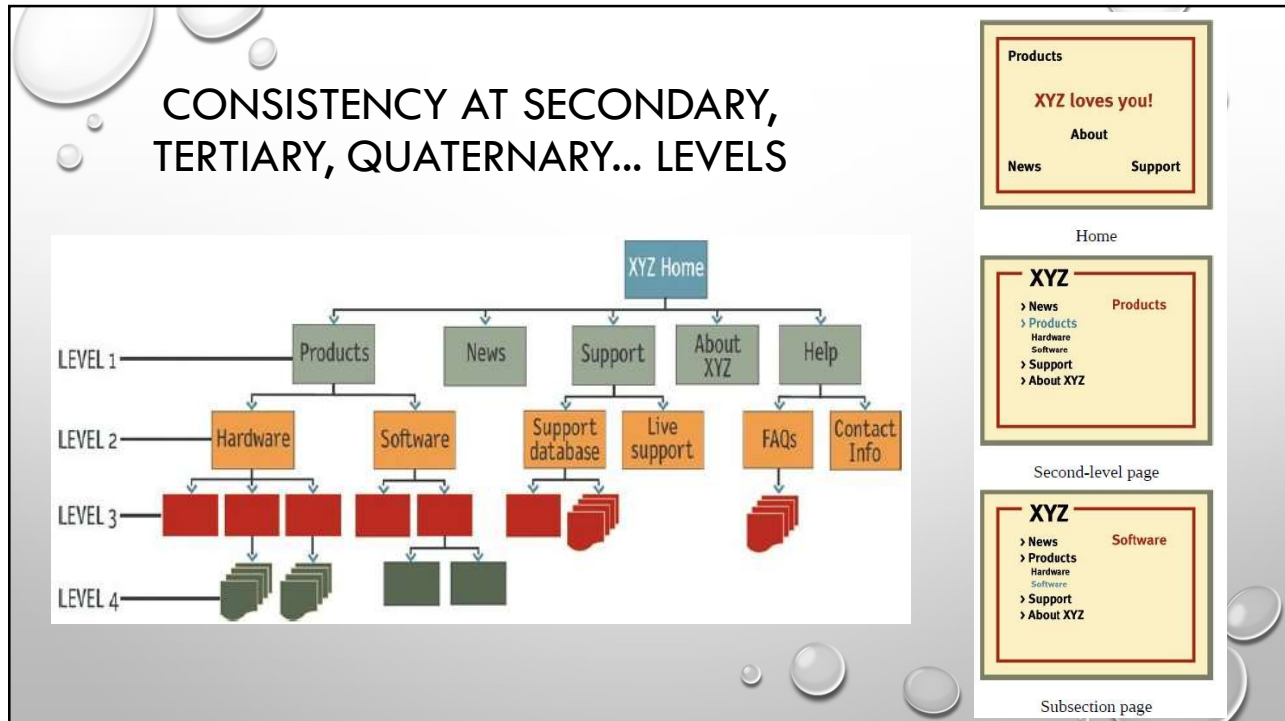
The diagram illustrates three primary navigation patterns for 'XYZ Corp.':

- Pattern 1 (Site ID):** A yellow box labeled 'Site ID' contains 'Everything else'. The navigation bar includes 'Home', 'Products', 'News', 'Support', and 'About XYZ' (Sections).
- Pattern 2 (Subsections):** The navigation bar includes 'Home', 'Products', 'News', 'Support', and 'About XYZ'. A secondary bar below shows 'Bivalves', 'Lug Nuts', and 'Protein Shakes' (Subsections).
- Pattern 3 (Utilities):** The navigation bar includes 'Home', 'Products', 'News', 'Support', and 'About XYZ'. A 'Utilities' link is present in the top right.

Below the navigation patterns are search components:

- A search bar with a 'Go' button.
- A search bar with a magnifying glass icon.
- A search bar with a 'Search' button.
- A search bar labeled 'Search THIS SITE'.
- A search bar labeled 'Search for a Book'.

34



35

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

Bikes on the T

Attention Customers and Cyclists

The MBTA is taking measures to further enhance bike parking security.

Effective May 1, 2013, bicyclists must register either a CharlieCard OR a Bike CharlieCard to access any of our Pedal & Park bike parking facilities. To register now, please go to: www.mbta.com/riding_the_t/bikes/register

There will be no charge for registration.

WHAT I CLICK...

[Lug nuts](#)

WHAT I GET...

Lug Nuts

Nuts

Spare parts
(No mention of Lug Nuts on the page)

Error 404
Page not found

Names match. Comfort, trust, no thought required. → Names don't match. Frustration, loss of trust.

36

YOU ARE HERE

Highlight my current location in navigation bars, lists or menus

Various ways to make the current location standout

Looks like I'm in bedroom lighting

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

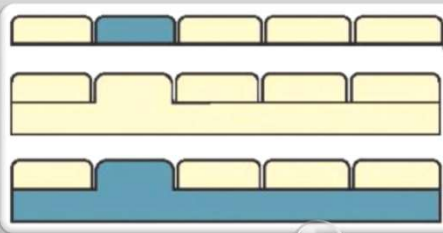
37

YOU ARE HERE - BREADCRUMBS

38

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.

39

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?

40

EXERCISE

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

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THE THINGS A HOMEPAGE SHOULD ACCOMMODATE

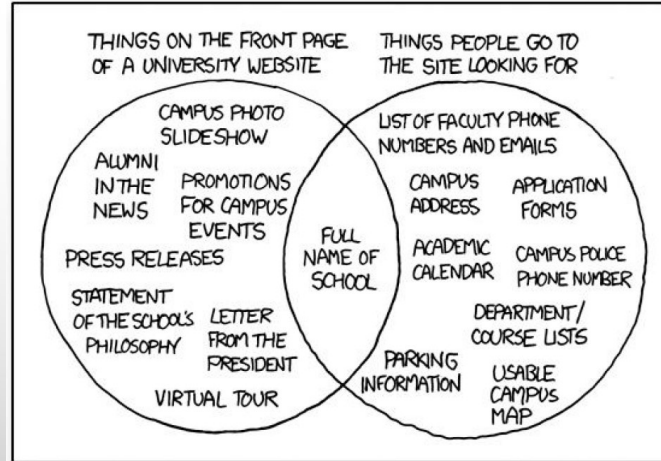
- CONCRETE NEEDS
- SITE IDENTITY AND MISSION
- SITE HIERARCHY
- SEARCH
- TEASES
- CONTENT PROMOS
- FEATURE PROMOS
- TIMELY CONTENT
- DEALS
- SHORTCUTS
- REGISTRATION

- 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

42

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

43

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?



44

 <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. 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

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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

Tagline











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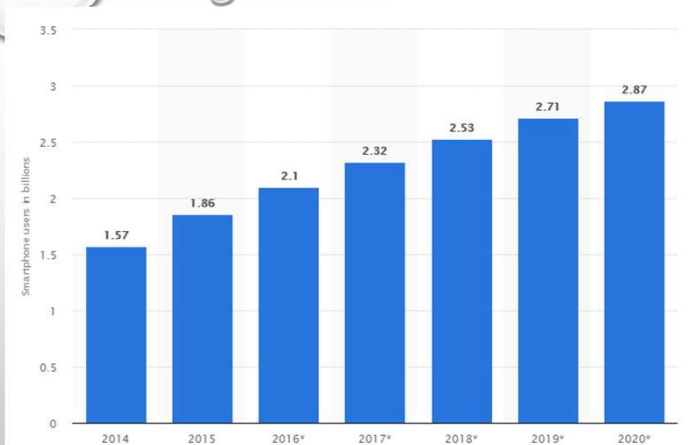
48

EARLY TOUCH SCREEN BASED SMARTPHONE MODELS

- LG PRADA - MAY 2007
- IPHONE 1 - JUNE 2007



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WORLD'S SMARTPHONE OWNERSHIP

- [HTTPS://WWW.WEFORUM.ORG/AGENDA/2018/03/REMEMBERING-FIRST-SMARTPHONE-SIMON-IBM/](https://www.weforum.org/agenda/2018/03/remembering-first-smartphone-simon-ibm/)

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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)

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SOME BASICS – PRIORITIZATION

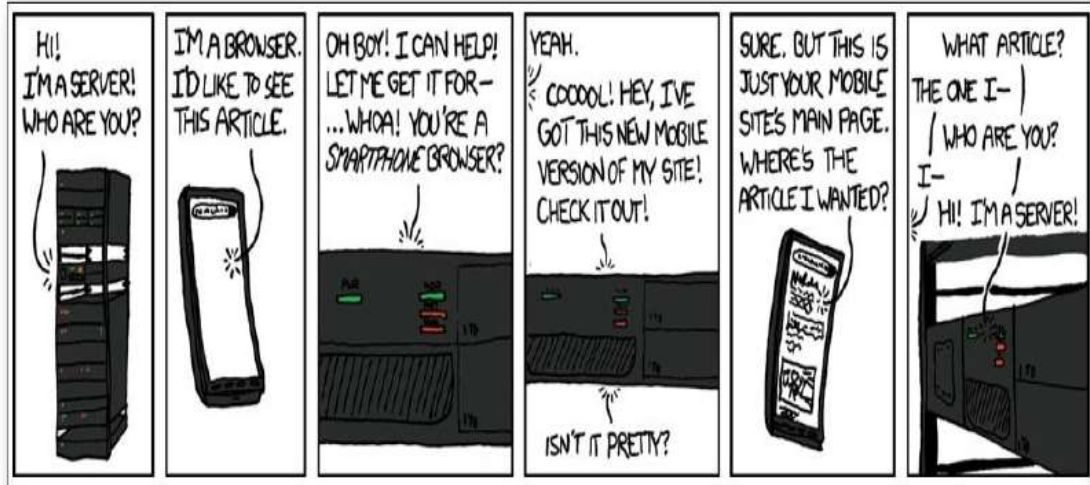
THINGS TO BE USES IN A HURRY OR FREQUENTLY SHOULD BE CLOSE AT HAND.

The image displays four mobile weather app screens for Brookline, Massachusetts, illustrating different views and their prioritization:

- Now:** Shows current conditions (42°F) and today's forecast (31°F). Red arrows point from the labels "Current conditions" and "Today's forecast" to these elements.
- The next ten days:** Shows a 10-day forecast with dates from Wednesday to Thursday.
- The next 12 hours:** Shows hourly forecasts for Tuesday, December 3, 2013, from 6 PM to 8 PM.
- Next Tuesday:** Shows a detailed forecast for Tuesday, December 10, 2013, including temperature (39°F) and weather conditions.

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ALLOW ZOOMING & PROVIDE A LINK TO THE FULL SITE



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QUESTIONS??

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