



## Usability: Two principles and ten evils Reminders



### First Principle

Don't make your  
audience think



### Second Principle

Audiences scan,  
"satisfice" and  
muddle through.



### Top 10 things not to do . . .

## 10. Hard-to-scan text:

- Formatting
- Writing for the web



### Top 10 things not to do . . .

9. Don't provide a contact email, or let us know anything about the owners of the site



### Top 10 things not to do . . .

8. Break the back



Top 10 things not to do . . .

7. Use pop-up ads, blinking stuff, animations, and other visual junk



Top 10 things not to do . . .

6. Let them drown in your splash page
- Useless Flash presentations
  - Request to download programs
  - Bad Flash-only sites



Top 10 things not to do . . .

5. Link rot

- ♦ Visitors hate broken links even more than webmasters hate monitoring them



Top 10 things not to do . . .

4. Provide a crummy search engine

- Badly indexed
- Hard to find or use
- Results that are hard to interpret



Top 10 things not to do . . .

3. Long download times (8 sec rule)

This is still important!



## Broadband

- ♦ Canada is one of the most wired nations when it comes to broadband access (dsl -*digital subscriber lines* - and cable modem)
- ♦ About 85% of world Internet surfers have some kind of broadband connection now

Source:Pew Internet



## Isn't that a lot?

- ◆ Yes, much better than even last year
- ◆ But fast download times are still vital to a successful website:
  - You have 8 seconds for them to get the gist of your page.
  - The general rule for the whole page to download is 10-20 seconds, though note that a good download speed is not the only determining factor of success with this. Try a few sites on the tool at WebsiteOptimization.com.
  - We will measure based on 56k connection speed to be safe.

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Top 10 things not to do . . .

## 2. Poor navigation

And the number 1 thing not to do....

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Top 10 things not to do . . .

## 1. Focusing on your organization rather than your user

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