



Usability: Two principles and ten evils

Reminders

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First Principle

Don't make your
audience think

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Second Principle

Audiences scan,
"satisfice" and
muddle through.

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Top 10 things not to do . . .

10. Hard-to-scan text:

- Formatting
- Writing for the web

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Top 10 things not to do . . .

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

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Top 10 things not to do . . .

8. Break the back

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Top 10 things not to do . . .

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

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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

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Top 10 things not to do . . .

5. Link rot
 - Visitors hate broken links even more than webmasters hate monitoring them

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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

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Top 10 things not to do . . .

3. Long download times (8 sec rule)
This is still important!

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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

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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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