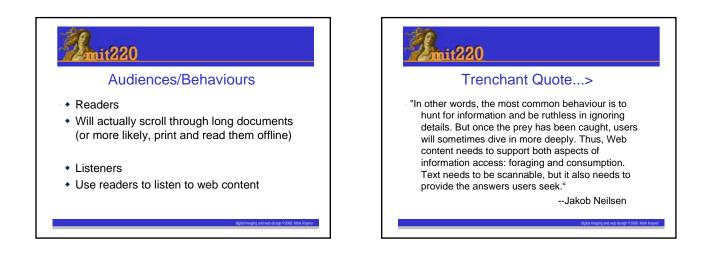


## mit220

#### Audiences/Behaviours

- Viewer
- Rather be watching TV
- · Looking for the next visual jolt
- Users
- Want information
- Are not there to read beautiful prose



## -mit220

Largest Audience/Most Common Behaviour

Users

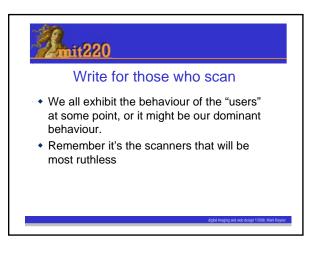
- Scan pages for information
- Skip whole sections of text
- This group needs a particular kind of text, and if they don't find it on your site, they'll move elsewhere, so understanding your audience is more important than ever.
- Are like "Ginger"





Brit	220
	The "Ginger" Effect
infø So v	Velcome to the order form Te same way, our eyes naturally slide over newsproke based form. This form contains three major anyonality. Pour form or an address, and the holde of widget that you would the to order. Widgets cost \$23.70 US each. Hame: Small: Small:
	digital imaging and web design #2008, Mark Rayner

Emit220	
The "Ginger" Effect	
biah biah biah biah biah biah biah biah	
No. of wridgets:	ek Rajner



### mit220

#### Write for those who scan

- Find out who they are and what they want
- Every page is important
- Edit print text down!

# 

#### Write for those who scan

- "Chunk" the text
- Use headlines & subheads
   Keep them informative and simple
- Use lists

# 

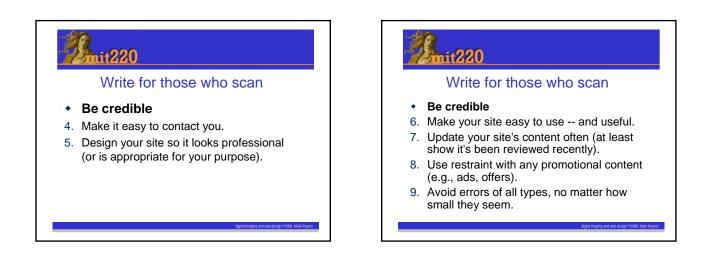
#### Write for those who scan

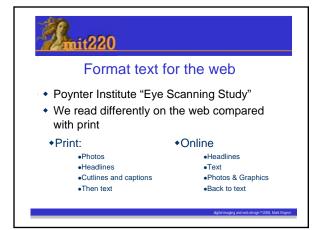
- Use "hooks"
- You don't have to sacrifice depth
  Use hypertext

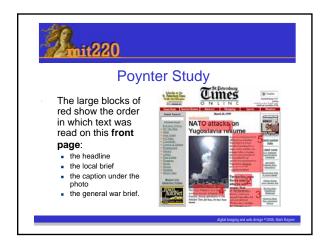
# Amit220

#### Write for those who scan

- Be credible
   --Sidebar- Suggestions from Stanford's Credibility study:
- 1. Make it easy to verify the accuracy of the information on your site.
- 2. Show that there's a real organization behind your site.
- 3. Highlight the expertise in your organization and in the content and services you provide.







# Format text for the web

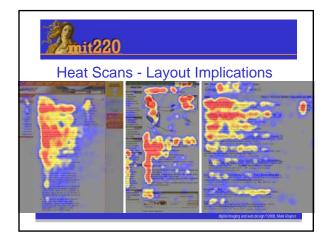
#### Print:

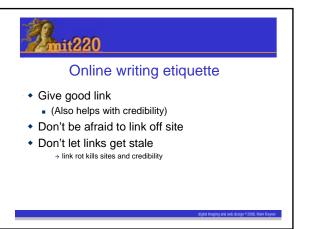
- Serif body text
- To help the eye
- Column width = 4"
- Online: • Sans serif • Serif gets in the way
- Question of resolution
- Column width = 400 pixels



#### Layout implications

- Users are expecting large text header somewhere in the middle top third of screen
- · Focus on words
- Not to say graphics and design isn't important (Stanford study)





## mit220

#### Linking etiquette (two)

- Generally speaking, you will not want to embed links.
- Provide links in a separate list in a sidebar or at the end of a piece of content.
- Don't force your readers away.

