ALPHABETICAL SORTING MUST ALSO DIE!

- Better Sorting than A–Z: Widths and heights are ordinal data,
 meaning that they have an inherent monotonically increasing sequence –
 alpha sorting fine for such cases
- Time lines and geographical location or
- **importance** or **frequency** of use guide

Reset and Cancel Buttons mostly must die

- supports user control and freedom "emergency exit"
- Undo truly one of greatest advances in usability.
- window-based GUI applications cancel in dialog boxes supports
 exploratory learning
- editing systems *Undo* command user's most recent changes. multi-level undo and redo also there :

Reset and Cancel Buttons mostly must die

- Reset and Cancel buttons Web's attempt at mirroring UNDO!
- Reset: Don't Use web happier place -- all Reset buttons were removed.
- almost never helps users, but often hurts them.
- Reset hurts users in 3ways-
- click the button by mistake when they wanted to click Submit. all your work is gone!
- two buttons at the bottom of a form clutters up the interface
- scanning the useless button and deciding which of the two buttons is the correct one.
- Make All Form Entries Undoable

Reset and Cancel Buttons mostly must die

- ✓ Escape route for erroneous form entries.
- ✓ Text fields or check boxes user can always erase the entry and revert to the original state
- ✓ Radio buttons and pull-down menus in a non-standard manner and do not offer a neutral choice
- ✓ Design mistake on the Web -- radio buttons that initially do not have a selection. no way for the user to select a "nothing" option, once he or she has selected one of the choices.
- ✓ Always include an explicit radio button for the default choice;
- ✓ Always include a selectable menu entry in pull-down menus for the default choice.



- Reset can be useful for forms that satisfy both of the following criteria:
- the form is filled-in repeatedly by the same user
- the data to be entered differs significantly from one use of the form to the next
- would be easier for the user to **edit the old data** than to erase it and start from scratch.
- Reset button useful in complex dialogs the user is asked to specify parameters that have good default values
- user has wandered far from the defaults during exploration of the parameter space - Reset can offer a quick way home to safe grounds.

Cancel: Use Sparingly

- Web not an application environment -- doesn't have dialog boxes.
- Web is a navigation environment -- move between pages of information
- hypertext navigation -- dominant user behavior, Back button for getting out of unpleasant situations.
- Back is such a strong behavior on the Web not necessary to offer explicit Cancel button
- Offer a Cancel button when users may fear that they have committed to something they want to avoid.

- Cancel provides an extra feeling of safety that is not afforded by simply leaving
- Cancel useful for multi-step dialogs where the user has progressed past one or more pages with actions.
- Back button will not undo these actions and it would be better if the user would click Cancel
- Remove buttons are required for Shopping carts
- When Cancel Is Necessary
- Cancel Downloads or File Transfer Applications is a required option

Art of Writing Headlines – Usability

- Precise communication in a handful of words
- World's Best Headlines: BBC News
- concise, scannable, and objective
- short (people don't read much online)
- rich in information scent, clearly summarizing the target article
- **front-loaded** with the most important keywords (because users often scan only the beginning of list items)
- understandable out of context (headlines often appear without articles, as in search engine results)

Art of Writing Headlines – Usability

- **predictable**, so users know whether they'll like the full article *before* they click (because people don't return to sites that promise more than they deliver)
- England complete big win to take series
- headline conveys the gist of the story on its own, without requiring you to click.
- average headline consumed a mere 5 words and 34 characters
- why is the BBC so good when most others are so bad?
- originated as a radio station, where word count is at a premium and you must communicate clearly to immediately grab listeners

5 tips for Headlines Usability

- Teach them something
 "How to Lose a Guy in 10 Days"
- Keep it short and snappy
 "Sell More. Stress Less. Breath Easy."
- Make a list
 "10 Essential Elements of a Popular Banking Blog Post
- Play to Emotions
 This Marketing Tool Will Blow Your Mind
- Promote Awards, Endorsements and Rave Reviews
 Bill Gates calls Company X 'my watchdog

Headlines Usability – NNG Guidlines

(I) Make sure the headline works out of context

- New times call for new decisions
- Treat headlines like microcontent
- (2) Tell readers something useful.
- Make better, faster decisions with data visualization v/s
- Data visualization helps you detect and prevent fraud faster
- (3) Don't succumb to cute or faddish vocabulary.

Get the most bang for your buck with XYZ v/s

Increase productivity by 24% with XYZ

Headlines Usability – NNG Guidlines

(4) Omit nonessential words.

- Caster, a technology company, buys Mitchell, with assistance from Jon & Smith, for \$1.2B v/s
- Caster buys Mitchell for \$1.2 billion
- (5) Front-load headings with strong keywords.
- 1) Behold the new technologies for creating 3-D imagery and
- 2) Creating 3-D imagery gets easier with new technologies

short, keyword-leading headings that sound authentic, contain useful information, and make sense out of context.