Stop Password Masking
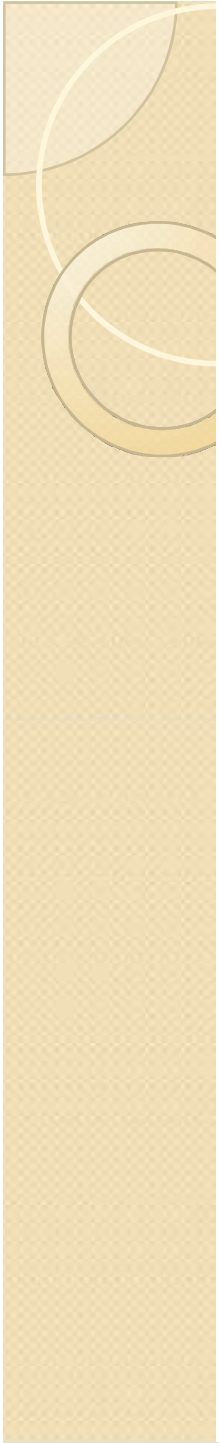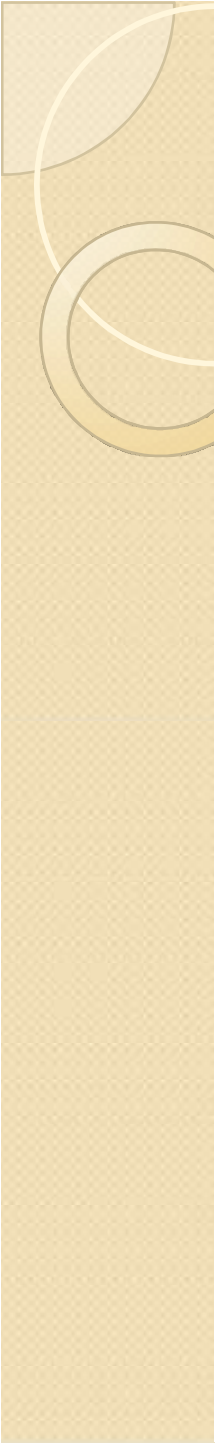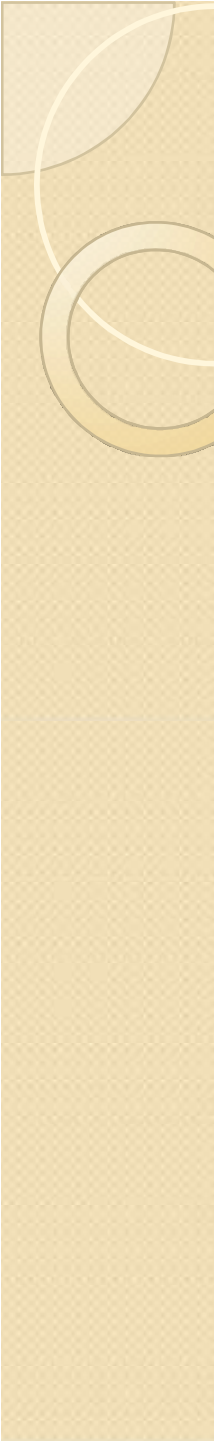
- Usability suffers when users type in passwords and the only feedback they get is a row of bullets. Typically, masking passwords doesn't even increase security, but does cost business!!

- **Feedback** and visualizing the system's status most important usability measures

- **undifferentiated bullets** - complex codes does not comply on the earlier principle!

- Most websites (and many other applications) mask passwords as users type them

- nobody looking over your shoulder when you log in to a website. [earlier years internet café curse!]

- suffering reduced usability to protect against a non-issue

- **Abandon Legacy Design -** Nasty usability problem in testing of mobile devices

- typing is difficult and typos are common

- **make more errors** when they can't see what they're typing while filling in a form, **- feel less confident**

- (a) employ **overly simple passwords** and/or (b) **copy-paste passwords** from a file on their computer. Both behaviors lead to a true **loss of security**.

- checkbox to have their passwords masked

- **there only because it's always been there**

- understanding your products and offers instead of struggling with the user interface.

- tension between security and usability, sometimes security wins.

Horizontal Attention Leans Left

✓Web users spend 69% of their time viewing the left half of the page and 30% viewing the right half

✓**more than twice as much time looking at the left side** of the page as they did the right:

✓**Viewing Time** : **69%** on left half of screen ; **Right** half **30%**

✓Keep **navigation** all the way to the left. - current options

✓Keep the **main content** a bit further in from the left.

✓**most important** stuff should be showcased between one-third and halfway across the page.

✓**Priority content** should be front and center,

- ✓ Web users spend **69%** of their time viewing the left half of the page and **30%** viewing the right half
- ✓ **more than twice as much time looking at the left side** of the page as they did the right:
- ✓ **Viewing Time**
- ✓ **69**% on left half of screen ; **Right** half **30%**
- ✓ Keep **navigation** all the way to the left. - current options
- ✓ Keep the **main content** a bit further in from the left.
- ✓ Left aligned Text v/s Right Aligned Text (Amounts Fine!)
- ✓ The Newspaper industry still thrives WHY

- ✓ **most important** stuff should be showcased between one-third and halfway across the page.

- ✓ users **focus their attention the most on left**.

- ✓ Keep **secondary content** to the right

- ✓ Layouts and viewing patterns are **codependent**

- ✓ Utilize conventional **top navigation** or **left navigation**

- ✓ Web users spend 80% of their time viewing the left half of the page and 20% viewing the right half.

- ✓ Adhering to design conventions will help maximize users' efficiency and company profits

- ✓ 81% fixations fall in the left half of this region on SERPs vs. 80% on general-web pages.

Scrolling & Attention

- ✓ People scroll vertically more than they used to ;

- ✓ Eye-tracking data shows that they will still look **more above page fold than below it.** (the two fold theory!)

- ✓ 80% of users' viewing time was spent above the fold.

- ✓ Larger Screens and New web design trends – but no major change in user behavior

- ✓ **57**% viewing time above the fold. **74%** on first two screenfuls,

- ✓ SERP, top half of the first screenful received > 75% of the viewing time above the fold.

Vertical Dimensions – User Behavior

Scrolling & Attention

- 65% of the viewing time above the fold was concentrated in the top half of the viewport.

- **Scanning / Reading Patterns**

- 57% above the fold; the second screenful of content received about a third of that 17% ; the remaining 26% was spread in a long-tail distribution.

- closer a piece of information is to the top of the page, the higher the chance that it will be read.

- Many users **engage in an F-pattern**

- **Old Truth!: be #1 or #2 on Google, or you hardly exist !!!**

Vertical Dimensions – User Behavior

- Reserve the top of the page for high-priority content: key business and user goals.

- Use appropriate font styling to attract attention to important content:

- Users rely on elements like headers

- Bold Text identify important ;to locate new segments of content.

- - visually distinct and styled consistently across the site

- Beware of false floors, - increasingly common with modern minimalist designs.

- **illusion of completeness can interfere with scrolling**.

- Include signifiers (such as cut-off text) -- content below the fold.

- Test your design with representative users - determine the ideal page length - ensure that the information that users want can be easily seen.

ALPHABETICAL SORTING MUST ALSO DIE!

- 2 Benefits - If user knows name searching becomes easy

- Helps lazy design teams in not thinking of a better design structure!

- Some cases where it works! – States location from a drop down (30 or more options)

- known-item problems are also often fine to alphabetize

- **People Rarely Think A–Z**

- For most questions: users **don't know the name** of the thing they want – alpha sorting rendered useless!

- Some items have an **inherent logic** with a different sort order – again alpha sorting useless , infact may be harmful in hiding the inherent logic !

ALPHABETICAL SORTING MUST ALSO DIE!

- Ordinal sequences, logical structuring, time lines, or prioritization by importance or frequency are usually better than A-Z listings for presenting options to users.

- **Shoe (product) size listing at a website below**

- A better width sorting would go from the narrowest to the widest: 4A, AAA, AA, ..., 3E, 4E

- Rather than alpha

Sorting done

Width

3E	4A	4E
AA	AAA	B
C	D	E
EE	OS	

Heel Height
2in - 2 3/4in
3in - 3 3/4in
4in - 4 3/4in
1in - 1 3/4in
5in & over
Under 1in
Flat

NEW

NEW

B. Makowsky

B. Makowsky