

Subject: Human Machine Interaction
B.E. Sem VIII

Text for Web Pages

Learning Objective: To understand the various guidelines of Text for Web Pages

Text for Web Pages

- ▶ Generally follow the same guidelines as for words, sentences, messages, instructions, and text.
- ▶ Also require a separate set of supplemental guidelines for several Web topics, including, word usage, error message presentation, and text, heading, and title writing as well as the writing of links.

Words

- ▶ Minimize the use of words that call attention to the Web.
- ▶ Web-specific terms are must be avoided ,
- ▶ Example: “This Web site,” “Click here,” and “Follow this link.”

Error Messages

- ▶ Provide helpful error messages for:
 - Incomplete or incorrectly keyed, entered, or selected data.
 - Requests for documents that do not exist or cannot be found.
- ▶ Redisplay a message on the page to which it relates.
- ▶ Present them in a visually distinctive and noticeable manner

Instructions

- ▶ Do not use phrasing that indicates a certain page order or flow.
- ▶ Explain where “Up” leads too.
- ▶ Phrase them in a browser-independent manner.
- ▶ Minimize “Click here” instructions.
 - Say “Select this link.”

Text

- ▶ Web page text must be legible and properly written for the medium.
- ▶ Presentation
 - Provide text that contrasts highly with the background.
- ▶ Writing
 - Style:
 - Use a style reflecting the needs of the site users.
 - Write objectively. — Use the inverted pyramid organization.
 - Be concise, using only about half the number of words of conventional text.
 - Each paragraph should be short and should contain only one main idea.

Text(Writing) Conti..

- Links:
 - Minimize within-text links.
 - Place them at the beginning or end of paragraphs or sections of text
- Scanning:
 - Make text scannable by using:
 - ✓ Bulleted listings.
 - ✓ Tables.
 - ✓ Headings.
 - ✓ Bold type.
- Testing:
 - Test for legibility and readability.

Links

- ▶ Create wording that makes links:
 - Descriptive
 - Differentiable
 - Predictive.
- ▶ Create concisely worded links.
- ▶ Integrate embedded links smoothly into the text.
 - Make only a few words the active link
 - Do not spread links over two lines
- ▶ Standalone links should not exceed one sentence in length
- ▶ Link Titles

Link Titles:(Conti..)

- ▶ Provide link titles that describe:
 - The name of site the link will lead to (if different from current site)
 - The name of subsection the link will lead to (if staying within current site).
 - The kind of information to be found at the destination.
 - How the linked information relates to the anchor link and the current page content
 - How large the linked information is.
 - Warnings about possible problems to be encountered at the other end.
- ▶ Restrict them to no more than 60 characters.

Page Title

- ▶ Provide a page title:
 - That possesses meaningful keywords
 - Whose first word is its most important descriptor
 - That makes sense when viewed completely out of context
 - That is different from other page titles.
 - Is written in mixed case using the headline style.
- ▶ Do not highlight keywords.

Headings and Headlines

- ▶ Create meaningful headings and headlines that quickly communicate the content of what follows.
 - Make the first word an important information-carrying one
 - Skip leading articles
- ▶ Create meaningful subheadings to break up large blocks of text.

References:

- ▶ The Essential Guide to User Interface Design Second Edition, Wiley.
- ▶ An Introduction to GUI Design Principles and Techniques ,Wilbert O. Galitz