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Krug’s Rules

Rule Chosen: Don’t Make Me Think!

The rule I chose is Don’t Make Me Think, and I think another way to rewrite this is Thoughtless Selection. With Thoughtless Selection it gets across the point that the user should be able to navigate the website without much thought into where they are going, as long as it will get you to your final destination. Don’t Make Me Think, in simple terms is when the user can click on an obvious path to get to the desired selection, whether it be to make a purchase or find information. This makes it easy for the user to use your website and will, in turn, will make more users use your website in the long run.