

Web Usability - making web sites that work!

Goce Armenski, PhD
Faculty of Computer Science and Engineering, UKIM





Content

- Why should you care about usability?
- Definitions
- Examples “everyday” usability problems
- Method for designing a usable web site
- Usability Checklist
- Examples



Why should we care?



[Home](#) / [World News](#) /

FAA says ‘months’ needed to fix Boeing 737 MAX software, not sure how long grounding lasts

Published time: 13 Mar, 2019 19:46

Edited time: 13 Mar, 2019 20:30





Why should we care?



Donald J. Trump

@realDonaldTrump



Airplanes are becoming far too complex to fly. Pilots are no longer needed, but rather computer scientists from MIT. I see it all the time in many products. Always seeking to go one unnecessary step further, when often old and simpler is far better. Split second decisions are....

117K 4:00 PM - Mar 12, 2019



63.6K people are talking about this



Donald J. Trump

@realDonaldTrump



....needed, and the complexity creates danger. All of this for great cost yet very little gain. I don't know about you, but I don't want Albert Einstein to be my pilot. I want great flying professionals that are allowed to easily and quickly take control of a plane!

81K 4:12 PM - Mar 12, 2019



41.4K people are talking about this



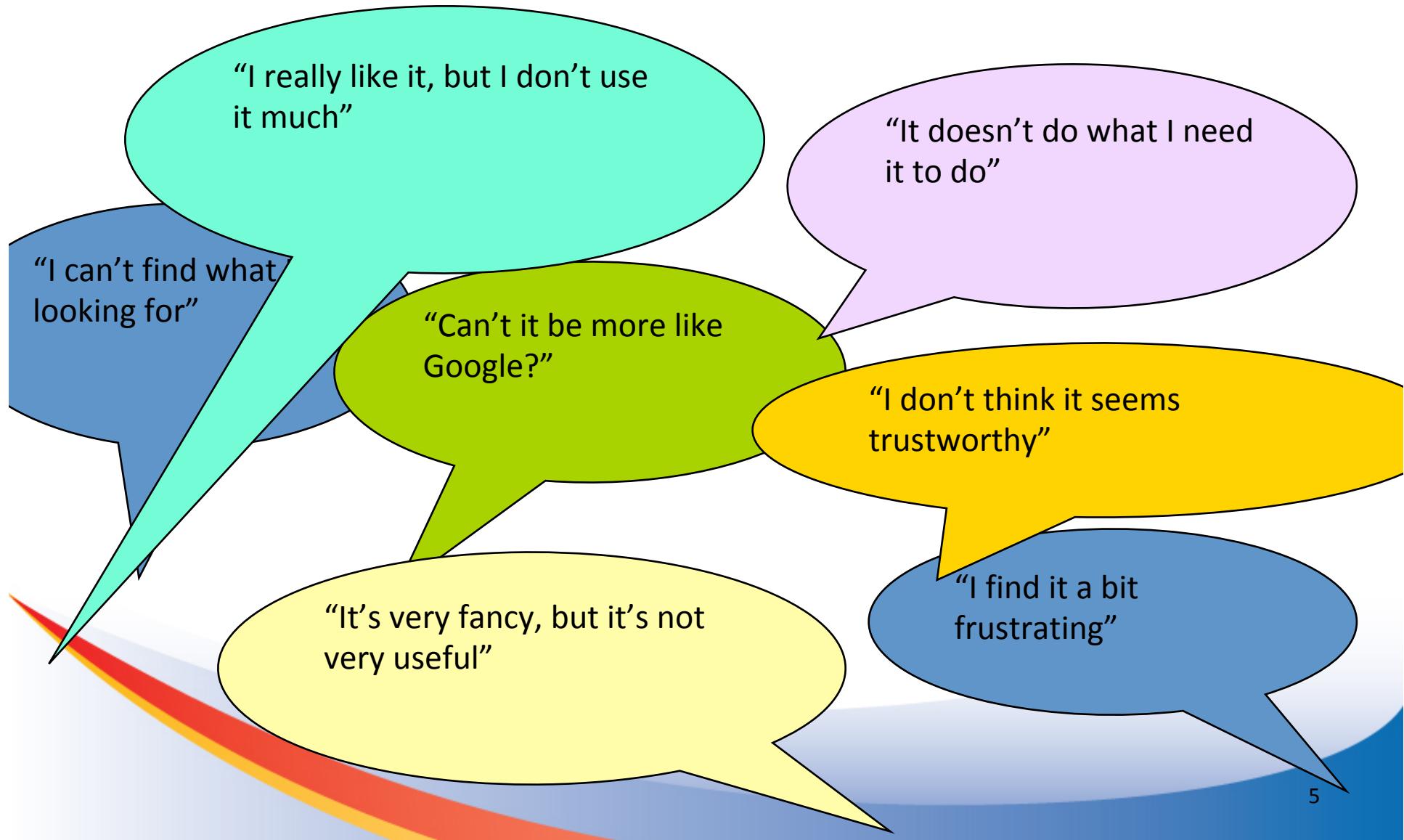


Why Should You Care About Usability?

- Have you ever...
 - gotten lost in a Web site?
 - left a site without finding the information you wanted?
 - waited too long for a page to download?
 - gone to a site you can't view or read?
 - visited a site with outdated information?
- Do you want people to visit and return to your site?



What is poor usability?





Why Should You Care?

Research by User Interface Engineering, Inc., shows that people cannot find the information they seek on Web sites about 60% of the time. This can lead to wasted time, reduced productivity, increased frustration, and loss of repeat visits and money.



Definitions

Definition of USABLE

- 1. *capable of being used*
- 2. *convenient and practicable for use*

(source: *Merriam-Webster Online dictionary*)



Definitions

Usability is the measure of the quality of a user's experience when interacting with a product or system — whether a Web site, a software application, mobile technology, or any user-operated device.



Definitions



The User as a Starting Point

Usability



(widespread)
Acceptability



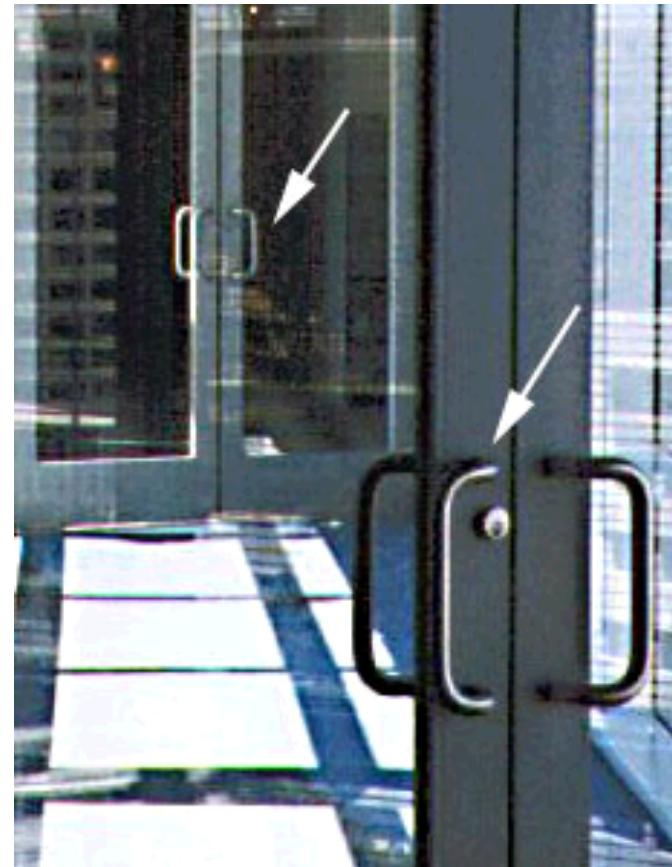
Accessibility





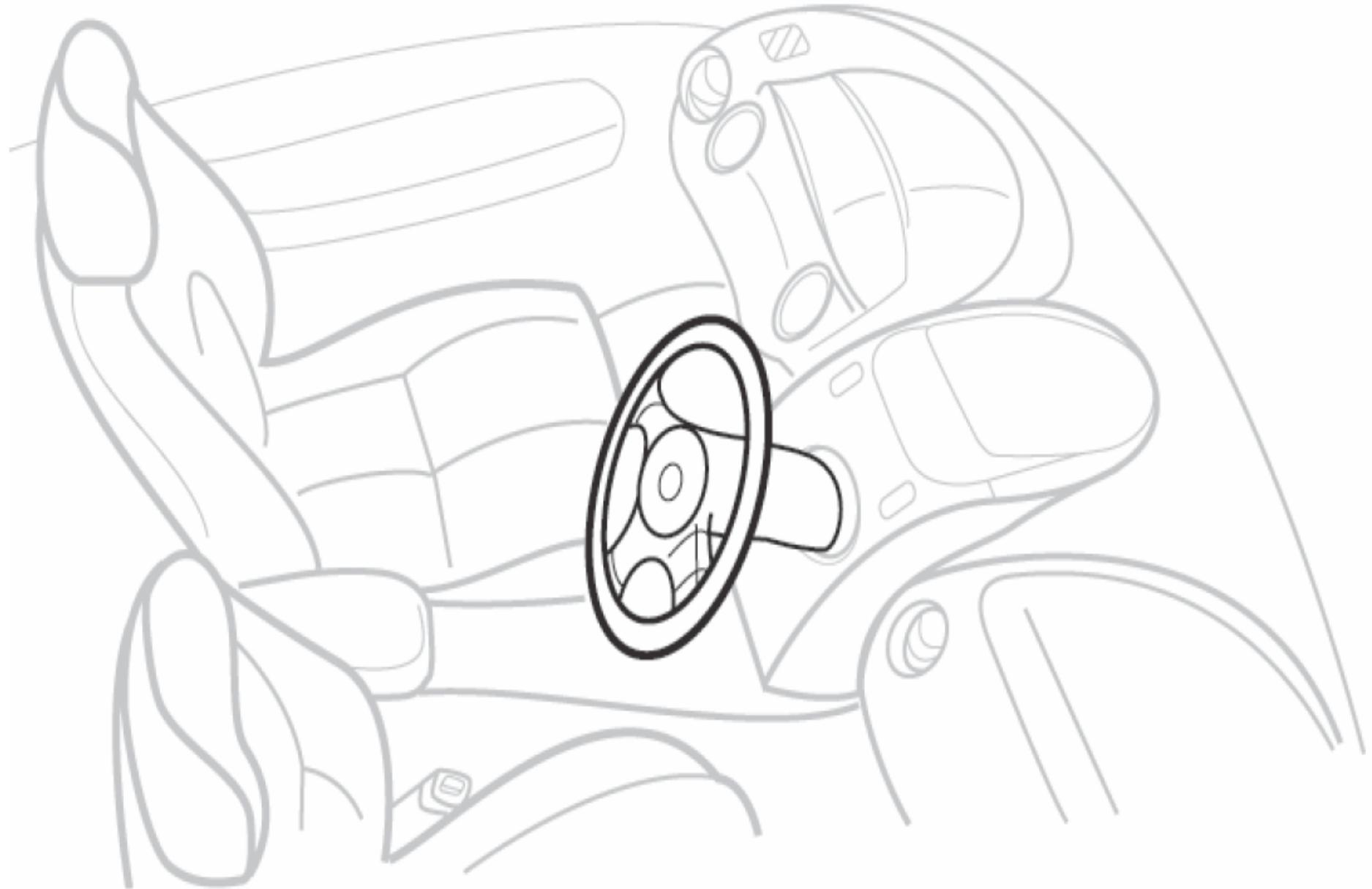
If something is hard
to use, I just don't
use it as much.

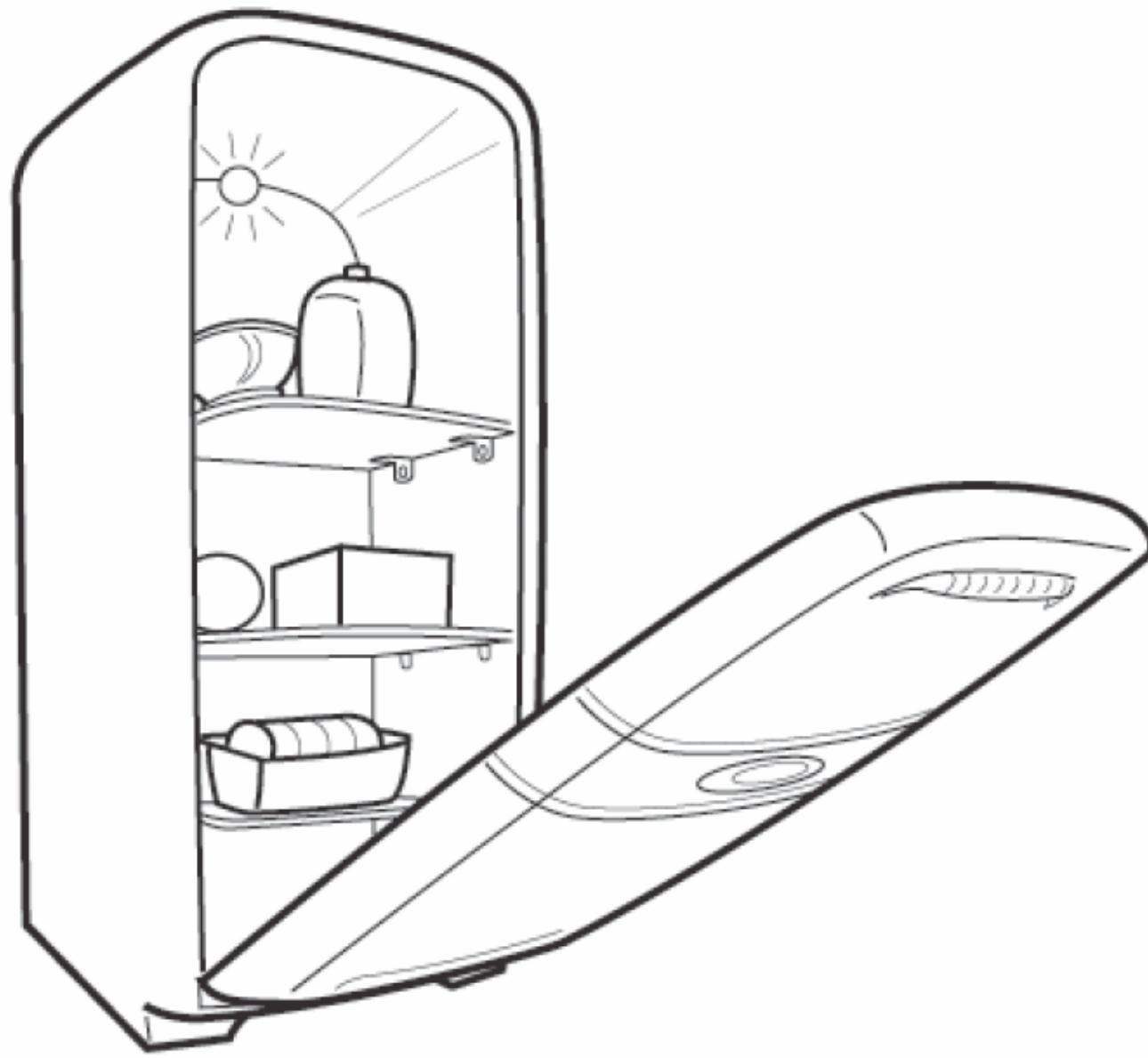
Usability Problem Example: Inconsistent



Usability Problem Example: Poor Organization/Layout







.

.

Usability Problem Example: Product Not Self-evident



Usability Problem Example: Unexpected Occurrence of Events

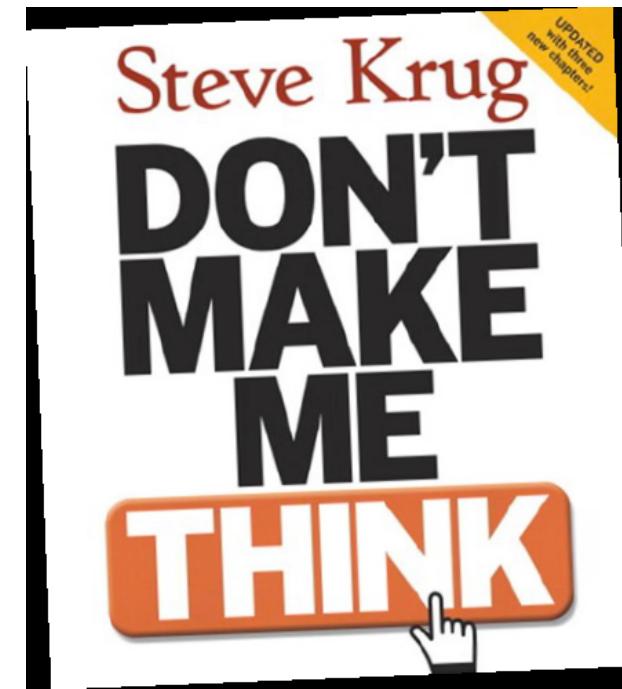




“Don’t make me think!”



Don't make me think



Don't Make Me Think! A Common Sense Approach to Web Usability

Steve Krug

New Riders, 2006

NOT THINKING

OK. This looks like the product categories...



Memory,
Modems...
There it is:
Monitors.
Click



A screenshot of the ACME website, which is an online store for office and personal technology. The page features several promotional sections: "Today's Get it Now Deal" featuring an Intel PC Camera Face 2 Face, "Today's Best Buys" featuring an Acer TravelMate laptop, and "Today's Software Special" featuring Corel Internet Utilities Advanced Edition. The sidebar includes links for "Build Your PC Today", "Home Solutions", "SMB Solutions", "E.Solutions", "Modular Solutions", "ALB Solutions", and "Destination PCs". The main navigation bar at the top includes links for "GET IT NOW", "Free Shipping", "Software & Accessories", "Build and Buy a Custom PC", "Talk to Us", and "Store Directory". The footer contains a copyright notice: "All content and software Copyright © 1999-2000 NECH Direct, LLC. All Rights Reserved".

...and these
are today's
special deals.



THINKING

Hmm. Pretty busy. Where should I start?

Hmm. Why did they call it that?

Can I click on that?



Is that the navigation? Or is *that* it over there?

Why did they put that *there*?

Those two links seem like they're the same thing. Are they really?



So what does make us think?

< OBVIOUS

Jobs!
Click



Jobs

Hmm.
[Milliseconds of thought]
Jobs.
Click



Employment Opportunities

REQUIRES THOUGHT >

Hmm. Could be Jobs.
But it sounds like more than that.
Should I click or keep looking?



Job-o-Rama

< OBVIOUSLY CLICKABLE

Click



Results

Hmm.
[Milliseconds of thought]
I guess that's a button.

Click



Results

REQUIRES THOUGHT >

Hmm.
Is that a button?



► Results

MOST BOOKSTORE SITES

QUICK SEARCH Keyword

QUICK SEARCH Keyword

QUICK SEARCH Keyword

Keyword
Title
Author
Keyword

QUICK SEARCH Keyword

Keyword
Title
Author
Keyword

QUICK SEARCH Author



Let's see. "Quick Search."
That must be the same as
"Search," right?



Do I have to click on that drop-down
menu thing?

All I know about the book is that it's
by Tom Clancy. Is Clancy a keyword?

(What is a keyword, anyway?)



I guess I have to use the menu.

Clicks on the arrow



"Title. Author. Keyword."

OK. I want "Author."

Clicks "Author"



Types "Tom Clancy"

Clicks "Search"

AMAZON.COM



OK. "Search books
for ____."



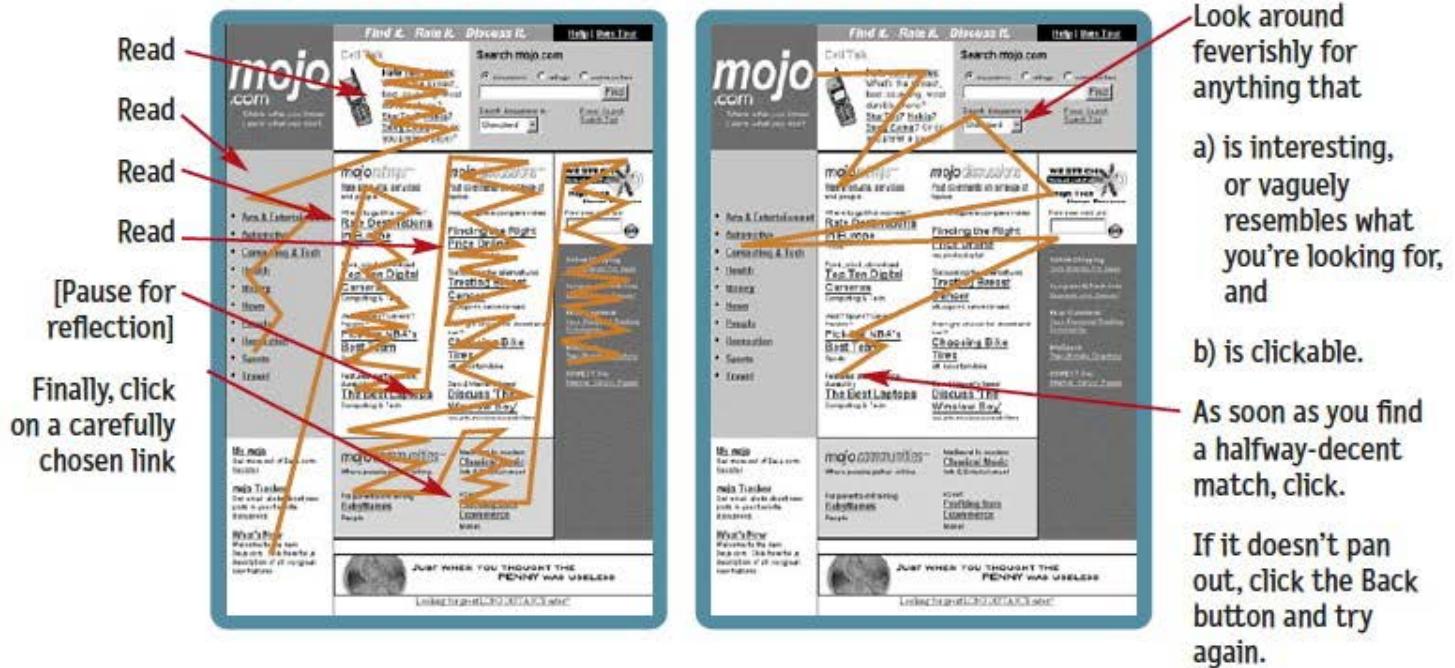
*Types "Tom Clancy"
Clicks "Go"*

Why is this important?

How we use the web

We don't read, we scan

WHAT WE DESIGN FOR... THE REALITY...



The image displays the Basecamp website on the left and its desktop application interface on the right, connected by a network of white lines and red circles numbered 1 through 7.

- 1**: The title "The Easiest Way To Get Your Projects Done." on the website.
- 2**: The Basecamp logo icon on the website.
- 3**: A screenshot of the Basecamp desktop application showing a project board with tasks and sub-tasks.
- 4**: A screenshot of the Basecamp desktop application showing a detailed view of a task's progress bar.
- 5**: Text on the website stating, "Every day, millions of individuals, small businesses, entrepreneurs, and nonprofits depend on Basecamp to make their work run smoothly. Safe, secure, and reliable. Since 2004."
- 6**: The "Start a Free Trial - 30-day free" button on the website.
- 7**: Logos of various clients and partners at the bottom of the website, including National Geographic, Warner Bros., Adidas, Obama, FOX Sports, Sub-Zero, Patagonia, and USA Today.

WHAT DESIGNERS BUILD...

biztravel.com

Join Biztravel.com Now!

- Fast, easy booking of flights, hotel rooms, & rental cars
- Automated Upgrades to help you fly first class
- Flight status updates and alerts
- Exclusive travel deals for business travelers
- Tracking of your points and miles

Tell me more

Guest Join Now City Information

WHAT USERS SEE...

biztravel.com

New Travel Offers

The Travel Technologist

The Tactical Traveler



I want to
buy a
ticket.

biztravel.com

The Travel Technologist

The Tactical Traveler



How do I
check my
frequent
flyer miles?

**How can we design
for this?**



**1. Create a clear visual
hierarchy**

1. Create a clear visual hierarchy

The more important the more prominent

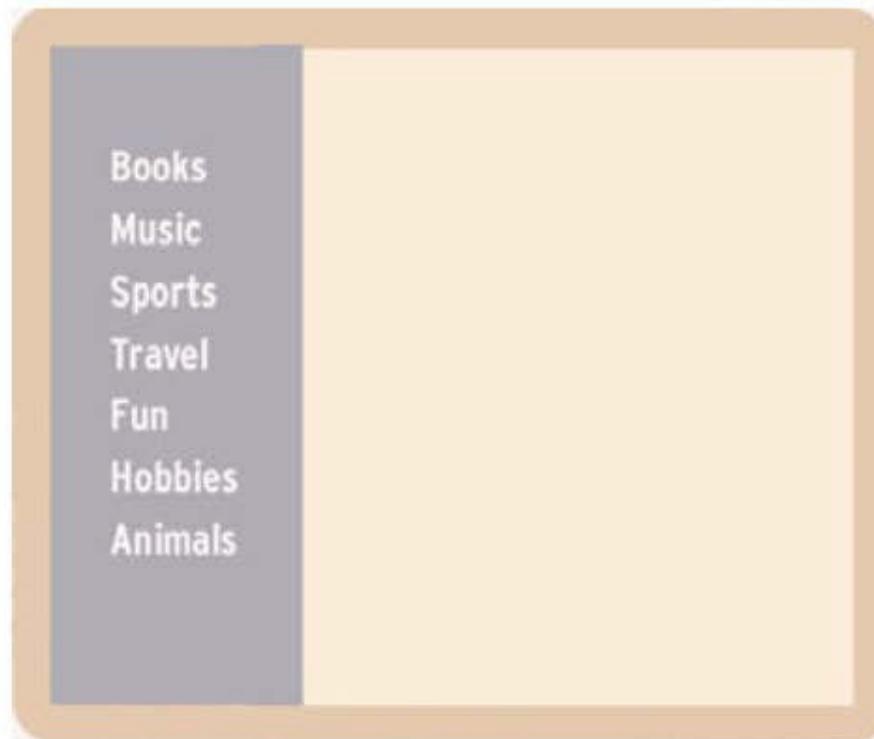
Very important

Not as important

Not nearly as important

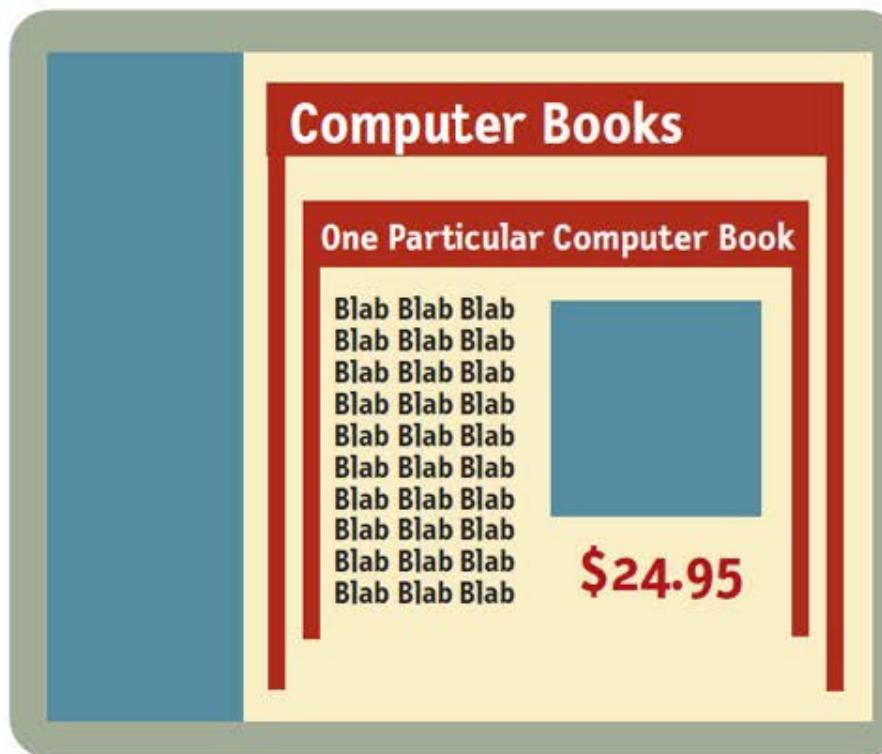
1. Create a clear visual hierarchy

Things related logically are also related visually



1. Create a clear visual hierarchy

Items are nested to show what belongs to what



Big four gear up for Europe

THE TIMES

20,000 children put at risk by dithering at E. coli farm

Twelve in hospital after visit to petting zoo

IN THE NEWS

Millions spent on jobs for union activists

Wounded told to quit

Families kept in dark

Karen pol's 'treason'

Terrorists invisible

Having a tricke is more dangerous than road-hazing and drag-racing

Beatlemania

ATTENTION

PLEASE HUG YOUR KIDS

The newspaper clipping is from The Times, dated September 14, 2004. The main headline reads "20,000 children put at risk by dithering at E. coli farm". Below the headline is a large photo of a white alpaca being fed by a child's hand. The article discusses a petting zoo outbreak of E. coli. Other news items include "Big four gear up for Europe", "Twelve in hospital after visit to petting zoo", and "Beatlemania". The newspaper also features a "In the News" section with various headlines.

BBC Mobile

NEWS 31 October 2010 Last updated at 13:25

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/Environment Technology Entertainment & Arts Video & Audio Magazine Editors' Blog In Pictures Also in the News Have Your Say Special Reports

LATEST: Yemen parcel bomb flew on two passenger planes before being intercepted in Dubai

Dubai bomb flew on passenger jets



One of the two bombs posted from Yemen last week was transported on two passenger planes before being seized in Dubai, Qatar Airways says.

Q&A: Cargo plane bomb plot
UK pledges cargo security review
In pictures: Plane bomb plot
Do we need security review?
Plot shows bombers' ambition
Profile: Anwar al-Awlaki

Istanbul suicide blast injures 22



A suicide bomb blast in the centre of Istanbul injures 22 people, including 10 policemen, but no group has yet said it carried out the attack.

Turkey's Kurdish war reignites Turkey country profile

Brazil votes for next president

Brazilians vote to choose a new president to replace Luiz Inacio Lula da Silva, with the governing party's Dilma Rousseff favoured to defeat rival Jose Serra.

ICC upholds Pakistan suspensions

The International Cricket Council upholds the provisional suspensions of two of the Pakistan players at the centre of spot-fixing allegations. SPORT

Labour 'vetoed defence cut plans'

US firms bid to run nuclear site NEW

Benefit cap 'to hit wider London'
Schools 'must tackle knife crime'
Miniature livers 'grown in lab'
Farewell to Shanghai's huge Expo

Also in the News



Athens marathon marks 2,500-year anniversary



Children to compete to draw diamond jubilee logo

Sport



Live - Premier League

The midlands derby between Aston Villa and Birmingham kicks off a trio of Premier League matches, with Newcastle-Sunderland and Bolton-Liverpool playing later.

Watch/Listen



Kinsella's anti-knife crime lessons plea
Close-Up: LA's gourmet food trucks

LIVE BBC News Channel
LIVE BBC Radio 5 live

Features & Analysis



Cross Bones
London's long-forgotten burial ground for outcasts



Rock my world
How would we avoid the asteroid with our name on it?



A class act
The legacy of an inspirational teacher



'I should be dead'
Charity aims to change 'dismal' pancreatic cancer survival rate



Ruly mob
Why thousands went to the Washington 'rally for sanity'

Overqualified, over here

Why are so many of our 'brightest' immigrants in unskilled jobs?

Noble tradition?

The debate over bull fighting in France

Crystal ball

Expert's view of the likely result of the US elections

Most Popular

When visual hierarchy is flawed

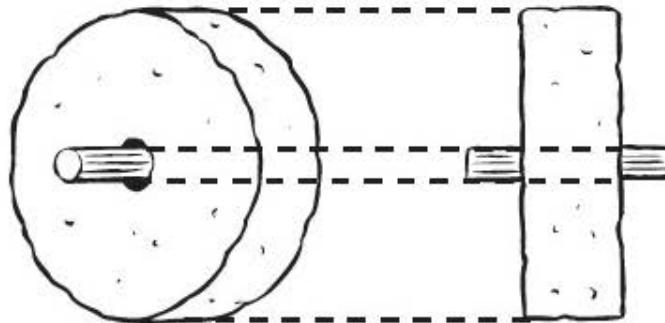


2. Conventions are GOOD

2. Conventions are GOOD

- They are very useful
- Designers are reluctant to take advantage of them

WHEEL



Patent Pending 48,022 B.C., 42,639 B.C., 36,210 B.C., 31,887
B.C., 30,599 B.C., 28,714 B.C., 28,001, B.C., 19,711 B.C., 18,224
B.C., B.C., BC, 15,690 B.C., 15,689 B.C., 15,675 B.C., 15,674 B.C.

- Only reinvent if no learning curve - as good as a convention
- Adds so much value is worth the learning curve

**3. Break pages up into
clearly defined areas**

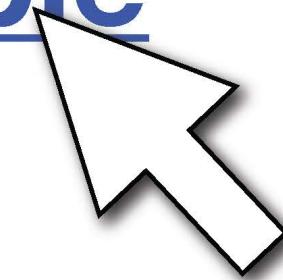
3. Break pages up into clearly defined areas

- allows users to quickly decide what area of page to focus on and what to avoid

The BBC News homepage features a clean, organized layout with several distinct sections:

- Header:** Includes the BBC logo, news categories (World, UK, Region), user account, and a search bar.
- Top Stories:** A large, prominent story about a bomb on a passenger jet in Dubai.
- WatchListen:** A sidebar with video and audio content from BBC News Channel and Radio 3.
- Features & Analysis:** A section with various articles and images, including "Cross Roads" and "Rock my world".
- In the News:** A section with news items like "Brazil votes for next president" and "Labour's latest defence cutbacks".
- Sport:** A section showing a live Premier League match between Arsenal and Birmingham.
- Most Popular:** A sidebar listing the most viewed stories, such as "UK election deadlocked" and "US election results".
- Market Data:** A section showing financial information for FTSE 100, Dow, Nasdaq, and S&P 500.
- Programmes:** A section for BBC iPlayer with program descriptions and thumbnails.
- Local Weather:** A weather forecast for Leeds, showing daily conditions and temperatures.
- More from BBC News:** A section linking to Business, Politics, Health, and Education news.

**4. Make it obvious what
is clickable**



PRESIDENT

HATCH
www.orrinhatch.org



The Dec. 2 Debate

The first all-candidate GOP debate this Thursday heats up the political-style wars as Senator Hatch fights to keep substance in Campaign 2000. [FULL STORY](#)

THIS WEEK

Hatch Campaign 2000

CAMPAIGN NEWS
ONLINE PRESS ROOM
CAMPAIGN SPEECHES
CAMPAIGN NEWS ARCHIVES

HATCH toons



The Republicans:
A New Hampshire Forum



Jeff Alred - Deseret News

The Experienced Candidate

ABOUT ORRIN HATCH
FOR THE RECORD
LEADING THE CHARGE

Be One Voice That Matters!

[Click here to CONTRIBUTE.](#)

CONTRIBUTOR LISTS
E★THE PEOPLE
WRITE THE MEDIA
GOP SITE LINKS
VOLUNTEER
CONTACT US

VOTE ONLINE POLLS

This site and its contents
Copyright(C) 1999, Orrin Hatch Presidential Exploratory Committee, Inc.
P.O. Box 3636
Salt Lake City, UT 84101-3636
[Site Managed by MCICK2 - A Web Development Company](#)



www.orrinhatch.com

1 Get the NEW RealPlayer 10 with RadioPass

2 realPlayer.
It's a player, jukebox and music store all in one!

3 Free Download
FREE 14-Day Trial

RadioPass includes our premium player featuring:

- 4** **5** Tune in to over 3,200 stations worldwide & over 70 ad-free stations for endless listening.
- 6** **7** Rip, mix & burn CDs and MP3s—fast!
- 8** **9** Mix CDs for continuous listening and professional track blending.
- 10** **11** Optimize your sound exactly the way you like it with a sweet graphic equalizer.

[More Info on RadioPass Features](#) [System Requirements](#)

Try RadioPass



11

8 **9** RadioPass includes **10**

11

10 Over 3,200 Radio Stations **11**
With thousands of stations at your fingertips, you'll always find something that plays to your mood.

1, 3, 4, 6, 7 and 11 are links, and 2, 5, 8, 9 and 10 aren't.

5. Keep the noise down



[Jaeger LeCoultre Reverso Grande Automatic Watch](#)

Our Price: \$6,249.99

List: \$8,250.00 (24% off)



[Invicta Men's Swiss Quartz Steel Watch](#)

Our Price: \$119.99

List: \$475.00 (75% off)

Review: ★★★★★



[Lucien Piccard Men's Chronograph White Dial Watch](#)

Our Price: \$129.99

List: \$450.00 (71% off)

Review: ★★★★★



[Stuhrling Alpine Men's Automatic Skeleton Watch](#)

Our Price: \$149.99

List: \$795.00 (81% off)

Review: ★★★★★



[Oris Williams F1 Team Chronograph Men's Watch](#)

Our Price: \$1,749.99

List: \$2,575.00 (32% off)

Review: ★★★★★



[Invicta Pro Diver Men's Automatic Steel Watch](#)

Our Price: \$99.99

List: \$285.00 (65% off)

Review: ★★★★★

LIVERPOOLFC.TV IN ASSOCIATION WITH OFFICIAL CLUB SPONSORS

WITH TYPICAL 0% APR (MINIMUM DEPOSIT 35%)
FROM SEVEN FINANCE OFFERS OVER 3000 LINES.

USER NAME PASSWORD [FORGOTTEN PASSWORD](#) [CREATE AN ACCOUNT](#)

NEWS MATCH SQUAD BETTING INTERACTIVE SCHEDULE TICKETS TEAM HISTORY THIS WEEK A GLOSSY TOURIST HELP CONTACT US

MAIN STORY April 27, 2008 NEWS HEADLINES

CARRA HOPING FOR FINAL DAY DRAMA
James Carragher has told his team-mates that Liverpool's Premier League title race goes right to the wire as he is confident Hull City would be capable of doing Liverpool a favour on the final day of the season.

Paddy Power PLAY IN THE LFC CASINO
Play your favourite casino games - including roulette and blackjack - online now in association with our official betting partner Paddy Power.

LFC TV: Kuyt v Hull City Watch some of Dirk Kuyt's best moments v Hull City

HOMEZONE

OFFICIAL LFC TXT ALERTS SIGN UP NOW!

MEDIA WATCH

Source Headline

THE ECHO The result is all that matters

SKY SPORTS Kuyt believes in miracles

BBC BERTIE keeps up the heat

TEAMtalk Kafe praise for two-goal Kuyt

MIRROR Kuyt double keeps Reds in the race

LFC TV COLUMNS | QUALITY WRITING FROM ANFIELD

FREE GOALS IN MEMORY

FREE PREMIER LEAGUE PARTIES

The Hillsborough Memorial
Heysel May 29th 1985

Redcliffe "Hole" Tour & Museum

Supported Platforms

NEWS HEADLINES

Kafé: Reds will learn from experience ...
Dirk: We will not give up on dream ...
Steven: Keegan return would inspire ...
Hull 1-2 LFC: The verdict ...
vote for April's best goal ...
Hull City v Liverpool: An pictures ...
Dates set for FA Youth Cup final ...
Memorial game hospitality on sale ...
[MORE HERE](#) [DON'T HAVE IT](#)

HAVE YOU SEEN ?

Online store: FINAL CLEARANCE ...
watch the 2005 memorial service ...
20 years on: Hillsborough remembered ...
Official LFC team alerts ...
LFC TV on Twitter ...

SIGN UP FOR OUR FREE UPDATES TODAY

WEBSITE MATCH LAST MATCH TABLES HOME

NEWCASTLE UTD (H) 13:30 Sun 03rd May Barclays Premier League

WATCH DAILY NEWS BULLETINS LATEST FROM ANFIELD

WIN VIP TICKETS TO LFC V SPURS! *Spend £50 in the online store & enter

BET £10 GET £20 FREE

paddypower.com

totalJobs.com Helping you find your thing

LFC TV

LFC BETTING

LFC TOPICS

Topic Player ratings v Hull ...
Appreciation of Dirk Kuyt ...
Calle Valle, the next young star? ...
Sami Hyypia to stay or go? ...
Kevin Williams story in Sunday Mirror ...
Forum Rules Apply [REPORT ABUSIVE MESSAGE](#)

LFC PARTNERS

paddypower.com

PREMIER LEAGUE MBNA

adidas Grubbs CARE PES 2009

SETANTA SPORTS INVASION SPORT

Thomas Cook Sport

Accessible Site

© Liverpoolfc Ltd | Terms and Conditions | e-ST Forms


Shop in Paradise
 A  **SIPhawaii.com** presenting *The Isles' Best™*


Get Tropical

Add Favorites Search Account View Cart


HAWAII
State of Hawaii

Nature friendly

Shop In Paradise - E komo mai and Aloha kakahiaka - Welcome and Good morning. - It's Best if it's FRESH from Hawaii! -

KONA COFFEE SALE! 100% ROYAL KONA Medium roast - LION Coffee 100% Kona Light Medium Beans / Ground 9 Pack \$80.99 -4 Pound


Tropical Breakfast Packs Hawaiian Style

Want to save on your daily office coffee take outs? **INSTANT Kona Coffee Sale @ 25¢/Oz!** Want it instantly, hot and quality improvement at a lower price? **Our Royal Kona Coffee 9 Pack Variety or Same \$4.99**

Coffee - Decaf - Organic 100% Kona coffee from Hawaii


100% KONA COFFEE
FREEZE DRIED INSTANT

PANCAKE MIX Case 15 \$27.99


The Hawaiian isles are in the coffee zone. Maui Molokai Oahu Kauai Kona-Hawaii. Try our gourmet coffee variety 5 packs.

In paradise you loved the Hawaiian Kona coffee, organic, decaffeinated coffee. You were dazzled by the pure Kona coffee selection and 'special offer'. Hawaiian Kona coffee 7.8,10oz flavored coffees 10% percent Kona blend coffees. How to fit all those Hawaiian Brew coffees in your suitcase? Good news! Here's an easy selection of the best gourmet coffees of Hawaii to enjoy. In a hurry for a gift? Try our all-islands fancy coffee beans 5-pack sampler!

from \$4.99
100% KONA 9 Pack \$80.99

100% KAHUAI Coffee 4lb \$44.99

HOT BUY 100% USA ESTATE ROASTED

All Island Beans 9 Pack 4 Lbs
Mixed Coffee Beans Sampler 5 pack
With enhanced \$79.99

The Year 2011 Hawaiian Calendars available



6. Omit ~~needless~~ words

“Get rid of half the words on each page,
then get rid of half of what’s left.”

—Krug’s third law of usability

HOST

RESELL

DEDICATED

DEVELOP

HELP

SIGN UP

We have plans starting at just

\$6 a month

• • •



Instant Support
We are online all the
time get help now :)



Ruby on Rails
You asked for it...
We've got it!



Whiskerino 07
in honor of the year, we are giving
to owners of old machines with the



Home Work About Contact

fresh creative in every byte

Hello.

Finch specializes in creating interactive and graphic designs that result in something great. A great look and feel. A great experience. And great for the bottom line. So, take a look around at the latest work.

See the work.



Lansing Popcorn Company needed an online storefront, so Finch gave them a sweet website and fresh new look.
[Read the case study](#)

Let's chat.

Finch is always up for some good conversation and loves to get feedback. Drop me a line!
E-mail: hello@getfinch.com

NikeStore

SEARCH Q

SHOP

Women

Men

Girls

Boys

Team Sports

New Releases

Clearance

Gift Cards

CUSTOMIZE

77 BURNSIDE

GET HELP

LOGIN

NIKE LUNARELITE+ iD
**DON'T THINK,
RUN.**

Create your own fit and feel for improved performance.

CUSTOMIZE YOURS

SHOP NIKEiD RUNNING SHOES

1

2

3

quick tips

Most user's don't scroll

Jakob Nielsen study

- 77% users do not scroll on first visit to a web site
- Make best use of the space above the fold
- Even more important to have persistent navigation at the top

White space is good

cameron i/o

tumblelog articles projects colophon

Jan 30, 2008

[John August on The Nines on bittorrent](#)

Screenwriter John August explores the issue of his film cropping up on bittorrent trackers. This post is a follow-up to his previous entry, [The Nines on BitTorrent](#), so make sure to read that as well.

John offers a good insight into the industry (at least I imagine it is, since I'm not a part of it). I think too many people clump the movie/TV/music industries together, and assume they are all soulless money-grabbing suits. I see John as a hopeful future for a movie industry that understand consumers, and the effect modern technology has on their product.

Jan 30, 2008

[Iconfactory Software: Xscope 2.0](#)

Very elegant and powerful tool for designers. I especially love the HTML hex color code copying, which is light-years beyond DigitalColor Meter, which comes with OS X.

Welcome to the portfolio of Rik Catlow, Internet Product Designer & Developer.

Creativity + Technology

Developing a product on the web requires many different skill-sets, from information architecture, user interface design, wireframe design and development, to usability analysis, content management, search engine optimization and more. It's not enough to have a great design or a strong technology platform; these need to be seamlessly integrated. In the last 12 years, I've worked for ground-floor start-ups to multi-national corporations and gained the experience for managing, building and developing web products from concept to launch.



Enjoy! — [Rik Catlow](#)



enough to have a great design or a strong technology platform; these need to be seamlessly integrated. In the last 12 years, I've worked for ground-floor start-ups to multi-national corporations and gained the experience for managing, building and developing web products from concept to launch.

About Rik Catlow

This site is designed, coded and updated by me, Rik Catlow. I live with my wife Wassia, daughter Becca, and a lab puppy cut named Bo in Charlotte, NC. I currently work for Bank of America as Senior Visual Designer. I advocate for web standards, the user and visual design simplicity.
[Learn More ...](#)

Recent Posts

- [2.24 Simplicity vs Innovation](#)
- [6.27 The Laws of Simplicity](#)
- [6.09 Should Designers Do Their Own...](#)
- [4.25 Webkit: Team Moving CSS Forward](#)
- [4.07 Command Shift 3](#)

[More Recent Posts →](#)

Contact Info

Rik Catlow — [Resume](#) / [LinkedIn Profile](#)

Email: rikcatindustries@gmail.com

Personal Site: [rikcat.com](#)

Twitter: [@rikcat](#)

Status: Interested in full-time opportunities

[Store](#)[Mac](#)[iPod](#)[iPhone](#)[iPad](#)[iTunes](#)[Support](#) Search

The new MacBook Air

The next generation of MacBooks.



Tabs are good

Tabs are good

- Give perception of physical space
- Self evident
- Can be slick



Stay on the page

Handle the 404 errors

Whoops looks like we lost one!

404 - Page can not be found.



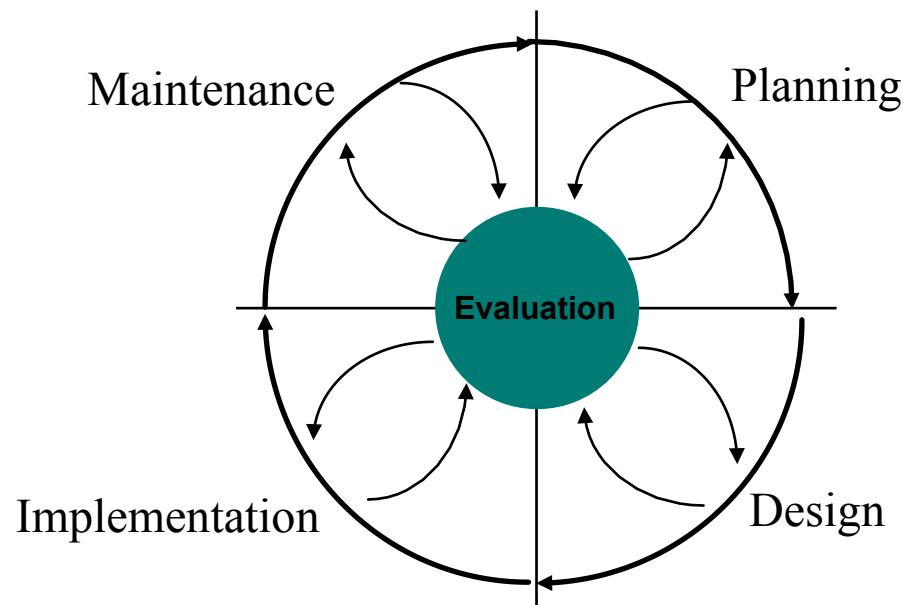
**The best colour for links
is blue**

**Test Early Test Often
(TETO)**

“Testing 1 person is 100 percent better than testing none”

— Steve Krug

A Method for Designing Usable Web Sites





Step One: Planning

“You can use an eraser on the drafting table or a sledge hammer on the construction site.”

- Frank Lloyd Wright



Design

“Any object or element of the interface that does not add to communication is subtracting from it.”

-Bruce Tognazzini



Implementation

“The intelligent use of graphic elements and design can add greatly to the attractiveness of a web page. But it's like putting on makeup -- you have to know when to stop.”

-Zen and the Art of Web Design



Evaluation

“If the user can’t find it, it isn’t there!”



Step Five: Maintenance

Your annual maintenance budget should be as big as the original development budget