



HCI: WEB DESIGN

Dr Kami Vaniea

First, the news...



My Bookshelf



My Bookshelf



- Why do I even have books? I'm a computer scientist isn't everything online?
- My most used books are actually the HCI ones

Books I use most often



- Class textbooks (to assign readings)
- Statistics books
 - Discovering statistics using R
 - How to Design and Report Experiments
- Qualitative analysis books
 - Qualitative Data Analysis
 - Qualitative Coding Handbook
- Psychology books
 - An Introduction to Applied Cognitive Psychology
 - Thinking Fast and Slow
- Data visualization books
- HCI methods books (to look up details of methods someone mentioned but I haven't used before)
 - Usability Inspection Methods
 - Contextual Inquiry
 - Usability Engineering
 - Universal Methods of Design
 - Universal Principles of Design
 - Learning from Strangers (how-to book for interviews and focus groups)
 - Case Study Research

From Thursday...

Computer Books

Books

Music

Movies

Games

Computer Books

Books

Music

Movies

Games

Many of the
examples in
this lecture
are drawn
from this book

Copyrighted Material
Steve Krug



**DON'T
MAKE
ME
THINK**

revisited

Copyrighted Material
A Common Sense Approach to Web ^{and Mobile} Usability

Website Structure

Affordance

- “An attribute of an object that allows people to know how to use it.” -- ID book
- To afford means to “give a clue”
- It should be obvious how to interact with an object
- Mouse buttons look like they should be clicked down



Cup handles are an obvious affordance. They afford grasping and lifting.

Handles on
doors afford
pulling

Plates on
doors afford
pushing

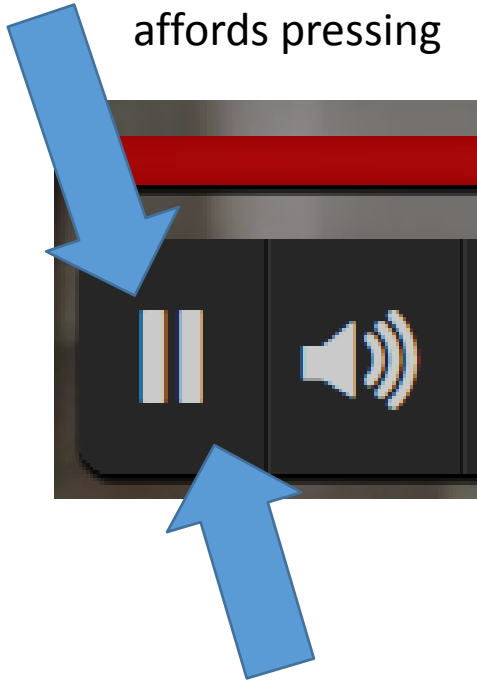
No signs
required



Metaphors vs affordances

Affordance

The button shape is an affordance, it affords pressing

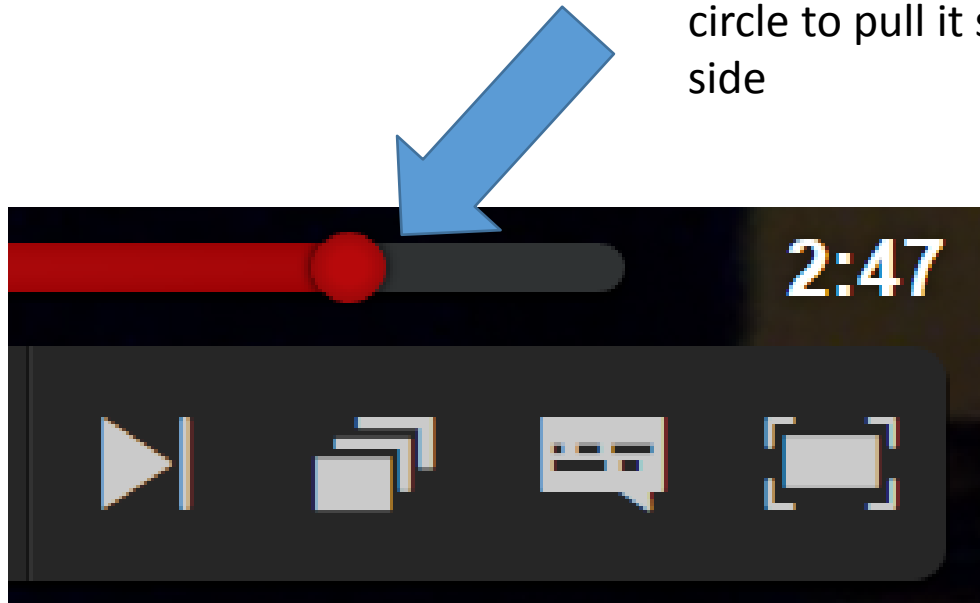


Metaphor

Matching the real world pause button of tape players

Affordance

Affords grasping the circle to pull it side to side



Website structure

Let me tell you a web search story from last night...

I wanted to figure out where a bit.ly link went because it was in a suspicious email (I'm paranoid)

I remembered that bit.ly has statistics pages for all URLs that list the destination URL

So I used DuckDuckGo to search for:
bit.ly url number of click statistics

And found this page:

How to see number of clicks statistics of bitly URLs

Written by Davinder Singh Kainth

bit.ly is hugely popular [URL shortening service among others](#) like tinyurl. Besides the basic functionality of shortening URLs, it also provide feature for URL analysis. You can track number of clicks, locations, referrers, time of clicks for any bitly URL without having to register, login or install any software.



View clicks stats of any Bit.ly URL

To view stats of any bit.ly url, just **add "+" sign** in the end. For example, for url "<http://bit.ly/7GidPK>", open url "<http://bit.ly/7GidPK+>", this will redirect to "<http://bit.ly/info/7GidPK>" and show all the statistics for this shortened url.

Info +

Download Avatar movie Windows 7 theme

17 Clicks

The bit.ly link bit.ly/7GidPK was added by [tweetdeckapi](#)

17 Total Clicks

All clicks on the aggregate bit.ly link bit.ly/4OUQzv

Long Link: <http://www.tothepc.com/archives/download-avatar-movie-windows-7-theme/>

Conversations: [Tweets 5](#); [Shares 0](#); [Comments on Page 0](#); [View All](#)

Locations: [United States 12](#); [Other 2](#); [Indonesia 1](#) [View All](#)

Share / Copy Link:

Share

Conv



Subscribe



Ghostery blocked comments powered by Facebook Connect.



**Except I'm trying to solve a problem,
not read a website. So what I saw
looked more like this:**

How to see number of clicks statistics

by the author: [author name]

Bit.ly is a highly popular [URL shortening service](#) among other like Dribbble. Besides the basic functionality of shortening URLs, it also provides features for URL analytics. You can track number of clicks, locations, referrers, time of clicks for any bit.ly URL without having to register, login or install any software.

View clicks stats of any Bit.ly URL

To view stats of any bit.ly url, just add "/v" sign in the end. For example, for url "http://bit.ly/1H0d8P8", open up "http://bit.ly/1H0d8P8/v", this will redirect to "http://bit.ly/1H0d8P8/v" and show all the statistics for this shortened url.

URL

Download Avatar movie Windows 7 theme

17

Clicks

Source: [http://bit.ly/1H0d8P8/v](#)

17

Total Clicks

Source: [http://bit.ly/1H0d8P8/v](#)

Location: [http://bit.ly/1H0d8P8/v](#)
 Referrer: [http://bit.ly/1H0d8P8/v](#)
 Device: [http://bit.ly/1H0d8P8/v](#)
 Browser: [http://bit.ly/1H0d8P8/v](#)

bit.ly



Showing related content powered by Facebook Connect



How to see number of clicks statistics of bitly URLs

Written by: [Gmail PC](#)

Bit.ly is a popular website [URL shortening service](#) among others like [Dropbox](#). Besides the basic functionality of shortening URLs, it also provides features for URL analytics. You can track number of clicks, locations, referrers, time of clicks for any bitly URL without having to register, login or install any software.



View clicks stats of any Bit.ly URL

To view stats of any bitly url, just add "/v" sign to the end. For example, for url "[http://bit.ly/7H0a9P0](#)", open up "[http://bit.ly/7H0a9P0/v](#)", this will redirect to "[http://bit.ly/7H0a9P0/v](#)" and show all the statistics for this shortened url.

URL: [http://bit.ly/7H0a9P0](#)

Download Avatar movie Windows 7 theme

17

Clicks

[http://bit.ly/7H0a9P0/v](#)

17

Total Clicks

[http://bit.ly/7H0a9P0/v](#)

Location: [http://bit.ly/7H0a9P0/v](#)

Referrer: [http://bit.ly/7H0a9P0/v](#)

Country: [http://bit.ly/7H0a9P0/v](#)

Time of click: [http://bit.ly/7H0a9P0/v](#)



Subscribe



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How to see number of clicks statistics of bitly URLs

Written by: [Name] | [Date]

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Download Avatar movie Windows 7 theme

17

Clicks

[http://bit.ly/7GidPK+](#)

17

Total Clicks

[http://bit.ly/7GidPK+](#)

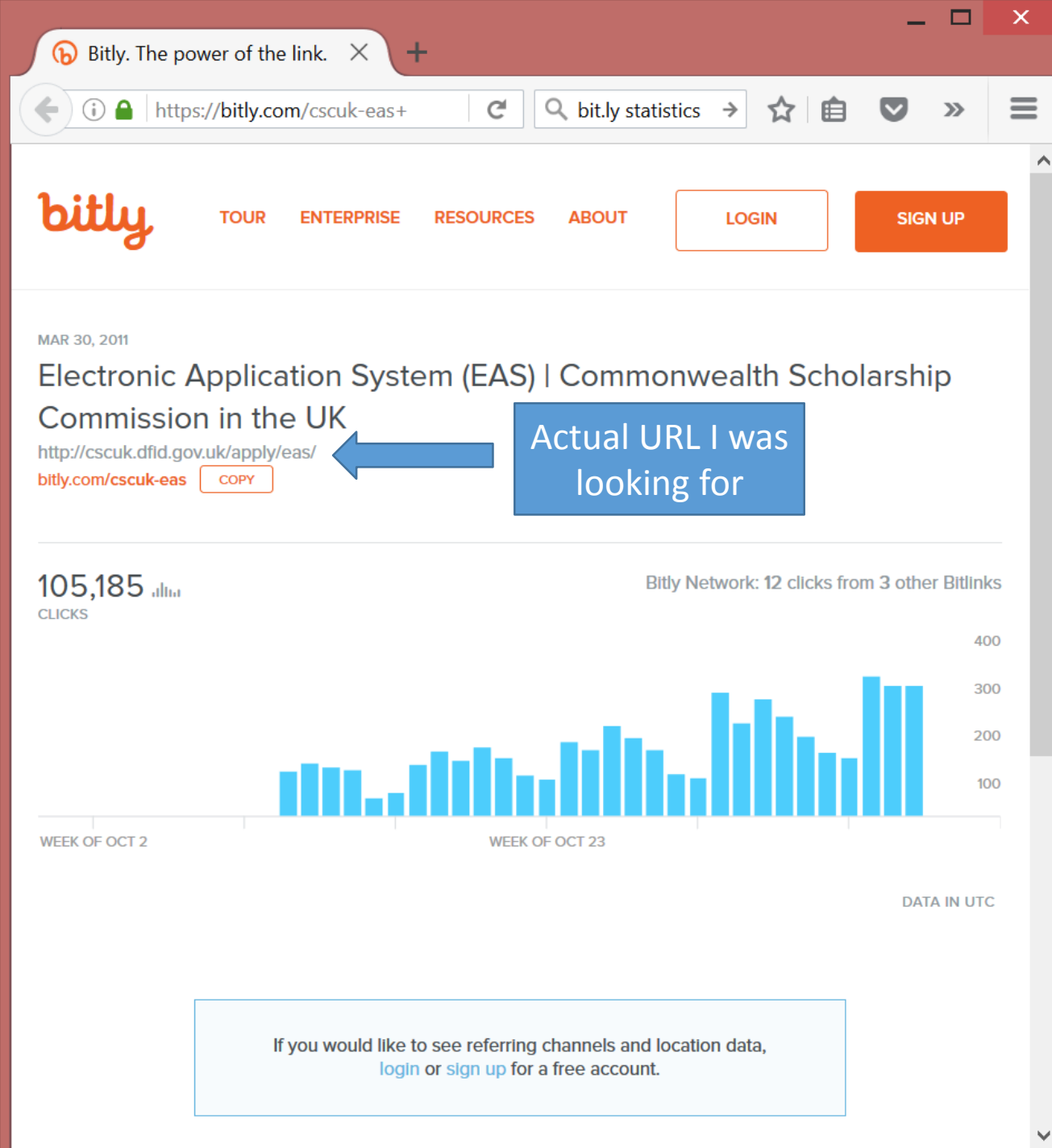
Location: [http://bit.ly/7GidPK+](#)
 Referrer: [http://bit.ly/7GidPK+](#)
 Device: [http://bit.ly/7GidPK+](#)
 Date: [http://bit.ly/7GidPK+](#)



Showing related comments powered by Facebook Connect



So I added a +
to my URL
and landed
here which is
what I was
looking for



For me this was a very usable webpage

- I could quickly see it was the correct place
- Section title used language that matched my search
- Data I needed was bolded and had an example which was also bold

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Share / Copy Link:

Share

Copy

We don't read, we scan

1. We typically want something
2. We know that we don't actually need to read everything
3. We are good at scanning

Humans are surprisingly bad at reading text and very good at pattern matching

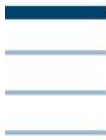
So when skimming we don't read, we pattern match (words can be patterns)

Then read once we find something that looks worth reading

You don't
need to be
able to
read
something
to know
what it
means



Annual Report from the Inuit People in Canada



Board of Directors



Natan Obed
President
Inuit Tapiriit Kanatami

Natan Obed is the President of Inuit Tapiriit Kanatami. He is originally from Nain, the northernmost community in Labrador's Nunatsiavut region, and now lives in Ottawa. For 10 years he lived in Iqaluit, Nunavut, and worked as the Director of Social and Cultural Development for Nunavut Tunngavik Inc. He has devoted his career to working with Inuit representational organizations to improve the wellbeing of Inuit in Canada.



Duane Smith
Chair and CEO
Inuvialuit Regional Corporation

Duane Smith is the Chair and CEO of the Inuvialuit Regional Corporation, whose mandate is to receive Inuvialuit lands and financial compensation resulting from the 1984 Inuvialuit land claims settlement. From 2002 to 2016, he was President of Inuit Circumpolar Council Canada, and served as Chair of the Inuvik Community Corporation for six terms starting in 2004.



Cathy Towtongie
President
Nunavut Tunngavik Incorporated

Cathy Towtongie first entered politics in 1973 as Secretary Treasurer of Inuit Tapirisat of Canada. In 2001, she was elected President of Nunavut Tunngavik Incorporated, the organization responsible for ensuring that promises made under the Nunavut Land Claims Agreement are carried out.

Think-pair-share

- I am going to show you three news sites (20s each)
- For each site figure out how to:
 - Play a news video
 - Get to a different section (like sports, or finance)
 - Search for something
 - Share on social media
- The hard bit:
 - How do you know?



网页



搜狗搜索



登录

新闻 图片 军事

视频 热剧 综艺

娱乐 明星 电影

汽车 车型 购物

科技 数码 手机

教育 课程 出国

公益 佛学

财经 证券 理财

体育 NBA 中超

时尚 健康 育儿

房产 家居 家电

游戏 儿童 星座

文化 大家 文学

拍客 更多

上汽大众

广告



隐锋芒 自辉昂

PHIDEON 辉昂



Volkswagen

网络举报APP下载

清朗网络空间 维护网民权益

要闻

北京 6°C

习近平与两位航天员通话 将访南美并出席APEC会议

习近平将在纪念孙中山诞辰150周年大会发表讲话

习近平致电祝贺特朗普当选美国总统 治国理政

李克强出访8天4国5站 3个关键词看总理亚欧行 专题

王岐山会见巴基斯坦问责局局长 张高丽在云南调研

天津爆炸案宣判：瑞海公司董事长于学伟被判死缓

天津港爆炸案顶格重判 给受害者和社会一个交代

特朗普击败希拉里当选美国总统 中方回应特朗普当选



天津港爆炸案宣判现场 11人鞠躬谢罪

英国机构称中方协助巴基斯坦发展核导 外交部回应男童坠井救援进展：救援时间无法确定越挖难度越大

国家发展改革委：鼓励煤企签中长期合同锁定价格

去年全国社保基金收入超4万亿 比上年增长14.6%

河北为治雾霾下“调度令” 一般仅在救灾场合使用吉林石化一年被罚10次仍超标排放 被民间组织起诉马来西亚警方捣毁组织中国籍残废人行乞团伙(图)

NBA-7:30视频直播篮网vs尼克斯 10:00火箭vs马刺



沈阳公安帮助144名农民“讨回”工款220万

今日话题

5000个亿花了还不够，农村幼儿急需补偿教育

业主换物业要持盾牌，“恶仆欺主”不能忍

我们该怎么拯救坠井的孩子

孙中山追求“最理想国民党”的三次试验

K线中的赚钱机会 你能看出多少?

中国的80后作家在日本为啥没人气?

旧时女星比现在的更美貌?

往期

评论

历史

Miss Money

思想

入流

今日热播

影视剧

综艺



小糯米声音曝光！杨幂泪目



华晨宇放大招再改神曲

饭局的诱惑 | 金星谈与杨丽萍恩怨 曝百花奖内幕

喜剧总动员 | 宋小宝跳芭蕾舞 郑恺变帅大叔

跨界喜剧王 | 杨树林娶何洁? 小沈阳飙歌

韩综 | Radio star 无限挑战 我们结婚了4

热播综艺 | 如果爱3 挑战不可能2 叮咯咙咚呛2

缘来非诚勿扰 今夜百乐门 我的新衣

今日图话



JD.COM 京东

好物低价上京东

疯狂两小时
手机1折秒

时间：11.11日0点-2点



市场行情

代码/名称/拼音

查询

上证

恒指

道指

腾安

自营买3免1



活动促销价：¥699



活动促销价：¥679



活动促销价：¥799

总价¥2177
3免1价¥1498



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المضوية



آخر تحديث: 2016/11/3 الساعة 13:11 (مكة المكرمة)



الدوحة - قطر 23° 32°



الرئيسية الأخبار المعرفة البرامج الوسائط الموسوعة تعلم العربية رياضة مدونات المزيد

المواضيع المميزة الانتخابات الأميركية الحرب في سوريا الأزمة في اليمن الصراع في العراق



خبر عاجل : مراسل الجزيرة: الرئيس اللبناني يكلف رئيس تيار المستقبل سعد الحريري بتشكيل الحكومة

أحدث الأخبار البرقيات

تركيا تلوح بإنهاء الاتفاق
مع أوروبا بشأن اللاجئين

قبل 9 دقائق



التكنولوجيا الرقمية تعيد
الحياة للصور التذكارية
القديمة

قبل 16 دقيقة



معاريف: تمييز عنصري
إسرائيلي ضد العرب
والإثيوبيين

قبل 16 دقيقة



بيان البرادعي المتبرئ من
الانقلاب على مرسي

قبل 20 دقيقة



الاحتلال يعتقل عائلة



عربي

البغدادي يحرض مقاتليه على مهاجمة دول المنطقة

دعا أبو بكر البغدادي زعيم تنظيم الدولة
مقاتلي التنظيم لمواجهة القوات المهاجمة
للموصل، وإلى عدم الانسحاب من المعركة،
وحدث البغدادي مقاتليه على مهاجمة تركيا
والسعودية، داعيا أهل السنة لدعم التنظيم.

قبل 4 ساعات



تغطيات إخبارية

معركة الموصل... مآلات واحتمالات



تغطيات إخبارية

الرئيس الأميركي الـ45.. من يكون؟



YAHOO!

Sign in



Mail

- Mail
- News
- Finance
- Sports
- Fantasy Football
- Politics
- Celebrity
- View
- TV
- Movies
- Style
- Beauty
- Shopping
- Tech
- More on Yahoo

Get Google Chrome

Fast, simple & secure web browser for all your devices. Download now!



'This was a white-lash against a changing country'

CNN commentator Van Jones offers an emotional analysis of Donald Trump's historic victory in the U.S. presidential election. 'Should I leave the country?' »



'Not my president' becomes rallying cry



Trump still has legal woes to deal with



Joy, shock, and fear after Trump's upset win



Celebs react to Donald Trump's victory



Celebrity

Angelina Jolie Wins Sole Custody of Her Children

The former couple's six children will remain in Jolie's care.

Cosmopolitan



Brad Pitt Will Walk First Red Carpet Since Angelina Jolie Split at People



Statement: Pitt-Jolie children will remain in actress' care WPVI — Philadelphia



Sponsored

Wall Street Furious Over New Trading Algorithm

4 Students prove their Crazy, Money-Making System, worth Millions, on live TV

Ultimate4Trading



Politics

Dems find early scapegoat in FBI Director Comey

Democratic strategists will spend years seeking answers to how they could

2016 Election: Results



How much do you need to retire?

If you have a £250,000 portfolio, download the must-read guide for retirees written by *Forbes* columnist and money manager Ken Fisher's firm. It's called "The 15-Minute Retirement Plan."

[Click Here to Download Your Guide!](#)

FISHER INVESTMENTS UK

2016 Election: Latest Stories



Obama urges unity after Trump victory



Protests erupt over Trump's presidential win




Trump's stunning campaign rewrote all the rules. What about his presidency?

Think-pair-share

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 - Play a news video
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 - Search for something
 - Share on social media
- The hard bit:
 - How do you know?

**Websites need to be designed more like
billboards than like books or
newspapers**

When building a website you should:

- Take advantage of conventions 
 - Do not re-invent the wheel
- Create effective visual hierarchies
- Break pages up into clearly defined areas
- Make it obvious what can be clicked
- Eliminate distractions
- Setup content so it is easy to scan

Awesome Logo

Books


Music

Movies

Games

Section Title

Create effective visual hierarchies

- The more important something is the more prominent it is
- Things that are related logically are  related visually
- Things that are nested visually show what's part of what

Important things are prominent

Very important

A little less important

Nowhere near as important

Logically related are also visually related

Books

Music

Movies

Games

Visual nesting shows hierarchy





> Terms

> More Resources

- View the complete Data Policy
- Interactive Tools
- Minors and Safety
- Facebook Privacy Page
- Facebook Safety Page
- Facebook Site Governance Page
- EU-U.S. Privacy Shield Notice

What kinds of information do we collect?

Depending on which Services you use, we collect different kinds of information from or about you.

Things you do and information you provide.

We collect the content and other information you provide when you use our Services, including when you sign up for an account, create or share, and message or communicate with others. This can include information in or about the content you provide, such as the location of a photo or the date a file was created. We also collect information about how you use our Services, such as the types of content you view or engage with or the frequency and duration of your activities.

Things others do and information they provide.

We also collect content and information that other people provide when they use our Services, including information about you, such as when they share a photo of you, send a message to you, or upload, sync or import your contact information.

Your networks and connections.

Most Visited

Autumn Flowers 

Special Offers 

Budget Flowers 

Bestsellers 

Florist's Choice 

Top Rated 

New Products 

Fairtrade

Occasions

Birthday 


Anniversary 

New Baby 

Sympathy 

More Occasions »

By Delivery:

International 

Express Yourself

Thank You 

Love 

FREE Delivery Mon-Sun | Order up to 10pm for next-day delivery | [Award-winning service](#)

Birthday

CELEBRATION MADE UNIQUE

Great selection of flowers and gifts to make the special day **extra special**.

[VIEW GIFTS](#) >

93%

CUSTOMER SATISFACTION

FREE

DELIVERY MON - SUN

Happy Birthday

Autumn Fair

Save £5.00 (20%) with FREE Delivery



 **4.4 / 5**
based on 1518 reviews

Was: ~~£24.99~~ | Now: **£19.99**



 Order in the next **1 hour 53 minutes** for delivery **TOMORROW**.

Order Now »
Standard delivery is FREE

Top selling offers - up to 25% off and FREE Delivery

[View full range »](#)



Aztec Sun

Normal price: ~~£29.99~~



Strawberry Sundae

Normal price: ~~£24.99~~



Twilight

Normal price: ~~£24.99~~



Peace

Normal price: ~~£39.99~~

 **Track Your Order**

Customer Satisfaction

Average:  4.4/5



Total: (165911 reviews)

Sue

[Northampton](#)

08/11/2016



SO THRILLED WITH THE SERVICE AND QUALITY FLOWERS DELIVERED I HAVE JUST ORDERED FROM YOU AGAIN AND I AM SURE WILL BE SUBMITTING FURTHER ORDERS IN THE FUTURE SO KEEP UP THE GREAT WORK. VERY MUCH APPRECIATED. COMMUNICATION WAS SECOND TO NONE. 100% BETTER THAN INTERFLORA.
Mrs. Sue Jones ❤️

Lauren

08/11/2016

Questions?