

# The corresponding usability problem...

- ◆ ... is then ***not to allow the proper use of the back button***
- ◆ Usually happens with dynamic pages that are badly handled, not saving the navigation state in a way that is compatible with the back button (example among many: UNIPD's Uniweb...)

# Back to navigation

- ◆ We have seen how the worst usability problems, the persistent ones, are related to navigation
- ◆ Are there other issues that can disturb user navigation?

# Interferences...

- ◆ Another possible interference, and related severe usability problem, is to  
Un'altra interferenza possibile, is to  
***open a new browser window***
- ◆ Many designers use new windows to try to clearly separate new content...

# But...

- ◆ ... opening a new windows gives a few problems to the user
- ◆ The first bad problem is to ***disallow the use of the back button (!)***, with all the consequences seen above on navigation



## Moreover...

- ◆ Having different windows confuses the average user...
- ◆ New windows can typically be of two kinds: a new browser window, or a new tab
- ◆ They both irritate and confuse users, although the words one is the first (new window)

# The new window

- ◆ The worst problem, in this case, is that it stays above the existing navigation on a non-standard way
- ◆ So for instance: what happens when a user wants to go back?

# Average users and new windows...

- ◆ If the window takes up all the screen, the average user gets confused and irritated: he doesn't know how to get back
- ◆ If the window is not maximized/overimposed but just overlaps, the average user doesn't close it, but typically ***clicks on the underlying window***



# The consequence?

- ◆ That page session is not closed, and the screen can fill up with unwanted «pending» windows
- ◆ Even worst, if the user goes back to those windows, or to different windows but not properly handled by the site, a new click will open the same window, which will appear not to be working (!)



# A related problem...

- ◆ ... is a particular kind of new window:
- ◆ The **pop-up**



# Pop-up's

- ◆ Technically, they are just new windows, but with a big difference:
- ◆ They are opened ***without the user consent***
- ◆ We will come back to pop-up's later: for now, we just mention that ***pop-up windows*** are so hated by users to deserve a special mention as a stand-alone usability problem

# Violate conventions

- ◆ Another big usability problem is to ***violate web conventions***
- ◆ A web convention is not a web standard: it's just a technique used by most web sites, so a «de facto» standard
- ◆ Respecting conventions is related to one of the most famous usability laws





# The so-called «Jacobs Law»

- ◆ *"Users spend most of their time on **other** Web sites"*
- ◆ So we should not bend users to our will, if they are used to other things on the web

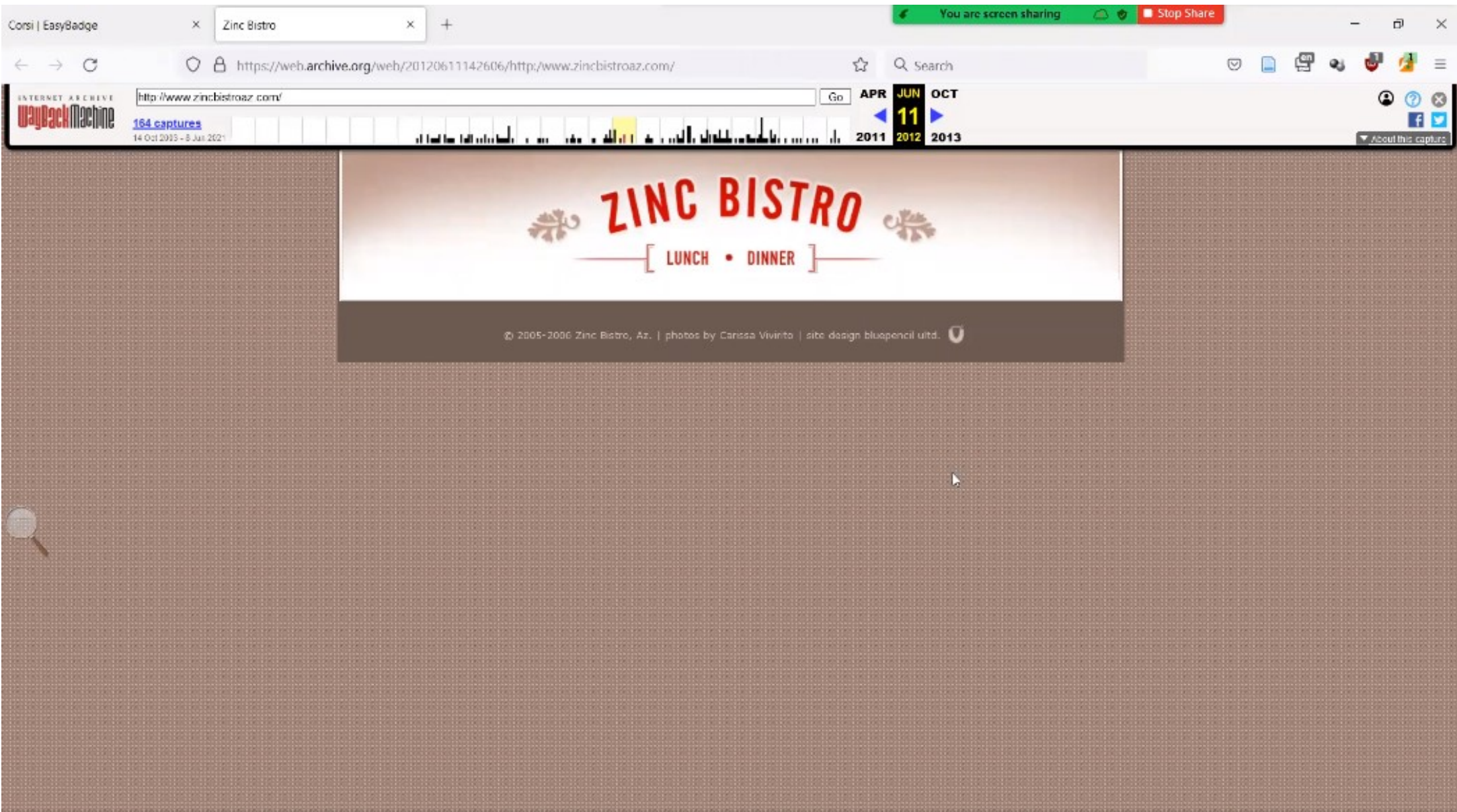


# If we do otherwise...

- ◆ ... they need to adapt to our different design → that takes time, energy and leads to ***frustration*** and ***timers expiration*** (!)







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# For instance...

- ◆ Using too much ***empty language or language with little content and lot of slogans***
- ◆ Users putting time and energy to read something want content/information, not propaganda



# The Montblanc pens...

*Meisterstück*

*Royal*

*Solitaire*

*Steel Collection*

*Sport Collection*

*Jungle Eyes*

*Eyewear*

TRADITION OF MASTER CRAFTSMEN

## MEISTERSTÜCK COLLECTION

Montblanc products are made to last and be passed on from generation to generation. Holding them in your hand, you can sense that these products contain more than beauty - they have a soul.



# One of the...

- ◆ ... more severe usability problems is to ***use difficult and monolithic text***
- ◆ This often happens also in sites that can ignore user timers and their feelings, for instance public/governmental sites, or private but monopolist

# In general...

- ◆ ... web text is different than normal text: besides timers, reading on a screen is more difficult
- ◆ → text should be simplified, so to counterbalance the additional effort





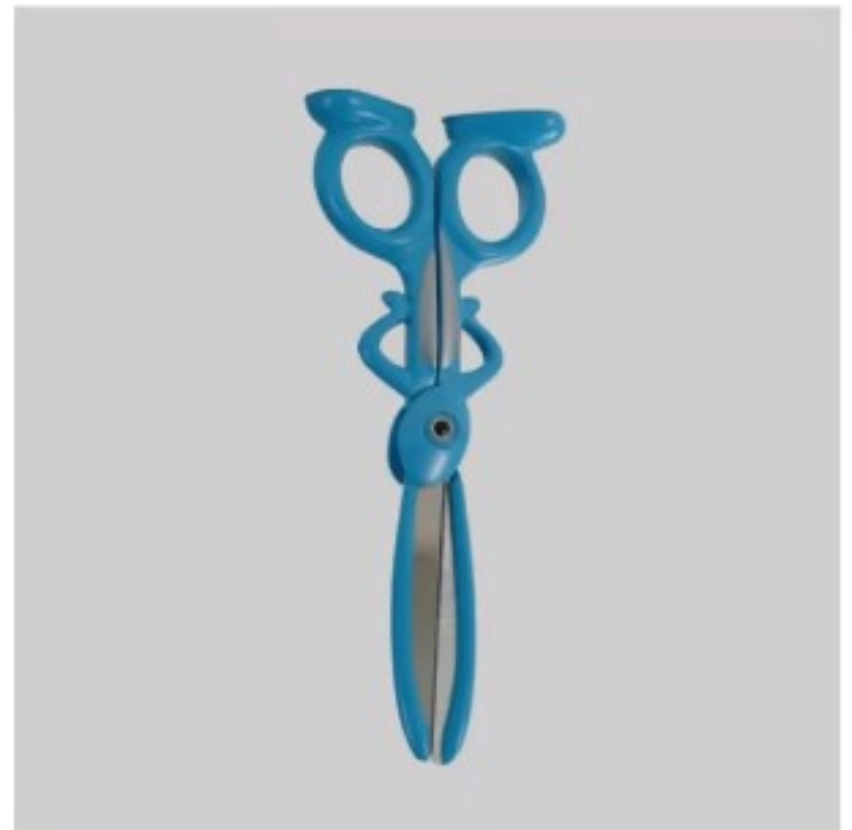
# The rules of Web text

- ◆ Base rule:  
**100%** normal text →  
**50%** web text
- ◆ If generalistic audience:  
**100%** normal text →  
**25%** web text
- ◆ Inoltre, conviene ***cominciare con la conclusione***, e poi espandere



# The rules of Web text (cont.)

- ◆ Moreover, it is helpful to ***start with the conclusion,*** and then expand




Answers

Ask a Question

My Stuff

Help

Category 

All

Search Text (optional)

[Search Tips?](#)

Search

Search By

Phrases

Answer ID  
279

## Category

- International Issues
- Credit for Work Outside U.S.
- International Benefits
- International Customer Service
- Medicare Outside U.S.
- Social Security Numbers

Last Updated  
11/04/2005 11:45 AM

Print Answer



Email Answer

## If I leave the US, can I continue to receive benefits?

## Question

If I leave the US, can I continue to receive benefits?

## Answer

If you are a United States citizen, you can travel or live in most foreign countries without affecting your eligibility for Social Security benefits.

However, there are a few countries—Cambodia, Cuba, North Korea, Vietnam and many of the former U.S.S.R. republics (except Armenia, Estonia, Latvia, Lithuania and Russia)—where we cannot send Social Security checks.

If you are not a United States citizen, the law requires us to stop your payments after you have been outside the United States for six calendar months unless you meet one of several exceptions in the law which will permit you to continue receiving benefits abroad. These exceptions are based, for the most part, on your citizenship.

For example, if you are entitled to worker's benefits and are a citizen of one of the many countries with which the United States has a reciprocal arrangement to pay each other's citizens in another country, your Social Security benefits may continue after you leave the United States (see a list at [Your Payments While You Are Outside The United States](#) ).

If you work outside the United States, different rules apply in determining if you can get your benefit checks. Most people who are neither U.S. residents nor U.S. citizens will have 25.5 percent of their benefits withheld for federal income tax.

For more information about receiving benefits abroad, we recommend you read the booklet, Payments While You Are Outside the United States (Publication No.05-



# Let's discuss now...

- ◆ ... the ***non persistent*** problems, those that (for good or for worst) changed in time





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# This is the so-called problem...

- ◆ ... of ***splash pages***
- ◆ ***Avoid at all cost.*** besides not being liked by users, they make them lose precious time (remember the timers!!)
- ◆ Consequence: even worst if animated (trend is worsening)



# Let's go on with another big problem...



- ◆ ... yet not so much understood by most web designers
- ◆ The problem of ***asking personal information***





# Instance of the problem...

◆ ... is ***premature registration (!)***



# Sign In

**It's easy to use the United States Postal Service® online services.**

## Existing Users

Please fill in the following information:

(\* Required fields)

\* Username  (minimum 6 characters)

\* Password  (minimum 8 characters)

[I forgot my password](#)

☐ Edit/View my profile

**Sign In >**

## New Users

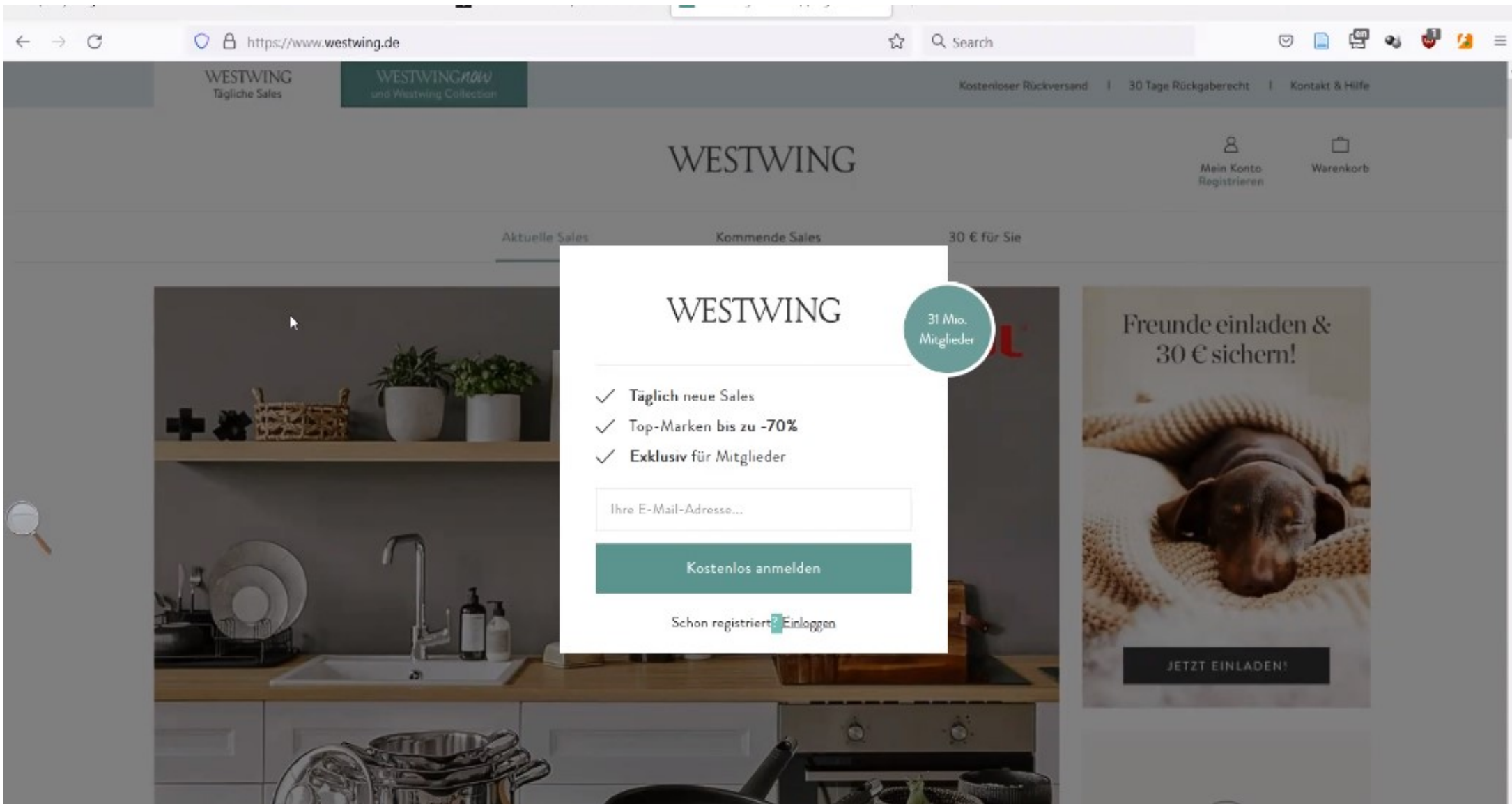
*Register now for USPS® online services, and create an account that allows you to:*

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- Mail Letters & Postcards
- Send Greeting Cards
- Mail Glossy Postcards
- Send Business Greetings

**Sign Up >**







# Why these are to avoid...



- ◆ Remember timers: how much time is the user losing to give information?
- ◆ What is the ADVANTAGE (*cost/benefit*) ??





# Why to avoid (II)



- ◆ In the case of premature registration, there is also the additional disadvantage of the ***registration***, which implies a further ***computational effort*** to insert and then remember a data pair made by login and password for that service (!)

# Why to avoid III

- ◆ Last but not least, the trust problem:
  - giving away personal information
  - requires a ***trustworthy*** site, and in case of premature registration the trust bond has still to be established (!)



# Consequences?

- ◆ Premature registration brings a decrease of potential users  
(on average less than **1 out of 10..!!!**)

