



# Users Don't Scroll!

...and other UX myths.



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# Conventional Wisdom



# Debunking Conventional Wisdom



# UX Mythology Classics

- ⌚ 3 Clicks of Destiny
- ⌚ Adventures Beyond the Page Fold
- ⌚ The Faceted Navigation of Doom
- ⌚ Lost in White Space





# 3 Clicks of Destiny

Your Princess is in Another Web Page

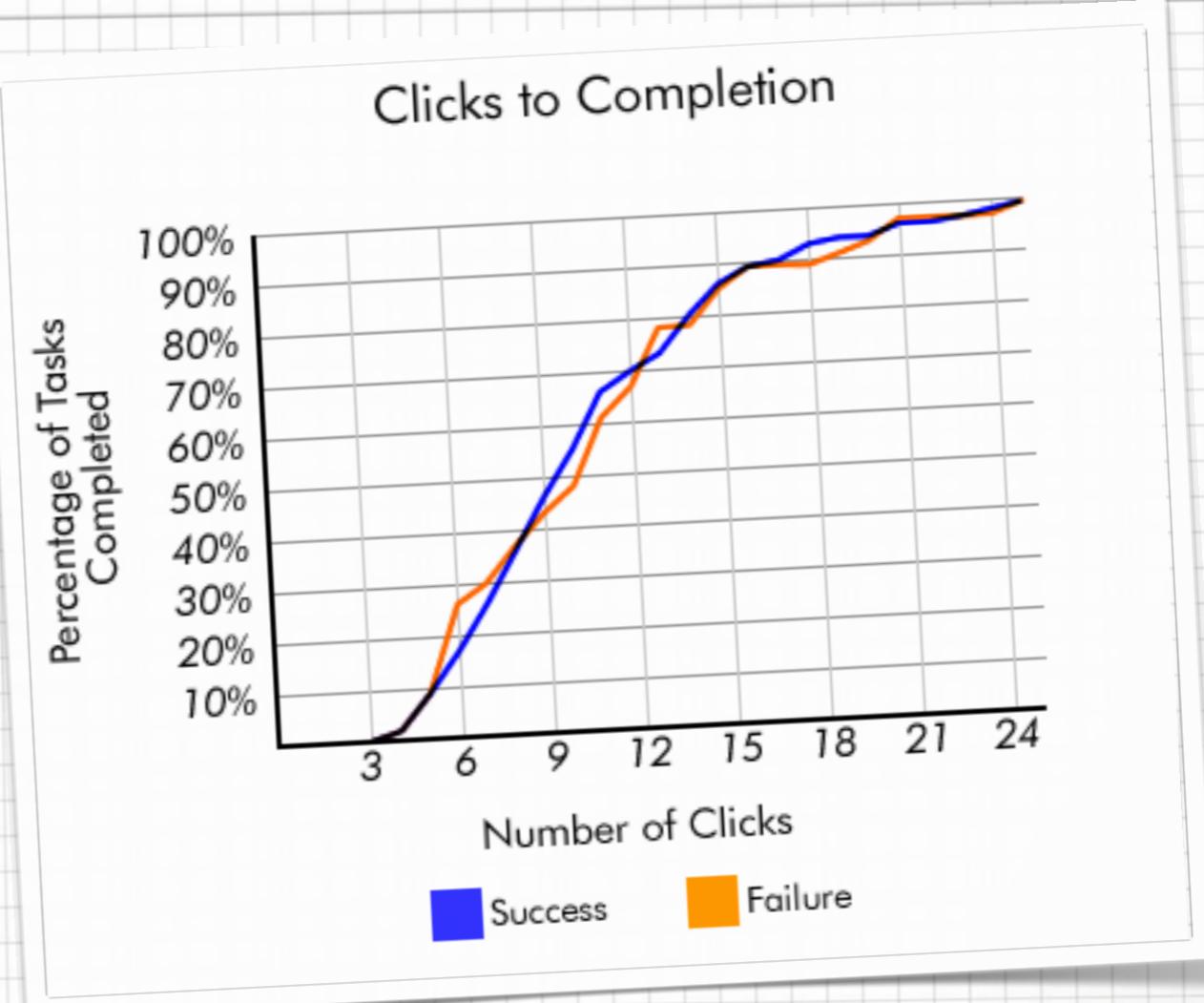
# Clicked Off

- ➊ As old as the Internet
- ➋ Known by marketing managers and executives alike
- ➌ Seems to have a simple honest logic to it



# User Interface Engineering Study

- To prove it exists
  - 44 Users
  - 620 Tasks
  - 8,000 Clicks
- Failed tasks had as many clicks as successful ones
- Unsatisfied users? Clicked on average as many times as satisfied ones.



# Click and Clack

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Your Account ▾

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Televisions

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Get a Free Soundbar, Audio Dock, or 29-Inch HDTV

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## What Is 4K UltraHD?

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Panasonic VIERA 47-Inch 1080p 60Hz LED TV for \$599



Save up to \$119 on a Select Sony TV and Blu-ray Player Bundle



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## Featured Categories in TVs &amp; Video

LCD Televisions



LED Televisions



Plasma Televisions



Smart Televisions



3D Televisions



# It's Not the Clicks...

- ⌚ It is common to voice frustration as having to click too much
- ⌚ The one-click rule
- ⌚ Information scent



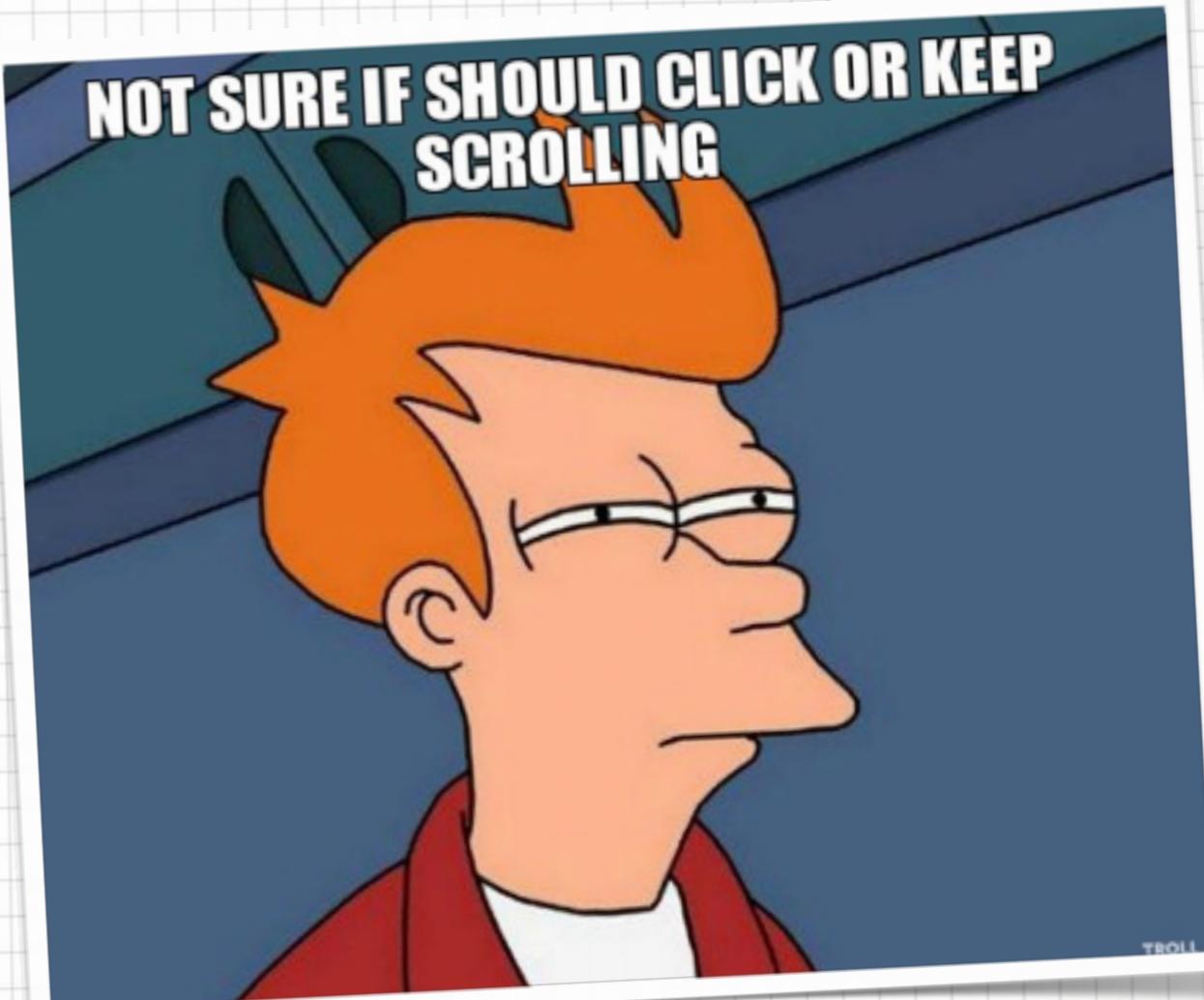


Adventures Beyond  
The Wall Page Fold!

Users Are Scrolling...

# There Is No Fold

- ➊ Metaphor borrowed from printed news papers
- ➋ Used frivolously, but with conviction!
- ➌ Perpetuated by printed and mounted design comps



# Beyond The Fold

- ⦿ CX Partners 800 user sessions
- ⦿ Only 3\* issues with page fold
- ⦿ ClickTale 120,000 page views
- ⦿ 91% of page-views had a scroll bar
- ⦿ 76% of those had some scrolling (22% scrolled to the bottom)



Amazon



Target

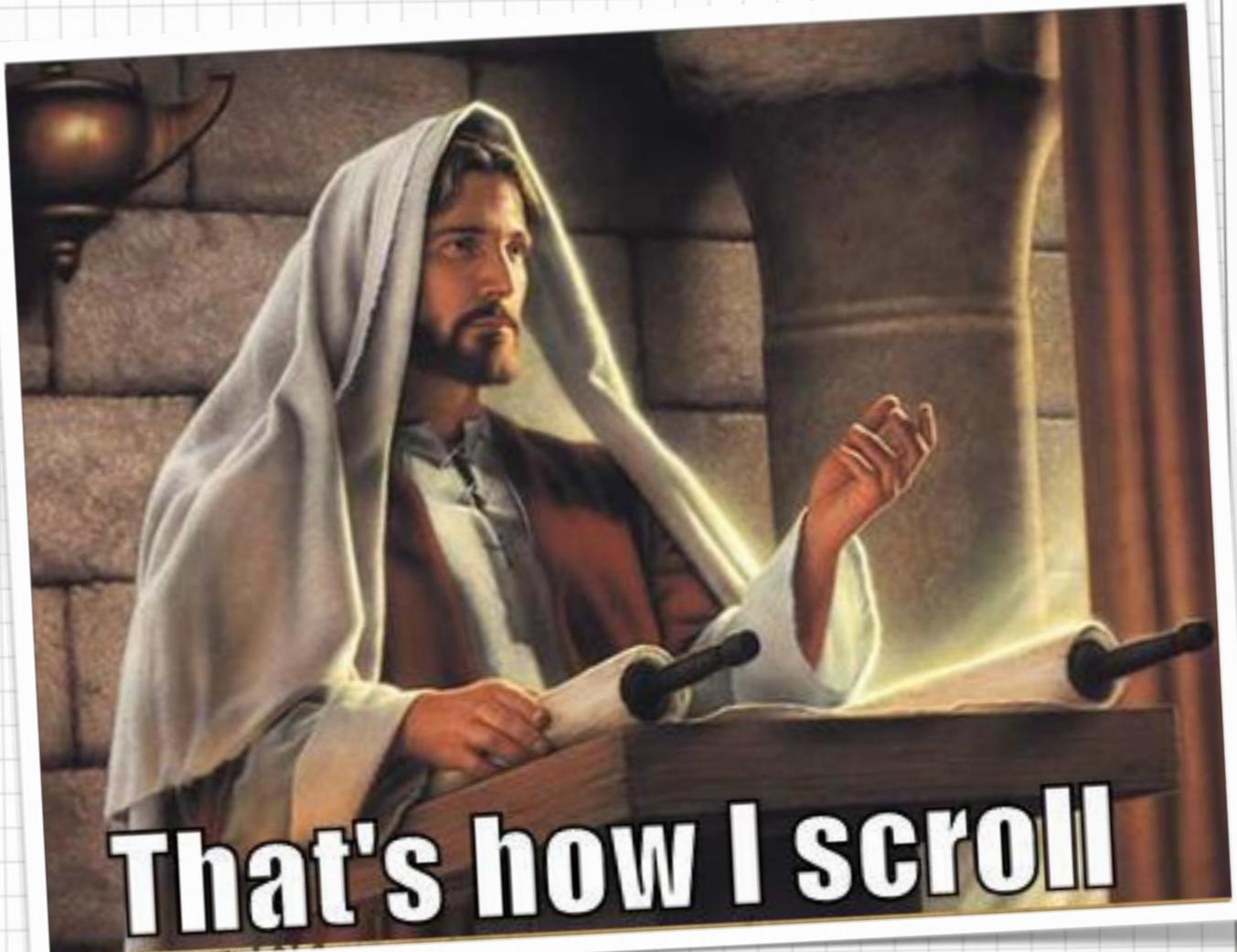


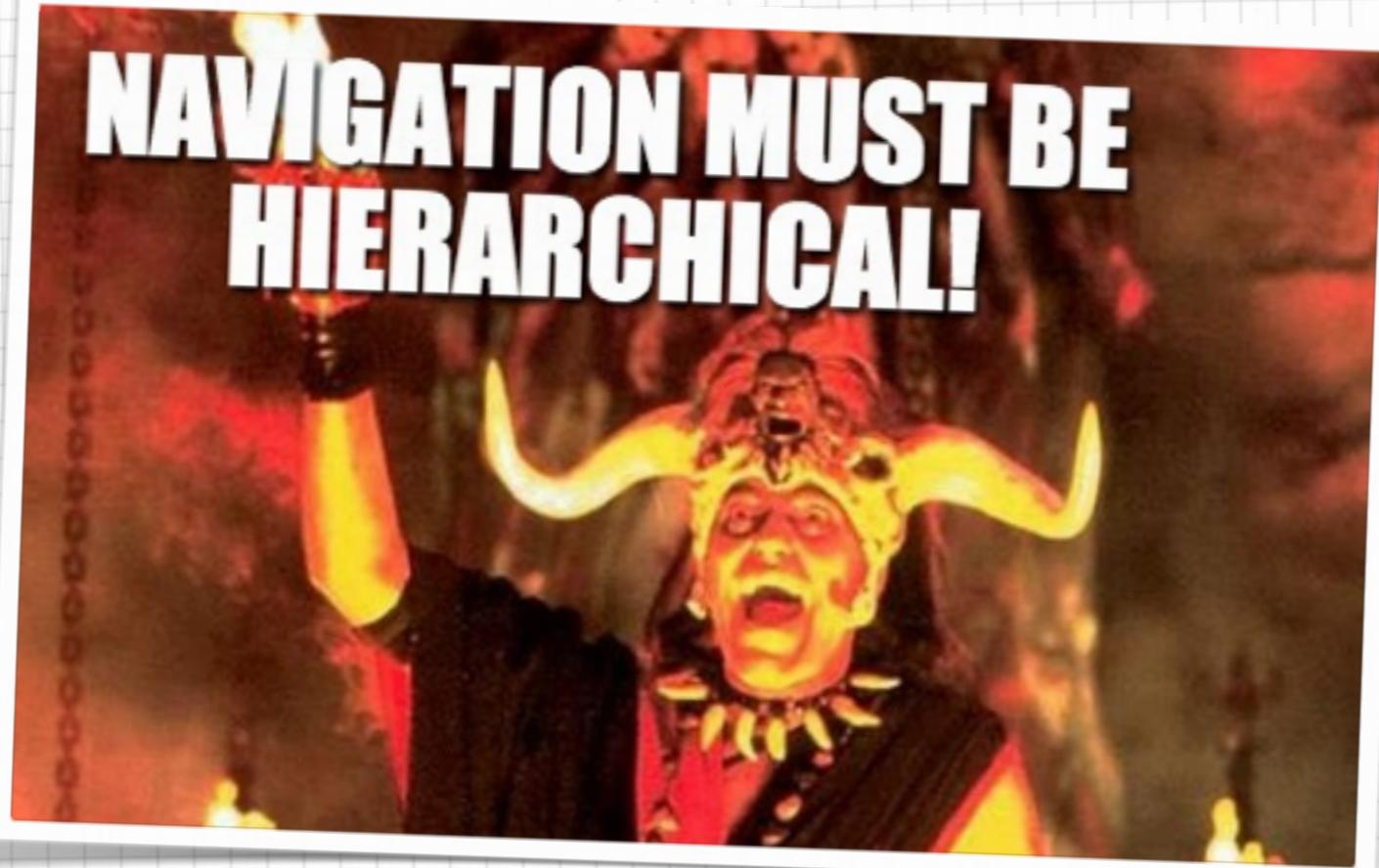
BBC



# Scrolling is Natural

- ⌚ Tell a story with your content
- ⌚ Mobile first
- ⌚ Look to the leaders
- ⌚ Avoid scrolling boxes and the endless scroll (aka the un-winnable game)





# The Faceted Navigation of Doom

No Click-It!

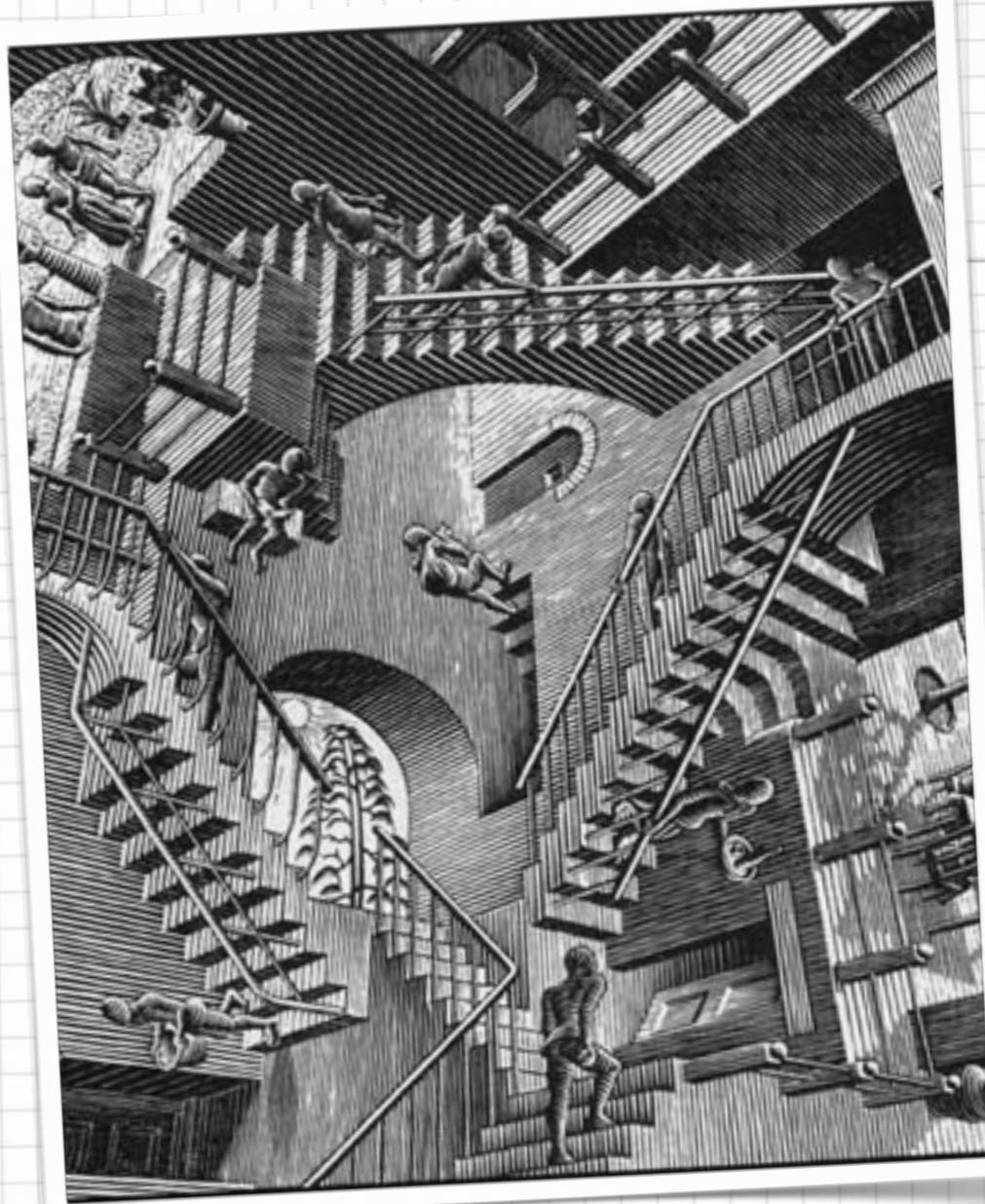
# Single File

- ➊ Find the best path, make it the only path
- ➋ Duplicate content!!!
- ➌ A place for everything and everything in its place



# Nav and Let Nav

- ➊ Endeca
- ➋ Kiddicare.com - 100% increase in conversions
- ➌ AutoScout 24 - 70% decrease in no search results found
- ➍ Otto Group - Search failure rate decreased from 33% to 0.5%



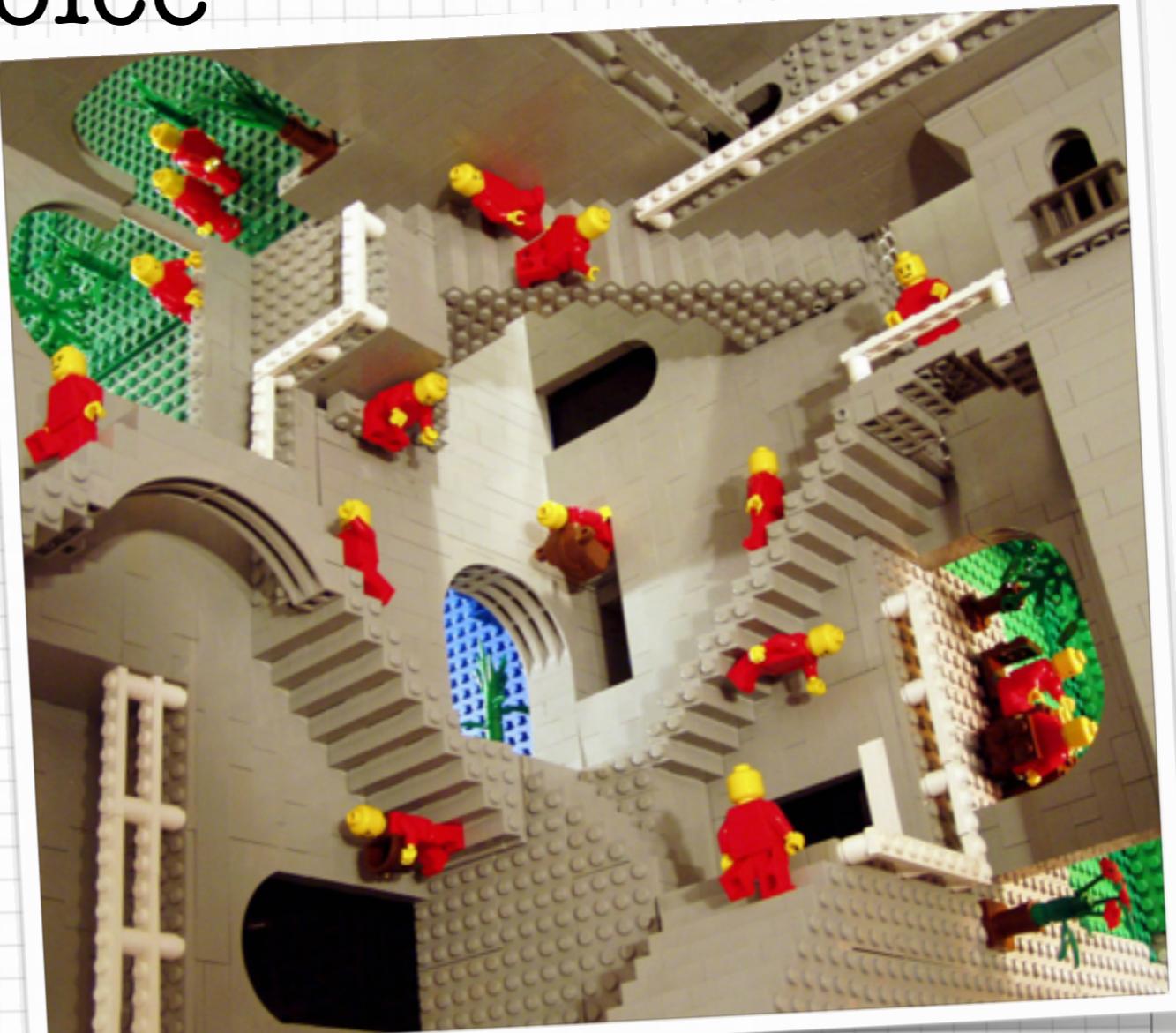
# Categorical

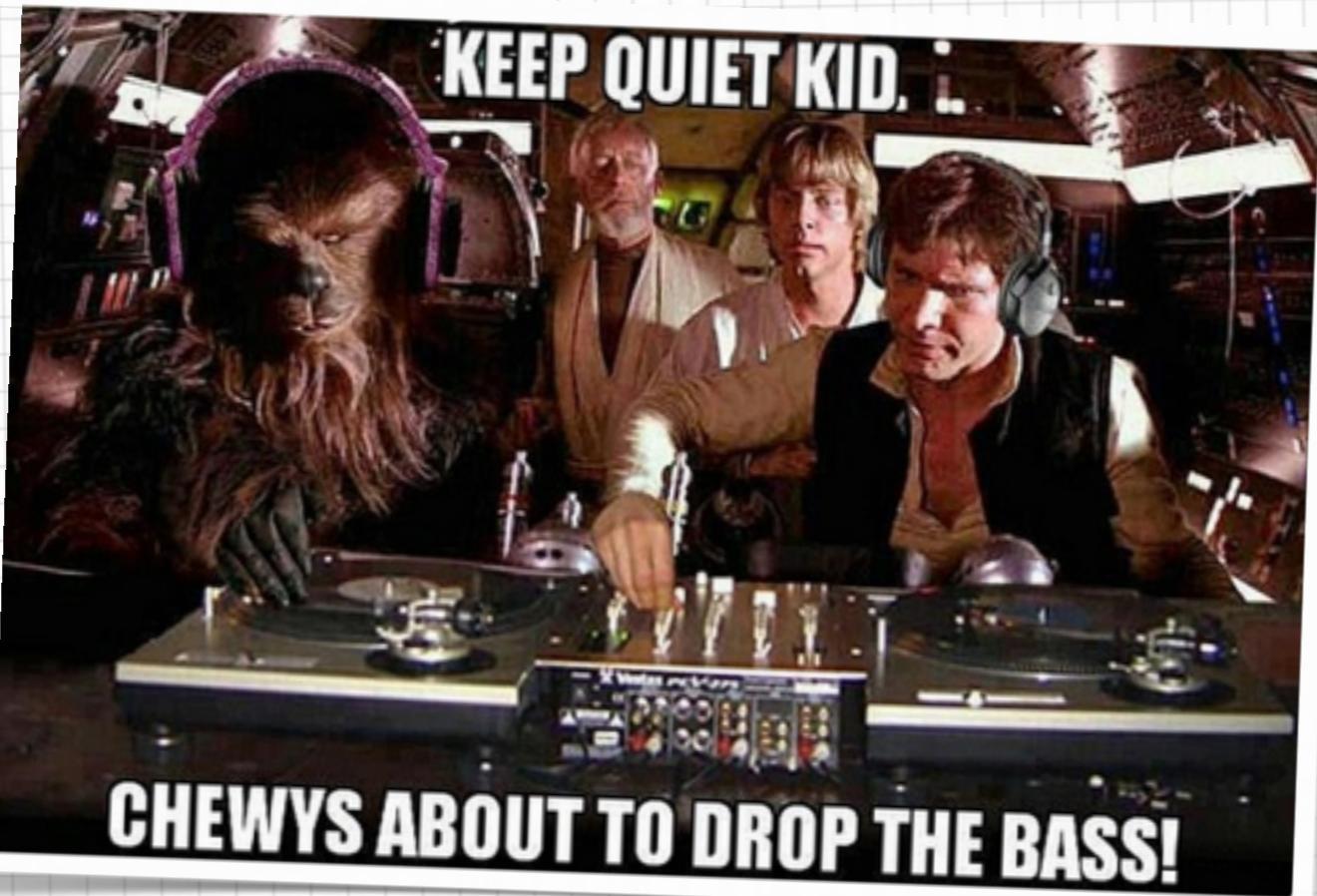
- ⌚ Sports websites
  - ⌚ ESPN - 16 Categories of sports
  - ⌚ USA Today and MSN - 10
- ⌚ Consumer websites
  - ⌚ Home Depot, Target, Best Buy - All use Endeca
- ⌚ Search engines - Image search
  - ⌚ Google, Bing, Yahoo - Color, size, shape, type, file format

	ESPN	USA TODAY	MSN/FOXSPORTS
Fantasy	1	1	12
NFL	2	3	1
MLB	3	2	2
NBA	4	4	3
NHL	5	5	4
ESPNU	6	-	-
College FB	7	6	6
Men's BB	8	8	7
Women's BB	9	8	7
NASCAR	10	-	5
Auto	11	9	-
Golf	12	10	9
Soccer	13	-	-
Tennis	14	-	10
Boxing	15	-	-
AFL	16	-	-

# Freedom of Choice

- ⌚ Search patterns
- ⌚ Preference/mood
- ⌚ Balance of breadth and depth





KEEP QUIET KID.

CHEWYS ABOUT TO DROP THE BASS!

# Lost in White Space

Margin of Terror

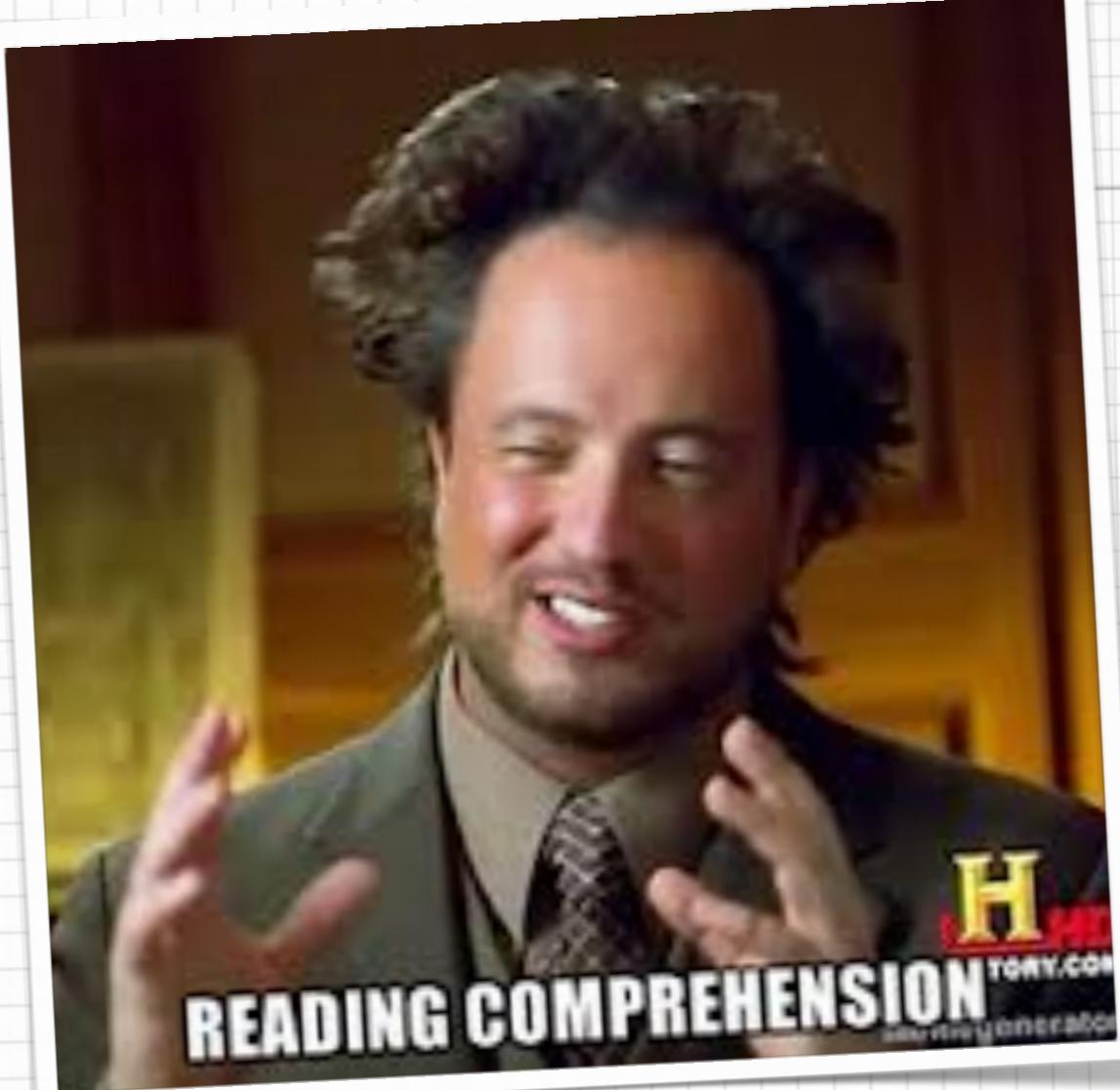
# What Space?

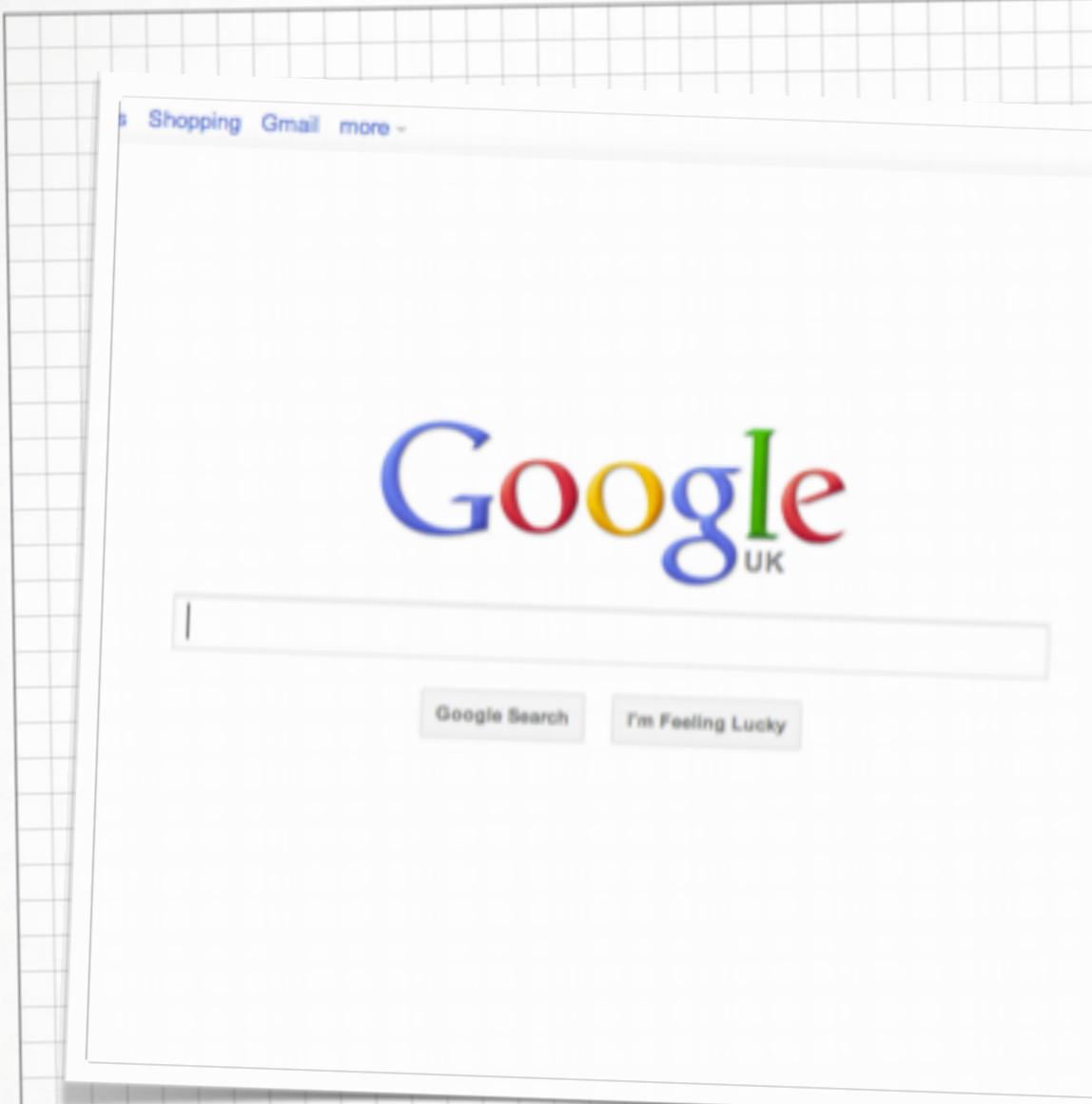
- ➊ Make the logo bigger?
- ➋ Ad unit will fit!
- ➌ Cousin of the page fold



# Wichita State

- ➲ 20 college students
- ➲ Asked to read passages from SAT and ACT tests
- ➲ Tested reading speed and comprehension
- ➲ Margins/leading spaces resulted in 12.5% increase in comprehension
- ➲ But a decrease of about 25 WPM



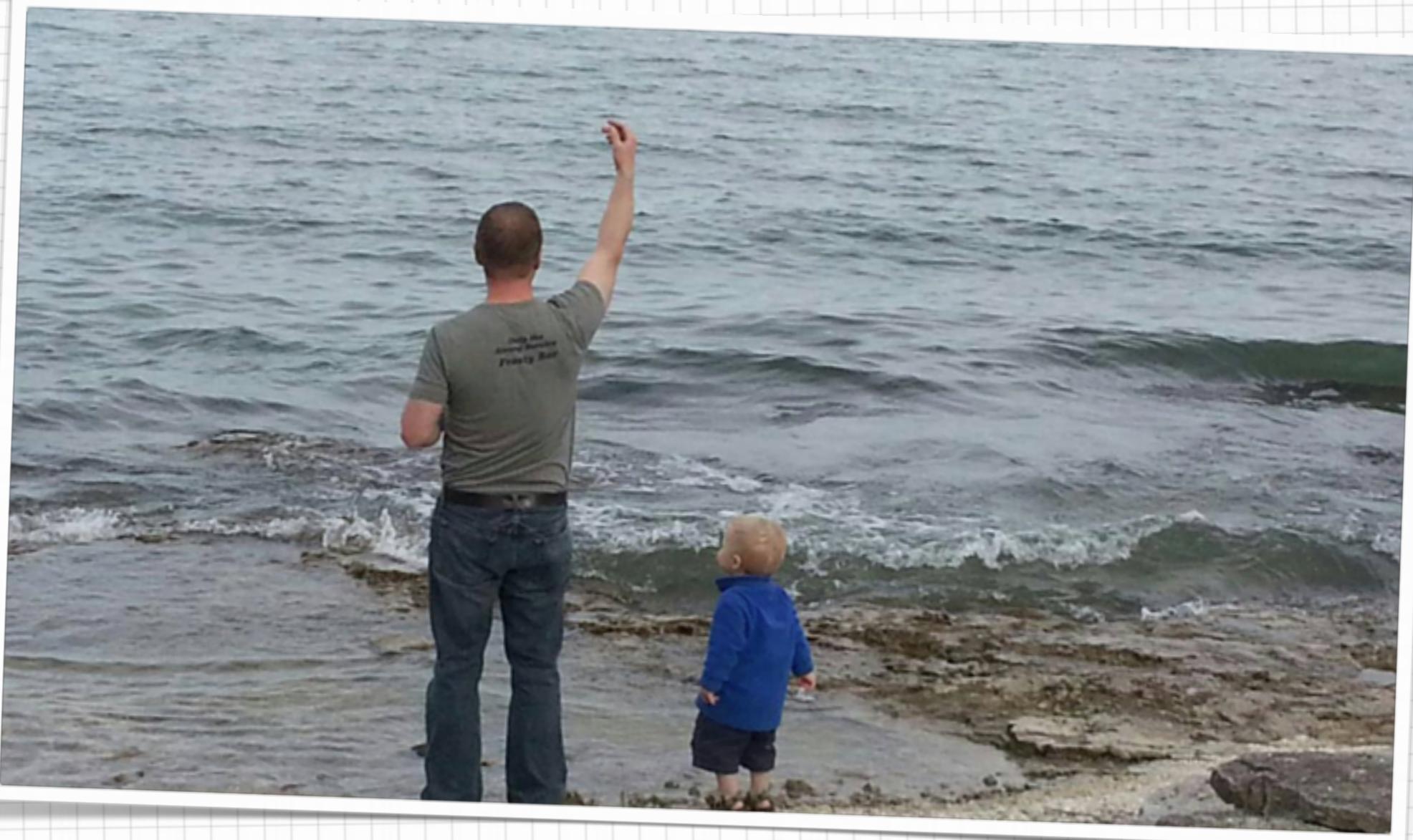


# Whitespace - IRL

# Good Design is Invisible

- Increases readability
- Stay consistent
- Sophistication and luxury





dziękuję!