

don't make me think

chapter 1

jasper kang, adrian ang

Rule 1: Don't Make Me Think

< OBVIOUS

REQUIRES THOUGHT >

Got it!




Google Search




Huh?
Uncertain..

I'm Feeling Lucky

when you are creating a site,
your job is to get rid of the question marks.

things that make us think

< OBVIOUS		REQUIRES THOUGHT >
<p>Jobs! <i>Click</i></p>  <p>Jobs</p>	<p>Hmm. <i>[Milliseconds of thought]</i> Jobs! <i>Click</i></p>  <p>Employment Opportunities</p>	<p>Hmm. Could be Jobs. But it sounds like more than that. Should I click or keep looking?</p>  <p>Job-o-Rama</p>

< OBVIOUSLY CLICKABLE		REQUIRES THOUGHT >
<p><i>Click</i></p>  <p>Results</p>	<p>Hmm. <i>[Milliseconds of thought]</i> I guess that's a button. <i>Click</i></p>  <p>Results</p>	<p>Hmm. Is that a button?</p>  <p>► Results</p>

requires thinking

Another example: On most bookstore sites, before I search for a book I first have to think about *how* I want to search.

MOST BOOKSTORE SITES



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



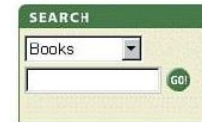
"Title. Author. Keyword."
OK. I want "Author."
Clicks "Author"



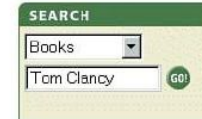
Types "Tom Clancy"
Clicks "Search"

less thinking!

AMAZON.COM



OK. "Search books
for ____."



Types "Tom Clancy"
Clicks "Go"



The Oscar photo worth 1,000 words
A picture is worth a thousand words
The Oscar photo worth 1,000 words
A picture is worth a thousand words

The 'Biggest Loser'... Waldorf Astoria... College hockey... Expert fears...



Entertainment Tonight
EXCLUSIVE: Matt Damon Blames Oscars Flub on Host Jimmy...
As expected, the men continued to feud at the Academy Awards.

611

HOW TO
International Business Times
 Screen Rant



Sponsored Money Feeds Me
Broke Celebrities Now Working Regular Jobs

23 Former Celebrities Who Are Now Working Normal Jobs



Entertainment Esquire
The Identity Of Ryan Gosling's Mystery Oscars Date Has Been...
Just in case you were wondering

1871

Yahoo's Yahoo Style
 Where's the Walrus
International Business Times UK



Politics GQ
We've Now Reached the Point Where Even George W. Bush Is...
In these insane times, Dubya almost sounds like a voice of reason. Her...

BOSS BOSS
 BOSS
 BOSS

Trending Now

1. Tra...
2. Dal...
3. Jus...
4. Em...
5. Fre...
6. Fill...
7. Da...
8. Toy...
9. Hill...
10. Do...



Davis, CA

Today Tue
 55°35' Wed 57°34' Thu
 61°36' 64°37'



Yahoo View
Watch classic episodes of 'The Rockford Files' for free!



Google

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

[Advertising Programs](#)
[Business Solutions](#)
[About Google](#)

© 2010 - Privacy

**A USER INTERFACE IS
LIKE A JOKE. IF YOU
HAVE TO EXPLAIN IT,
IT'S NOT THAT GOOD.**