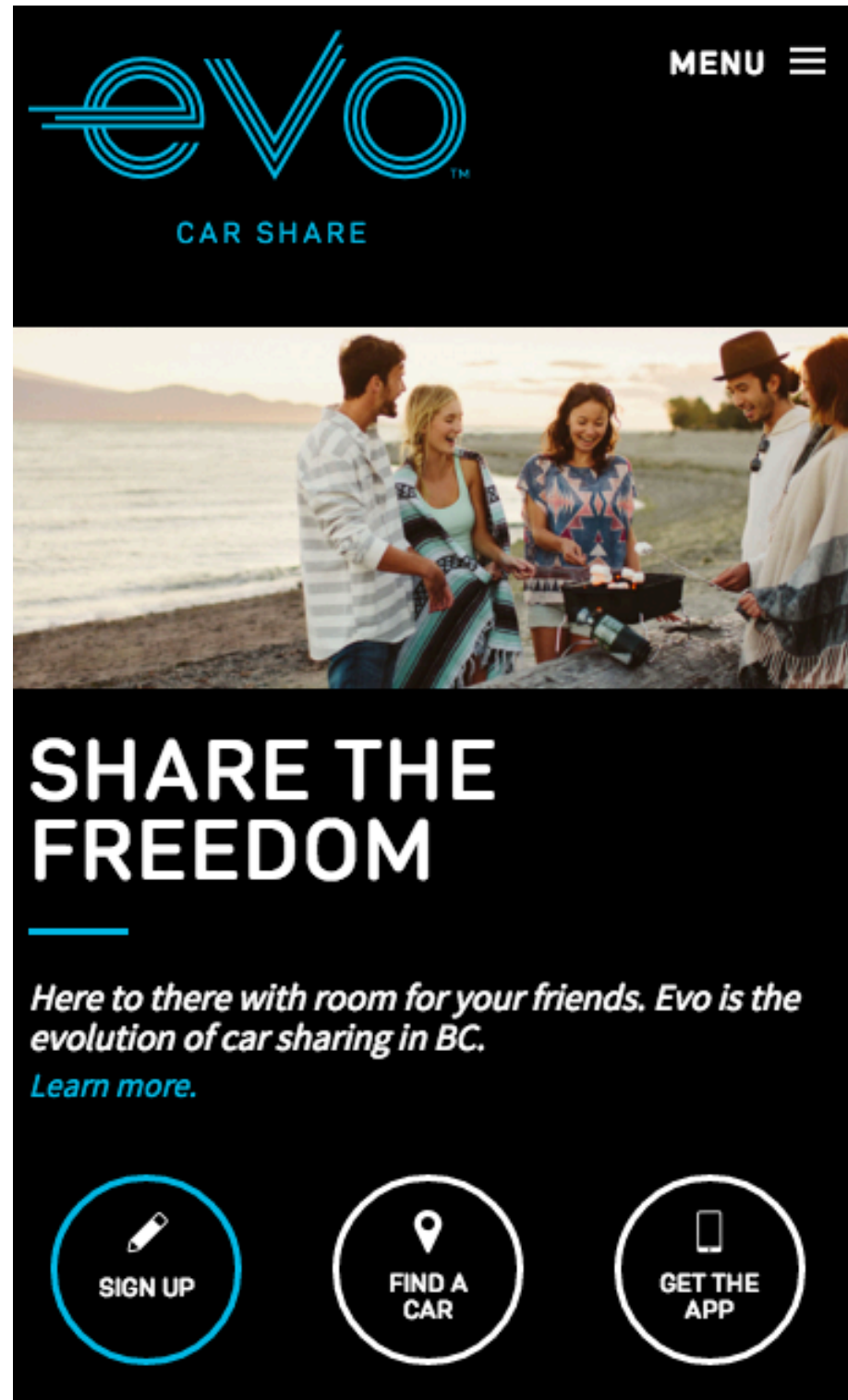


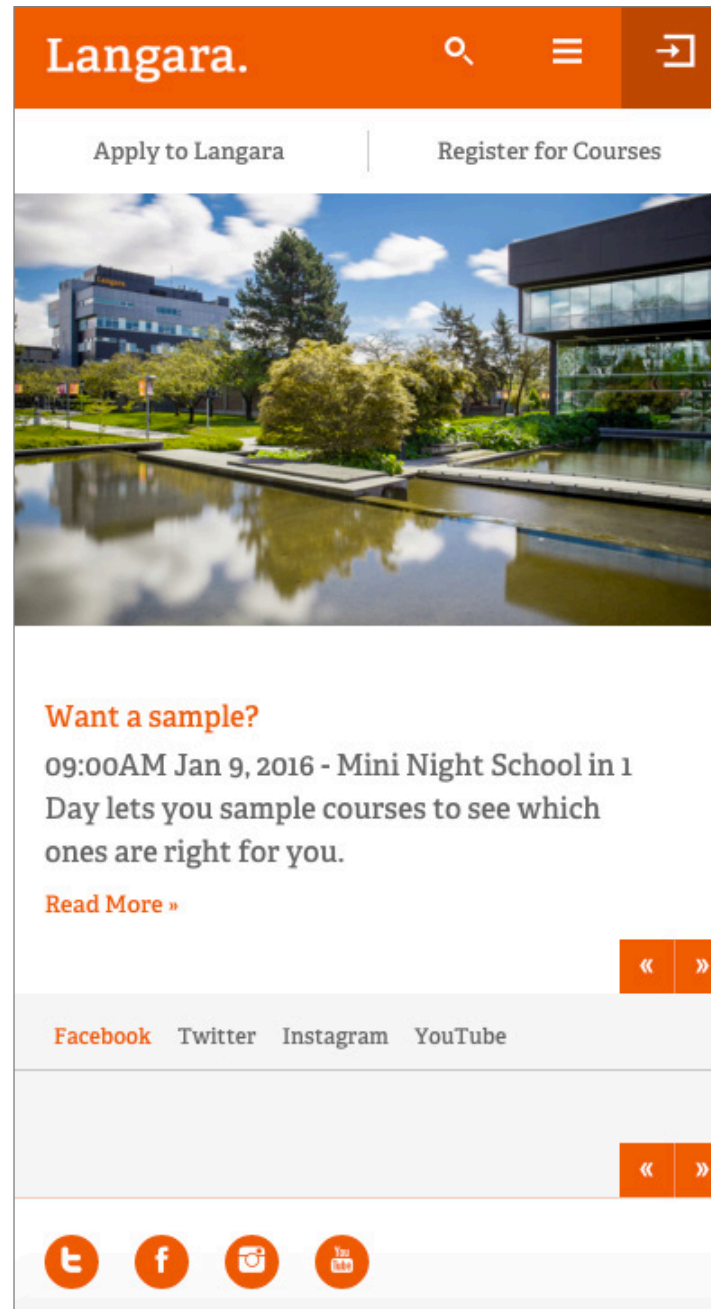
## 1. USABILITY MEANS...

*Usability means making sure something works well, and that a person of average ability or experience can use it for its intended purpose without getting hopelessly frustrated.*



## 2. WEB APPLICATIONS SHOULD EXPLAIN THEMSELVES.

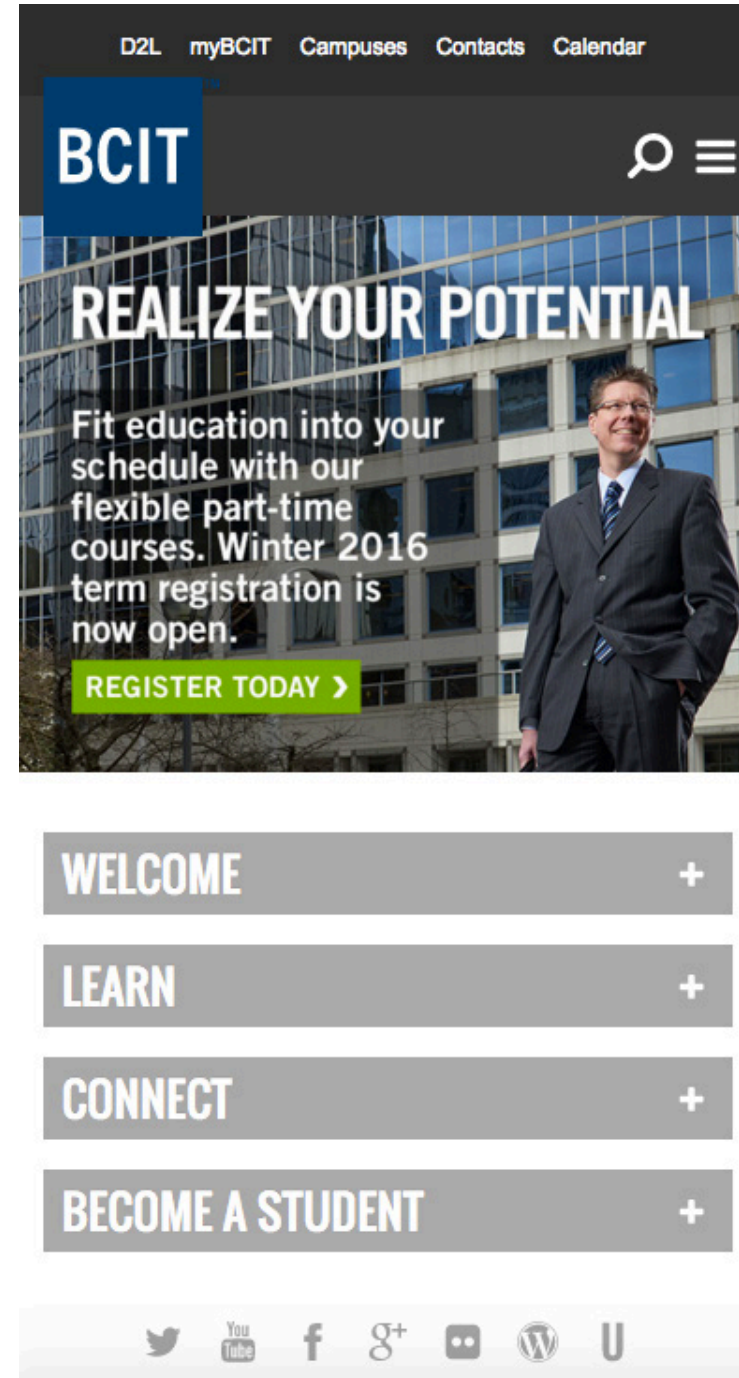
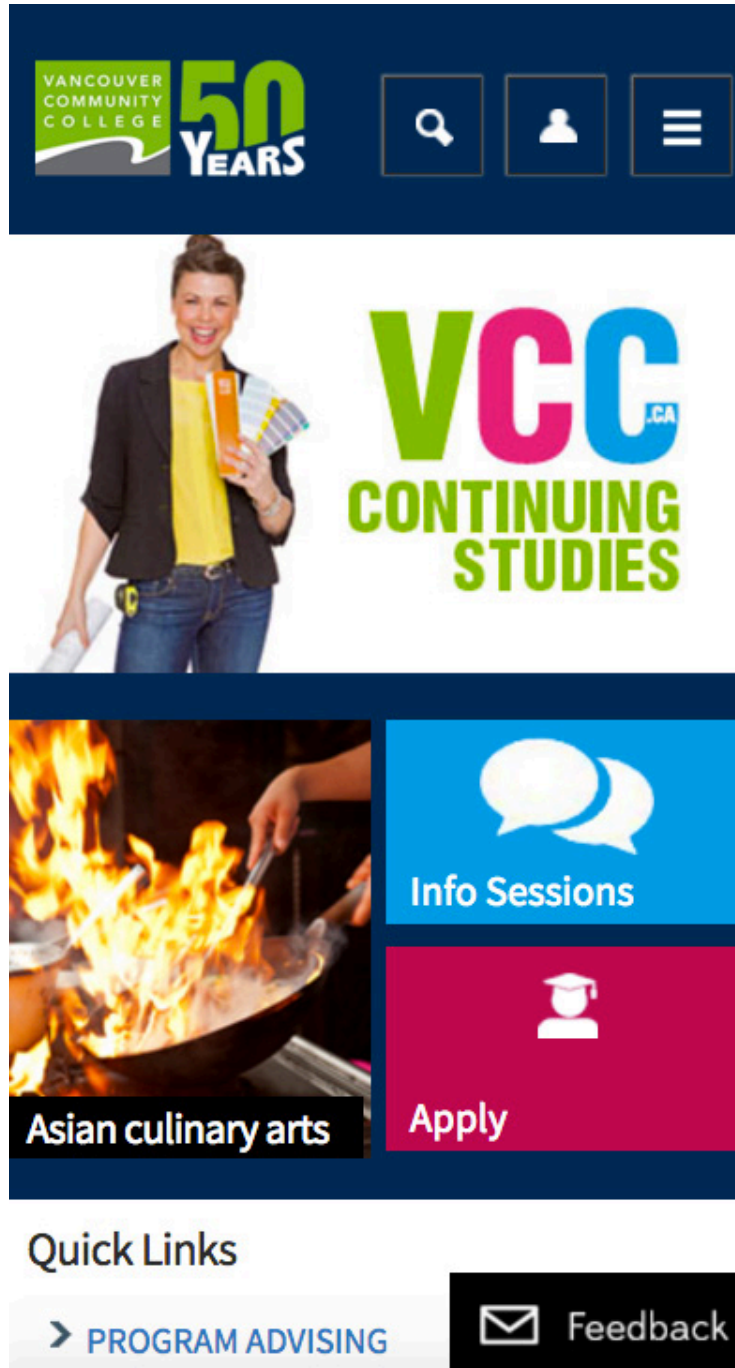
*When looking at a web page it should be self-evident. Obvious. Self-explanatory.*



### 3. DON'T MAKE ME THINK

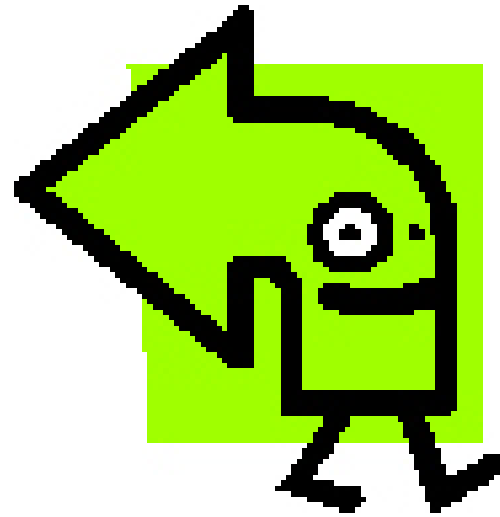
*As a rule, people don't like to puzzle over how to do things. If people who build a site don't care enough to make things obvious it can erode confidence in the site and its publishers.*





## 4. DON'T WASTE MY TIME

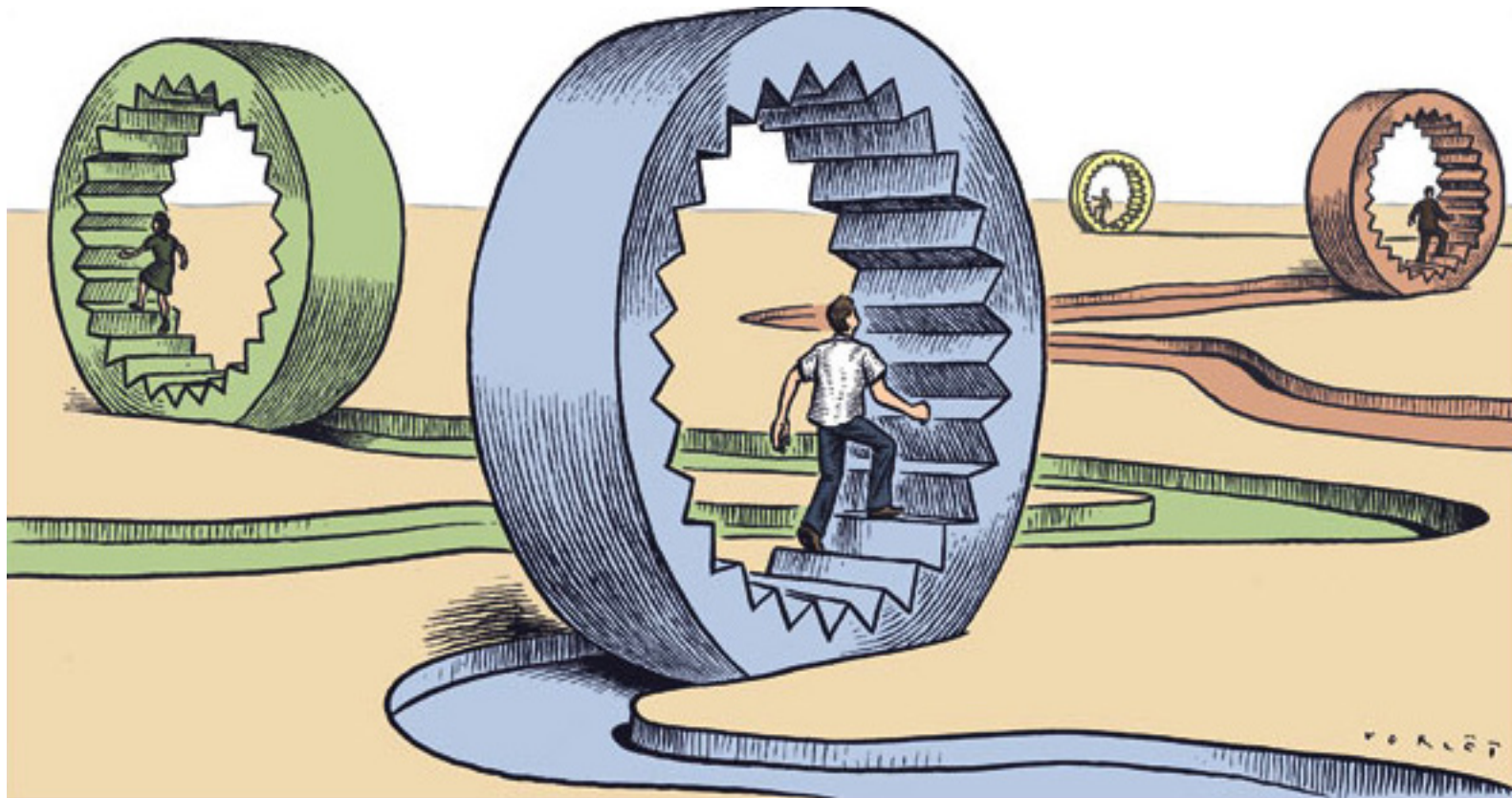
*Much of our web use is motivated by the desire to save time. As a result, web users tend to act like sharks. They have to keep moving or they'll die.*



<http://baymard.com/blog/back-button-expectations>

## 5. USERS STILL CLING TO THEIR BACK BUTTONS

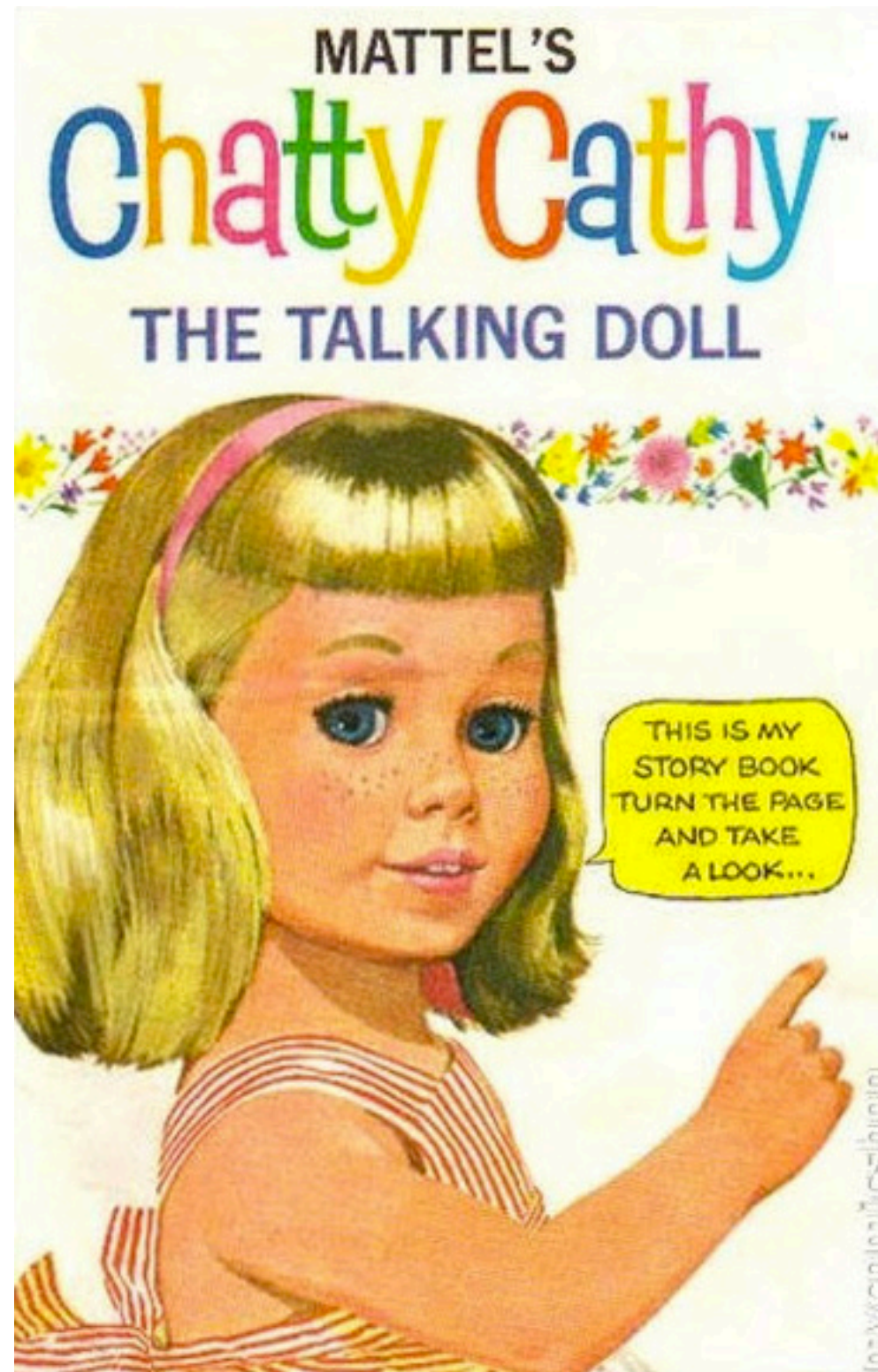
*There's not much of a penalty for guessing wrong. Unlike firefighting, the penalty for guessing wrong on a website is just a click or two of the back button. The back button is the most-used feature of web browsers.*



## 6. WE'RE CREATURES OF HABIT

*If we find something that works, we stick to it. Once we find something that works — **no matter how badly** — we tend not to look for a better way. We'll use a better way if we stumble across one, but we seldom look for one.*





## 7. NO TIME FOR SMALL TALK

*Happy talk is like small talk – content free, basically just a way to be sociable. But most Web users don't have time for small talk; they want to get right to the beef. You can – and should – eliminate as much happy talk as possible.*





## 8. DON'T LOSE SEARCH

*Some people (search-dominant users), will almost always look for a search box as they enter a site. These may be the same people who look for the nearest clerk as soon as they enter a store.*







## 9. WE FORM MENTAL SITE-MAPS

*When we return to something on a Web site, instead of relying on a physical sense of where it is, we have to remember where it is in the conceptual hierarchy and retrace our steps.*



## **10. MAKE IT EASY TO GO HOME**

*Having a home button in sight at all times offers reassurance that no matter how lost I may get, I can always start over, like pressing a Reset button or using a "Get out of Jail free" card.*