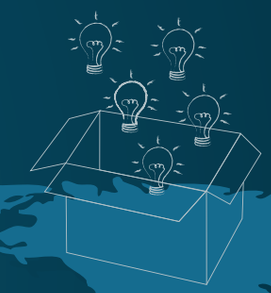
HUMAN-CENTERED DESIGN

Reading and Navigating



Scott Klemmer

UC San Diego
The Design Lab

Informavores!

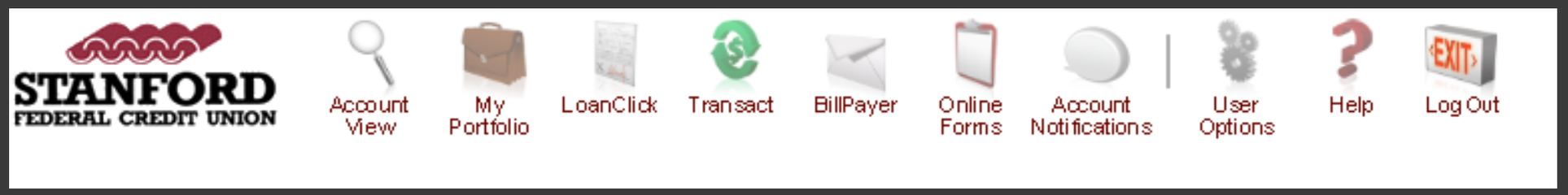
Information Scent

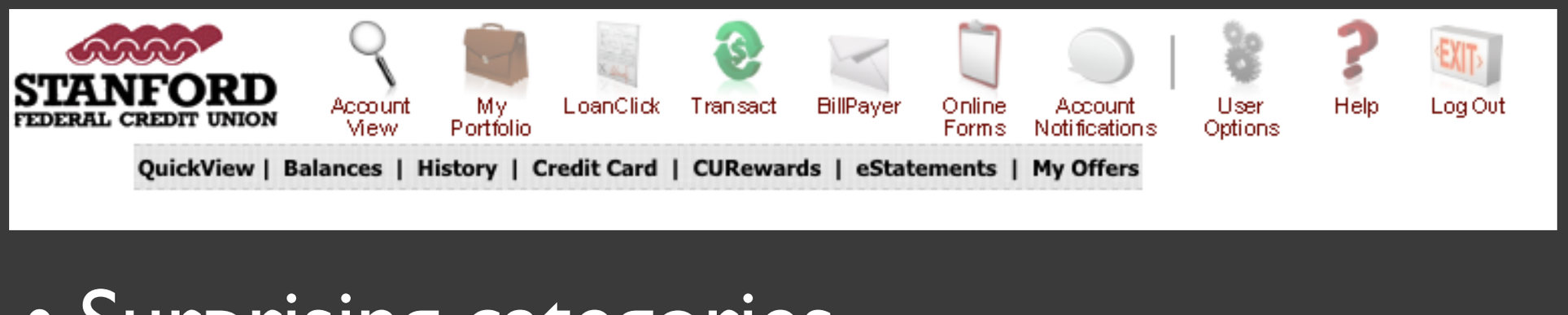
- Can people figure out how to get to the information they want?
- Do they realize what options are available?

How can you detect poor scent?

- Flailing
- Low confidence
- Back button

Low-Scent Navigation

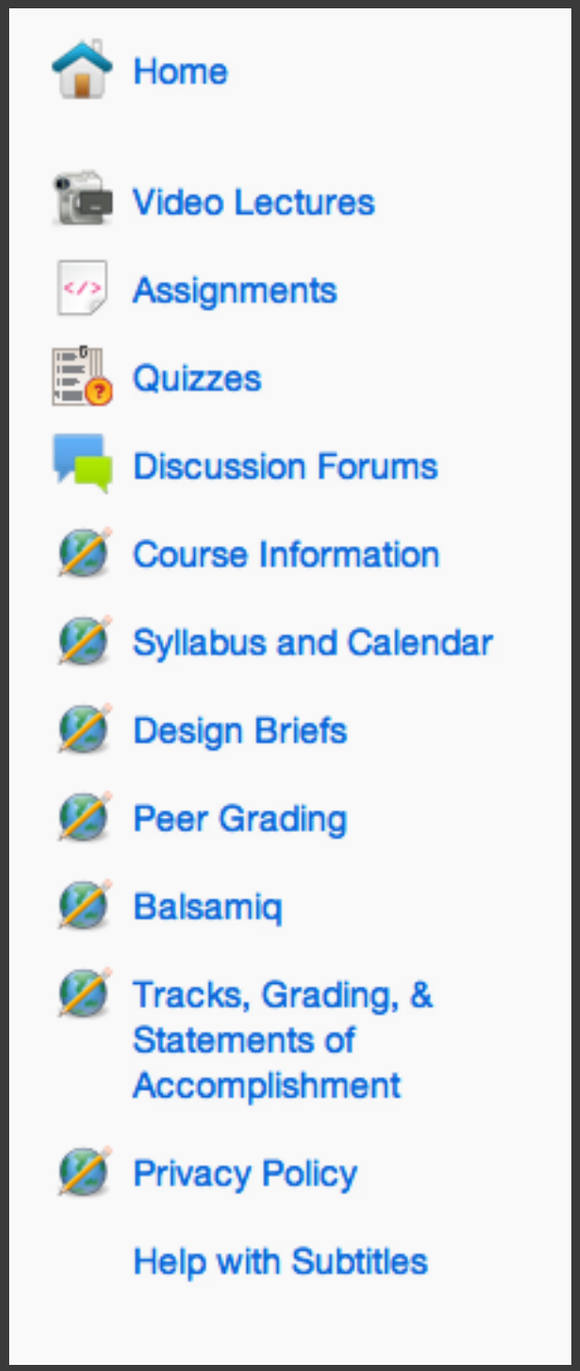




- Surprising categories
- Short links
- Hidden navigation
- Icons provide little additional information

Stanford Federal Credit Union, https://hb.sfcu.org

Generic Icons Rarely Help



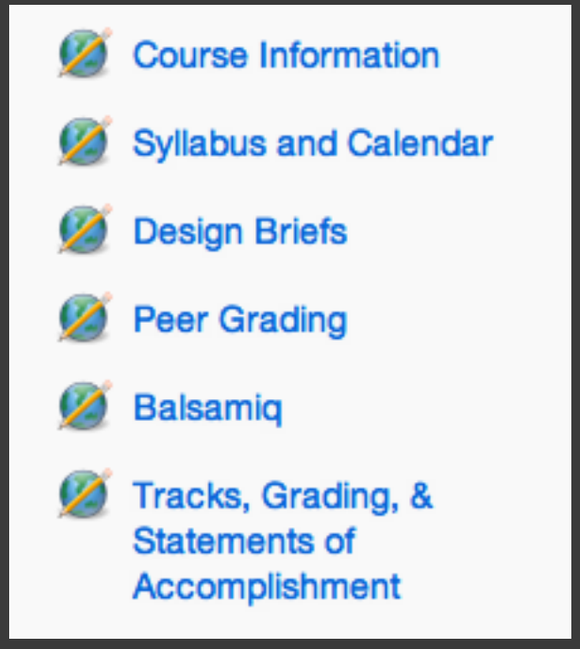
Coursera, HCI, https://class.coursera.org/hci

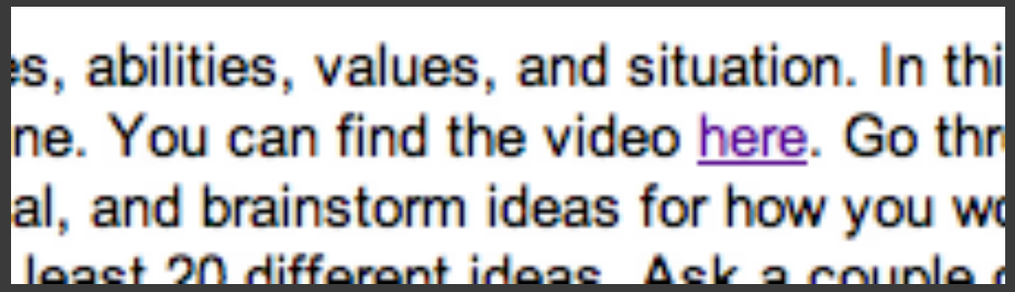
Icons help when...

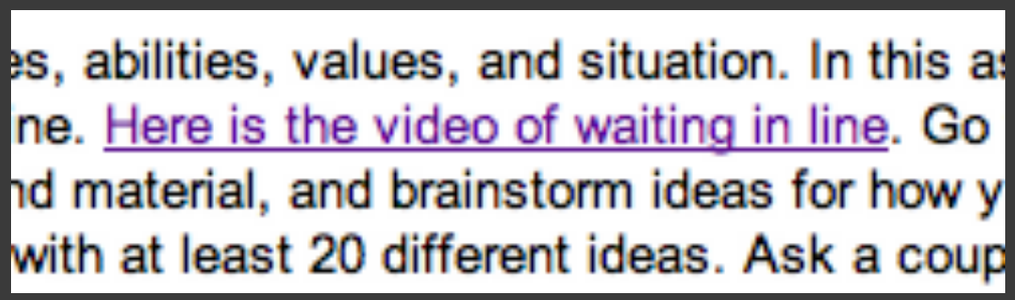
- they facilitate repeat recognition
- when you know what something looks like but not what it's called
- Good redundant coding can help

Improving scent: multi-word links

- With specific, recognizable terms
- Trigger words, not "clever" terms
- This also helps accessibility

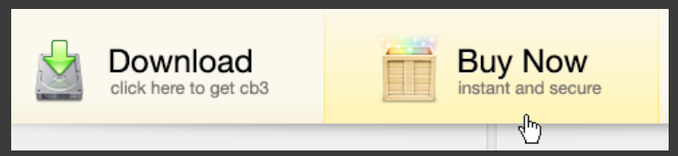


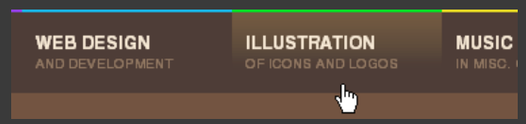


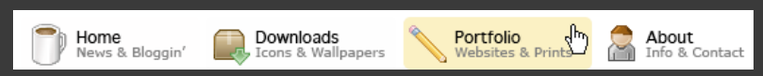


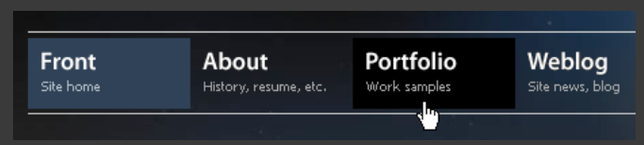
class.coursera.org/hci - courseware.stanford.edu/pg/assignments/view/213029/assignment-1-design-exercise

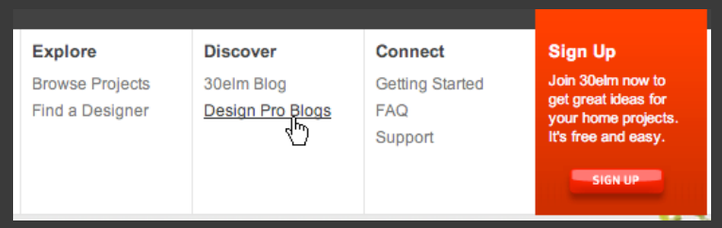
Improving scent: Speaking Block Navigation

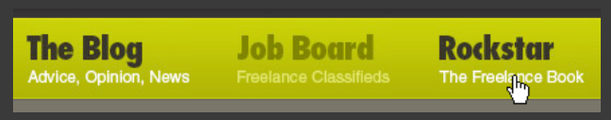


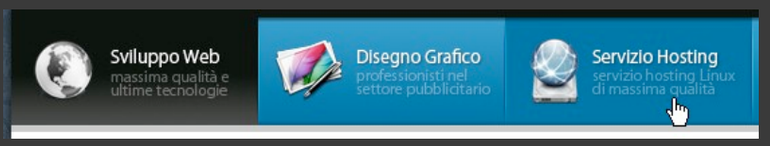


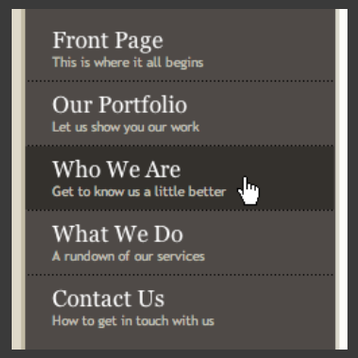


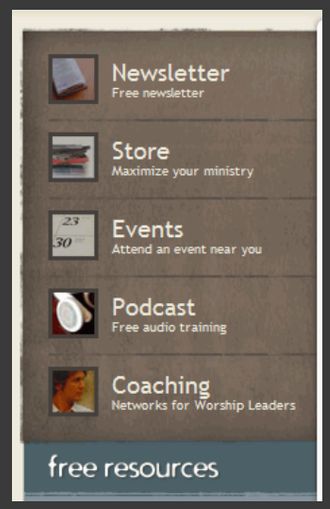












www.smashingmagazine.com/2008/02/26/navigation-menus-trends-and-examples/

Does location matter?

Eyetracking

Image courtesy Ed Cutrell, Microsoft Research

Design for glanceability

The Poynter Institute www.poynter.org/extra/eyetrack2004

Prime Real Estate

- Above the fold
- Where people expect
  - Where other pages put similar content
  - Not where ads usually

People are more than happy to scroll if they think they'll be rewarded

How People Read Online

Jakob Nielsen, *How Users Read on the Web*, October 1997, www.useit.com/alertbox/9710a.html

“They Don’t”

Jakob Nielsen, How Users Read on the Web, October 1997, www.useit.com/alertbox/9710a.html

Interlaced Browsing

Measuring the Effect of Writing Strategy

Site Version	Sample Paragraph	Improvement
Promotional writing (control condition) using the "marketese" found on many commercial websites	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	0% (by definition)
Concise text with about half the word count as the control condition	In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.	58%
Scannable layout using the same text as the control condition in a layout that facilitated scanning	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were: • Fort Robinson State Park (355,000 visitors) • Scotts Bluff National Monument (132,166) • Arbor Lodge State Historical Park & Museum (100,000) • Carhenge (86,598) • Stuhr Museum of the Prairie Pioneer (60,002) • Buffalo Bill Ranch State Historical Park (28,446).	47%
Objective language using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition)	Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	27%
Combined version using all three improvements in writing style together: concise, scannable, and objective	In 1996, six of the most-visited places in Nebraska were: • Fort Robinson State Park • Scotts Bluff National Monument • Arbor Lodge State Historical Park & Museum • Carhenge • Stuhr Museum of the Prairie Pioneer • Buffalo Bill Ranch State Historical Park	124%

Jakob Nielsen, Alertbox, http://www.useit.com/alertbox/9710a.html

To learn more...

- User Interface Engineering, *Designing for the Scent of Information*
- Peter Pirolli, *Information Foraging Theory*
- Jakob Nielsen, *Alertbox*, www.useit.com/alertbox