Chen, Peiyi

DES 157

Don’t Make Peiyi Think

In the first chapter of the book “Don’t Make Me Think,” Steve Krug prioritizes the one rule of usability: “Don’t make me think!” Krug thinks that the user should spend as little time as possible in “thinking” about how to use the website. Where is the specific information located or what does a certain word mean should be “self-evident” and “self-explanatory.” Things that make user think include: jargon, inconsistency in displaying information, messy layout, etc. Krug emphasizes that someone who has little interest in the subject, or an average user should be able to know what the website is about and where to find the information they need. Krug also explains why making things self-explanatory and self-evident is important. Krug points out that there are competitions out there, and if the user is not satisfied they can leave the website and choose other options. People also spend less time on a website than expected, according to Krug. Making a website that is self-explanatory makes the user stay after the first glance.

I agree that website users really don’t spend much time on a website, and making the information self-evident is crucial to usability. They are (or I am) impatient when browsing a website, and I would just give up if I can’t find what I want. In my project, I will try to make the layout as straightforward as possible. I will ask friends for feedback because as the creator I may not notice how the app may make others think. However, I partially agree with how Krug emphasizes that the use of names should be universal. Every product has target audience, and using interesting and unusual wording may attract and connect with the audience better.