

# MOOC 2

## Week 1

Dr Kate Devlin

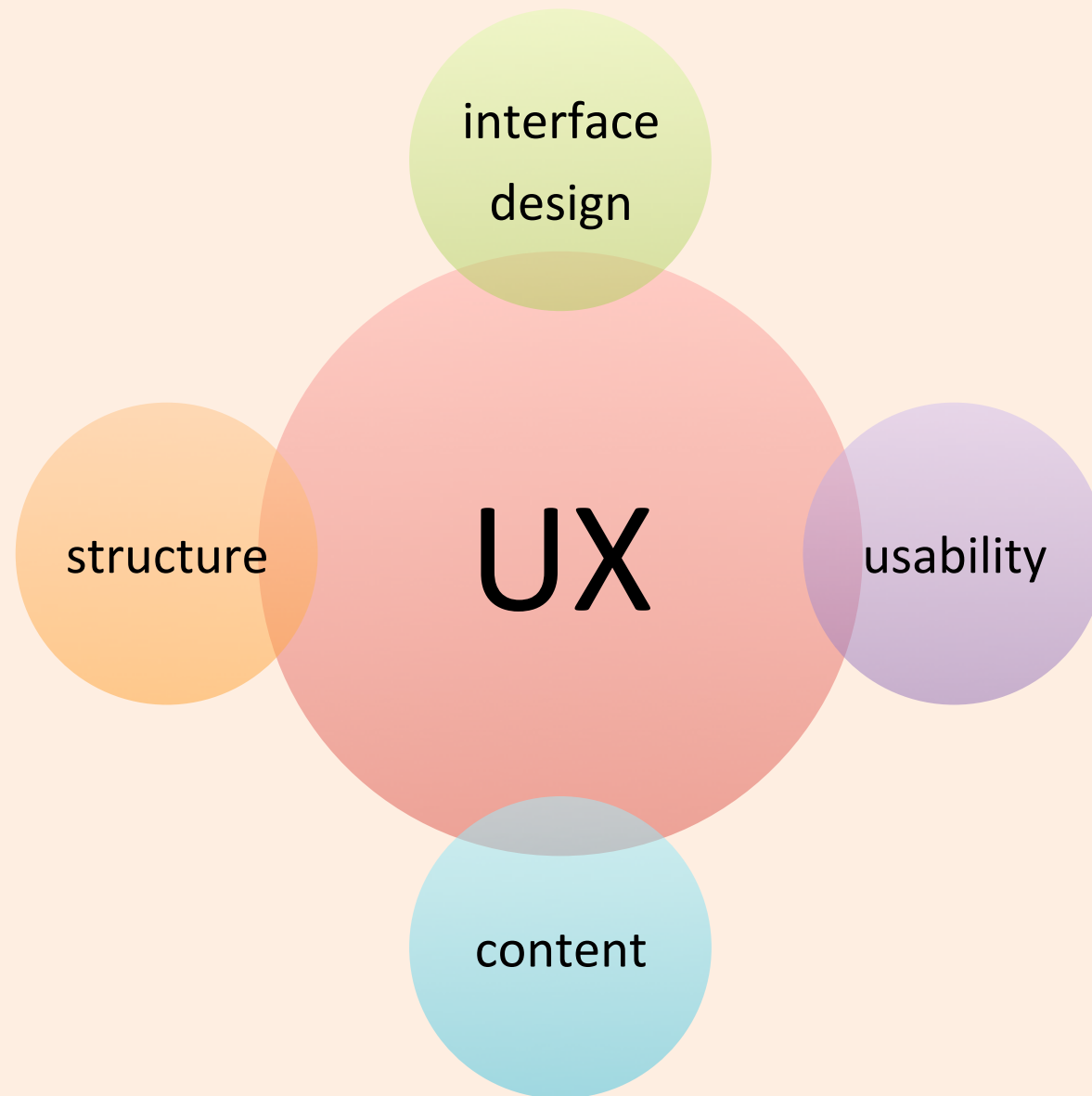
# Usability and User Experience

- **Usability** is about how usable a website is:  
*efficient, memorable, learnable*
- **User experience (or UX)** is subjective – it's how the user feels about a website:  
*happy, frustrated, bored*

good usability + good design = good UX

# Know your audience

- Who is your user?
- Design for them!
- There may be more than one type of user.



Where am I?

Where am I?

Where  
can I go?

What is here?

Where am I?

Where can I go?

What is here?

What is here?

What is here?

What is here?

# Wireframing

- Plan your layout!
- Go simple: paper and pen.
- Revise it; use it or through it away!



Where can I go?

Where am I?

Where can I go?

What is here?

What is here?

What is here?

What is here?

# Navigation


- Hierarchical
- Global
- Local

# Navigation

- Effective navigation is crucial
- Before you can plan where people can go, you'll need to know the site architecture
- Take the time to plan out a **site map**





# Breadcrumbs on the UoL web site

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**Website**  
[www.gold.ac.uk](http://www.gold.ac.uk) 

**Number of students**  
Undergraduate 4,730

# Breadcrumbs

Home >> albums >> album 1 >> photos

# Relative vs. absolute links

- **Relative path**

index.html

images/myimage.html

album1.html

- **Absolute path**

<http://www.mywebsitename.com/index.html>

<http://www.mywebsitename.com/images/image.html>

<http://www.mywebsitename.com/album1.html>

What is here?



Where am I?

Where can I go?

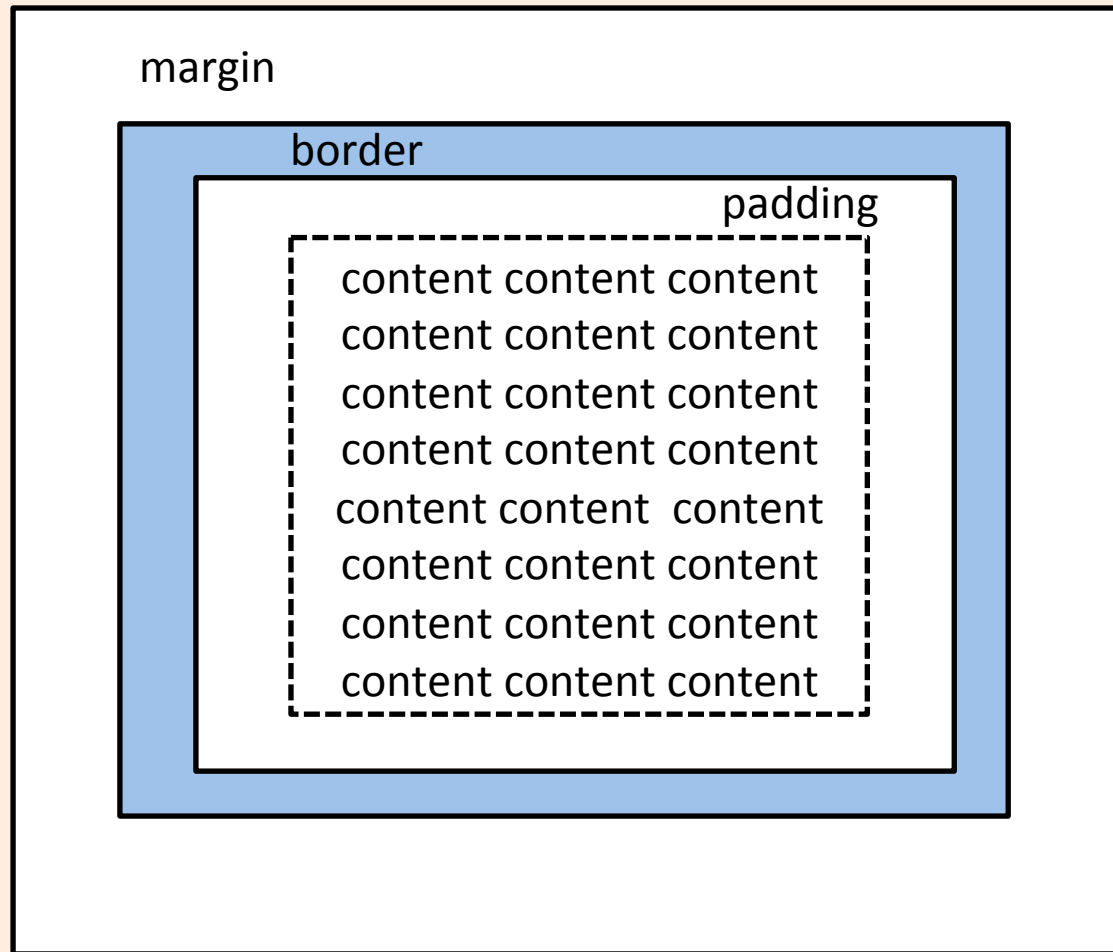
What is  
here?

What is  
here?

What is  
here?

What is  
here?

# Box model



Where am I?

Where can I go?

What is  
here?

What is  
here?

What is  
here?

What is  
here?

# My photo albums

Subtext for header

Albums

Photos

Slideshow



## Album 1

description of the image



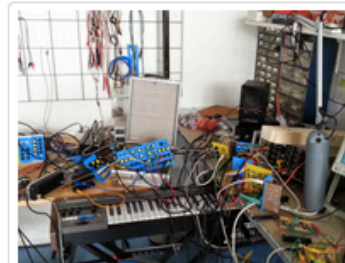
## Album 2

description of the image



## Album 3

description of the image



## Album 4

description of the image



Where am I?

Where can I go?

What is  
here?

What is  
here?

What is  
here?

What is  
here?

# My photo albums

Subtext for header

Albums

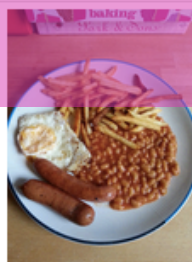
Photos

Slideshow



## Album 1

description of the image



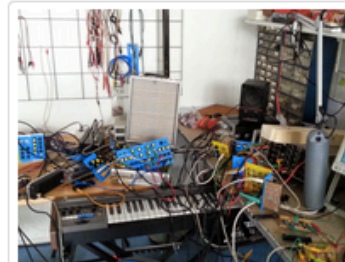
## Album 2

description of the image



## Album 3

description of the image



## Album 4

description of the image



# My photo albums

Subtext for header

Albums

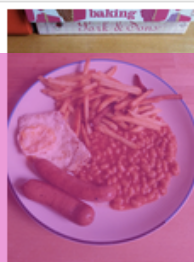
Photos

Slideshow



Album 1

description of the image



Album 2

description of the image



Album 3

description of the image



Album 4

description of the image

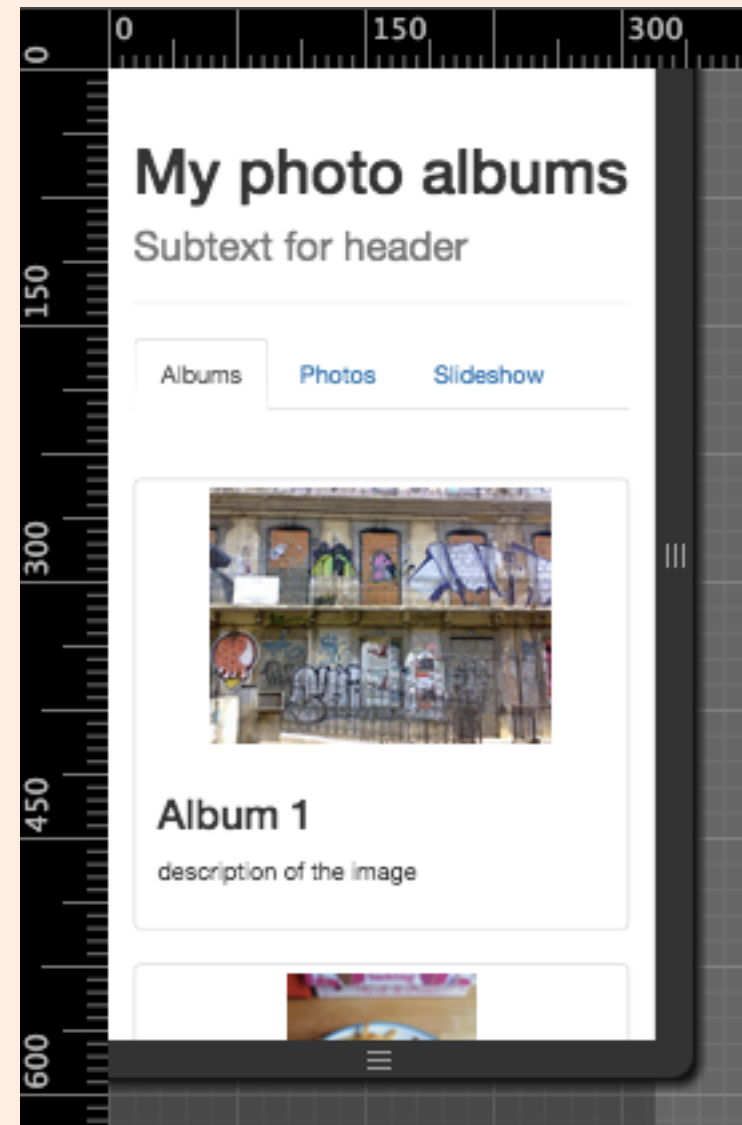


Where am I?

Where can I go?

What is  
here?

What is  
here?





# Accessibility

# Accessibility

- What is accessibility?
- What is Web Accessibility Initiative?
- What kind of things can you do to make a site accessible?
- How can you check your site to make sure it is accessible?

# Accessibility and disability

- Web accessibility encompasses all disabilities that affect access to the Web, including:
  - visual
  - auditory
  - physical
  - speech
  - cognitive
  - neurological

# W3C's Web Accessibility Initiative

- <https://www.w3.org/WAI/>

# Good and bad design