

WIM

1^o PART OF
THE COURSE

→ WHERE IS
INFORMATION?

INFORMATION
AXES

- 1] WHERE → WHERE DID I ARRIVE?
- 2] WHO → WHO IS BEHIND THE WEBSITES?
- 3] WHY → WHAT ARE THE BENEFITS?
WHY AM I HERE?
- 4] WHAT → WHAT CHOICES DO I HAVE?
- 5] WHEN → WHEN WERE THE LAST
NEWS/EVENTS?
- 6] HOW → HOW DO I ARRIVE
TO WHERE I WANT?

KEY POINTS

① USERS HAVE LIMITED TIME
AND HAVE A DYNAMIC BEHAVIOR
→ TIME DECREASES WITH EACH
VISIT!

② USERS
/ SUCCESS TIME → I FIND THE
RIGHT INFO!

HOME PAGE →

INTERNAL PAGE 1

INTERNAL PAGE 2

Mandatory axes:

- Who (typical shortcut: logo in the upper-left corner)
- What (typical shortcut: direct link to the homepage)

Completely optional axis:

- When

Optional informative axes (but suggested):

- Why (short description, even a few slogan words)
- How (typical shortcut: the search functionality, preferred position in the up-right part)
 - o optionally, related pages

DO NOT GET LOSE → BREADCRUMB!

PROBLEMS:

- CHANGE COLORS TO VISITED LINKS
 - MAKE USE OF BACK BUTTON
 - MINIMIZE EFFORT FROM USER
 - DO NOT FORCE OPEN A NEW TAB
 - AVOID POPUPS AND STUFF WHICH IS NON-STANDARD
- [PERSISTENT]** → BREAKS WEB RULES!

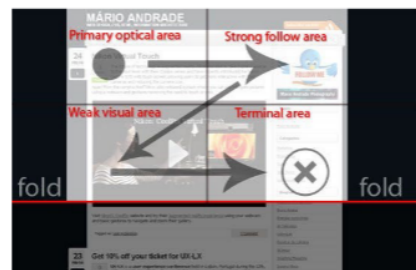
TEXT

- AVOID EMPTY LANGUAGE
 - AVOID POLITICAL WORDS
 - AVOID WALL OF TEXTS
- SIZES BIG ENOUGH
- CONTRAST!

OTHER PROBLEMS

- SPLASH PAGES
- PERSONAL INFO ASKED TO USERS!
- PROBABLY REGISTRATION
- SCROLLING!
 - HORIZONTAL
 - FROZEN LAYOUT (NOT RESPONSIVE!)

- BLOATED DESIGN → TOO MUCH OF EVERYTHING!
(PARTICULAR CASE → 3D DESIGN!)
NOT STANDARD
- HELP USERS GET STARTED!
(WORDS / OTHER MEDIA TO SKIP OFFRONT)
- MENUS NOT TOO DEEP
- HELP MOVEMENT OF USER
AND WARNING USER ERRORS!
- AVOID GAMBLING
CLICKS! → WHERE DO I GO?
- CONSIDER USERS
SCANNING!



There is another curse derived from attention zones, which is mainly linked to *scrolling*. The majority of users scrolls *page by page* (because intuitively it's faster and gives quicker access to new information).

There is also a "blind spot" in pages, which changes along with screen size. This is usually where the scrolling happens, and this will never be seen.

Actually the battle between text and images is won by the text. As a matter of fact, the real attraction point is just text; a logo without text inside or nearby can confuse users (habit of having it placed top-left over a portion of the screen).

