

# ITMD-362 WEEK 13

April 03, 2018



# TONIGHT'S AGENDA

- Lab 8
- Designing Usable Content
- .edu, where the web goes to die
- Krug: *Don't Make Me Think*



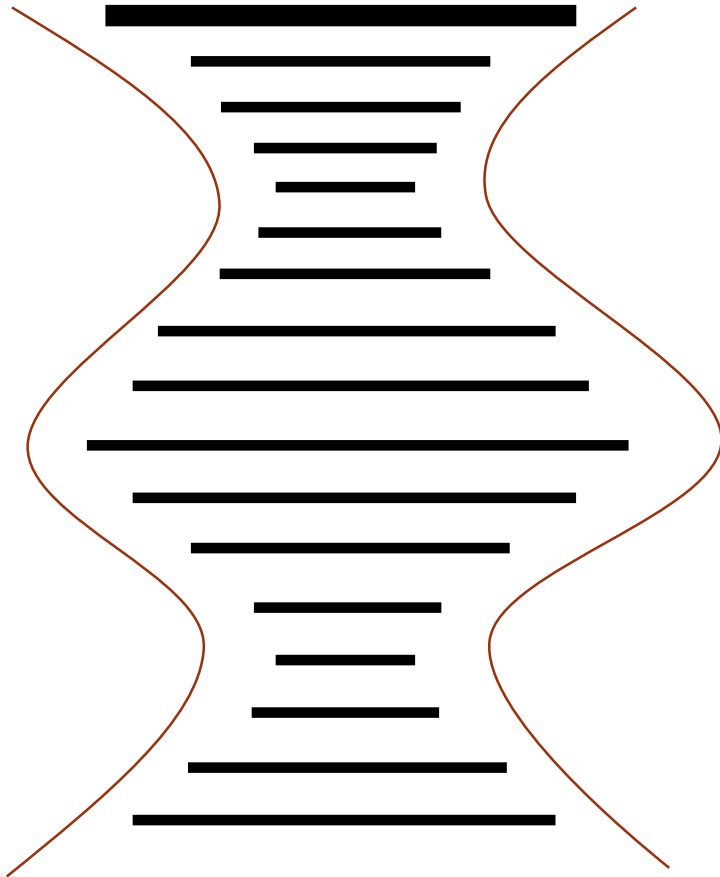
# Lab 8



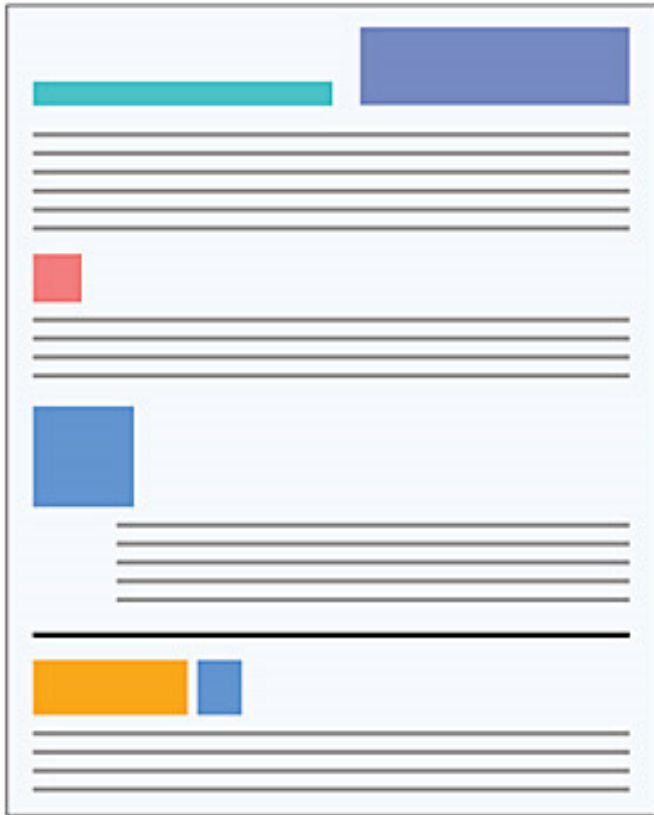
# Designing Usable Content: Line of Sight



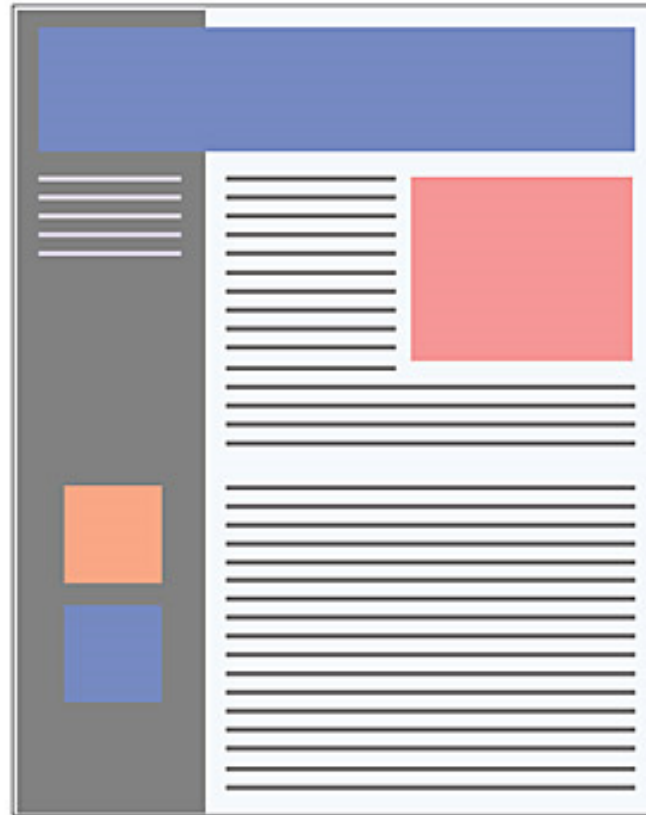
# SIGHT LINE



# LEFT JUSTIFIED $\neq$ LEFT SCREEN ONLY



Too patchy, inconsistent



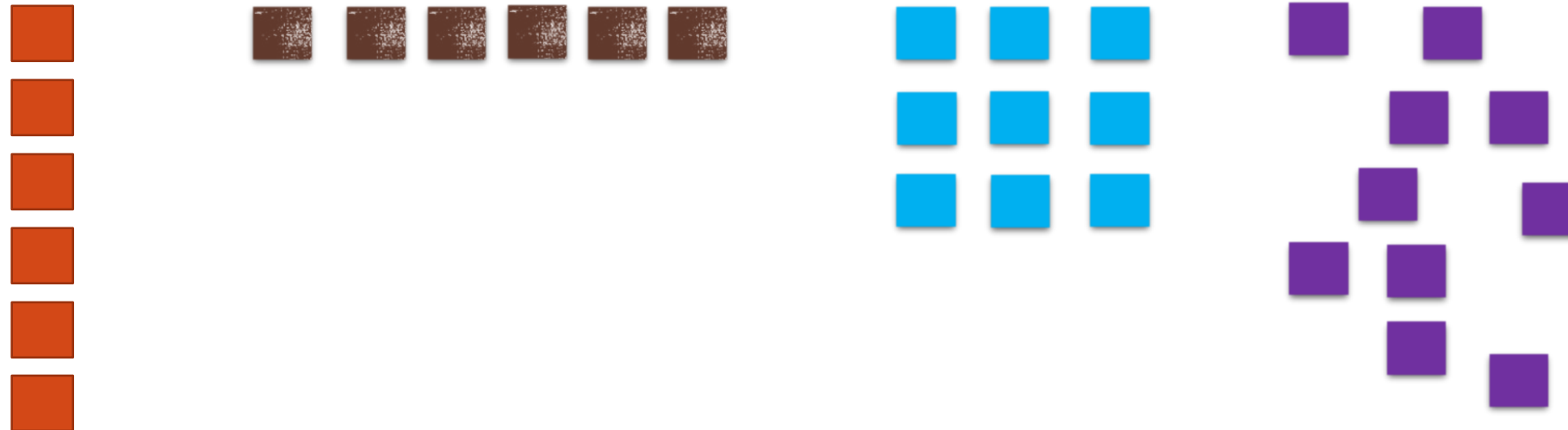
Better layout of type blocks



# Designing Usable Content: Rank Order

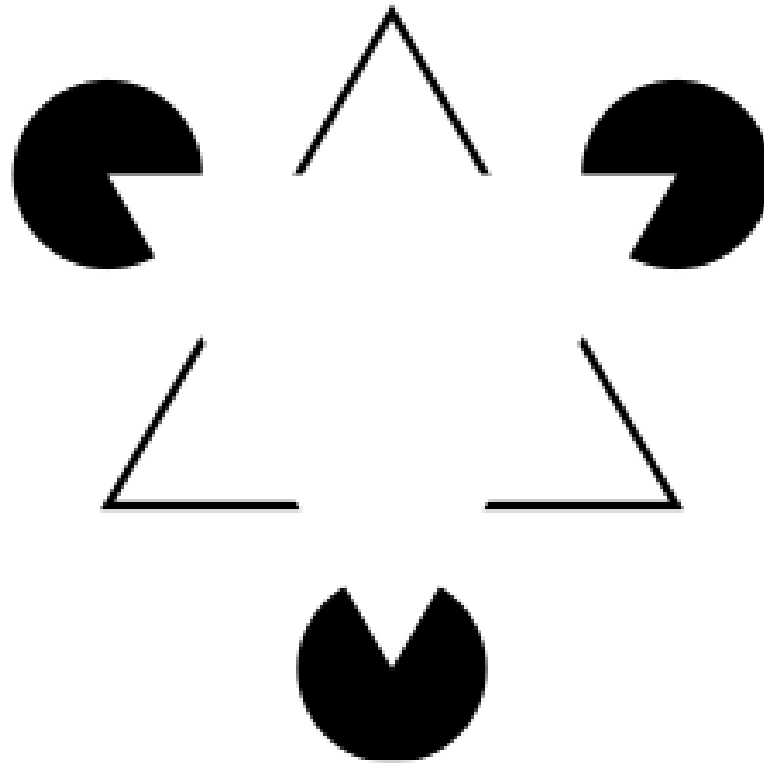


# WHICH IS THIRD MOST IMPORTANT?

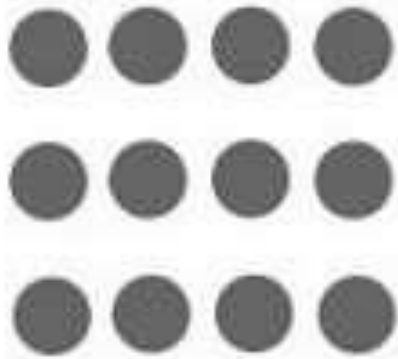




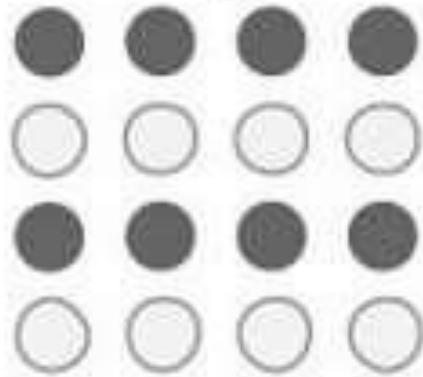
# REMEMBER GESTALT?



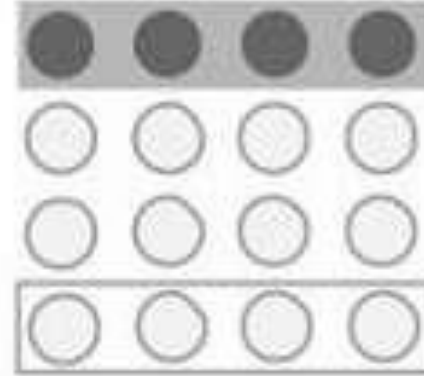
Proximity



Similarity



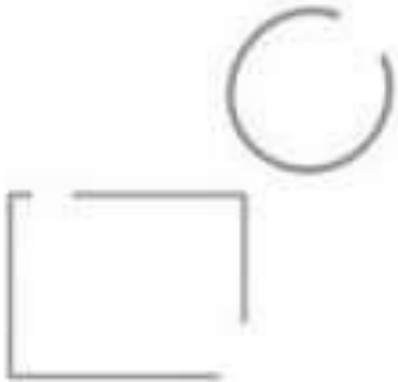
Enclosure



Symmetry



Closure



Continuity



Connection

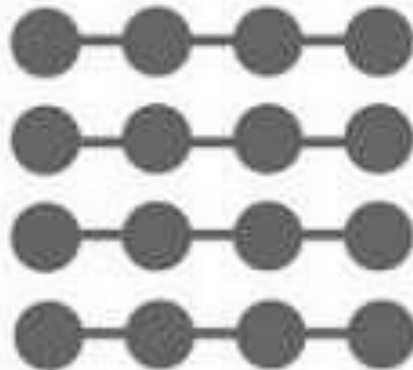


Figure & ground



**Let's make fun of websites!**

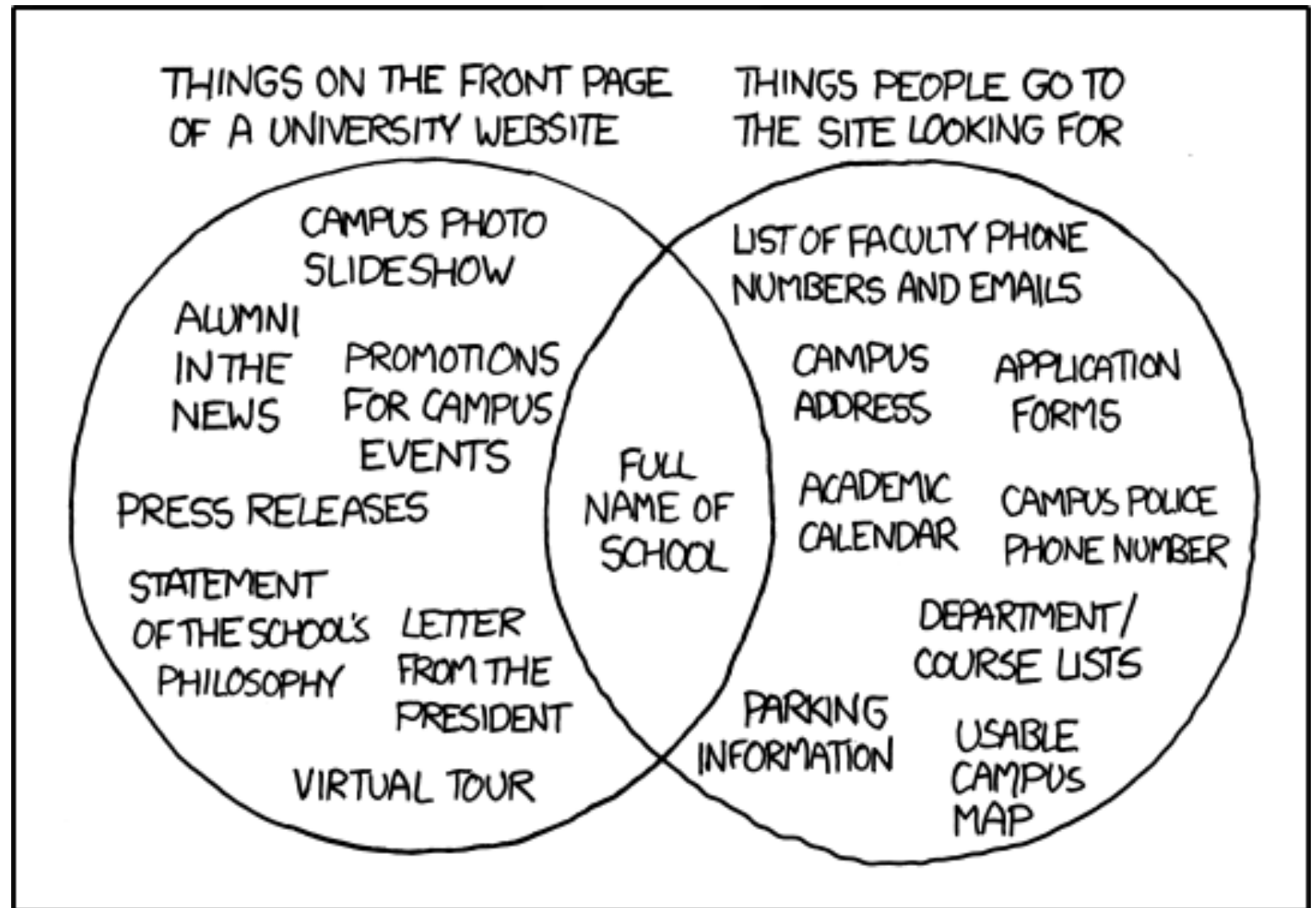
**Items from your checklist?**



**.edu, where the web  
goes to die.**



# WHY DO PEOPLE GO TO A UNIVERSITY WEBSITE?

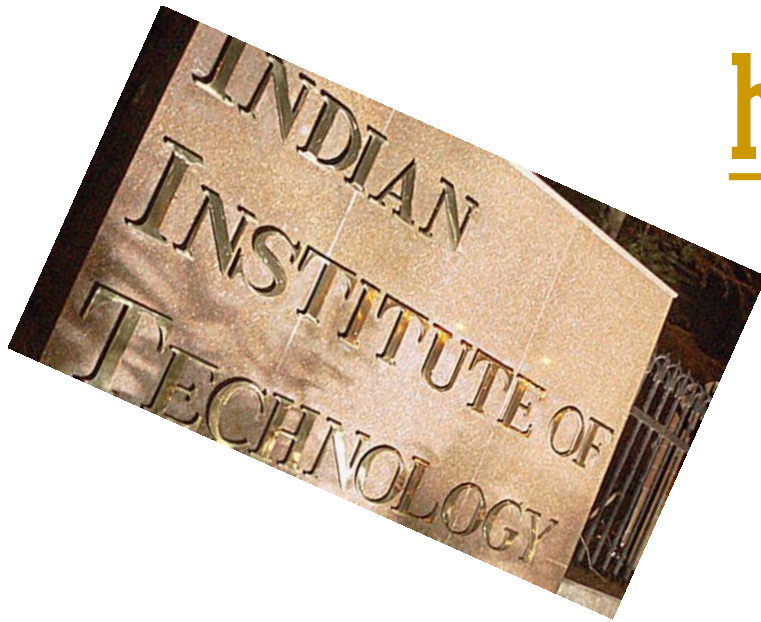


# ILLINOIS INSTITUTE OF TECHNOLOGY



www or web?

<https://web.iit.edu>



# WHAT'S IN A LABEL?

[Alumni](#) | [Give to Illinois Tech](#) | [Directories](#) | [Media](#) | [myIIT](#)

Illinois Institute of Technology

[ABOUT](#)

[ACADEMICS](#)

[ADMISSION](#)

[RESEARCH](#)

[RESOURCES](#)

[APPLY NOW](#)

[SEARCH](#)





The:  
“EVERYTHING WE  
CAN THINK OF  
DESIGN”





# EVERYONE GETS A LIST!!!

## List order?

### SERVICES (CONT.)

International Center  
Center for Disability Resources  
Public Safety  
Office of Technology Services  
OTS Support  
Access, Card, and Parking Services  
Shuttle Bus  
Office of Digital Learning  
Editorial Style Guide  
Student Health and Wellness Center  
Jules F. Knapp Entrepreneurship Center

Style Guide

Health

Start a Company

## Repetitive Lists!

### LIBRARIES

Paul V. Galvin Library  
Graham Resource Center (Architecture)  
Center for the Study of Ethics in the Professions  
Library  
Downtown Campus Library  
IFSH Library  
IIT Archives

Everyone  
Gets a  
Library!!!



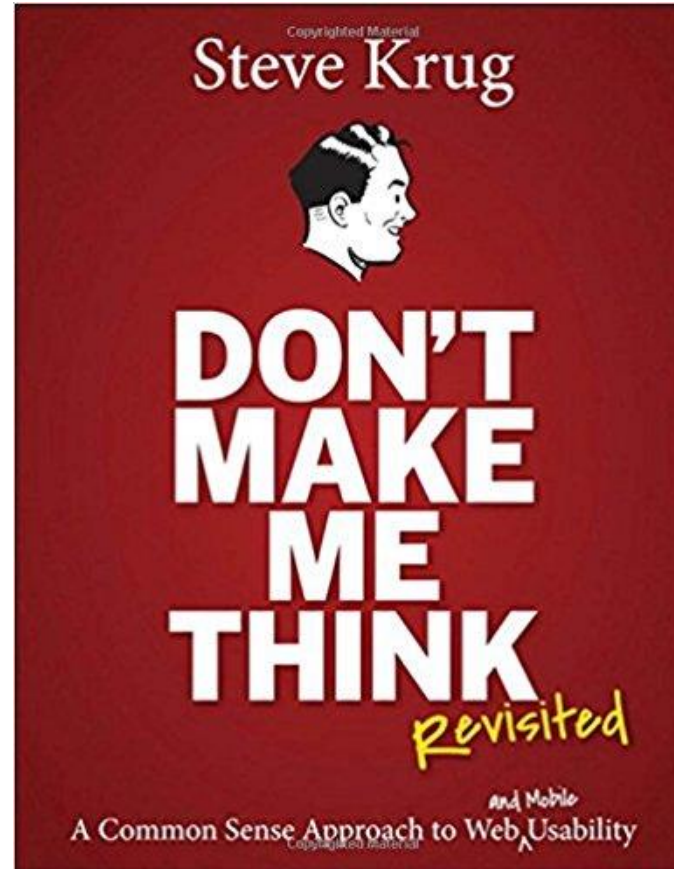
# Krug:

## *Don't Make Me Think*



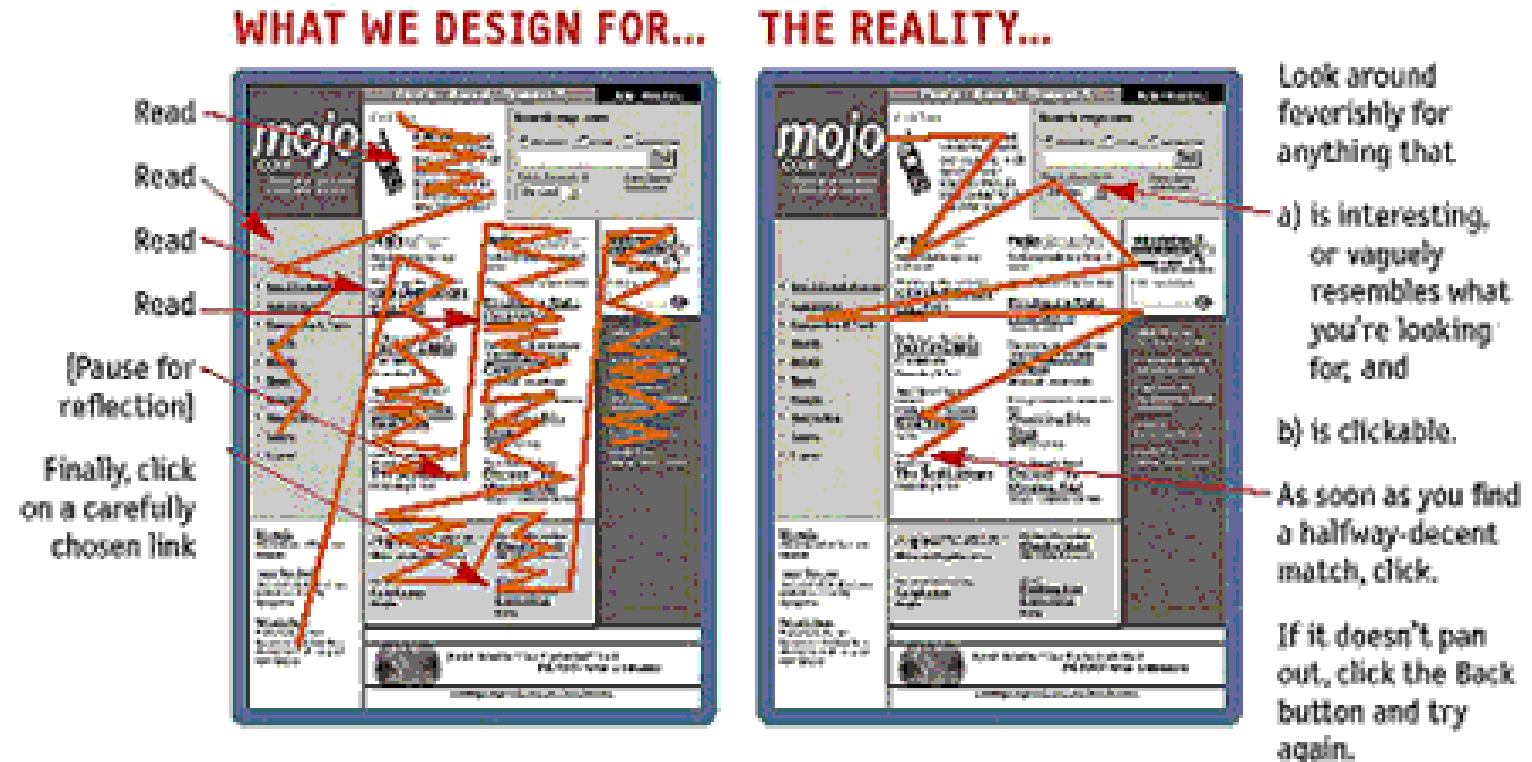
# 3 READING BEHAVIORS

- Scan
- Satisfice
- Muddle Through



# SCAN: We don't read pages. We scan them.

- We're in a hurry (always)
- Know we don't need everything
- We're good at it!



# SATISFICE: Pick the first viable option

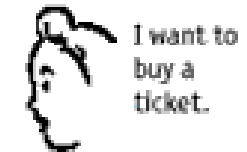
Remember, we're  
always in a hurry



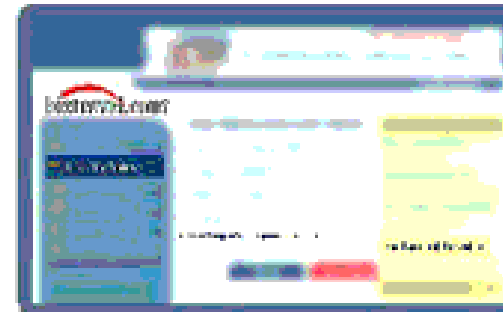
WHAT DESIGNERS BUILD...



WHAT USERS SEE...



I want to  
buy a  
ticket.

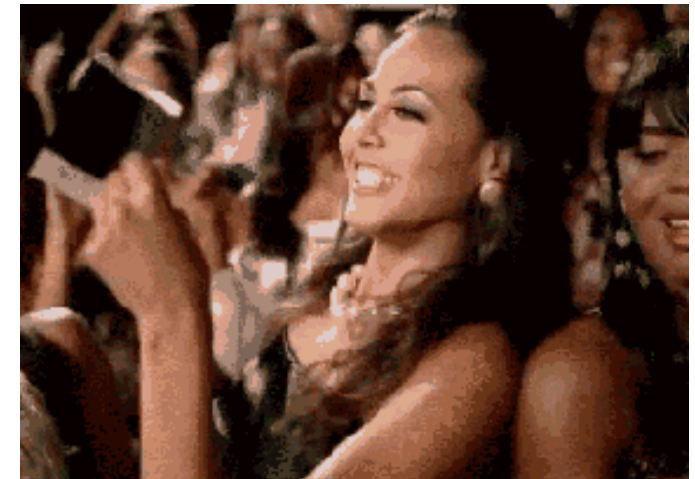


How do I  
check my  
frequent  
flyer miles?



# MUDDLE THROUGH: Smash buttons here

People have no clue how things work. We just use stuff anyways.



# Back to IIT.edu

