

1. List an example of a web page design practice that increases a person's cognitive workload.
 1. Since the most important thing in ensuring easy usability (the title of the book is "Don't make me think!") is to decrease the cognitive micro-workload, we want to make things self-evident. There are so many examples of how not to do this given in the book – making the webpage busy (overcluttering), making navigation difficult, duplicate subtitles for links or not following the conventions for denoting links, and overcomplicated titles. A low signal-to-noise ratio.
 1. Another example they gave was intelligent data entry, i.e. having the computer guess what airline we want when booking flights.
2. What does satisficing mean?
 1. Satisficing is a strategy for making choices in which we choose the first reasonable option (Chapter 2). It's common among Web users because they're in a hurry, wrong guesses are cheap in terms of their cost, they generally aren't interested or correct about how things work (it's better to engage in disorderly satisficing rather than spend the time to understand the tools they are using).
3. Explain what Krug means by "visual hierarchy", and give two examples of how visual hierarchies are signaled on web pages.
 1. The visual hierarchy of a web site refers generally to the appearance of items on a webpage. The most important elements should be the most prominent, logically related objects should be visually related, categories should be portrayed via listing, etc.
4. List two examples of web page conventions.
 1. Putting links in bold and coloring them blue, or the classic appearance of a search box. The use of a home page. Clear, consistent naming conventions, and putting logos in the upper left corner of the page (for example, Google).
5. Why is it important to break pages up into well-defined areas?
 1. It helps the user decide more quickly where to look for useful information.
6. Briefly explain the difference between "searchers" (search-dominant users) and "browsers" (link-dominant users).
 1. A search-dominant user almost always looks for a search box as soon as they enter a site.

2. A link-dominant user almost always browses first, searching only when they've run out of likely links to click or have gotten too frustrated.
7. Why does Krug say that "navigation IS the web site?"
 1. Because Web users tend to stick to what works for them, and good navigability makes the user feel in control and smart (as Krug says), usability is more important than stylistic choices such as fancy names and unnecessary creativity. Krug's statement, "Innovate when you know you have a better idea, but take advantage of conventions when you don't" exemplifies this perfectly. Since a website doesn't occupy physical space but rather serves an informational purpose, navigation is essentially the means of movement through the webpage as it informs us about the content, the capabilities of the website and its credibility.
8. What are the four elements of persistent navigation?
 1. Persistent navigation (or global navigation) should include Site ID, Utilities, Sections and Search.
9. What is the role of "breadcrumbs" on a webpage?
 1. Breadcrumbs, in navigation, show us where we are and the path we took.
10. List the five main questions you should use when evaluating how well a home page conveys its purpose.
 1. It needs to describe what it is, what I can do there, what the website contains, and why I should be here and not somewhere else, and where to start (if I want to search, browse or sample their best stuff).
11. List three tasks a home page needs to fulfill.
 1. It needs to spell out the big picture – this means including a tagline (a short phrase situated next to the site ID which describes the entire website), a welcome blurb, or an explanatory video. It needs to effectively allocate advertising, provide a space for registration, establish a good impression and provide effective navigation tools.
12. One of Krug's home page design rules is that every page needs a tagline. Do you agree or disagree with this rule? Explain your rationale.