

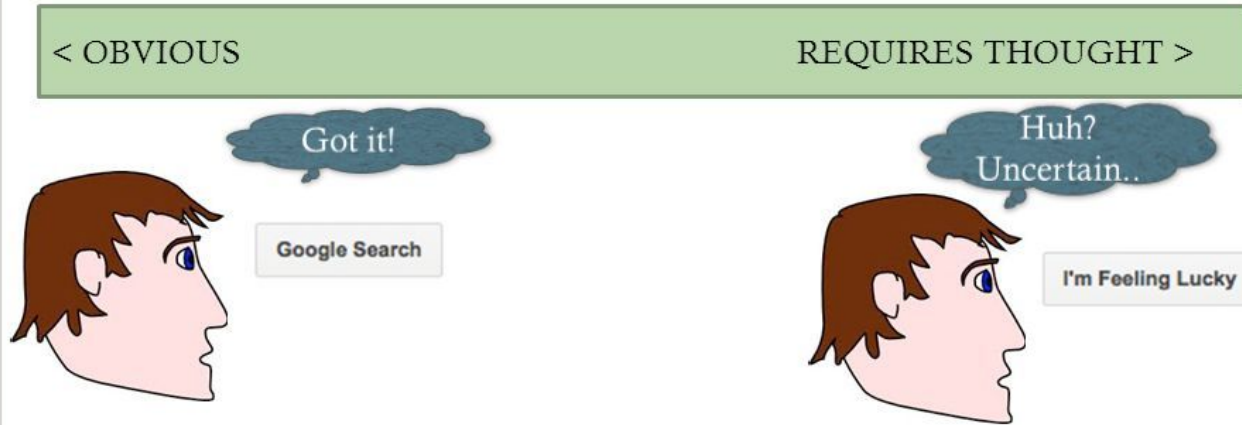
Don't Make Me Think

Chapter 1

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Adrian Ang

Rule 1: Don't Make Me Think

When you are creating a site, **your job is to get rid of the question marks.**



Things that make us think

< OBVIOUS		REQUIRES THOUGHT >
<p>Jobs! <i>Click</i></p>  <p>Jobs</p>	<p>Hmm. <i>[Milliseconds of thought]</i> Jobs! <i>Click</i></p>  <p>Employment Opportunities</p>	<p>Hmm. Could be Jobs. But it sounds like more than that. Should I click or keep looking?</p>  <p>Job-o-Rama</p>

< OBVIOUSLY CLICKABLE	REQUIRES THOUGHT >	
<p><i>Click</i></p>  <p>Results</p>	<p>Hmm. <i>[Milliseconds of thought]</i> I guess that's a button. <i>Click</i></p>  <p>Results</p>	<p>Hmm. Is that a button?</p>  <p>► Results</p>

Requires Thinking

Another example: On most bookstore sites, before I search for a book I first have to think about *how* I want to search.

MOST BOOKSTORE SITES



Let's see. "Quick Search."
That must be the same as
"Search," right?



Do I have to click on that drop-down
menu thing?

All I know about the book is that it's
by Tom Clancy. Is Clancy a keyword?

(What is a keyword, anyway?)



I guess I have to use the menu.


Clicks on the arrow



"Title. Author. Keyword."

OK. I want "Author."

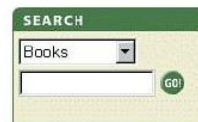
Clicks "Author"



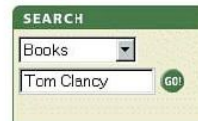
Types "Tom Clancy"
Clicks "Search"

Less Thinking!

AMAZON.COM



OK. "Search books
for ____."



Types "Tom Clancy"
Clicks "Go"

YAHOO!



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