Guiding Principle #1 - Don't Make Me Think

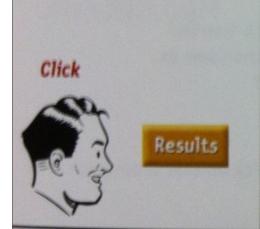
- Make your interfaces self-evident enough so that your neighbour can say "Oh, it's a _____."
- A couple of things that make us think
 - Labels
 - Things that don't look like what they are

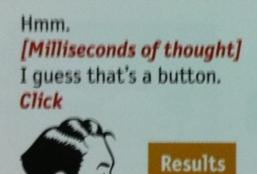
 This concept is called affordances (see <u>Don Norman's Design of Everyday Things</u>)

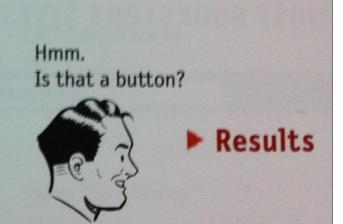
Friday, 25 October, 13

< OBVIOUSLY CLICKABLE

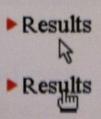
REQUIRES THOUGHT







You may be thinking, "Well, it doesn't take much effort to figure out whether something's clickable. If you point the cursor at it, it'll change from an arrow to a pointing hand. What's the big deal?"



Why is it so important to not make me think?

- It's not this...
 On the Internet, the competition is just one click away, so if you frustrate users they'll head somewhere else.
- It's more this...

 Making pages self-evident makes everything seem better.
- And this...
 People are going to spend far less time looking at the pages we design than we'd like to think.