

Usability

Living with a programmer



Steve Krug



DON'T
MAKE
ME
THINK

revisited

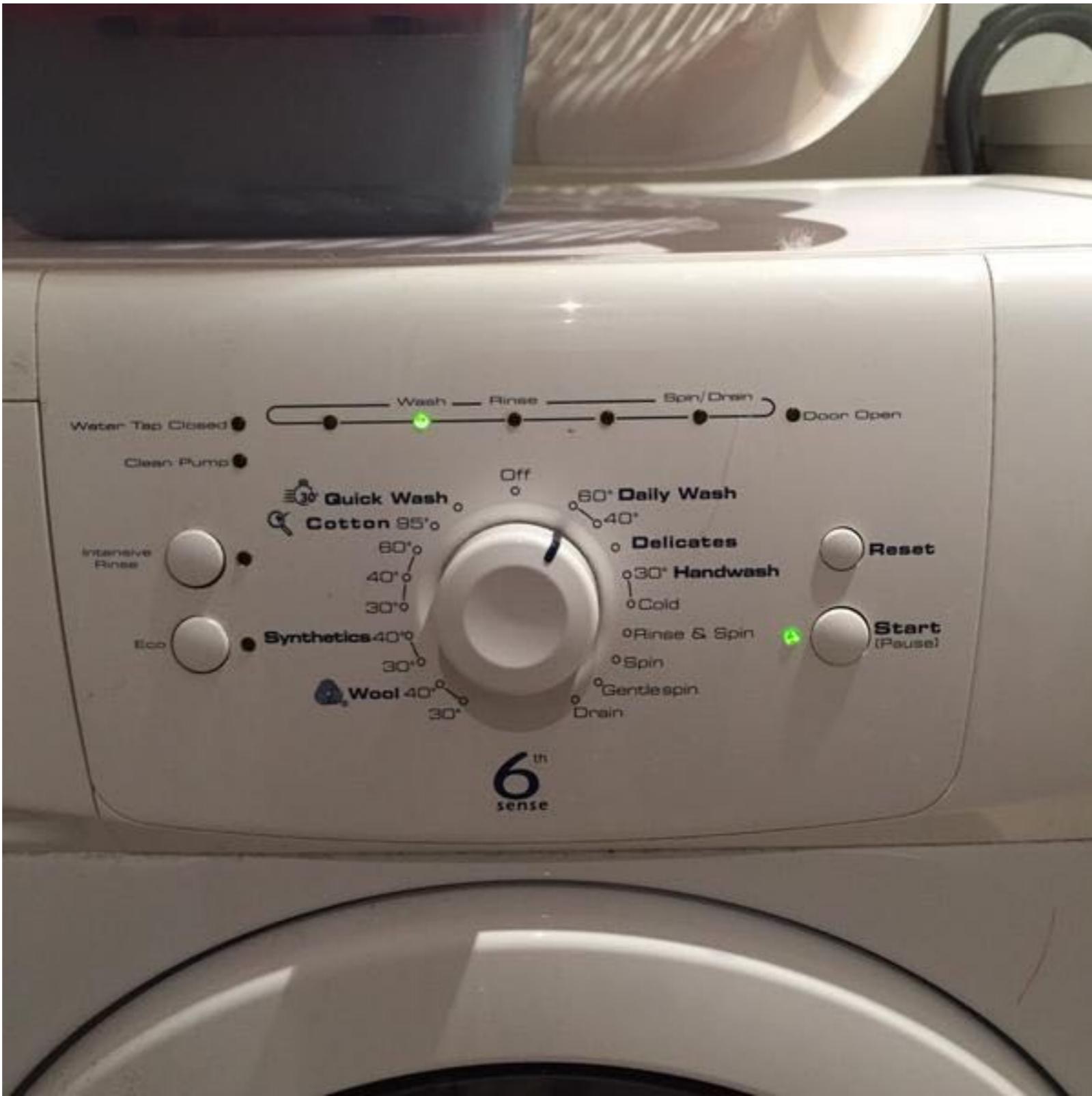
and Mobile

A Common Sense Approach to Web Usability

“Don’t make me think.”

–Krug’s 1st law of usability





“It’s not just what it looks like and feels like.
Design is how it works.”

—Steve Jobs





"WELL...a lot of
thought went into this
design for the new
Catholic Boys
school bus!!!!"























Child's Date of BirthYear Month Day **Mother's Age at Time of Child's Birth****Mother's Date of Birth**Year Month Day

Order Status

Order Number (required)

Please add 0 before your order number to view order status (e.g. 0205608907)

Please enter one of the following (required):

Email

Phone Number

OR

Find Your Order

Billing Information:

Address:

City:

Province/State:

Ontario

Postal/Zip Code

Country:

Canada

Shipping Information:

Address:

City:

Province/State:

Ontario

Postal/Zip Code

Country:

Canada

Same as billing address?

Credit card information



Accepted cards

Card Number

Credit card information



Accepted cards

Card Number

4



Fredrick Smith, Registrar

Online Death Certificate Request

Step 1: Who is on the Death Certificate?

The person listed on the Death Certificate is:

Myself

Someone Else ▾

1 international addresses vary in format

Format
town, province postalcode
town province postalcode
pcpostalcode town+province
postalcode town, province
postalcode town (provincial)
postalcode town
town postalcode
town, county

Examples
China, India
USA, Canada, Australia
Brazil
México
Italy
Most other European countries
New Zealand, Thailand, Japan
Ireland (except Dublin)

France Address Structure

Prénom	Nom
Adresse	
Code postal	Ville
Région	
Choisissez votre région	

Italy Address Structure

Nome	Cognome	
Indirizzo		
CPA	Città	Provincia

2 you can make specific UI for each variant...

3 ...or a single UI that covers all variants

Full Name:

Address Line 1:
Street address, P.O. box, company name, c/o

Address Line 2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP/Postal Code:

Country:

especially when it is
just one input field



Please complete the following:

Do you or someone you care for have Diabetes?



Yes



No

Cancel

ADD TO PLAYLIST



69 songs



Božična Žurkica

90 songs

Duplicate Song

This song's already in your playlist.

CANCEL

ADD ANYWAY



RuN

9 songs



ModernMixtures JazzFunkBo...

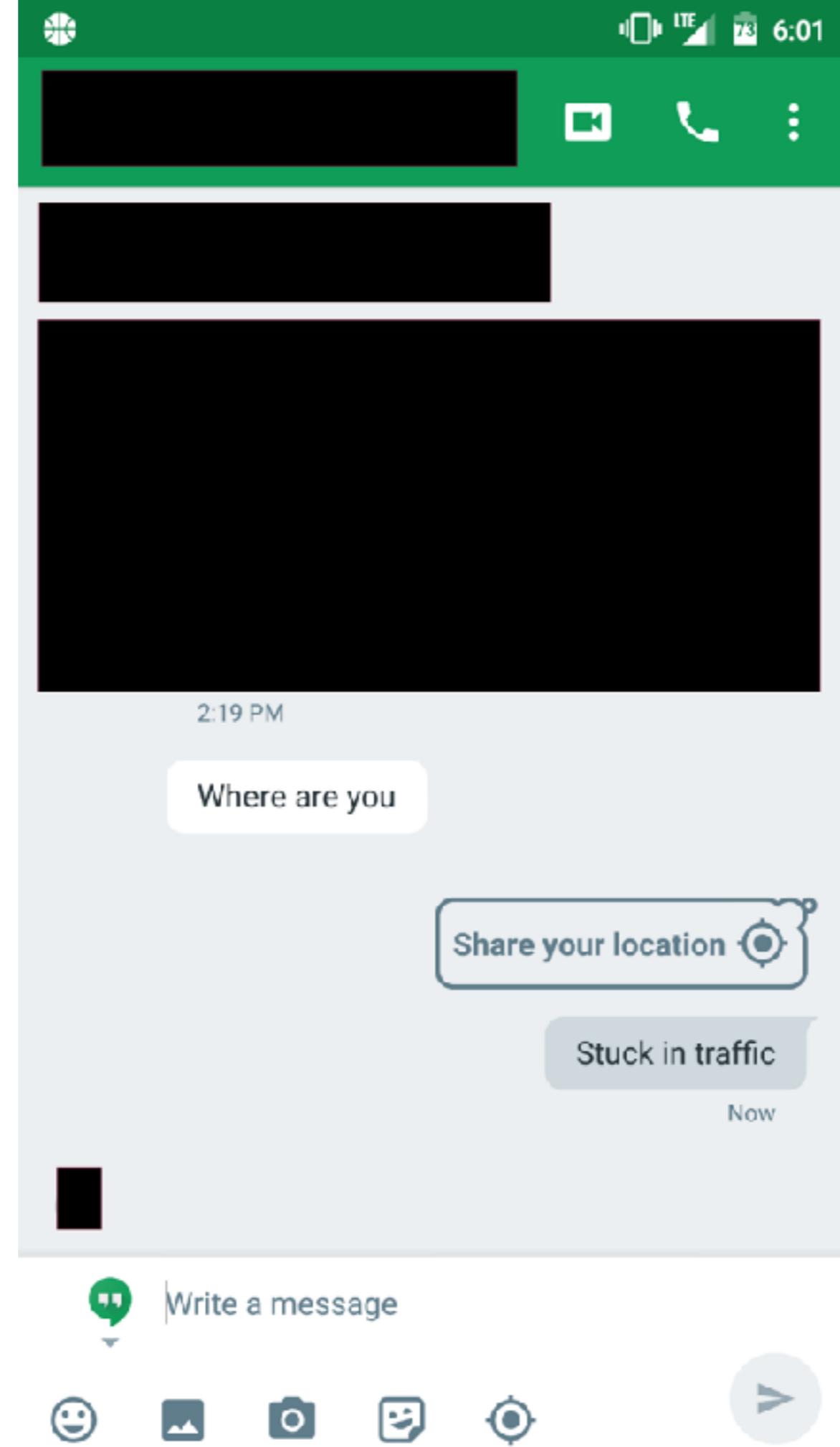
102 songs

You're going too fast!



Pokémon GO should not be
played while driving.

I'M A PASSENGER





“Design a human-machine interface in accordance with the abilities and foibles of humankind, and you will help the user not only get the job done, but be a happier, more productive person.”

—Jef Raskin





“If the point of contact between the product and the people becomes a point of friction, then the ~~industrial~~ designer has failed.”

—Henry Dreyfuss



“An INTERFACE is a mix of inputs and outputs, signals and gestures, that allow humans and devices to communicate via sight, sound, touch, and even smell.”

–Ellen Lupton

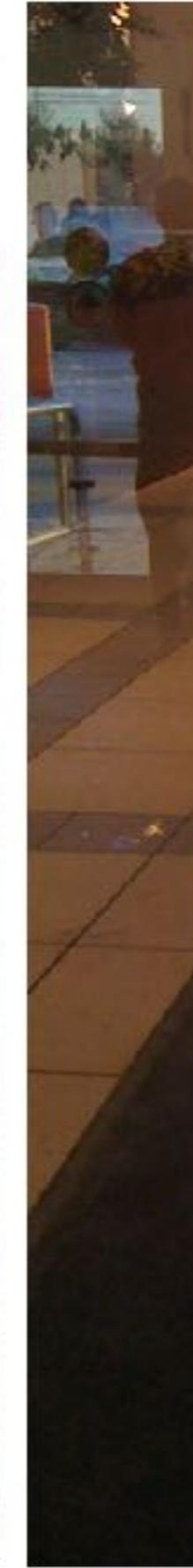






PUSH

PUSH



PULL

PULL





Patrick Hinton

And it's a sliding door...



252



NO SMOKING
WITHIN X FEET
OF THE BUILDING

IN EMERGENCY PUSH OPEN

CAUTION AUTOMATIC SWING DOORS

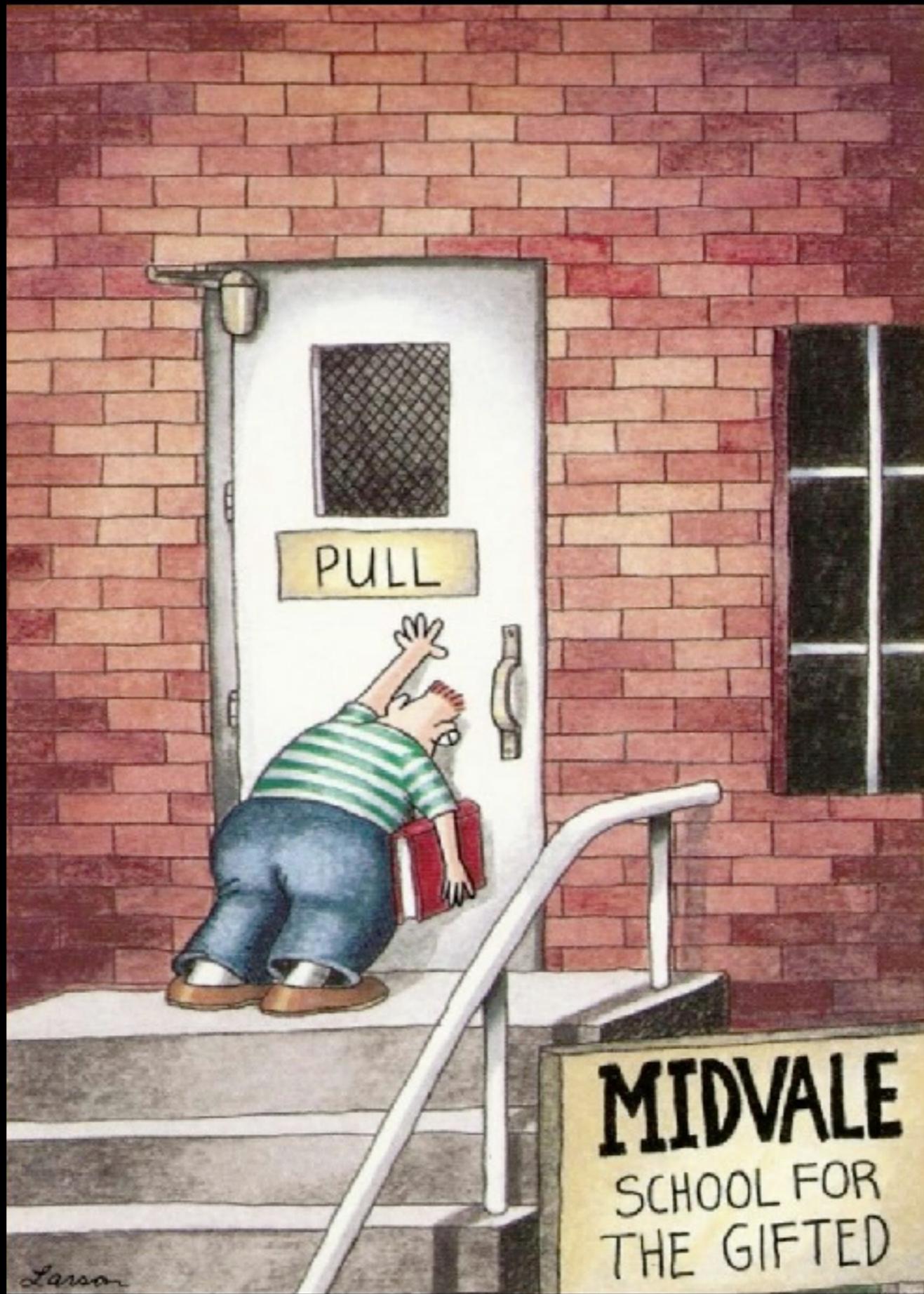
WHEN IT'S NOT PUSH OR PULL



@NEXTSHARK

Welcome to Cambridge
No Exit





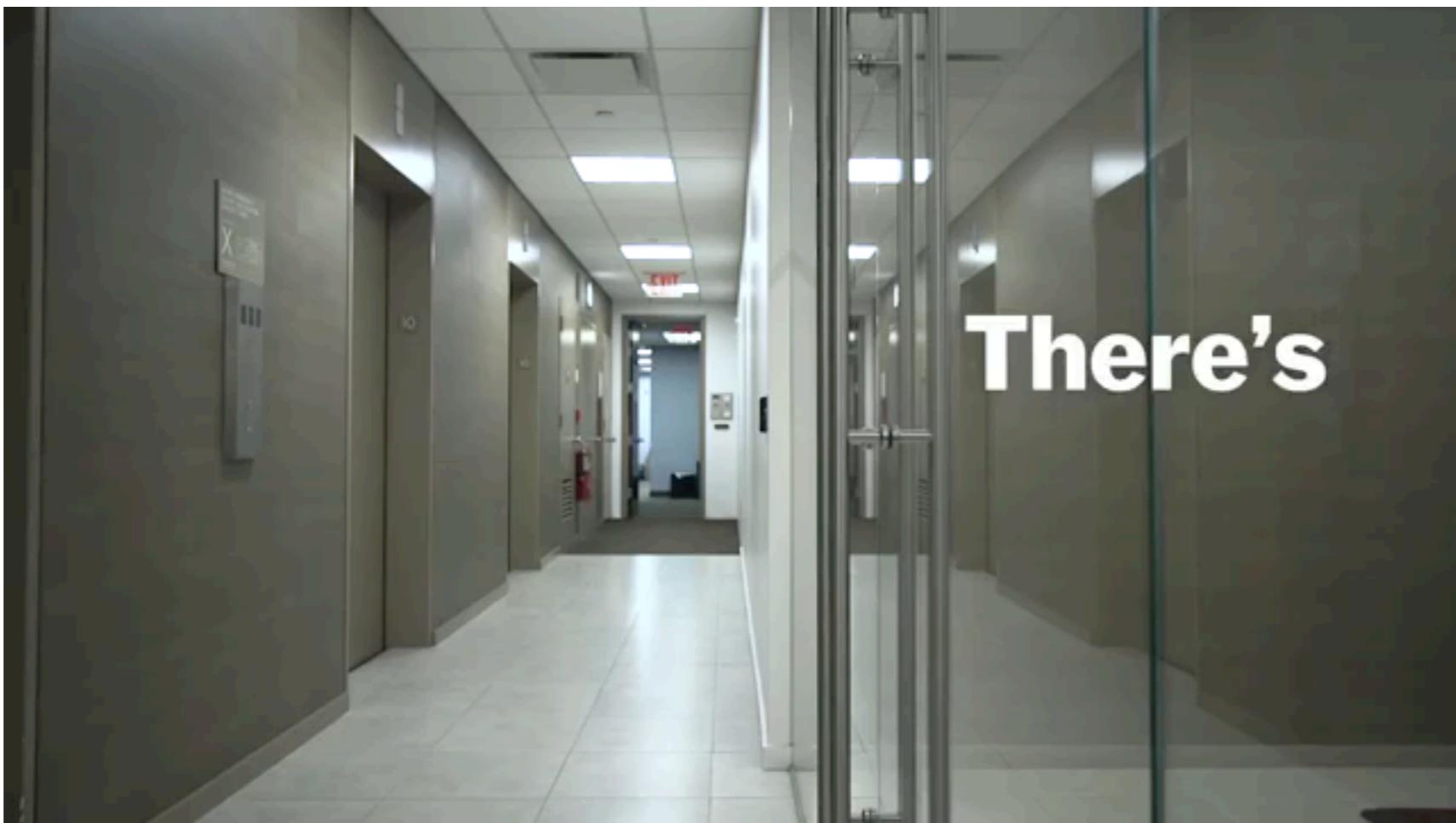






“When affordances are taken advantage of, the user knows what to do just by looking: no picture, label, or instruction, is required.”

—Don Norman



“When affordances are taken advantage of, the user knows what to do just by looking.”

–Don Norman





DREYFUSS
DWG.NO. R161-A
DATED 10-21-49
FOR REGULATOR



“A thermostat is pure interface: it is a switch for turning a system on and off, and it is a display that communicates the system’s current and future state.”

—Ellen Lupton

Honeywell





COOL OFF HEAT AUTO



FAN ON AUTO



RES

INDIGLO night-light





“An affordance can trigger an intuitive response—the crotch of a tree offers birds a safe, stable site to build a nest, whereas a flat surface raised to a certain height offers humans a convenient place to sit. An object doesn’t need arms or legs to become a chair.”

—Ellen Lupton





9:53 FM1 CH2 88.1 ST 245

H M :00



AMB

An affordance is a desirable property of a user interface – software which naturally leads people to take the correct steps to accomplish their goals

REPORT

< OBVIOUSLY CLICKABLE

Click



Results

Hmm.
[Milliseconds of thought]
I guess that's a button.
Click



Results

REQUIRES THOUGHT >

Hmm.
Is that a button?



► **Results**

Submit

Submit

Submit

< OBVIOUS

Jobs!
Click



Jobs

Hmm.

[Milliseconds of thought]

Jobs.

Click



Employment Opportunities

REQUIRES THOUGHT >

Hmm. Could be Jobs.
But it sounds like more than that.
Should I click or keep looking?



Job-o-Rama

Cancel Download

Do you want to cancel this download?

CANCEL

OK

FROM

City or Airport

Depart Date

TO

City or Airport

Return Date



Let's see. "City or Airport."
I'll put in the city names.

FROM

bos

Boston, MA, US (BOS)

TO

City or Airport

Return Date



Types "bos"
Oh, good. It knows Boston.
Picks Boston from the dropdown

FROM

BOS

Depart Date

TO

Return Date



But why does it just put BOS
after I pick Boston?

FROM

BOS

12/17/2013

TO

ny

12/19/2013



I'm sure it'll know "ny"...
*Types "ny" and fills in dates,
then clicks "Find Flights"*

Please enter a valid 'TO' City or Airport code.

FROM

BOS

12/17/2013

TO

hy

12/19/2013



Why doesn't it recognize
New York?

From To

bos

BOS - Boston Logan International - Boston, MA
BOS - [Amtrak] South Station, Boston, Massachusetts
BON - [Amtrak] North Station, Boston, Massachusetts



Starts typing “bos” and gets a list of choices

From To

BOS - Boston Logan Inter

ny

NYC - New York City, NY (Area)
NYO - Skavsta - Stigtomta, Sweden
NYU - Bagan - Bagan, Myanmar



Starts typing “ny” and gets a list of choices

From To

BOS - Boston Logan Inter

Depart Return



Good.

“A feedback loop [is] a profoundly effective tool for changing behavior. The basic premise is simple.

Provide people with information about their actions in real time (or something close to it), then give them an opportunity to change those actions, pushing them toward better behaviors. Action, information, reaction.”

—Wired



9:41 AM

100%



Favorites



Recents



Contacts



Keypad



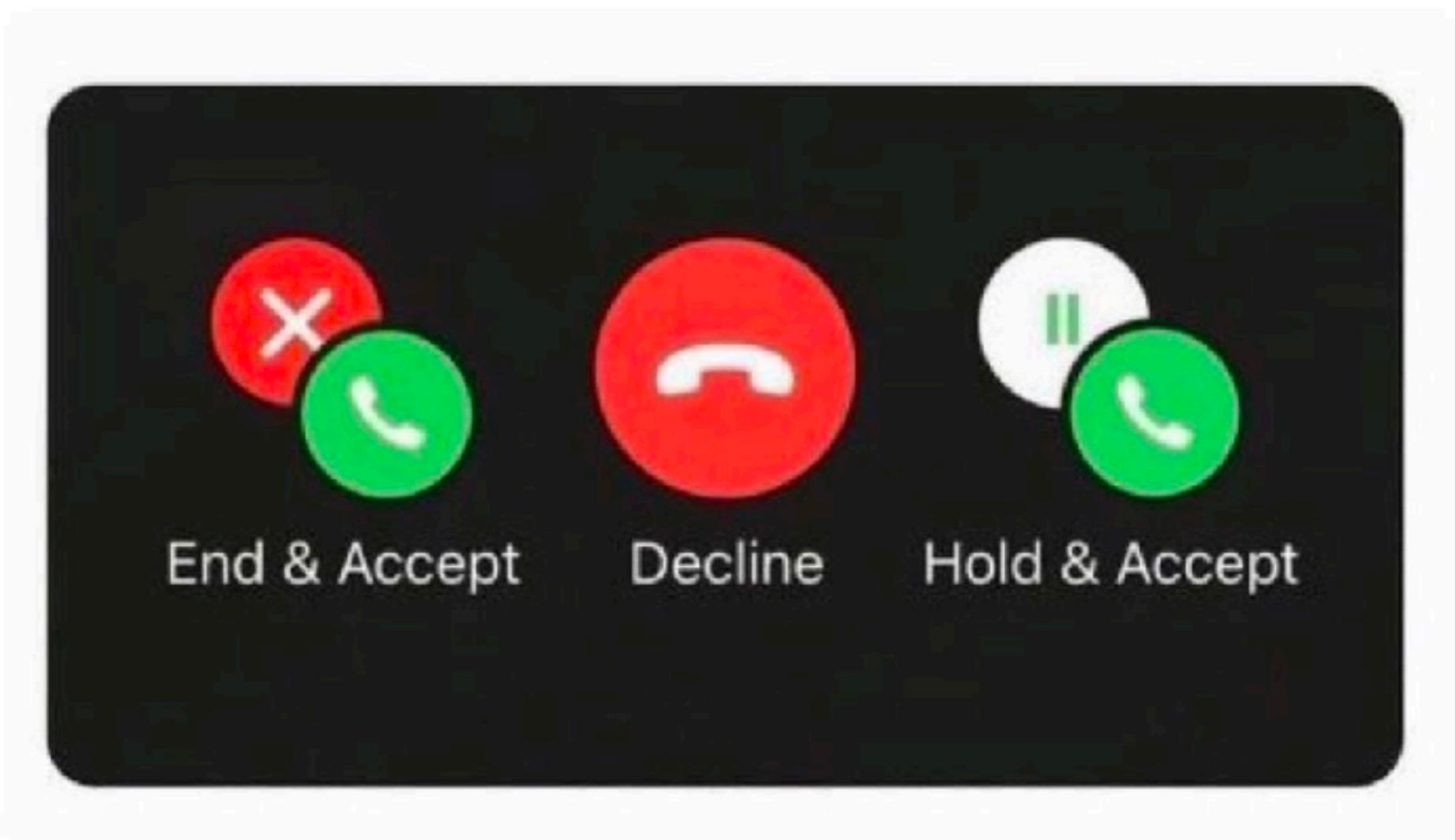
Voicemail



I Am Devloper
@iamdevloper

...

Show me worse UX than this:

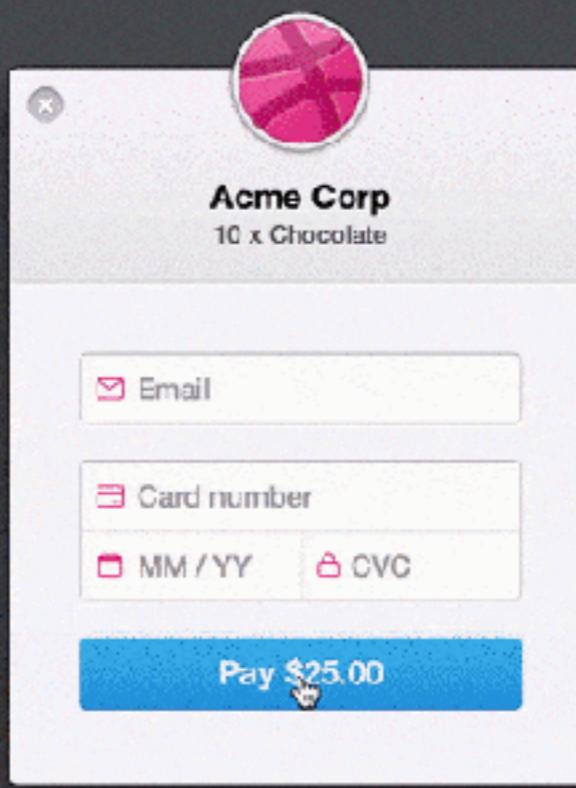


I'M A BUTTON

I'M A BUTTON



```
a:active {  
    position: relative;  
    top: 1px;  
}
```





Email

email@domain.com
test@test

Password

Show

Log in





Shipping Speed

Change

Payment Method



Card Number

CVV Code

Firstname Lastname

MM/YYYY

My billing address and shipping address are the same.

We will validate your credit card now, but will only charge it when your order ships.

CONTINUE

Review Order

SUMMARY

	Nest Learning Thermostat \$249.00 × QTY 1
SUBTOTAL \$249.00	
EDIT CART	
Free ground shipping.	

STOCK UP & SAVE ON OUR PREMIUM BLANK TEES →

SEARCH



SIGN IN



Copper • Jade • Crystal

I HOLD

10 DAYS LEFT

By this tee and you'll be in a world of pure imagination.

The last possible second to buy this design is Mar 23, 2018 at 5:00 PM EST. [Need a reminder?](#)

Orders usually ship within 2-3 weeks of the end of this campaign. [Learn More...](#)

[Men](#) [Women](#) [Size...](#)

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Tagged: books, movie



10 23
DAYS HOURS

14 15
MINUTES SECONDS

1

SOLD

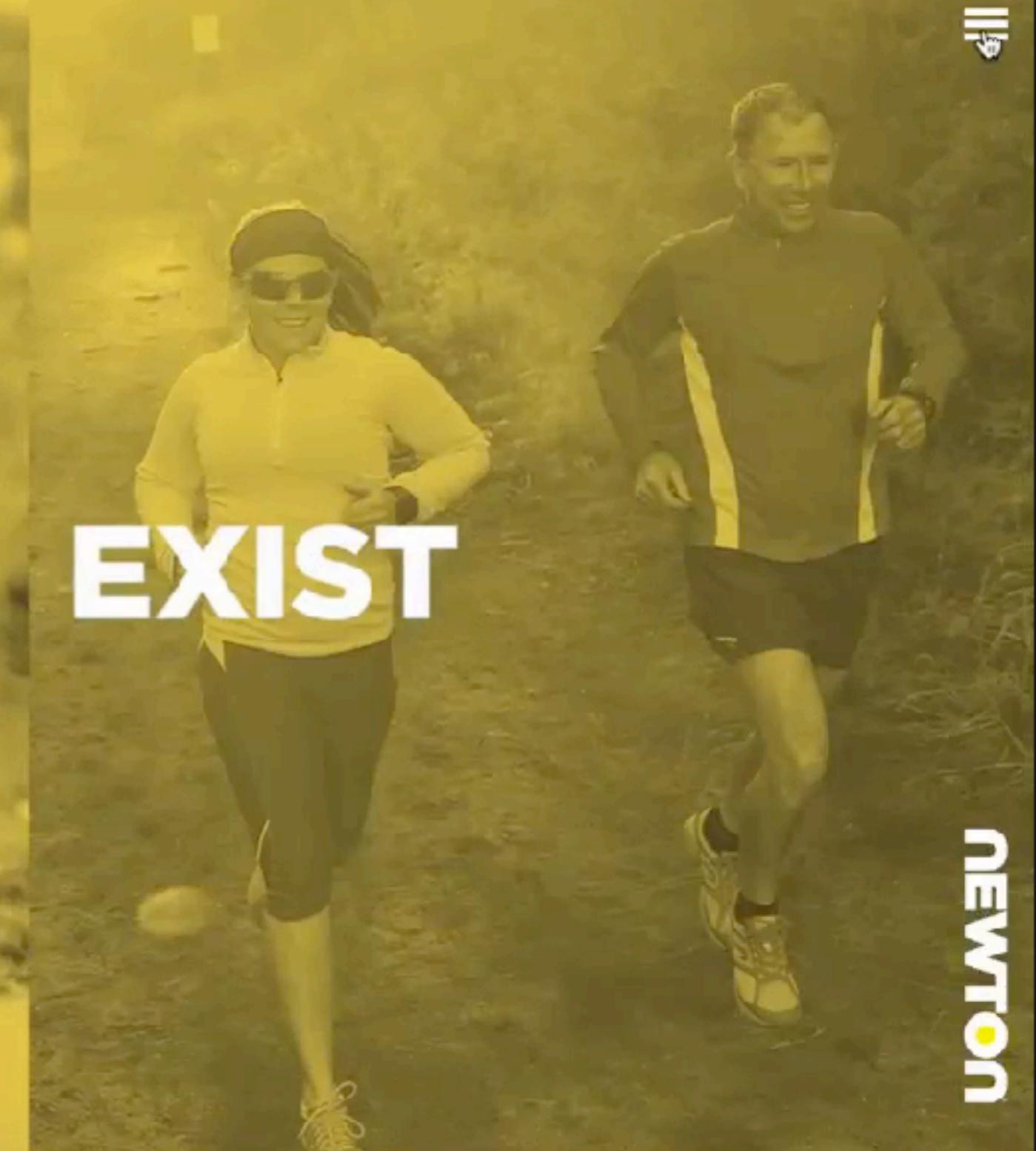


Contact us

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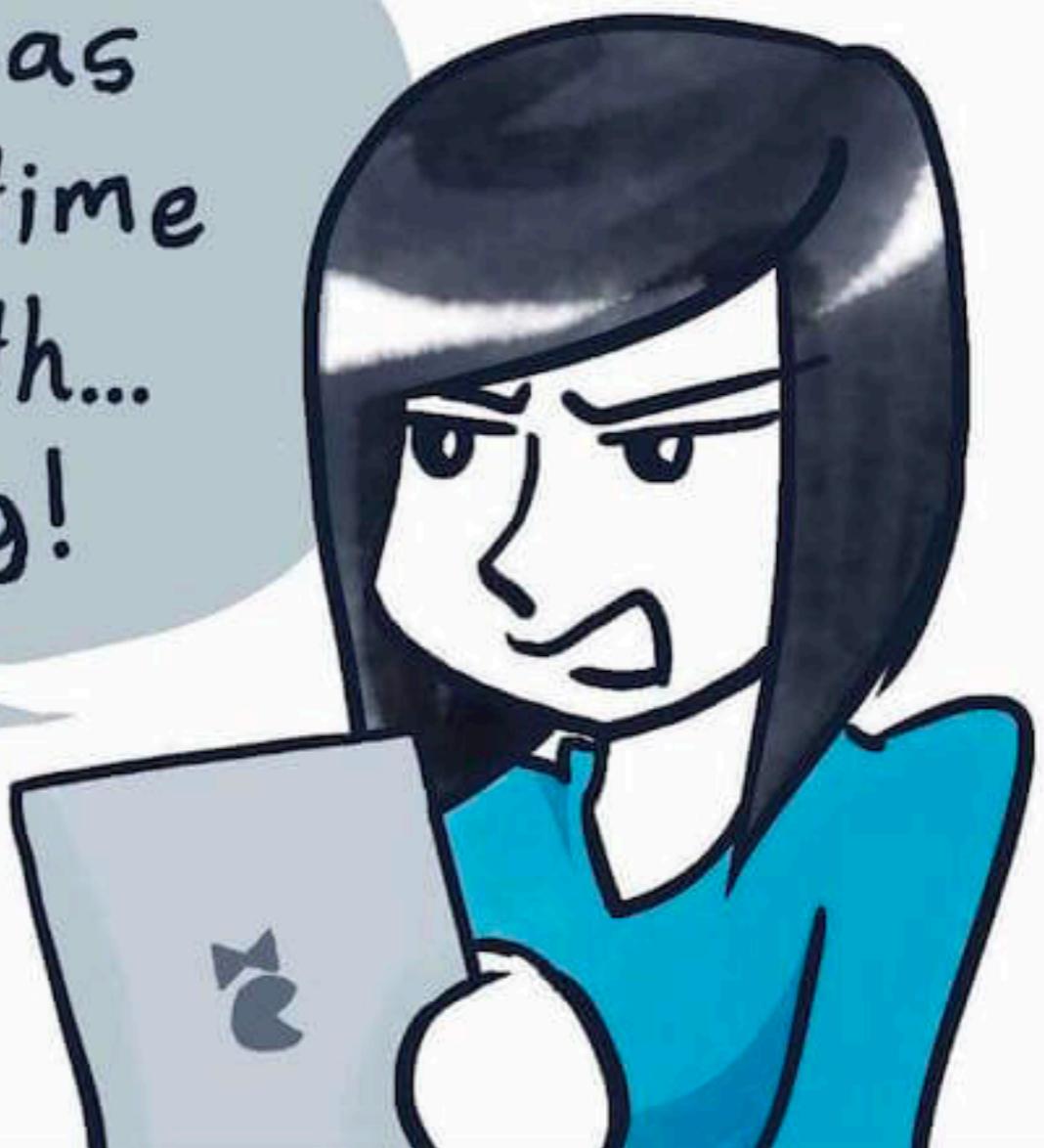


WE EXIST



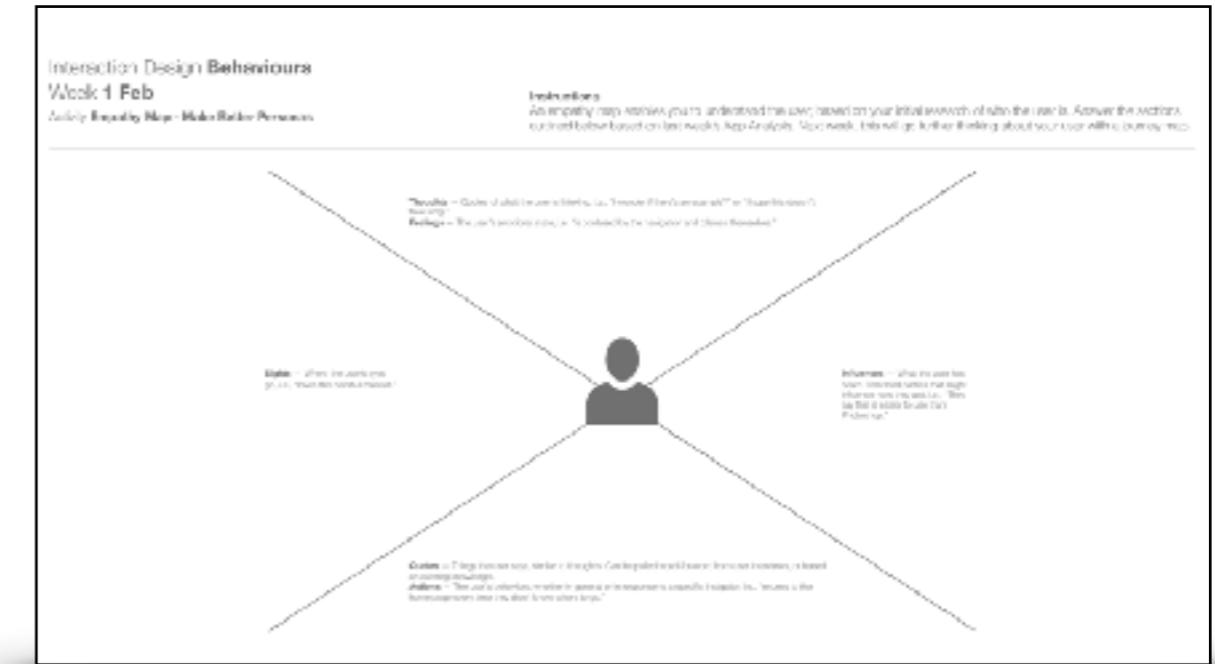
Newton

I thought it was
cute the first time
but by the 70th...
It's annoying!



Breakout

- ▶ Create a persona with goals and motivations
- ▶ Add in a scenario that describes the user needing your 1 function App in their daily life





ARRÊT







“Don’t make me think.”

–Krug’s 1st law of usability



MONDAY

FILM

THURSDAY

CONFERENCE

TUESDAY

WORKSHOPS

FRIDAY

MUSIC

WEDNESDAY

PRACTICAL

VARIOUS

FRINGE

Get Ready to Build

o o o

NOVEMBER 12-16, 2012 IN BELFAST, NORTHERN IRELAND

Build is a festival for people who design for the web. For one week in November, a community of smart, talented people come together to share ideas, tell stories, get their hands dirty, and drink a few beers.

[TICKETS](#)

Best of
2011

Best Books of 2011 So Far

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United States

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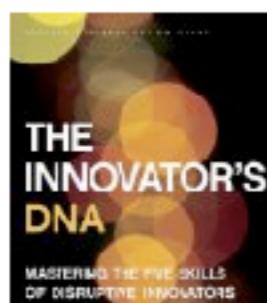
Kindle Store

Kindle (Wi-Fi, 6"), Kindle 3G (Free 3G + Wi-Fi, 6"), [Accessories](#), and more than 950,000 [Books](#), [Kindle Singles](#), Newspapers, Magazines, Blocs, Audiobooks, and Games & Active Content

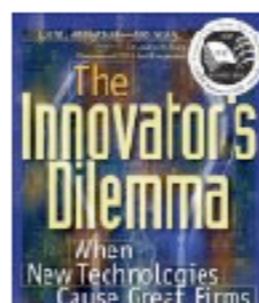
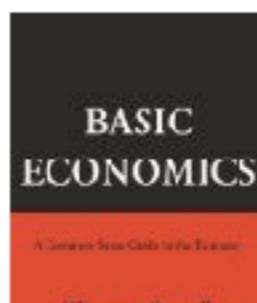
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Bestsellers

[Kindle Store : All Kindle Content](#)

Updated hourly

[Top 100 Paid](#) [Top 100 Free](#)

1. 5 days in the top 100
Hidden in Plain View (Darryl Billups Mysteries)
Blair C. Walker (Author)

“If an error is possible, someone will make it.”

—Don Norman

Great Product!!

Reviewer: LC & TR on Oct 27, 2009

Customer Rating: ★★★★★ 1.0



These presenters are the bomb! Our staff love them. We would purchase again, no questions asked.



One Star

By Lisa G Revord - September 3, 2015

Amazon Verified Purchase

Great movie.

1 of 6 people found this review helpful



One Star

By Joan Bendar - June 1, 2015

Amazon Verified Purchase

I enjoyed this picture very much and it deserved 5 Stars

0 of 12 people found this review helpful



One Star

By RICHARD W. GORDON - July 9, 2015

Amazon Verified Purchase

good movie

0 of 8 people found this review helpful



The Best

By Amazon Customer - November 13, 2015

Amazon Verified Purchase

Have seen this movie at least 6 times.
It is so captivating and so real. Best acting ever.



[» LOGIN](#) [» MY ORDERS](#) [» ACCOUNT](#) [» CREATE NEW ACCOUNT](#)

[» FRANÇAIS](#)

Shop by department

Brand Showcase

VIEW CART

ITEMS: 0 SUBTOTAL: \$0.00

Search Results

We were unable to find exact matches for your search: **DAV-HDX975WF** in **Entire Site**.

Please try your search again...

Need help with your search? Consult our search [help section](#).

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[Retail store policies](#)
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[In-Store Pickup](#)
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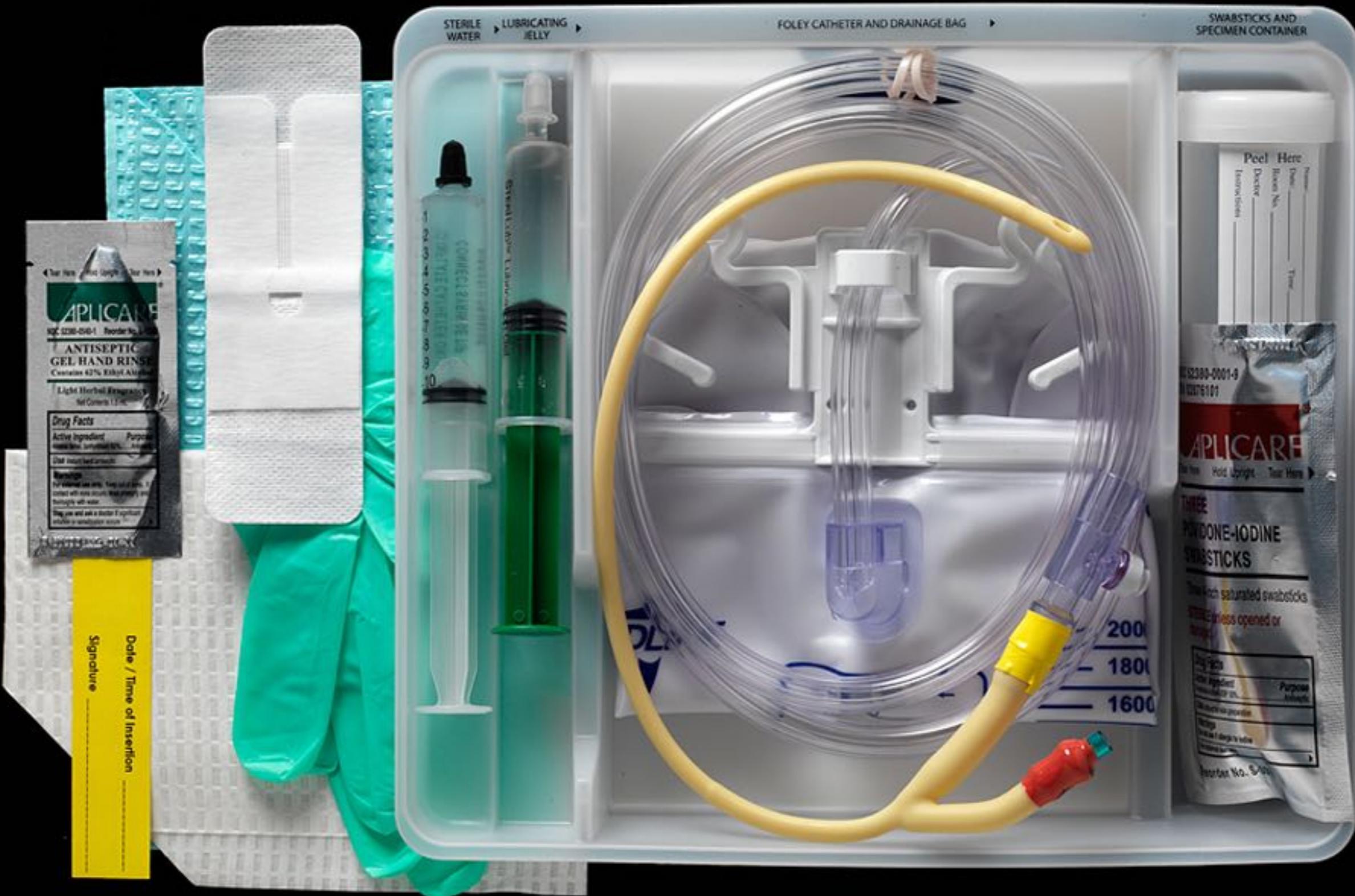
[Click to verify](#)

Verified by
VISA

**44,000 to 98,000 people a year die from medical errors,
at a cost of \$17-29 billion per year.**

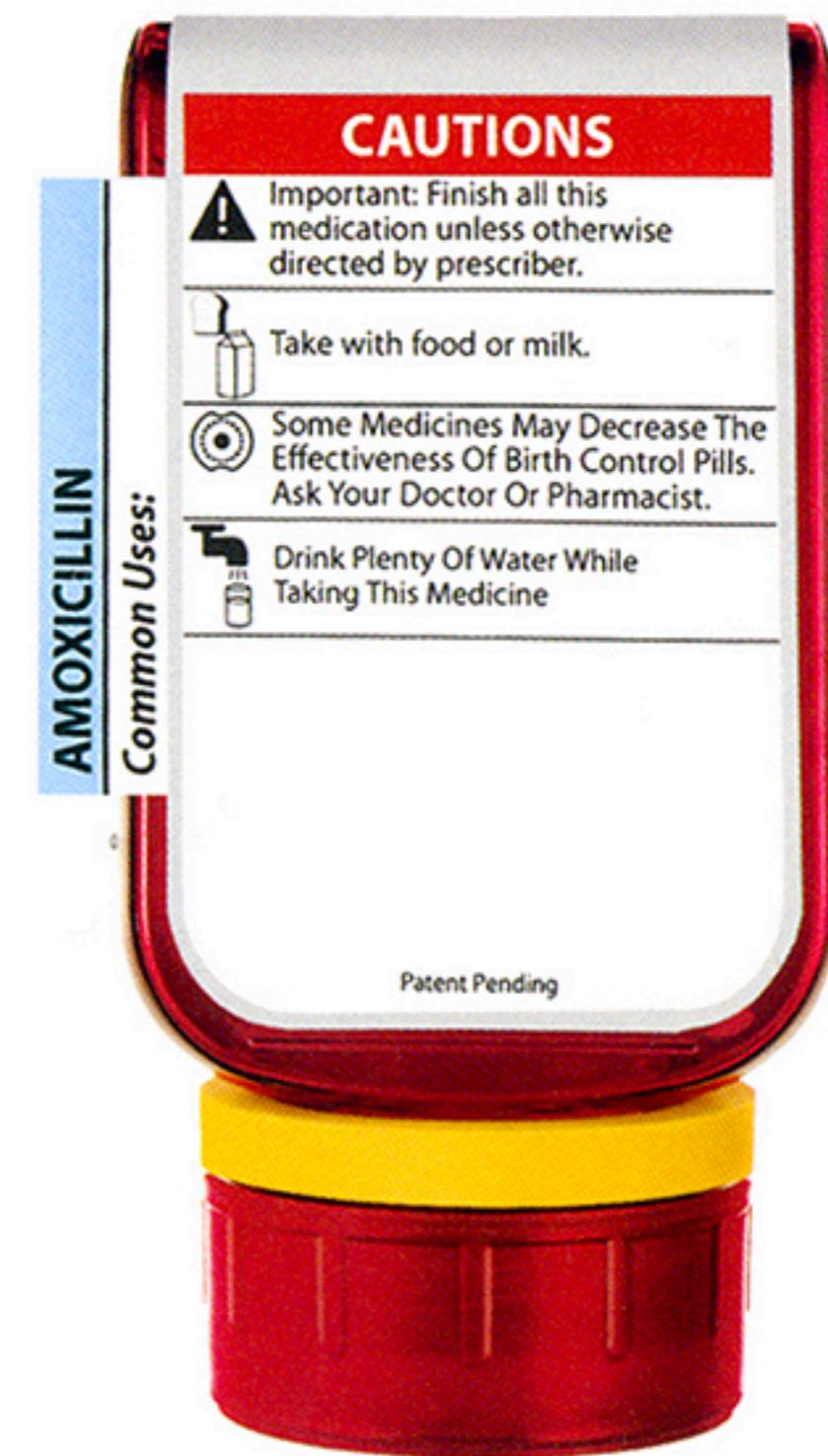
“We can’t stand by while people’s lives, health, & rights suffer because of bad design.”

–Jonathan Shariat, UX Designer











AM





10 mL
Single Use

DIN 02299186
0230AF01

Sterile Water for
Injection USP
Eau stérile pour
préparations
injectables USP

Regent CO



6715/12607863/0916



Sterile Water for Injection USP - 10mL

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1-800-656-0793

LOT: 17481020
EXP: 10.2019



10 mL Sterile
Single Use
Preservative Free

DIN 02421992
0126AF01

LIDOcaine HCl **2%**
Injection

Lidocaine Hydrochloride Injection USP
20 mg/mL (200 mg/10mL)

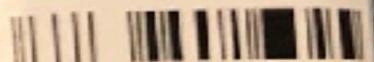
Block/Infiltration
LOCAL ANESTHETIC

Telgent OÜ
1-800-656-0793

6715/12607863/0417

20:11
17506020

LIDOcaine HCl Inj. 2% USP - 10mL



(01)00837641010095

LOT: 17506020
EXP: 11.2020



**STUDENT
PICK-UP
AND
DROP-OFF
AREA**



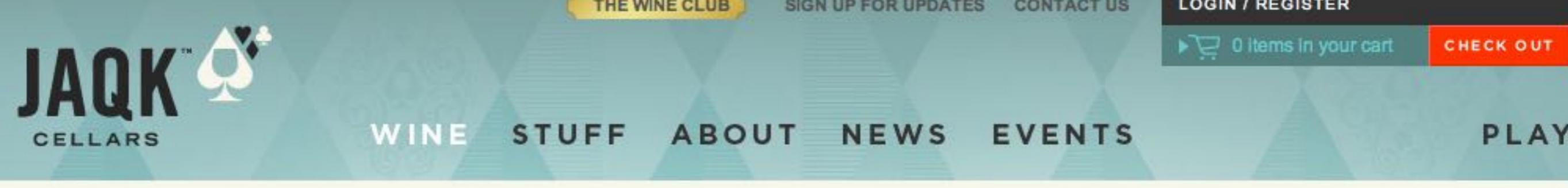


No parking on even dates
8am - 10pm after 2" of snow



YOU
ARE
HERE?

?



WINE STUFF ABOUT NEWS EVENTS

PLAY

CURRENT RELEASE

Wine > Current Release > Napa Valley Collection > High Roller

NAPA VALLEY COLLECTION

HIGH ROLLER Cabernet Sauvignon

BLACK CLOVER Merlot

SOLDIERS OF FORTUNE Syrah

PEARL HANDLE Chardonnay

CALIFORNIA COLLECTION

22 BLACK Cabernet Sauvignon

BONE DANCE Merlot

HER MAJESTY Chardonnay

CHARMED Sauvignon Blanc

GIFT SET COLLECTION

NAPA VALLEY 2-Bottle

NAPA VALLEY 4-Bottle

CALIFORNIA 2-Bottle

CALIFORNIA 4-Bottle

FOUR BULLETS

FULL HOUSE

THE JAQK CELLARS WINE CLUB

WINE ARCHIVE



High Roller

**2009 Cabernet Sauvignon
NAPA VALLEY**

High Roller is JAQK's flagship wine. This delicately crafted Cabernet Sauvignon is made from 100% Napa Valley grapes, harvested by hand to allow our winemaker maximum control during the crushing and fermentation processes. The wine is aged in small French oak barrels for 2 years, then fined with egg whites for finesse and elegance in the tradition of Bordeaux-style Cabernets. It takes considerably more effort to go this route here in the U.S., but the result is a more complex, more flavorful, more balanced wine. And one that ages extremely well. A wine of this caliber is something that the connoisseur will want to have well represented in his wine cellar. And to help ensure a long life, we've paid particular attention to the bottle that will be its home. We chose the king of vessels, the mighty Imperiale, and had one custom made for us in Milan, Italy.

750 ML

\$74.00

QTY

1

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Cart

[Home](#) > [HandmadeMonster](#) > [BABY](#)[Like this item?](#)

Add it to your favourites to revisit it later.

Favourite

\$18.00 USD 6 available

Approximately \$18.90 CAD

Favourite

jellyfish BABY RATTLE PLUSHIE toy stuffed animal plush ocean theme turquoise blue teal purple periwinkle

**Shop**[HandmadeMonster](#)

Handmade Monster

33
items

Add shop to favourites

See who favourites this shop

Shop owner[Shana Ostrow](#)Phoenix, Arizona,
United States[Favourites](#)[Followers](#)

**We don't read
pages.**

We scan them.

**We don't make
optimal
choices.**

We satisfice.

**We don't figure
out how things
work.**

**We muddle
through.**

How much time do you think users
spend on your site before giving up?

How do we make better sites?

- ❖ Take advantage of conventions
- ❖ Create effective visual hierarchies
- ❖ Break pages up into clearly defined areas
- ❖ Make it obvious what's clickable
- ❖ Eliminate distractions
- ❖ Format content to support scanning

الوقف الفلسطيني يدعو موسكو لاقناع واشنطن بعدم نقل سفارتها للقدس



BABIES R US Canada

Brica Wood & Steel Designer Gate

Shop This Week's Deals!

Click here ➤

- شريط الأخبار
- شوركين: اجتماع أستانـا يمكن أن يشمل مسائل أخرى غير وقف إطلاق النار GMT 19:44
- كيري: تدخل روسيا غير دينامية الصراع في سوريا GMT 19:39
- إسرائيل تقتل فلسطينـيا بزعم محاولة طعن GMT 19:37
- برشلونـة في مهمة صعبة وريـال مدريد لاستعادة توازنـه GMT 19:24
- إيران ستتشـىـن مـبنـاءـ نـفـطـيـاـ فيـ سـورـياـ GMT 19:02
- بدء عودة القاذفات "سو-24 إم" الروسية من GMT 18:59



استطلاعات الرأي

هل ستقبل الفصائل السورية المدعـوة إلى أستانـاـ الانـخـراـطـ فيـ عمـلـيـةـ سـيـاسـيـةـ بـمـشارـكـةـ الأـسـدـ؟

منوعات

أهم الأخبار



Keyword or Web Code



Reward Zone

Credit Cards

Store Locator

Weekly Ad

PRODUCTS ▾

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SPECIALTY STORES ▾

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Summary:

Writing for mobile readers requires even harsher editing than writing for the Web. Mobile use implies less patience for filler copy.

Our recent [research on how users read on mobile devices](#) has uncovered something of a paradox:

- [Killing time is the killer app of mobile](#). As we've seen since our first [mobile usability studies 11 years ago](#), killing time is the perfect match for mobile devices because they're readily available when users are waiting around for something to happen. Favorite time-wasters include gossip, games, and sports. But even a seemingly serious task like checking the stock market is often no more than a time-killing episode in which users look up the current index numbers with no intent to trade.
- Mobile users are in a hurry and get visibly **angry at verbose sites** that waste their time. Also, it's [twice as hard to understand content on small mobile devices](#) as it is on bigger

Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence, and content relationships. Let's look at these relationships more closely. The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page. The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far. Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence, and content relationships.

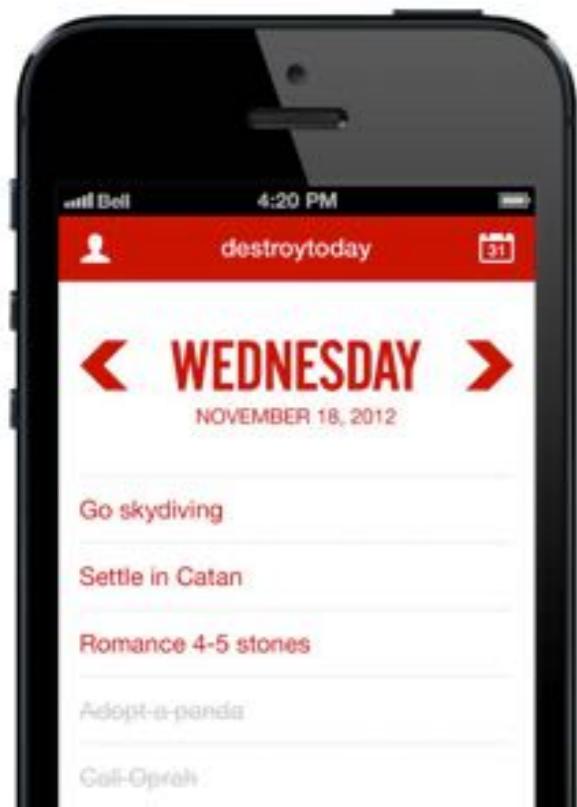
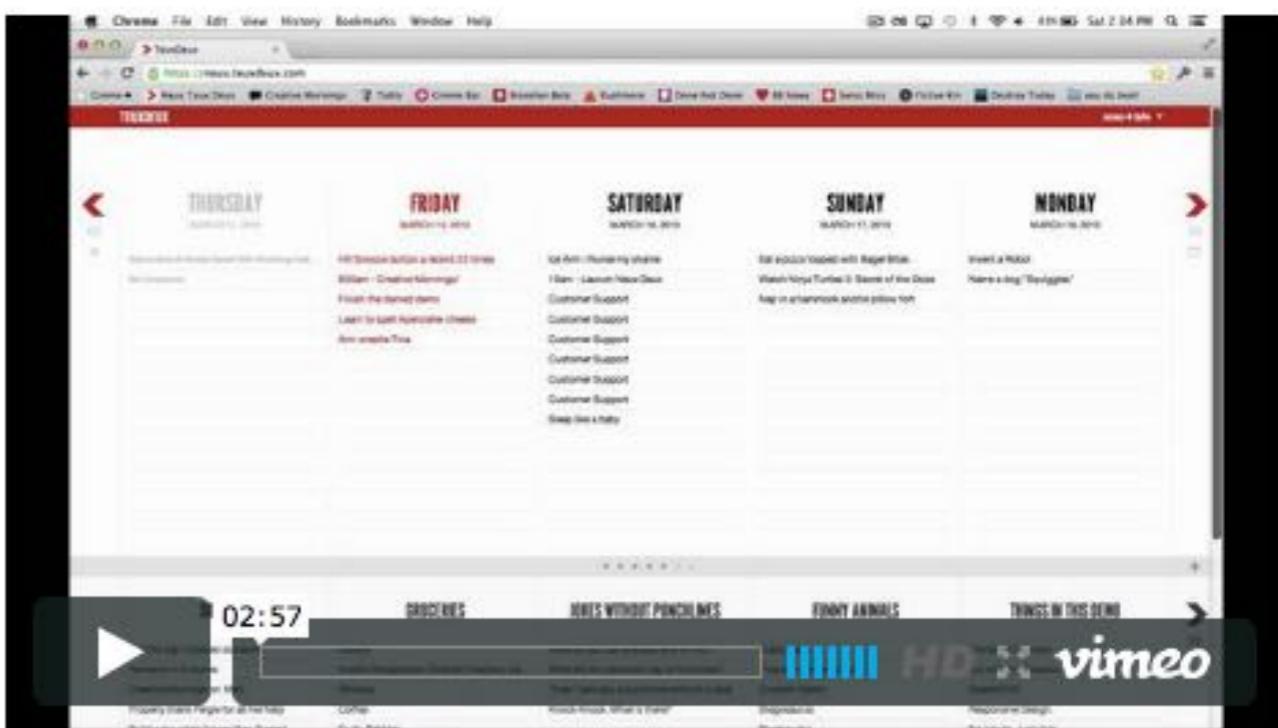
Let's look at these relationships more closely:

- **Size.** The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page.
- **Prominence.** The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far.
- **Content Relationships.** Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

TEUXDEUX IS A SIMPLE, DESIGNY TO-DO APP.

If you like making to-do lists, you will love TeuxDeux. The idea was to build a bare-bones, but visually compelling and highly usable to-do app: Use the browser-based TeuxDeux at work/home and then take your to-dos on the road with the iPhone app.

Yay for checking things off!



Get things done

Set your schedule and get to work while TeuxDeux keeps you organized. If you don't manage to get everything done, your unfinished to-dos will be rolled over to the next day automatically.

Recurring to-dos

If you're like us, you're always worried you'll forget pants. Never again. Simply add "Put on pants every day" to your to-do list, and TeuxDeux will make sure you never forget.

Simple as paper

We've tried to make TeuxDeux as easy to use as a piece of paper. Type in your to-dos right where you want them, move them around to suit your schedule, then click to mark them done.

Mobile TeuxDeux

Take your to-do list with you on the go. TeuxDeux works as beautifully on your phone as it does on the desktop. For iPhone users, there's even a lovely iPhone app you



we also have unique Lunch and Dinner specials.
Visit us on [Facebook](#) for all the delicious details!

Appetizers

Trio of Dips

Hummous, baba ghanouj, cucumber yogurt w/ pita, sesame crackers, GF crackers, or veggies.

9.5

Roasted Butternut Squash Galette

Roasted butternut squash, goat cheese, caramelized onions, scallions baked in a pastry crust, served with a sweet chili mayo sauce.

9.5

Hummos

Garlicky hummos w/ pita, sesame crackers, GF crackers, or veggies.

8.5

Sandwiches

Ancho Lentil Tacos

Ancho-chili-spiced lentils, grilled onions, roasted poblano peppers, garlic-lime slaw, Las Brazas corn or flour tortillas, side poblano veganaise.

10

Bubba's Deal

BBQ portabellas, grilled onions, spinach, ginger slaw, vegan ranch, vegan cheese, Italian bread.

9.5

Larry David

Lentil and wild rice burger patty, grilled onion, tomato, spinach, spicy tomato jam, garlic veganaise, grilled branney oat bun.

10

Sweet Potato & Quinoa Burger

Sweet potato and quinoa burger patty, ginger-tomato chutney, curried veganaise, greens, grilled branney oat bun.

9.5

Marie's Grilled Cheese

Porto

Mozzarella and ham sandwich with mustard and ketchup.

iPad mini

Every inch an iPad.



Watch the video



Watch the iPad TV ads



The full iPad experience.
There's less of it, but no less to it.

Everything you love about iPad — the beautiful

iPad mini

Every inch an iPad.



Watch the video Watch the iPad TV ads



The full iPad experience.
There's less of it, but no less to it.
Everything you love about iPad — the beautiful screen, fast and fluid performance, FaceTime and iSight cameras, thousands of amazing apps, 10-hour battery life* — is everything you'll love about iPad mini, too. And you can hold it in one hand.
[Learn more ▾](#)

Beautiful 7.9-inch display. A screen worthy of iPad.

Colours are vivid and text is sharp on the iPad mini display. But what really makes it stand out is its size. At 7.9 inches, it's perfectly sized to deliver an experience every bit as big as iPad.

[Learn more ▾](#)



Over 300,000 apps. If it's made for iPad, it's made for iPad mini.

Right from the start, apps made for iPad also work with iPad mini. They're immersive, full-screen apps that let you do almost anything you can imagine. And they make iPad mini practically impossible to put down.

[Learn more ▾](#)



Ultrafast wireless.

Faster than ever. The iPad mini has a faster processor and faster wireless connection.

On the Web, links are a key factor in this navigation process. Users can exclude links that proved fruitless in their earlier visits. Conversely, they might revisit links they found helpful in the past. Most important, knowing which pages they've already visited frees users from unintentionally revisiting the same pages over and over again.

Generally, Web browsers are severely deficient in supporting user navigation. However, they do provide one feature that helps users orient themselves: browsers let designers display links in different colors, depending on whether the links lead to new pages or pages that users have seen before. Changing the color of visited links has been part of Web browsing since Mosaic arrived in 1993, so it's completely standard; almost all users understand it.

Currently, 74% of websites use different colors for visited and unvisited links, making this design approach a strong convention that people have come to expect. Hypertext theory, the Web's history, and current design conventions all indicate the need to change the color of visited links. Further, empirical observations from user testing have identified several severe usability problems on sites that violate this convention. When sites use the same color for visited and unvisited links, users unintentionally revisit the same pages repeatedly, get lost more easily because their understanding of each link's meaning is reduced, often misinterpret or overlook the difference between two similar links if they're unsure about which one they've already visited, and give up faster because they have a reduced sense of mastery when the site fails to reflect their actions and thus help them navigate.

Such usability problems are particularly damaging to users with weak short-term memory, who often have trouble remembering what they've clicked without a visual representation. Of course, "weak short-term memory" is an inherent shortcoming of all humans, which is why all users are harmed by unchanging link colors. But this definitely impacts some people more than others, so it's particularly important to change link colors if you have many older users. Given the extensive theoretical and empirical support for using different link colors, it's astounding that a quarter of all websites continues to inflict extra usability problems on people by choosing a uniform link color.

Most important, knowing which pages they've already visited frees users from unintentionally revisiting the same pages over and over again.

The Price of Uniform Link Color

Generally, Web browsers are severely deficient in supporting user navigation. However, they do provide one feature that helps users orient themselves: browsers let designers display links in different colors, depending on whether the links lead to new pages or pages that users have seen before.

Currently, 74% of websites use different colors for visited and unvisited links, making this design approach a strong convention that people have come to expect.

Hypertext theory, the Web's history, and current design conventions all indicate the need to change the color of visited links. Further, empirical observations from user testing have identified several severe usability problems on sites that violate this convention. When sites use the same color for visited and unvisited links, users:

- unintentionally revisit the same pages repeatedly;
- often misinterpret or overlook the difference between two similar links if they're unsure about which one they've already visited; and
- give up faster because they have a reduced sense of mastery when the site fails to reflect their actions and thus help them navigate.

Given the extensive theoretical and empirical support for using different link colors, it's astounding that a quarter of all websites continues to inflict extra usability problems on people by choosing a uniform link color.

Why the Problem Persists

Even people who believe in usability sometimes question the need for changing link colors. I think this is because they don't pick up on the problems caused by unchanging links when they conduct their own user testing. Unfortunately, the symptoms of these problems are among the most difficult to detect when you observe users.

**SHOW ME SOMETHING:**

Big ideas

Challenging

Funny

Informative

Inspiring

Soulful

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who are changing
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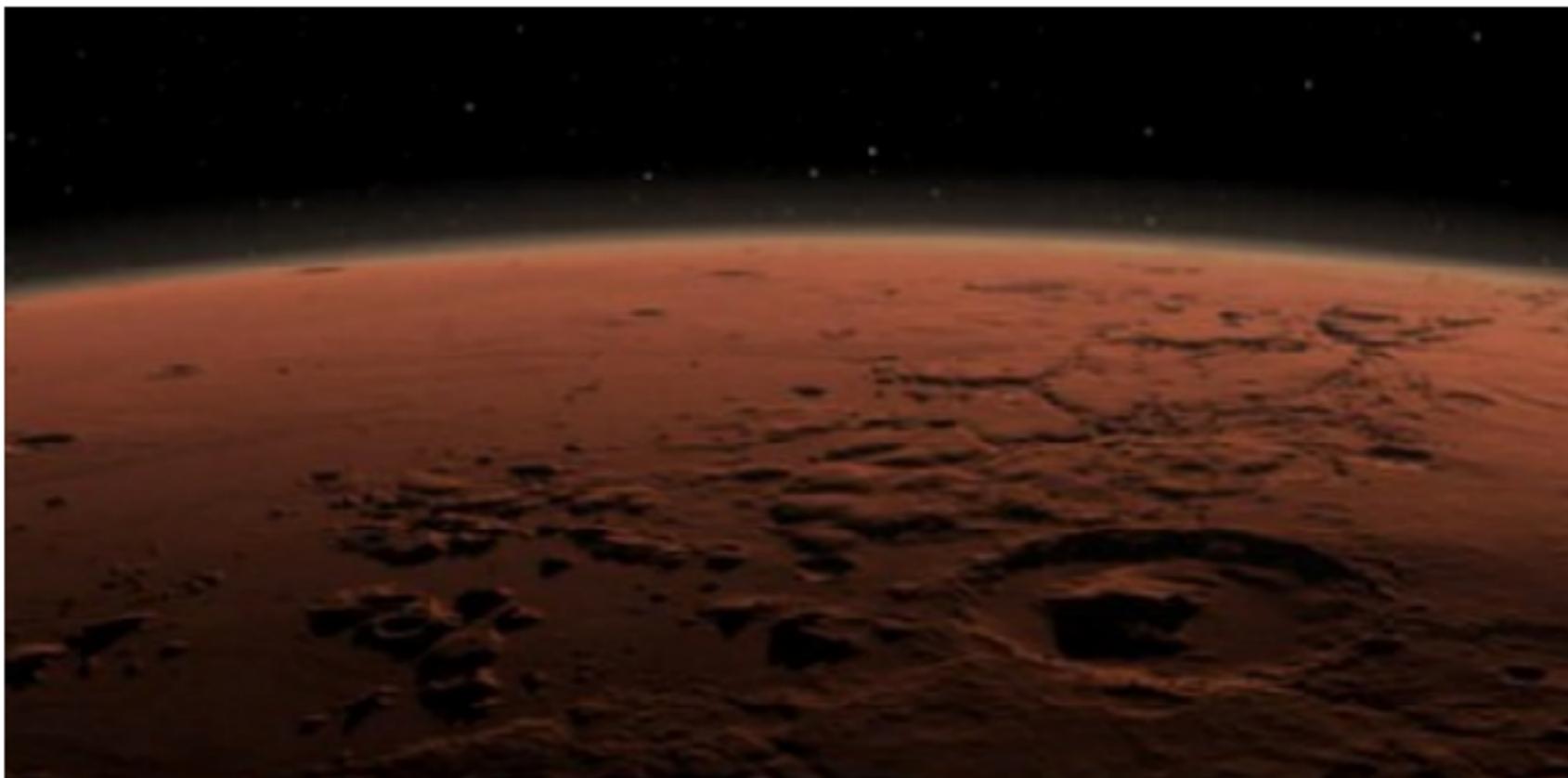
Hurricane season ends

With prices approaching [record lows](#), now is the perfect time to book a Caribbean cruise.



SIDE BAR

For people who make websites, from A List Apart

[Follow](#)

How to Build a Simple and Powerful Lazyload JavaScript Plugin

Don't load a large JS library just to lazy load some images—go custom, with this simple tutorial.



Alex Devero
Jan 2

“It doesn’t matter how many times I have to click,
as long as each click is a mindless, unambiguous
choice.”

–Krug’s 2nd law of usability

Break?

“Get rid of half the words on each page, then get rid of half of what’s left.”

—Krug's 3rd law of usability



FIND A DEALER

It's easy to locate a dealer. 1. Click and hold box number 1 to select your search by Zip Code, City, Dealership Name or State. 2. Enter the Zip Code, City, or Dealership Name in the box marked number 2. 3. If searching by State only, select the state from the pull-down menu in box number 3. **If choosing to search by city or state, type the city in box 2 then select a state in the box marked number 3 to make your search complete. 4. Once finished, simply click the "Search" button.

Search by:

① Zip Code

Select a State:

③ Choose One

Enter Zip Code,City,
or Dealership name:
②

④ SEARCH FOR A DEALER

2002



FIND A DEALER

It's easy to locate a Jeep Dealer near you.

- Select Zipcode, City or Dealership Name
(If you choose to search by city, you will be prompted to provide the state.)
- Provide the Zip Code, City or Dealership Name
- Click on Search

Search by:

① Zip Code

Enter Zip Code,City,
or Dealership name:
②

③ SEARCH FOR A DEALER

2003

FIND A DEALER ▾

Enter Zip

GO

2007



2007

Customize the HP Pavilion dv2000t Entertainment Notebook PC



Choose a versatile PC that has it all brains, brawn and beauty plus the latest mobile technology. This fun and powerful PC packs a punch when it comes to digital entertainment. Watch DVDs wherever you are on an HD-capable (1), 14.1 inch widescreen display that features HP BrightView technology. Immerse yourself in sound with a built-in Altec Lansing speaker system. Take the show with you on your commute or while traveling two jacks for stereo headphones and a widescreen display make it easy to share with a friend. Get instant gratification with one-touch access to the movies, music and photos you want without having to boot the entire system with HP QuickPlay (2). Stay connected wherever there's a wireless (3) network, using built-in WiFi, a long-life battery and breakthrough Intel(R) Centrino (R) Duo (4) mobile technology. Stay in touch while on the go the optional, built-in HP Pavilion Webcam includes two integrated microphones for video conferencing (3) and VoIP (4). Surf the Net (3) and chat with friends while downloading music and videos a powerful Intel(R) Core(TM) Duo processor (4) lets you multitask. Take it with you everywhere this sleek PC features HP's Imprint smooth and glossy coating finish with a fresh, inlaid design. (1) High-Definition content (e.g. WMV HD files) is required to view high-definition images. Most current DVDs do not provide high-definition images. (2) Approximately 1024MB of the hard drive is dedicated for HP QuickPlay and will not be user accessible. (3) Wireless access point required and is not included. Availability of public wireless access points limited. Wireless Internet use requires separately purchased Internet service contract. (4) Requires separately purchased Internet and VOIP service contracts. (4) Dual Core is a new technology designed to improve performance of certain software products. Check with the software provider to determine suitability. Not all customers or software applications will necessarily benefit from use of this technology.



2009

Customize the HP Pavilion dv6t Entertainment PC



The HP Pavilion dv6t notebook computer is the mid-size notebook where exquisite design meets powerful entertainment for TV, photos, movies, music and more - striking an ideal balance between mobility, size and visual performance. *Please refer to Help Me Decide for important information.

Cut down reading

The following questionnaire is designed to provide us with information that will help us improve the site and make it more relevant to your needs. Please select your answers from the drop-down menus and radio buttons below. The questionnaire should only take you 2-3 minutes to complete.

At the bottom of this form you can choose to leave your name, address, and telephone number. If you leave your name and number, you may be contacted in the future to participate in a survey to help us improve this site.

If you have comments or concerns that require a response please contact Customer Service.

1. How many times have you visited this site?

This is my first visit ▾

Please help us improve the site by taking 2-3 minutes to complete this survey.

NOTE: If you have comments or concerns that require a response, don't use this form. Instead, please contact [Customer Service](#).

I purchased a mammalian
companion of the canine variety

A pork pie was eaten by Harry

Eliminate redundancy. Don't say the same thing twice. Avoid repetition.



The hammer is an extension of the hand. Glasses are an extension of the eye, the radio an extension of the ear. As long as our tools are recognizable as analogies of our body, the form and function of these tools are easily comprehensible.

But once you enter the digital realm, analogies with our body break down. Instead, digital tools are analogies of analogies. Text editors are an analogy of type writers, type writers are an analogy of writing with pen and paper, writing with pen and paper is, initially, a substitute for our memory. In general the computer now works as an extension for our head controlling those tools.

Steve Jobs claimed the computer should be "a bicycle for our mind". It's like computers add steampunk spider legs to our head.

While some would agree with this image, what Jobs meant was obviously not that creepy. What the computer does (or *should* do) to our mind is what the bicycle does to our legs. The computer should be an empowering extension of our mind.

But is it? Or do computers make us more like Spider Baby from Toy Story? What part of our mind is Twitter an extension of? What about Google Search? Is it in the nature of digital to break analogies?

Blind abstraction, a lack of real-world analogies, the feeling that the workings are a black box, and the experience of multiple fast-paced, fragmented processes—this is more or less what we mean when we use the words "digital" to describe a device.

Software usually feels as fragmented as the packages of bits and bytes streaming through the processor that drives it. Unlike books, radio or movies, digital media does not just create a singular parallel reality with its own continuity. In tune with that discrete stream of ones and zeros in our devices, digital media often creates a landscape of discrete and often unrelated experience fragments. This is what makes digital media feel more "virtual" than traditional forms of media.

Documents, images, videos, and audio tracks on the web are not more or less real than in any other medium. But they feel unreal and less credible on a computer, because digital media snippets reach us like fragments of a dream: unprepared, out of context, and lacking orientation, causality and continuity.

To design better software we need to build programs as extensions of our mental processes, supporting clear continuous thinking, instead of subduing our thoughts and actions to the opaque, fragmented technology that drives the device.

“...a readable web page an inclusive one...”

–Heydon Pickering

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 28

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TIER Frequent Traveller

ARCHETYPE The Planner

Organized

Practical

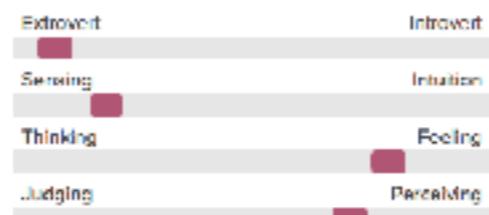
Protective

Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



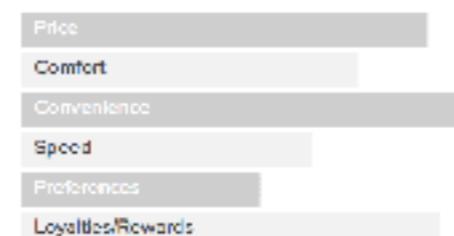
Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

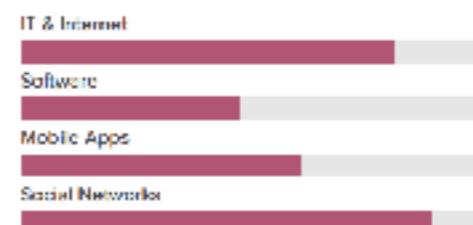
Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Motivations



Technology





AMANDA STONE

PERSONALITY: Caring, Well-rounded

Age: 33
Location: Kingston, ON
Status: Married
Children: Two
Occupation: Teacher
Income: 60 000
Education: English, History

“ I have a packed schedule and wish to learn common sentences before our family trip to Quebec.”

French Speaking



Time Management



Urgency



Internet Skills



ABOUT AMANDA

Living in Kingston Ontario, Amanda spends most of her time taking care of her family and students at school. Although one can say that she is somewhat organized and well prepared, Amanda does lack the initiative to try new things. However, with recent invitation to visit Quebec's winter Carnaval, Amanda is hoping to learn new phrases that will benefit both and herself and her family to adventure out of their comfort zone.

HABITS

- Amanda is a busy body
- Futile when it comes to money
- Organized and detailed

Most Used App



REASONS FOR THE APP

- To learn a new language
- To interact with locals
- Find inside locations around the festival

WRITING BETTER PERSONAS

FOUR DIFFERENT PERSPECTIVES....

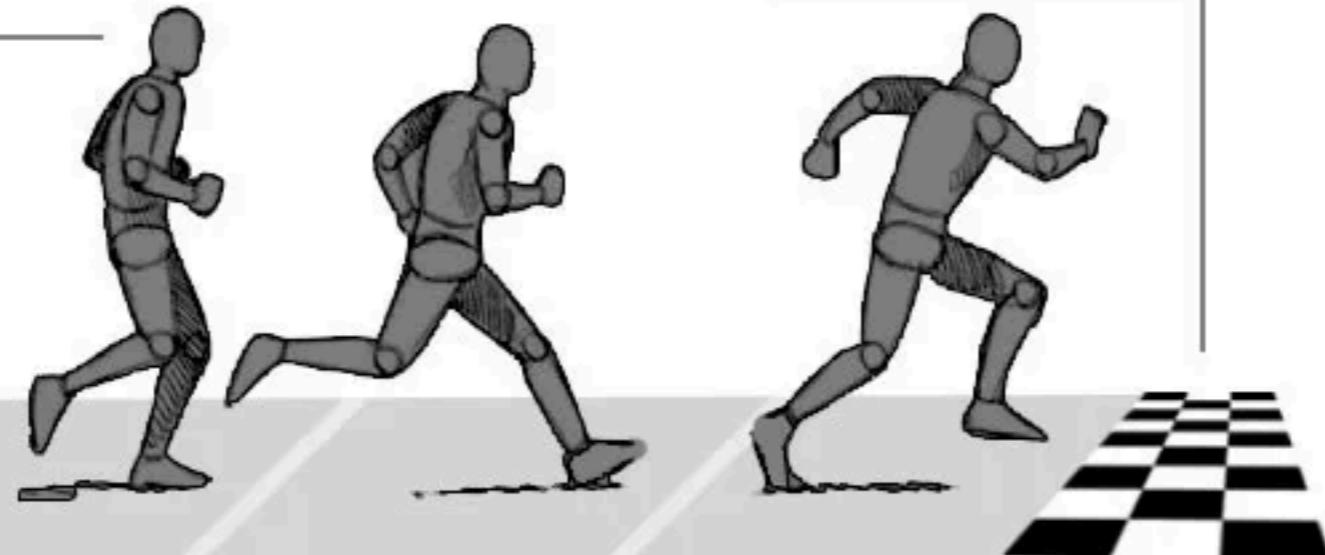
- ▶ 1. Goal-directed Perspective
- ▶ 2. Role-directed Perspective
- ▶ 3. Engaging Perspective
- ▶ 4. Fiction-based Perspective
- ▶ [https://www.interaction-design.org/literature/book/the-encyclopedia-ofhuman-computer-interaction-2nd-ed/personas](https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas)

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.



ROLE

The word "ROLE" is composed of four large, blocky letters made of wood type. The letters are arranged horizontally and have a weathered, rustic appearance. The "R" is a vibrant orange-red, while the other three letters ("O", "L", and "E") are a light tan or beige color. They are set against a background of vertical wooden planks with a visible grain and some blue paint splatters.



Peter

Works as product manager for a mid-sized company.

Is 35 years old, holds a marketing degree.

Has got experience working as a product owner on software products with agile teams.

Has had some Scrum training.

Has managed mature products successfully. Now faces the challenge of creating a brand-new product.

Wants to leverage his agile knowledge but needs advice on creating innovative product using agile techniques.



User Persona Type



"A quotation that captures this user's personality."

Age: 1-100

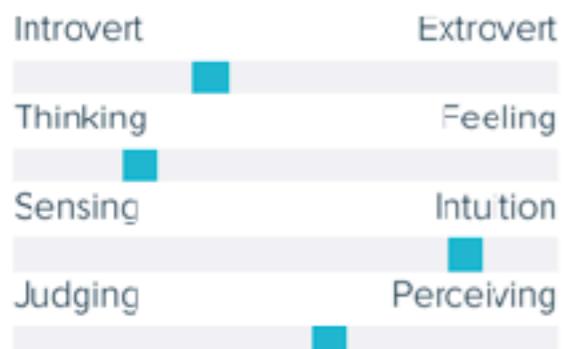
Work: Job Title

Family: Married, kids, etc.

Location: City, state

Character: Archetype

Personality



Trait 1 Trait 2 Trait 3 Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation

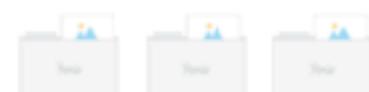
Incentive

Fear

Growth

Power

Social



Brands & Influencers

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

We imagine a persona — let's say his name is Ted. We give him attributes, like a family, a high-powered job, a suburban house, and two cars (see main image). Maybe he's got a cat. Then we'll have debates about what Ted would or wouldn't like. "Can you really imagine that Ted would be ok with that product decision? From what I understand about Ted's profile, I don't think so."

And really, no one knows what Ted would like because Ted doesn't exist. It sounds obvious when you put it that way. **But it's challenging, because the more "human" we try to make Ted by adding specific personality traits and details about his habits, the more we unconsciously stereotype him.**

– *Kill Your Personas*

“To a certain extent, designers realize that a persona is a lifeless average. To overcome this, designers invent and add “relatable” details to personas to make them resemble real individuals. Nothing captures the absurdity of this better than a sentence by the Interaction Design Foundation: “Add a few fictional personal details to make the persona a realistic character.” In other words, you add non-realism in an attempt to create more realism. You deliberately obscure the fact that “John Doe” is an abstract representation of research findings; but wouldn’t it be much more responsible to emphasize that John is only an abstraction?”

–Beware the Cut & Paste Persona!

“Personas without scenarios are like characters
with no plot.”

–Kim Goodwin

Taré's Scenario

Today, Taré is flying on two flights with a tight connection through Charlotte airport. Taré has taken this trip dozens of times before.

Like usual, it takes Taré more than an hour to get from home to the departure airport. The first leg of Taré's journey is a 90-minute flight. The second leg, leaving Charlotte, is a 3-hour flight. After the two flights, Taré will have to drive for another hour before reaching the hotel. Today, the entire journey, from leaving home to reaching the hotel, will take Taré upwards of 7 hours.

Because the connection in Charlotte is very short, Taré will have to hurry to make the connection. There's no time to stop for any food, especially if the incoming flight is the least bit delayed (which it often is).

That means Taré will have to bring any food from home. Taré prefers not to check bags and the amount of carry-on space for extra food is limited. Taré is worried about bringing the food through security. The second leg has in-flight meals, but they don't match Taré's dietary preferences. On many previous trips like this, Taré went without eating the entire time, which is stressful and uncomfortable.

Demographics still matter

- ❖ Many systems rely on information about a person

WRITING BETTER PERSONAS

EXERCISE

- ▶ Now take your empathy map + user flow
- ▶ Create a persona with goals and motivations
- ▶ Add in a scenario that describes the user needing your 1 function App in their daily life
- ▶ 30 minutes + 30 minutes class feedback