

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



MONDAY

FILM

THURSDAY

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WORKSHOPS

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PRACTICAL

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• • •

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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.

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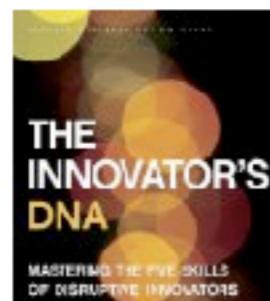
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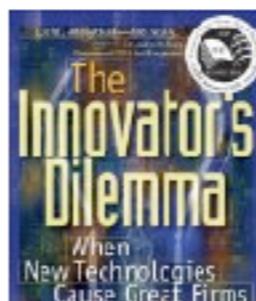
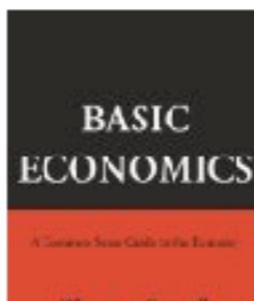
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Blair C. Walker (Author)

< 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

< 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

MOST BOOKSTORE SITES

QUICK SEARCH Keyword



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

QUICK SEARCH Keyword



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?)

QUICK SEARCH Keyword

Title
Author
Keyword



I guess I have to use the menu.

Clicks on the arrow

QUICK SEARCH Keyword

Title
Author
Keyword



"Title. Author. Keyword."

OK. I want "Author."

Clicks "Author"

QUICK SEARCH Author



Types "Tom Clancy"

Clicks "Search"

AMAZON.COM

SEARCH

Books

GO!



OK. "Search books
for ____."

SEARCH

Books

Tom Clancy

GO!



*Types "Tom Clancy"
Clicks "Go"*

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

City or Airport

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

bos X

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

To

City or Airport X

- + ×



Starts typing “bos” and gets a list of choices

From

BOS - Boston Logan Inter X

ny X

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

To



Starts typing “ny” and gets a list of choices

From

BOS - Boston Logan Inter

To

NYC - New York City, NY

Depart

Dec 06 X

Return

Dec 08 X



Good.

“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.

FUTURE SHOP

WEEKLY FLYER STORE LOCATOR EXPERT ADVICE CLEARANCE OUTLET COMMUNITY FORUM

» 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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 Click to verify.

Verified by
VISA



YOU
ARE
HERE?



CURRENT RELEASE

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

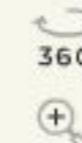
FOUR BULLETS

FULL HOUSE

THE JAQK CELLARS WINE CLUB

WINE ARCHIVE

Wine > Current Release > Napa Valley Collection > High Roller



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

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Handmade Monster

**33**
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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

الوفد الفلسطيني يدعو موسكو لاقناع واشنطن بعدم نقل سفارتها للقدس



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- كيري: تدخل روسيا غير دينامية الصراع في سوريا GMT 19:39
- إسرائيل تقتل فلسطينيا بزعم محاولة طعن GMT 19:37
- برشلونة في مهمة صعبة وريال مدريد لاستعادة توازنه GMT 19:24
- إيران مستثنى من بناء نفطها في سوريا GMT 19:02
- بدء عودة القاذفات "سو-24 إم" الروسية من GMT 18:59



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هل ستقبل الفصائل السورية المدعومة إلى أستانة الانخراط في عملية سياسية بمشاركة الأسد؟

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Keyword or Web Code



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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.

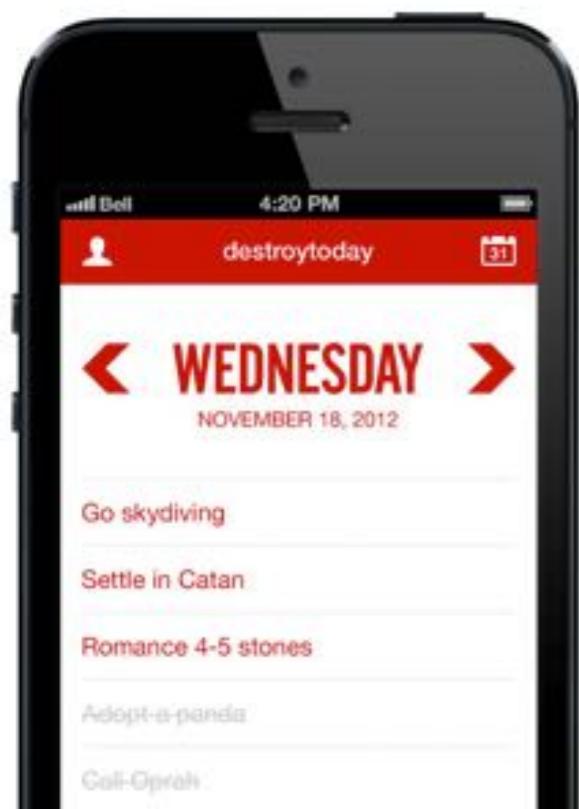
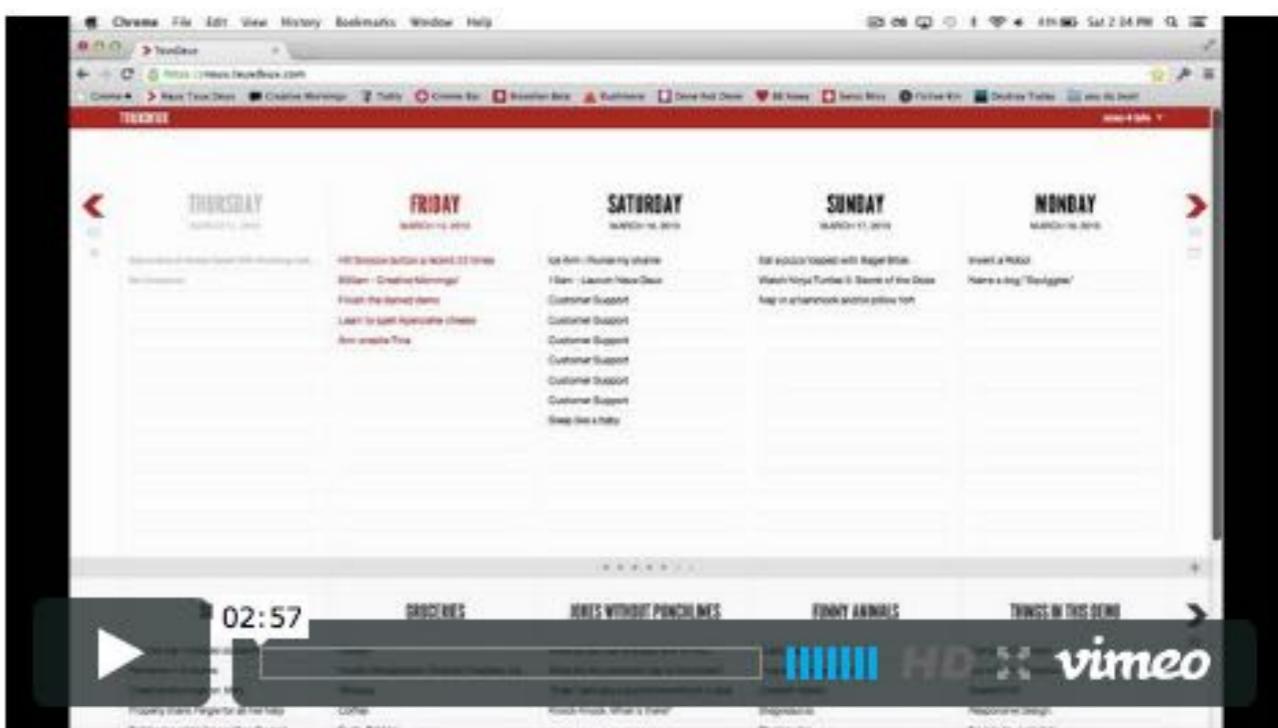
Let's look at these relationships more closely:

- **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 dill pickles.

iPad mini

Every inch an iPad.



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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.
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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.
Fast, lightning-fast. The new iPad mini has a faster processor, faster memory, and a faster Wi-Fi connection. It's the fastest iPad ever.

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

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Informative

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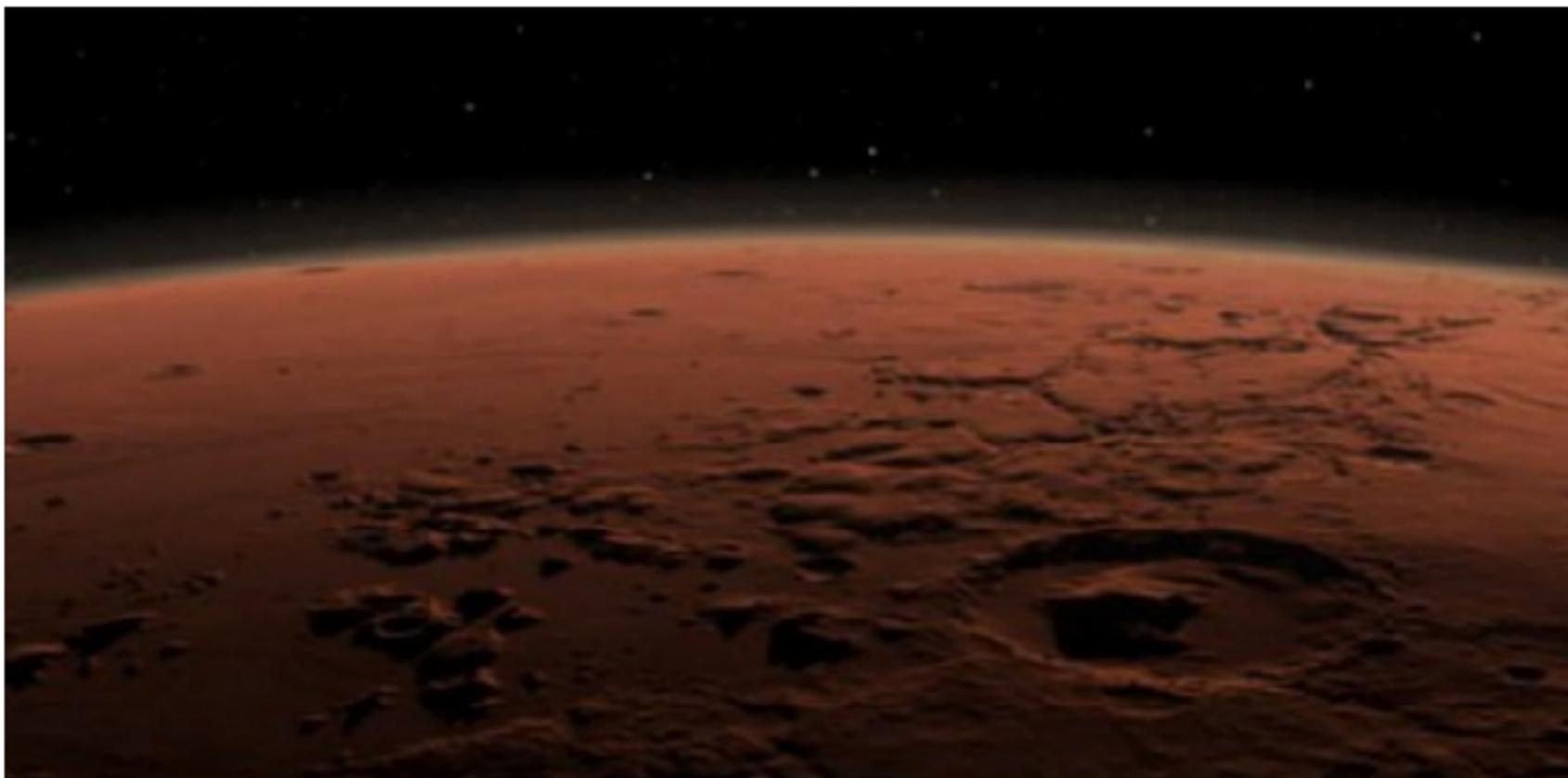
Hurricane season ends

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

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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

“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 ②

Enter Zip Code,City,
or Dealership name:

Select a State:

③ 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 ②

Enter Zip Code,City,
or Dealership name:

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