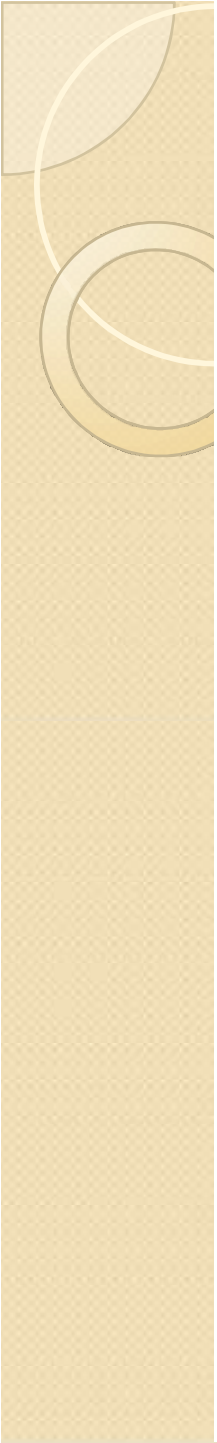


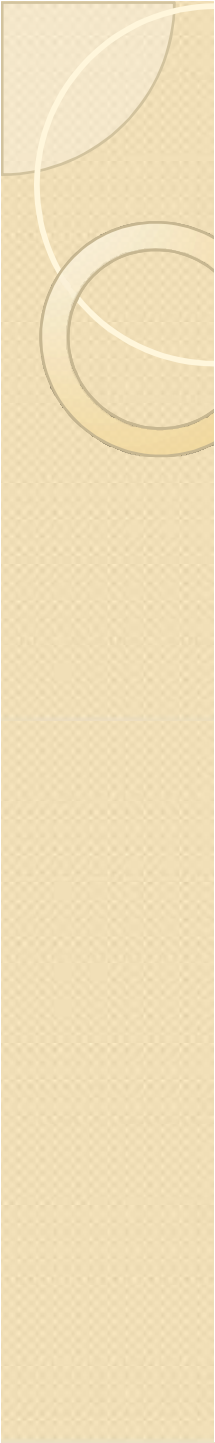
### Stop Password Masking

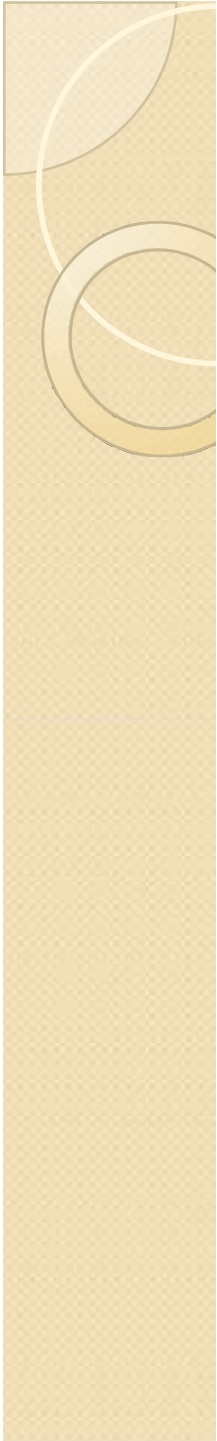
- ✓ Usability suffers when users type in passwords and the only feedback they get is a row of bullets. Typically, masking passwords doesn't even increase security, but does cost business!!
- ✓ **Feedback** and visualizing the system's status most important usability measures
- ✓ **undifferentiated bullets** - complex codes does not comply on the earlier principle!
- ✓ Most websites (and many other applications) mask passwords as users type them
- ✓ nobody looking over your shoulder when you log in to a website. [earlier years internet café curse!]
- ✓ suffering reduced usability to protect against a non-issue

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- ✓ **Abandon Legacy Design** - Nasty usability problem in testing of mobile devices
  - ✓ typing is difficult and typos are common
  - ✓ **make more errors** when they can't see what they're typing while filling in a form, - **feel less confident**
  - ✓ (a) employ **overly simple passwords** and/or (b) **copy-paste passwords** from a file on their computer. Both behaviors lead to a true **loss of security**.
  - ✓ checkbox to have their passwords masked
  - ✓ **there only because it's always been there**
  - ✓ understanding your products and offers instead of struggling with the user interface.
  - ✓ tension between security and usability, sometimes security wins.

## Horizontal Attention Leans Left

- ✓ Web users spend 69% of their time viewing the left half of the page and 30% viewing the right half
- ✓ **more than twice as much time looking at the left side** of the page as they did the right:
- ✓ **Viewing Time** : **69%** on left half of screen ; **Right** half **30%**
- ✓ Keep navigation all the way to the left. - current options
- ✓ Keep the **main content** a bit further in from the left.
- ✓ **most important** stuff should be showcased between one-third and halfway across the page.
- ✓ **Priority content** should be front and center,

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- ✓ Web users spend 69% of their time viewing the left half of the page and 30% viewing the right half
  - ✓ **more than twice as much time looking at the left side** of the page as they did the right:
  - ✓ **Viewing Time**
    - ✓ **69%** on left half of screen ; **Right** half **30%**
    - ✓ Keep navigation all the way to the left. - current options
    - ✓ Keep the **main content** a bit further in from the left.
    - ✓ Left aligned Text v/s Right Aligned Text (Amounts Fine!)
    - ✓ The Newspaper industry still thrives WHY

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- ✓ **most important** stuff should be showcased between one-third and halfway across the page.
  - ✓ users **focus their attention the most on left.**
  - ✓ Keep **secondary content** to the right
  - ✓ Layouts and viewing patterns are **codependent**
  - ✓ Utilize conventional **top navigation** or **left navigation**
  - ✓ Web users spend **80% of their time viewing the left half of the page and 20% viewing the right half.**
  - ✓ Adhering to design conventions will help maximize users' efficiency and company profits
  - ✓ 81% fixations fall in the left half of this region on SERPs vs. 80% on general-web pages.