

## Vertical Dimensions – User Behavior

### Scrolling & Attention

- ✓ People scroll vertically more than they used to ;
- ✓ Eye-tracking data shows that they will still look **more above page fold than below it.** (the two fold theory!)
- ✓ 80% of users' viewing time was spent above the fold.
- ✓ Larger Screens and New web design trends – **but no major change in user behavior**
- ✓ **57%** viewing time above the fold. **74%** on first two screenfuls,
- ✓ SERP, top half of the first screenful received > 75% of the viewing time above the fold.

## Vertical Dimensions – User Behavior

### Scrolling & Attention

- ✓ 65% of the viewing time above the fold was concentrated in the top half of the viewport.
- ✓ Scanning / Reading Patterns
- ✓ 57% above the fold; the second screenful of content received about a third of that 17% ; the remaining 26% was spread in a long-tail distribution.
- ✓ closer a piece of information is to the top of the page, the higher the chance that it will be read.
- ✓ Many users engage in an F-pattern
- ✓ Old Truth!: be #1 or #2 on Google, or you hardly exist !!!



## Vertical Dimensions – User Behavior

- Reserve the top of the page for high-priority content:  
key business and user goals.
- Use appropriate font styling to attract attention to  
important content:
- Users rely on elements like headers
- Bold Text identify important ;to locate new segments of  
content.
- - visually distinct and styled consistently across the site

- Beware of false floors, - increasingly common with modern minimalist designs.
- illusion of completeness can interfere with scrolling.
- Include signifiers (such as cut-off text) -- content below the fold.
- Test your design with representative users - determine the ideal\_page\_length - ensure hat the information that users want can be easily seen.

## ALPHABETICAL SORTING MUST ALSO DIE!

- 2 Benefits - If user knows name searching becomes easy
- Helps lazy design teams in not thinking of a better design structure!
- Some cases where it works! – States location from a drop down (30 or more options)
- known-item problems are also often fine to alphabetize
- **People Rarely Think A–Z**
- For most questions: users **don't know the name** of the thing they want – alpha sorting rendered useless!
- Some items have an **inherent logic** with a different sort order – again alpha sorting useless , infact may be harmful in hiding the inherent logic !

## ALPHABETICAL SORTING MUST ALSO DIE!

- Ordinal sequences, logical structuring, time lines, or prioritization by importance or frequency are usually better than A-Z listings for presenting options to users.
  - **Shoe (product) size listing at a website below**
  - A better width sorting would go from the **narrowest to the widest: 4A, AAA, AA, ..., 3E, 4E**
  - Rather than alpha
- Sorting done

Width		
3E	4A	4E
AA	AAA	B
C	D	E
EE	OS	

**Heel Height**  
2in - 2 3/4in  
3in - 3 3/4in  
4in - 4 3/4in  
1in - 1 3/4in  
5in & over  
Under 1in  
Flat



## **ALPHABETICAL SORTING MUST ALSO DIE!**

- **Better Sorting than A–Z** : Widths and heights are **ordinal** data, meaning that they have an **inherent monotonically increasing sequence** – alpha sorting fine for such cases
- **Time lines and geographical location** or
- **importance or frequency** of use guide

### **Reset and Cancel Buttons mostly must die**

- **supports user control and freedom** - "emergency exit"
- **Undo** - truly one of **greatest advances in usability**.
- **window-based GUI applications** – cancel in dialog boxes - supports exploratory learning
- **editing systems** - *Undo* command - user's most recent changes.  
multi-level undo and redo also there :

## Reset and Cancel Buttons mostly must die

- *Reset and Cancel buttons* - Web's attempt at mirroring **UNDO!**
- **Reset: Don't Use** – web happier place -- all Reset buttons were removed.
- almost never helps users, but often hurts them.
- Reset **hurts users** in 3ways-
- **click the button by mistake** when they wanted to click **Submit**.- all your work is gone!
- two buttons at the bottom of a form clutters up the interface
- scanning the useless button and deciding which of the two buttons is the correct one.
- **Make All Form Entries Undoable**

## Reset and Cancel Buttons mostly must die

- ✓ Escape route for erroneous form entries.
- ✓ Text fields or check boxes - user can always erase the entry and revert to the original state
- ✓ Radio buttons and pull-down menus in a non-standard manner and do not offer a neutral choice
- ✓ Design mistake on the Web -- radio buttons that initially do not have a selection. no way for the user to select a "nothing" option, once he or she has selected one of the choices.
- ✓ Always include an explicit radio button for the default choice ;
- ✓ Always include a selectable menu entry in pull-down menus for the default choice.



## ✓ **Exception: Use Reset for Repeated Form-Filling and for Revert-to-Default**

- Reset can be useful for forms that satisfy *both* of the following criteria:
- the form is filled-in repeatedly by the same user
- the data to be entered differs significantly from one use of the form to the next
- would be easier for the user to **edit the old data** than to erase it and start from scratch.
- **Reset button useful in complex dialogs** - the user is asked to specify parameters that have **good default values**
- user has wandered far from the defaults during exploration of the parameter space - Reset can offer a **quick way home to safe grounds**.

- **Cancel: Use Sparingly**
- Web - not an application environment -- doesn't have dialog boxes .
- Web is a navigation environment -- move between pages of information
- hypertext navigation -- dominant user behavior, *Back button* for getting out of unpleasant situations.
- *Back is such a strong behavior on the Web* - not necessary to offer explicit *Cancel* button
- Offer a *Cancel* button when users may fear that they have committed to something they want to avoid.

- *Cancel* provides an extra feeling of safety that is not afforded by simply leaving
- *Cancel* - useful for multi-step dialogs where the user has progressed past one or more pages with actions.
- *Back button* will not undo these actions and it would be better if the user would click *Cancel*
- Remove buttons are required for Shopping carts
- When *Cancel* Is Necessary
- *Cancel* - Downloads or File Transfer Applications is a required option

## Art of Writing Headlines – Usability

- Precise communication in a handful of words
- World's Best Headlines: BBC News
- concise, scannable, and objective
- short (people don't read much online)
- rich in information scent, clearly summarizing the target article
- front-loaded with the most important keywords (because users often scan only the beginning of list items)
- understandable out of context (headlines often appear without articles, as in search engine results)

## Art of Writing Headlines – Usability

- **predictable**, so users know whether they'll like the full article *before* they click (because people don't return to sites that promise more than they deliver)
- **England complete big win to take series**
- headline conveys the gist of the story on its own, without requiring you to click.
- average headline consumed a mere **5 words and 34 characters**
- why is the BBC so good when most others are so bad?
- originated as a radio station, where word count is at a premium and you must communicate clearly to immediately grab listeners

## 5 tips for Headlines Usability

- Teach them something  
**“How to Lose a Guy in 10 Days”**
- Keep it short and snappy  
**“Sell More. Stress Less. Breath Easy.”**
- Make a list  
**“10 Essential Elements of a Popular Banking Blog Post**
- Play to Emotions  
**This Marketing Tool Will Blow Your Mind**
- Promote Awards, Endorsements and Rave Reviews  
**Bill Gates calls Company X ‘my watchdog’**

## Headlines Usability – NNG Guidelines

### (1) Make sure the headline works out of context

- New times call for new decisions
- Treat headlines like microcontent

### (2) Tell readers something useful.

- Make better, faster decisions with data visualization v/s
- Data visualization helps you detect and prevent fraud faster

### (3) Don't succumb to cute or faddish vocabulary.

Get the most bang for your buck with XYZ v/s

Increase productivity by 24% with XYZ

## Headlines Usability – NNG Guidelines

### (4) Omit nonessential words.

- *Caster, a technology company, buys Mitchell, with assistance from Jon & Smith, for \$1.2B* v/s
- *Caster buys Mitchell for \$1.2 billion*

### (5) Front-load headings with strong keywords.

- 1) *Behold the new technologies for creating 3-D imagery and*
  - 2) *Creating 3-D imagery gets easier with new technologies*
- short, keyword-leading headings that sound authentic, contain useful information, and make sense out of context.