

## Usability Case Studies – Nielsen Norman Group Articles

### 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

- ✓ **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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- ✓ Left aligned Text v/s Right Aligned Text (Amounts Fine!)
- ✓ The Newspaper industry still thrives WHY

- ✓ **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.