


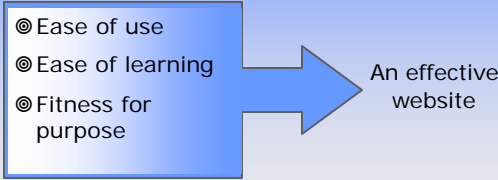
Making Your Websites Usable: Ten Tips



Computers in Libraries 2004
March 11, 2004

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What is usability?




◎ Ease of use
◎ Ease of learning
◎ Fitness for purpose

An effective website

From a quote by Dorothy Kushner

Overall principles



- ◎ Be intuitive
- ◎ Be familiar
- ◎ Be consistent
- ◎ Be appropriate
- ◎ Be functional
- ◎ Be polite
- ◎ Be supportive

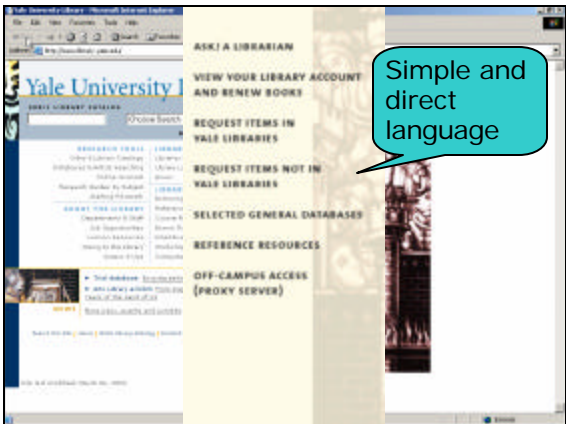
Match the system to reality

- ◎Follow real world conventions
 - Make information appear in a natural and logical order
 - By use
 - By category
- ◎Don't include information that is irrelevant or rarely needed
 - Every extra unit of information diminishes the impact of others

Simple and natural language




- ◎Speak the user's language
- ◎Words, phrases, and concepts should be familiar
 - Not system-based
 - Not library-based



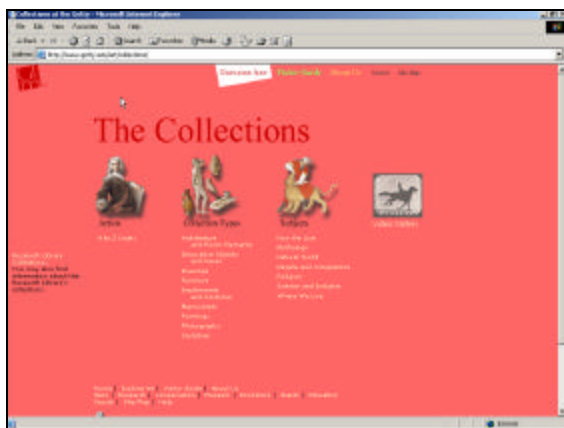
Simple and direct language

Be consistent and follow standards

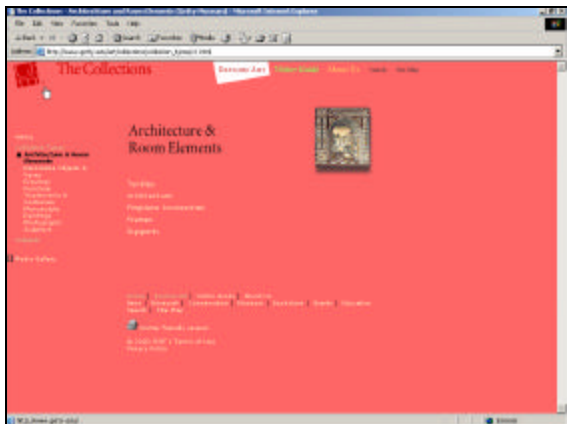
- ◎Be consistent
 - Don't make the user guess
 - Consistency
 - Content
 - Terms
 - Buttons
- ◎Follow standards
 - Follow conventions








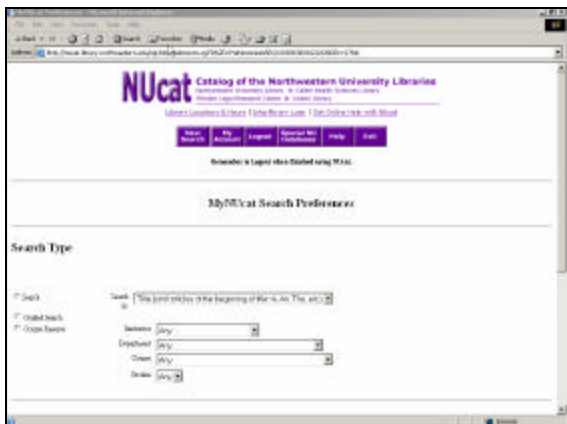
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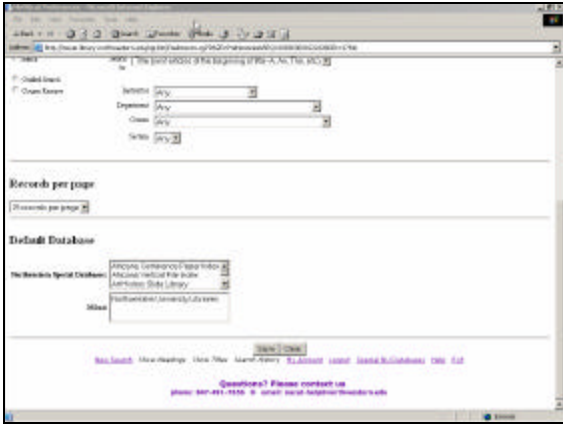
Allow for flexibility and enhance efficiency

- ◎Use accelerators
 - Short cuts
 - Designed for the expert user
 - Control key combination
- ◎Allow users to tailor frequent actions
 - Allow for customization





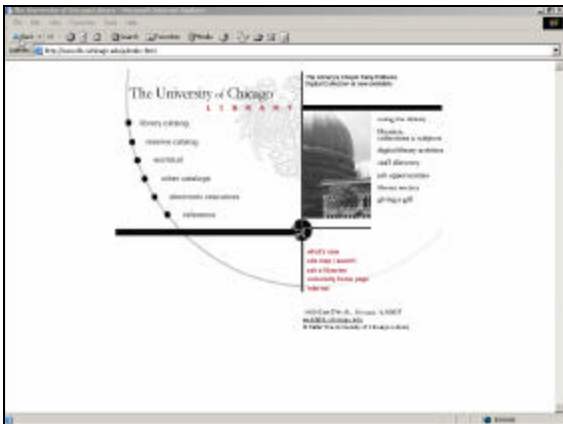
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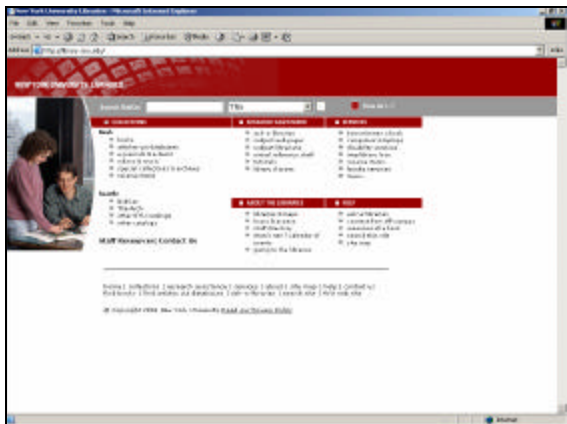
Use aesthetic and minimalist design

- Ⓞ Extraneous information distracts and slows people down
- Ⓞ Prune rarely needed information
 - Create a click-out to this information






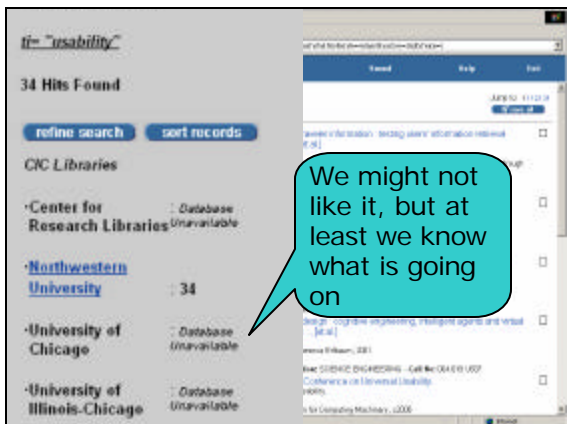
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Keep the user informed

- ⊙ Two most important things to know
 - Where am I?
 - Where can I go next?
- ⊙ Make sure each page is branded
- ⊙ Indicate which section it belongs to
- ⊙ Links to other pages should be clearly marked

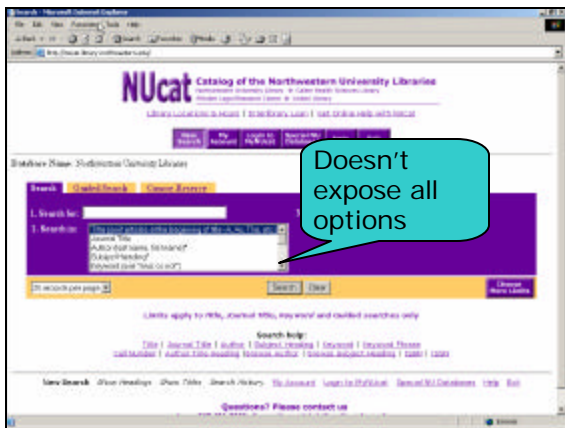




Allow for recognition

- Ⓞ Rather than recall
- Ⓞ Make objects, actions, and options visible
- Ⓞ Do not rely on the user "remembering" what to do
 - Instructions should be visible or easily retrievable whenever appropriate



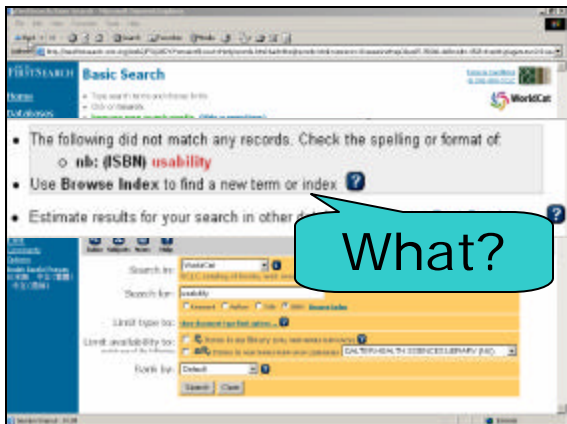


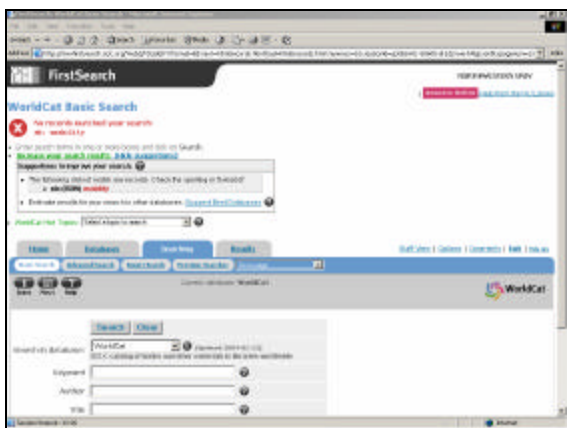
Help users recover from errors



- Ⓞ Provide ways to recognize, diagnose, and recover from errors
- Ⓞ Error messages should be
 - Expressed in plain language (no codes)
 - Precisely indicate the problem, and
 - Constructively suggest a solution

Ⓞ Provide an "emergency exit" for functions chosen by mistake



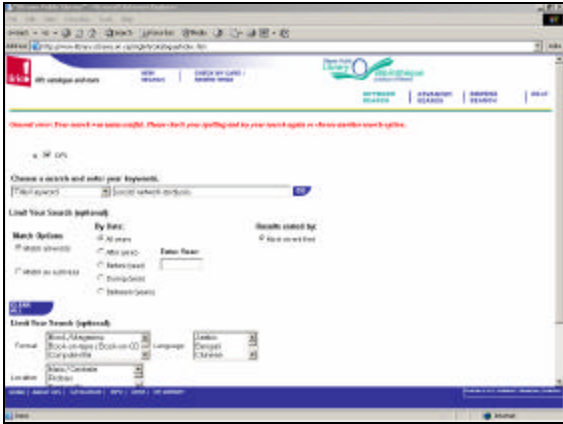


Error prevention

- ◎ Careful design to avoid errors is better than good error message design
- ◎ Ways to prevent input errors:
 - Full-featured, GUI-style widgets
 - JavaScripts to prevent some errors before users submit
 - But you still have to double-check after submission



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Help and documentation

- ◎Best systems require no documentation
- ◎Help should be integrated
- ◎Tips for help and documentation
 - Should be easy to search
 - Focused on the user's task
 - List concrete steps to be carried out
 - Keep it brief and to the point!



Finally...

- ◎Don't lie to the user!
 - Don't refer to missing information
 - Remove bad links on a regular basis
 - Correct links that are misleading



Thank you!

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