

Web Design and Databases

WD: Class 3: Usability

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Heriot-Watt University

Last time

- Pre-production
- Navigation
- Layout
- Writing

Homework

- Find 3 websites with clear themes/metaphors
- Discuss these themes, metaphors and use of colour.



MEET THE BAND PRODUCTS ABOUT

MEET THE BAND

FOR FUN
ADD A LITTLE *Mexican*



VIEW OUR PRODUCTS





DAILY
CUPCAKES

BAKERY
MENU

FIND A
STORE

ONLINE STORE -

CATERING -

GALLERY

ABOUT US -

FRANCHISE

search

855-MBAKERY (855-622-5379)

Returning Customer?

[Log In](#) | [My Account/Reorder](#)

[Shipping Policy](#)

Shopping Bag 

The Shopping Bag is currently empty

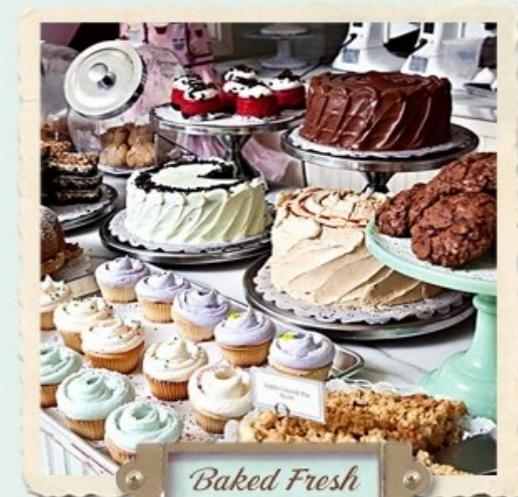
 [Redeem Online Gift Certificate](#)

Shopping Cart by Nexternal

Please note our online store packages are only available for nationwide shipping. For local pick-up and delivery orders, please call 1.855.MBAKERY or click [here](#) for your nearest Magnolia Bakery. We do not ship our baked products to any NYC Hospitals.



Cupcakes



Baked Fresh

RAINY MOOD

Rain makes everything better.

1.9m



Like

100K+



Tweet



Today's music: [Trance Compilation](#)

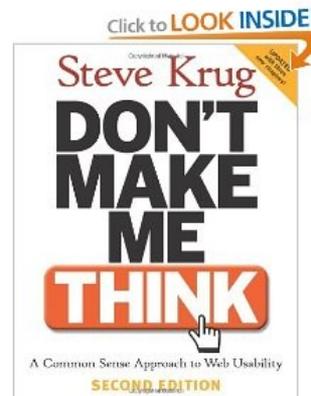
Remember

- Colours and icons *enforce* a theme
 - E.g. blue and Nasa's space theme
- Colours *aren't a theme* in themselves
- Not all websites have themes but lots use colour for branding (e.g. Apple and white)

Today's Class

- How to create user-friendly websites
 - removing the question marks.
- What users do compared to what we think they do?
- Creating a billboard in 5 steps
- Navigation and browsing
- Usability testing

**Material contributions from the book “Don’t make
me think” by Steve Krug (www.sensible.com/)
and Rekha Karnata (connect.humanfactors.com)**



“What’s *the most important* thing I should do if I want to make sure my website is easy to use?” according to Krug

It is not

“Nothing important should ever be more than
two clicks away.”

It is not

“Speak the user’s language.”

It is not



“Be consistent.”

These are all important but the most important thing....

is
don't make me think.

Web pages should be self-evident

- We should be able to “get it”
 - What it is?
 - How to use it?
- Without expending any effort thinking about it.

Visitors shouldn't spend their time thinking about:

Welcome to Discountmugs.com! Coffee mugs, coffee cups, shot glasses, glasswares, travel mugs, water bottles, commemorative plates and tiles for promotional gift giveaway.

CALL US TOLL FREE
(800) 539-1980

- ✓ OPEN 24/7
- ✓ LOW PRICE GUARANTEED
- ✓ FAST TURNAROUND TIME

DISCOUNTMUGS.COM



YOUR NUMBER ONE DRINKWARE SOURCE AND THE COMPANY YOU CAN COUNT ON.

PRICES

Sample Decorations ▾ Order, Prices ▾ FAQ ▾ Kudos ▾ Digital Art ▾ Policies ▾ Sister Sites ▾

GiftMugs

gift mugs make great coffee mug gifts

Sample Gift Mugs Coffee Mug - Decorations and Designs

Examine: Our pre-designed gift mugs decorations; and/or

Order: You can place your custom order directly from within the individual decoration pages using our full-service order form:

or Use our [One-Click](#) ordering process for orders not requiring any customization nor any other options.

Click on any one of the below 2 links to examine our gift mugs decorations:

1. [Summary Overview](#)
Comprehensive overview of all gift mugs design groups on a single web page;
2. [Links](#)
Directly to a specific decoration page.

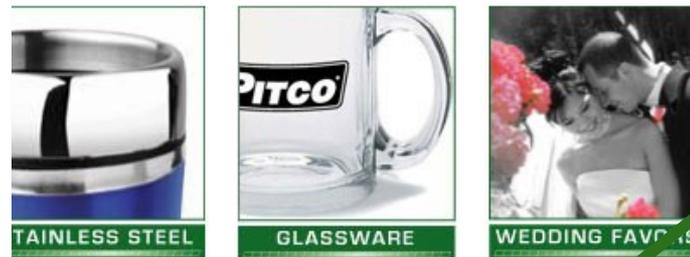
<http://www.giftmugs.com/sampler/index.htm>



Wedding Favors, Travel Mugs and Promotional Pens by Discount Mugs

, personalized with your logo by DiscountMugs. Mugs printed for wedding favors, . We offer over 200 shapes & colors of ceramic coffee mugs. Our Coffee mugs are imprinted coffee mugs are kiln fired at 1450f making the logo on the ceramic mug cation of glassware, wedding favors, party favors, unique favors, travel mugs and number one custom drinkware, pens & favors company. We here at introduce you to our new Promotional Pens category. We have over 96 custom wholesale cheap prices.

Categories



Things that make us think:

< 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

From "Don't make me think" by Steve Krug

< OBVIOUSLY CLICKABLE

REQUIRES THOUGHT >

Click



Results

Hmm.
[Milliseconds of thought]
I guess that's a button.
Click



Results

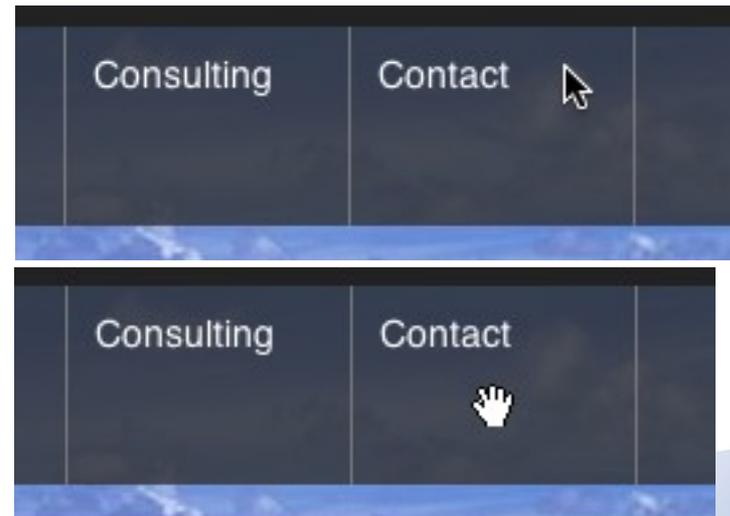
Hmm.
Is that a button?



▶ Results

From "Don't make me think" by Steve Krug

“If you point the cursor at it, it’ll change from an arrow to a pointing hand. What’s the big deal?”



Every question mark adds to our
cognitive workload.



As a rule, people don't like to puzzle over how to use things.

MOST BOOKSTORE SITES



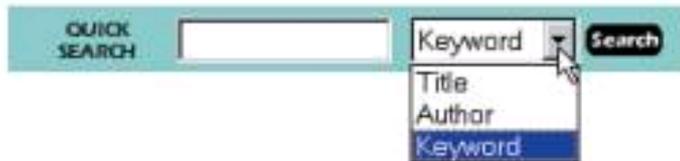
Let's see. "Quick Search."
That must be the same as
"Search," right?



Do I have to click on that drop-down
menu thing?

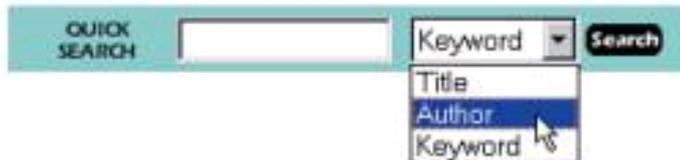
All I know about the book is that it's
by Tom Clancy. Is Clancy a keyword?

(What *is* a keyword, anyway?)



I guess I have to use the menu.

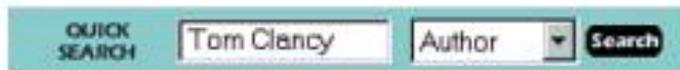
Clicks on the arrow



"Title. Author. Keyword."

OK. I want "Author."

Clicks "Author"



Types "Tom Clancy"

Clicks "Search"

Amazon.co.uk



Search 



Search suggestions

- tom clancy
- tom clancy in Books
- tom clancy in Kindle Store



The most important principle of
web design is
to work toward eliminating
question marks.

However, you cannot make everything self-evident.

Sometimes you need to settle for self-explanatory

Why is this so important?

Oddly enough, not for the reason you usually hear cited:



On the Internet, the competition is always just one click away, so if you frustrate users they'll head somewhere else.

From "Don't make me think" by Steve Krug

“I’ve waited ten minutes for this bus already, so I may as well hang in there a little longer.”

So why bother then?

Making pages self-evident is like having good lighting- makes everything seem better = happy user.



So why bother then?

Puzzling over things zaps energy, enthusiasm
and time = unhappy user.

Recap from last week

If web pages are going to be effective, they have to work most of their magic at a glance.

We're thinking: "Let's write some
'great literature' (or at least
'product brochure')"

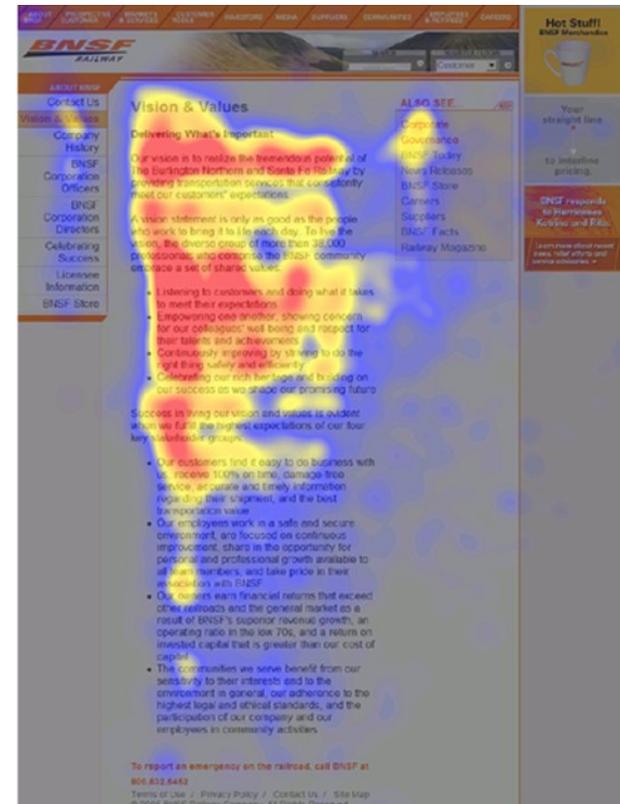
The user's reality is much closer to: "billboard going by at 60 miles an hour."

Today's Class

- How to create websites that are user-friendly-removing the question marks.
- What users do compared to what we think they do?
- Creating a billboard in 5 steps
- Navigation and browsing
- Usability testing

Activity

- Read article
- Shrestha & Lenz (2007). Eye Gaze Patterns while Searching vs Browsing a website. In Usability News Vol 9(1)



Discussion points

1. Left or right-hand side? Which side do users concentrate on?
2. What shape do people use for scanning according to Nielsen?
3. What are the implications of this in terms of important content?
4. What is the purpose of the study? What are the two experimental conditions (Figures 2a/2b)
5. Website with pictures (answer in terms of hotspots and paths)
 - How do people browse?
 - How do people search?
 - How did people search for the non-existent category?
6. Websites with text (answer in terms of hotspots and paths)
 - How do people browse?
 - How do people search?

Findings

- Text: F-shape for text based web pages (Figure 8) in accordance with Neilson (2006)
 - Browsing more dispersed than search

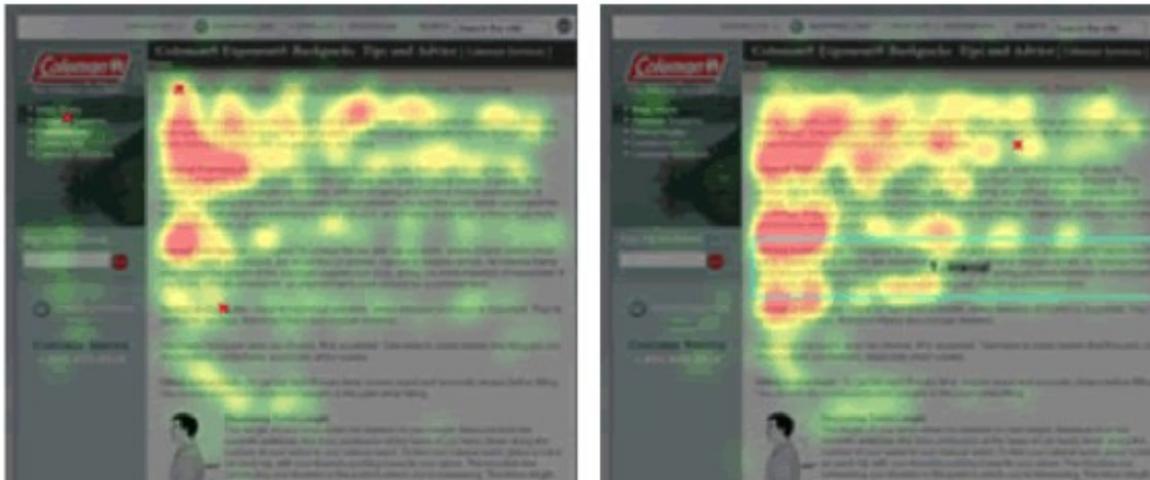
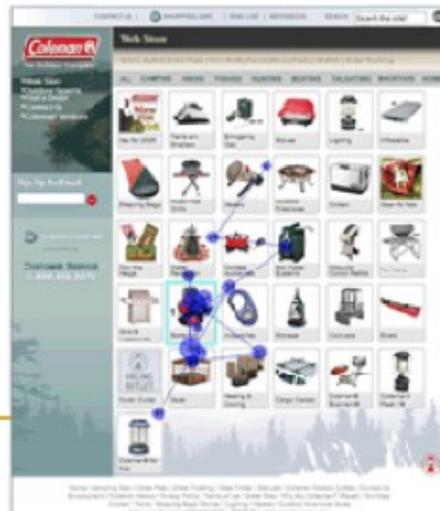
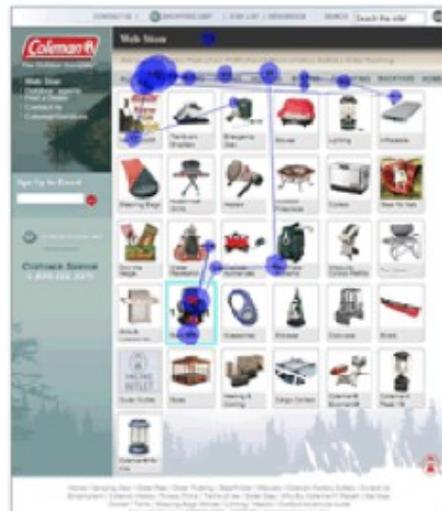


Figure 8. Hotspot plot while performing the browsing (left) and searching (right) task for the text page.

Findings cont

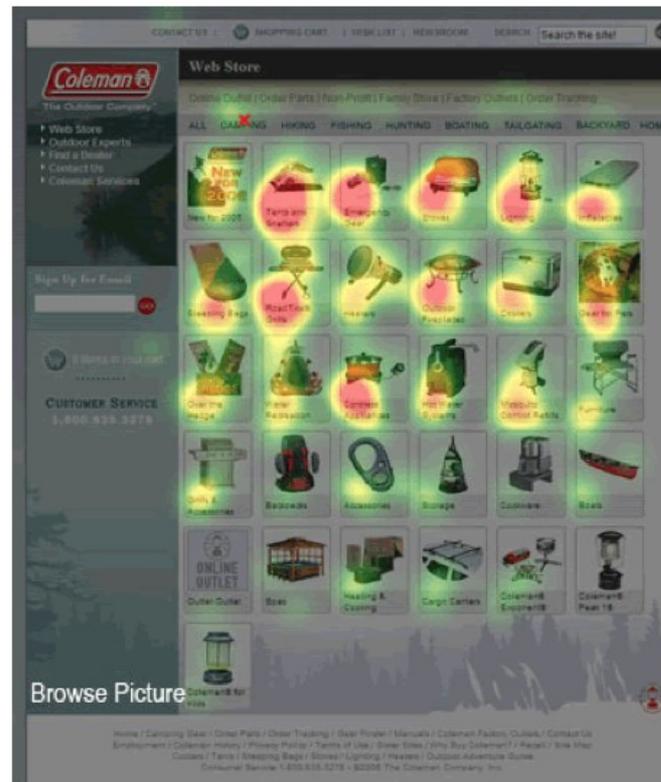
- Pictures: F-shape doesn't hold up here
 - Users are efficient at searching for a category but patterns are unique to an individual (Figures 4 and 5 bottom)

Usability news 91 - Sureshna



Findings cont

- Browsing- mostly above the fold (Figure 3)



Takeaway: put your important stuff on the left hand side and above the fold

Fact of Life #1

- Unless we are searching for specific item of information- we don't read pages; we scan them.
 - We ignore sections of websites
 - We're usually in a hurry
 - We don't *need* to read everything.

Flight | Hotel | Car | Vacation

Round Trip
 One Way
 [Multiple Destinations](#)

From: (city or airport) To: (city or airport)

Search Nearby Airports
 Find Lower Fare +/- 3 Days

Search Specific Dates
 My Dates are Flexible

Depart Date:
 Return Date:

Adults: Children

Cabin:

Search By: Price Schedule Reward Travel

Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...



FIRST YEAR FREE.
Plus, get up to 40,000 bonus miles and enjoy priority boarding.

[Learn more >](#)

Latest News and Offers	Changed bag rules and optional services	2012 MileagePlus® elite program
	Important Notices	Airport updates: What's changing

[Print Boarding Pass](#) | **Check Flight Status**

Confirmation **or** OnePass Number:

More Check-in options
 Check-In is available within 24 hours of departure

[Change or View Reservations](#) [See More](#)

Find a Reservation by Confirmation Number

Reservation Type: Flight Car

Confirmation: Last Name:

OnePass Sign In

OnePass Number: PIN:

Remember Me [Forgot PIN?](#)

Not a OnePass member? [Join Now.](#)

 Receive news and offers in your inbox.
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Earn up to 40,000 bonus miles.

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Flight | Hotel | Car | Vacation

Round Trip
 One Way
 [Multiple Destinations](#)

From: (city or [airport](#)) To: (city or [airport](#))

Search Nearby Airports
 Find Lower Fare +/- 3 Days

Search Specific Dates
 My Dates are Flexible

Depart Date:

Return Date:

Adults: Children

Offer Code (optional):

Cabin:

Search By: Price Schedule Reward Travel

Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...



FIRST YEAR FREE.
 Plus, get up to 40,000 bonus miles and enjoy priority boarding.
[Learn more >](#)

Latest News and Offers	Changed bag rules and optional services	2012 MileagePlus® elite program
	Important Notices	Airport updates: What's changing

[Print Boarding Pass](#) | [Check Flight Status](#)

Confirmation or OnePass Number:

More Check-in options
 Check-in is available within 24 hours of departure

OnePass Sign In

OnePass Number: PIN:

Remember Me [Forgot PIN?](#)

Not a OnePass member? [Join Now.](#)

[Change or View Reservations](#) [See More](#)

Find a Reservation by Confirmation Number

Reservation Type: Flight Car

Confirmation: Last Name:

 Receive news and offers in your inbox.
[Subscribe now >](#)



Earn up to 40,000 bonus miles.
[Learn more >](#)



Flight | Hotel | Car | Vacation

Round Trip
 One Way
 [Multiple Destinations](#)

From: (city or [airport](#)) To: (city or [airport](#))

Search Nearby Airports
 Find Lower Fare +/- 3 Days

Search Specific Dates
 My Dates are Flexible

Depart Date: Time:

Return Date: Time:

Adults: Children: Offer Code (optional):

Cabin:

Search By:

Price
 Schedule
 Reward Travel

Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...



FIRST YEAR FREE.
Plus, get up to 40,000 bonus miles and enjoy priority boarding.

[Learn more >](#)

Latest News and Offers	Changed bag rules and optional services	2012 MileagePlus® elite program
	Important Notices	Airport updates: What's changing

[Print Boarding Pass](#) | [Check Flight Status](#)

Confirmation **or** OnePass Number:

More Check-in options
Check-in is available within 24 hours of departure

OnePass Sign In

OnePass Number: PIN:

Remember Me
 [Forgot PIN?](#)

Not a OnePass member? [Join Now.](#)

[Change or View Reservations](#) [See More](#)

Find a Reservation by Confirmation Number

Reservation Type: Flight Car

Confirmation: Last Name:

 Receive news and offers in your inbox.
[Subscribe now >](#)



Earn up to 40,000 bonus miles.

[Learn more >](#)

Fact of life #2

- We don't make optimal choices. We satisfice.
 - We don't choose the best option – we choose the first reasonable option.
 - As soon as we find a link that seems like it might lead where we want, we click it.

Why don't web users look for the best choice?

- We're usually in a hurry
- "Optimising is hard, and takes a long time. Satisficing is more efficient" (Gary Klein)
- There's not much of a penalty for guessing wrong
- Weighing options may not improve our chances

Finally

- Guessing is more fun
 - Less work
 - If you're right it's faster
 - Introduces an element of chance - serendipity

Fact of life #3

- We don't figure out how things work. We muddle through.
- What users actually do :
 - glance at each new page
 - scan some of the text,
 - click on the first link that catches their interest or vaguely resembles the thing they're looking for.
- There are usually large parts of the page that they don't even look at.

Summary: what users do

1. We scan not read
2. We don't choose the best option – we choose the first reasonable option
3. We muddle through- there are usually large parts of the page that they don't even look at.

If people manage to muddle through.....
.....does it really matter whether they get it?

- Muddling tends to be inefficient and error-prone
- If they get it:
 - Better chance they'll find what they're looking for.
 - Understand the full range of what your site has to offer
 - You have a better chance of steering them where you want them to go
 - They'll feel smarter and more in control

Today's Class

- How to create websites that are user-friendly-removing the question marks.
- What users do compared to what we think they do?
- **Creating a billboard in 5 steps**
- **Navigation and browsing**

What's a girl to do?

- If your audience is going to act like you're designing billboards, then design great billboards.

Billboard Design

1. Create a clear visual hierarchy
2. Take advantages of conventions
3. Break up pages into clearly defined areas
4. Make it obvious what's clickable
5. Minimize noise

1. Visual Hierarchy

- Design pages for scanning:
 - The more important something is, add more visual weight to it (see last class notes)
 - Don't put important stuff on the right hand side or below the fold

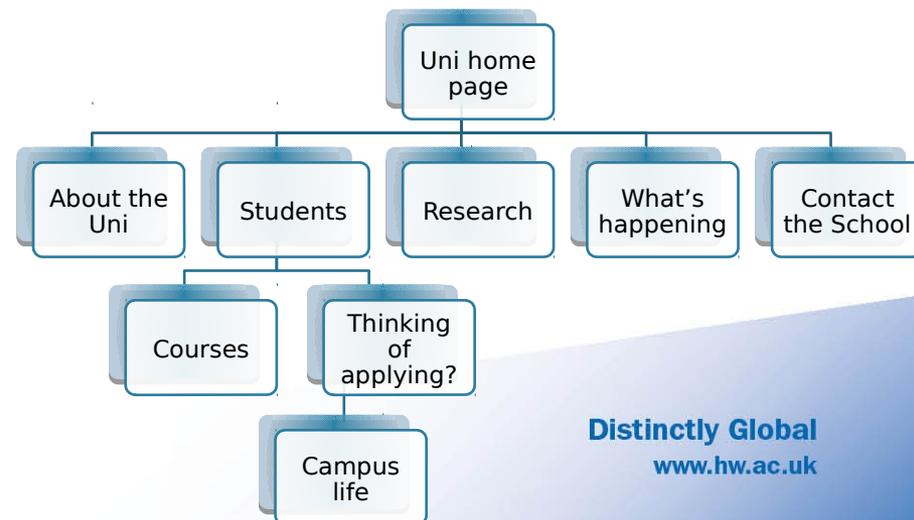
The screenshot displays the Microsoft Store homepage. At the top left is the Microsoft logo. Below it, the text "Welcome to our store" is followed by navigation links: "Shop products", "Surface", "Surface Accessories", and "Student deals". On the right side, there are links for "Live chat", "Contact us", "Sign In", and a "Cart (0)" button. A search bar is located below these links with the placeholder text "Search by keyword, SKU # or item #". Below the search bar, there is a "Free delivery. Free returns." notice.

The main visual element is a large green banner on the left side. It features an Xbox One console, an Xbox Kinect sensor, an Xbox controller, and three game covers: Forza Horizon 5, Dead Rising, and Ryse. The text "The all-in-one entertainment system" is written in white, with a "Shop now >" link below it.

On the right side, there are two smaller product tiles. The top tile is for Xbox Live bundles, featuring game covers for FIFA 14, Halo 4, and Call of Duty: Black Ops III, with the text "Bundle and save 20% off Xbox Live" and a "Save now >" link. The bottom tile is for the Surface Pro 2, showing the device and the text "Surface Pro 2 is now back in stock" with a "Shop now >" link.

1. Visual hierarchy cont..

- Things that are related logically are also related visually.
- From your Information Architecture:
 - group things that are similar together under a heading and display them in a similar style,
 - display categories on the same level of your IA in a similar way,
 - put groups of items in a clearly defined area.





0131 453 5769

Lines open 8am-8pm weekdays, 8am-6pm Sat & 10am-4pm Sun

Get some space in your life

- Boxes Etc.
- Self Storage Blog
- Find a Store
- Quote & Reserve Online
- Specialist Wine Storage
- What is Self Storage

Elements in same level of the IA are visually the same

Edinburgh



Call us now to chat through your requirements: **0800 783 4949**

You can talk to us online now

Our live chat offers free, specialist help and advice.

Start Chat

Want us to call you?

We will endeavour to call you back within 24 hours

Just enter your phone number here

Phone number

Call me

All contact info are kept in one area

Home > Find a store > Edinburgh

- Store
- The benefits of self storage
- How self storage works
- Quote & Reserve Online
- Hints and help

Big Yellow Self Storage Edinburgh

★★★★★ (93 customer reviews)

Big Savings, better value

Our special offers make Big Yellow even more affordable. In addition if you find a better quote we'll happily match it.

Find out more

**50% off
for up to
8 weeks**

To get a quote for self storage at Edinburgh, click on the button below

Get an online quote

To reserve self storage at Edinburgh, click on the button below

Reserve online now

0131 453 5769 Lines open 8am-8pm weekdays, 8am-6pm Sat & 10am-4pm Sun



2 Bankhead Avenue
Sighthill
Edinburgh
EH11 4HD

T: 0131 453 5769
F: 0131 442 5839

Manager: John Laffey

Written Directions

Reception opening hours

Monday to Friday:	8am - 6pm
Saturday:	9am - 6pm
Sunday:	10am - 4pm

We offer free unlimited access during our reception opening hours. Extended Access (5am-11pm) is also available 7 days a week upon payment of a small additional 4 weekly administration fee.

Big Yellow self storage in Edinburgh is conveniently located for the following areas for domestic, business and student self storage: Edinburgh, West Lothian, Fort Kinnaird, Juniper Green, Barnton, Midlothian, Kirkliston, Balerno, Newbridge, Ratho, South Gyle, Merchiston, Gorgie, Slateford, Dalry, Hermiston, Sighthill, Falkirk, Cumbernauld, Livingston, West Lothian, Calder Road

The only company to think of everything :

- ✓ All rooms individually alarmed
- ✓ Open 7 days a week
- ✓ Purpose Built Building

2. Take advantage of conventions

Take advantage of conventions-things users are familiar with.

- They are useful: help users move from one site to the next easily
- Reassuring sense of familiarity
- Don't fall into the trap: don't reinvent the wheel!
- Innovate when you get a "wow" from your friends-otherwise stick to conventions

"I swear to God that America will never dream of security or see it before we live it and see it in Palestine, and not before the infidel's armies leave the land of Muhammed, peace be on him." Osama bin Laden, Page 3

THE SCOTSMAN
 MONDAY 20 OCTOBER 2001
 SCOTLAND'S NATIONAL NEWSPAPER
 www.scotsman.com

US and Britain bomb Afghanistan ■ Cruise missiles rain on Taleban ■ Fate of British journalist unclear

War against terrorism begins

LIVE
AFGHANISTAN
AMERICA STRIKES BACK
U.S. LAUNCHES MILITARY ACTION AGAINST TALIBAN
NBC PLANES IN THE U.S. FOR ANTI-TERRORISM OPERATION

Chorus of blasts ushers in conflict

War on Terrorism

Northern Alliance rejoices as news of attacks spreads

News in brief

Railroads collapse

Center drops warning

Killing gas on attack

Weather

Edinburgh, rain and clouds to 5.2 ■ Weather: 21 ■ Business: 17-22 ■ 8.19 hrs, Marriages and Deaths: 15 ■ Crosswords: 22 and 52 pages 15

Conventions?

John Lewis

Hello Dr hassle, Not you? [My Wish List](#) | [My John Lewis](#)

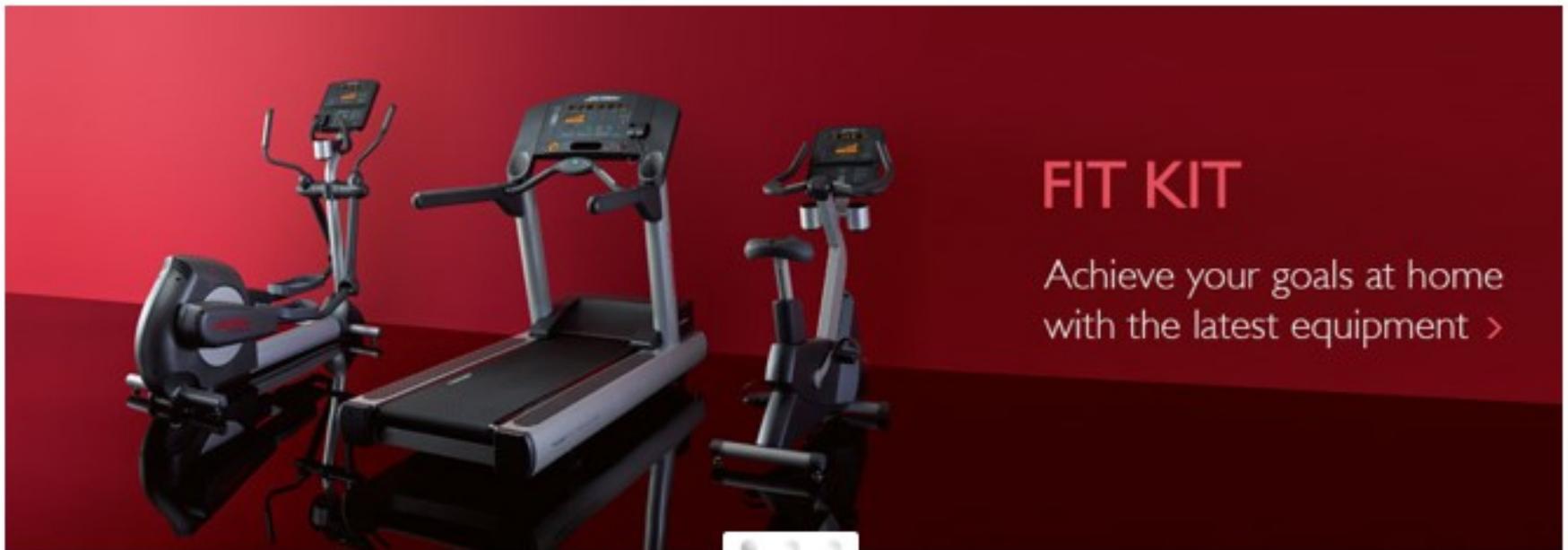
[John Lewis Insurance](#) | [What's new](#) | [Our shops](#) | [Gift List](#) | [Customer services](#)

Search [Go](#)

 Your basket
0 items - £0.00 [Checkout](#)

[Home & Garden](#) | [Electricals](#) | [Women](#) | [Men](#) | [Beauty](#) | [Baby & Child](#) | [Toys](#) | [Sport & Leisure](#) | [Gifts](#) | [Special Offers](#) | [Shop by Brand](#)

FREE STANDARD UK DELIVERY ON ORDERS OVER £30 | FREE CLICK & COLLECT FROM OUR SHOPS | INTERNATIONAL DELIVERY | NEVER KNOWINGLY UNDERSOLD



FIT KIT

Achieve your goals at home with the latest equipment >

The advertisement features three pieces of fitness equipment: an elliptical machine on the left, a treadmill in the center, and a stationary bike on the right. The background is a dark red gradient.

This week's highlights

- > [New in beauty](#)
- > [Home storage](#)
- > [Sports accessories](#)

Furniture Clearance

Furniture Clearance
continues

Appliance offers

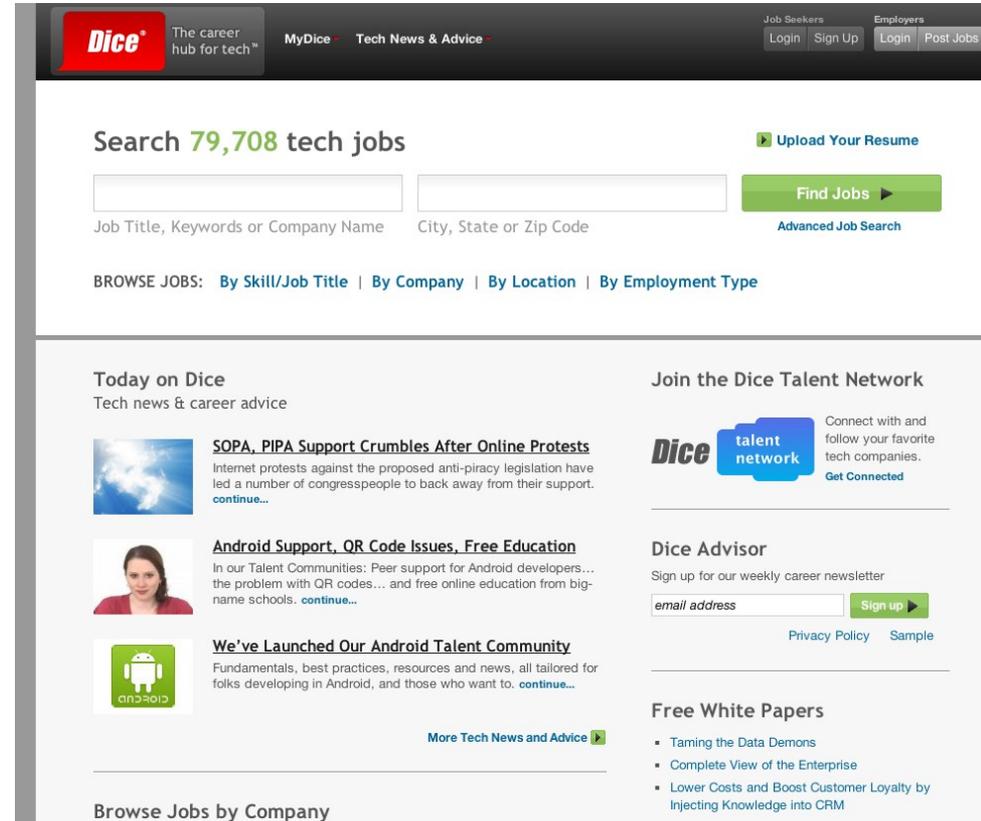


New in womenswear



3. Break up pages into clearly defined areas

- Divide the page into clearly defined areas
- Allows users to decide quickly which areas of the page to focus on and which areas they can safely ignore.



The screenshot displays the Dice website interface, which is organized into several distinct sections:

- Header:** Features the Dice logo, tagline "The career hub for tech™", navigation links for "MyDice" and "Tech News & Advice", and user options for "Job Seekers" (Login, Sign Up) and "Employers" (Login, Post Jobs).
- Search Section:** Includes a search bar with the text "Search 79,708 tech jobs", input fields for "Job Title, Keywords or Company Name" and "City, State or Zip Code", a "Find Jobs" button, and a link for "Upload Your Resume".
- Browse Jobs:** Offers filtering options: "By Skill/Job Title", "By Company", "By Location", and "By Employment Type".
- Today on Dice:** A section for "Tech news & career advice" featuring three articles with images and titles: "SOPA, PIPA Support Crumbles After Online Protests", "Android Support, QR Code Issues, Free Education", and "We've Launched Our Android Talent Community".
- Join the Dice Talent Network:** Encourages users to "Connect with and follow your favorite tech companies" and includes a "Get Connected" button.
- Dice Advisor:** Promotes a "weekly career newsletter" with a sign-up form for "email address" and a "Sign up" button, along with links for "Privacy Policy" and "Sample".
- Free White Papers:** Lists several papers, including "Taming the Data Demons", "Complete View of the Enterprise", and "Lower Costs and Boost Customer Loyalty by Injecting Knowledge into CRM".
- Footer:** Includes a "Browse Jobs by Company" link and the text "Distinctly Global www.hw.ac.uk".

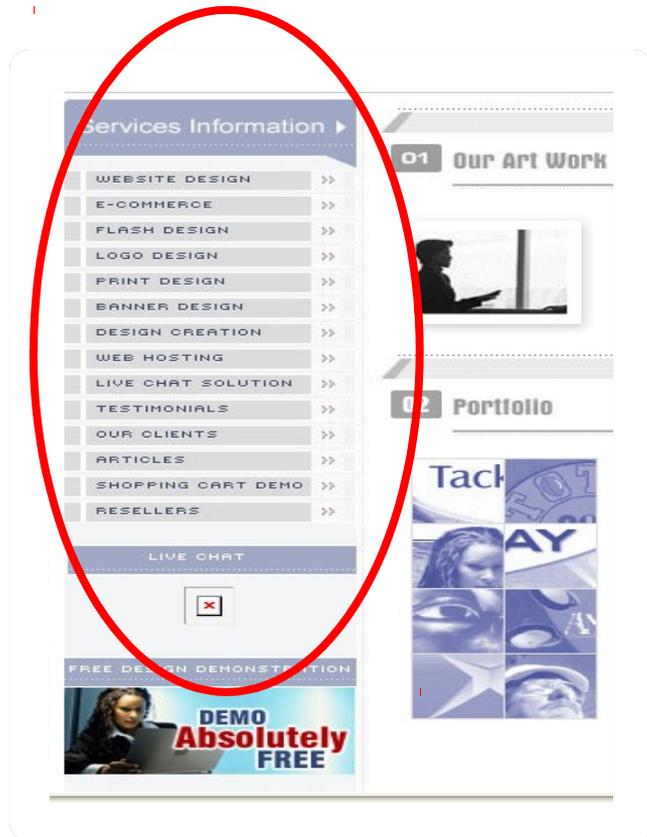
4. Make it obvious what's clickable

	<p><u>Cookworks Compact Food Processor.</u> 423/4690 ...more detail <i>Also available Up to 3yrs Replacement Product Care £20 - £29.99. (883/3516) £6.99</i></p>	<p>£ Less Than Half Price £19.99* Was £49.99</p>	<p><input type="checkbox"/> compare</p>
<p>  Currently out of stock for delivery  Reserve it now </p>		<p>Check stock in your area Buy or Reserve ></p>	
<p>★★★★☆ (60)</p>			
	<p><u>Kenwood FP120 Compact Food Processor - White.</u> 420/0442 ...more detail <i>Also available Up to 3yrs Replacement Product Care £30 - £39.99. (883/2414) £8.99</i></p>	<p>£ Save Over £5.00 £29.45* Was £34.99</p>	<p><input type="checkbox"/> compare</p>
<p>  Currently out of stock for delivery  Reserve it now </p>		<p>Check stock in your area Buy or Reserve ></p>	
<p>★★★★★ (253)</p>			
	<p>Argos Value <u>Argos Value Range Food Processor.</u> 423/5345 ...more detail <i>Also available Up to 3yrs Replacement Product Care £20 - £29.99. (883/3516) £6.99</i></p>	<p>£24.99</p>	<p><input type="checkbox"/> compare</p>
<p>  Currently out of stock for delivery  Reserve it now </p>		<p>Check stock in your area Buy or Reserve ></p>	
<p>★★★★☆ (25)</p>			
	<p><u>Argos Value Range Food Processor.</u> 423/4683 ...more detail</p>	<p>£ Half Price £12.99* Was £26.99</p>	<p><input type="checkbox"/> compare</p>



5. Minimize noise

Minimize background noise and busy-ness



Spacing between links

- Managed Enterprise Security
- Comodo Firewall
- Comodo BOClean Anti-Malware
- Certificate Services
- Secure Messaging
- Internet Fax Services
- Web Identity Assurance
- Secure Surfing & Enhanced Search / Navigation Tools
- Hardware Security
- Smart Card Security Software for OEMs

Free Tools, Scans and Downloads

Desktop PC Security | **Secure Online Collaboration** | **Enterprise Security** | **Server Infrastructure solutions**



Comodo Firewall
Free lifetime license

Comodo Firewall, rated by PC Magazine Online as an Editor's Choice, constantly monitors and defends your PC from internet attacks. It's easy to install and use and passes the industry's most stringent firewall "leak" tests. Unlike some other 'free' firewalls, this is not a stripped down version but is the full, completely functional product. This free solution comes complete with continual updates that are free forever!

[download >](#) [more info >](#)



Comodo Verification Engine
FREE for life

VerificationEngine anti-phishing and identity assurance tool for Microsoft Windows offers an extremely simple way to differentiate legitimate web sites from fraudulent ones. Place your mouse cursor over a site logo. If it is authentic, a green border will appear around your browser. So if you really wish to be sure you are looking at the real www.paypal.com site rather than a clever imitation created to steal your identity, install VerificationEngine now!

[download >](#) [more info >](#)

High contrast colours like red and black together

Oh and don't forget....

The art of writing for the web- see last week's slides.

Welcome to Helen Hastie's Homepage



INTERACTION LAB 

my **LinkedIn** profile

 Helen Hastie
hfhastie

hfhastie Parlance to be presented at the EC Language Technology Showcase days to be held in Luxembourg.
12 days ago · reply · retweet · favorite

ProfSteveYoung @parlanceproject Having a great meal at la Garrigue for kick-off meeting.
pic.twitter.com/8r7rg5fj
44 days ago · reply · retweet · favorite

hfhastie Excellent discussion during the #ParlanceProject kick-off meeting this week @HeriotWattUni. 3 years of exciting collaboration ahead!
43 days ago · reply · retweet · favorite

hfhastie Heriot Watt is

About me

I am a Lecturer in the Computer Science department and a member of in the [Interaction Lab](#) in the School of [MACS](#) (Mathematical and Computer Sciences) at [Heriot Watt University](#). Before that I was at [Informatics](#) at the [University of Edinburgh](#), and before that I was at [ATL, Lockheed Martin](#), NJ, USA and [AT&T Research Labs](#), NJ U.S.A.. My research interest include evaluation of spoken dialogue systems and evaluation, Natural Language Generation and Health Informatics. I am keen to be involved in any knowledge transfer activities including consulting. I am also [career's officer](#) for Computer Science students at Heriot-Watt. Finally, I am a member of the [Royal Society of Edinburgh, Young Academy](#). The School of Mathematical and Computer Sciences (MACS) is a flagship School of Heriot-Watt University, leading in research and research-led teaching. The Department of Computer Science is an active member of the Scottish Informatics and Computer Science Alliance (SICSA), a major Scottish Funding Council supported research pool. MACS wins extensive national and international support for its research, with projects advancing frontiers in telecommunications, safety critical systems, virtual characters, games design, image processing, data mining and automated mathematics. It was a partner in the FP6 projects eCircus and HUMAINE and is a partner in the FP7 projects LIREC, eCute and CLASSIC. The Intelligent Systems Laboratory, where this project is based within the Department of Computer Science, is involved in agent based and knowledge based systems, affective computing, artificial neural networks and evolutionary computing for a range of applications such as computational neuroscience, computer based diagnosis and classification, intelligent user interfaces and fault-tolerant robotics. Staff members Dr Helen Hastie is a lecturer in the School of MACS at HWU and a member of their Interaction Lab, where her current research includes statistical Natural Language Generation for the FP7 CLASSIC project. She was previously a lead member of engineering in the Artificial Intelligence Lab at Lockheed Martin in New Jersey, U.S.A. where she managed large, multi-site projects with customers such as DARPA, US Marine Corps and the CIA. She successfully managed and inspired a team of engineers, completing key deliverables across entire project life cycles on schedule and within budget. Prior to this she worked at AT&T Research Labs, New Jersey, U.S.A. where she received 2 patents for her work on multi-modal city guides and worked on automatic evaluation for the COMMUNICATOR challenge. She has extensive experience running experiments and evaluations of spoken dialogue systems. She holds a PhD from the Centre of Speech Technology at

Billboard Design: Summary

1. Create a clear visual hierarchy
2. Take advantages of conventions
3. Break up pages into clearly defined areas
4. Make it obvious what's clickable
5. Minimize noise
6. Write for the web

Today's Class

- How to create websites that are user-friendly-removing the question marks.
- What users do compared to what we think they do?
- Creating a billboard in 5 steps
- **Navigation and browsing**

The unbearable lightness of browsing

- No sense of scale
 - num of pages in the site?
- It's hard to know:
 - whether you've seen everything of interest in a site
 - when to stop looking.
 - links that we've already clicked onto display in a different colour (e.g. Google)-- gives us some sense of how much ground we've covered.

The unbearable lightness of browsing

- No sense of direction.
 - There is no up and down in hierarchy – to a more general or more specific level.
- No sense of location.
 - We don't develop a sense of where things are spatially (and where the shortcuts are)

Purpose of navigation:

- To help us find whatever it is we're looking for, and
- To tell us where we are.
- It gives us something to hold on to.
- It tells us what's here.
- It tells us how to use the site.
- It gives us confidence in the people who build it.

Animal, mineral or vegetable

- How many times can you expect a user to click to get somewhere?
- Less important is how many but rather how *hard* the choice is.

Why users like mindless choices?

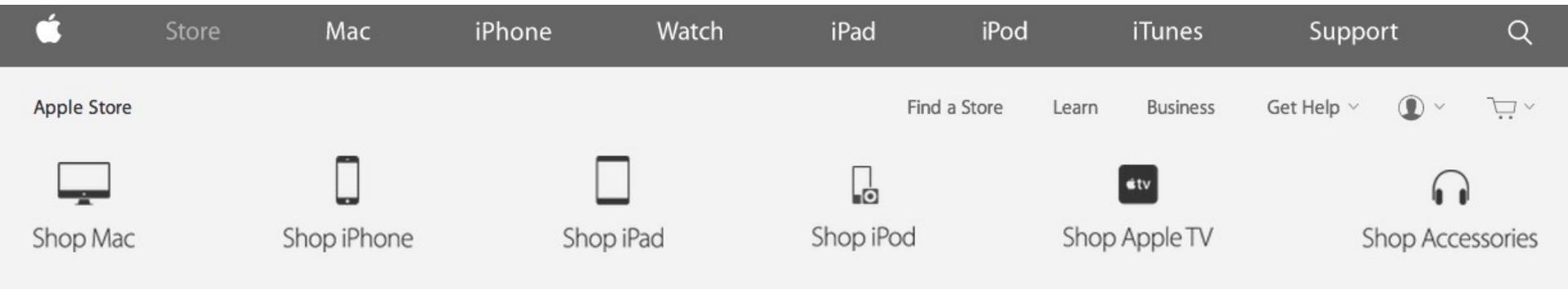
- RECAP: Users don't mind a lot of clicks as long as each click is painless and they have continued confidence that they're on the right track.
- Rule of thumb might be something like “ **three mindless, unambiguous clicks equal one click that requires thought.**”

Make your choices clear

Street signs and Breadcrumbs

Designing Navigation: see week 1's slides on Information Architecture.

Make it easy to get around your website



Web navigation conventions

- Don't look now, but I think it's following us.....
- Have navigation appear in the same place on every page with a consistent look
 - instant confirmation that you're still in the same site.

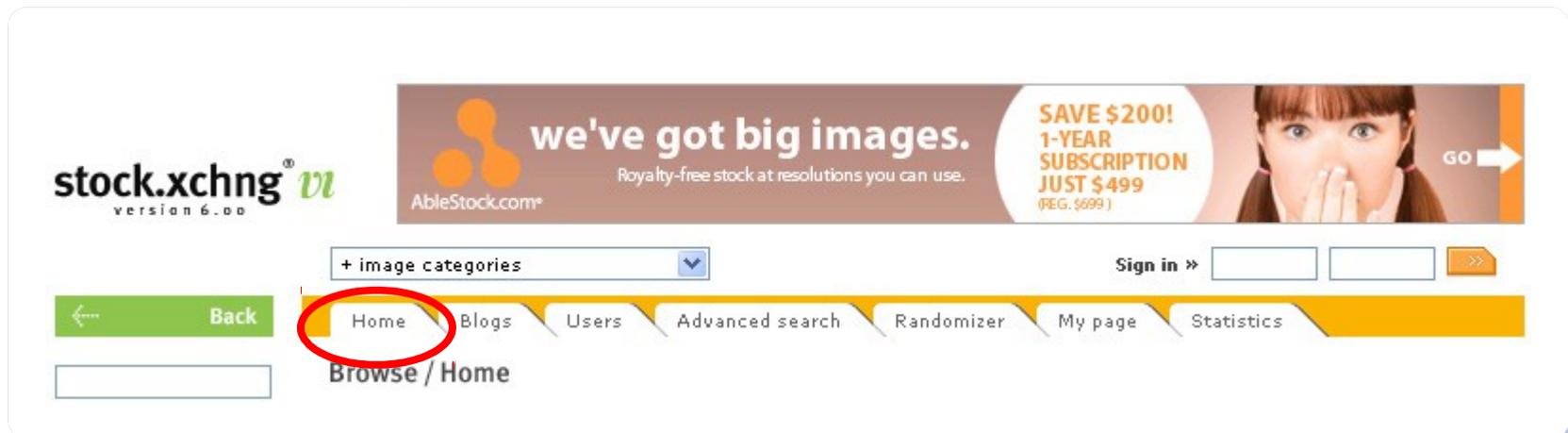
Web navigation conventions

- Navigation should include the five elements you most need to have on hand at all times;
 1. Site ID
 2. Utilities
 3. A way to search
 4. Sections
 5. A way home



1. Site ID: There is no place like Home

- Having a Home button in sight at all times offers reassurance that no matters how lost I may get, I can always start over.
- Site ID doubles as button that can take you to Home page.



2. The Utilities

- Utilities are the links to important elements of the site that aren't really part of the content hierarchy (like help, sitemap etc).



3. Search

- Unless a site is very small and very well organized, every page should have either a search box or a link to search page (don't worry about implementing search for your coursework).
- Large percentage of users their first official act when they reach a new site will be to scan the page for search option.



You don't need to implement search for your assignment

4. Sections

- Primary navigation- are the links to the main headers/sections of your Information Architecture

Home Research & Publications Teaching & Careers Consulting Contact

Welcome to Helen Hastie's Homepage



News

£6M in new funding from EPSRC for Heriot-Watt to create the ROBOTARIUM in conjunction with the University of Edinburgh, see the [BBC News Article](#).

What will the next challenge be? See [here](#) for more information and a video on the Real Challenge.

About me

INTERACTION LAB 

Global
c.uk

4. cont: make sure the names match

- There are 4 things you need to know about page names:
 - Every page needs a name
 - Name needs to be in right place
 - The name needs to be prominent
 - Name needs to match what I clicked

The screenshot displays the Virgin Holidays Cruises website. At the top left is the 'Virgin HOLIDAYS Sale' logo. A navigation bar contains links for 'Destinations', 'Deals', 'Holiday types', 'Cruise', 'Inspire me', and 'Extras'. The 'Cruise' link is circled in red. Below the navigation bar is a social media sharing section with icons for Facebook (7 likes), Twitter (0 tweets), Google+, and Pinterest. A breadcrumb trail shows 'Home > Virgin Holidays Cruises'. On the left is a search sidebar titled 'Search Cruise Holidays' with dropdown menus for 'Any Region', 'Any Cruise Line', and 'Any Cruise Ship', a 'Month/Year' dropdown set to 'January 2015', and a 'Find Cruises' button. The main content area features a large banner with the text 'Virgin Holidays Cruises' circled in red, and a red box with the text 'ALL INCLUSIVE DEALS WINE & DINE' over a background image of a martini glass and a bottle.

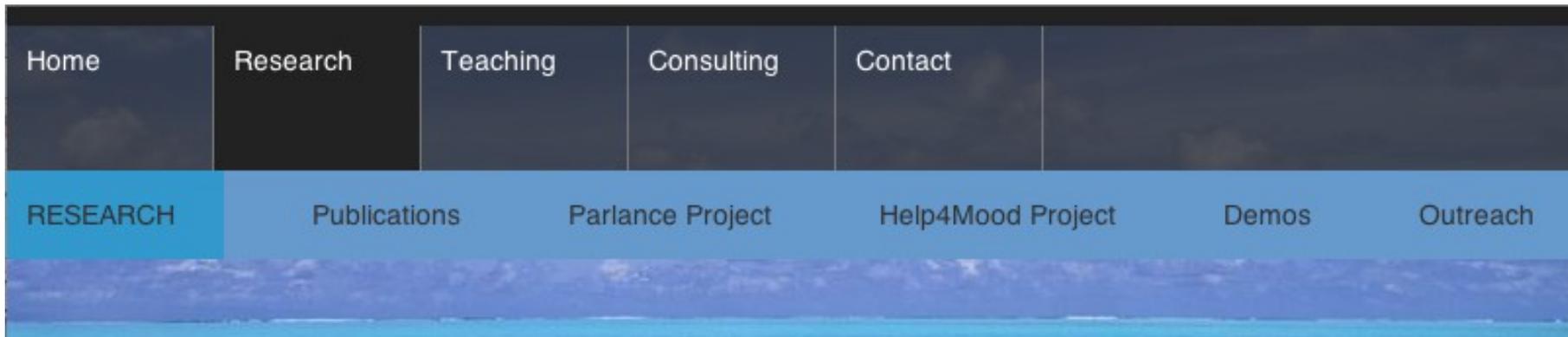
5. A way home: Breadcrumbs

- Put them at the top
- Use > between levels
- Use tiny type
- Boldface the last item.
- Don't use them instead of page name

The screenshot shows the John Lewis website header. The John Lewis logo is on the left. On the right, there are links for "John Lewis Insurance", "What's new", "Our shops", "Gift List", and a user icon. Below these is a search bar with the placeholder text "Keyword, product code, shop name" and a "Go" button. In the top right corner, there is a basket icon and the text "Your basket 0 items - £0.00". A dark grey navigation bar contains the following categories: "Home & Garden", "Electricals", "Women", "Men", "Beauty", "Baby & Child", "Toys", "Sport & Leisure", "Gifts", and "Special Offers". Below this bar, a breadcrumb trail is displayed: "Homepage > Women > Dresses". The "Women" and "Dresses" items in the breadcrumb trail are bolded. A red rectangular box highlights the breadcrumb trail area.

5. Cont Tabs

- They are self-evident
- They are hard to miss
- They are slick
- They suggest a physical space



Summary: Web navigation conventions

- Navigation should include the five elements you most need to have on hand at all times;
 1. Site ID
 2. Utilities
 3. A way to search
 4. Sections
 5. A way home

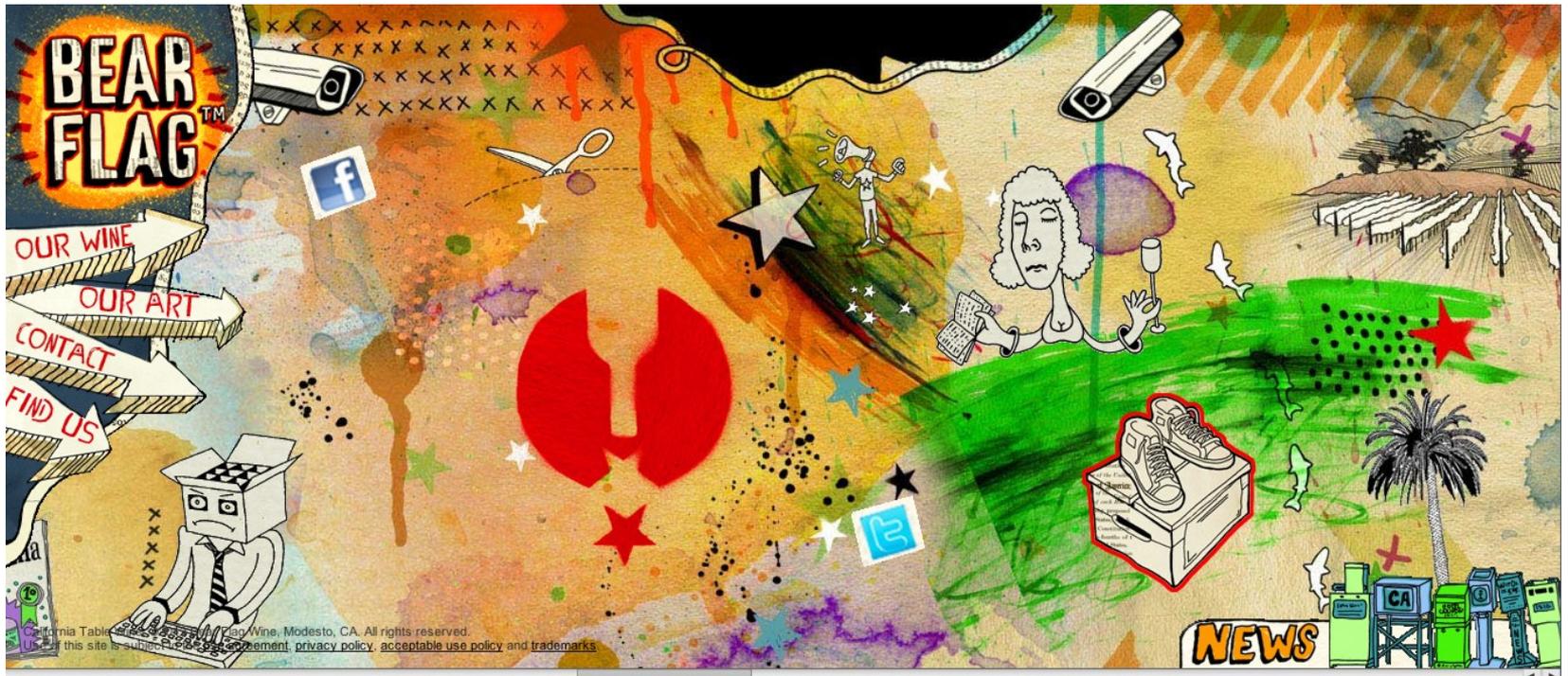


Activity: the trunk (boot) test

- What site is this? (Site ID)
 - What page am I on? (Page name)
 - What are the major sections of the page? (Sections)
 - What are my options at this level? (Local navigation)
 - Where am I in the scheme of things? ("you are here" indicators)
 - How can I search?
-
- Let's try it for [this website](#)

Home page navigation can be unique

- Section descriptions
- Different orientation
- Everywhere else the same



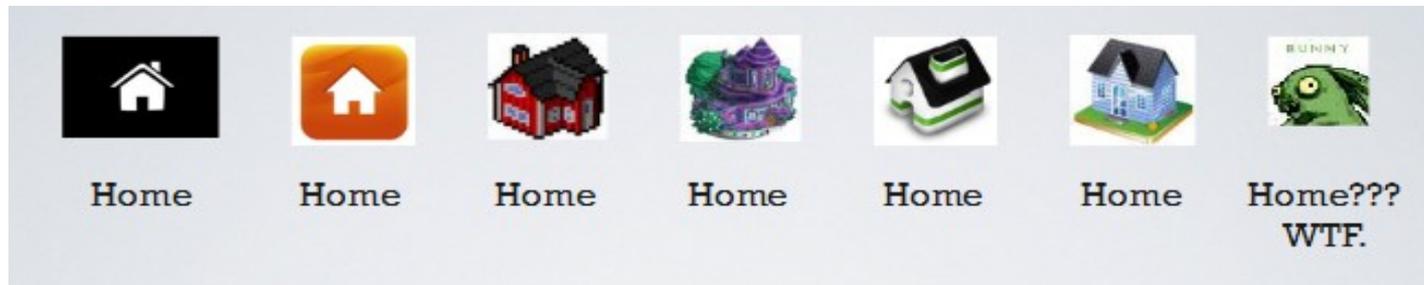
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Summary: don't make me think!

- Create a billboard
 1. Create a clear visual hierarchy
 2. Take advantages of conventions
 3. Break up pages into clearly defined areas
 4. Make it obvious what's clickable
 5. Minimize noise
- Lots of clicks is ok as long as they are “easy” clicks
- Make navigation easy

Remember...

- Design is not decoration. It is communicating the objective in the clearest, fastest way possible.
- Use knowledge in the world and the head.



Homework

- Homework: find 3 bad websites
- Think about how user-friendly they are
- How could they be improved
- Put links to them on the vision discussion board by Sunday 8pm

Next Time

<HTML>