

# Web Page Design Usability

## CIS 102

### *Web Page Design*

Nielsen J., Tahir M. (2002), New Rider Publishing

Guidelines fall under the following topic areas:

- Communicating the Site's Purpose
  - Communicating Information About Your Company
  - Content Writing
  - Revealing Content Through Examples
  - Archives and Accessing Past Content
  - Links
  - Navigation
  - Search
  - Tools and Task Shortcuts
  - Graphics and Animation
  - Graphic Design
  - UI Widgets
  - Window Titles
  - URLs
  - News and Press Releases
  - Popup Windows and Staging Pages
  - Advertising
  - Welcomes
  - Communicating Technical Problems and Handling Emergencies
  - Credits
  - Page Reload and Refresh
  - Customization
  - Gathering Customer Data
  - Fostering Community
  - Dates and Times
  - Stock Quotes and Displaying Numbers
1. Show page name and logo in a reasonable size and location
  2. Include a tag line the explicitly summarizes what the site does
  3. Emphasize what it is the site does that is valuable from the users point of view
  4. Emphasize the highest priority tasks so users have clear starting point
  5. Clearly identify one page per site as the official homepage
  6. Don't use the word "website" to refer to anything but the totality of the web presence
  7. Design homepage clearly different from all other pages on site
  8. Group organization information in one distinct area
  9. Include a homepage link to an "About Us" section that gives users an overview about organization and links to relevant details about products, services, etc.
  10. If you have press coverage for company include a "Press Room" or "News Room" link on your homepage
  11. Present a unified face to the user, in which the website is one of the touchpoints rather than an entity unto itself
  12. Include a "Contact Us" link giving all contact information
  13. If you provide a "feedback" mechanism, specify the purpose of the link, who will read it, etc.
  14. Don't include internal information that is not for general public on public website
  15. If you gather user information include a "Privacy Policy" link on homepage
  16. Explain how website makes money if it is not self evident

17. Use a user focused language. Label sections and categories according to user value
18. Avoid redundant content
19. Don't use clever phrases or lingo that makes people work too hard to figure out what you are saying
20. Use consistent capitalization and other style standards
21. Don't label a clearly defined area of the page if the content is sufficiently self explanatory
22. Avoid single item categories and single item lists
23. Use non-breaking spaces between words in phrases that need to go together in order to be scannable and understood
24. Only use imperative language for mandatory tasks or qualify the statement appropriately
25. Spell out abbreviations, initialisms, and acronyms, and follow with abbreviation in first instance