

Web Page Design Usability

CIS 102

Web Page Design

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

Continued—

- 26. Avoid Exclamation points
- 27. Use all uppercase letters sparingly or not at all as a formatting style.
- 28. Avoid using spaces and punctuation inappropriately, for emphasis.

Revealing Content through examples

- 29. Use examples to reveal the site's content, rather than just describing it.
- 30. For each example, have a link that goes directly to the detailed page for that example, rather than to a general category page of which that item is a part.
- 31. Provide a link to the broader category next to the specific example.
- 32. Make sure it's obvious which links lead to follow-up information about each example and which links lead to general information about the category as a whole.

Archives and accessing past content

- 33. Make it easy to access anything that has been recently featured on your homepage by providing a list of recent features as well as putting recent items into the permanent archives.

Links

- 34. Differentiate links and make them scannable.
- 35. Don't use generic instructions, such as "Click Here" as a link name.
- 36. Don't use generic links, such as "More..." at the end of a list of items.
- 37. Allow link colors to show visited and unvisited states.
- 38. Don't use the word "Links" to indicate links on the page. Show that things are links by underlining them and coloring them blue.
- 39. If a link does anything other than go to another web page, such as linking to PDF file or launching an audio or video player, email message, or another application, make sure the link explicitly indicates what will happen.

Navigation

- 40. Locate the primary navigation area in a highly noticeable place, preferably directly adjacent to the main body of the page.
- 41. Group items in the navigation area so that similar items are next to each other.
- 42. Don't provide multiple navigation areas for the same type of links.
- 43. Don't include an active link to the homepage on the homepage.

44. Don't use made up words for category navigation choices. Categories need to be immediately differentiable from each other—If users don't understand your made up terminology, it will be impossible for them to differentiate categories.
45. If you have a shopping cart feature on your site, include a link to it on the homepage.
46. Use icons in navigation only if they help users to recognize a class of items immediately, such as new items, sale items, or video content.