

Web Page Design Usability

CIS 102

Web Page Design

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

Continued

Search

47. Give users an input box on the homepage to enter search queries, instead of just giving them a link to a search page.
48. Input boxes should be wide enough for users to see and edit standard queries on the site.
49. Don't label the search area with a heading; instead use a "Search" button to the right of the box.
50. Unless advanced searches are the norm on your site, provide simple search on the homepage, with a link to advanced search or search tips if you have them.
51. Search on the homepage should search the entire site by default.
52. Don't offer a feature to "Search the Web" from the site's search function.

Tools and Task Shortcuts

53. Offer users direct access to high-priority tasks on the homepage.
54. Don't include tools unrelated to tasks users come to your site to do.
55. Don't provide tools that reproduce browser functionality, such as setting a page as the browser's default starting page or book marking the site.

Graphics and Animation

56. Use graphics to show real content, not just to decorate your homepage.
57. Label graphics and photos if their meaning is not clear from the context of the story they accompany.
58. Edit photos and diagrams appropriately for the display size.
59. Avoid watermark graphics.
60. Don't use animation for the sole purpose of drawing attention to an item on the homepage. Animation rarely has a place on the homepage because it distracts from other elements.
61. Never animate critical elements of the page, such as the logo, tag line, or main headline.
62. Let users choose whether they want to see an animated intro to your site—don't make it the default.

Graphic Design

63. Limit font styles and other text formatting, such as sizes, colors, and so forth on the page because over-designed text can actually detract from the meaning of the words.
64. Use high-contrast text and background colors so that type is as legible as possible.
65. Avoid horizontal scrolling at 800x600.
66. The most critical page elements should be visible “above the fold” at the most prevalent window size.
67. Use a liquid layout so the homepage size adjusts to different screen resolutions.