

# Web Page Design Usability

**CIS 102**

## *Web Page Design*

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

Continued

## *Welcomes*

92. Don't literally welcome users to your site. Before you give up prime homepage real estate to a salutation consider using it for a tag line instead.

## *Communicating Technical Problems and Handling Emergencies*

93. If the website is down or important parts of the website are not operational, show it clearly on the home page.

94. Have a plan for handling critical content on your website in the event of an emergency.

## *Credits*

95. Don't waste space crediting the search engine, design firm, favorite browser company, or the technology behind the scenes.

96. Exercise restraint in displaying awards won by your website.

## *Page Reload and Refresh*

97. Don't automatically refresh the homepage to push updates to users.

98. When doing a refresh, update only content that has actually changed, such as news updates.

## *Customization*

99. If your homepage has areas that will provide customized information once you know something about the user, don't provide a generic version of the content to first-time users—craft different content for that space.

100. Don't offer users features to customize the basic look of the homepage UI, such as color schemes.

### ***Gathering Customer Data***

101. Don't provide plain links to registration on the homepage; instead explain (or at least link to) the customer benefits of registration.
102. Explain the benefits and frequency of publication to users before asking them for their email addresses.

### ***Fostering Community***

103. If you support user communities with chat or other discussion features, don't show generic links to them.
104. Don't offer a "Guestbook" sign for business sites.

### ***Dates and Times***

105. Show dates and times for time-sensitive information only, such as news items, live chats, stock quotes, and so forth.
106. Show users the time that the content was updated, not the computer-generated current time.
107. Include the time zone you are using whenever you reference a time.
108. Use Standard abbreviations, such as p.m. or P.M.
109. Spell out the month or use month abbreviations, not numbers.

### ***Stock Quotes and Displaying Numbers***

110. Give the percentage of change, not just the points gained or lost in stock quotes.
111. Spell out stock abbreviations unless the abbreviation is completely clear, such as "IBM."
112. Use a thousands separator appropriate to your locale for numbers that have five or more digits.

113. Align decimal points when showing columns of numbers.