

MA Web Design & Content Planning

Website Planning

Week 4: Usability

WWW conventions and user expectations – site logo link to homepage etc.

Developing a visual syntax and consistency within a site

Information architecture – colour for emphasis and organisation

Visual clarity – use of white-space, appropriate font sizes etc.

Structure for scanning

Text and writing for the web – appropriateness, brevity, tone etc.

Removing ambiguity and confusion

Text links

Navigation, search and sitemaps

Custom error page

Usability testing

References

Deliver First Class Websites by Shirley Kaiser

Don't Make Me Think (2nd Edition) by Steve Krug

Prioritizing Web Usability by Jakob Nielsen and Hoa Loranger

The Elements of User Experience by Jesse James Garrett

Designing Interfaces by Jenifer Tidwell

Week 4 Homework

Read: Chapters 5 and 14 of Deliver First Class Websites

Chapter 1-5 of Don't Make Me Think!

And/or Chapters 2 & 3 of Prioritizing Web Usability

The various articles in this week's links including:

<http://alistapart.com/articles/sensibleforms>

http://www.digital-web.com/articles/practical_usability_testing

http://www.digital-web.com/articles/end_of_usability_culture

http://www.digital-web.com/articles/end_of_usability_culture_redux

http://www.digital-web.com/articles/client_centered_design

http://www.digital-web.com/articles/losability_vs_usability

There are lots of usability checklists available on the web but most are incomplete, too sketchy or just out-of-date. Work as a team to compile the "Website Architecture Usability Checklist". This should be a comprehensive list of usability issues, using examples where appropriate. Add the checklist to your homework sites.

Seminars delivered this week

Viral Campaigns – Rob (4th March)

Google AdSense/AdWords – Kash (4th March)