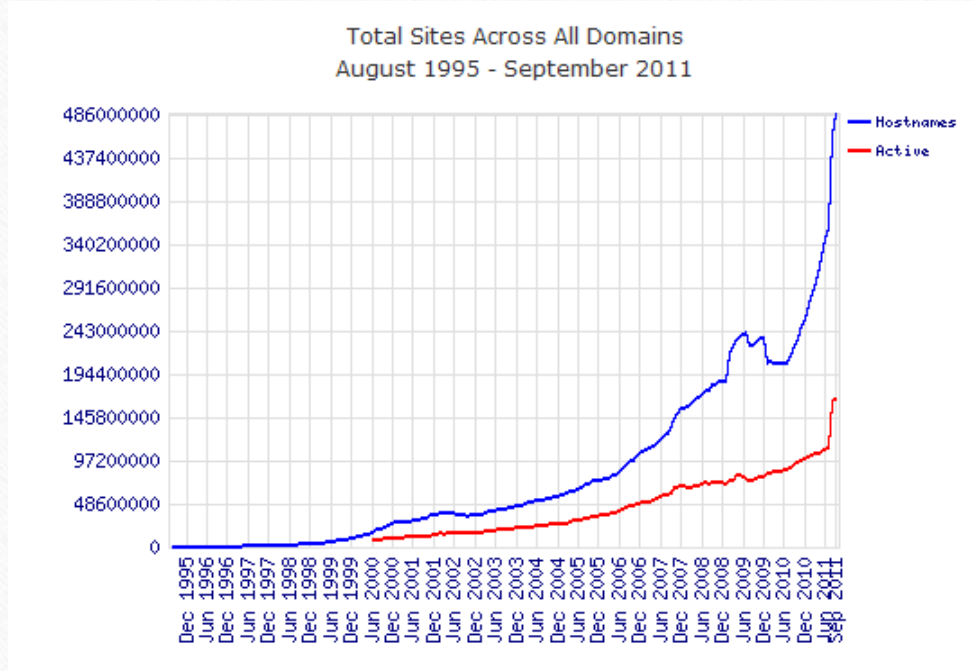


# Web Usability

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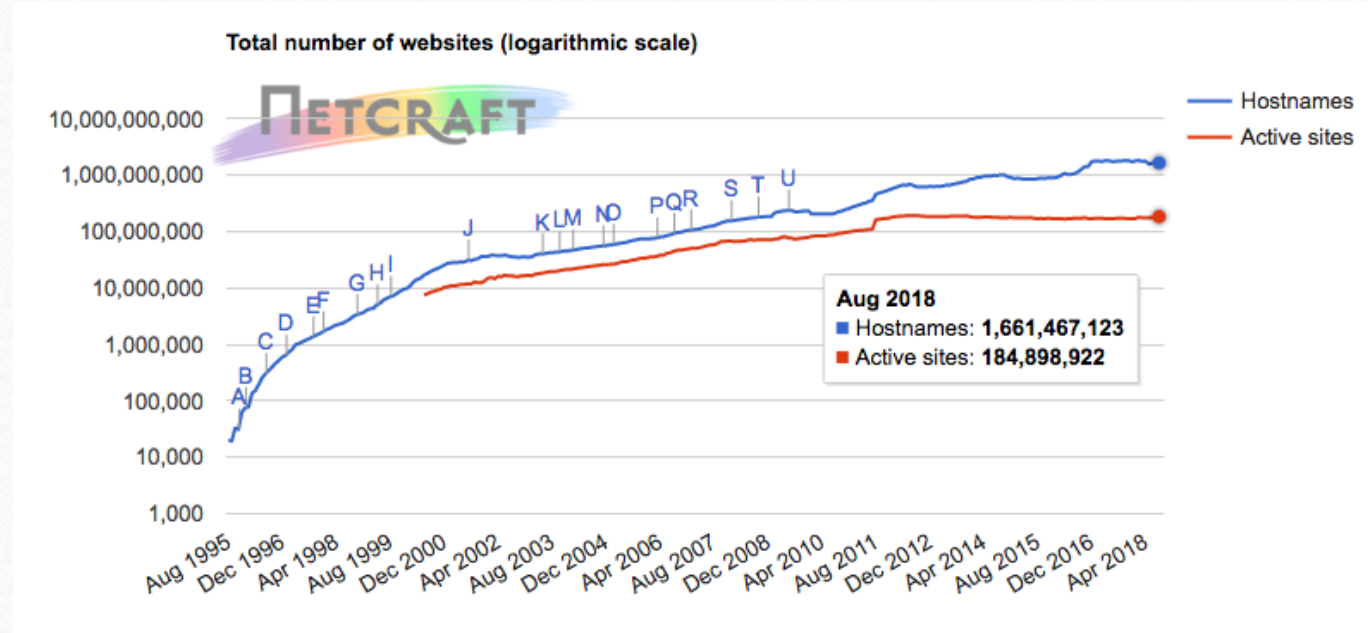
# Perspective



**243 million** (host names)

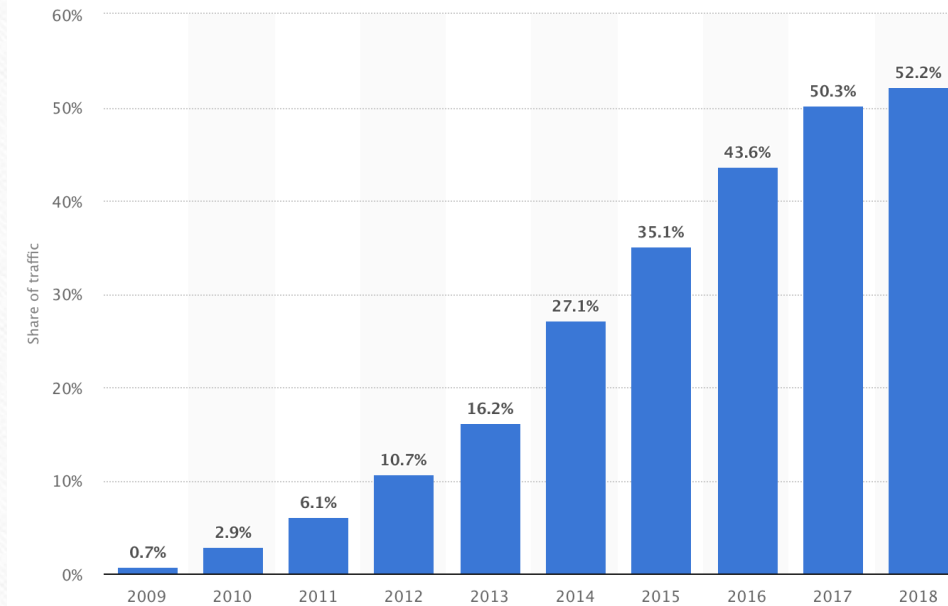
<http://gs.statcounter.com>

# Perspective



<https://news.netcraft.com/archives/category/web-server-survey>

# Perspective



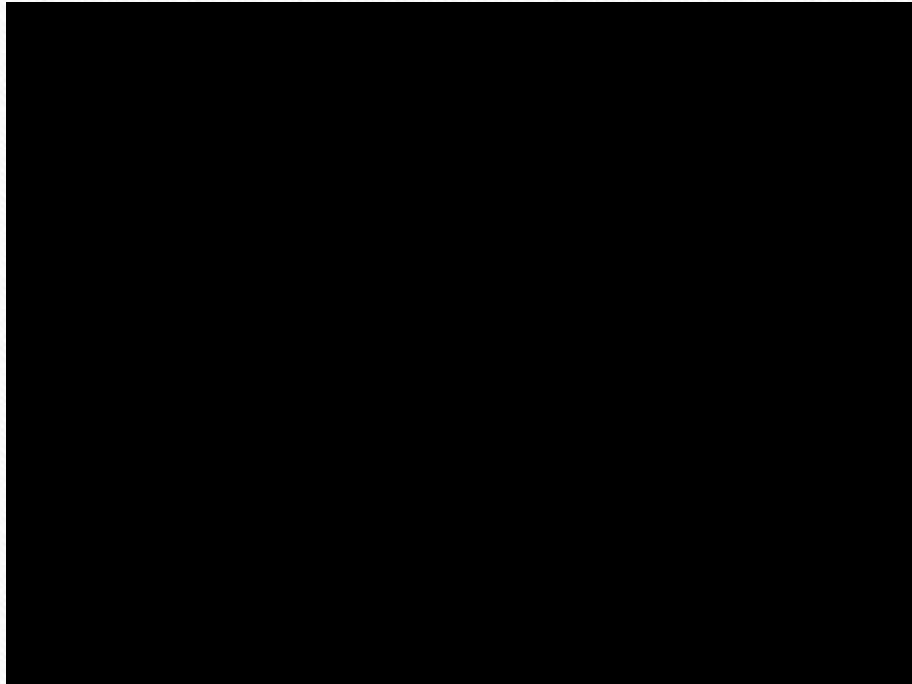
Data visualized by  + a b l e a u

© Statista 2018

Percentage of  
all global web  
pages served  
to mobile  
phones from  
2009 to 2018

# User Centred Design is Crucial

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<http://youtu.be/dln9xDsmCoY>

Why user-centered design  
is crucial. An analogy, by  
John Boykin

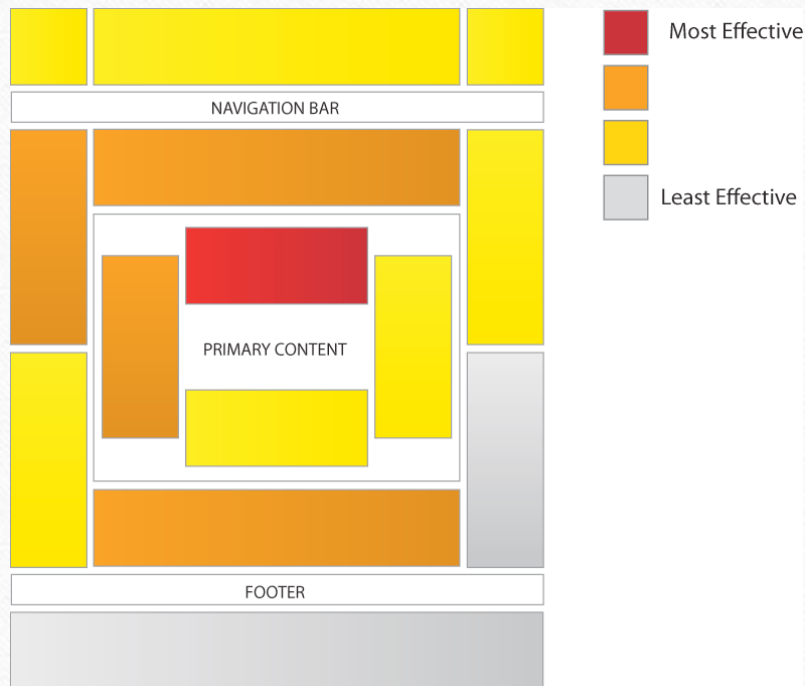
# Logo (bit on the design side but needed)



Needs to be...

- Reliable and eligible. Need to be able to distinguish that it's a logo and for it to make sense.
- On all the pages.
- Have a link to the home page when clicked.
- Usually found on the top left.

# Structure and Screen Real Estate



Standard Structure and perceived importance of different parts of a web page.



Screen 1  
Front page content  
90 links  
85 Kb graphics

"The fold"

Screen 2  
Media and  
magazine content  
70 links  
180 Kb graphics

Screen 3  
Navigation  
60 links  
111 Kb graphics

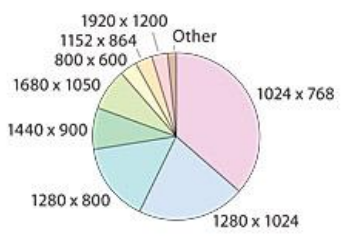
Screen 4  
Navigation  
78 links

The design of the *New York Times* home page is carefully tuned to take maximum advantage of the current average screen size and bandwidth of the average web reader.

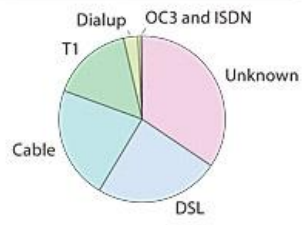
Note that the editorial divisions of the page don't necessarily match what the average user sees on each screen of information. The page is laid out so that the next lower bit of editorial content is partially visible, drawing the reader down the page.

Also note that the top of the page is not the most graphic: the headlines arrive first, but then the (just) visible graphics around the "fold" draw readers down the page into the visually rich territory "below the fold."

Top ten screen resolutions, April 2008



Top connection speeds, April 2008



Data for www.webstyleguide.com  
85,725 user sessions

# The Fold

The fold, is the part of the page where the user can see before they need to scroll.

## Above the fold

640 x 480 fold is around **310** pixels down

800 x 600 fold is around **430** pixels down

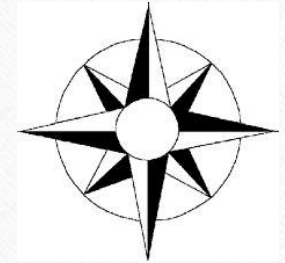
1024 x 768 fold is around **600** pixels down

1200 x 1024 fold is around **850** pixels down

1600 x 1200 fold is around **1030** pixels down



# Site mapping



<b>Search Guides</b> <ul style="list-style-type: none"><li>• <a href="#">Basics of Search</a></li><li>• <a href="#">Advanced Search</a></li><li>• <a href="#">Search Results Page</a></li><li>• <a href="#">Setting Preferences</a></li><li>• <a href="#">Search Features</a></li><li>• <a href="#">Services &amp; Tools</a></li><li>• <a href="#">Help Center</a></li></ul>	<b>Services</b> <ul style="list-style-type: none"><li>• <a href="#">Alerts</a></li><li>• <a href="#">Answers</a></li><li>• <a href="#">Catalogs</a></li><li>• <a href="#">Directory</a></li><li>• <a href="#">Froogle</a></li><li>• <a href="#">Groups</a></li><li>• <a href="#">Google Apps</a></li><li>• <a href="#">Images</a></li><li>• <a href="#">Google Labs</a></li><li>• <a href="#">Local</a></li></ul>	<b>Tools</b> <ul style="list-style-type: none"><li>• <a href="#">Maps</a></li><li>• <a href="#">Mobile</a></li><li>• <a href="#">News Search</a></li><li>• <a href="#">Scholar</a></li><li>• <a href="#">Special Searches</a></li><li>• <a href="#">University Search</a></li><li>• <a href="#">Web Search</a></li></ul>	<b><a href="#">Help Centers</a></b>
<b>Corporate Overview</b> <ul style="list-style-type: none"><li>• <a href="#">Company</a></li><li>• <a href="#">Features</a></li><li>• <a href="#">Technology</a></li><li>• <a href="#">Business</a></li><li>• <a href="#">Culture</a></li><li>• <a href="#">Quick profile</a></li><li>• <a href="#">Address</a></li><li>• <a href="#">Management</a></li><li>• <a href="#">Milestones</a></li></ul>	<b>Investor Relations</b> <ul style="list-style-type: none"><li>• <a href="#">Financial Info</a></li><li>• <a href="#">Financial Data</a></li><li>• <a href="#">News &amp; Events</a></li><li>• <a href="#">Investor FAQ</a></li><li>• <a href="#">Code of Conduct</a></li><li>• <a href="#">Guidelines</a></li><li>• <a href="#">Board of Directors</a></li><li>• <a href="#">Board Committees</a></li><li>• <a href="#">Report Concerns</a></li></ul>	<b>Press Center</b> <ul style="list-style-type: none"><li>• <a href="#">Media Resources</a></li><li>• <a href="#">News from Google</a></li><li>• <a href="#">Images and B-roll</a></li><li>• <a href="#">Awards</a></li><li>• <a href="#">Permissions</a></li><li>• <a href="#">Product Descriptions</a></li><li>• <a href="#">Reviewer's Guides</a></li><li>• <a href="#">Software Principles</a></li><li>• <a href="#">Milestones</a></li></ul>	<b>Hiring</b> <ul style="list-style-type: none"><li>• <a href="#">U.S. Jobs</a></li><li>• <a href="#">International Jobs</a></li><li>• <a href="#">Benefits</a></li><li>• <a href="#">Students</a></li><li>• <a href="#">Culture</a></li><li>• <a href="#">Engineer's Life</a></li></ul>

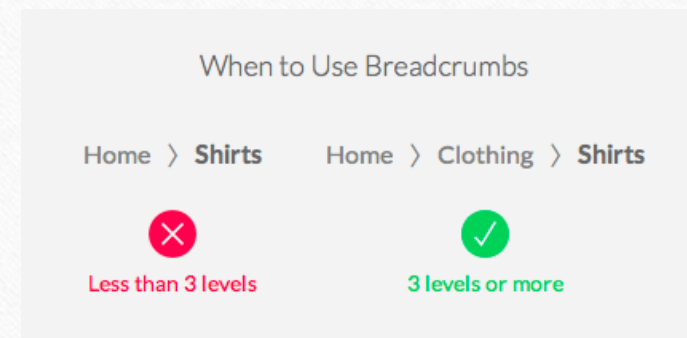
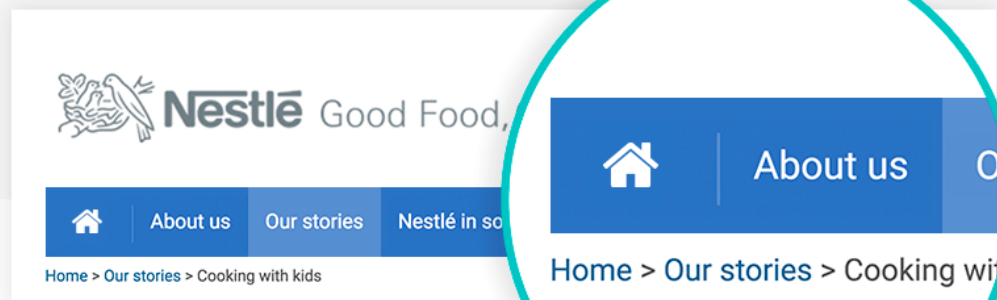
Helps to orient your user.

Helps identify lower level options and web pages that are either hard to get to or cannot be navigated to from the main menu.

# Breadcrumbs...

This is a 'trail' for others to follow and know where they are.

Very useful when the website has several options and navigation depths.



# Some further principles to remember...

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A great resource to READ... Its part of the material.

Also, an in class exercise... Find an example to demonstrate and discuss each of these (negative or positive factors) :

<https://dynamapper.com/blog/19-ux/464-usability-guidelines> - Accessed April 2019