

# Web Usability



# Web Usability

Usability measures quality of user experience (UX). Factors include:

- Ease of learning
- Efficiency of use
- Memorability
- Error frequency
- Satisfaction



# User Goals

Users have goals, such as:

- Find your site
- Find information and understand it
- Gain overall impression of your organization
- Complete tasks

Relates to overall satisfaction



# Organization Goals

- Satisfied customers
- Customer retention
- Reduced support
- Economic outcomes (sales leads, ecommerce, etc.)



# Research

Usability principles established, supported by large amounts of research.

Examples:

- [useit.com](https://useit.com)
- [www.nngroup.com/articles/clickable-elements](https://www.nngroup.com/articles/clickable-elements)
- [www.smashingmagazine.com/2009/09/10-useful-usability-findings-and-guidelines/](https://www.smashingmagazine.com/2009/09/10-useful-usability-findings-and-guidelines/)

The screenshot shows the NN/g website header with the logo, tagline "World Leaders in Research-Based User Experience", and a search bar. The navigation menu includes Home, Articles, Training & UX Certification, Consulting, Reports & Books, and About NN/g. The main content area is titled "Web Usability Articles & Videos" and features three filter tabs: "Most Recent" (selected), "Videos Only", and "Articles Only".

**Breakpoints in Responsive Design**  
April 5, 2024 | Article: 4 minutes to read  
Breakpoints determine when a webpage may adjust to different layouts. They help designers (and developers) maintain layout consistency across multiple screen sizes, orientations, and devices.

**In-Page Links: 3 Usability Tips**  
April 3, 2024 | 3 minute video  
In-page links help users navigate to specific content sections on the same page. For effective use, use descriptive headings that match the destination, and clearly distinguish in-page links from other links.

**Homepage Design: 5 Fundamental Principles**  
March 15, 2024 | Article: 12 minutes to read  
Effective homepages are simple and easy to access, communicate the organization's and site's purpose, show engaging content, and prompt users to take action.

**Responsive Web Design: 3 Key Fundamentals**

**More Web Usability Resources**

- Research Reports
- B2B Website Usability for Converting Users into Leads and Customers
- Strategic Design for Frequently Asked Questions
- UX Conference Training
- The Human Mind and Usability
- Web Page UX Design

**Other Popular Topics**



# Checklists

Checklists are typical

Examples:

- [anyforsoft.com/blog/website-usability-checklist/](https://anyforsoft.com/blog/website-usability-checklist/)



The screenshot shows a webpage titled "Navigation" with a list of 15 usability checklist items. The page features a header with the AnyforSoft logo and a "LET'S TALK" button. The main content area is titled "Navigation" and contains a numbered list of 15 items. At the bottom, there is a "Design" section and a "back to top" arrow icon.

LET'S TALK

AnyforSoft  
Amplify Digital

## Navigation

1. Your main menu is intuitive and clear. It provides easy access to key website pages.
2. The placement of navigation elements is consistent across all pages. Users can easily leave any page.
3. The navigation structure is logical and organized. It reflects the hierarchy of the content.
4. Breadcrumb navigation is implemented to help web users understand their current location within the website.
5. The search function (search bar) is displayed on every page and is easily accessible.
6. Active navigation elements or selected menu items are clearly indicated.
7. Sticky navigation or a fixed position menu is implemented for easy access while scrolling.
8. Visited and unvisited links are clearly distinguished so that users can keep track of their browsing history on your site.
9. A skip navigation option is provided for users who rely on screen readers or keyboard navigation.
10. A "back to top" arrow is implemented for longer web pages.
11. Drop-down menus or mega menus are used to organize complex navigation options.
12. Clear and descriptive anchor text is used for internal and external links.
13. A related or recommended content section is implemented to help users discover relevant information and encourage them to explore the website.
14. A prominent and easily accessible home button or logo link is implemented.
15. Breadcrumbs or progress indicators are integrated for multi-step processes.

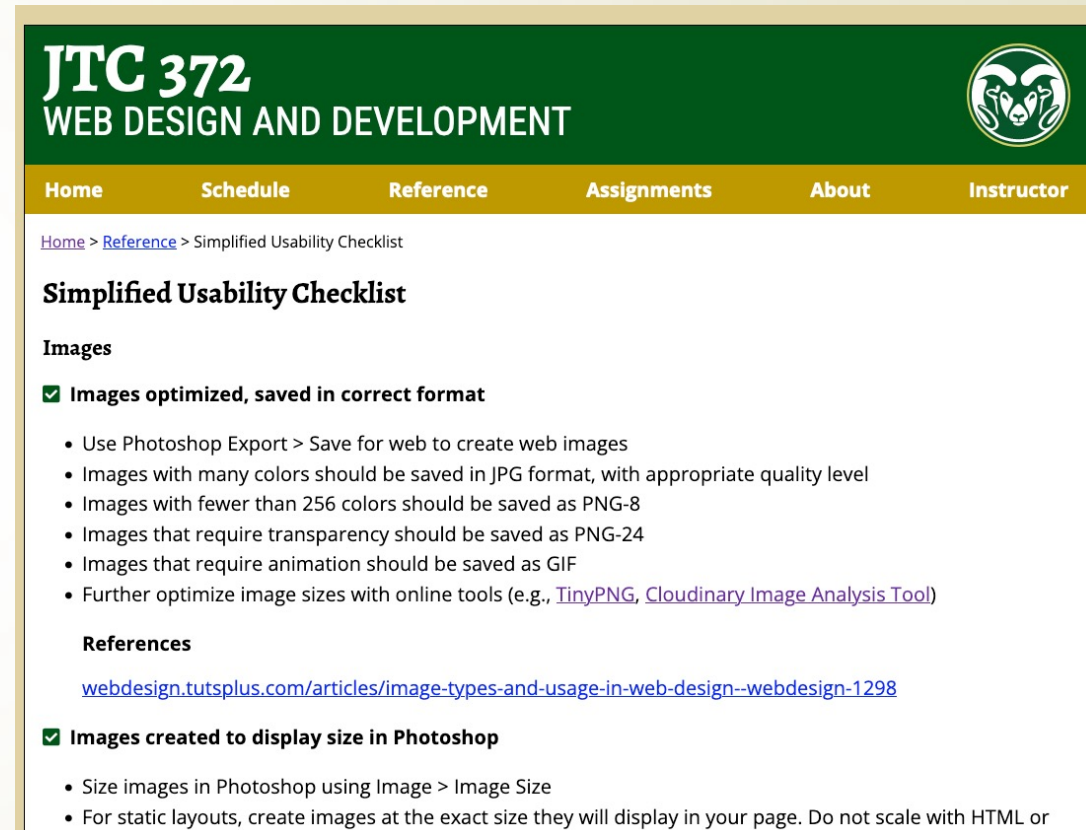
## Design

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# Course Checklist

- [www.jtc372.net/reference/checklist.php](http://www.jtc372.net/reference/checklist.php)
- Revamped with more information, examples, references
- This will be the basis for evaluation of the next assignment



The screenshot shows the website for JTC 372, Web Design and Development. The page is titled "Simplified Usability Checklist" and is located under the "Reference" menu. The checklist is organized into sections: "Images" and "References".

**JTC 372**  
WEB DESIGN AND DEVELOPMENT

Home Schedule Reference Assignments About Instructor

Home > Reference > Simplified Usability Checklist

### Simplified Usability Checklist

#### Images

- Images optimized, saved in correct format**
  - Use Photoshop Export > Save for web to create web images
  - Images with many colors should be saved in JPG format, with appropriate quality level
  - Images with fewer than 256 colors should be saved as PNG-8
  - Images that require transparency should be saved as PNG-24
  - Images that require animation should be saved as GIF
  - Further optimize image sizes with online tools (e.g., [TinyPNG](#), [Cloudinary Image Analysis Tool](#))

#### References

[webdesign.tutsplus.com/articles/image-types-and-usage-in-web-design--webdesign-1298](http://webdesign.tutsplus.com/articles/image-types-and-usage-in-web-design--webdesign-1298)

- Images created to display size in Photoshop**
  - Size images in Photoshop using Image > Image Size
  - For static layouts, create images at the exact size they will display in your page. Do not scale with HTML or



# Usability Testing

- More for task-oriented sites
- Usability typically measured with formal or informal testing.
- Small number of subjects
- Define goals, measure success rate, observe.
- Incremental changes to design based on test
- Repeat as necessary

