

Bucolico

Building Community Resilience
through Communication & Tecnology

01 BUCOLICO JUNIOR DIGITAL CURRICULUM

Bucolico Training Module: Web Usability

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Objectives and goals

At the end of this course you will be able to:

- Create your site accessible to all
- Recognize the mistakes of website designers and managers
- Understand the evolution of the web and the impact on the user browsing the internet





Unit 1: The user and the web

What are the prerequisites for usable websites?

A site is usable if it has solid and clear content in structure that is easy to query

Ease of use: this is determined by the user during the first visit to the site and will determine its success



The user is impatient, he remains about 27 seconds on a short web page convincing.





Unit 1: The user and the web

The success of a website: deep links

They are those links that allow the user to access more specific searches.

How are deep links supported?

Let's make our site clear!

- Company name and logo at the top left of the web page
- Direct link to the homepage
- Search box, top right





Unit 1: The user and the web

How long do we have to convince a user to use our site

The more experienced a user is in browsing online, the less time they spend on a site.

Only 23% of users scroll through the homepage content on their first visit to a website.

Users spend more time on an internal page than on the homepage





Unit 1: The user and the web

The use of the search engine

88% of users use a search engine rather than a specific site

The Search Engine is:

- **A digital tool that is used to convey advertising**
- **A tool used for specific answers**



RESPONSE ENGINE





Unit 1: The user and the web

How does the user behave when surfing the internet?

User behavior is explained with the **theory of *information foraging***:

The user is identified as an information provider.

And for the theory cited:
the easier it is to find new information resources, the less time users will devote to each of them.





Unit 1: The user and the web

The arrival of the user from a search engine

In order for the user to be interested in browsing your site, you must try to:

Offer specialized pages with solutions to common problems.

Enrich the answers with links to further information on related contents and services.

Provide analysis and advice with 'PERSONALITY'

Distribute newsletters to establish a relationship with the user and keep him in contact with your site





Unit 1: The user and the web

The search results page: SERP

The SERP (Search Engine Results Page) is the search results page. Every time a user asks a search engine a question, he gets an ordered list as an answer that will be made up of two types of LINKS: organic and sponsored

Organic links: found on the web as the best response to the user

Sponsored links: advertising.

To evaluate how to attract a user with their answers, a company that manages a site will evaluate how much it will be willing to pay for each keyword and will make an offer to the search engine.



Key word advertising





Unit 1: The user and the web

The design of a website

Site design approaches: standards, convention and confusion

Standard: the user expects the standard elements to work in a given way

Convention: the user expects the conventional elements to work in a given way.

Confusion: the interface elements of the site do not respect the design conventions, the user who uses that page does not know what to expect.





Unit 1: The user and the web

The search for a 'typical' user

Through a search engine, the user, by typing 2/3 words, will only see to the first results of the SERP.

These sites that will be displayed if they do not appear important, will be abandoned by the user within 2 minutes.





Unit 1: The user and the web

Values of a site that meets standards

On a site that complies with standards, the user:

- He knows what to expect
- Knows the graphics of the features
- Knows where to find and how to use features
- It doesn't need too much effort as it works on known elements
- It does not neglect parts of the site hidden under a non-standard element





Unit 1: The user and the web

Information Foraging: sniffing out the content

The most famous concept of information foraging is that **of information scent: information trace.**

Users, are like hunting animals, evaluate the possibility of success by establishing whether the path they are following will lead them to reach the goal.





Unit 1: The user and the web

How to 'smell' the trace of information

3 Rules:

- It is necessary to be sure that the links and descriptions on the site make it clear to the user what they will find at their destination.
- Do not use invented words or slogans that do not clearly describe the goal.
- Update the user, during the search, on the distance to the target.





Unit 1: The user and the web

Make a site interesting

Make sure that the site does not have good content but difficult to use or easy to use but of little interest.

It is now extremely easy for users to find quality sites, in fact if a site does not allow the achievement of the goal, the user will abandon it with the certainty of finding useful information elsewhere.





Unit 1: The user and the web

The internet connection

The use of the internet connection has significantly changed the user's approach.

Internet connections now make it possible to always be connected and encourage 'Information snacking'



Short online searches for FAST answers





Unit 1: The user and the web

Differences in the use of a site between an expert user and a novice

An experienced user spends less time visiting a site than a novice, for this:

Make a site
SUITABLE for
short visits

Encourage the user
to return to the site:
use the newsletter
as a reminder

Learn to respond to
user needs
immediately

The user can be selfish, lazy and ruthless when analyzing the costs and benefits of a site.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

When testing sites, it is not always possible to highlight usability problems. For this reason, designers do not always deal with these difficulties encountered by users.

Designers often misjudge some problems, calling them small although for the user these are very concrete problems and a source of great frustration





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Usability problems have been divided into 3 macro levels:

LEVEL 1: minor problem that usually does not cause a site to fail

LEVEL 2: medium impact problem: it is necessary to address the problem but it may not be at the top of the site designer's priorities.

LEVEL 3: problem that has a major impact on the site's usability.



Any critical review of the site must take this issue into account





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Links that do not change color after being visited: LEVEL 3

In 74% of sites the link changes color, which is why the user expects this convention.

If this does not happen, the user does not understand where he is on the site and the other choices available.

However, there is an exception to links that do not change color: **ACTIVE LINKS**, these they do not change color when the same action linked to the link can be repeated several times.





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34 main usability issues and guidelines to address them

'Back' button that does not work: **LEVEL 3**

The 'back' button is the second function used in browsing web site (the first is the links).

Advantages:

it is always available and in the same place so the user knows where to go.



It is better to recognize something than to leverage the mindful, quick back after a quick look.



It is often thicker than links and therefore quick to hit even for users with mobility difficulties.





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34 main usability issues and guidelines to address them

Fitts' law: pointing and clicking an object on a screen

Fitts' law says that the time it takes to reach a target (point on the screen) in a targeting task depends on:

- **Distance of the object**
- **Dimensions of the object**





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34 main usability issues and guidelines to address them

Open new browser windows: LEVEL 3

By clicking a link or a button a user expects a new page take the place of the current one.

To cancel this action, the user expects to having to click 'back'.
Unsolicited windows pollute the SPACE - SCREEN. Furthermore, a user may not always find a button to close these windows.

REMEMBER: the user who wants more windows is an expert and therefore knows how to open them.





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Open new browser windows: LEVEL 3

HARMFUL EFFECTS:

It does not meet the user's expectations

Pollute the screen space with unsolicited items

It makes it difficult for the user to retrace his steps

It covers the user's work window

The user does not see the 'covered' work window and thinks that the link is not active





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34 main usability issues and guidelines to address them

Guidelines for opening non-web content

Open non-web documents in a new browser window

Notify in advance of the appearance of a new window

Remove the 'chrome' (back button) from the new browser window

Give the user the opportunity to save the file on disk and then open it with the right application

REMEMBER: one of the reasons for usability is to take into account the extreme variety of skills and abilities of users





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34 main usability issues and guidelines to address them

POP UP windows: LEVEL 3

Users are always annoyed by popups and tend to install software to block them.

Legitimate uses of pop ups are also misinterpreted as they have one dubious reputation.

Pop ups are often used for porn or gambling sites.

Pop up: the most hated advertising technique.





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Parts of the interface that look like advertisements: LEVEL 3

The user tends to defend himself from unwanted information on the web as he is often attacked by attempts to capture attention by distracting him from the goal.

The user is 'blind to banners': the need not to be distracted by information apparently irrelevant or advertising.





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34 main usability issues and guidelines to address them

Parts of the interface that look like advertisements: LEVEL 3

The graphic boxes can easily be exchanged for advertising outside the site.

EXPERT ADVICE: use simple text links on your site, these attract more than graphic elements because they are contextualized and give an impression of credibility.





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34 main usability issues and guidelines to address them

Violation of web conventions: LEVEL 3

Users apply to a site the operating expectations they have developed by visiting other sites.

On average, you have 1 minute and 49 seconds to convince a user to use our site.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Faint content and free sensationalism: LEVEL 3

Many companies on their sites tend not to speak clearly and simply. This is a problem with users, almost all of them impatient, as they spend little time on each page.

How to make a site more visible by search engines?



SEO (Search Engine Optimization): clear and simple words, therefore more specific is a better text will be the position in the search engines.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Rich content and free sensationalism: LEVEL 3

In terms of information foraging: large blocks of text take the user away from the site, the user would have to struggle too much to achieve the goal.

What should web texts be like?

They should be: short, approachable, written to be scanned rather than read.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Technological evolution and the impact on usability

Although the web has radically changed since 1990, usability guidelines have remained stable.

Usability is a problem of human behavior and humans have not evolved for a decade.

Of the 34 usability problems mentioned, 7 have been reduced due to the evolution of: Browser, bandwidth and internet.





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34 main usability issues and guidelines to address them

The 7 usability problems that have been significantly reduced:



Long loading times (LEVEL 1): Users complained about the slow loading of the pages, few were the sites that were commendable for speed.



Frame (LEVEL 1): They interfered with search engines and disabled indispensable buttons on the page such as 'BACK'.



Flash (LEVEL 2): many flash designers made the site useless because the user, rather than going where he wanted on the web page, had to follow TV-like presentations that were not interactive.

FLASH: is a programming environment and should be used to provide functionality not available on a static page, not to try to spice up a page.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Search on the site with little relevant results: LEVEL 2

Many sites in the past had really poor search capabilities and didn't prioritize their results.

Even today, few sites have a truly efficient and functional search capable of satisfying the user's needs in a short time.





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34 main usability issues and guidelines to address them

Multimedia and video: LEVEL 3

Video and multimedia are acceptable today for 3 reasons:

- **The bandwidth has grown to allow for video uploads.**
- **The quality of the videos has improved.**
- **Web producers produce videos and do not use television productions as they did before.**





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34 main usability issues and guidelines to address them

Frozen layouts: LEVEL 2

The layout is locked when the information inside it has a fixed width independent of the window that occupies it.

USABILITY TESTS SAY: users hate horizontal scrolling.

The user expects vertical scrolling. If the page can scroll both horizontally and vertically, users have to move long two dimensions which is DIFFICULT.





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34 main usability issues and guidelines to address them

Frozen layouts: LEVEL 2

Locked layouts generate difficulties but their criticality has dropped from level 3 to 2 as medium to large screens have spread among users.

The most appropriate suggestion for a web page is the 'liquid layout' which widens and shrinks adapting to the window that hosts it.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Incompatibility between platforms: LEVEL 2

New browsers are more standards compliant and today it is rare for a site to work with only one browser and crash with another.

With the advent of smartphones it is necessary to adapt websites to mobile platforms that are radically different from those for pc. Mobile platforms need a dedicated website with a simplified experience.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

How the user affects usability

Over time, the user has adapted to the online environment and has acquired greater ability to use websites.

The user is therefore adapting to problems that over the years have lost levels in the ranking of usability problems mentioned above.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Uncertain clickability: LEVEL 1

In the past, the user did not understand where to click on the screen as there were pages with a lot of graphics and the links were hidden in images that gave no indication of clickability.

Today the user has assimilated the clickability conventions of the web in fact he knows if he can click on colored and underlined text. He also knows he can click graphic objects that they look like buttons.





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34 main usability issues and guidelines to address them

Scrolling: LEVEL 2

The user is resistant to the scrolling of web pages, often decides where to go without scrolling the content.

Even the most experienced user needs visual indications to know that the page continues outside of what is visible.

It is therefore necessary to ensure that the design of a site does not suggest end-pages where there are none.





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34 main usability issues and guidelines to address them

Registration: LEVEL 1

When internet use became widespread, site registration was a barrier as people did not know whether to trust and provide their personal information to the sites. Many sites have now redesigned their purchasing processes so as to allow the user to complete a purchase without registration.

The user will have to provide information such as a card number, but will consider it less invasive as it is part of a sale.

The sites that require premature registration (they are few) lose many customers





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34 main usability issues and guidelines to address them

Complex URL: LEVEL 2

URL what is it? It is a sequence of characters that uniquely identifies the address of a web page.

While they cause usability and search engine ranking issues, they remain a critical issue.

Most sites should have a URL between 20 and 50 characters.

The expert user is able to manually modify a complex URL, but this happens very rarely.





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34 main usability issues and guidelines to address them

Drop-down menu and hierarchical menus: LEVEL 1

Until a few years ago, any dynamic element on the web created confusion for users. Now the user has got used to it but the hierarchical menus that extend over too many levels create usability problems.

REMEMBER: Users with motor impairments have a harder time controlling the pointer.





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34 main usability issues and guidelines to address them

Self-control: How designers have reduced usability problems.

The experience of the designers has made it possible to reduce 13 usability problems.

However, it happens to run into some of these problems if the designers are novice.

In the next slides we will list these 13 problems that are improving over time





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Plug in (non-autonomous program that intervenes to expand the functions not present in the main software) and cutting-edge technologies: [LEVEL 1](#)

Sites that forced the use of plug-ins or to update software have lost many customers. By now customers know how to close a window does not accept.





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34 main usability issues and guidelines to address them

3D user interface: LEVEL 1

They are problematic to use since three-dimensional images are displayed on a two-dimensional surface, the screen, and controlled with a two-dimensional tool, the mouse.

Most web applications do not have an inherent need for three-dimensionality.





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34 main usability issues and guidelines to address them

Baroque design: LEVEL 1

Fortunately, sites with baroque and hyperbolic design are less and less popular.

Welcome Pages: LEVEL 1

Small and medium-sized business sites often care too much about the welcome page rather than the user's need. RESULT: the user receives a message that the site is more attentive to design than to solve his problems





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34 main usability issues and guidelines to address them

Moving graphics and flowing text: LEVEL 1

The user believes that flowing text and animated images (the most common problem at the beginning of the web's growth) are probably useless and therefore ignores them

Often this is confirmed because the user finds the screen invaded by scrolling text, which however is an advertisement.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

***DIY Interface
Controls: LEVEL 2***

**The user expects
each interface
control to behave
according to what it
has been
created.**

**It is therefore
necessary for the
site designer to
adhere to standards
of graphical
interfaces and use
controls (such as
scroll bars) with a
traditional look. This
allows the user to
fully view what the
site offers.**





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Do not disclose who is the source of the information: LEVEL 1

IT IS ESSENTIAL to be recognizable and to give trust and credibility. For a website to be successful, users need to know who is behind it, how it is funded, and if it is credible.

It is necessary to have an 'About us' section, this allows the user to have all the information on the site and on the 'seller' of the product.





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34 main usability issues and guidelines to address them

Invented words: LEVEL 1

When the internet developed, it was fashionable to put invented words on your site. Invented words reduce usability as users have no idea what they mean.

The invented words also frustrate search engine rankings because the user will never search for a word he does not know.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Dated content: LEVEL 2

High-level problem for smaller sites.

The big sites now, professionally managed, try to keep all the important pages up-to-date

Entirely inconsistent sites: LEVEL 2

Companies since 2000 have been trying to present themselves to the customer with consistent websites that are made up of linked web pages.

The only problem occurs when companies have portions of the site created by a different designers.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Premature requests for personal information: LEVEL 2

If a website becomes intrusive too soon, the user refuses to answer questions. Before asking questions a site must build its credibility.

Some sites mistakenly believe that asking for personal information early is a good marketing ploy. In reality, this scares the user and causes him to leave the site.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Multiple Sites: LEVEL 2

There are often many microsites associated with advertising campaigns. Multiple pages yes but they must be associated with the same website.

Orphan pages: are those pages that have no links and whoever ends up in them cannot go anywhere.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

On the web, usability does not play a dramatic role, but it can decide whether a website will be successful or not.

According to website studies, usability problems have been classified according to levels of criticality:

- High
- Average
- Low





Unit 1: The user and the web

34 main usability issues and guidelines to address them

High Criticality: When it causes unacceptable costs to users and / or loss of business, both making it impossible for the user to use the site and causing it to be abandoned.

Medium Criticality: If it causes confusion, frustration and loss of some business.

Low Criticality: Problems that annoy the user but none of these economically damage the site if taken individually. Many associated low criticality problems push the user to leave the site.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

What does the criticality depend on?

- **Frequency:** how many users will have the same problem
- **Impact:** if it causes an imperceptible annoyance or loss of hours of work, or the user decides to leave the site.
- **Persistence:** if the problem occurs unatantum or regularly. Now a user after encountering a problem, learns to avoid it.

Remember: a third of the difficulties that users encounter in visiting a site are attributable to two fundamental characteristics.



RESEARCH AND AVAILABILITY.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

What makes the user wrong?

There are critical issues that users are able to stem.

The problem of research and information architecture often leads to errors because if the user cannot find what he is looking for, the rest fades into the background.

Poor readability leads the user to leave the site and not notice information.

DIFFICULT OR MISSING information: causes 19% of errors.





Unit 1: The user and the web

34 main usability issues and guidelines to address them

Is it enough to deal with the most serious problems?

If the user is continually harassed by small problems on the same site, he will end up not have great confidence in the site; in fact, if small problems give an overall negative impression, the user will leave the site and will never return to it.

It is important to have the information the user is looking for and to present it in Clear language for the site to be successful!





Unit 1: The user and the web

What is usability that matters?

*Research: the main part of web activity,
rules to follow.*

If a site has fewer than 100 pages, there may not be a 'search' function.

If a site has between 100 and 1000 pages you need a simple search engine.

Above 1000 pages per site it is necessary to ensure the best possible search.



CHECK IF: the site listings are all on one page.



You can do without the search if there are no sub-categories





Unit 1: The user and the web

What is usability that matters?

Why does the search within a site have to be better than that on the generic web?

A site has fewer pages to index

On a specific site, the user's objectives are clear

Whoever manages the site knows how to identify the most important parts

It is known which old and obsolete documents can go to the bottom of the list





Unit 1: The user and the web

What is usability that matters?

Why does the search within a site have to be better than that on the generic web?

- **An internal engine has more information about its documents**
- **The vocabulary of a site is limited and it is easier to find synonyms and typos that match the user's search**
- **The information on a site is controlled and those who manage it can summarize it in a current way**
- **A site's search engine has no competitors looking for a better ranking in the results**





Unit 1: The user and the web

What is usability that matters?

How to have a better search:

- **Using better search software is worth the money.**
- **Design the search interface according to the guidelines.**
- **Adapt the pages to make the titles catch at a glance.**

The web usability guidelines explain how to design a good search function that matches what the user expects.





Unit 1: The user and the web

What is usability that matters?

The 'search' button.

The search interface should appear at the top right as that is where the user searches for it.

It should be on every page of the site as you cannot predict when the user gets lost. and where this will happen.

Often the user uses the search in all categories to evaluate the breadth of the results: narrowing the search risks making the user lose interesting results.





Unit 1: The user and the web

What is usability that matters?

Length of the QUERY and the search field

A longer search field is better for 2 reasons:

- **It encourages the user to do longer searches, which produces more precise and therefore more useful results.**
- **When the user reads everything he writes, he makes fewer typos and errors.**

We recommend a 27 character search box, large enough to accommodate 90% of queries without scrolling the text.





Unit 1: The user and the web

What is usability that matters?

ADVANCED SEARCHES

Advanced search should be avoided as very few users manage to use it and almost it always leads to more problems than it can solve.





Unit 1: The user and the web

What is usability that matters?

Contextual search:

Search limited to a given context. It is useful when users only want results from a certain area.

It can be dangerous because: Users may not understand that most results are filtered.

Furthermore, the user may think that what he is looking for is in a part of the site, he cannot find it in a contextual search although the site has a rich offer in this regard.





Unit 1: The user and the web

What is usability that matters?

Contextual search:

Search limited to a given context. It is useful when users only want results from a certain area.

It can be dangerous because: Users may not understand that most results are filtered.

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Unit 1: The user and the web

What is usability that matters?

Best Bet: those pages that can be nominated as the best result for certain queries.

There is no way to tell an external search engine which pages of your site are most important for each query.

But for each website's engine and for the most important queries you can compile a list of sorted results called Best Bet.

This must:

- Respond to brands or product names
- Respond to catalog numbers or codes
- Respond to category names
- Respond to the names of key executives or personnel





Unit 1: The user and the web

What is usability that matters?

Sorting a SERP:

A serp is usually sorted by relevance.

Give users the ability to sort responses by attribute (price, date, etc) it can be useful.

It is advisable to give the possibility to choose whether to order in ASCENDING OR DESCENDING way.





Unit 1: The user and the web

What is usability that matters?

No results in SERP:

It is important to indicate to the user the absence of query results because it could lead the user to wait for the search to be completed, if there is no indication that it has already been completed.

Only one result in SERP:

**If the query gives only one result, it is not recommended to bring the user to the page found.
Seeing a website page appear instead of a results page can be confusing for the user.**





Unit 1: The user and the web

What is usability that matters?

SEO: Search Engine Optimization

It is a set of methods that can improve a site's ranking in search engine.

Acceptable SEO methods concern 3 areas:

SEO on language

SEO on architecture

Reputation SEO





Unit 1: The user and the web

What is usability that matters?

SEO on language

It is essential to express yourself in the words the user knows and uses.

This is because search engines tend to give more weight to the words that appear in the headlines.

Users scan the result and often only read the title





Unit 1: The user and the web

What is usability that matters?

SEO on language

There is no point in attracting more users for the sole purpose of having them. bounce off as the page is garbled or impractical.

The methods for discovering the language of the user of your site are your own logs (to discover the queries used by users) and tests.

IMPORTANT: Think of SEO in terms of key phrases, these tend to lead multiple. users / customers.





Unit 1: The user and the web

What is usability that matters?

SEO on architecture

It is important for:

- Ensure that the pages of a site are indexed.
- Ensure an adequate link structure to guide programs that surf the web by collecting information for the engines (spiders) through the contents.

Make sure there is a precise sequence of links from the homepage to any page you want to see indexed in search engines.





Unit 1: The user and the web

What is usability that matters?

Reputation SEO

Search engines pay great attention to the reputation of the sites. They do this by counting the number of links pointing to a particular site.

Key concept: If many sites consider your site to be trusted, it means yours site is important.

LINK: decisive criterion for web reputation.





Unit 1: The user and the web

What is usability that matters?

Navigation and information architectures:

A well-structured site gives users what they are looking for when they look for it.

The 4 features that are collectively called AVAILABILITY cause the greatest search problems.

Findability determines how easy it is to find something by browsing rather than using the search function.





Unit 1: The user and the web

What is usability that matters?

4 functions that are collectively called **AVAILABILITY**:

Navigation and menus

Area or category names

Link

Information architecture (how an information space is structured).





Unit 1: The user and the web

What is usability that matters?

REMEMBER THAT:

The structure of a site must correspond to the expectations of those who use it.

The more natural and obvious the navigation is, the more willingly the user will return to that website.

The IT architecture of a site depends on the specific objectives of that site and its users.





Unit 1: The user and the web

What is usability that matters?

Navigation: a consistent navigation structure helps the user.

The navigation elements and their positions (bar, section names, the 'back' button) are steps that help the user to move from one section of the site to another.

Navigation is the MEANS. THE PURPOSE is to allow the user to get to the search content





Unit 1: The user and the web

What is usability that matters?

Navigation: a consistent navigation structure helps the user.

Any kind of dynamic navigation must first of all be easy to use.

Tests and research made it possible to understand that:

- **Users aged 6 to 12 are interested and like the 'treasure hunt' effect of the sites.**
- **In adolescence and beyond, the user has no patience and wants results quickly.**





Unit 1: The user and the web

What is usability that matters?

LINKS, BUTTONS, LABELS: you need to be specific!

It is necessary to make sure that the user easily understands and knows how to use the navigation buttons.

- **Eliminate unnecessary words**
- **Use keywords**
- **Give specific information**





Unit 1: The user and the web

What is usability that matters?

Hierarchical menus (menus and submenus)

They should be used little and must not have more than 2 levels.

It is necessary to make sure that the dynamic menus remain on the screen long enough for the user to make his choice.

Menus that require too much precision and open and close with every mouse movement are difficult to manage





Unit 1: The user and the web

What is usability that matters?

Can I click it?

RULE: never create doubts for the user about the clickability of something.
It is advisable to follow the standards: **BLUE AND UNDERLINED LINKS.**

When the user is able to understand what a site allows him to do we can say that the usability of that interface is good.

DIRECT ACCESS TO THE HOMEPAGE: it is important to place direct links on the homepage to a small number of quick operations.





Unit 1: The user and the web

What is usability that matters?

Typography and readability of a site

To form a positive first impression of a site and sustain it throughout the site, you need to choose the fonts and colors that work best on the web.

Even today, the legibility of the sites remains a problem. No matter how nice the site is, if you don't read the text it will be a site doomed to failure.

The right use of typography and the right color combinations are essential components of good visual design.





Unit 1: The user and the web

What is usability that matters?

Typography and readability of a site

There are 4 basic rules for the text to be usable and easy:

- Use common fonts, size greater than or equal to 10 points**
- Avoid crowded backgrounds**
- Use black text on a white background**
- Keep scrolling, uppercase, and graphic text to a minimum.**





Unit 1: The user and the web

What is usability that matters?

Typography and readability of a site

No fonts and no sizes are suitable for any audience or any situation.

A pleasant body (size) and a good contrast between text and background make a site readable and comfortable for all age groups.

When choosing the text size of your site, prefer a larger body (it will please all users) rather than lose access to the site itself.





Unit 1: The user and the web

What is usability that matters?

BODY OF THE TEXT: THE 10 POINT RULE

The minimum text size value should never be less than 10 points

Target audience	Body text measurement
Undifferentiated audience	10 - 12
Elderly and people with vision impairment	12 - 14
Children and other non-regular readers	12 - 14
Teen and young adults	10 - 12





Unit 1: The user and the web

What is usability that matters?

Typography and readability of a site:

Choosing the content of your site carefully is important as dense texts keep users away.

Using fonts (times, Calibri, etc) that are more readable in large body is important since not all users use a new machine with a good quality screen.





Unit 1: The user and the web

What is usability that matters?

Typography and readability of a site:

Gradually all users will use larger schemes that allow for efficient use of the web and applications.

Until then, the use of small, low-resolution monitors must be envisaged.





Unit 1: The user and the web

What is usability that matters?

Relative Specifications:

It is recommended that you specify a site's text size relatively



Rate

**It is necessary to provide for the use of your site by users with visual impairments:
provide for the ability to change the size of the text.**

Choose a font (font)

Not all machines have the ability to read specific fonts.





Unit 1: The user and the web

What is usability that matters?

Most browsers use the following pre-installed fonts:

- **Arial**
- **Arial black**
- **Comic sans MS**
- **Courier New**
- **Georgia**
- **Impact**
- **Times New Roman**
- **Trebuchet MS**
- **Verdana**





Unit 1: The user and the web

What is usability that matters?

Which font to choose when in doubt?

If you are not sure which font to use with 'Verdana' you are not mistaken.

It is popular on all platforms, works well in a small body, and is pleasant on the screen.





Unit 1: The user and the web

What is usability that matters?

The use of fonts and colors:

- **Rule 1:** Limit the number of typographic styles on your site.
- **Rule 2:** Changing the font can help the reader to distinguish information and grasp the most relevant information.
- **Rule 3:** Do not use more than four colors and three different fonts in the main areas of a website, it would appear unstructured and low-level.





Unit 1: The user and the web

What is usability that matters?

AGAINST ALL CAPS

Uppercase text is much slower to read by 10% than lowercase.



Limit the use of capital letters to short titles

Lowercase words are easier to read, especially in cases where the text has little contrast with the background and is underlined.





Unit 1: The user and the web

What is usability that matters?

Contrast between text and background

The right degree of contrast has a bearing on the readability of a site.

- Black text on a white background or similar - easier to read

- Avoid combining similar colours: the low contrast causes visual fatigue and is difficult to read

- NEVER have a crowded background





Unit 1: The user and the web

What is usability that matters?

Color Blindness

8% of men and 0.5% of women in the world have color blindness, Mainly to red and green, it means he can't tell them apart. This is why we advise you to be careful on your site as the wrong color combination can be illegible.

How to make the colors stand out:

- Do not use colors with strong differences in intensity, better black and white
- Don't rely on color to distinguish information from each other, you need to vary another attribute in the text.





Unit 1: The user and the web

What is usability that matters?

Text images:

A site that relies on graphics raises various classes of problems.

Graphics increase file size - many users use modems and don't have much patience with slow sites.

Graphic text is not text and cannot be searched.

Graphic text cannot be enlarged.





Unit 1: The user and the web

What is usability that matters?

IText images:

A site that relies on graphics raises various classes of problems.

- **The graphic text cannot be selected, the user likes to select the content and be able to paste it on their own document.**
- **Speech synthesizers (vocal reproduction of what is written) have difficulty**
- **with graphic text and for this they need support programs that the user often does not have.**





Unit 1: The user and the web

What is usability that matters?

Moving text:

The blinking or moving text distracts the user from what he wants to do.

Moving text is problematic for users who have to translate while reading. This happens because the user wants to decide their reading speed without having to be influenced by external factors.

For people with impaired vision and / or neurological problems, moving text does not allow you to focus and maintain eye contact.





Unit 1: The user and the web

What is usability that matters?

Write for the web

A visually pleasing site is good but the quality of the content is more important.

To attract and keep visitors on a site it is important to propose solid and clear content and to provide efficient and intuitive access to that content.





Unit 1: The user and the web

What is usability that matters?

Writing for the Web: Poor writing destroys a site

Disorganized content can make simple tasks on the web difficult, such as choosing a product.

In fact, if a site makes it easy to find answers, the user trusts and comes back.

Good design helps the visitor to be satisfied but it is not enough.





Unit 1: The user and the web

What is usability that matters?

As the user reads:

The user adapts any strategy to save time.

In fact, it gives a first glance to get an idea of the web page and if necessary goes into the details of the content.

If the site does not quickly reveal what it has in store for the user, the user gets tired and leaves him without the possibility of returning to this page.





Unit 1: The user and the web

What is usability that matters?

Write for readers:

If you don't have an editor or an experienced web editor you should hire one. This is necessary as content requires expertise.

The information must be filtered and processed to be made admissible by the your typical user.

It is necessary to write simple and concise content to demonstrate respect for the user's time.





Unit 1: The user and the web

What is usability that matters?

GUIDELINES FOR A QUALITY WEB TEXT:

- ***Avoid jargon***
- ***Avoid acronyms***
- ***Put aside: sarcasm puns and clichés.***

They annoy the user and are a waste of time



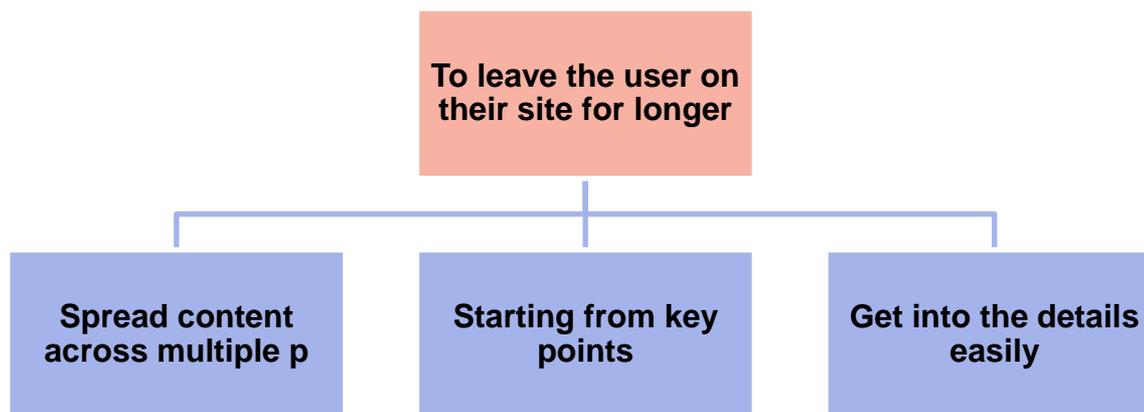


Unit 1: The user and the web

What is usability that matters?

When self-promotion is justified:

When showing results of particular value with the aim of appearing authoritative without exaggerating.





Unit 1: The user and the web

What is usability that matters?

FORMATTING THE TEXT TO BE READABLE:

- Highlight the keywords**
- Short, descriptive titles and headings**
- Bulleted and numbered lists**
- Short paragraphs**
- State the concept of the page in the first few lines**





Unit 1: The user and the web

What is usability that matters?

Highlight keywords:

Draw attention to specific parts of the page.

Instead, highlight long paragraphs: it conveys a sense of crowding and does not allow you to distinguish the important things.

WE RECOMMEND:

Use short titles and headers, these should convey the message with few words.



Unit 1: The user and the web

What is usability that matters?

Title hierarchy:

- **Main titles must be written in a larger body than the body of the text.**
- **Subtitles should be smaller than the titles but distinct from the rest of the page.**
- **Titles must be left justified, the first letter of the first word must be capitalized.**





Unit 1: The user and the web

What is usability that matters?

The lists: bulleted or numbered

RULES:

Bulleted lists: when the order of the items is important.



Numbered lists if instructions or items are listed, they must be entered in a precise sequence

REMEMBER: short paragraphs are more manageable, it is a good idea to stay below 5 sentences.





Unit 1: The user and the web

What is usability that matters?

Guidelines for formatting a list:

- **Using lists for 4 or more items (unnecessary short lists)**
- **Anticipate the list with an introductory sentence**
- **Indent the list with respect to the body of the text**
- **Don't leave too much space between the period and the text of the entry**
- **Begin each entry without an article**
- **Use parallel phrasing (fluid, each voice begins with the same type of word and completes the opening sentence),**
- **Don't make too many lists, they are ineffective.**





Unit 1: The user and the web

What is usability that matters?

How to present the products

To sell or promote online, you need to give people the information they need for an informed and informed purchase.

Predict the customer's questions and make sure the answers are easy to find.

It is important to be direct so that the user can easily find out the price of the product: The additional costs (taxes and shipping) must be explained on the first page of the cart if not before.





Unit 1: The user and the web

What is usability that matters?

Win customer trust

Customers trust a site that can explain the product clearly.

INDEED :

- **The product and its offer must be sufficiently explained**
- **Pictures must adequately show details**





Unit 1: The user and the web

What is usability that matters?

Win customer trust

A typical and serious mistake is when the user clicks on 'enlarge' and the site shows the same photo or enlarges it a little.

It is better to give a sequence of close-ups in order to allow a complete view of all the details of the product the user is looking for.





Unit 1: The user and the web

What is usability that matters?

Divide the pages

Don't flood your customers with information, you don't need to show all the details in a single solution.

It is good to distribute the information over several layers.

The following slide lists the information you need to link to.





Unit 1: The user and the web

What is usability that matters?

Create links for the following info:

- **Product details**
- **Photos, illustrations and demos**
- **FAQ**
- **Comments from experts and users**
- **Common problems and maintenance**
- **Spare parts and accessories**
- **Information about the manufacturer**
- **Offers and discounts**





Unit 1: The user and the web

What is usability that matters?

Support Comparative Purchasing:

It is not enough to bring the user to your site, you have to keep him interested.

Fewer choices will result in a better shopping experience.

Make it possible to gradually narrow down the selection criteria and make side-by-side comparisons.

REFINE AND ORDER: if you have a site with many products, give the user the opportunity to select and view the most relevant results.





Unit 1: The user and the web

What is usability that matters?

Quality content helps sales

For content to be useful it must be: concise, informative and written in an objective style suitable for the web.

Remember that sometimes the user is directed by search engines to deep links

It is important to mention a product in an article





Unit 1: The user and the web

What is usability that matters?

The arrangement of the contents, remember that: The user judges a site based on the first impression.

Frequent layout errors on web pages:

- **The layout does not highlight the importance of the info**
- **Interactions without indications**
- **Related sections not grouped**
- **Chaotic or absent alignment**
- **Things are not where expected**
- **Too many elements on a single page**





Unit 1: The user and the web

What is usability that matters?

How to avoid layout errors:

THE 3 CLICK RULE: all information on a site should be accessible from the homepage with a maximum of 3 clicks.

Does the page have to scroll?

**A user hardly ever scrolls a page.
When designing a page you can expect a minimum of scrolling but the most important contents must be shown first.**





Unit 1: The user and the web

What is usability that matters?

The 4 rules of scrolling:

- **Respect the design rules, the user only looks for where he expects to find something.**
- **If there is white space at the bottom of the screen, the user expects the end of the page.**
- **The ad-like is a sign of the end of the page**
- **Contents above the fold signal the presence of contents below the fold.**





Unit 1: The user and the web

What is usability that matters?

Lead the user step by step

When a search is divided into several phases, the user must be guided along a linear and predictable path without confusing him with too many choices.

SIMILAR TO SIMILAR: Collect related items to make sure they get noticed.





Unit 1: The user and the web

What is usability that matters?

Forms paginated without logic

If the fields are arranged in a random and disorganized manner, it is difficult to associate each field with the label that identifies it.

It is therefore necessary: to align things in a suitable way with airy spacing, this allows the user to recognize the different groups of information and the relationships that bind them.





Unit 1: The user and the web

What is usability that matters?

Satisfy user expectations: what the user expects depends on the conventions adopted in most sites.

Use empty space:

- **The empty space allows the user to divide the information into manageable units.**
- **The void around the lists attracts key points and reduces visual fatigue..**





Unit 1: The user and the web

What is usability that matters?

Balance between technology and user needs

With the spread of fast connections, multimedia sites are becoming more and more popular.

Use of multimedia: carefully integrated, they can promote usability by making content not only more fun and engaging but also more accessible.

To create a successful website, you need to know what degrees of interactivity you need and what tools to use in each situation.





Thank you!

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