WEBSITE USABILITY

Evaluating and Planning for Web Design

GOAL 1: IDENTIFY SITE'S PURPOSE

- Every website must begin with a purpose

- When working with a client, the site's purpose should be a primary part of every discussion

- The designer should be able to state that purpose clearly and easily in a single sentence

GOAL 2: IDENTIFY TARGET AUDIENCE

- Who are the people most likely to visit the website?
- Include demographics, psychographics, and behavioristics
- Age of typical user is an important consideration

GOAL 2: IDENTIFY TARGET AUDIENCE

- Gender of typical user (if relevant)
- Education level (if relevant)
- Household income (if relevant)
- Hobbies and Interests

GOAL 3: PLANNING FOR SCANNING

- Users don't "read" web pages the way we read books
- Most users scan the page by jumping around it
- They have arrived at your web page *because they want something*
- They are at your page to *scan for what they want*
- Your page must make it easy for your users to scan for what they want

GOAL 4: CREATING VISUAL CONSISTENCY

- All pages in your site should be visually consistent
- This means each page should have the same
  - color scheme
  - layout
  - navigation
  - Characters
- Color Scheme
  - *Main* color: the dominant color that will stand out on each page
  - *Support* color: supports primary color and second thing users will notice on a page
  - *Highlight* color: for adding little visual touches to the web page
  - Additional colors (optional)

GOAL 4: CREATING VISUAL CONSISTENCY

- Create a consistent layout for all pages
  - Header
  - Sidebar
  - Footer
  - Columns
- Remember "planning for scanning"!

GOAL 4: CREATING VISUAL CONSISTENCY

- Create a consistent navigation scheme for all pages
  - Navigation scheme is the way people will move through your site
  - Think of your website as an interface where humans interact with something
  - A good interface is intuitive
  - Ways to make it consistent and intuitive
    - create a set of buttons that you use on every page
    - keep colors consistent
    - put breadcrumbs in the header
    - put a second navigation system in the footer
    - set link colors and visited link colors that work with your color scheme
    - use CSS documents for all page elements so that you can manage site colors

GOAL 4: CREATING VISUAL CONSISTENCY

- Characters are part of a site's visual consistency
    - Choose a font that matches the site's purpose and target audience
    - Choose text color(s) that match the color scheme
    - Don't use too many different fonts in your graphical elements
    - Pick a page background color
    - Pick text color, link color, and visited link color