Web Design Patterns #2

Slides from:
James Landay

Hall of Shame or Hall of Fame?

http://www.balthaser.com/

Hall of Shame!

http://www.balthaser.com/

Outline

- Review
  - PERSONALIZED CONTENT (D4)
  - INVERSE PYRAMID WRITING STYLE (D7)
  - Non-intuitive empirical results
  - SHOPPING CART (F3)

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Review

- Design patterns allow us to?
  - reuse design knowledge
- Previously used in?
  - architecture & S/E
- Web design patterns leverage
  - people's usage habits on/off-line
  - HOMEPAGE PORTAL (C1) pattern solution
    - make a positive first impression
    - focus on a single item
    - build your site brand
    - make navigation easy
    - lure visitors to return
    - make it download fast
PERSONALIZED CONTENT (D4)

**Problem**
- Web sites would like to have visitors return often to buy, see ads, use services, etc.
- If your content isn’t changing & personal, users less likely to return or stay
- Personalized info is more useful to people than generic info. Engineering a dynamic site is difficult if the basic structures & designs are not in place

**Solution**
- Personalization
  - A home page that is customized for each visitor

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**How to Personalize Your Page**

- Gather information from guest profiles & use it to build a site that holds their interest looks customized just for them
- Visitors will need to trust you to give this information directory/indirectly must use for their benefit only
- Four ways to collect information:
  - Edit, interview, deduce, collaborative filter

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**Editing Personalization Info**

Visitors click on buttons to make selections from lists:
- Weather cities
- News sources
- Stocks to follow
- Sports to follow

Include content modules (D2) based directly on selections

Drawbacks to this approach:
- Can get tedious if you have to do it repeatedly
- Users won’t spend time entering info if little benefit

My.yahoo.com is a good example of editing for personalization

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**Interviewing for Personalization Info**

Visitors answer multiple choice questions
- Update guest profile
- Include content modules (D2) based on one or more scoring methods
- Allow the option of continuing the personalization process over time
Deduction for Personalization Info (?)

- Watch visitors behavior
  - Amazon tracks the books visitors order & later offers similar books
- Update guest profile
- Select CONTENT MODULES (D2) based on scoring method

Collaborative Filtering for Personalization Info

- First provide popular content based on all visitors
- Provide customized CONTENT MODULES (D2) based on similar guest profiles
- Use correlation of profiles to determine areas of interest

Scoring Methods to Match Content to Audience

- Rank
  - Show ordered list of content
- Top rank
  - Content of only the top few scores shown
- Threshold score
  - Show all content over a particular score
- Required attributes
  - Show all content that is on "NCAA Sports"
- Combination
  - E.g., job site might use top rank & required attributes to show best jobs a person is qualified for

Inverse Pyramid Writing Style (D7)

- Problem
  - 25% slower to read from a computer screen
  - Web surfers want immediate gratification or they will leave – they want web pages that are
    - Delivered quickly
    - Easy to use
    - Quick to skim
- Solution
  - Give the conclusions first
  - Add detail later for those that want it

Inverse Pyramid Writing Style (D7)

Journalists Use Inverted Pyramid

From www.nytimes.com
ZDNet Uses Inverted Pyramid

- Start with a good concise title
- Reflect the content
- Continue with the most important points
- Use hypertext to split-up information
- People often won't scroll or read
- Use less text
- 50% less than you would offline
- Use a simple writing style
- Simple sentences -- no hype or advertising
- Use EMBEDDED LINKS (K7) to help visitors find more information
- Use bullets and numbered lists
- Supports skimming
- Use different style for entertainment site

Using Bullets

Non-intuitive Empirical Results

- Studied usability of 9 major web sites
- Including C|Net, Disney, HP, Fidelity, etc.
- Performed by consulting company
  - User Interface Engineering, Jared M. Spool
  - http://www.uie.com
- Data
  - "dozens" of hours of user observations
  - Detailed analysis of site composition
  - Task to find particular information from each site

Empirical Results (cont.)

- None were very good
- Bad ones
  - Home pages offered little direction on content
  - "Readable" pages were less effective
  - People don't read, they skim
  - Nicely formed sentences hide key information

Empirical Results (cont.)

- Download time wasn't a big issue
  - No correlation between time and frustration
- Graphic design had very little effect
  - Take a look at Yahoo
  - May be important for brand, marketing, etc.
- Navigation must be linked to content
  - If not, users found sites less usable
  - Forget about designing separately ("shell" sites)
    - If can remove 1/3 of content without changing home page, then it is a shell site
    - Generic links do not give users predictable results
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Empirical Results (cont.)

- Violating the “sales script”
  - standard human-human sales situations
    - browse and then give personal info when you buy
      - employees wear name tags
  - web-based situations that violate this fail
    - users driven away by giving personal info first
    - you must first build trust!

Animation

- Higher click-thru rates, but
  - annoyed users
    - scrolled, covered with hands...
    - animation makes it much harder to read/skim
- Could be useful in conveying information
  - they found no examples of this
- “Surfing” different from info. retrieval
  - may not be able to design a site for both

Frames

- Visual representation of information in a structured format
- Allows for easy navigation and organization of content
- Enhances user experience by providing a clear and concise layout
- Can be used across different devices and platforms
- Essential for creating user-friendly and accessible websites

Frames
Empirical Results (cont.)

- Frames
  - not so bad, but
  - make sure large frame changes are obvious as a result of clicks in small (TOC) frame

Links

- Users had trouble with short links
  - "If you click on Disneyland, will you get a map of the park? Ticket Information, etc."
- Longer links clearly set expectations
  - "How to Read the Pricing and Rating Listings"
  - "Pricing (How to Read Pricing & Rating Listings)"
- Links embedded in paragraphs are worse
  - hard to find information
  - can't skim - must now read
- Text links used before graphical links

Links (cont.)

- Within-page links
  - sometimes confusing if user scrolls & has read material already
  - make shorter pages to avoid
- Wrapped links caused confusion
  - tradeoff here...

Good Links

Shopping Cart

Problem?

- how to allow customers to purchase multiple items in one transaction

Solution

- use shopping cart metaphor to keep track of items before customer finalizes the purchase
  - track name, quantity, availability, & price

How to Apply Shopping Carts

- Make available on each page and easy to add items from product pages
  - make it easy for people to buy!
  - seems obvious, but many sites don't do it
**How to Apply Shopping Carts**

- Provide detailed info on each item in cart

  ![Amazon Cart Example](image)

  - Quantity w/ a way to change
  - Name w/ link to detail
  - Short description

- Provide info about all items in cart
  - Sub-totals
  - Shipping, taxes, other charges (if known)
  - Prevent unpleasant surprises

  ![Amazon Cart Example](image)

- Provide a prominent link to CHECKOUT

  ![Amazon Cart Example](image)

- Have a link to let people continue shopping

  ![Amazon Cart Example](image)

- Don't let unavailable things be added
  - Hard to find a good example of this

  ![Amazon Cart Example](image)
Summary

- Personalization. Why?
  - if content isn't fresh, visitors won't return
  - four ways to collect information:
    - edit, interview, deduce, collaborative filter

- Key idea to inverse-pyramid writing style?
  - start with the conclusions & add details below

- Non-intuitive empirical results
  - “readable” pages were less effective. why?
  - users scan! – the style of links matters
  - navigation must be linked to content. why?
    - so users can predict where links will take them
  - don’t violate the “sales script.” why?
    - user’s must trust you before giving personal info