

# DONT MAKE ME THINK

**User experience** An emotion, a feeling an intuition or a connection that an user makes while using the product. Make users feel good about the product.

① **FIRST LAW OF USABILITY: "Dont make users think"**  
The design should be self-evident and obvious. Users be able to "get it" after looking at the screen. More time users spend thinking, more hurdles introduce.

② **DESIGN FOR SCANNING NOT READING:** Users scan the web page. Hence, it is necessary that web pages are easy to scan. **Principles when designing:**

• **USE UNIVERSALLY ACCEPTED CONVENTIONS** ▶

We should use the **universally accepted elements** on the web  
ex: SEARCH ICON 🔍 - POSITION OF THE SITE TITLE - Title  
SOCIAL NETWORKING SHARIN OPTIONS ↗

• **CREATE VISUAL HIERARCHIES** ▶

This allow the user easily figure out what things are important what things are important

• **MAKE OBVIOUS WHAT'S CLICKABLE** ▶

Make it crystal clear to the user about what elements are clickable

③ **MAKE CLICKS MINDLESS:** Make clicks mindless that they dont require any thought. The # of clicks do not matter as long as they are mindless and unambiguous  
"Scent of information" tells the user where a particular action will lead them.

3 mindless clicks = 1 click requiring thought

④ **LESS IS MORE:** It is necessary to **remove any filler words or sentences**

**AVOID INSTRUCTIONS ON THE WEB PAGE** - everything should be self explanatory. There are certain things that need explanation then keep it short and simple.

⑤ **HELP USERS TO EASILY NAVIGATE:** Implement the navigation in a right way.

• **PERSISTENT NAVIGATION:** Consists of site ID sections, utilities and search

• **HOME BUTTON:** Visible & accessible  
It gives a sense of assurance in case user is lost during a browsing session

• **PAGE NAMES:** Every page should have a name. Prominent and the link on which the user clicks to reach the page

• **'you are here' navigation:** It is important to indicate where the users are. Breadcrumbs

⑥ **DONT ARGUE BUT TEST:** Test it with real users. This opens a whole new dimension to the discussion.

⑦ **USABILITY TESTING - DO IT REGULARLY:**

Cannot see any flaws in the design.

• **FREQUENCY:** every month. Continuous improvements

• **NUMBER OF USERS:** 3 users per month. Identify the most critical issues

• **TESTING:** Have one facilitator and the user. Record the testing sessions

• **FOCUS:** Prioritising the critical issues



③ Increase your reservoir of goodwill: This is a feeling that the user comes along with them when they visit and view the product for the first time. Good UX will always augment while bad UX deplete it. Things that increase it

- Make the most important things that your user would want to do on your site as easy as possible
- Be upfront about the information that user would want to view
- Save steps where ever you can
- It's good to apologise to the user when you are not able to do what the user expects.  
ex. 404 Page or limit functionality.

3 Laws of web usability:

Don't make them think



Ideal website is self-evident  
Users "get what it's about +  
how to use it without  
having to think

Make every click instinctive

More clicks are OK if  
each click is mindless  
and obvious



Ruthlessly reduce the wordcount



Cut the words per page by  
50%. This reduces distraction  
allows key content to stand  
out and minimize scrolling.

## HOW TO DESIGN USABLE WEBSITES

① HOW PEOPLE USE THE WEB

- We scan
- We make reasonable
- We go for guesswork

Design your website for easy scanning:

- elaborate why / How to
- existing conventions
- effective visual hierarchies
- content easy scanning
- every click mindless, obvious

Web Navigation:

- Where you are on the site
- How to return to a specific web

Home Page:

Site ID and mission - site hierarchy - search functions  
search functions - teaser - Key content

Give a clear big picture overview of the site  
it is the initial impression

How to do Usability Testing:

Watching people use something. Be used at  
all stages.