Designing for the Web

Design Issues

Technical Issues

Design Issues

• Breadth vs. Depth

• Navigation vs. Content

• Seller vs. Buyer (i.e., Designer vs. User)

• Colors and Images

Several images in this presentation are from “Designing Web Usability” by Jakob Nielsen [New Riders 1999]
Breadth vs. Depth

Numerous studies starting in the 1980s showed that when designing menu structures, you should aim for breadth over depth, but not too broad.

Miller’s famous 7±2 study shows that people’s short term memory consistently was limited to about 7 things. The good news is that he also observed that people could “chunk” things, and thus remember more.


Sure enough, optimal menu design typically has about 7 chunks of related items.

It is typically different on the web!

Breadth vs. Depth on the Web (I)

It is possible to create a page that follows the 7±2 model:

www.cs.umd.edu/~egolub

Although this is not commonly done because there is not enough information being presented.

Maryland’s old inforM web site was close in that it had 7±2 chunks of information, each of which being divided into 7±2 chunks of information.
Breadth vs. Depth on the Web (II)

In practice, many designers have gone to broader designs:

- www.yahoo.com
- www.nytimes.com
- www.cnn.com
- www.lycos.com

Let’s take an historic look at www.nytimes.com:

- November 12th, 1996
- December 19th, 1996
- December 12th, 1998
- December 15th, 2000

Breadth vs. Depth on the Web (III)

So, what is different on the web?

- Data vs. operation links
- Slow download (exploration) times
- More flexibility in layout
- Sites aren’t typically designed for maximum on-page search efficiency
- Search tools for within a page
- Concept of a “portal”
The following study examined this question.

**Web Page Design: Implications of Memory, Structure and Scent for Information Retrieval**

```latex
Web Page Design / Kevin Larson / Mary Czerwinski, CHI 98, p.25-32.

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They compared 512 items from Encarta encyclopedia in structures of size:

- 8x8x8
- 16x32
- 32x16

Note: They did not have the “slow link” factor so this experiment might not apply to the Web in general right now.

- Short term memory is only one factor
- Limiting depth is more important than increasing breadth
- Chunking is a likely important factor

![Figure 1: Average reaction time for each hierarchy.](image)

**Navigation vs. Content**

Nobody wants to navigate

Navigation is a necessary evil

Screen space taken up with navigation takes away from content

![Navigation screen](image)
**Seller vs. Buyer (Designer vs. User)**

We’re talking about user’s needs, but designers don’t always have the user’s best interests in mind.

More true for web sites than other software where something is typically being sold (a product, a university, a brand, etc.)

Banner ads are the prototypical example. Users hate them, marketers require them. Designers often are on the user’s side.

The best thing you can do is probably to be aware of these tradeoffs, and be able to make informed decisions.

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**Colors and Images**

If you change background colors, make sure you change the link, vlink and alink attributes of your document to avoid “invisible” or annoying color combinations.

If you use a background image, make sure you can still read the text that is going to be on top of it. Test how that image will tile and how the text will move as the browser window is resized. A good way to do this is to use a machine with high resolution and test window sizes such as 640x480, 800x600, 1024x768 and even extremes such as small sizes such as 240x320 and large sizes such as 1152x864, 1400x1050, or even 1600x1200 to see how things appear. Also, consider that a 15’’ monitor at 1400x1050 is different than a 21’’ monitor at 1400x1050.

If you have images that look like they can be clicked make sure the user can click on them!

Don’t do this: http://www.cs.umd.edu/~egolub/butterfly.html
Some hints
Describe your links well. People will very often just read the link text.

If you want more information, click here.
Click here for more information.
More information.

Researchers call this “information scent” – users hunt for information based on the tiny fragments that they think will lead them in the right direction. This kind of “greedy” algorithm is known to be unreliable.

Scent: “Conveys distal target information via category labeling”

Link coloration is a major tool that users take advantage of to help them understand their own history. Change colors with care. If you do change the colors, do not make them counter-intuitive.

Support search on your page and site. If you do use images that contain words, make sure you have text descriptions (possibly in the alt description).

Technical Issues
• Download time
• Browser compatibility
• Screen size and resolution
• Separation of meaning from presentation
**Download Time**

Many (most?) users still have < 56K access (even with a 56K modem, you get 53K max, often less due to line noise.)

Keep this in mind as you place images on your Web page!

![Image of download time distribution]

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**Browser Version**

People upgrade browsers slower with each successive version.

Ideally, you should collect browser versions and software platforms to test your site. While some software/platforms do not make this easy, if you design pages as a career, it is worth your time to set up a machine with multiple “virtual” machines, and have a different version of each browser on each “machine”.

Also, we need to start considering Web appliances and PDAs that have non-standard, possibly custom-written, embedded, browsers.

![Image of browser version distribution]
**Screen Resolution**

Distribution of monitor size:

<table>
<thead>
<tr>
<th>Screen Size</th>
<th>1997</th>
<th>1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 640x480</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>800x600</td>
<td>47%</td>
<td>55%</td>
</tr>
<tr>
<td>1024x768</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>≥ 1280x1024</td>
<td>6%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Again, we need to start considering Web appliances, PDAs and Cellular Phones that have non-standard screen sizes, typically small ones.

**Content Formats (I)**

- **HTML**
  - A growing markup language. Go to [www.w3c.org](http://www.w3c.org) for current “official” specifications, but realize that Navigator and Internet Explorer don’t always follow them.
  - As a designer, you can choose between general font specifications (H1) or specific ones (Arial 16 point bold). Use general as much as possible.
    - Fonts might not be available.
    - Text browsers and reader programs and search engines use structural information.

- **XML / CSS**
  - Offers possibility of centralized design styles
  - Different styles for different readers
    - “Standard” PC
    - PDA such as Palm or PocketPC
    - Web Appliance such as webTV or Audrey(3Com)
    - Cell phones with microbrowsers
Content Formats (II)

- Javascript
  - Widely supported, but many users turn it off for security
  - Multiple versions. JsScript -vs- Javascript -vs- ECMAscript
- Java
  - 1.1 generally available in older browsers
  - 1.2, 1.3 (Java 2) are large downloads (~10 megs)
  *not even available for pre-OS X Macs
  - Java does continue to change and get larger... (1.4, 1.5beta...)
  - Even when installed, there is a startup time for using it
  - Again, users might turn it off
- Flash
  - Has become far more common. Small and easy to install and fast to startup.
  However, Flash applications themselves are getting quite large.
- The other 7,000 plug-ins 😊
  - Specialized users only

Frames

“Just Say No” - If you use them, have a very good reason!
- Navigation gets much harder
- Can’t track URLs as easily
- Gives user less control over resizing and scrolling
- Older browsers / custom browsers don’t support frames well
**How to Build Web Prototypes?**

Use a drawing program – not the web!

Build “wireframes” – the rest is the same as with other software

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Example Layout Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>(1) Logo</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
<td>(2) Local or Site Index w/Links</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td></td>
<td></td>
<td>(3) Search Dialog</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6</td>
<td></td>
<td>(4) Current date</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td>(5) Primary Content</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(6) Secondary links</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(7) Last update, copyright info, etc.</td>
</tr>
</tbody>
</table>

Each item should have more information for each item with explanations and justifications.

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**Universal Accessibility**

It is very important to consider users with low connection speeds, small screens, different browsers and the like, but it is also important to consider different types of users such as:

- elderly users
- child users
- novice users
- visually impaired users
- hearing impaired users
- users with poor motor control / precision
- users with poor short-term memory