

Focal Concepts for EDT693 Exams

Questions for Usability Tests 1 & 2 for EDT 693 will address the following concepts found in Steve Krug's *Don't Make Me Think*. You may notice that Krug's thin book touches on many issues.

Test 1 Concepts (Chapters 1-8: Usability Principles)

Krug's three laws of usability

1. Don't make me think
2. Mindless, unambiguous choice
3. Verbal parsimony

Types of things that make people think when using a web site

Self-evident vs. self-explanatory

How people use a web site

Scanning

Satisficing

Muddling

Five important ways to enhance web usability

1. Visual hierarchy
2. Conventions
3. Clearly defined areas
4. Obvious linkage
5. Minimal noise

How to create visual hierarchy

Pressures against using conventions

Types of noise

Click difficulty versus click repetition

Unique properties of web space/navigation

Persistent navigation

Site ID

Primary and secondary navigation

Utilities, site

Home

Search options

Lower-level navigation design

Web freeway sign principles

Location highlighting

Breadcrumbs

Tab design

Trunk Test

A dozen home page demands

Home page big picture

Site message

Taglines – good and other

Home page starting points

Site navigation variation guidelines

Rollovers

Pulldowns

Web team diseases and antidotes

Test 2 Concepts (Chapters 9-11: Usability Testing)

Focus group vs. usability test

Seven principles about testing

Responses to not doing testing

Ways to do testing inexpensively

Who should be tested?

'Get it' testing

Key task testing

Cubicle testing

Usability Facilitator skill sets

Usability Observer skill sets

Revision guidelines