

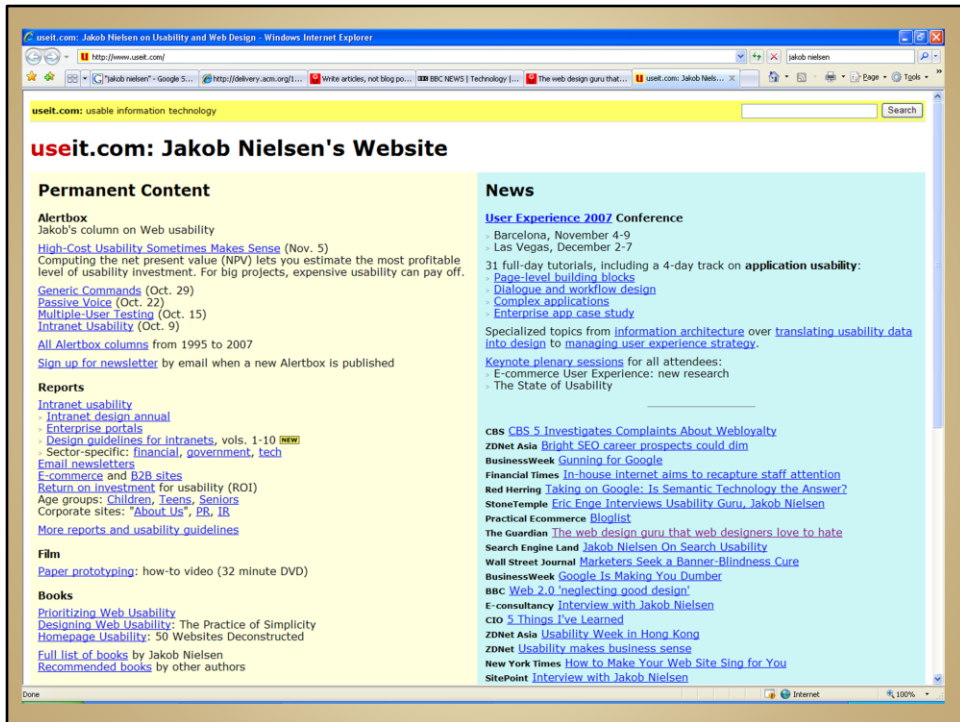
Jakob Nielsen

Do as I say and not as I do.

Gareth Thomas, Dafydd Vaughan and
James Gawn.

“If they [users] have to spend 15 of their 30 seconds figuring out which link to click on your home page, you've probably lost them.”

- Jakob Nielsen (The Guardian, August 2007)



Jakob Nielsen

- PhD Computer Interaction
- IBM User Interface Institute
- Bell Communications Research
- Sun Microsystems
- Nielsen-Norman Group



PhD (Computer Interaction) – Technical University of Denmark

IBM User Interface Institute

Bell Communications Research

Sun MS – Distinguished Engineer

- Concentrating on Web useability
- SunWeb (Intranet)
- /papers/sunweb

Co-founder NNGroup

- focusing on paid-for papers costing lots of \$\$\$\$

He holds 79 United States **patents**, mainly on ways of making the Internet easier to use.

Jakob Nielsen – Publications:

- Prioritizing Web Usability – 2006
- Homepage Usability: 50 Websites Deconstructed – 2001
- Designing Web Usability: The Practice of Simplicity – 2000
- International User Interfaces – 1996
- Biweekly column – Alertbox – useit.com/alertbox

Column:

55million page views / year

Some Usability Guidelines

- Consistency
- Feedback
- Closure
- Responsive Systems
- Short Term Memory Load

Key guidelines for any systems – not just the web

Website Consistency

- Main navigation should be consistent
- Structure should be similar
- Helps new user navigate website
- Improves accessibility

Next:

BAD EXAMPLE

Swansea University

[Studying @ Swansea](#) |
 [Schools & Research](#) |
 [Business & Careers](#) |
 [Alumni & Visitors](#) |
 [The University & Staff](#)

Welcome

Swansea University has the perfect environment in which to live and study. Our parkland campus has a spectacular seafront location within easy reach of a vibrant city. With a long history of academic success and a modern approach to study, Swansea could be the right choice for you.

Quicklinks

Latest News

- Type 2 diabetes patients needed for walking exercise study
- CEO of Health Aid UK to give Swansea lecture
- Industry research delivers findings related by NICE

What's Happening

- Swansea: Understanding the experience of A&E migrants

Postgraduate Courses

Agreements now open for 2008

Latest Research


- Swansea lecturer explains how Egypt was engineered
- Researchers equip pharmacists to improve their work practices
- Swansea joins exclusive international research group

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Media and Communication Studies Adran Cyfathrebu a'r Cyfryngau

Media and English Summer School (PDF document)

BA in Media Studies




BA in Screen Studies




BA in Public and Media Relations

MA in Comparative Journalism

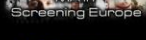


Darpariaeth Cyfwrwg Cymraeg 2006-7



New Schemes for 2007


MA in Screening Europe




Conferences

Media History and History in the Media: The Media and Time
Conference at Gregynog, 28-30 March 2007

Conferences
Cyfwrwg Cyfathrebu a'r Cyfryngau
Cyfwrwg Cymraeg 2006-7
Cyfwrwg Cymraeg 2007
Cyfwrwg Cymraeg 2008-9



'FILMS WITHOUT FRONTIERS'
European Centre for Media Studies
In Association with EFMU & the European Centre for Media Studies



× Bad Consistency



UK EDITION SWITCH TO GLOBAL EDITION

MI5 chief: 'al-Qaeda is recruiting UK teen terrorists'

In his first public speech, spy chief Jonathan Evans painted an alarming picture of youngsters being radicalised

- Speech: counter-terrorism and public trust
- Student jailed for terror propaganda

1,000 arrested as Pakistan protests

Police break up angry demonstrations across Pakistan as President Musharraf denies rumour that he is under arrest

- Analysis: liberal backlash undermines Musharraf
- Pictures: Pakistan in chaos

Diary 'could hold clues to student murder'

Defectors use private journal to piece together last hours of Meredith Kercher, the UK student murdered in Italy

- Engagements could lead to killer
- Pictures: murder in Perugia

Jehovah's Witness mother dies after refusing blood

Emma Gough died within hours of giving birth to twins because she refused to accept a blood transfusion

- Joby Powell on the Jehovah's Witness death
- The mother who died could have been me!

Baby Grace mystery and Madeleine **How to get what you really want** **Will Apple get Googled this week?**



Dismissal of the godfather: Brian March boss of bosses is caught after 24 years on the run

HEADLINES: > Oprah Winfrey 'shaken to her core' by abuse at her school

MOST READ **MOST COMMENTED** **MOST CURIOUS**

TODAY
> McCain give police list of names to...
> How Britney Spears struggles on...
> 1,000 arrested as Pakistan protests
> Jehovah's Witness mother dies after refusing...

Presenter Lesquer watch the list out high

MOST READ **MOST COMMENTED** **MOST CURIOUS**

TODAY
> McCain give police list of names to...
> How Britney Spears struggled on...
> 1,000 arrested as Pakistan protests
> Jehovah's Witness mother dies after refusing...

Books
Erica Wagner's best reads of the week
Think the world isn't so real? Here let the Ladies Editor of The Times guide you with her top five picks to read now.

EXPLORE BOOKS
> BOOK EXTRACTS
> BOOK REVIEWS
> BOOKS GROUP

REVIEWS BY GENRE

BOOKS >>
Lynka by King
The rock icon talks to Robert Sandall about love, politics and the cook who took him to court.

BOOKS >>
The Kings Glass
The story of our nation's history is written in its magnificent stained glass, says Peter Ackroyd

RECOMMENDATIONS
David Buchtel
You can't read Camille's part? Maybe JK Rowling didn't read!

RECOMMENDATIONS
Nicholas Helyar
Libby Purves introduces her

WE'RE DOWN WITH THE BUSKERS

FOUR ZONE
The Grange
A massive collection of the best places in the world to sleep, eat, relax and entertain plus lesser holidays to be won

- Work & Clock
- Britain's Best Kept Secrets
- Calendar of Events
- Business Podcast
- Your World
- New Horizons
- Language CD
- Five Year Football

✓ Good Consistency

Website Aspects

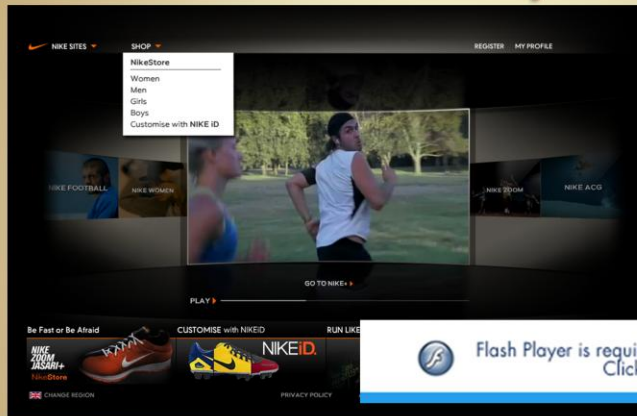


Splash Screens

BAD:

Useless & Annoying

Website Aspects



Adobe Flash Sites

99% BAD

Back doesn't work

Links don't work

Font resize doesn't work

Reduces accessibility

Localisation problematic

Encourages design abuse (shit on page)


Website Aspects


Email Newsletter Usability: 165 Design Guidelines for Newsletter Subscription, Content, and Usability Studies

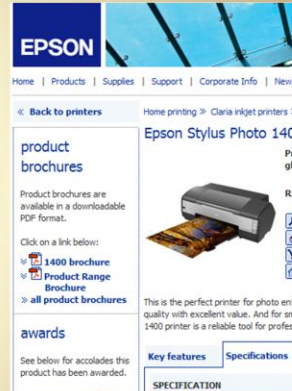
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-  [Product Range Brochure](#)
- >> [all product brochures](#)

awards

See below for accolades this product has been awarded.

[Key features](#) [Specifications](#)

SPECIFICATION

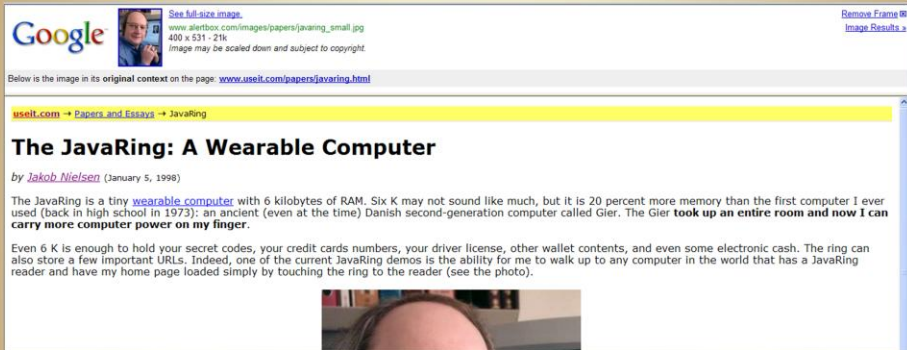


PDF Only Content

Breaks the flow of browsing

Avoid except for things people want to keep – i.e. user manuals

Website Aspects



Just say no

Breaks navigation

-Google is good use of frames

Dai: no – breaks accessibility horribly

Website Aspects



The screenshot shows the Directgov website interface. At the top, the Directgov logo is displayed with the tagline "Public services all in one place". Below the logo is a navigation bar with links for Home, Directories, Guide to Govt, Do it online, and Newsroom. A sidebar on the left lists various subject categories, with "Education and learning" selected. The main content area features a yellow header for "Education and learning" and a featured article titled "The Diploma: bring your learning to life". The article includes a small image of a woman and a link to "Find out more about the Diploma (opens new window)".



Opening Links in New Windows

Annoying

Chunking

- Make text short
- Avoid sacrificing depth of content
- Split into different pages
- Avoid sequential paging

Web content not the same as paper content

Dr. Nielsen's earlier affiliations include Bellcore (Bell Communications Research), the Technical University of Denmark, and the IBM User Watson Research Center.

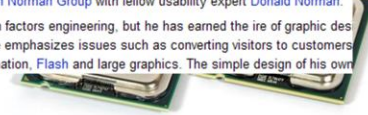
Nielsen is on the editorial board of Morgan Kaufmann Publishers' book series in Interactive Technologies; contact him if you are planning interfaces.

Nielsen founded the "discount usability engineering" movement for fast and cheap improvements of user interfaces and has invented several United States patents, mainly on ways of making the Internet easier to use.

Nielsen gave his name to **Nielsen's Law**, in which he stated that network connection speeds for high-end home users would increase 50% this growth rate is slower than the [Moore's Law](#) growth in processor power, user experience would remain bandwidth bound.

Nielsen continues to write a newsletter on web design matters and has published several books on the subject of [web design](#). After his retirement, he subsequently co-founded usability consulting company [Nielsen Norman Group](#) with fellow usability expert [Donald Norman](#).

Nielsen is a leading web usability pundit, with an expertise based on human factors engineering, but he has earned the ire of graphic designers for the importance of other [user experience](#) considerations such as eye appeal. He emphasizes issues such as converting visitors to customers, disabled and other underserved populations, criticizing dependence on animation, [Flash](#) and large graphics. The simple design of his own



↑ **Wikipedia**
✓ Links to Deeper Content

We overlocked both processors, which are available to us in the current overlocker-friendly G0 stepping, to their limits and compared the results. Without giving away too much, we can tell you at this point that the dual-core CPU reached higher clock speeds. However, the real question is which of the processors is better suited to a certain usage scenario, e.g. gaming, [video](#) encoding, office work, 3D rendering, etc.

Of course, the basis for good overlocking results are a solid P35 motherboard and good RAM. Ideally, these should be cheap, compatible, offer good overlocking reserves, and perform well. We recommend one motherboard each from the [companies](#) MSI and Gigabyte as well as memory made by Geil, which offers superb overlockability.

You may ask "And what about Penryn?" Well, Intel only just released the new processor family based on a 45 nm production process. For now, only the flagship model costing €1000 is available. Smaller and less expensive CPUs are still a ways off. According to Intel, it may be March 2008 before we see smaller Penryn-based CPUs hit store shelves. Thus, the Penryn family is not really much of an option for the cost-conscious buyer for the time being.

Tom's Hardware: →
× Sequential Paging

1 - E6750 or Q6600 - Which is the ...

Next page ▶

Homepage Guidelines

- Visible search box
- Show examples of real content
- Easy access to recent features
- Meaningful graphics
- Make it clear what website is about



- Visible search box
- Show examples of real content
- Easy access to recent features
- Meaningful graphics
- Make it clear what website is about
- Consistent & clear navigation



- Visible search box
- Show examples of real content
- Easy access to recent features
- Meaningful graphics
- Make it clear what website is about

- Search box only appears on homepage (breaks consistency)
- No clear navigation
- No real content
- No meaningful graphics
- Many links to downloadable PDFs (\$\$\$\$\$)
- What is the website about?
- No structure – link farm

And of course...

“If they have to spend 15 of their 30 seconds figuring out which link to click on your home page, you've probably lost them.”

Questions ?

