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Why Edit ILLiad WebPages?

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Why Customize Your Pages?

- PROMOTE your library

- Be easy to navigate and use
- Reflect your department
- Give your users a reason to keep coming back

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Usable vs Pretty

Usable

- Page loads
- Forms submits request

Pretty

- Page is usable
- Page is sleek and looks current
- Colors are pleasing and font matches

(This slide is usable, but not pretty. On purpose.)

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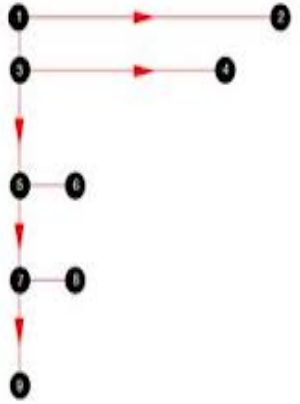
Eyetracking and the Web

- Eyetracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe.



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Implications of the F Pattern

1. Users won't read your text thoroughly

1. The first two paragraphs must state the most important information
    - Even more people never make it past the first
2. Start subheads, paragraphs, and bullet points with information-carrying words
    - Readers see the third word on a line far less than the first two

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Web Design

Q. How do users read on the web?

A. They don't! They scan text.

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

VS.

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were:

- Fort Robinson State Park (355,000 visitors)
- Scotts Bluff National Monument (132,166)
- Arbor Lodge State Historical Park & Museum (100,000)
- Carhenge (86,598)
- Stuhr Museum of the Prairie Pioneer (60,002)
- Buffalo Bill Ranch State Historical Park (28,446).

Source: Nielsen Norman Group. http://www.nngroup.com/articles/how-users-read-on-the-web/

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How to Write for the Web

Concise, Scannable, & Objective

A study of 5 writing styles found that web sites scored higher in usability when they were:

- Written concisely (58%)
- Text was scannable (47%)
- Objective instead of promotional style (27%)

✓ Combining all 3 resulted in 124% higher measured usability

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How to Write for the Web

- Use short text, summaries & numerals

- Avoid scrolling if possible
  - 10% of users scroll, looking for links below the fold
- Marketing fluff decreases satisfaction
  - Want speed and pictures aren't worth waiting for
    - Graphics must be meaningful and helpful

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Microcontent: Headers, Titles, Subject Lines

- Microcontent is 40-characters that explain macrocontent
- Online, headers are often displayed out of context
  - Must be able to stand on their own
  - Guidelines for microcontent:
    - Imagine as an ultra-short abstract
    - Skip leading articles like “the” and “a”
    - First word must be an information-carrier of the concept
    - Page titles should not start with the same word

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“Don’t make me think!”

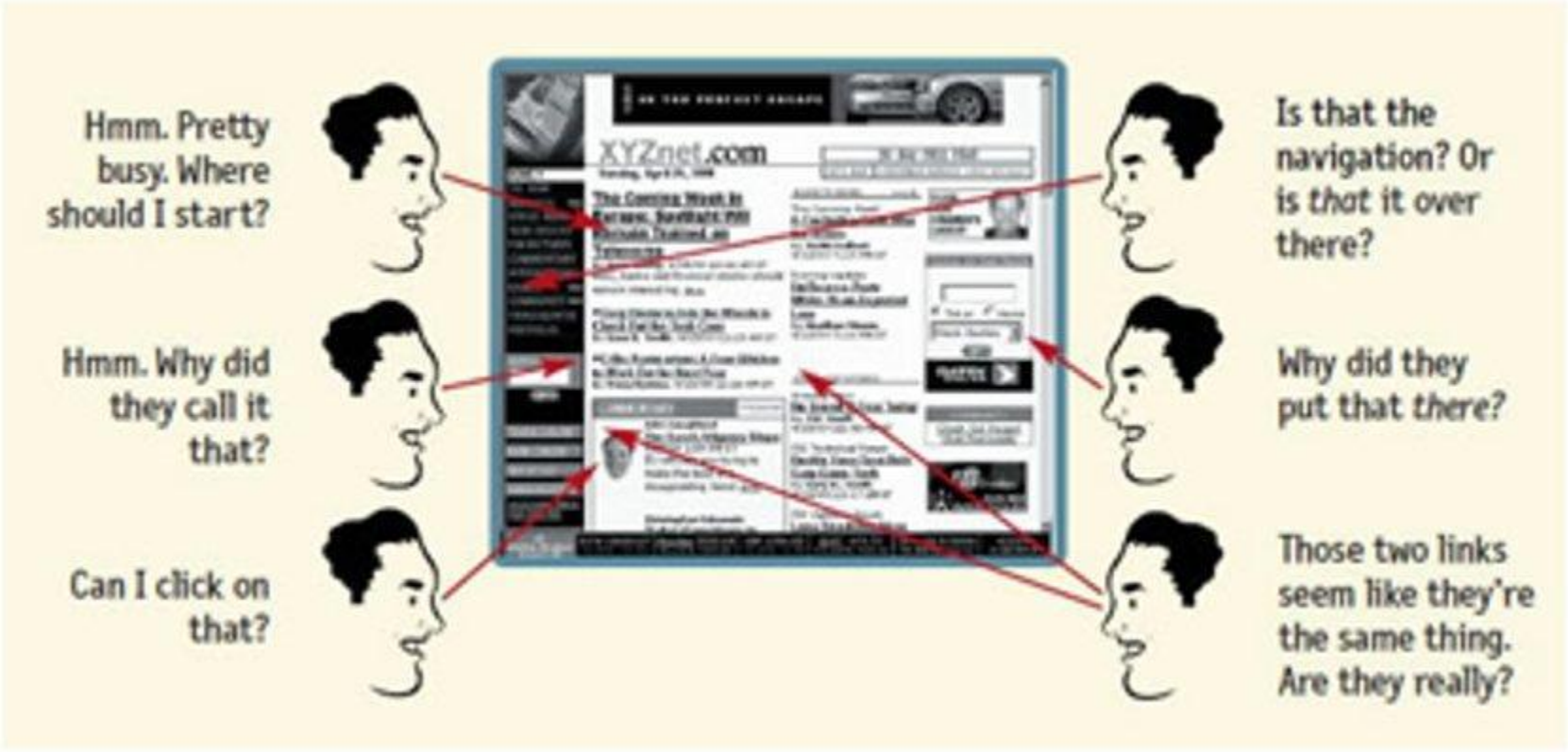

Image from: *Don’t make me think: A common sense approach to web usability* by Steve Krug. New Riders, 2005.

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Minimal to Advanced Customization

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Minimal Customization

Colors

Fonts

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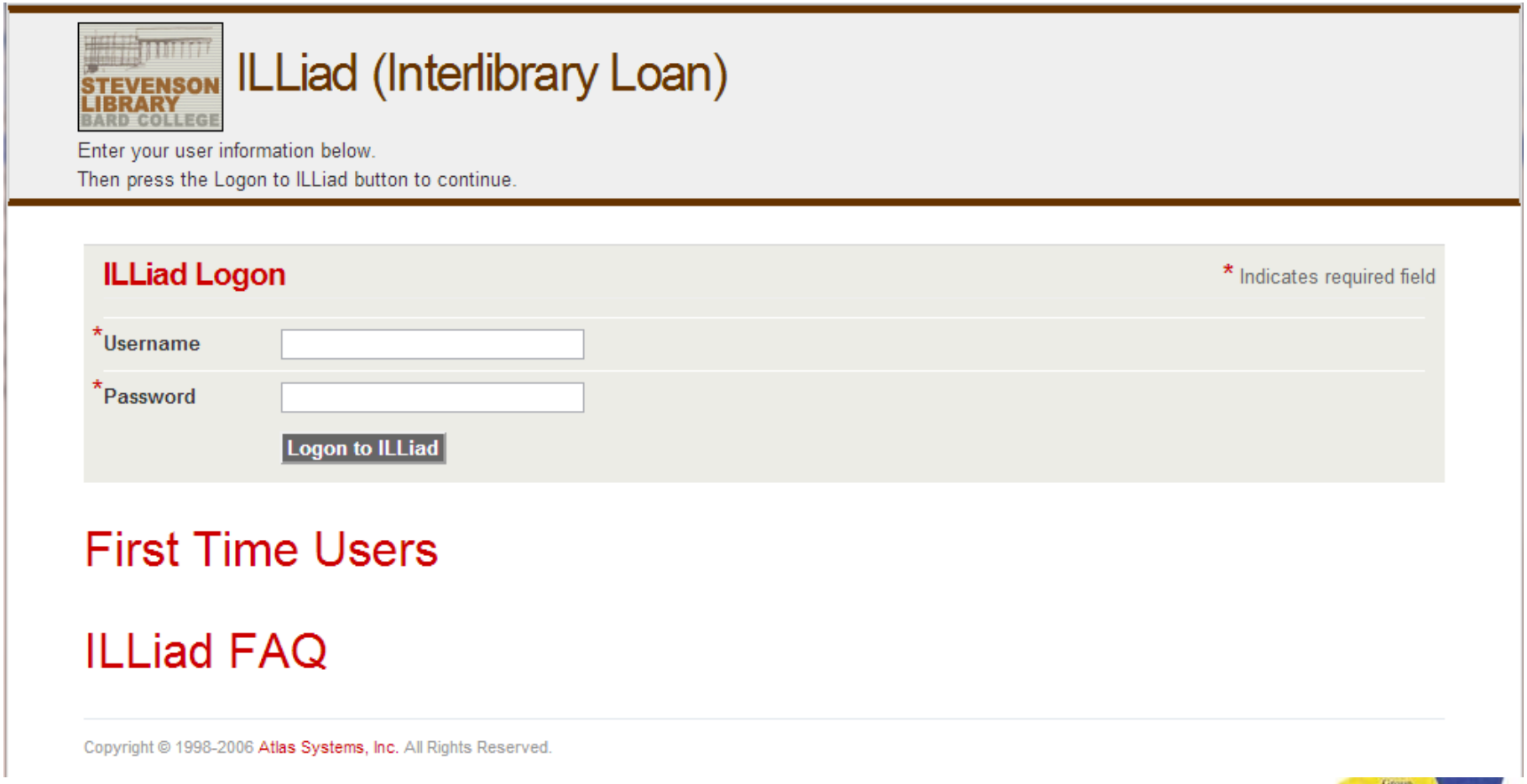
Example of Minimal Customization



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Medium Customization

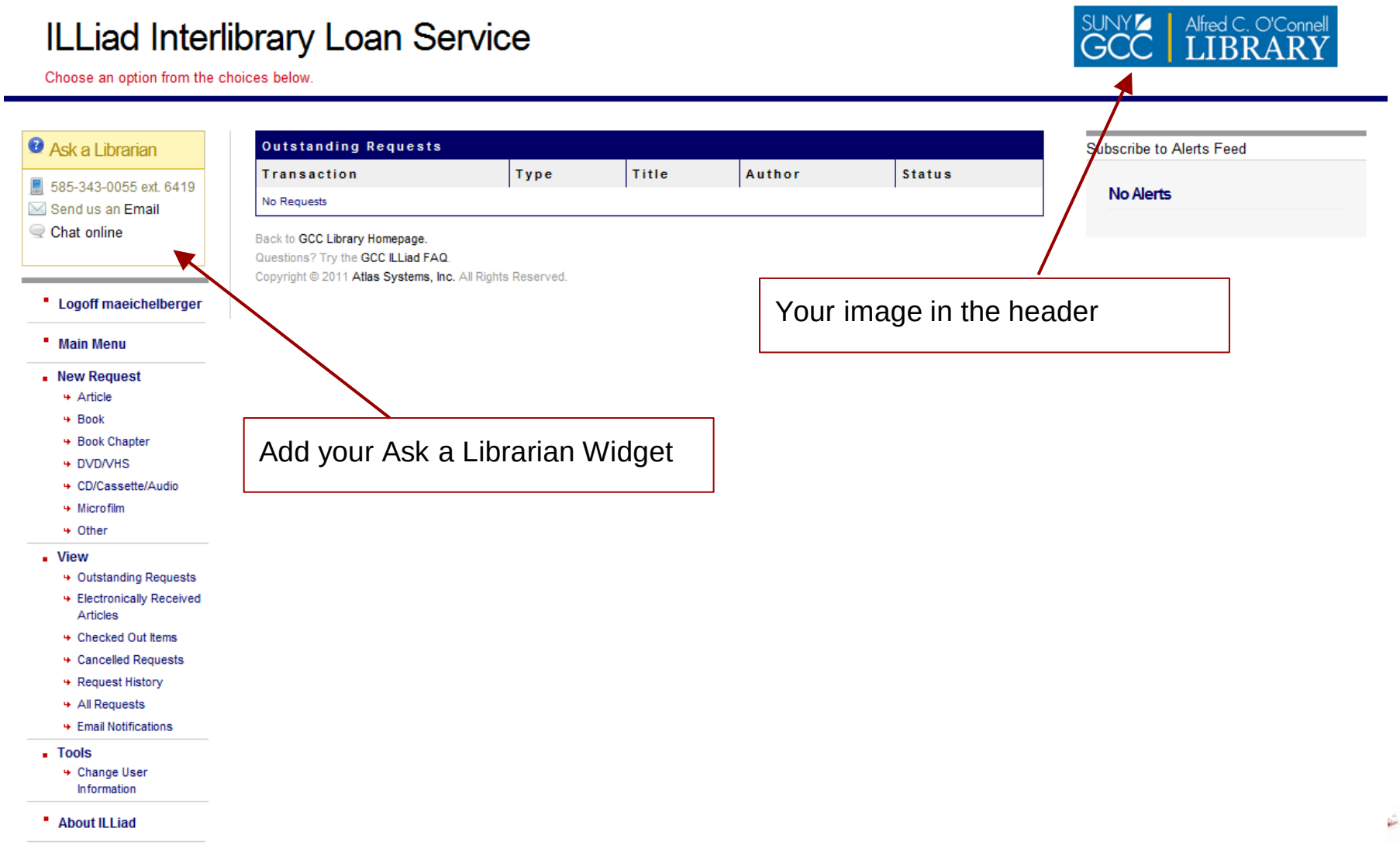
Colors / Fonts

Home Page

Headers / Footers / Menus

Images

Example of Medium Customization



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Advanced Customization

Colors

Fonts

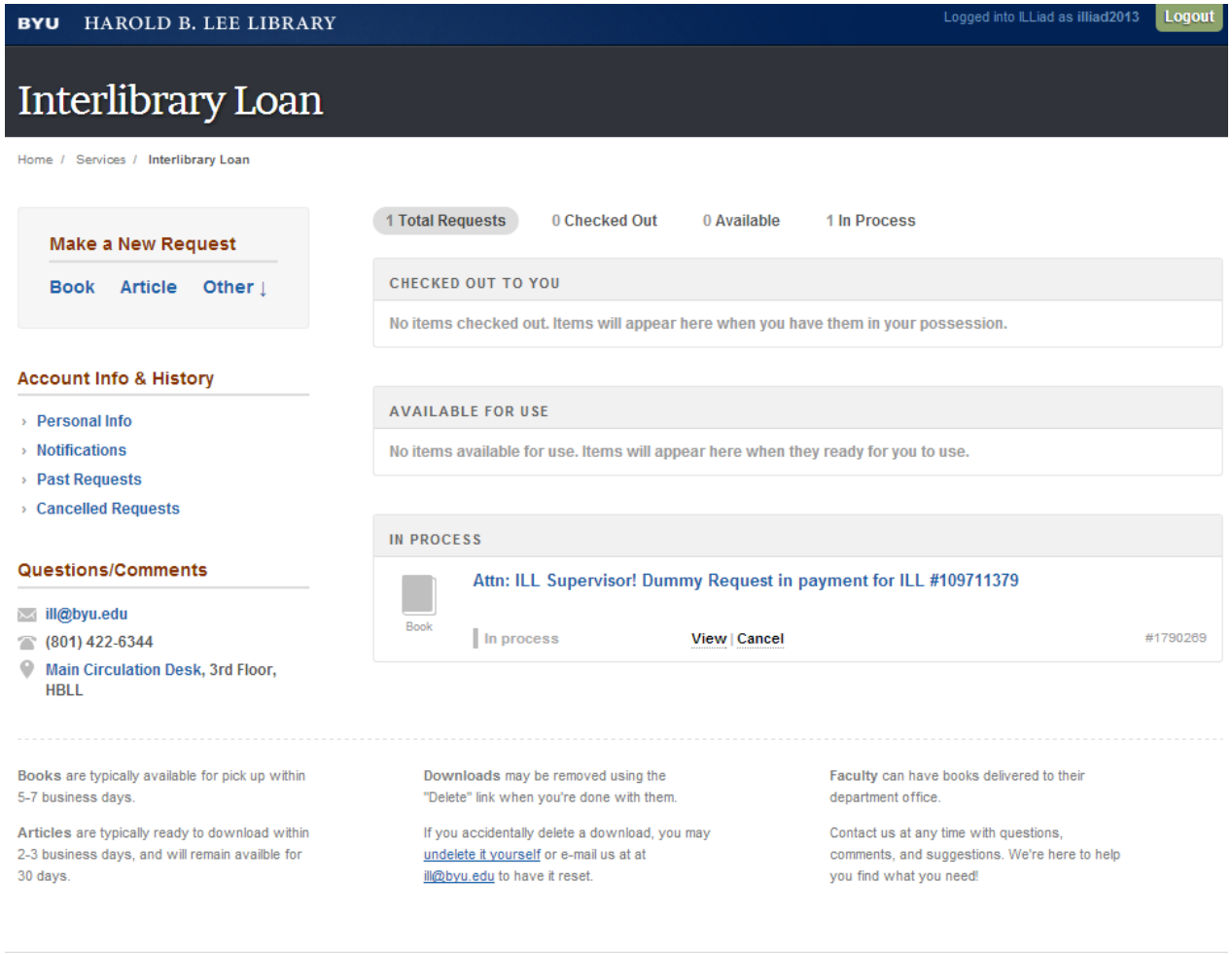
Images

Headers / Footers

Page Layout

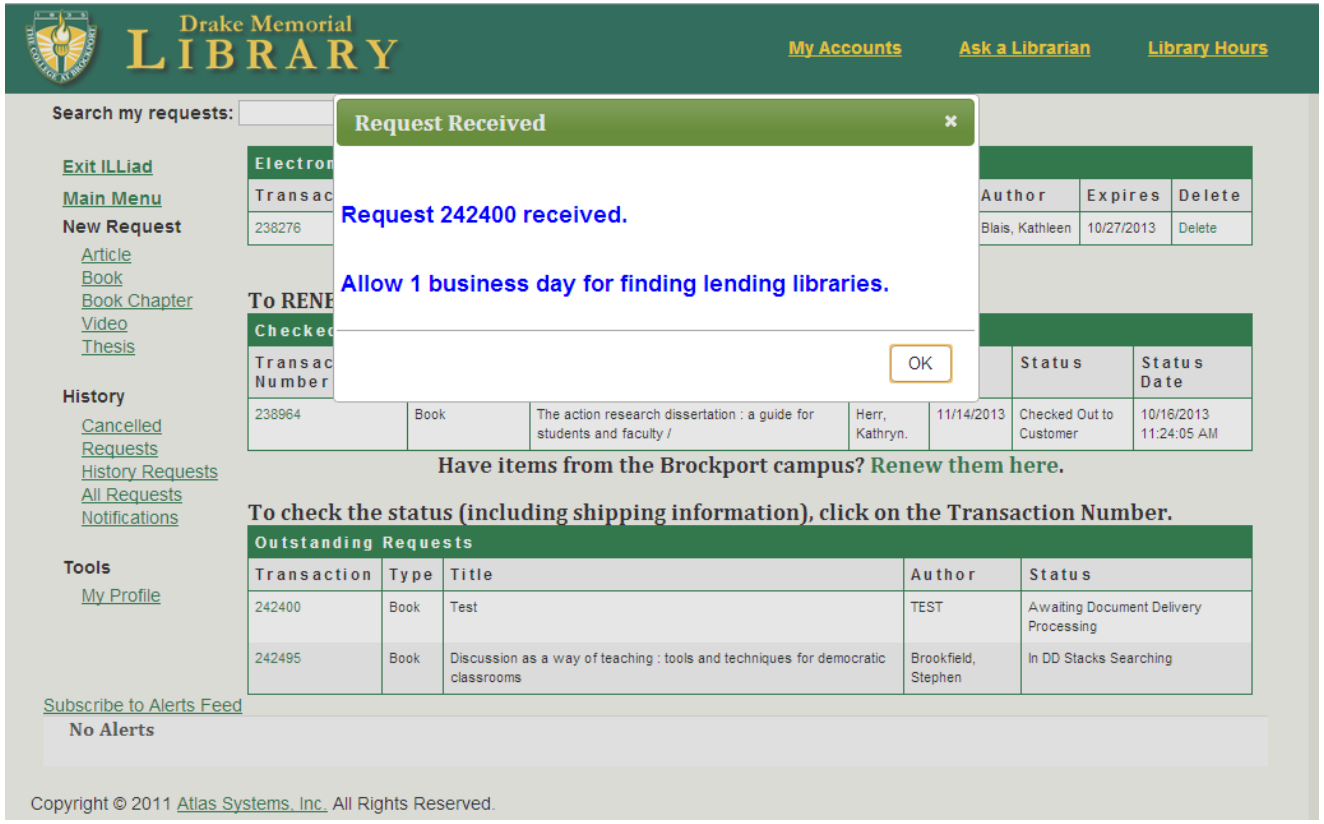
Javascript / jQuery

Example of Advanced Customization

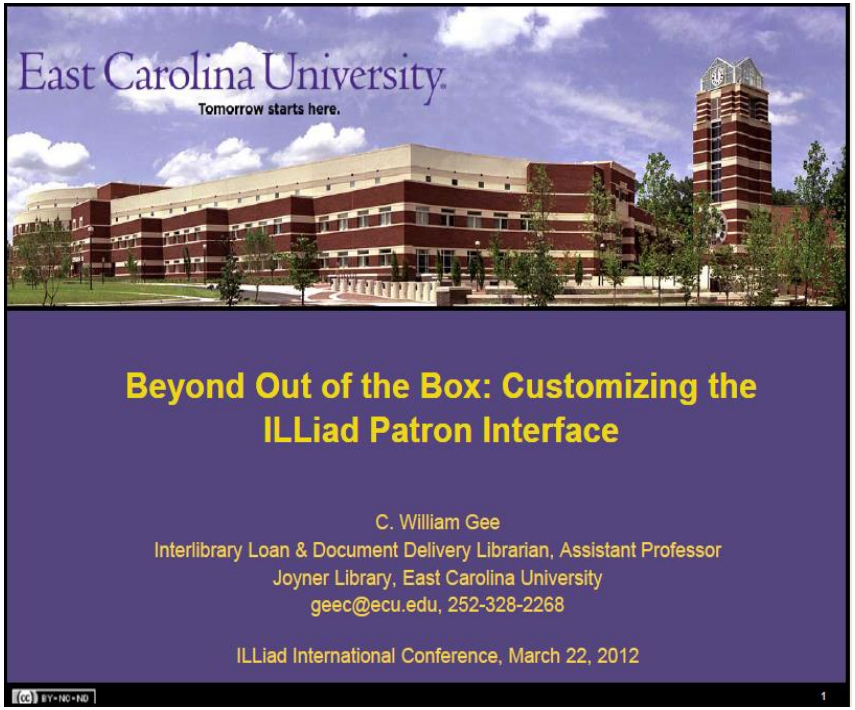


[ILLiad 2013 presentation]

Example of Advanced Customization



jQuery allows for popups upon submission.

Must Read

Beyond Out of the Box by C. William Gee