

Bad Usability Calendar 2009

www.badusability.com



Content is king - fix it first!

January

Week	Tu	Mo	We	Th	Fr	Sa	Su
1				15	2	4	3
3	6	5	7	8	9	11	10
20	14	12	13	1	16	18	17
4	20	19	21	22	23	25	24
5	27	26	28	29	30	31	

Simplicity is overrated.
(Quote: Don Norman)

February

Caloodle

Search for a date:

Search

Adapt your website for mobile devices.

March

Week	Mo	Tu	We	Th	Fr	Sa	Su
9							1
10	2	3	4	5	6	7	8
11	9	10	11	12	13	14	15
12	16	17	18	19	20	21	22
13	23	24	25	26	27	28	29
14	30	31					

Synchronization has to work.
Test with several systems.

April

Week	Tu	Mo	We	Th	Fr	Sa	Su
14							
15							
16							
17							
18							

ERROR!

Bad Usability Calendar can not be synchronized with Outlook due to problems with MobileMe and Google Calendar.

Cancel

Mix content where it adds value,
not just because it's cool.

May



Make sure your site follows common
web standards.

June

W3C standard web browser

<http://www.jsh2009.com/>

! The calendar works best with IE 6.0 on a PC.

Week	Mo	Tu	We	Th	Fr	Sa	Su
23	1	2	3	4	5	6	7
24	8	9	10	11	12	13	14
25	15	16	17	18	19	20	21
26	22	23	24	25	26	27	28
27	29	30					

Metaphors from other areas don't
always work on the net.

July

→	1	2	3	4	5	
						19 18 6
23	22	21	20			17 7
24		13	14	15	16	8
	25	26	12	11	10	9
	27	28	29	30	31	

You don't need a hierarchical website
to get your message across.

August

BadUsabilityCalendar.com

- 2006
- 2007
- 2008
- 2009
- 2010

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Week	Mo	Tu	We	Th	Fr	Sa	Su
31	1	2	3	4	5	6	7
32	8	9	10	11	12	13	14
33	15	16	17	18	19	20	21
34	22	23	24	25	26	27	28
35	29	30					

Designing to suit yourself isn't
always a good idea. Get real.

September

Week 36	Week 37	Week 38	Week 39	Week 40
Mo 14	Monday meeting 11:30			
Tu 15	working from home			
We 16	zapata for webdays.no			
Th 17	write a blog post			
Fr 18	knowledge exchange Friday - all day riding coffee break			
Sa 19	day off			
Su 20	weekend to register hours			

Send suggestions to: jsh@NOsignals.com

Just because it matters to you doesn't
mean it's important to everyone else.

October

Week	Mo	Tu	We	Th	Fr	Sa	Su
40							2 3 4
41	5	6	7	8	9	10	11
42	12	13	14	15	16	17	18
43	19	20	21	22	23	24	25
44	26	27	28	29	30	31	



ux challenge

Make some choices for your user.
They don't need to decide on everything.

November

1. Choose how to display date:

- 11-3
- 11-3-09
- 11-03-09
- 03-nov
- 03-nov-09
- Nov-09
- November-09

If it ain't broke, don't fix it!

December

Week	Mo	Tu	We	Th	Fr	Sa	Su
49		1	2	3	4	5	6
50	7	8	9	10	11	12	13
51	14	15	16	17	18	19	20
52	21	22	23	24	25	26	27
53	28	29	30	31			

Annotations:

- increase contrast
- Red font here
- Or increase day is important - it should be in bold
- The convention is 2 weeks
- Jesus Art

Usability – what is important

""And the cost of making users happy? It is small if addressed early in the Web development lifecycle, she said. 'If it costs \$1 to make a change on paper, then it costs \$10 in code and \$100 when the site is up.'"

Theresa Cunnington, ComputerWorld
2006

Usability – what is important

Make it idiot-proof and someone will make a better idiot.

Anonymous

In general, usability refers to how well users can learn and use a product to achieve their goals and how satisfied they are with that process.

Usability, as defined by Joseph Dumas and Janice (Ginny) Redish, means that people who use the product can do so quickly and easily to accomplish their tasks.

Usability may also consider such factors as cost-effectiveness and usefulness.

What does usability measure?

It is important to realize that usability is not a single, one-dimensional property of a user interface.

Usability is a combination of factors including:

- **Ease of learning** - How fast can a user who has never seen the user interface before learn it sufficiently well to accomplish basic tasks?
- **Efficiency of use** - Once an experienced user has learned to use the system, how fast can he or she accomplish tasks?
- **Memorability** - If a user has used the system before, can he or she remember enough to use it effectively the next time or does the user have to start over again learning everything?
- **Error frequency and severity** - How often do users make errors while using the system, how serious are these errors, and how do users recover from these errors?
- **Subjective satisfaction** - How much does the user *like* using the system?

Usability.gov

Your guide for developing usable & useful Web sites

Home | Dictionary | Site Map

 Search

Step-by-Step Usability Guide

Plan

- Think About the Process
- Develop a Plan
- Assemble a Project Team
- And more...

Analyze

- Learn About Your Users
- Conduct Task Analysis
- Develop Personas
- And more...

Design

- Determine Site Requirements
- Write for the Web
- Use Parallel Design
- And more...

Test & Refine

- Conduct Usability Testing
- Analyze Results
- Prepare Test Report
- And more...

Usability Topics

Usability & Government

- Usability in Government
- Lessons Learned
- Requirements & Best Practices
- And more...

Research-Based Guidelines

- Home Page
- Page Layout
- Navigation
- Links
- Text Appearance
- Graphic Design
- Accessibility
- Search
- Software/Hardware
- And more...

Templates & Examples

- Usability Test Reports
- Online Surveys
- Usability Testing Forms
- Usability SOWs
- And more...

Usability Basics

- What Is Usability?
- Why Is It Important?
- How Much Does It Cost?
- Can Usability Be Measured?
- And more...

Usability Methods

- Card Sorting
- Personas
- Task Analysis
- Usability Testing
- And more...

Usability Newsletters

- Usability Updates - [Web Usability and Aging](#)
- [All Newsletters](#)
- [RSS](#) [What's New Updates](#) [Help with RSS](#)

Meetings & Events

- [Web Manager University Spring 2009 Schedule](#)
- [All Meetings & Events](#)

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Chapters

- Chapter 1 – Design Process and Evaluation (8 pages, 1.8 MB)
- Chapter 2 – Optimizing the User Experience (13 pages, 8.9 MB)
- Chapter 3 – Accessibility (7 pages, 2.4 MB)
- Chapter 4 – Hardware and Software (5 pages, 2.8 MB)
- Chapter 5 – The Homepage(10 pages, 11.8 MB)
- Chapter 6 – Page Layout (14 pages, 20.4 MB)
- Chapter 7 – Navigation (13 pages, 12.8 MB)
- Chapter 8 – Scrolling and Paging (5 pages, 4.4 MB)
- Chapter 9 – Headings, Titles, and Labels (9 pages, 7.7 MB)
- Chapter 10 – Links (15 pages, 16.7 MB)
- Chapter 11 – Text Appearance(11 pages, 11 MB)
- Chapter 12 – Lists (9 pages, 6.4 MB)
- Chapter 13 – Screen–Based Controls (Widgets) (22 pages, 14.7 MB)
- Chapter 14 – Graphics, Images, and Multimedia (16 pages, 16.5 MB)
- Chapter 15 – Writing Web Content (11 pages, 10.8 MB)
- Chapter 16 – Content Organization(10 pages, 9.8 MB)
- Chapter 17 – Search (9 pages, 8.9 MB)
- Chapter 18 – Usability Testing (10 pages, 1,020 KB)

3:3 Do Not Use Color Alone to Convey Information

Guideline: Ensure that all information conveyed with color is also available without color.

Relative Importance: * 12345
Strength of Evidence: 1234○

Comments: Never use color as the only indicator for critical activities. About eight percent of males and about one-half of one percent of females have difficulty discriminating colors. Most users with color deficiencies have difficulty seeing colors in the green portion of the spectrum.

To accommodate color-deficient users, designers should:

- Select color combinations that can be discriminated by users with color deficiencies;
- Use tools to see what Web pages will look like when seen by color deficient users;
- Ensure that the lightness contrast between foreground and background colors is high;
- Increase the lightness contrast between colors on either end of the spectrum (e.g., blues and reds); and
- Avoid combining light colors from either end of the spectrum with dark colors from the middle of the spectrum.

Sources: Bailey, 1996; Chisholm, Vanderheiden and Jacobs, 1999c; Evans, 1998; Hess, 2000; Levine, 1996; Murch, 1985; Rigden, 1999; Smith and Mosier, 1986; Sullivan and Matson, 2000; Thorell and Smith, 1990; Tullis, 2001; United States Government, 1998; Vischeck, 2003; Wolfmaier, 1999.

3:4 Enable Users to Skip Repetitive Navigation Links

Guideline: To aid those using assistive technologies, provide a means for users to skip repetitive navigation links.

Relative Importance: * 1234○
Strength of Evidence: 12○○○

Comments: Developers frequently place a series of routine navigational links at a standard location—usually across the top, bottom, or side of a page. For people using assistive devices, it can be a tedious and time-consuming task to wait for all of the repeated links to be read. Users should be able to avoid these links when they desire to do so.

Sources: United States Government, 1998.



Step 3: Determining the 'Relative Importance' of Each Guideline

To determine the 'Relative importance' of each guideline, 16 external reviewers were recruited. Half of these reviewers were Web site designers and half were usability specialists. Each reviewer evaluated each guideline and assigned a rating based on the question, 'How important is this guideline to the success of a Web site?' Those guidelines that were rated as having little importance to the success of a Web site were eliminated. The set of guidelines now was reduced to 287.

Step 4: Determining the 'Strength of Evidence' for Each Guideline

The next step was to generate a 'Strength of Evidence' rating for each guideline. To do this, a group of eight usability researchers, practitioners and authors were recruited. These reviewers were all published researchers with doctoral degrees, experienced peer reviewers, and knowledgeable of experimental design. These reviewers constructed a set of criteria for judging the strength of the evidence for each guideline, which was used as the 'Strength of Evidence' scale.

Guidelines that received a 5 ranking

Guidelines Ranked by **Relative Importance**

- *Provide Useful Content*
- Establish User Requirements
- Understand and Meet User's Expectations
- Involve Users in Establishing User Requirements
- Do Not Display Unsolicited Windows or Graphics
- **Comply with Section 508**
- **Design Forms for Users Using Assistive Technology**
- **Do Not Use Color Alone to Convey Information**
- **Enable Access to the Homepage**
- Show All Major Options on the Homepage
- Create a Positive First Impression of Your Site
- Avoid Cluttered Displays
- Place Important Items Consistently
- Place Important Items at Top Center
- Eliminate Horizontal Scrolling
- Use Clear Category Labels
- Use Meaningful Link Labels
- Distinguish Required and Optional Data Entry Fields
- Label Pushbuttons Clearly
- Make Action Sequences Clear
- Organize Information Clearly
- Facilitate Scanning
- Ensure that Necessary Information is Displayed
- Ensure Usable Search Results
- Design Search Engines to Search the Entire Site

Guidelines Ranked by **Strength of Evidence**

- *Provide Useful Content*
- Standardize Task Sequences
- Design for Working Memory Limitations
- Align Items on a Page
- Use Descriptive Headings Liberally
- Use Black Text on Plain, High-Contrast Backgrounds
- Use Attention-Attracting Features when Appropriate
- Use Familiar Fonts
- Emphasize Importance
- Order Elements to Maximize User Performance
- Use Data Entry Fields to Speed Performance
- Use Simple Background Images
- Use Video, Animation, and Audio Meaningfully
- Use Images to Facilitate Learning
- Use Mixed Case with Prose
- Group Related Elements
- Use Color for Grouping
- Use an Iterative Design Approach