

# Summary and Conclusions

# Book Chapters

- Design Process and Evaluation
- User Friendliness
- Accessibility
- User's Hardware and Software
- The Homepage
- Overall Page Layout
- Navigation
- Scrolling and Paging
- Links
- Headings, Titles, and Labels
- Text Characteristics
- Lists
- Data Entry and Widgets
- Graphics, Images, and Multimedia
- Writing Web Content
- Organizing Content
- Search

# Guideline Benefits

## ■ Website Designers

- Reflects the state-of-research
- Suggests good design decisions
- Cautions about decisions to avoid

## ■ Website Managers

- Provides an overview and understanding of issues faced by designers
- Provides a 'standard of usability' for designers
- Can be used to set priorities

# Guideline Benefits (continued)

## ■ Usability Specialists

- Assists in identifying issues to evaluate (heuristics)
- Provides insights into where to focus usability testing

## ■ Researchers

- Assess research that has been conducted
- Helps determine where new research is needed
- Assists in formulating new and important research questions

# Implementing the Guidelines

- Education
  - Motivate
  - Think and discuss
- Enforcement
  - Ensure they are being used
  - Verify that guidelines have been applied
- Exemption
  - Allow for exceptions
  - Encourage innovation and compelling page designs not anticipated by guidelines
- Enhancement
  - Annual revisions/updates
  - Ability to add local guidelines: agency logo, colors, titles, privacy policy, internal usability test results

# Activities Needing to be Done

- Keeping the guidelines up-to-date
- Ensuring that the guidelines are also available online
  - Easier to update
  - Easier to customize by other organizations
- Making all original articles available
- Providing code samples to designers
- Incorporating into 'automated usability evaluators'
- Doing and encouraging research into needed areas

# Resources

- Usability.gov:
  - <http://usability.gov>
- Research-Based Web Design and Usability Guidelines:
  - <http://usability.gov/pdfs/guidelines.html>

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