

Web Design

Steve Krug

Steve Krug (pronounced “kroog”) is best known as the author of “*Don’t Make Me Think: A Common Sense Approach to Web Usability*”, now in its second edition with over 300,000 copies in print.

Ten years later, he finally gathered enough energy to write another one: the usability-testing handbook “*Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems*”.

The books were based on the 20+ years he’s spent as a usability consultant for a wide variety of clients like Apple, Bloomberg.com, Lexus.com, NPR, the International Monetary Fund, and many others.

This link is a chapter from his book, “*Don’t Make Me Think: A Common Sense Approach to Web Usability*”.

Please read and write in your own words a half page summary on Krug’s 3 fact of life.

<http://www.sensible.com/chapter.html>

Jared Spool

Jared believes that the best designs come from not one, but many well made decisions. All that stands between you and a great design is the quality of your **What did you learn about the relationship of the number of links and a user’s pursuit of a scent.**

The link below is a presentation of Jared’s on design styles.

<http://vimeo.com/20881152>

Answer the 3 questions in your own words and give a short summary on the 5 styles of decision-making.

1. What are trigger words?

2. What did you learn about the relationship of the number of links and a user’s pursuit of a scent?

3. What is the relationship of short links and scent, according to Spool?