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Chapter 1 ~~Website~~

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~~Design: Don't Make
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Make Me Think Web~~

Steve Krug's, "Don't
Make Me Think: A
Common Sense
Approach to Web
Usability," is as good
as any web page
design and
development
management book
around. It's style is

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based on the principles Krug lays forth of simplicity, minimize textual content, and don't tax people's already overloaded brains.

Don't Make Me Think:
A Common Sense
Approach to Web ...

Don't Make Me Think
is a valuable resource
for large

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organizations, small businesses, and individuals who need guidance for (1)

Launching a new website; (2)

Undergoing a website redesign; or

(3) Making corrections and enhancements for an existing site.

Don't Make Me Think.

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Revisited: A Common Sense Approach to ...

Most notably, Krug is known as the author of “Don ’ t Make Me Think ” , a beginners guide to web usability. This has been often referred to as the bible of web usability and has been adopted by many companies and universities as a

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textbook for classes
and education. In
“ Don ’ t Make Me
Think ” , Krug takes a
common sense
approach to the
content.
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"Don't Make Me
Think" (5 Key
Takeaways on Web
Design ...

In Don't Make Me
Think, usability

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expert Steve Krug
distills his years of
experience and
observation into
clear, practical--and
often
amusing--common
sense advice for the
people in the
trenches (the
designers,
programmers,
writers, editors, and
Webmasters), the

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people who tell them
what to do (project
managers, business
planners, and
marketing people),
and even the people
who sign the checks.

Don't Make Me Think!

A Common Sense

Approach to Web ...

Law #1: Don ' t make
me think. This is the
overarching rule.

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Each time a user has to pause (even for a split-second) to think about something, it distracts him from the action you want him to take. The goal is to make your website effortless to use, i.e. make it self-explanatory, if not self-evident.

Book Summary -

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Don't Make Me
Think, Revisited

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 third edition with over 600,000 copies in print. His second book is the usability testing handbook

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Rocket Surgery Made
Easy: The Do-It-
Yourself Guide to
Finding and Fixing
Usability Problems.

Steve Krug 26

Don't Make Me Think,
Revisited: A Common
Sense Approach to ...

Don ' t Make Me
Think. As a rule,
people don ' t like to
puzzle over how to
do things. If people

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who build a site
don ' t care enough
to make things
obvious it can erode
confidence in the site
and its publishers.
Don ' t waste my
time. Much of our
web use is motivated
by the desire to save
time. As a result, web
users tend to act like
sharks.

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10 Usability Lessons
from Steve Krug ' s
Don't Make Me Think

...
Don ' t Make Me
Think.....is in its 3rd
edition, with over
600,000 copies sold
in 15 languages. (And
who knows how
many copies

“ downloaded. ” .

You ' re welcome,
Internet!)

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Steve Krug | Usability,
mostly.

"Dont make me think" is a quick and easy read. It's quite small at 200 pages. It's often reduced on Amazon so keep an eye out for a bargain. Highly recommended for all developers, even if you don't often do user

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interfaces. The advice
can be applied to all
interfaces and not
just the web.

Don't Make Me Think:
A Common Sense
Approach to Web ...

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Usability, Second

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Don't Make Me Think!

In Don't Make Me Think, usability expert Steve Krug distills his years of experience and observation into clear, practical--and often

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amusing--common sense advice for the people in the trenches (the designers, programmers, writers, editors, and Webmasters), the people who tell them what to do (project managers, business planners, and marketing people), and even the people

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who sign the checks.

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A Common Sense
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Don't Make Me Think – Key Learning Points for UX Design for the Web. Don't Make Me Think is the title of a book by the HCI and Usability engineer Steve Krug. It teaches UX designers how to deliver great user experiences in a very simple and accessible way. Since its release

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in the year 2000 it has become one of the defining texts in the industry and an invaluable guide to UX professionals around the world.

Don ' t Make Me Think – Key Learning Points for UX Design

...

User experience, in a nutshell, is that

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simple advice:

Don ' t make me think. Apply it to your sites and make sure they ' re crazy simple to use. " The main reason why it ' s important not to make me think is that most people are going to spend far less time looking at the pages we design than we ' d like to

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imagine.

Das Intuitive

Don ' t Make Me

Think: How to Make

Websites Work Better

Since Don ' t Make
Me Think was first
published in 2000,

hundreds of
thousands of Web
designers and
developers have
relied on usability
guru Steve Krug ' s

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guide to help them
understand the
principles of intuitive
navigation and
information design.

Steve Krug 26
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