

Chapter 1

Web pages should be self-explanatory, simple. The user should have no questions about if something is what they are looking for (clever names, etc.) or if something is clickable. The user should not have to think.

Chapter 2

People use web sites differently than we think they do/design for them.

- People scan or skim, but don't read.
 - Why do we do this?
 - We're usually in a hurry.
 - We don't *need* to read everything.
 - We've been doing it all our lives with newspapers and magazines, so we're good at it.

- They "satisfice" on making choices. Satisficing is choosing the first reasonable option, which is not necessarily, or even usually, the best one.
 - Why do we do this?
 - We're usually in a hurry.
 - There is no penalty for guessing incorrectly.
 - Weighing options may not improve our chances on poorly designed sites.
 - Guessing is more fun, and if you guess correctly, it's faster than thinking.

- They muddle through rather than have a full understanding of how something works.
 - Why do we do this?
 - It's not important to us. We don't need to know the nuts and bolts of how something works so long as we can use it. (Like a VCR: You can record, play, rewind, etc., but can you take it apart and put it back together and have it still work? No. But do you need to know that to watch a movie? No.)
 - If we find a way that works, we stick with it, usually no matter how convoluted.

- BUT, if your site is designed in such a way that users immediately "get it," there are big rewards.
 - They will find what they're looking for, which is good for them and for you. (They can't buy what they can't find.)
 - There's a better chance they will understand the full range of what your site offers.
 - You have a better chance to steer them to the parts of your site you want them to see.
 - MOST IMPORTANT: They will feel smart and in control, *which will make them want to come back.*