

## **Prioritizing Web Usability, ISBN: 0321350316**

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Javascript Workshop

This is the updated version to Jakob Nielsen's "Designing Web Usability: The Practice of Simplicity" which came out back in 1999. That book was one of the first books of its kind in reviewing how users view the web and how web designers should create web pages. This book updates many of his guidelines to the current web.

This book starts out (Chapter 1) giving a brief explanation of how the testing was done (69 users around the world), and what websites were included in the tests. Each user was given various tasks to accomplish for each web site and was studied on how they accomplished each task. It then focuses on the importance of user testing on web sites. Personally, I've always felt that unless the website is a large commercial type site (e-commerce), user testing was a waste of time and money. Boy was I wrong...

The next chapter is honestly the best in my opinion because it gives lots of great information on how users look at a website and how long they will give until the move on to another. People that don't design websites really don't realize how little time they have to grab the user's attention so they will use the site and come back to it over and over again. Jakob talks about the importance of your homepage and the average time users spend on it (25-35 seconds) and what can be done to improve the user experience. Then website page snapshots are shown on how users read web pages content. People don't actually read entire web pages content, they scan it. I never knew that...

The rest of Chapter 2 talks about the importance of Search Engine results and how many pages users will go through in order to find what they are looking for (trust me it isn't a lot). I learned more in reading this chapter than I have in years of web design and surfing. You could buy the book solely on this one chapter.

The rest of the book focuses on updating prior usability findings, rating the problems of user failure, navigation and information architecture, readability with typography, writing content, providing good product information, and presenting page elements. The book is only 390 pages, and it seems that you can read it in a day, but believe me; this book has more useful information than books twice its size. This is definitely a book you need to read in parts and really let the information sink in and try to compare the results with websites you have created (I have).

Each chapter has tons of screenshots of the various websites that were tested in visually showing you where the problems occur. This is a great practically web book, that it should be in your library no matter what level of web designer/developer you are...

Great book....