

HOW TO MAKE YOUR WEBSITE NOT UGLY

Basic UI/UX for Programmers

HELLO!

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Madison, WI

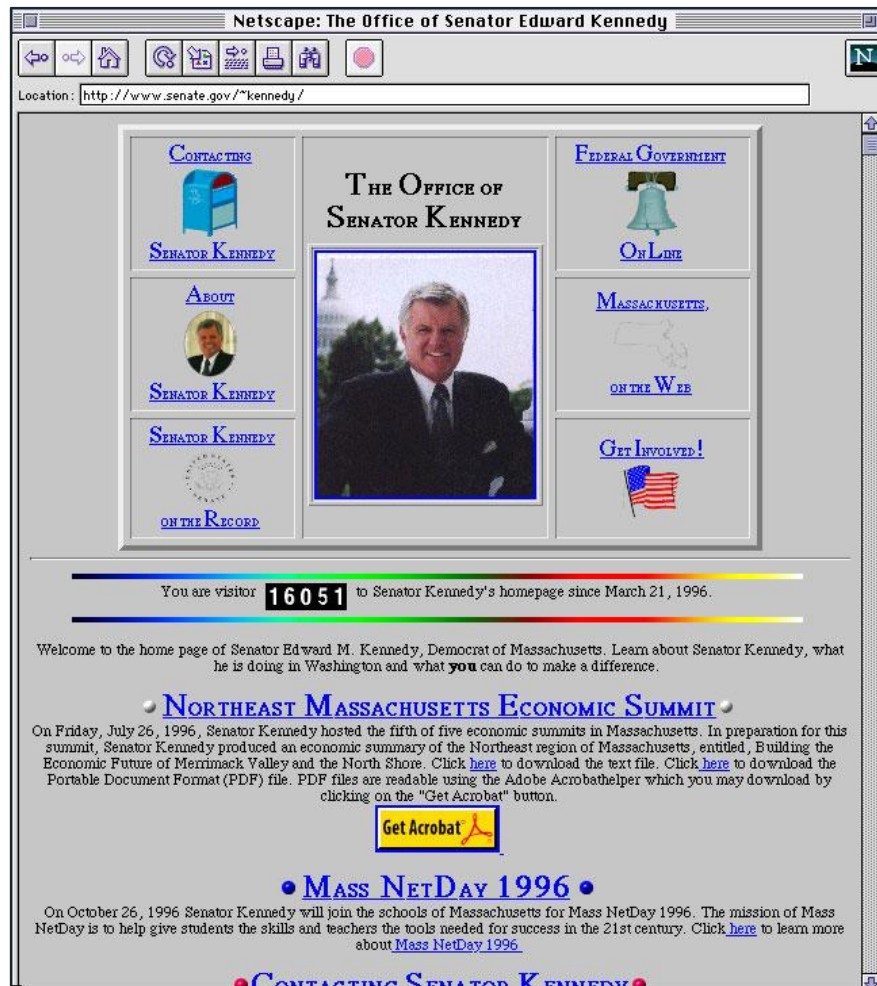
FUN FACT

I care for 124 houseplants between work and home 🌿



**THIS IS A REAL
WEBSITE ...**

FROM 1996.



WHY DESIGN



- USABILITY
- CREDIBILITY²
- INTEREST^{3,4}

MATTERS

DISCLAIMER:

THERE ARE ALWAYS
EXCEPTIONS.

WORDS: make speech visible

1-4

Breathing room, legible, scannable, simple

IMAGES: use appropriately

5-6

Icons sparingly, photos and graphics integrated

DESIGN: think logically

7-10

Patterns, progressive disclosure, consistency, functionality

1-4

WORDS

Make Speech Visible

WORDS: make speech visual

1 Let your text breathe.

- **Length:** 60 to 100 characters per line⁵
- **Line-height:** 1.4
- **Padding:** At least 15px

AVOID

Now, the professor and her son seem to have disappeared, and Mr. Hall is looking for the \$676,250 he spent on the paintings, according to court records and the professor's former colleagues.

Mr. Hall started collecting Golub's work in 2003 and within six years he had amassed 40 pieces, wagering that Golub's work was undervalued and due to appreciate. In 2011 he discovered that the professor, Loretta Gascard of Franklin Pierce University in New Hampshire, shared his passion for Golub's art. She and her son, Nikolas, seemed to have a collection of Golubs to rival his own, he learned, and they wanted to sell.

Mr. Hall had, it turned out, already bought eight of their Golubs through auction houses in New York beginning in 2009. And after making direct contact with the Gascards in 2011 he bought another 16 from them, cutting out the middleman.



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WORDS: make speech visual

2 Make your text legible.

- **Contrast:** Don't put yellow text on a white background⁶
- **Size:** Minimum 16px (depending on typeface)

AVOID

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WORDS: make speech visual

3 Make your text scannable.

- Highlight key content
- Subheads, with lowercase and uppercase letters⁷
- Bulleted lists

AVOID

UI/UX Principle #3: People Scan Websites (They Don't Read Them)

December 1, 2015



BY JEFF DANCE

Users don't read websites the way they read other material; they scan to quickly find the information that's most pertinent to them.

Research shows that "users switch from scanning to actually reading the copy when web content helps [them] focus on sections of interest." A [study](#) by Jacob Nielsen indicated that less than 20% of content is actually read.

Numerous studies correlate with this finding, but it also makes common sense. Your brain seems to want to efficiently process web pages first via the scan, because they consist of text, color, imagery, and interactivity... before you spend brain energy to actually read.

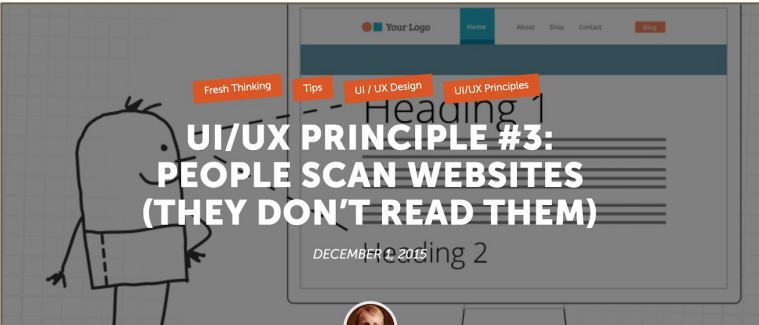
For example, say you pull up 10 pages from a search result — reading just isn't efficient when we're doing a lot of searching and research for relevant results. Scanning can help find relevant information 10x faster than reading every word...and our brains aren't interested in reading the [nearly 100 pages](#) we visit in a day. It would take a day to do so, but we think you can scan all 100 in 20 minutes.

As a result, it's important to make your website or interface scannable to help users skip to sections or content they want to explore further. For copy, this means taking lengthy text and making it more scannable via bullets, and more organized with more summarized titles (for scanning), or more concise with highlighted keywords or call outs to pull people in.

To understand this in terms of ROI on effort, another [study](#) on improving the web scannability and readability of text led to a 124% improvement in content capture. Effort in making clear, organized, and compelling headers for text OR making your interface scannable and simpler for today's audiences is as important as other areas of good UX... but often forgotten.

This also explains the trend of longer scannable web pages with more scrolling, especially when combined with the understanding that lots of clicks to get information are now "expensive" for usability, another topic we'll explore in a future principle.

Case in point, you probably are not going to read our entire blog, or even read this entire post, but rather scan and dive in where you want to read further.



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Why We Scan

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WORDS: make speech visual

4 Keep the decoration to a minimum.

- Limit number of typefaces (2 or 3)
- Limit colors (two to three, not including shades)
- Use more complex fonts for headers, more basic for text

AVOID



The image shows a website banner for Evangel Cathedral. The banner features a purple navigation menu on the left with a list of links. The main content area has a background image of a church and a crowd, with text about mentoring and excellence. Below the banner is a row of six smaller promotional boxes.

Navigation Menu:

- HOME
- ABOUT
- MINISTRIES
- EVENTS
- PASTORAL CARE
- NEW MEMBERS
- CENTRAL BIBLE SCHOOL
- CAMELOT
- PRAYER REQUESTS
- CONTRIBUTIONS
- BOOKSTORE
- SERVICE TIMES AND DIRECTIONS
- CONTACT

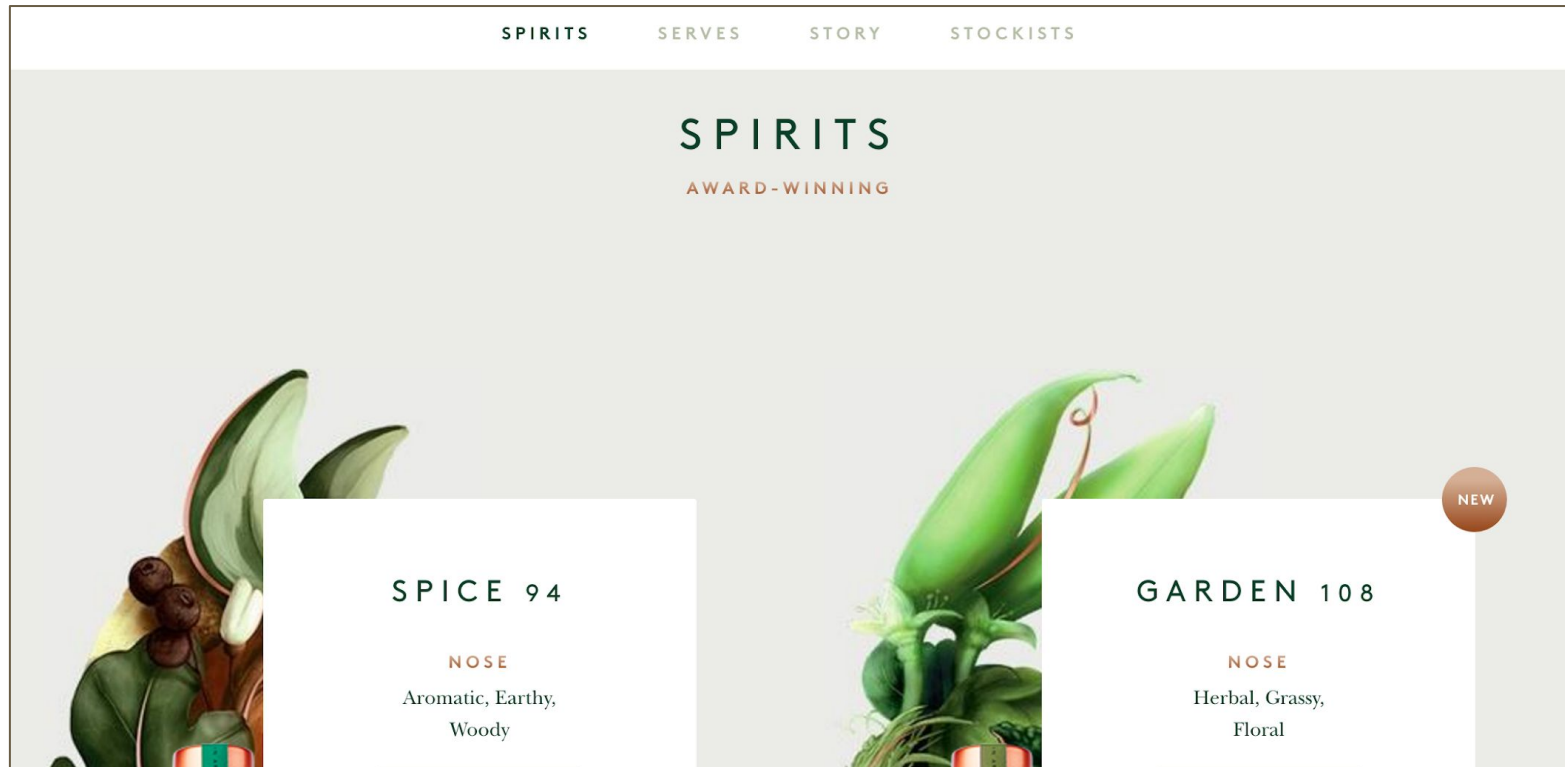
Main Banner Text:

EVANGEL CATHEDRAL

PIONEERING mentoring Modeling in the spirit of EXCELLENCE!

Bottom Row of Boxes:

- EVANGEL CATHEDRAL SERVICES:** SUNDAY - 11:00AM SPANISH SERVICE
- CENTRAL BIBLE SCHOOL:** SPRING SEMESTER April 22nd - June 10
- A WONDERFUL CHANGE:** THE STORY OF RAHAB THE HARLOT JULY 27, 2013
- CLICK HERE TO FOLLOW US!** LIKE us on Facebook FARE us on Twitter
- Click Here to see the Bishop's Chapel**
- INTERNATIONAL CONGRESS OF CHURCHES & MINISTERS**
- Bishop Liston Page:** JULY 7th



LET'S RECAP.

WORDS: make speech visible

1 - 4

Breathing room, legible, scannable, simple

5-6

IMAGES

Use Appropriately










IMAGES: use appropriately

5 Icons

- Labels: The rule, NOT the exception⁸
- Work best in navigation or menu
- Avoid icons with conflicting meanings

THINK FAST:

WHAT'S THE ICON FOR "SHARE"?

Uploader		Apple iOS 7, Apple Mac OS X Yosemite	The Gift		Microsoft Windows Phone 7 <i>(up to 2012)</i>
The Outgoing Tray		Apple Mac OS X Mavericks, Pre-Apple iOS 7	The Hands		Open Share Icon
3 Dots		Google Android, ShareThis	The Open Hand		Old enterprise software
The Y		Google Android <i>(up to 2011)</i>	Many People		Google Docs, Collaboration platform apps
The Circle		Microsoft Windows 8			

IMAGES: use appropriately

6 Photos and graphics

- Banner blindness
- Integrate with content
- Informative and/or relevant

AVOID


CAR LEASING

Want a cheap new lease car? Start HERE!



My cheapest leasing deals!

Click to chat is closed

 **ABARTH CAR LEASING**

500
500 Convertible
595
595 Convertible
Punto Evo

 **ALFA ROMEO LEASE CARS**

Notice I live inside this website Monday to Friday 9am-5pm to give you the very best service and make your experience a happy one! I am Ling, welcome to my website!

LINGSCARS.com

UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 237.1... You can trust me! ... In 2014 I'll rent over £75 million of cars (at RRP)

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

[Home](#)[Cars and Vans](#)[How It Works](#)[Price Lists](#)[About Ling](#)[Customers](#)[Fun Stuff](#)[Quote/Order](#)

me! WAH! 1500+ Letters

[Business Customer Pricing](#)[Personal Customer Pricing](#)[The Best FAQs in the World!](#)

NEW SEXY

christine full rep



FREE FREE FREE





@LINGSCARS Follow Me

LING'S LIVE TWITTER FEED

Patate_froide: @LINGSCARS You have the absolute best website ever, I LOVE it :D

ufarrochit: @LINGSCARS You know you have diesel Porsche Bonsters listed on your site? I'm not sure if Porsche have ever made them...

boko6565: RT @HiroRwar: Bask in the glory that is http://t.co/KqTzgyoaU http://t.co/7bxyowz27

Search Cars Here

LIVE NEW



[Intro Film](#)[News](#)[Blog](#)[Office TV](#)[Contact](#)[Moan](#)[Links](#)[Play Quiz](#)[Privacy Policy](#)[Google Visitors](#)

"JUST CLICK!"



THE BEST...



...IN THE WORLD!



You can't find a car?

AS SEEN ON TV

DEEN TWO

DRAGONS DEN

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turn'ed me doon!"

Deborah Meaden - "Harrumph! I'm out!"

UK WARNING: Customers reporting many other internet prices are hiding true lease costs! BEWARE DODGY COMPANIES SELLING HIGH INITIAL RENTAL "6+" LEASES

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!


PLAY STUPID CRASH GAME!

CHEAP INSURANCE

Google Spider Food

google

View LIVE visitors: 28 online



Message in a
BOTTLE

Hate seeing plastic bottles on your beach?

[Take action](#) [Learn more](#)

SUPERS AGAINST SEWAGE

— A SUPERS AGAINST SEWAGE CAMPAIGN

**LET'S RECAP
AGAIN.**

WORDS: make speech visible

1 - 4

Breathing room, legible, scannable, simple

IMAGES: use appropriately

5 - 6

Icons sparingly, photos and graphics integrated

7-10

DESIGN

Think Logically

DESIGN: think logically

7 Use patterns

- Alternate between small, medium and wide
- Quality > originality (in most cases)
- Find something that works, and use it as a model

AVOID

Welcome to Genna's Web Page



Gennas Shirts and Gift cards are available. Say it with booze

Take a look at some pics from St. Patty's Day [here](#)



Want to read a brief synopsis of the history of Genna's?
Sit outside on our patio, 12 outdoor tables with a Capitol View

We're located at 105 W. Main St. Madison, WI 53703.

Our hours are:

- Monday through Thursday: 2:00 p.m. to 2:00 a.m.
- Friday: 2:00 p.m. to 2:30 a.m.
- Saturday: Summer hours, 10a.m. to 2:30 a.m Winter hours, 5:00 p.m. to 2:30 a.m.
- Sunday: 8:00 p.m. to 2:00 a.m.

We serve the best classic cocktails in Madison. Our bartenders creations are beyond compare.

We carry over 60 different bottled beers and 12 tap beers

Tuesday its 'ini time , Sit back, relax and sip



Check us out at happy hour Monday - Friday 4:30- 6:30

- 40 % off all rail drinks
- 40 % off selected tap beers We have 12 tap beers to choose from and 4 to 6 of them are on special daily.
- Bartenders' Specials are whatever cocktail they're decided to feature that day.
- Try a California Root Bear or a Flying Penguin for a change of pace.
- Hors d'oeuvres

DJs Weej and Drew rock the bar on Wednesday nights along with \$1.50 pints of Berghoff

DJ Chuck Money spins his classic lost tracks on Thursday nights. Come on out and give it a listen.

The third Saturday of the month is the Urban Spoken Word Poetry Slam hosted by David Hart upstairs from 7-9pm

Saturday Gennas used to pay homage to **Lawrence Welk**, one of America's Classics, just in case you're wondering why there's Lawrence Welk paraphernalia on display.

That's right. At 6:00 a.m. every Saturday the Welkies would rather hear cocktail and champagne music. We provided the bubbly and they came down to

Google Fonts

DIRECTORYFEATUREDABOUT

Search

Viewing 809 of 809 font families

Open Sans

Steve Matteson (10 styles)

All their equipment and instruments are alive.

Abhaya Libre

Mooniak (5 styles)

A red flair silhouetted the jagged edge of a wing.

Roboto

Christian Robertson (12 styles)

I watched the storm, so beautiful yet terrific.

Lato

Łukasz Dziedzic (10 styles)

Almost before we knew it, we had left the

Slabo 27px

John Hudson (1 style)

A shining crescent far beneath the flying vessel.

Trirong

Cadson Demak (18 styles)

It was going to be a lonely trip back.

Categories

☒ Serif

☒ Sans Serif

☒ Display

☒ Handwriting

☒ Monospace

Sorting

Trending

Languages

All Languages

Number of styles

☐

Thickness

☐

Slant

☐

DESIGN: think logically

8 Progressive disclosure

- F-shape reading pattern

DESIGN: think logically

8 Progressive disclosure

- F-shape reading pattern
- Top to bottom = important to less important
- Above the fold¹¹
- Avoid putting key content in traditional ad areas

SECTIONS

HOME

SEARCH

The New York Times

THE DAILY TELL

What 130 of the Worst Shootings Say About Guns in America

SHE NEVER SPOKE OF IT TO HER HUSBAND. THEN SHE HEARD THE TRUMP TAPE.

ON THE BRINK

Hawaii Looks Back, and Ahead, on Its Presidential Spotlight Dime

CALIFORNIA TODAY

California Today: When It Comes to Health, a Tale of Many Californias

HOW CHARGES OF VIOLENCE BECAME A POLITICAL STRATEGY

U.S.

Should You Let Your Dog Lick Your Face?

By CHRISTOPHER MELE OCT. 21, 2016

f

t

g+

in

print

Emil Scoll of Cliffside Park, N.J., gets a kiss from Sadie. Kevin R. Wenzel/The Record, via Associated Press

RELATED COVERAGE

- Should You Hug Your Dog? APRIL 27, 2016
- You've Been Washing Your Hands Wrong APRIL 20, 2016
- Why Do You Want a Pet? Can You Afford It? JUL. 20, 2016
- 'Five-Second Rule' for Food on Floor Is Untrue, Study Finds SEP. 19, 2016

It seems harmless enough. You get nose to nose with your dog and talk to it as it laps at your mouth and cheeks with its tongue, or you come home from work and bring your lips to your dog's in a greeting to say hello.

It may feel like the ultimate display of affection, but when it comes to such kisses, experts caution: Beware of dogs.

What's the harm?

[Dr. Neelanjana Nandi](#), an assistant professor of medicine at [Drexel University College of Medicine](#) in Philadelphia, said in an email that most animals' mouths are host to "an enormous oral microbiome of bacteria, viruses and yeast."

Dr. Nandi says a dog's saliva has proteins that may help cleanse or heal its own wounds, but in a paragraph titled "Why Not to Make Out With Your Pet," he noted, "There are some organisms unique to dogs that we were simply not meant to tolerate or combat."

Some bacteria in dogs' mouths are zoonotic, meaning the animals can pass them to humans and cause disease.

Some common zoonotic bacteria include clostridium, E. coli, [salmonella](#) and campylobacter, which can cause severe gastrointestinal disease in

DESIGN: think logically

9 Be consistent

- Links, buttons
- Alert messages
- Forms
- Tables
- Header typefaces / sizes

AVOID

The British-born Mr. Hall, 65, and his wife, Christine, exhibit a portion of their collection here and at several other locations, including a **medieval castle** they own in Germany.

Mr. Hall earned his fortune making large bets in the commodities markets. It was in 2009, at the helm of Phibro, part of Citigroup, that he was scheduled to receive a \$100 million bonus. That became a flash point for national anger over **executive pay** at a time when Citigroup had accepted bailout money from the federal government after the financial crisis.

DESIGN: think logically

10 Functionality is part of design

- Bugs matter as much as beauty
- Back-end impacts front-end

DESIGN



IS WHERE SCIENCE & ART
BREAK EVEN

- Robin Mathew, design entrepreneur

FINAL RECAP.

WORDS: make speech visible

1-4

Breathing room, legible, scannable, simple

IMAGES: use appropriately

5-6

Icons sparingly, photos and graphics integrated

DESIGN: think logically

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Patterns, progressive disclosure, consistency, functionality

CITATIONS

1. <https://www.epolitics.com/2014/06/05/screenshots-political-website-really-looked-like-1994/>
2. <https://simson.net/ref/2002/stanfordPTL.pdf>
3. <https://www.tandfonline.com/doi/abs/10.1080/01449290500330448>
4. <https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/>
5. <https://www.usability.gov/get-involved/blog/2006/08/line-length-and-onscreen-reading.html>
6. <http://webaim.org/resources/contrastchecker/>
7. <https://www.blog.theteamw.com/2009/12/23/100-things-you-should-know-about-people-19-its-a-myth-that-all-capital-letters-are-inherently-harder-to-read/>
8. <https://www.usertesting.com/blog/user-friendly-ui-icons/>
9. <https://www.fastcompany.com/3031872/why-isnt-there-a-standard-share-button>
10. <https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>
11. <https://resources.infolinks.com/static/eyetracking-whitepaper.pdf>

THANKS!

Questions?

You can find me at hilarysk@tenforward.consulting

Feedback:

<https://joind.in/talk/9ce10>

