Principles: Web sites should be...

How do you know if your site is “good”?  

• User Testing and Evaluation
  – A huge part of the HCI field.

• Website metrics
Netflix and HCI: a love story

- **Goal**: signup new users before they leave the front page

- **Front page**: family on a couch

- **Question**: who holds the remote control?

The Remote Control Winner!!

- Visit [www.netflix.com](http://www.netflix.com) to see!
More on Netflix

• What about movie viewing?

• Facts (sort of)
  – $1.00 per movie sent by mail
  – $0.05 per movie streamed online

• Can Netflix encourage streaming movies instead of sending by mail … just using HCI?
Pictures and Presidential Politicking

• Obama’s 2008 political campaign
• **Goal**: get people to submit their email addresses
Pictures and Presidential Politicking

• The winning variation had an 11.6% opt-in rate, compared to 8.26% for the original page. That’s a 40.6% improvement!

2,880,000 more emails
288,000 more volunteers
$21 avg donation
$60 million more

Examples

http://www.google.com

http://www.yahoo.com
Examples

http://www.usna.edu

http://www.usna.edu/cs

Files on the Web

Plain text

HTML

JavaScript/Flash

PDF

Word/PPT
Examples

http://www.edwardtufte.com/

http://www.usna.edu/users/cs/adina/teaching/it350/fall2012/

Bells and Whistles

http://www.wired.com

http://www.amazon.com

http://www.farecast.com/
Other Examples

- http://www.sixtiespress.co.uk/

- http://www.supervideo.com/

- http://www.pandminc.com/

HTML Quality Tips

• Picking link text
  To download W3C's editor/browser Amaya, click here. To download Amaya, go to the Amaya Website and get the necessary software. Get Amaya!

• If You Pick One Color, Pick Them All

More at http://www.w3.org/QA/Tips/
Etc.

- Sometimes most emphasized things get ignored
- Put dates on your pages
- Don’t let the interface dominate the content
- Tables – minimize heavy borders
- Background images – use with great caution