

Web Tailor Guidelines

Match between system and the real world (Use plain language)

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

Consistency and standards (Be consistent with wording)

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Ensure that documents are clear and simple.

Use the clearest and simplest language appropriate for a site's content. Supplement text with graphic or auditory presentations where they will facilitate comprehension of the page. Create a style of presentation that is consistent across pages.

Be consistent in layout and presentation across pages

Create a style of presentation that is consistent across pages.

Recognition rather than recall (Keep navigation and instructions visible)

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Ensure that text and graphics are understandable when viewed without color

Don't let color be the only factor that determines something functional about the content. For example: if a field is required on a form, don't just make it red, but add an asterisk (*) to indicate required field.

Aesthetic and minimalist design (Keep it simple)

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Don't use paragraph after paragraph of text

Use headings and lists, because **users don't read, they scan**. Analyzing a web-page, users search for some fixed points or anchors which guide them through the content of the page.

Make use of effective writing

As the Web is different from print, it's necessary to adjust the writing style to users' preferences and browsing habits.

- Promotional writing won't be read.
- Long text blocks without images and keywords marked in **bold** or *italics* will be skipped. Exaggerated language will be ignored.

NEVER use moving or blinking content

Provide equivalent alternatives to auditory and visual content.

Add alternate text and title attributes to tags. Use <label> tags.

Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Help and documentation (Provide a useful “Help” document or site)

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Users appreciate quality and credibility.

If a page provides users with high-quality content, they are willing to compromise design. **Content is more important than the design which supports it.**

Important Points

- Consistency, screen layout, relationships and navigability are important concepts of organization. The same conventions and rules should be applied to all pages
- Use short and concise phrases (come to the point as quickly as possible),
- Use scannable layout (categorize the content, use multiple heading levels, use visual elements and bulleted lists which break the flow of uniform text blocks),
- Use plain and objective language Don't be afraid of the white space
- *Clarity*: all components should be designed so their meaning is not ambiguous
- Use **max. 3 typefaces in a maximum of 3 point sizes**
- a maximum of 18 words or 50-80 characters per line of text.
- Do not use blinking or moving/scrolling text

References

Techniques for web accessibility guidelines (<http://www.w3.org/TR/WAI-WEBCONTENT-TECHS/#tech-simple-and-straightforward>)

10 Principles of effective web design (<http://www.smashingmagazine.com/2008/01/31/10-principles-of-effective-web-design/>)