

Computers, part of your life

Grade 11



1

The browsing experience

MODULE 2.2

2

Contents

[The usability of websites](#)

[Other factors that affect the browsing experience](#)

[Test and improve](#)

[Written module activity](#)

[Practical module activity](#)

3

The usability of websites

4

Readability

People get irritated with content that is hard to read

Don't do THINGS like use lots of *different fonts and colours* ~~intensity~~ ~~colors~~ ~~you can~~.
TEXT ALL IN CAPITALS IS CONSIDERED RUDE, AS IT IS REGARDED AS 'SHOUTING'.
Centred text may be good for headings but paragraphs of centred text, with lots of lines underneath each other and lots to read does not work very well at all!



5

Readability – some tips

- Use headings, short paragraphs and columns
- Use numbered or bulleted lists
- Group together related ideas
- Attend to the type, size and colour of fonts
- Avoid text all in upper case
- Backgrounds that are easy on the eye

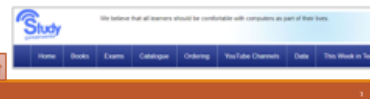


6



Navigation

- Main links should be easy to locate and identify
- Links should be short – understand what the link is leading to
- No 'broken' links (links that don't work)
- Links formatted in a consistent and standard way



7



Consistency

- Using the same basic layout
- Using the same colours and fonts, or theme



8



Layout

- Best suited to the intended audience or readers
- Text and graphic objects adapted to fit standard monitor sizes and resolutions



9



Typography

Ensure that the font types on a web page

- are easy to read
- match their content
- are commonly-used – likely to be on user's system
- are limited in number of different types

Arial Black

Broadway

Comic Sans

Harrington

10



Other factors that affect the browsing experience

11

Speed

- Pages should load quickly
- Slow loading typically caused by large files (animation and multimedia content)



12

Privacy

What you do on the web is not always private!

- Some websites may **record your preferences**
- Facebook and Google may **analyse your activity**
- **Malware** may install itself on your computer

13



Spyware

Any technique or software that tries to monitor and track the way you use your computer, and then to report this information to a third party

- Tracks your use of the internet
- Builds a profile of you, for targeted advertising
- Can steal login details to gain unauthorised access
- Keyloggers capture your keystrokes



14



Adware

'Free' software that is not really free – it is ad-sponsored

- Displays adverts while the program is running
- Can also pop up while you are surfing
- Ad blocking software can help to prevent this type of advertising

15



Test and improve

Use the summary for own revision

16