


Critically Assessing Subscription Web Design

Teaching Students How Website Design Affects Search Results and Research Costs

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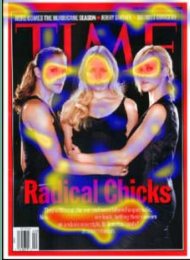
How eye tracking works



Terminology

- Eye Fixations – eye at rest
- Saccades – eye in motion
- Foveal and Parafoveal Vision – degree of focus
- Scan Paths – route of saccades

What gets tracked?



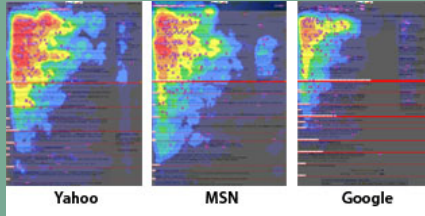
Basic findings of human-internet interaction

- Upper left primary focus of users
- Right hand column an afterthought
- Navigation at top of page performed best
- The bigger the image, the more people look
 - The smaller the font, the more closely people read the text
- 1st and 2nd internet search results viewed most often and longest period of time
- 1st result clicked on 3x more often than 2nd

Hunting and gathering in the e-wilderness

- Information foraging
- Information scent

The “Golden Triangle”



www.enquiro.com

The “F-Shape”



www.useit.com

Analyzing search forms

“Users submit queries to search engines using forms... I've never *browsed* for books on Amazon. I always *search* for them.” [emphasis in original]



Checking out treatises

- www.westlaw.com
- www.lexis.com

Thank you!
