



# Content Usability

**Intro to Web Development**  
**STS 311 - 45440**

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# Text

- Succinct
- Scannable
- Short
  
- One idea per paragraph
- Chunking (example)
  - inverted pyramid principle



# Titles, links, headings

- Short
- Descriptive
- Accurate
- Meaningful out of context



# Multimedia

- Only when needed
- Provide alternatives



# Testing

- Usability testing with real users
- User profiles
- Usability research
  - Reading patterns
  - Eye-tracking studies