



# Site-Seeing: A Visual Approach to Web Usability

*Luke Wroblewski*

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Although Web usability has received lots of hype, especially during the dot-com meltdown, the focus has been mostly on technical issues. Usability experts stress the pitfalls of frames and too many images on Web pages. They recommend editing out unnecessary words and writing in a non-linear style-all valuable advice, of course. But less frequently do they highlight the importance of the visual presentation of Web pages. The Web is a communication medium that does most of its talking visually. What you see on a Web page tells you what you might find within the site, how to get there, and why it might interest you - not to mention the instinctive emotional response that shapes your Web experience. As a result, Web usability issues are communication issues. Easy-to-use sites are those that communicate quickly and effectively. "Site-Seeing" takes a fresh approach to Web usability by applying visual communication principles and decision-making to Web design. Specifically, readers will learn the key concepts behind visual organization, look and feel, technical considerations, and clear planning that stem from audience awareness. Through numerous, full-color examples, author Luke Wroblewski deconstructs "the good, the bad, and the ugly" of Web design. The visual presentation of a site does more than merely making it pretty. It organizes information according to function. It creates distinct and appropriate personalities. It provides emotional impact and attachment. In short, it engages the audience - and keeps them coming back.

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