



# Reviewing Screen-based Content

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# In this session, I'll...

- Summarise some elements you should check in:
  - ◆ Web content
  - ◆ Online animations/tutorials
  - ◆ Software application interfaces

AND

- Demonstrate some tools and techniques to:
  - ◆ Help you with your reviewing, and
  - ◆ Automate some of these processes.

# Screen Content

- **Critical difference to paper:** Most screen content:
  - ◆ Has few contextual clues
  - ◆ Is viewed independently of surrounding content
- **Result:** Logical navigational structures are necessary to guide the user and give them a 'sense of place' in the content.
- **User goal:** "*Don't make me think!*"  
(Steve Krug)



# Screen Content Elements

## Elements you should consider...

### Editorial

text, grammar,  
punctuation,  
technical  
meaning...

### Visual

layout, design,  
colours, images,  
fonts, dynamic  
elements...



### Interactive

hyperlinks, forms,  
files, animations,  
streaming media...

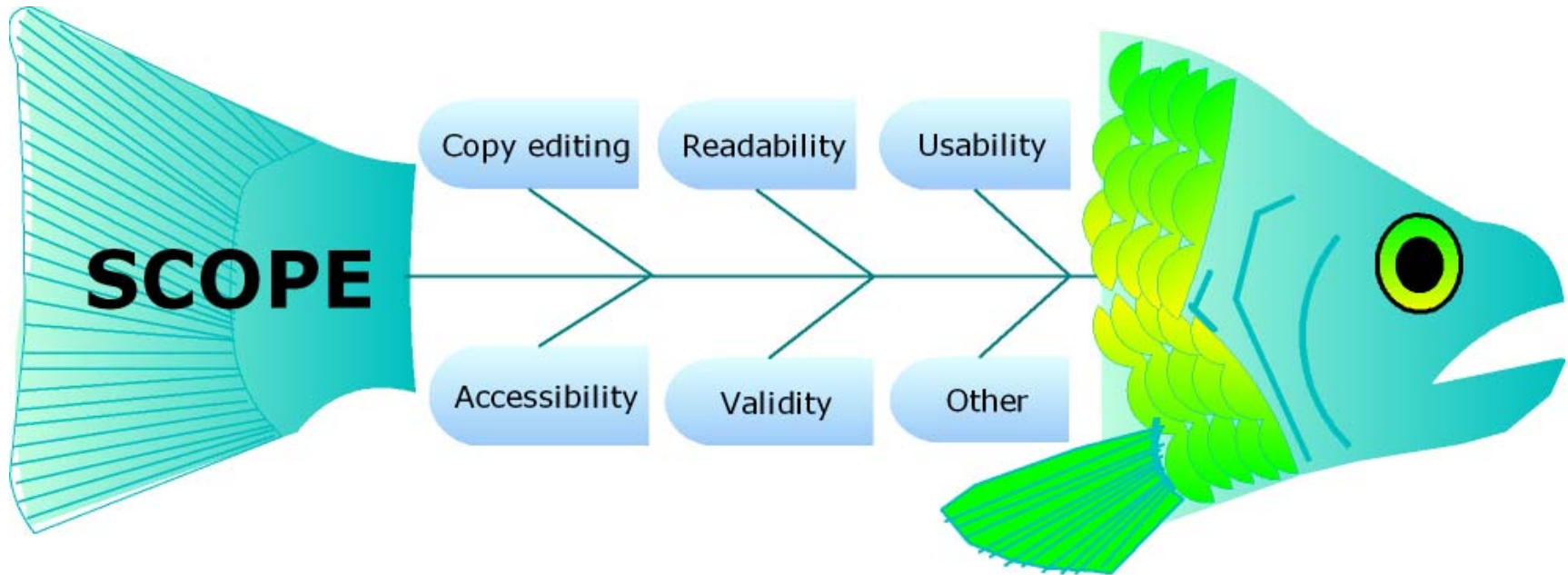
### Accessible

universal design, browser  
compatibility, download  
time, language level...

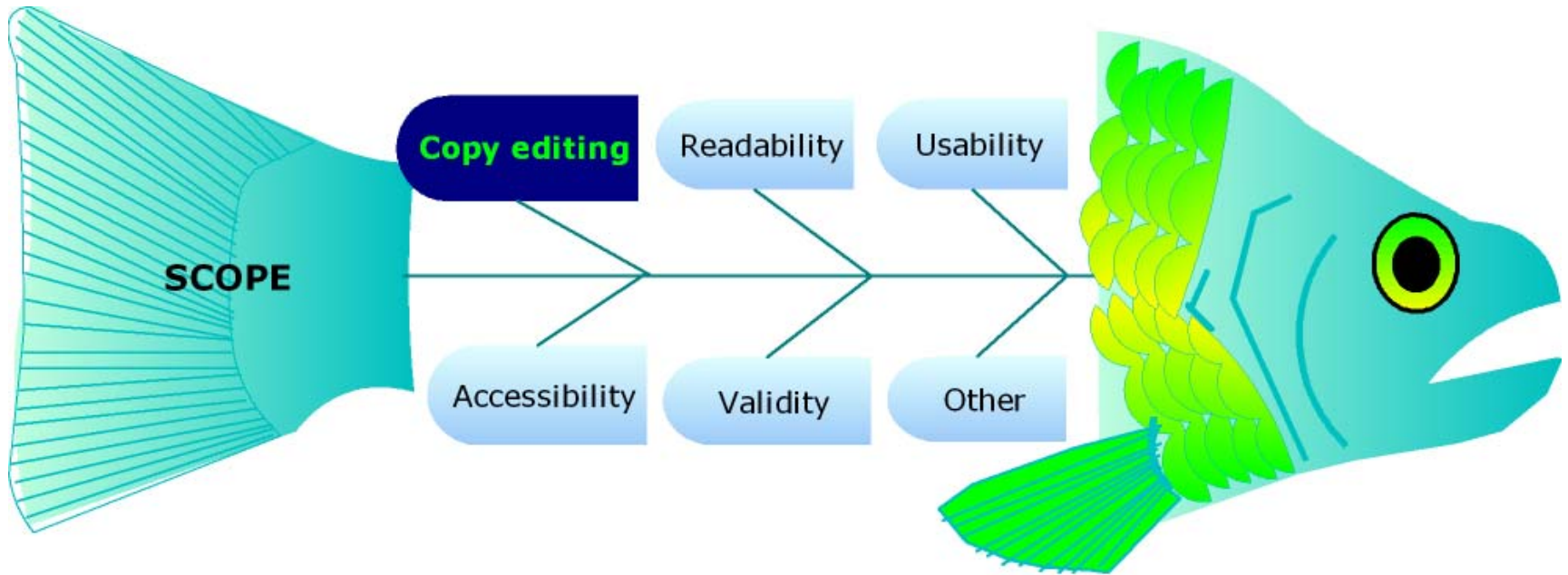
Based on content wheel from:  
<http://context.com/topics.html#comparison>

# Brief/Scope

- Know what you're checking for... and why
- Don't be tempted to go beyond scope



# 1. Copy Editing



# General Text

- Misspellings and typos
- Punctuation and capitalisation
- Grammatical errors
- Language used – e.g. Australian/US/UK English
- Familiar text used for common commands, actions, functions
- Parallel structure
  - ◆ Tense
  - ◆ Person
  - ◆ Voice

**Welcome to** [REDACTED] We don't just "do" car transport and car shipping... we work at it!! Our goal is to arrange an car shipping job with a truck that has a real feel for auto transport. You get an excellent car transport job... and you get an expert car shipper. We get the satisfaction of being the auto transport company that has a safe record with a satisfied customers who refer us as a great car transport, car moving, and car shipping team with which to go the distance.

# Label Text

## ■ Check:

- ◆ Menus
- ◆ Tooltips
- ◆ Field labels
- ◆ Grouping boxes
- ◆ Tabs
- ◆ Title bars
- ◆ Command buttons/icons
- ◆ Error messages

## Reference:

*Official Guidelines for User Interface Developers and Designers:*  
<http://msdn.microsoft.com/library/default.asp?url=/library/en-us/dnwue/html/ch14d.asp>



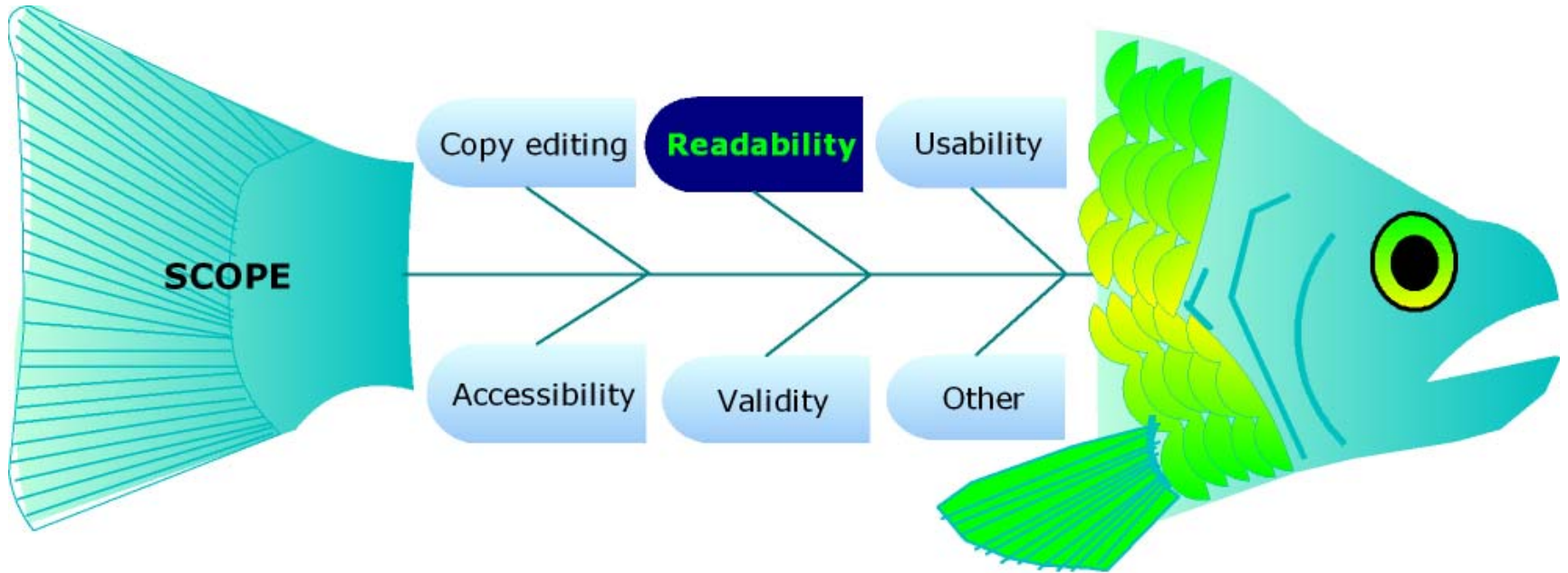
# Headings

- TOC, Index, and topic headings:
  - ◆ Parallel structure
  - ◆ Logical hierarchy



- Watch out for:
  - ◆ "How to...", "To..." headings
  - ◆ Wording for overview topics

# 2. Readability



# Readability

- Writing style:
  - ◆ Clear
  - ◆ Simple
  - ◆ Suitable for audience
- Test against common readability algorithms:
  - ◆ Flesch Reading Ease
  - ◆ Flesch-Kincaid grade level
  - ◆ Gunning-Fog Index

## **StyleWriter:**

Analyses writing style and Plain English in Word documents

## **Web page readability tester (free):**

<http://juicystudio.com/services/readability.php>

# Fonts

## ■ Families

- ◆ Serif v. sans serif
- ◆ Limited quantity used

## ■ Sizes

- ◆ Relative or absolute
- ◆ Resizable

## ■ Case

- ◆ Upper, mixed, lower

## ■ Decoration

- ◆ Underlining, bold, italic
- ◆ Colour

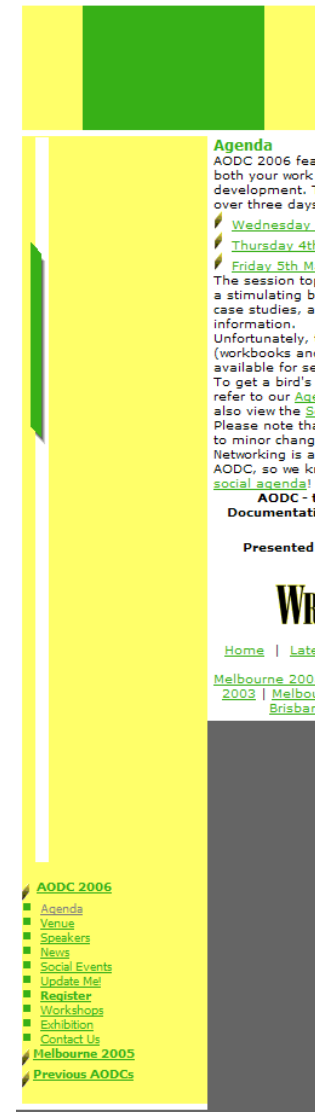
References to some **font studies** available from:

[http://www.cybertext.com.au/  
services\\_edit.htm](http://www.cybertext.com.au/services_edit.htm)

and conference CD

# Display

- Browser differences
  - ◆ Resize browser window
  - ◆ Display in various browsers
- Apply own CSS and other window settings
- Monitor resolution
  - ◆ Wide-screen
  - ◆ PDA

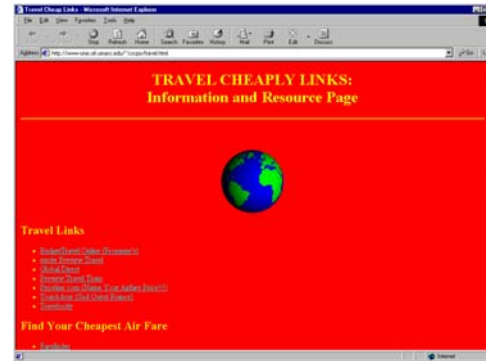


AODC website displayed with 'small screen rendering'

# Colours

- Convey a mood or a theme, but can be:

- ◆ Overdone
- ◆ Hard to read



Red background,  
yellow text,  
blue links...

- Look for:

- ◆ How colours seen by visually impaired
- ◆ How colours print on a B/W printer
- ◆ Sufficient light/dark contrast
- ◆ Limited colour palette, complementary colours
- ◆ Windows apps: standard Windows colours

# Graphics

- Look for:
  - ◆ Broken images
  - ◆ Jaggy rendering
  - ◆ Distorted resizing
  - ◆ Transparency that isn't
  - ◆ Graphics/Flash used as text substitute
  - ◆ Familiar icons for common commands, actions, functions

## **Web graphics file types:**

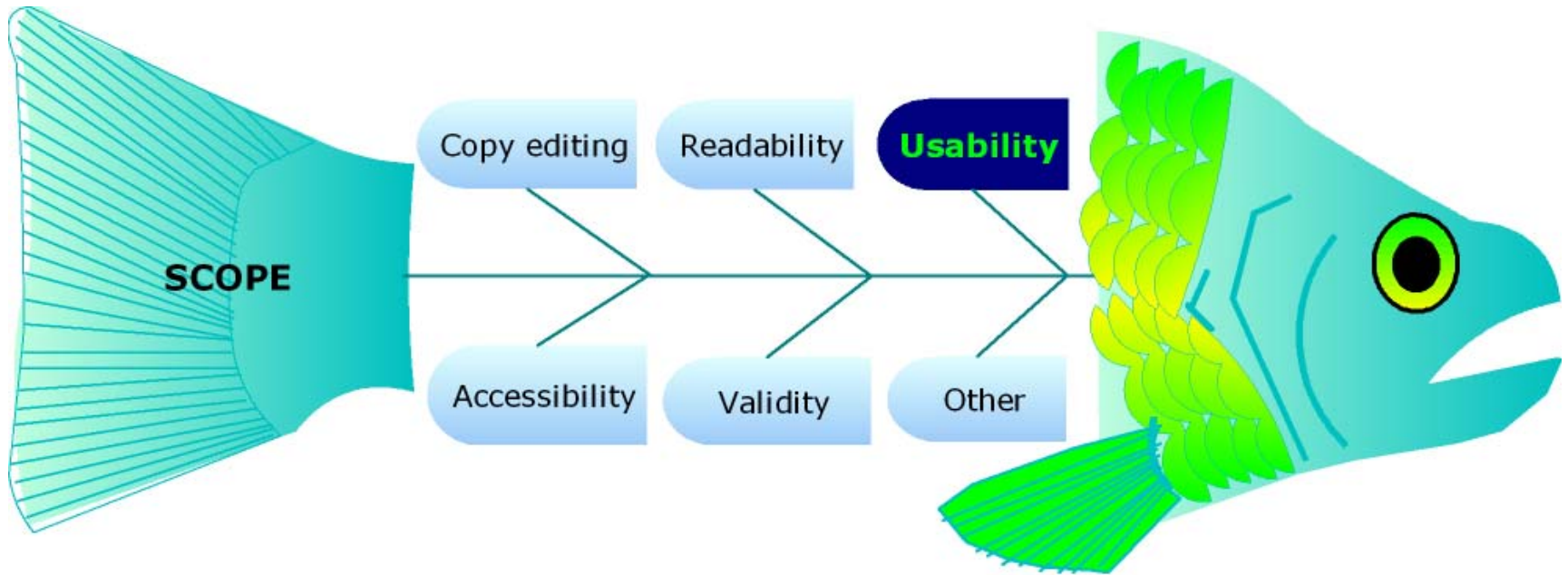
GIF (256 colours)

PNG (16m colours)

JPG (16m colours;  
photos only)

SVG (16m colours;  
minimal use to date)

# 3. Usability





# Structure

- Overall structure
  - ◆ Diagram or sitemap
- Physical layout
  - ◆ Tables
  - ◆ CSS
  - ◆ Frames
- Visual layout
  - ◆ Too many, too few elements

**Graphical display of web page structure (free):**

<http://www.ilovejackdaniels.com/resources/view-page-structure/>

# Pages and Forms

- Alignment, spacing of fields and content blocks
- Placement of fields and content blocks:
  - ◆ Workflow
  - ◆ Logical flow of elements – top-bottom, left-right
  - ◆ TAB through fields
  - ◆ Keyboard accessibility (hot keys)
- Other
  - ◆ Do forms work?
  - ◆ Does **Search** give you the results you expect?

# User Assistance

- User assistance
  - ◆ Validation error messages for missing/incorrect data
  - ◆ Meaningful labels and explanatory text
  - ◆ Help pages



**Australian Government**  
**Department of Foreign Affairs and Trade**  
**Online Registration**

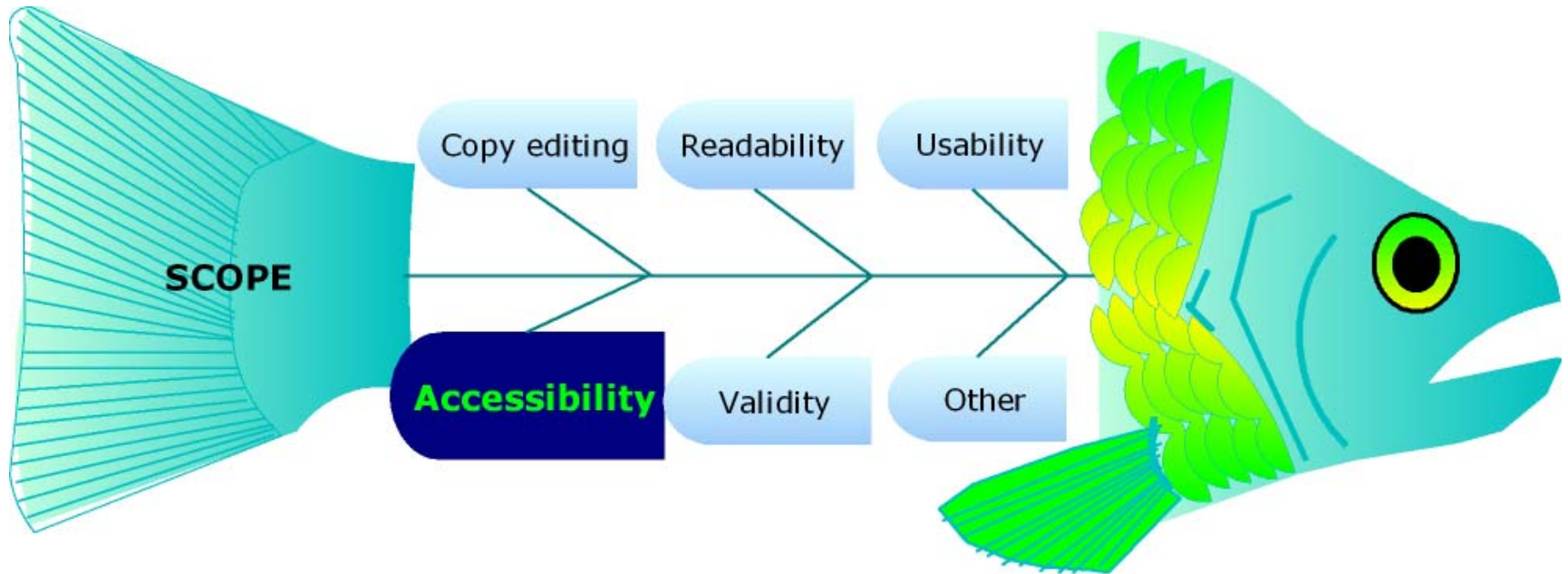
**QUESTIONS**

1. Are you an Australian Citizen?	<input checked="" type="radio"/> Yes <input type="radio"/> No
2. Are you travelling for Holiday/Business OR for Long Term? (Please select Long Term if you intend to live in a country outside Australia for 3 months or longer)	<input checked="" type="radio"/> Holiday/Business <input type="radio"/> Long Term
3. Are you travelling with Family? (Friends who are travelling with you will need to submit their own registrations)	<input type="radio"/> Yes <input checked="" type="radio"/> No

# Printing

- Test print in colour AND black & white
- Check for:
  - ◆ Missing or cut off content (e.g. tables)
  - ◆ How backgrounds, graphics, and colours print
  - ◆ How framed content prints

# 4. Accessibility



# Accessibility issues

- Visual impairment, such as:
  - ◆ Colour blindness
  - ◆ Glaucoma, cataracts, macular degeneration etc.
  - ◆ Blindness
- Motor impairment – may require:
  - ◆ Voice activation
  - ◆ Keyboard AND mouse alternatives

# Legislation and Guidelines

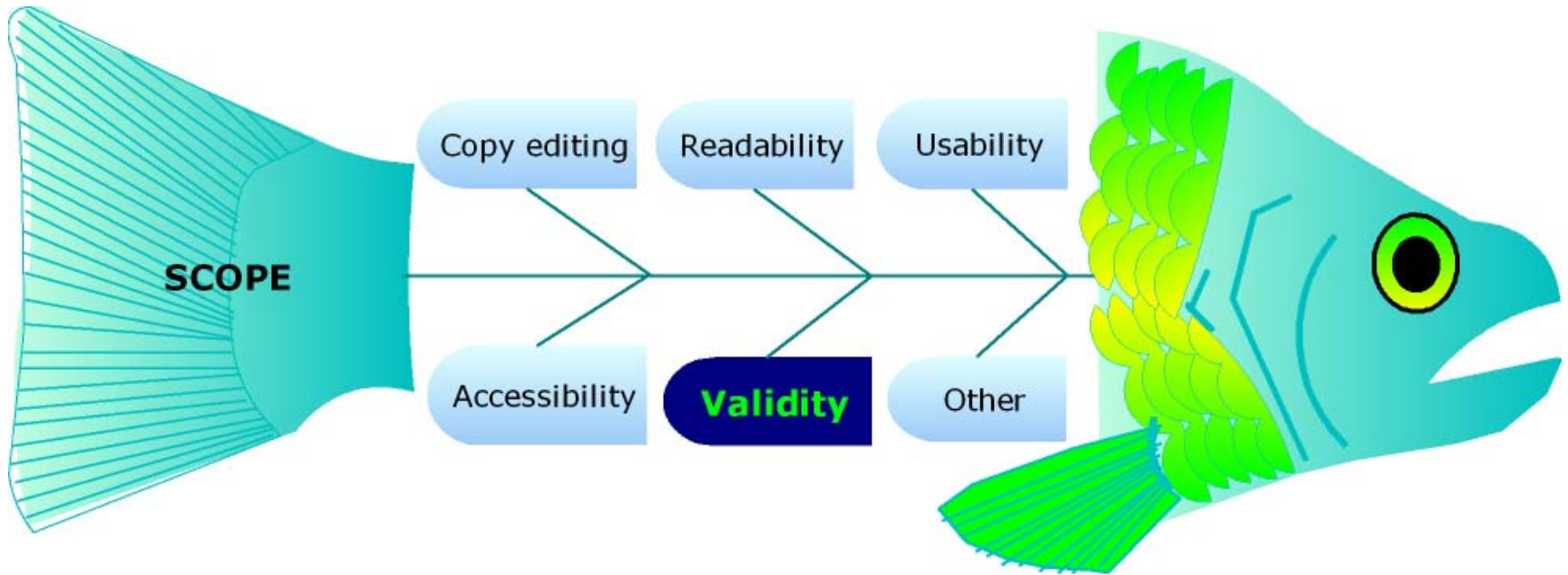
- **W3C Web Content Accessibility Guidelines 1.0 checklist:** <http://www.w3.org/TR/WCAG10/full-checklist.html>
- Legislation
  - ◆ **Australia:** Disability Discrimination Act
  - ◆ **US:** American Disabilities Act (incl. Section 508)
  - ◆ **UK:** British Disability Discrimination Act

# Free Web Accessibility Tools

- **VisCheck:** <http://www.vischeck.com/vischeck/>
- **AIS Web Accessibility Toolbar (IE only):**  
<http://www.visionaustralia.org.au/info.aspx?page=614>
- **Web Developer Extension (Firefox only):**  
<http://chrispederick.com/work/webdeveloper/>



# 5. Validity



# HTML code

- Correct DOCTYPE used
- Valid code used for that DOCTYPE (no deprecated tags)
- Valid syntax used for tags such as `<style>` and `<script>`
- Images have `<alt>` attributes

**W3C validators (free):**

**HTML:**

<http://validator.w3.org/>

**CSS:**

[http://jigsaw.w3.org/  
css-validator/](http://jigsaw.w3.org/css-validator/)

# Links: Navigation

- Menus, sub-menus, sidebars
- Headers, footers
- Breadcrumbs
- Back to top
- Next/previous browse sequences
- Related topics/sites
- Popups
- Show/hide topics
- TOC, index, search
- Sections on same page
- Other pages - same site
- External URLs, files, email addresses
- Image maps



Look for consistent link mechanisms

# Free Link Checkers

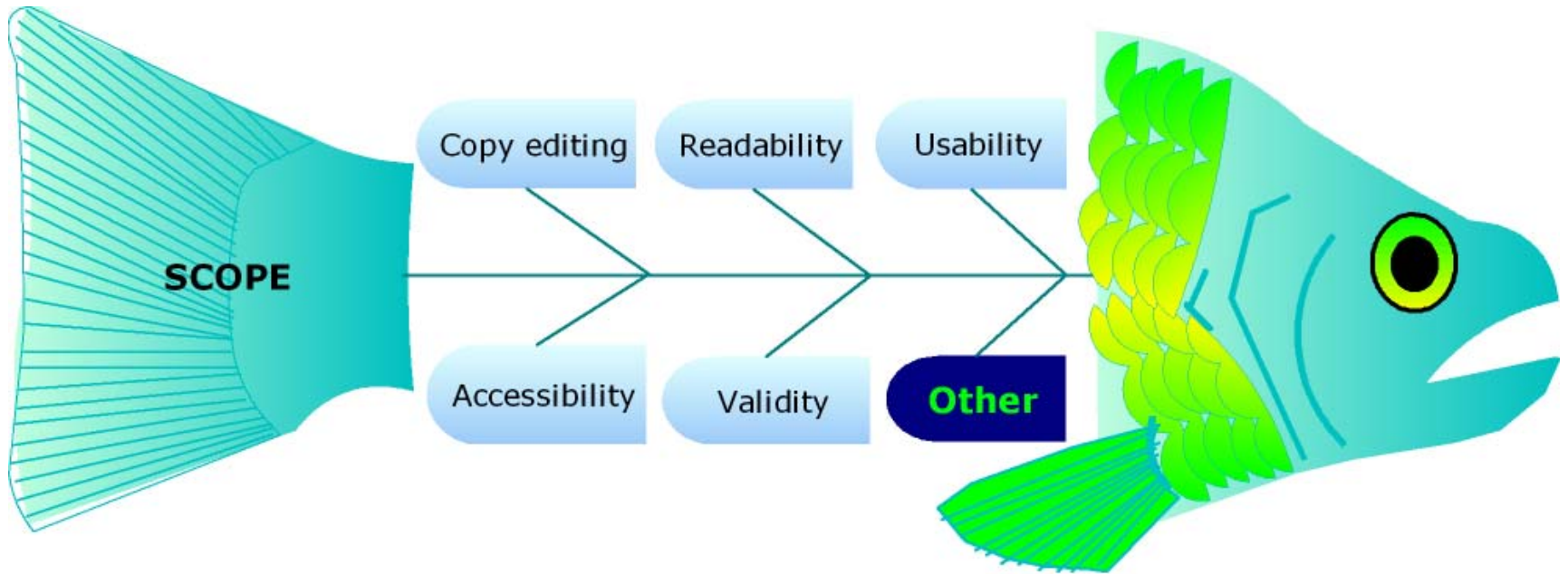
- **W3C Link Checker:**

<http://validator.w3.org/checklink>

- **XENU Link Sleuth:**

<http://home.snafu.de/tilman/xenulink.html>

# 6. Other



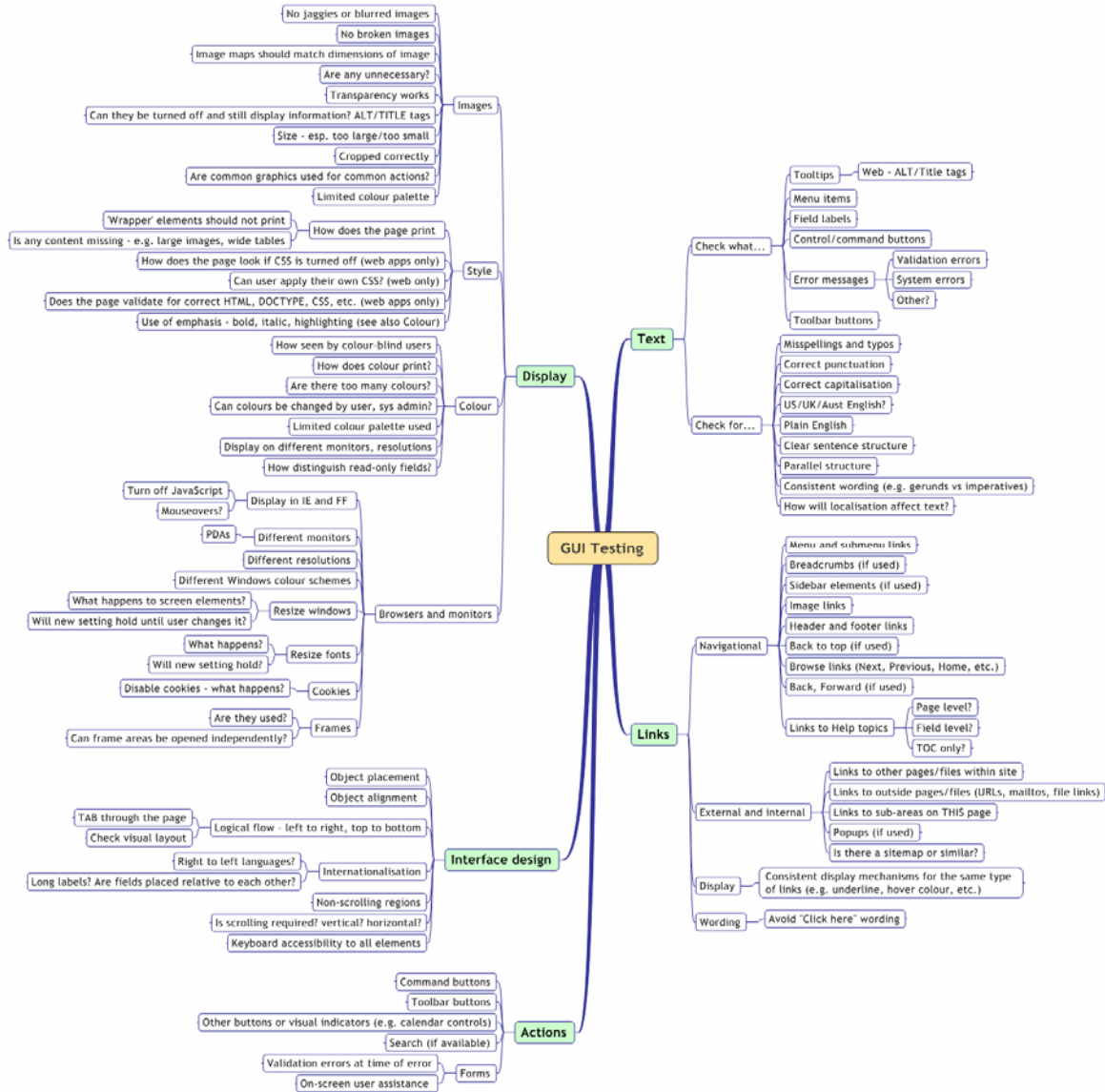
# Animated Demos (1)

- Timing is critical:
  - ◆ Text, voice, action - must 'gel'
  - ◆ Too fast/slow?
- Look for:
  - ◆ Smooth mouse movements / transitions
  - ◆ Consistent screen sizes
  - ◆ Consistent and appropriate fade in/out
  - ◆ Controls to pause, restart, skip, etc.
  - ◆ Intro and concluding slides
  - ◆ Duration, sound, size

# Animated Demos (2)

- Narration
  - ◆ Can piece stand alone without sound?
  - ◆ Voice well-modulated with minimal accent
  - ◆ Should complement not repeat text
- Text callouts
  - ◆ Consistent style for similar messages or actions
  - ◆ Critical screen action not obscured
- Can screens, text, and narration be printed?
  - ◆ *Captivate*: Yes
  - ◆ *Camtasia*: No

# GUIs: What to look for





# I18N/L10N

- How will I18N/L10N affect:
  - ◆ Labels, field lengths
  - ◆ Right-to-left languages
  - ◆ Resizable label length (e.g. German)
- Default language used:
  - ◆ Hard-coded or in linked resource files
  - ◆ Anything culturally specific?



**I18N:** Internationalisation  
**L10N:** Localisation



**Cool tools!**

# Validate

- **CSE HTML Validator:** <http://www.htmlvalidator.com>
  - ◆ HTML/XHTML/CSS code to standards
  - ◆ Links, spelling, and accessibility
- **Total Validator:** <http://www.totalvalidator.com/>
  - ◆ HTML, links, spelling, accessibility
  - ◆ Shows how page looks in various browsers
- **InSite:** <http://www.inspyder.com>
  - ◆ Checks spelling and links; generates reports
  - ◆ Profiles for different websites/intranet

# Capture and Edit

- **SnagIt** (v8): <http://www.techsmith.com>
  - ◆ Shows links graphically
  - ◆ Captures scrolling web pages
  - ◆ Allows markup
- **Acrobat** (full): <http://www.adobe.com>
  - ◆ Captures partial or complete web sites
  - ◆ Full editing functions (**Acrobat Reader 7** also has editing functions)

# Analyse

- **Web Page Analyzer:**

<http://www.websiteoptimization.com/services/analyze/>

- ◆ Performance/speed analysis

- **Sitescore:** <http://www.silktide.com/tools/sitescore>

- ◆ Tests and rates website (and produces a report) for:
  - ★ Accessibility
  - ★ Usability
  - ★ Standards compliance

# Useful Tools (1)

- **Colour scheme generators:**
  - ◆ <http://www.colorschemer.com/online.html>
  - ◆ [http://www.siteprocentral.com/html\\_color\\_code.html](http://www.siteprocentral.com/html_color_code.html)
- **Zoom Search Engine:** <http://www.wrensoft.com>
- **Screen Ruler:** <http://www.microfox.com/>
- **Skype (VOIP):** <http://www.skype.com>

# Useful Tools (2)

- **Word Cleaner:** <http://www.zapadoo.com/>
  - ◆ Produces clean HTML from Word docs
- **StyleWriter:** [http://www.cybertext.com.au/editorsoftware/affiliate\\_index.html](http://www.cybertext.com.au/editorsoftware/affiliate_index.html)
  - ◆ Analyses writing style in Word docs
- **FinePrint:** <http://www.fineprint.com/products/fineprint/index.html>
  - ◆ Saves paper!



# Examples and demonstrations...

Copy of example graphics  
available on AODC CD



# Summary

- Understand - and stay within - the review's scope
- Be aware of all elements that are within scope
- Use tools to assist you
- Ultimately, your eyes and brain are the best tools you have

# Thank you!

- Any questions?
- Please fill out your evaluation sheets
- Contact me:
  - ◆ [rhonda.bracey@cybertext.com.au](mailto:rhonda.bracey@cybertext.com.au)
  - ◆ <http://www.cybertext.com.au>
- Enjoy FNQ!

