

Appendices

Guidelines Ranked by Relative Importance*

Chapter: Guideline #	Guideline Heading	Relative Importance
1:1	Set and State Goals	5
1:2	Use an Iterative Design Approach	5
1:3	Evaluate Websites Before and After Making Changes	5
1:4	Provide Useful Content	5
2:1	Display Information in a Directly Usable Format	5
2:2	Do Not Display Unsolicited Windows or Graphics	5
3:4	Do Not Use Color Alone to Convey Information	5
4:1	Design for Common Browsers	5
5:1	Create a Positive First Impression of Your Site	5
5:2	Ensure the Homepage Looks like a Homepage	5
5:3	Show All Major Options on the Homepage	5
7:1	Provide Feedback on Users' Location	5
8:1	Eliminate Horizontal Scrolling	5
9:1	Use Clear Category Labels	5
9:2	Use Unique and Descriptive Headings	5
10:1	Provide Consistent Clickability Cues	5
11:1	Use Black Text on Plain, High-Contrast Backgrounds	5
11:2	Ensure Visual Consistency	5
13:1	Distinguish Required and Optional Data Entry Fields	5
13:2	Detect Errors Automatically	5
13:3	Minimize User Data Entry	5
13:4	Label Data Entry Fields Clearly	5
13:5	Put Labels Close to Data Entry Fields	5
16:1	Organize Information Clearly	5
16:2	Put Critical Information Near the Top of the Website	5
17:1	Provide a Search Option on Each Page	5
17:2	Ensure Usable Search Results	5
17:3	Allow Simple Searches	5
1:5	Understand and Meet Users' Expectations	4
1:6	Establish User Requirements	4
1:7	Use Parallel Design	4
1:8	Consider Many User Interface Issues	4
1:9	Focus on Performance Before Preference	4
1:10	Set Usability Goals	4
1:11	Select the Right Number of Participants	4
1:12	Be Easily Found on the Web	4
2:3	Provide Assistance to Users	4
2:4	Provide Printing Options	4

* Within each scale, the guidelines are listed in the order they appear in the chapters. See page xx for an explanation of the Relative Importance scale.

Guidelines Ranked by Relative Importance

Chapter: Guideline #	Guideline Heading	Relative Importance
2:5	Standardize Task Sequences	4
2:6	Minimize Page Download Time	4
2:7	Warn of 'Time Outs'	4
3:2	Design Forms for Users Using Assistive Technology	4
3:3	Provide Text Equivalents for Non-Text Elements	4
4:2	Account for Browser Differences	4
4:3	Design for Popular Operating Systems	4
4:4	Design for User's Typical Connection Speed	4
5:4	Enable Access to the Homepage	4
5:5	Attend to Homepage Panel Width	4
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5:6	Announce Changes to a Website	4
6:1	Set Appropriate Page Lengths	4
6:2	Use Frames When Functions Must Remain Accessible	4
6:3	Establish Level of Importance	4
7:2	Use a Clickable 'List of Contents' on Long Pages	4
7:3	Do Not Create Pages with No Navigational Options	4
7:4	Differentiate and Group Navigation Elements	4
7:5	Use Descriptive Tab Labels	4
10:2	Avoid Misleading Cues to Click	4
10:3	Use Text for Links	4
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10:4	Use Meaningful Link Labels	4
10:5	Match Link Names With Their Destination Pages	4
10:6	Ensure that Embedded Links are Descriptive	4
10:7	Repeat Important Links	4
10:8	Designate Used Links	4
10:9	Link to Related Content	4
11:3	Format Common Items Consistently	4
11:4	Use at Least 12-Point Font	4
12:1	Order Elements to Maximize User Performance	4
12:2	Display Related Items in Lists	4
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12:3	Introduce Each List	4
12:4	Format Lists to Ease Scanning	4
12:5	Start Numbered Items at One	4
13:6	Label Pushbuttons Clearly	4
13:7	Label Data Entry Fields Consistently	4
13:8	Allow Users to See Their Entered Data	4
13:9	Display Default Values	4
13:10	Use a Minimum of Two Radio Buttons	4
14:1	Use Video, Animation, and Audio Meaningfully	4
14:2	Include Logos	4

Guidelines Ranked by Relative Importance

Chapter: Guideline #	Guideline Heading	Relative Importance
14:3	Limit Large Images Above the Fold	4
15:1	Define Acronyms and Abbreviations	4
15:2	Use Abbreviations Sparingly	4
15:3	Use Familiar Words	4
15:4	Use Mixed Case with Prose	4
15:5	Avoid Jargon	4
16:3	Facilitate Scanning	4
16:4	Group Related Elements	4
16:5	Display Only Necessary Information	4
16:6	Ensure that All Necessary Information is Displayed	4
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16:7	Format Information for Multiple Audiences	4
17:4	Make Upper- and Lowercase Search Terms Equivalent	4
17:5	Design Search Engines to Search the Entire Site	4
17:6	Design Search Around Users' Terms	4
1:13	Recognize Tester Bias	3
2:8	Reduce the User's Workload	3
2:9	Use Users' Terminology in Help Documentation	3
2:10	Provide Feedback When Users Must Wait	3
2:11	Inform Users of Long Download Times	3
2:12	Do Not Require Users to Multitask While Reading	3
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2:13	Design For Working Memory Limitations	3
3:1	Comply with Section 508	3
3:5	Provide Equivalent Pages	3
3:6	Ensure that Scripts Allow Accessibility	3
3:7	Provide Client-Side Image Maps	3
3:8	Enable Users to Skip Repetitive Navigation Links	3
3:9	Provide Frame Titles	3
3:10	Test Plug-ins and Applets for Accessibility	3
5:7	Communicate the Website's Purpose	3
6:4	Place Important Items at Top Center	3
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6:5	Place Important Items Consistently	3
6:6	Structure for Easy Comparison	3
6:7	Use Moderate White Space	3
6:8	Align Items on a Page	3
7:6	Present Tabs Effectively	3
7:7	Use Site Maps	3
7:8	Use Appropriate Menu Types	3
8:2	Use Scrolling Pages For Reading Comprehension	3
9:3	Use Descriptive Row and Column Headings	3
9:4	Use Descriptive Headings Liberally	3

Guidelines Ranked by Relative Importance

Chapter: Guideline #	Guideline Heading	Relative Importance
9:5	Provide Descriptive Page Titles	3
9:6	Highlight Critical Data	3
10:10	Link to Supportive Information	3
10:11	Use Appropriate Text Link Lengths	3
10:12	Indicate Internal vs. External Links	3
10:13	Use 'Pointing-and-clicking'	3
10:14	Clarify Clickable Regions of Images	3
11:5	Use Familiar Fonts	3
11:6	Emphasize Importance	3
12:6	Place Important Items at Top of the List	3
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13:11	Use Radio Buttons for Mutually Exclusive Selections	3
13:12	Use Check Boxes to Enable Multiple Selections	3
13:13	Use Familiar Widgets	3
13:14	Use a Single Data Entry Method	3
13:15	Partition Long Data Items	3
13:16	Do Not Make User-Entered Codes Case Sensitive	3
13:17	Place Cursor in First Data Entry Field	3
13:18	Provide Auto-tabbing Functionality	3
13:19	Label Units of Measurement	3
13:20	Ensure that Double-Clicking Will Not Cause Problems	3
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14:4	Limit the Use of Images	3
14:5	Label Clickable Images	3
14:6	Ensure that Images Do Not Slow Downloads	3
14:7	Use Thumbnail Images to Preview Larger Images	3
14:8	Graphics Should Not Look Like Banner Ads	3
14:9	Use Simple Background Images	3
14:10	Include Actual Data with Data Graphics	3
15:6	Make First Sentences Descriptive	3
15:7	Use Active Voice	3
15:8	Write Instructions in the Affirmative	3
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15:9	Limit the Number of Words and Sentences	3
15:10	Limit Prose Text on Navigation Pages	3
16:8	Design Quantitative Content for Quick Understanding	3
17:7	Notify Users When Multiple Search Options Exist	3
1:14	Use Heuristics Cautiously	2
1:15	Use Cognitive Walkthroughs Cautiously	2
2:14	Develop Pages that will Print Properly	2
3:11	Synchronize Multimedia Elements	2
3:12	Do Not Require Style Sheets	2
3:13	Avoid Screen Flicker	2

Guidelines Ranked by Relative Importance

Chapter: Guideline #	Guideline Heading	Relative Importance
4:5	Design for Commonly Used Screen Resolutions	2
5:8	Limit Prose Text on the Homepage	2
6:9	Choose Appropriate Line Lengths	2
6:10	Avoid Scroll Stoppers	2
7:9	Keep Navigation-only Pages Short	2
8:3	Use Paging Rather Than Scrolling	2
8:4	Scroll Fewer Screenfuls	2
9:7	Provide Users with Good Ways to Reduce Options	2
11:7	Use Attention-Attracting Features when Appropriate	2
13:21	Do Not Limit Viewable List Box Options	2
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13:22	Use Open Lists to Select One from Among Many	2
13:23	Prioritize Pushbuttons	2
14:11	Display Monitoring Information Graphically	2
14:12	Introduce Animation	2
14:13	Ensure Website Images Convey Intended Messages	2
15:11	Make Action Sequences Clear	2
16:9	Use Color for Grouping	2
17:8	Provide Search Templates	2
1:16	Apply Automatic Evaluation Methods	1
5:9	Limit Homepage Length	1
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7:10	Use 'Glosses' to Assist Navigation	1
8:5	Facilitate Rapid Scrolling	1
9:8	Use Headings in the Appropriate HTML Order	1
12:7	Capitalize First Letter of First Word in Lists	1
12:8	Use Appropriate List Style	1
13:24	Minimize Use of the Shift Key	1
13:25	Use Data Entry Fields to Speed Performance	1
14:14	Use Images to Facilitate Learning	1
14:15	Emulate Real-World Objects	1

Appendices

Guidelines Ranked by Strength of Evidence*

Chapter: Guideline #	Guideline Heading	Strength of Evidence
1:2	Use an Iterative Design Approach	5
1:4	Provide Useful Content	5
1:13	Recognize Tester Bias	5
1:14	Use Heuristics Cautiously	5
1:15	Use Cognitive Walkthroughs Cautiously	5
2:5	Standardize Task Sequences	5
2:13	Design For Working Memory Limitations	5
6:8	Align Items on a Page	5
6:9	Choose Appropriate Line Lengths	5
9:4	Use Descriptive Headings Liberally	5
11:1	Use Black Text on Plain, High-Contrast Backgrounds	5
11:2	Ensure Visual Consistency	5
11:4	Use at Least 12-Point Font	5
11:5	Use Familiar Fonts	5
11:6	Emphasize Importance	5
11:7	Use Attention-Attracting Features when Appropriate	5
12:1	Order Elements to Maximize User Performance	5
13:25	Use Data Entry Fields to Speed Performance	5
14:1	Use Video, Animation, and Audio Meaningfully	5
14:6	Ensure that Images Do Not Slow Downloads	5
14:9	Use Simple Background Images	5
14:14	Use Images to Facilitate Learning	5
15:4	Use Mixed Case with Prose	5
16:3	Facilitate Scanning	5
16:4	Group Related Elements	5
16:8	Design Quantitative Content for Quick Understanding	5
16:9	Use Color for Grouping	5
1:6	Establish User Requirements	4
1:7	Use Parallel Design	4
1:11	Select the Right Number of Participants	4
1:12	Be Easily Found on the Web	4
2:6	Minimize Page Download Time	4
2:10	Provide Feedback When Users Must Wait	4
2:12	Do Not Require Users to Multitask While Reading	4
3:4	Do Not Use Color Alone to Convey Information	4
5:1	Create a Positive First Impression of Your Site	4
5:2	Ensure the Homepage Looks like a Homepage	4
6:2	Use Frames When Functions Must Remain Accessible	4

* Within each scale, the guidelines are listed in the order they appear in the chapters. See page xxi for an explanation of the Strength of Evidence scale.

Guidelines Ranked by Strength of Evidence

Chapter: Guideline #	Guideline Heading	Strength of Evidence
6:3	Establish Level of Importance	4
6:4	Place Important Items at Top Center	4
6:5	Place Important Items Consistently	4
6:6	Structure for Easy Comparison	4
6:7	Use Moderate White Space	4
6:10	Avoid Scroll Stoppers	4
7:4	Differentiate and Group Navigation Elements	4
7:7	Use Site Maps	4
7:8	Use Appropriate Menu Types	4
7:9	Keep Navigation-only Pages Short	4
8:1	Eliminate Horizontal Scrolling	4
8:2	Use Scrolling Pages For Reading Comprehension	4
8:3	Use Paging Rather Than Scrolling	4
9:1	Use Clear Category Labels	4
10:1	Provide Consistent Clickability Cues	4
10:3	Use Text for Links	4
10:4	Use Meaningful Link Labels	4
10:5	Match Link Names With Their Destination Pages	4
10:6	Ensure that Embedded Links are Descriptive	4
10:7	Repeat Important Links	4
12:2	Display Related Items in Lists	4
12:3	Introduce Each List	4
12:4	Format Lists to Ease Scanning	4
12:6	Place Important Items at Top of the List	4
12:8	Use Appropriate List Style	4
13:11	Use Radio Buttons for Mutually Exclusive Selections	4
13:14	Use a Single Data Entry Method	4
13:24	Minimize Use of the Shift Key	4
14:2	Include Logos	4
14:5	Label Clickable Images	4
14:8	Graphics Should Not Look Like Banner Ads	4
14:10	Include Actual Data with Data Graphics	4
14:11	Display Monitoring Information Graphically	4
14:15	Emulate Real-World Objects	4
15:5	Avoid Jargon	4
15:6	Make First Sentences Descriptive	4
15:7	Use Active Voice	4
15:9	Limit the Number of Words and Sentences	4
15:11	Make Action Sequences Clear	4
16:1	Organize Information Clearly	4

Guidelines Ranked by Strength of Evidence

Chapter: Guideline #	Guideline Heading	Strength of Evidence
16:5	Display Only Necessary Information	4
17:2	Ensure Usable Search Results	4
17:3	Allow Simple Searches	4
17:6	Design Search Around Users' Terms	4
1:3	Evaluate Websites Before and After Making Changes	3
1:8	Consider Many User Interface Issues	3
1:9	Focus on Performance Before Preference	3
1:10	Set Usability Goals	3
1:16	Apply Automatic Evaluation Methods	3
2:1	Display Information in a Directly Usable Format	3
2:2	Do Not Display Unsolicited Windows or Graphics	3
2:3	Provide Assistance to Users	3
2:7	Warn of 'Time Outs'	3
2:8	Reduce the User's Workload	3
2:9	Use Users' Terminology in Help Documentation	3
2:11	Inform Users of Long Download Times	3
3:7	Provide Client-Side Image Maps	3
5:4	Enable Access to the Homepage	3
5:5	Attend to Homepage Panel Width	3
5:8	Limit Prose Text on the Homepage	3
6:1	Set Appropriate Page Lengths	3
7:2	Use a Clickable 'List of Contents' on Long Pages	3
7:5	Use Descriptive Tab Labels	3
7:6	Present Tabs Effectively	3
8:5	Facilitate Rapid Scrolling	3
9:2	Use Unique and Descriptive Headings	3
9:3	Use Descriptive Row and Column Headings	3
9:6	Highlight Critical Data	3
10:11	Use Appropriate Text Link Lengths	3
10:13	Use 'Pointing-and-clicking'	3
10:14	Clarify Clickable Regions of Images	3
13:1	Distinguish Required and Optional Data Entry Fields	3
13:2	Detect Errors Automatically	3
13:3	Minimize User Data Entry	3
13:4	Label Data Entry Fields Clearly	3
13:7	Label Data Entry Fields Consistently	3
13:8	Allow Users to See Their Entered Data	3
13:12	Use Check Boxes to Enable Multiple Selections	3
13:13	Use Familiar Widgets	3
13:18	Provide Auto-tabbing Functionality	3

Guidelines Ranked by Strength of Evidence

Chapter: Guideline #	Guideline Heading	Strength of Evidence
13:19	Label Units of Measurement	3
13:21	Do Not Limit Viewable List Box Options	3
14:3	Limit Large Images Above the Fold	3
14:4	Limit the Use of Images	3
14:12	Introduce Animation	3
14:13	Ensure Website Images Convey Intended Messages	3
15:3	Use Familiar Words	3
15:10	Limit Prose Text on Navigation Pages	3
16:2	Put Critical Information Near the Top of the Website	3
16:7	Format Information for Multiple Audiences	3
17:7	Notify Users When Multiple Search Options Exist	3
17:8	Provide Search Templates	3
1:1	Set and State Goals	2
1:5	Understand and Meet Users' Expectations	2
2:4	Provide Printing Options	2
2:14	Develop Pages that will Print Properly	2
3:1	Comply with Section 508	2
3:2	Design Forms for Users Using Assistive Technology	2
3:3	Provide Text Equivalents for Non-Text Elements	2
3:5	Provide Equivalent Pages	2
3:6	Ensure that Scripts Allow Accessibility	2
3:8	Enable Users to Skip Repetitive Navigation Links	2
3:9	Provide Frame Titles	2
3:10	Test Plug-ins and Applets for Accessibility	2
3:11	Synchronize Multimedia Elements	2
4:1	Design for Common Browsers	2
4:2	Account for Browser Differences	2
4:3	Design for Popular Operating Systems	2
4:4	Design for User's Typical Connection Speed	2
4:5	Design for Commonly Used Screen Resolutions	2
5:3	Show All Major Options on the Homepage	2
5:6	Announce Changes to a Website	2
5:7	Communicate the Website's Purpose	2
5:9	Limit Homepage Length	2
7:1	Provide Feedback on Users' Location	2
7:3	Do Not Create Pages with No Navigational Options	2
7:10	Use 'Glosses' to Assist Navigation	2
8:4	Scroll Fewer Screens	2
9:5	Provide Descriptive Page Titles	2
9:7	Provide Users with Good Ways to Reduce Options	2

Guidelines Ranked by Strength of Evidence

Chapter: Guideline #	Guideline Heading	Strength of Evidence
9:8	Use Headings in the Appropriate HTML Order	2
10:2	Avoid Misleading Cues to Click	2
10:8	Designate Used Links	2
10:9	Link to Related Content	2
10:10	Link to Supportive Information	2
10:12	Indicate Internal vs. External Links	2
11:3	Format Common Items Consistently	2
12:5	Start Numbered Items at One	2
12:7	Capitalize First Letter of First Word in Lists	2
13:5	Put Labels Close to Data Entry Fields	2
13:6	Label Pushbuttons Clearly	2
13:9	Display Default Values	2
13:10	Use a Minimum of Two Radio Buttons	2
13:15	Partition Long Data Items	2
13:16	Do Not Make User-Entered Codes Case Sensitive	2
13:17	Place Cursor in First Data Entry Field	2
13:20	Ensure that Double-Clicking Will Not Cause Problems	2
13:22	Use Open Lists to Select One from Among Many	2
13:23	Prioritize Pushbuttons	2
14:7	Use Thumbnail Images to Preview Larger Images	2
15:1	Define Acronyms and Abbreviations	2
15:2	Use Abbreviations Sparingly	2
15:8	Write Instructions in the Affirmative	2
16:6	Ensure that All Necessary Information is Displayed	2
17:1	Provide a Search Option on Each Page	2
17:4	Make Upper- and Lowercase Search Terms Equivalent	2
3:12	Do Not Require Style Sheets	1
3:13	Avoid Screen Flicker	1
17:5	Design Search Engines to Search the Entire Site	1