

## Lesson 24 Questions

What is satisficing?

In the “How do users think?” section, under the “Users don’t make optimal choices” there is a link for a video. According to the video, what is a heat map?

Generally, is it better to have pages you link to open in the current window or in a new window?

User often scan/read website following an F-Shaped pattern. Describe the sequence that the “F” pattern represents.

First,

Second,

Third,

What is white space and what does it help to reduce in users?

Why is it helpful to users when web designers to follow conventions?

Explain the TETO principle.

Describe three strategies (from the reading) that can improve the design of a website.