**Figure 9.1 Representative Questions for Applying Usability Principles to Different Genre**

<table>
<thead>
<tr>
<th>Usability Principle</th>
<th>Interfaces and Websites</th>
<th>Print Information</th>
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</thead>
</table>
| **Learnability**    | ▪ How quickly can users begin using software to accomplish tasks?  
▪ Is the interface intuitive? | ▪ Do textual cues help readers determine key terms?  
▪ Does the sequence of information simplify learning? |
| **Efficiency**      | ▪ How are menu items organized?  
▪ Are menus and links labeled in a way that enables users to readily determine what content is available?  
▪ How many “clicks” are required for users to access the information and services they need? | ▪ How quickly can readers find information using an index or table of contents?  
▪ Do headings help readers use the text?  
▪ What elements of the design (e.g., tabs, screened sidebars, index) help readers use the text? |
| **Memorability**    | ▪ Can users remember the calculation for completing a complex task?  
▪ Can users easily remember keystroke shortcuts? | ▪ Are safety warnings clustered at the beginning of the manual or placed with the appropriate steps?  
▪ Are instructions written so that readers can remember steps? |
| **Error Recovery**  | ▪ If users make a mistake, how easily can they fix it?  
▪ If users click to the wrong place on a Website, how easily can they find their way back? | ▪ If readers lose their place, how easily can they find it again?  
▪ Does the format assist readers in avoiding task errors? |
| **Satisfaction**    | ▪ What will prompt users to return to a Website?  
▪ Do users report that their needs are effectively met? | ▪ What will prompt readers to return to a text?  
▪ Do readers report that their needs are effectively met? |