

Steve Krug



**DON'T
MAKE
ME
THINK**

revisited

and Mobile

A Common Sense Approach to Web Usability

Don't Make Me Think, Revisited

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First Edition

*To my father, who always wanted me to write a book,
My mother, who always made me feel like I could,
Melanie, who married me—the greatest stroke of good fortune of my life,
and my son, Harry, who will surely write books much better than this one whenever he wants to.*

Second Edition

To my big brother, Phil, who was a mensch his whole life.



Third Edition

To all the people—from all parts of the world—who have been so nice about this book for fourteen years. Your kind words—in person, in email, and in your blogs—have been one of the great joys of my life.

Especially the woman who said it made her laugh so hard that milk came out of her nose.

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Preface: About this edition

People come and go so quickly here!

—DOROTHY GALE (JUDY GARLAND) IN *THE WIZARD OF OZ* (1939)

I wrote the first edition of *Don't Make Me Think* back in 2000.

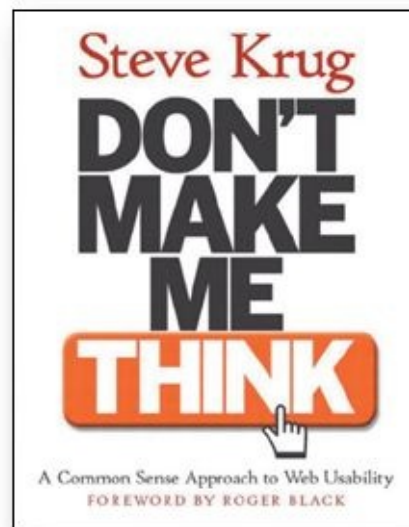
By 2002, I began to get a few emails a year from readers asking (very politely) if I'd thought about updating it. Not complaining; just trying to be helpful. "A lot of the examples are out of date" was the usual comment.

My standard response was to point out that since I wrote it right around the time the Internet bubble burst, many of the sites I used as examples had already disappeared by the time it was published. But I didn't think that made the examples any less clear.

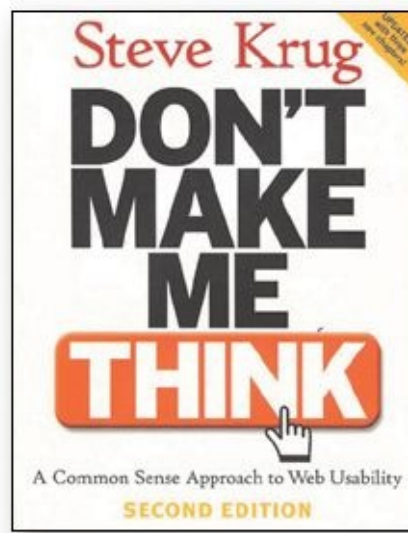
Finally, in 2006 I had a strong personal incentive to update it.¹ But as I reread it to see what I should change, I just kept thinking "This is all still true." I really couldn't find much of anything that I thought should be changed.

¹ *Half of the royalties for the book were going to a company that no longer existed, and doing a new edition meant a new contract—and twice the royalties—for me.*

If it was a new edition, though, *something* had to be different. So I added three chapters that I didn't have time to finish back in 2000, hit the snooze button, and happily pulled the covers back over my head for another seven years.



2000



2006

(Writing is really hard for me, and I'm always happy to have a reason not to do it. Give me a good old root canal over writing any day.)

So why now, finally, a new edition? Two reasons.

#1. Let's face it: It's old

There's no doubt about it at this point: It feels dated. After all, it's thirteen years old, which is like a hundred years in Internet time. (See? Nobody even says things like "in Internet time" anymore.)

Most of the Web pages I used for examples, like Senator Orrin Hatch's campaign site for the 2000 election, look really old-fashioned now.

Sites these days tend to look a lot more sophisticated, as you might expect.

PRESIDENT
HATCH
WWW.ORRINHATCH.ORG



The Dec. 2 Debate

The first all-candidate GOP debate this Thursday heats up the political style wars as Senator Hatch fights to keep substance in Campaign 2000. [FULL STORY](#)



**The Republicans:
A New Hampshire Forum**



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THIS WEEK

Hatch Campaign 2000

CAMPAIGN NEWS
 ONLINE PRESS ROOM
 CAMPAIGN SPEECHES
 CAMPAIGN NEWS ARCHIVES

The Experienced Candidate

ABOUT ORRIN HATCH FOR THE RECORD
 LEADING THE CHARGE

Be One Voice That Matters!

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 GOP SITE LINKS
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HATCH
toons

MCICK2
INTERNET AND NETWORK SOLUTIONS

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 Salt Lake City, UT 84105-3636
 Site Managed by MCICK2 - A Web Development Company

www.orrinhatch.com 1999

www.orrinhatch.com 2012

Recently I've been starting to worry that the book would finally reach a point where it felt so dated that it would stop being effective. I know it hasn't happened yet because

- It's still selling steadily (thank heavens), without any sign of slowing down. It's even become required reading in a lot of courses, something I never expected.
- New readers from all over the world continue to tweet about things they've learned from it.

- I still keep hearing this story: "I gave it to my boss, hoping he'd finally understand what I'm talking about. He actually read it, and then he bought it for our whole team/department/company!"