

# NEWSPAPERS HAVE FOLDS WEBSITES DO NOT

**mad★pow**

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## WE HAVE ALL HEARD IT BEFORE

“Our website must be easy to use. It should have a cutting edge look and feel that is consistent with our brand guidelines and must take advantage of the latest trends in technology. When a user visits our site we must deliver them a compelling brand message, a brief description of our company, news and press releases, a welcome video from our CEO, search functionality, main navigation, a list of our products and services, newsletter sign up, and targeted user paths to relevant information...

Oh yeah... and I don't want the user to have to scroll.”

## WHAT IS THE FOLD?

**Print:** in the newspaper industry – front page content is placed above the fold so it could be viewable at its POP

**Web:** the horizontal line in a web page at which a user must scroll vertically to view the content beneath it – vague, there is no fixed location

# WHAT IS THE ORIGIN OF THE FOLD?

## ICE BREAKING

Late 80's and early 90's

Desktop applications

Tiny screen resolutions

Scrolling components

Early to mid 90's

Popularity of the AOL

Single page sites with frames

Small screen resolutions

Mid 90's to early 00's

Flash-based websites

Small screen resolutions

# THE DEBATE – USERS DON'T LIKE TO SCROLL

“Users generally don't like to scroll.”

Jakob Nielsen

Jakob Nielsen's Alert Box July 31, 2006

[http://www.useit.com/alertbox/screen\\_resolution.html](http://www.useit.com/alertbox/screen_resolution.html)

Prioritizing Web Usability – published 2006

## THE DEBATE – USERS ARE WILLING TO SCROLL

“Users may tell us they hate scrolling, but their actions show something else.”

Jared Spool

As the Page Scrolls – Originally published July 01, 1998

[http://www.uie.com/articles/page\\_scrolling/](http://www.uie.com/articles/page_scrolling/)

“Not much has changed in our observations since we released our original research on the subject.”

Jared Spool

Utilizing the Cut-off Look to Encourage Users to Scroll – August 2nd, 2006

<http://www.uie.com/brainsparks/2006/08/02/utilizing-the-cut-off-look-to-encourage-users-to-scroll>

## THE DEBATE – SCROLLING IS A NATURAL PRACTICE

“Nowadays, scrolling has become a natural practice in surfing the web. Scrolling is also associated with web 2.0 design because big, clear text and “spacious”, “clean” content implies longer web pages.”

ClickTale

Unfolding the Fold – December 23, 2006

<http://blog.clicktale.com/2006/12/23/unfolding-the-fold/>

# CLICKTALES RESEARCH – SCROLLING IS A NATURAL PRACTICE

Thousands of websites were tested of various heights.

80,000 page views chosen at random from 06/07 and 07/07.

- 91% of the page views were long enough to contain a scroll-bar. Of those, 76% were scrolled to some extent.
- 22% of the page views with a scroll-bar were scrolled all the way to the bottom.

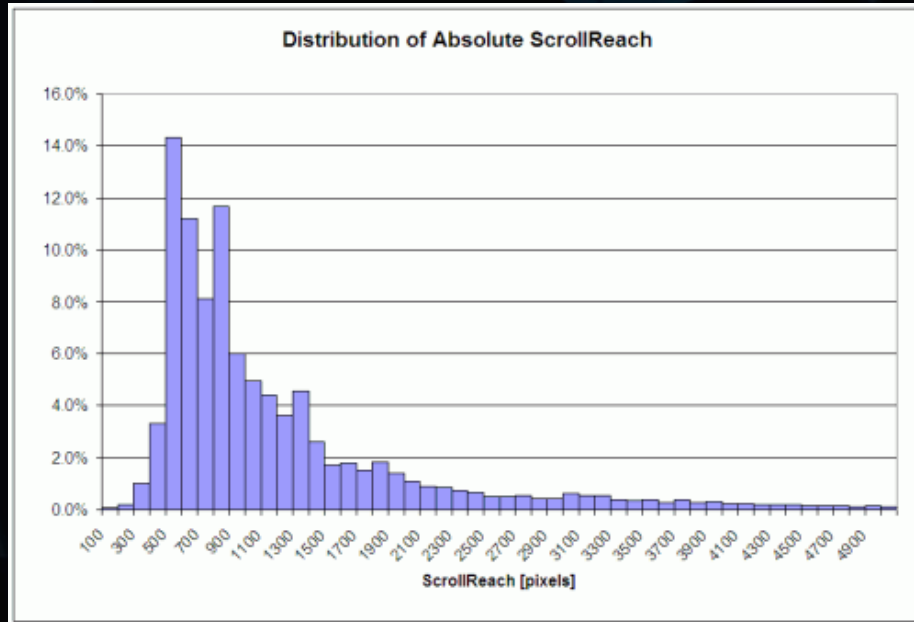
**ClickTale**

ClickTale Scrolling Research Report V2.0 – October 5, 2007

<http://blog.clicktale.com/2007/10/05/clicktale-scrolling-research-report-v20-part-1-visibility-and-scroll-reach/>

# CLICKTALES RESEARCH

## How far do users scroll? Typically 500-900 pixels



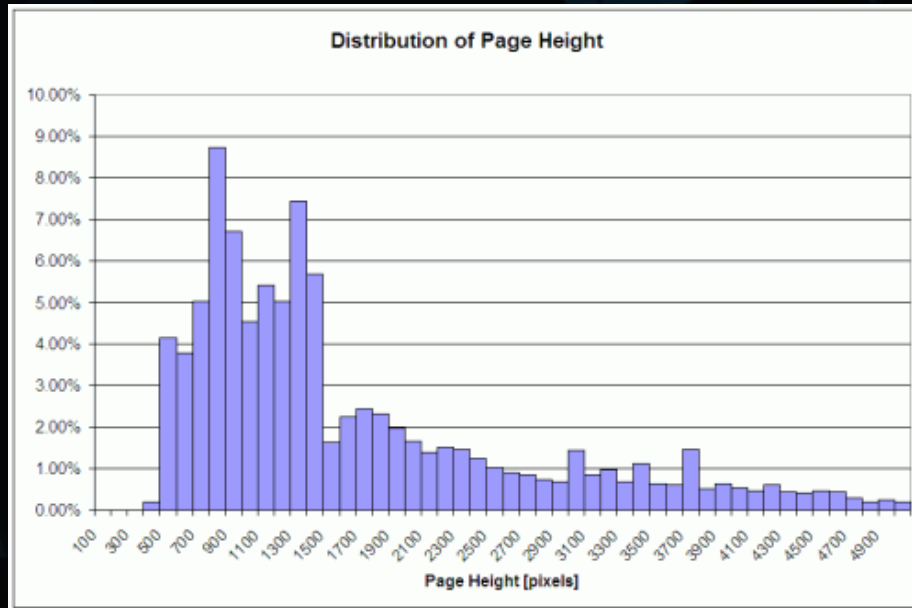
ClickTale

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<http://blog.clicktale.com/2007/10/05/clicktale-scrolling-research-report-v20-part-1-visibility-and-scroll-reach/>

# CLICKTALES RESEARCH

## Distribution of page height – 500 – 1500 pixels



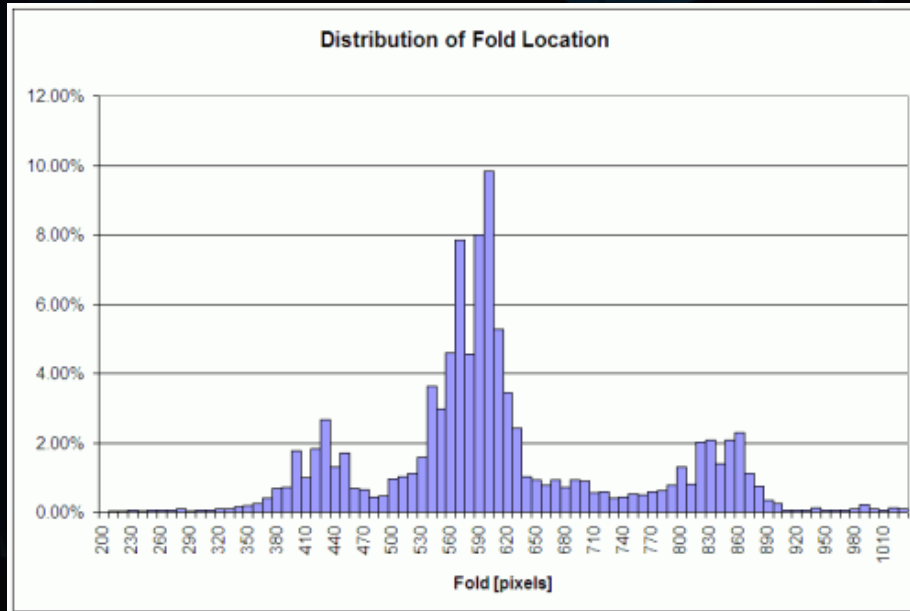
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<http://blog.clicktale.com/2007/10/05/clicktale-scrolling-research-report-v20-part-1-visibility-and-scroll-reach/>

# CLICKTALES RESEARCH

The fold is broadly dispersed – 430 to 860 pixels.



ClickTale

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<http://blog.clicktale.com/2007/10/05/clicktale-scrolling-research-report-v20-part-1-visibility-and-scroll-reach/>

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## THE OBVIOUS

Stop worrying about the fold (so much) define the content hierarchy and make sure the most relevant info is at the top

Don't squeeze your page and make it compact give it room to breathe

Users scan web pages – minimize copy and maximize images, divide your layout into easily scanned sections

Use visual cues, compelling content, cut-off techniques

Think beyond the footer, give them something more way down there at the bottom

WHAT DO YOU THINK?

ICE BREAKING

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# REFERENCES

## JOB BREAKING

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<http://blog.clicktale.com/2007/10/05/clicktale-scrolling-research-report-v20-part-1-visibility-and-scroll-reach/>

Milissa Tarquini

Blasting the Myth of the Fold – July 24, 2007

<http://www.boxesandarrows.com/view/blastng-the-myth-of>