

Break the Conventions—and Frustrate the User

It's cool, it's space-agey, and it's unlike most navigational schemes that users encounter on the Web. Which means they have to puzzle it out before getting into the site. Some will persevere and succeed, but many will probably be frustrated or intimidated—and leave before they ever get their hands on the important content here.

That's probably why the Office of the Army Surgeon General completely overhauled this home page, creating a conventional, straightforward design. This used to be the puzzling front door to its Anthrax Vaccine Immunization Program.

http://www.anthrax.osd.mil/Flash_interface/default.html

