

The ESV and Bible Usability

Stephen Smith

Crossway Books & Bibles

www.esv.org/assets/bibletech2008.pdf



Family Record

Husband's Father

John T. Barker

Husband's Mother

Linnie Blake Barker

Wife's Father

Samuel Albert Link

Wife's Mother

Sallie Kuboe Link

Husband

Adolphus M. Barker

Birthplace

Esperly Ga.

Date

Jan 12th 1872

Wife

Theresa Barker

Birthplace

Thomasville Tenn

Date

Jan 19th 1897

Place of Marriage

Nashville Tenn

Date of Marriage

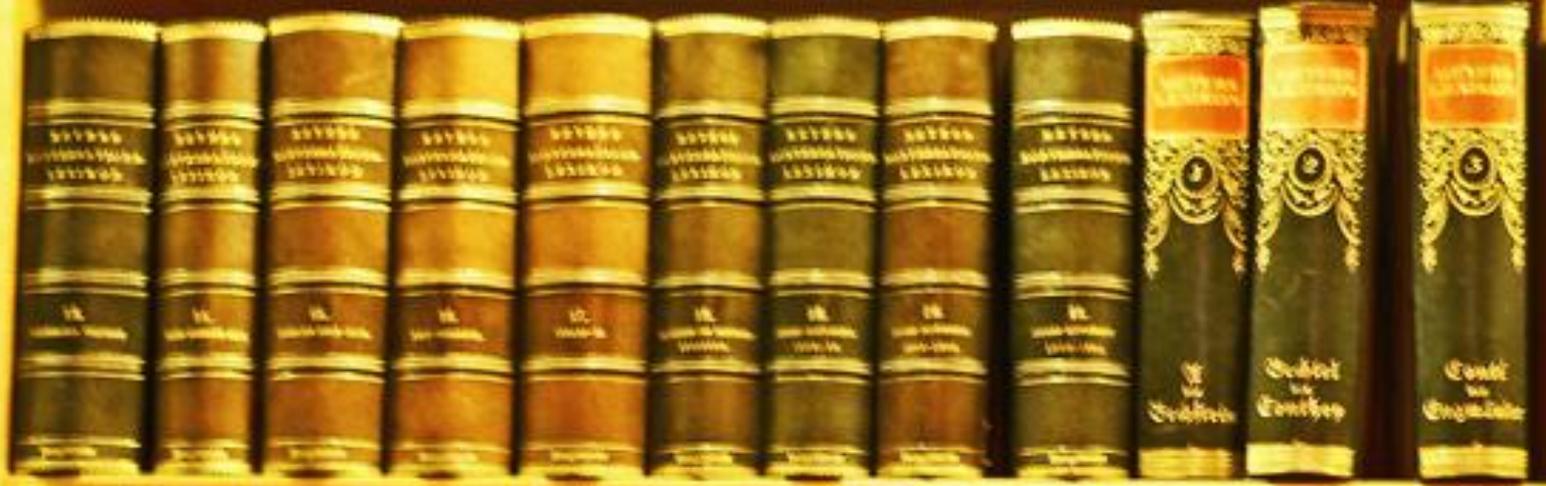
Feb 12th 1913

Officiating Clergyman

W. A. Lowery

Witnesses

P. H. & J. T. Kewke



[The image shows a document with text that is extremely blurry and illegible. The text is arranged in columns, but no individual words or sentences can be discerned.]



“After many false starts, practical digital readers are hitting the market.”
–BusinessWeek, 1998

“Kindle will be the iPod of books—you read it here first.”
–BusinessWeek, 2007

PREV
PAGE

Sample I Am America (And So Can You!)

Stephen Colbert



NEXT
PAGE

NEXT
PAGE

Locations 84

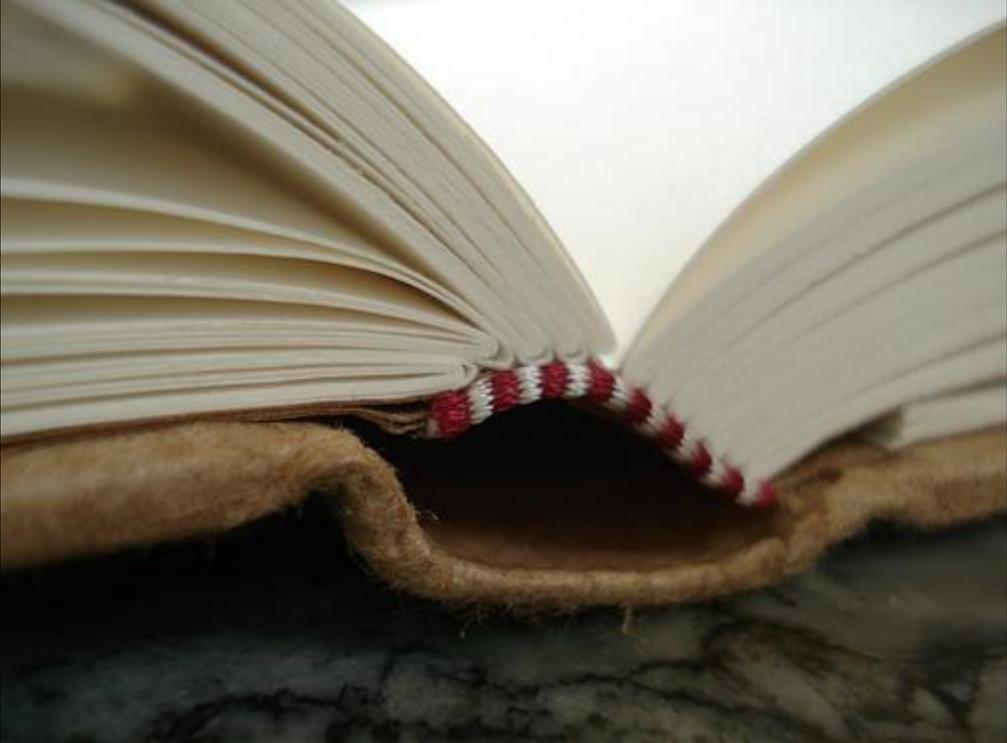


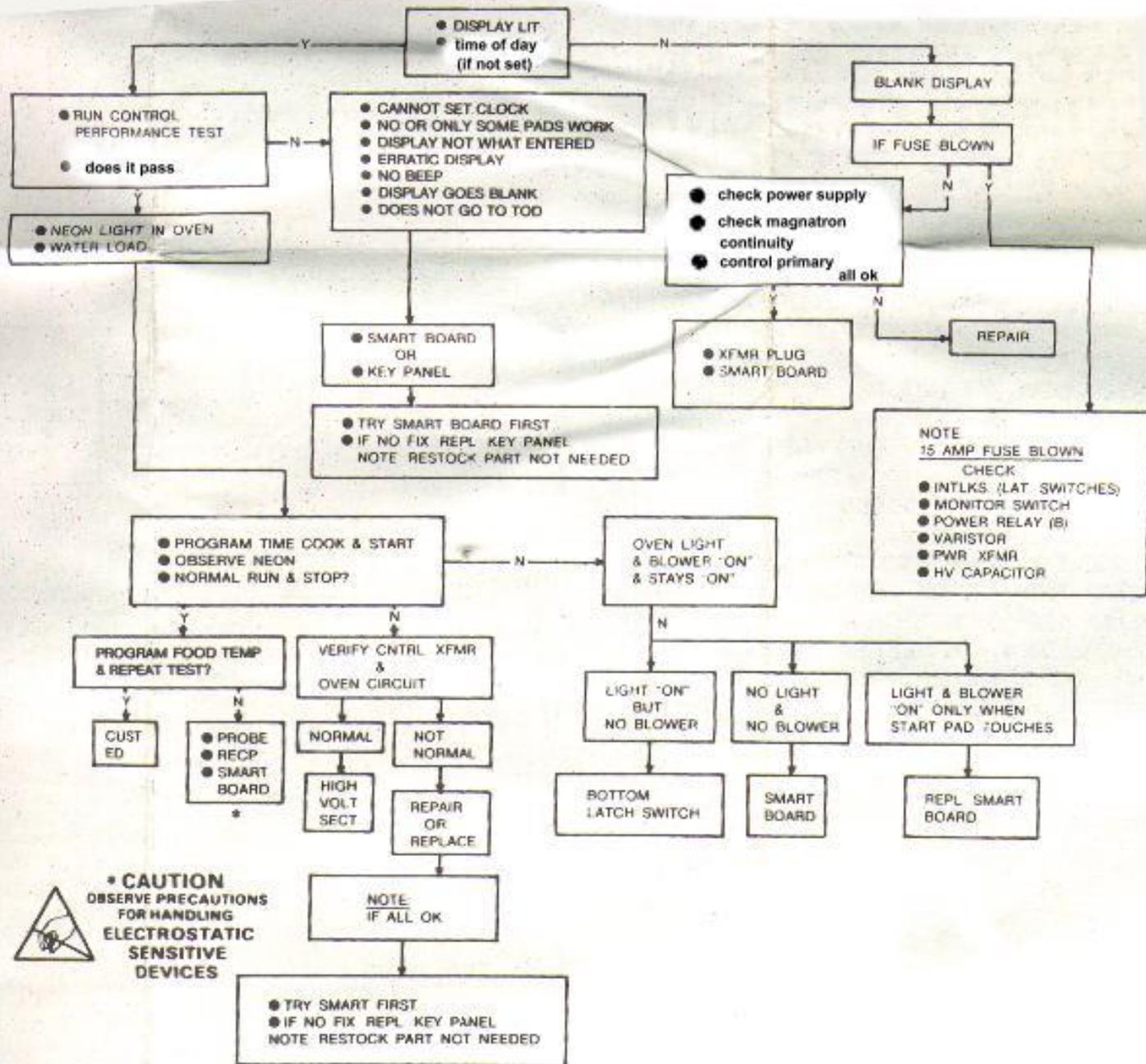
Menu ▶

BACK

amazonkindle








*** CAUTION**
 OBSERVE PRECAUTIONS
 FOR HANDLING
**ELECTROSTATIC
 SENSITIVE
 DEVICES**







Usability: A system that...

1. Meets people's needs
2. Works how they expect
3. Doesn't annoy them

Job	Education	Age	Church
religious profession secular profession senior pastor assistant pastor church administrator Sunday School teacher missionary chaplain	elementary junior high high-school college graduate seminary Sunday School	child teen college adult	house church small church medium church large church denomination churchgoing regular irregular occasional never

Relationships	single in a short-term relationship in a long-term relationship parent child uncle / aunt godparent cousin grandparent friend churchgoer co-worker boss	Christian family (current) non-Christian family (current) Christian family (upbringing) non-Christian family (upbringing)
Background	political views theological views theological tradition theological education view of inerrancy view of gender language literacy level primary language family with church/spk socio-economic status (current) socio-economic status (upbringing)	good health poor health good vision reading glasses poor vision emotion love happiness anger fear sadness

Religion	experienced Christian new Christian nominal Christian non-Christian seeker casual anti-Christian militant anti-Christian of a different faith (activ e) of a different faith (nominal)	religious profession secular profession senior pastor assistant pastor church administrator Sunday School teacher missionary chaplain
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Where	home work: on the job work: on break school: in class school: out of class homeschool prison driving a car riding in a car riding in a church van on mass transit in an airport on an airplane worship singing silent prayer spoken prayer greeting others communion tithing silence confession giving thanks meditation liturgy / recitation call / response acts of service	retreat vacation hiking / camping exercising another country camp library store cafe restaurant hotel combat music (performanc e) preaching requesting prayer benediction kinetic time for children drama visual art baptism commissioning / recognition	church youth group during sermon during service Sunday School small group worship VBS personal d evotions family d evotions commuting (work / school) running errands on a long trip while also surfing the web emailing chatting (IM) texting listening to music time for children watching TV talking to someone in-person on the phone during a crisis
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When	time of year nearby holidays liturgical calendar special o ccasion how long a few seconds a few minutes 15 minutes to an hour over an hour time of day usually at same time of day fit in when possible time constraints finish by set time	how often daily every few days weekly only during church occasionally only when looking something up only when something important happens in public in private busy area secluded area interrupted uninterrupted	Physical Context
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How find	single verse a couple of verses single passages multiple, separate passages central passage with forays (hub / spo ke) parallel passages (e.g., Gospels) translation single translation compare English translations compare English with original compare English with non-English pace skim normal pace in-depth	how find know reference know a few words know topic systematic reading plan (ad hoc) reading plan (existing) Genesis-Revelation OT + NT OT + NT + Ps / Pr OT / NT only chronological repeatedly reading passage
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Annotations	underline underline styles (e.g., dashed) highlight color-code punctuation in margin (? , ! , * , , >) multiple colors / styles without meaning personal cross-references pre-existing cross-references abbreviations shorthand full sentences fragments tool pencil pen colored pens colored pencils special (e.g., non-bleeding) pen highlighter multiple highlighters special (e.g., non-bleeding) highlighter	notes marginal notes inline notes external notes journaling outline personal reflection application emphasis prayer requests bring out repetition connect with other verses dedicated notebook scraps of paper inside cover workbook / study guide word processor Bible software loose paper attached paper paper in Bible poc ket paper (folded?) in Bible bulletin binder
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Reading What	single translation compare English translations compare English with original compare English with non-English pace skim normal pace in-depth	consult commentary study guide maps outline in-Bible concordance external concordance topical Bible Bible handbook reference works investigate word-by-word textual context theme cultural bac kground historical bac kground manuscript bac kground exegetical approaches ask questions of the text
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Physical Features	type size font type weight red-letter page size columns section headings added Bible cover added index tabs added ribbon added glam engraved dedicated page sentimentality ribbons dedicated bookmark temporary bookmark	in-text features / notes front / back features / notes book introductions apocrypha reproduction of older Bible cross-references tabbed indexes pictures concordances maps contains marking pens old bulletins / handouts personal notes someone else 's notes / marks	paper thickness spine thickness weight portability with hardcover jac ket without hardcover jac ket mint condition good condition falling apart (a litt e) falling apart (a lot) taped together water damage stained rebound professionally
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Why Buy	accuracy readability literary style relevance translation philosophy freshness gender language popularity translation team endorsements church uses it church doesn't use it denomination uses it denomination doesn't use it pastor uses it pastor doesn't use it guest speaker in hymnal / service book peers use it sampled text online sampled audio online	commentary / reference work uses it availability of supporting resources (e.g., concordances) study guide uses it book uses it breadth of editions available is study Bible available publisher publisher's owner publishe r's profit motive copyright status specific translation in mind specific edition (ISBN) in mind no specific translation, but prefer translation type translations to avoid no preference primary Bible secondary Bible special-use Bible (e.g., travel) different Bibles at different times / places	got free got at discount price stolen comes included in software comes included in package (e.g., parallel) includes software physical genuine leather bonded leather quality leather r-like (e.g., Tu Tone) cheap leathe r-like (e.g., award Bible) hardcover paperback novelty magazine-style color pattern glued sewn Smyth-sewn
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Where Text Appears	projected (mainly S criptur e) part of larger PowerPoint-style presentation billboard DVD / video engraved (e.g., stone or stained-glass windo w) church sign posted (bulletin-board-styl e) flyer written on board audio being read to reading aloud text + audio quoted in speech quoted in conversation alluded to faux-quote (Bible styl e) professional recording (fixed) professional recording (portabl e) usually full chapters	Why Not Encounter no time other priorities don't want to not a habit forgot lack of discipline church is enough
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Storage	home work car bicycle church with other books with reference books with other Bibles with liturgical books stacked in-sight out-of-sight	drawer desk table bookshelf closet box backpack pune pocket nightstand under bed original box
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Translation	very familiar with already own passing familiarity heard of haven't heard of heard about (personal) conference youth gathering ministry organization bookstore in-store advertising church denomination evangelism "crusade"	heard about (impersonal) radio TV magazine newspaper website book commentary podcast review online reader r reviews
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Previous Bible	store somewhere keep using give to acquaintance donate to organization (e.g., church) sell throw away burn return to store return to publisher donate to missionary leave as inheritance preschool graduation elementary graduation junior high graduation high school graduation college graduation seminary graduation transfer notes to new Bible keep old Bible available--start anew identical to current edition used to position on page of specific verses
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A Person encounters the Text of the Bible

Job

religious profession
secular profession

senior pastor
assistant pastor
church administrator
Sunday School teacher
missionary
chaplain

teacher
professor
student

author
famous person
blogger

Education

elementary
junior high
high-school
college
graduate
seminary
Sunday School

Age

child
teen
college
adult

Church

house church
small church
medium church
large church
denomination

churchgoing

regular
irregular
occasional
never

Relationships

spouse	single	Christian family (current)
fiance (e)	in a short-term relationship	non-Christian family (current)
significant other	in a long-term relationship	Christian family (upbringing)
parent	married	non-Christian family (upbringing)
child	separated	
uncle / aunt	divorced	
godparent	widowed	
cousin		
grandparent	dating a Christian	
	dating a non-Christian	
friend	married to a Christian	
churchgoer	married to a non-Christian	
co-worker	partner converts to Christianity	
boss	partner converts away from Christianity	

Religion

experienced Christian
new Christian
nominal Christian

non-Christian
seeker

casual anti-Christian
militant anti-Christian
of a different faith (active)
of a different faith (nominal)

Background

political views
theological views
theological tradition
theological education
view of inerrancy
view of gender language

literacy level
primary language
familiarity with church speak

socio-economic status (current)
socio-economic status (upbringing)

good health
poor health

good vision
reading glasses
poor vision

emotion

love
happiness
anger
fear
sadness

Where

home

work: on the job

work: on break

school: in class

school: out of class

homeschool

prison

driving a car

riding in a car

riding in a church van

on mass transit

in an airport

on an airplane

retreat

vacation

hiking / camping

exercising

another country

camp

library

store

cafe

restaurant

hotel

combat

church

youth group

during sermon

during service

Sunday School

small group

worship

VBS

personal devotions

family devotions

commuting (work / school)

running errands

on a long trip

worship

singing

silent prayer

spoken prayer

greeting others

communion

tithing

silence

confession

giving thanks

meditation

liturgy / recitation

call / response

acts of service

music (performance)

preaching

requesting prayer

benediction

kinetic

time for children

drama

visual art

baptism

commissioning / recognition

while also

surfing the web

emailing

chatting (IM)

texting

listening to music

listening to the radio

watching TV

talking to someone in-person

on the phone

during a crisis

When

time of year
nearby holidays
liturgical calendar
special occasion

how long

a few seconds
a few minutes
15 minutes to an hour
over an hour

time of day

usually at same time of day
fit in when possible
time constraints
finish by set time

how often

daily
every few days
weekly
only during church
occasionally
only when looking something up
only when something important happens

beginning of the day
middle of the day
end of the day
transitional time (e.g., work to home)

Physical Context

sitting
standing
lying down
walking
moving

silent
quiet
loud

in public
in private

busy area
secluded area

interrupted
uninterrupted

Purpose

topical study
expository study
doctrinal study
biographical study
geographical study
becoming a Christian

for a publication
for a paper
for a blog
for a performance
preparing for performance
responsively

sermon preparation
homework
counseling
visitation
memorizing
chaplaining
recitation

self-improvement
comfort
artistic inspiration
hope

evangelism
missions
proof-text
ministry
be seen reading

teach reading
improve reading

socializing
pursuing a relationship

guilt / shame
duty / obligation
resolution
meet others' expectations
punishment

mock
denigrate
find errors

personal worship
public worship
leading worship

Reading What

single verse
a couple of verses
single passages
multiple, separate passages
central passage with forays (hub / spoke)
parallel passages (e.g., Gospels)

translation

single translation
compare English translations
compare English with original
compare English with non-English

pace

skim
normal pace
in-depth

how find

know reference
know a few words
know topic

systematic

reading plan (ad hoc)
reading plan (existing)

Genesis-Revelation
OT + NT
OT + NT + Ps / Pr
OT / NT only
chronological
repeatedly reading passage

consult

commentary
study guide
maps
outline
in-Bible concordance
external concordance
topical Bible
Bible handbook
reference works

investigate

word-by-word
textual context
theme
cultural background
historical background
manuscript background
exegetical approaches
ask questions of the text

Annotations

underline
underline styles (e.g., dashed)
highlight
color-code
punctuation in margin (?, !, *, |, ->)
multiple colors / styles without meaning

personal cross-references
pre-existing cross-references

abbreviations
shorthand
full sentences
fragments

tool

pencil
pen
colored pens
colored pencils
special (e.g., non-bleeding) pen
highlighter
multiple highlighters
special (e.g., non-bleeding) highlighter

notes

marginal notes
inline notes
external notes
journaling
outline

personal reflection
application
emphasis
prayer requests
bring out repetition
connect with other verses

dedicated notebook
scraps of paper
inside cover
workbook / study guide
word processor
Bible software
loose paper
attached paper
paper in Bible pocket
paper (folded?) in Bible
bulletin
binder

Where Text Appears

projected (mainly Scripture)
part of larger PowerPoint-style presentation
billboard
DVD / video
engraved (e.g., stone or stained-glass window)
church sign
posted (bulletin-board-style) flyer
written on board

audio

being read to
reading aloud
text + audio
quoted in speech
quoted in conversation
alluded to
faux-quote (Bible style)

professional recording (fixed)
professional recording (portable)
usually full chapters

printed Bible
excerpted in printed book
mobile phone / PDA
web
Bible software
desktop computer
notebook computer
self-printed (e.g., in binder)
handwritten
tract/pamphlet
printed in bulletin
printed in hymnal / worship book

complete Bible
partial Bible (e.g., NT only)

referred to directly (e.g., sermon)
referred to indirectly (e.g., allusion)

Physical Features

type size

font

type weight

red-letter

page size

columns

section headings

added Bible cover

added index tabs

added ribbon

added glam

engraved

dedication page

sentimentality

ribbons

dedicated bookmark

temporary bookmark

in-text features / notes

front / back features / notes

book introductions

apocrypha

reproduction of older Bible

cross-references

tabbed indexes

pictures

concordances

maps

contains

marking pens

old bulletins / handouts

personal notes

someone else's notes / marks

paper thickness

spine thickness

weight

portability

with hardcover jacket

without hardcover jacket

mint condition

good condition

falling apart (a little)

falling apart (a lot)

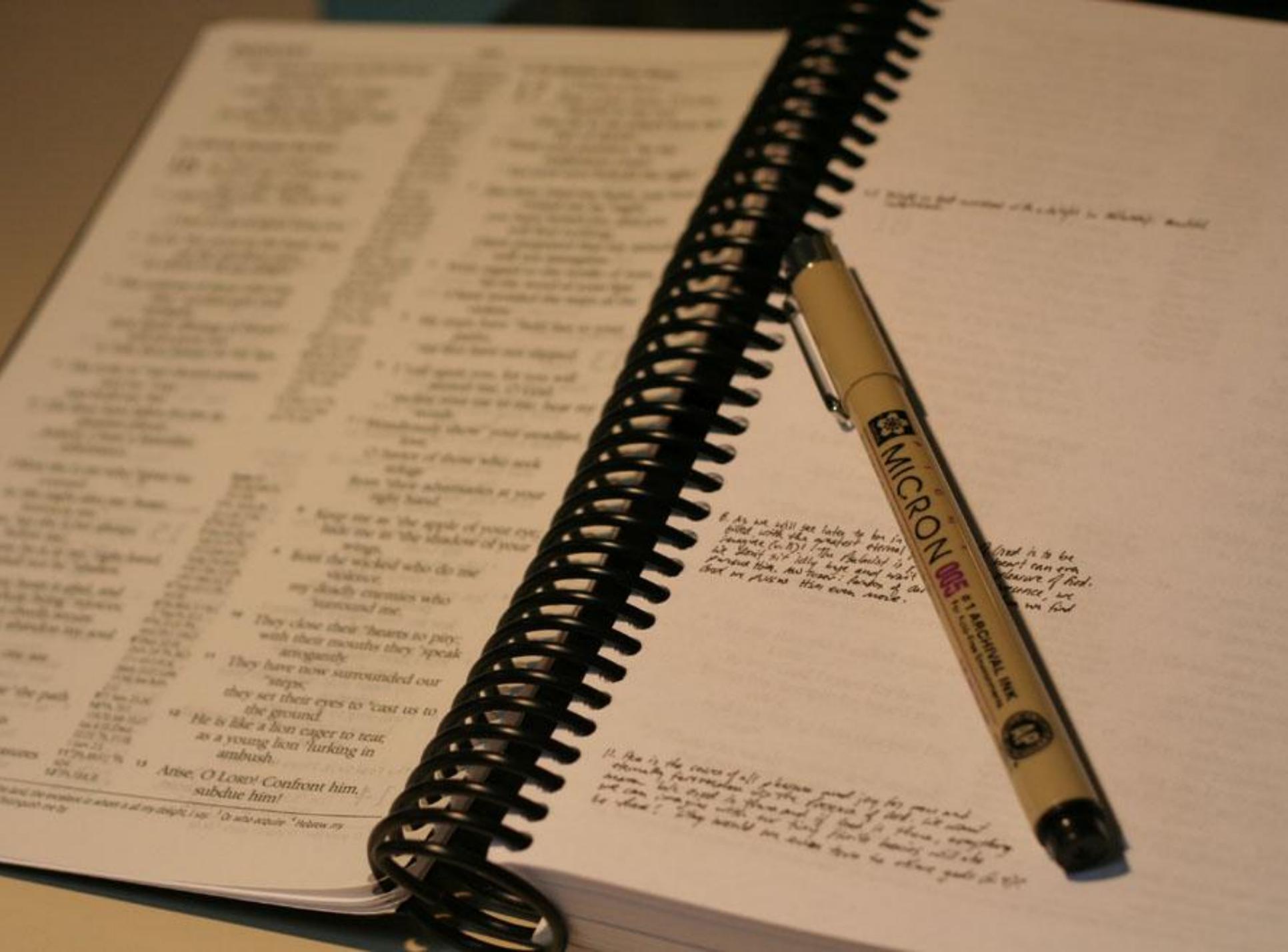
taped together

water damage

stained

rebound professionally





[Faint printed text, likely a Bible passage]

11 He is like a lion eager to tear
as a young lion lurking in
ambush.

12 Arise, O Lord! Confront him,
subdue him!

11 They close their hearts to pity;
with their mouths they speak
arrogantly.
12 They have now surrounded our
steps;
they set their eyes to cast us to
the ground.

6. As we will see later to be in
contrast with the perfect eternal
kingdom (v. 12). The Babylon is
his glory, his glory here and now
is his glory. And then: Babylon is
about to fall. His own words.

11. It is to be
heart can even
measure of God.
12. In
we find

11. He is the cause of all... because your joy has gone and
eternally participation in the presence of God, all eternal
glory. But that is there and if that is there, everything
can be done with our King. For the heavens will be
be there? They would see that there is about you to be

MICRON
ARCHIVAL INK

Translation

very familiar with
already own
passing familiarity
heard of
haven't heard of

heard about (personal)

conference
youth gathering
ministry organization
bookstore
in-store advertising
out-of-store advertising
church
denomination
evangelism "crusade"

heard about (impersonal)

radio
TV
magazine
newspaper
website
book
commentary
podcast
review
online reader r eviews

Why Buy

accuracy	commentary / reference work uses it	got free	occasion	
readability	availability of supporting resources (e.g., concordances)	got at discount	bought for self	birth
literary style	study guide uses it	price	bought for someone else	first communion
relevance	book uses it	stolen	received as gift	confirmation
translation philosophy				ordination
freshness	breadth of editions available	comes included in software	birthday	commissioning
gender language	is study Bible available	comes included in package (e.g., parallel)	Christmas	
popularity	publisher	includes software	Easter	infant baptism
translation team	publisher's owner		anniversary	child baptism
endorsements	publisher's profit motive		promotion	teen baptism
	copyright status	physical	congratulations	adult baptism
church uses it		genuine leather	feel prompted	
church doesn't use it	specific translation in mind	bonded leather	wedding	preschool graduation
denomination uses it	specific edition (ISBN) in mind	quality leather-like (e.g., TruTone)	retirement	elementary graduation
denomination doesn't use it	no specific translation, but prefer translation type	cheap leather-like (e.g., award Bible)	moving away	junior high graduation
pastor uses it	translations to avoid	hardcover	welcome	high school graduation
pastor doesn't use it	no preference	paperback	funeral	college graduation
guest speaker		novelty		seminary graduation
in hymnal / service book	primary Bible	magazine-style	longevity	
peers use it	secondary Bible	color	disposable	
	special-use Bible (e.g., travel)	pattern	short-term (less than a year)	
sampled text online	different Bibles at different times / places		exactly one year	
sampled audio online		glued	long-term (more than a year)	
		sewn	until the next new thing comes along	
similar to current Bible		Smyth-sewn	until run out of space for notes	
different from current Bible			heirloom	
translation tradition			antique (maybe bought from dealer)	
manuscript source				
translation of specific verses				

Previous Bible

store somewhere

keep using

give to acquaintance

donate to organization (e.g., church)

sell

throw away

burn

return to store

return to publisher

donate to missionary

leave as inheritance

transfer notes to new Bible

keep old Bible available--start anew

identical to current edition

used to position on page of specific verses

Storage

home

work

car

bicycle

church

with other books

with reference books

with other Bibles

with liturgical books

stacked

in-sight

out-of-sight

drawer

desk

table

bookshelf

closet

box

backpack

purse

pocket

nightstand

under bed

original box

pew

lectern

sanctuary

bedroom

family room

kitchen

study

basement

bathroom

panic room

Why Not Encounter

no time

other priorities

don't want to

not a habit

forget

lack of discipline

church is enough

not sure where to start

can't find passages

negative personal associations

don't read much in general

low literacy

can't see well







cingular

10:23 PM



Text



Calendar



Photos



Camera



Calculator



Stocks



Maps



Weather



Notes



Clock



Settings



Phone



Mail



Web



iPod

www.gnpcb.org/esv/share/about

Use one input box to handle all queries

Accept Roman numerals in book names

Search the whole Bible unless otherwise indicated

Include a search box at both the top and bottom of search-result pages

Tell people which passage and also which translation they're reading

Use a readable font

Steve Krug

UPDATED
with three
new chapters!

**DON'T
MAKE
ME**

THINK



A Common Sense Approach to Web Usability

SECOND EDITION

Questions? Comments?

ssmith@crossway.org

www.esv.org/assets/bibletech2008.pdf

www.esv.org/blog

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- Codex (bjornb): <http://www.flickr.com/photos/bjornb/3838631/>
- Illuminated manuscript (charlesfred): <http://www.flickr.com/photos/charlesfred/1805007462/>
- Gutenberg (mamabarns): <http://www.flickr.com/photos/mamabarns/94334171/>
- Modern Bible (livingos): <http://www.flickr.com/photos/livingos/2178134488/>
- Kindle (ed420): <http://www.flickr.com/photos/ed420/2119922186/>
- Long scroll (thomashawk): <http://www.flickr.com/photos/thomashawk/93819794/>
- Open book (melanieburger): <http://www.flickr.com/photos/melanieburger/1451941259/>
- Microwave flowchart (zenzoidman): <http://www.flickr.com/photos/zenzoidman/116530596/>
- Cat in computer (elmyra): <http://www.flickr.com/photos/elmyra/9335163/>
- Nerd finger (bayat): <http://www.flickr.com/photos/bayat/7491311/>
- Flamboyant finger (concupine): <http://www.flickr.com/photos/concupine/36592680/>
- Re-cover Bible (jgdestiny): <http://www.flickr.com/photos/jgdestiny/257591528/>
- Blank Bible ©Tony Reinke: <http://spurgeon.wordpress.com/2006/08/17/building-a-blank-bible-part-3-the-blank-bible/>
- USB leather Bible (dansflickr): <http://www.flickr.com/photos/dansflickr/84339964/>
- Father (bdegan): <http://www.flickr.com/photos/bdegan/29079249/>
- Mom and kids (lucid_nightmare): http://www.flickr.com/photos/lucid_nightmare/146519051/
- Metra (jamesbondsv): <http://www.flickr.com/photos/jamesbondsv/163440954/>
- Snow (ktb8482): <http://www.flickr.com/photos/ktb8482/2091572599/>
- Church (puroticorico): <http://www.flickr.com/photos/puroticorico/326686819/>
- iPhone (niallkennedy): <http://www.flickr.com/photos/niallkennedy/351973122/>

