

Web Design

suit up your site

Breakdown

Look

Action

Reaction

Usability and Heuristics

Heuristics - a commonsense rule intended to increase the probability of solving a problem

Rule #1 - Don't make me think

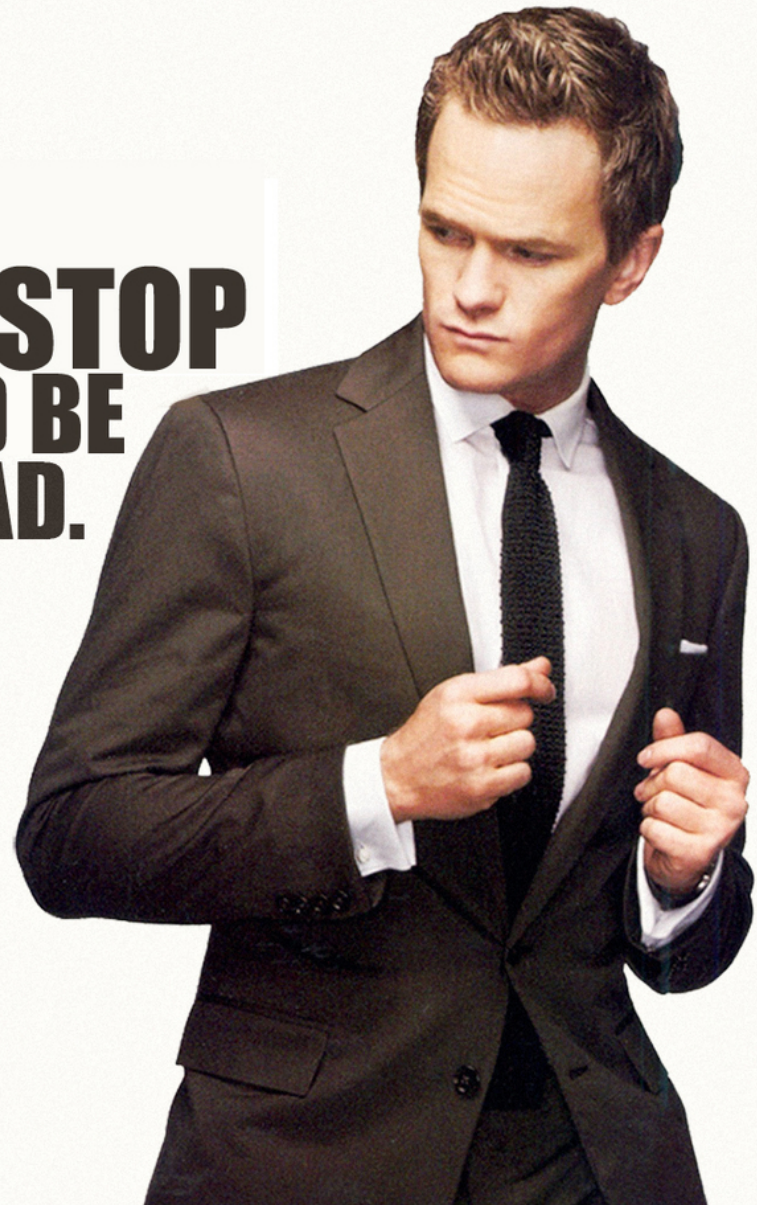
The Bad and the Ugly

<http://www.bigbearparties.com/>

<http://www.developingwebs.net/>

<http://www.webpagesthatsuck.com/worst-websites-of-2011.html>

**WHEN I'M SAD I STOP
BEING SAD AND BE
AWESOME INSTEAD.**



The Look

Layout

Color

Navigation

The Eye

The Look: Layout



The Look: Layout

<http://developer.yahoo.com/yui/examples/>

http://sixrevisions.com/web_design/a-brief-look-at-grid-based-layouts-in-web-design/

Logo

Search

Client Login

Photo/Tagline Graphic Treatment

Home

Company

Solutions

Services

News & Publications

Contact Us

Home Page Message

Coupons

Subscribe

Latest News

Offer(s)



Business Co.
we create opportunities



We provide ideas
that will change the world



Money Strategies

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Global Partners

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Welcome!

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Insight International

LET US HELP SHARPEN YOUR AIM

Insight International Inc.
21250 SW Highlander Street
Centralia City, WA
97745
PHONE: 1-800-555-2412
EMAIL: info@insight-int.com

Team of Professionals

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Featured Services

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Solutions for Your Global Marketplace



PRODUCTS SERVICES INSIGHT

- Welcome to the Insight International Business Website -

Lorem ipsum dolor sit amet, consetetur adipscing elit. Nullam magna elit, rhoncus eu egestas nec, accumsan sed arcu. Praesent condimentum urna nec mauris rhoncus egestas. Fusce id tortor justo. Nam suscipit ipsum eget lectus mattis fringilla. Vivamus tincidunt, ante sed commodo faucibus, quam metus venenatis tellus, eget suscipit nisi lorem sed eros. Proin neque nunc, lobortis eu placerat or, elementum dictum tellus. Integer sit amet quam purus. Ut tincidunt rhoncus ultricies. Nam lobortis lobortis quam sit amet sagittis.

Donec sit amet nulla quam. Suspendisse faucibus, erat vel placerat tincidunt, arcu tellus consequet lectus, eget dictum felis urna et loous. Cras lobortis interdum tristique. Donec urna mi, laorena eget cursus vitae, elefend varius turpis. Morbi sapien ligula, venenatis egestas faucibus vel, congue congue risus. Praesent luctus fringilla ligula ut sagittis. Pellentesque quis sapien sem. Aenean malesuada molestie pulvinar. Ut dapibus iaculis odio id malesuada. Vestibulum id nunc vel leo ultricies mollis in id nisi. [\[LEARN MORE\]](#)

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ADDITIONAL RESOURCES

- ❏ [Company History](#)
- ❏ [Featured Product #1](#)
- ❏ [Featured Product #2](#)
- ❏ [Featured Service #1](#)
- ❏ [Featured Service #2](#)
- ❏ [Documentation](#)
- ❏ [Press Releases](#)
- ❏ [Press Release #1](#)

SEARCH TOOL

ADVERTISEMENT SPACE

SEARCH RESULTS

20 per page
10 per page
5 per page

- 

- 

- 

- 

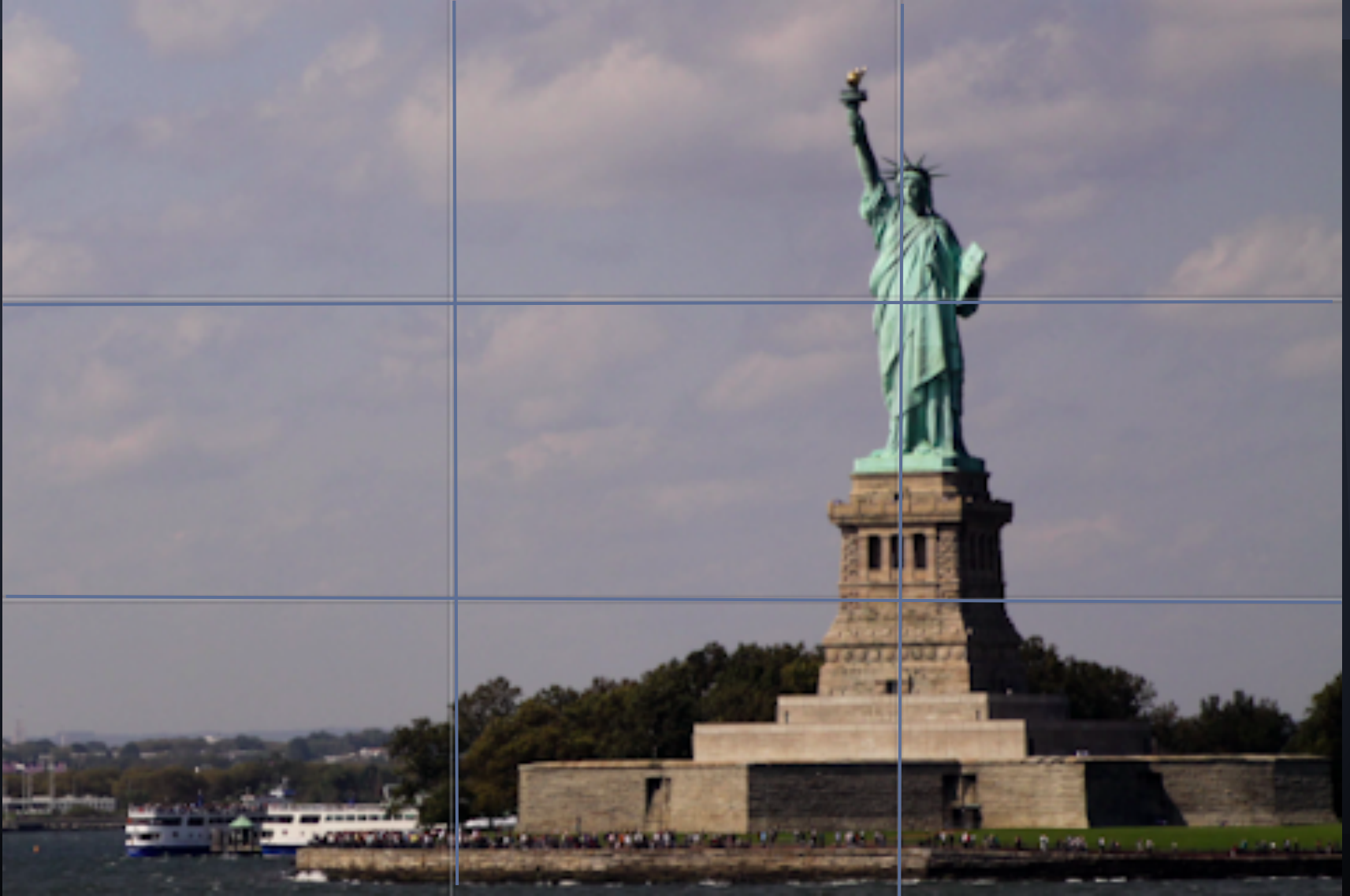
20 per page

View  

Page 1 of 7

ADVERTISEMENT SPACE

The Look: Rule of Thirds



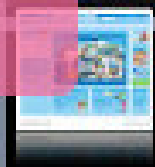


eCommerce freedom On-Demand



Webinar
Build Content You Can Bank On
eCommerce Content Strategies that Drive Conversion
Featuring Lauren Freedman
Watch the recorded version or download the PDF today

- News**
- Demandware Reports Record Growth in 2007 Continues Momentum into 2008
 - P! Web Selects Demandware to Power New End-to-End eCommerce Solution
 - Luxury UK Department Store House of Fraser Launches on Demandware



Featured Client
"We partnered with Demandware ... to be able to better serve our customers. We can now continually update our site ... and easily handle spikes in traffic."
Michael Konemann,
Director of eCommerce,
Playmobil

spirit

HOUSE OF FRASER

SALLY
BEAUTY SUPPLY

BANDOLINO

BARNETS
NEW YORK

playmo

The Look: Layout

Rule # 2 - Do What they Do

The Look: Color

The Good

<http://alexswanson.net/>

<http://ndesign-studio.com/>

<http://www.apple.com/>

Tools

<http://colorschemedesigner.com/>

<http://www.colourlovers.com/>

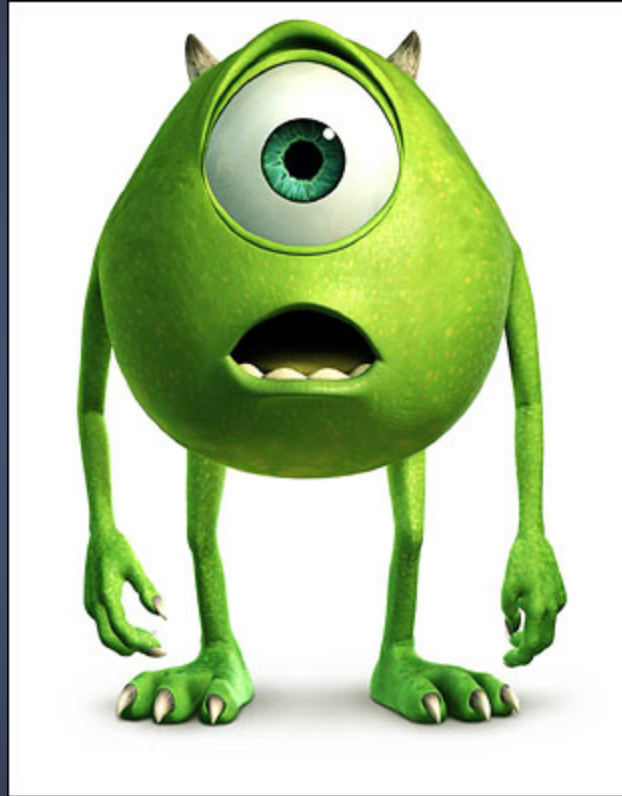
The Look: Navigation

aka where am I and where can I go?

<http://www.newegg.com/>

<http://www.amazon.com/>

The Look: The Eye



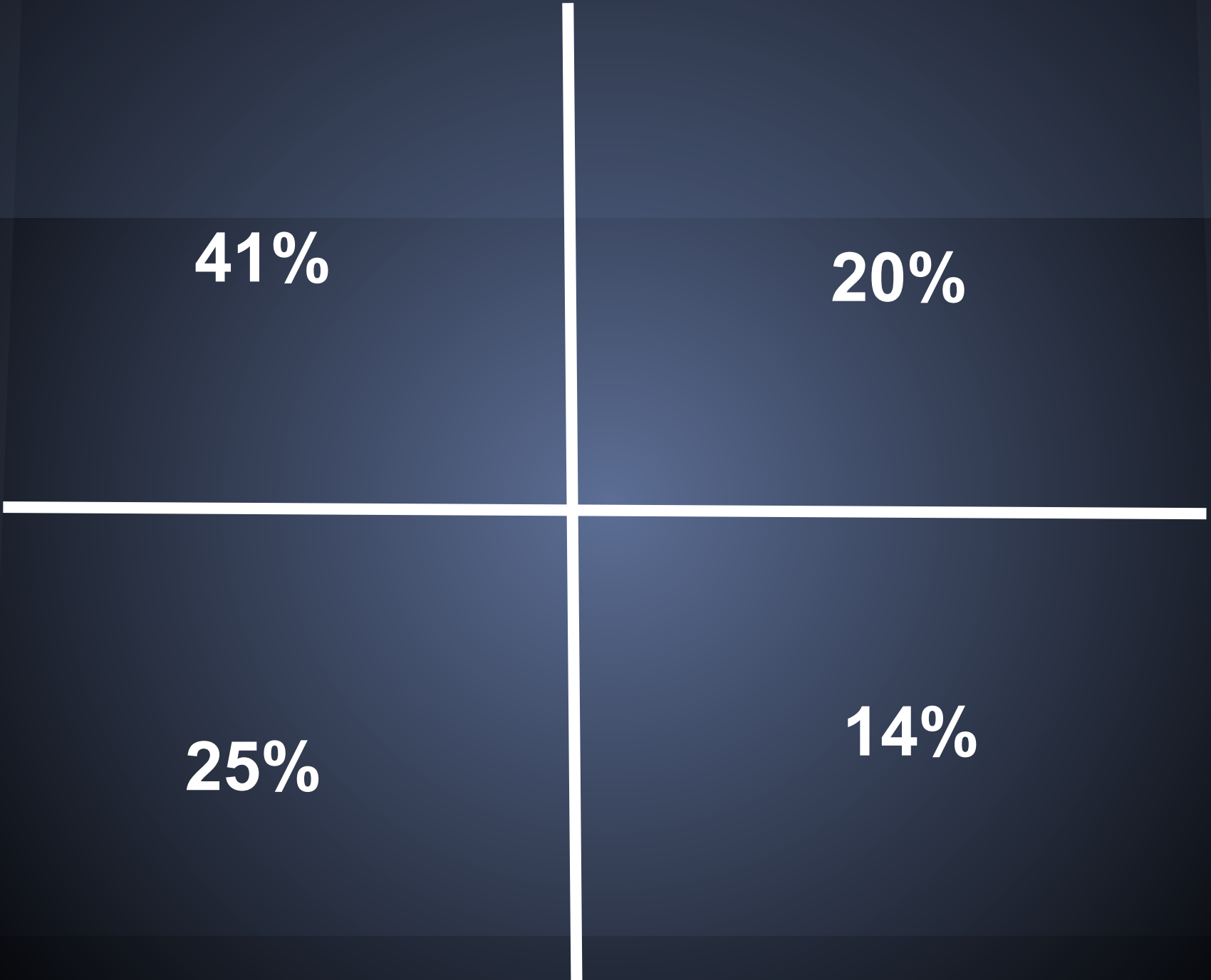
<http://www.youtube.com/watch?v=3cwUxYvpmfw>

41%

20%

25%

14%







what up

Action / Reaction

Minimize

Function and Flow

How Sites Act

Action / Reaction: Tools

Qty	Item	Price
1	Membership at WildApricot. Membership level: Bronze Membership (test test)	USD10.00

Subtotal: USD10.00
Shipping and Tax calculated on next page

Create a Google Account to continue

Shop confidently with Google Checkout
Sign up now and get 100% protection on unauthorized purchases while shopping at stores across the web.

Your current email address:

Choose a password:
Minimum of 8 characters in length. [?]

Re-enter password:

Location:

Card number:

Expiration date: / CVC: [What's this?](#)

Cardholder name:

Billing Address:

City/Town:

Province:

Postal Code: [?]

Phone number:
Required for account verification.

My shipping address is: My billing address
 A different address

Terms of Service: [Full-page version](#)

Canada - English

January 19, 2007

If you are French-speaking user, please click [here](#).

This Terms of Service is a legal agreement between you and Google

I agree to the Terms of Service.
Agree and Continue

You can still make changes to your order on the next page.

Or sign in

If you already have a **Google Account**

Email:

Password:

Sign in and continue

[Cannot access my account](#)

Find an Apartment

Enter a city and state or ZIP code below.

Location: (Required)

(e.g. Chicago, IL or 60610)

► Search

Rent Min:

Rent Max:

Bedrooms:

Bathrooms:

City, State or ZIP

Corporate & Short-Term

Property Name

Web ID

Search by State:



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Apartments.com Commercials

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Sign in with OpenID

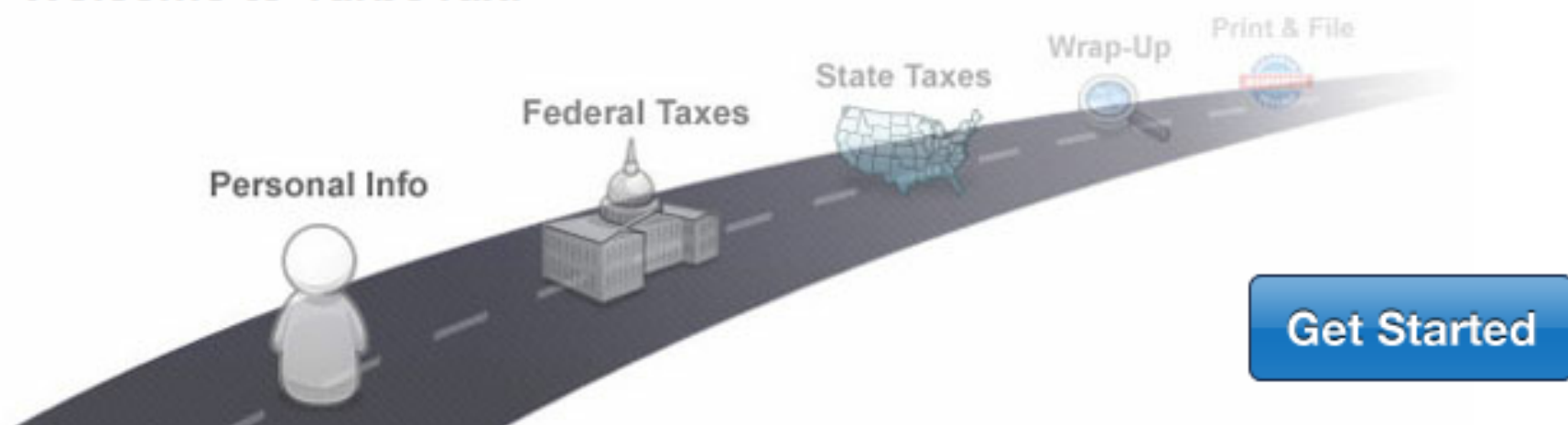


Action / Reaction

Let the user know



Welcome to TurboTax!



We can also help you...

- [Upgrade to a different TurboTax product](#)
- [File an extension](#)
- [Amend \(change\) a return that was filed and accepted](#)

Quick Tour





Action / Reaction: Where on the page

Links

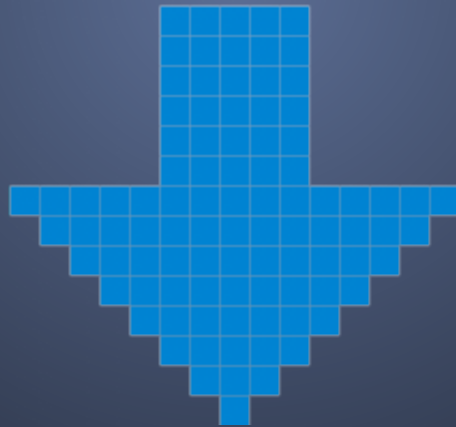
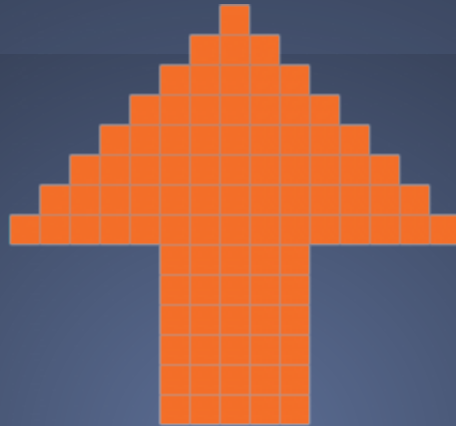
Forms

Loading new content

Flash / JS interaction

HTML5??





"THERE ARE NO STUPID QUESTIONS"

CHALLENGE ACCEPTED

