

WEB DESIGN PRINCIPLES

Dr. Codone
TCO 285

Customer-Centered Design

- Build sites that understand
 - the needs of users
 - the tools they typically use
 - their social and organizational context
 - their typical Internet habits & knowledge
 - what they want from websites

Amazon – customer centered

The screenshot shows the Amazon.com homepage with a focus on the Kindle Family promotion. The navigation bar includes the Amazon logo, search bar, and user account information for 'Susan'. The main banner features the text 'The All-New Kindle Family' with three models: Kindle (\$79), Kindle Touch (\$99), and Kindle Fire (\$199). Below this, there are links for 'Halloween Shop', 'Clothing Trends', 'Amazon Prime', and 'Subscribe & Save 15%'. A large advertisement for 'THE AMAZON CLOTHING STORE' features a woman in a winter coat and the text 'FALL OUTERWEAR GUIDE' and 'FIVE COATS YOU'LL NEVER WANT TO TAKE OFF.' To the right, there are promotional banners for '3D at Amazon.com' and 'and a PlayStation™ Certified Device'. Below the clothing store ad, there is a 'More Items to Consider' section with a 'You viewed' and 'Customers who viewed this also viewed' filter. At the bottom, there is a 'Wolverine Data SNaP 100 Slides' advertisement and a 'Sell Back Your Copy' section. The Windows taskbar is visible at the bottom of the browser window, showing the time as 6:07 PM on 10/9/2011.

Amazon.com: Online Shop | www.amazon.com

amazon Prime Today's Deals | Gift Cards | Help

Shop by Department

Search In

Hello, Susan Your Amazon

Wish List

Instant Video MP3 Store Cloud Player **Kindle** Cloud Drive Appstore for Android Game & Software Downloads Audible Audiobooks

The All-New Kindle Family

Kindle \$79 Kindle Touch \$99 Kindle Fire \$199

Halloween Shop Clothing Trends Amazon Prime Subscribe & Save 15%

THE AMAZON CLOTHING STORE

FALL OUTERWEAR GUIDE

FIVE COATS YOU'LL NEVER WANT TO TAKE OFF.

View Looks Shop All Clothing

3D at Amazon.com Shop now

and a PlayStation™ Certified Device

Advertisement

Wolverine Data SNaP 100 Slides...

The Wolverine SNaP is a powerful yet simple to use device to preserve all your old photos... Read more \$459.99 \$139.10

Sell Back Your Copy

Receive an Amazon.com Gift Card for this item.

6:07 PM 10/9/2011

Losing Users

- People will leave your site when they are
 - Frustrated
 - Think you don't have what they need
 - Get surprises they don't like (popups, downloads)
 - Feel site takes too long to load
 - Find the navigation difficult

Editors' Picks Explore Topics Browse Categories

Eye-catching Halloween Costumes to Make at Home

By Lorain Blanken




VIDEO:
Make a Perfect Cappuccino
with Amanda Byron




Apple Candies

By Elizabeth LaBau



Do All "Pink" Products Benefit Breast Cancer Causes?

By Lisa Fayed



iPhone 4S Specs

The successor to the iPhone 4 is marked by a number of under-the-hood improvements, as well as major software additions.

By Sam Costello



Beat Your Excuses for Not Running

By Christine Luff



How do you buy the item?

The screenshot shows a web browser window with the URL www.electronic-supercenter.com/products.php?product=Canon-PowerShot-S95-10-MP-Digital-Camera-with-3.8x-Wide-Angle-Optical-Image-Stabilized-Zoom-and-3.0%252dLCD. The page header features the site name "The Electronic Supercenter" and a search bar. A navigation menu includes links for Home, Contact Information, Payments, Returns Policy, and Shipping Policy. The main content area displays a promotional banner for "PPC & SEO Call Tracking" with the text "Track phone sales generated by online ad campaigns! Start today." and a link to www.MonqooseMetrics.com. Below this is a product listing for the "Canon PowerShot S95 10 MP Digital Camera with 3.8x Wide Angle Optical Image Stabilized Zoom and 3.0-Inch LCD". The price is listed as \$279.30, the brand as Canon, and the current stock as 50. A large image of the camera is shown, with a smaller thumbnail below it. The "Product Description" section begins with the text "Canon PowerShot S95 10 MP Digital Camera with 3.8x Wide Angle Optical Image Stabilized Zoom and 3.0-Inch LCD". The Windows taskbar at the bottom shows the time as 6:11 PM on 10/9/2011.

Websites with lots of popu... x Canon PowerShot S95 10 M x

www.electronic-supercenter.com/products.php?product=Canon-PowerShot-S95-10-MP-Digital-Camera-with-3.8x-Wide-Angle-Optical-Image-Stabilized-Zoom-and-3.0%252dLCD

The Electronic Supercenter

Search Search

[Advanced Search](#) | [Search Tips](#)



[Home](#) | [Contact Information](#) | [Payments](#) | [Returns Policy](#) | [Shipping Policy](#)

[PPC & SEO Call Tracking](#)
Track phone sales generated by online ad campaigns! Start today.
www.MonqooseMetrics.com

AdChoices

Canon PowerShot S95 10 MP Digital Camera with 3.8x Wide Angle Optical Image Stabilized Zoom and 3.0-Inch LCD

Price: **\$279.30**
Brand: [Canon](#)
Current Stock: 50



Product Description

Canon PowerShot S95 10 MP Digital Camera with 3.8x Wide Angle Optical Image Stabilized Zoom and 3.0-Inch LCD

6:11 PM
10/9/2011

Types of Design

- Customer-centered (4th generation)
- User centered – making features usable
- Company centered – where the needs and interests of the company dominate
 - Brochureware
- Technology-centered – overloaded with animation, audio, video
- Designer-centered – edgy, cool, latest design

Company Centered Design



AMERICA'S LARGEST WHOLESALE DISTRIBUTOR
OF ROOFING, SIDING AND WINDOWS

HOME MY ACCOUNT CAREERS CONTACT SITE MAP

ABOUT US SERVICES PRODUCTS CONTRACTOR CENTER STORE LOCATOR MEDIA CENTER

PRODUCT SPOTLIGHT

AttiCat® Expanding Blown-In Insulation System

Adding insulation to an attic is a blast with the AttiCat® Expanding Blown-In Insulation System! It conditions the AttiCat® Expanding Blown-In PINK Fiberglas™ Insulation by breaking it up and fluffing it.



FEATURED BRANCH

Tuscaloosa, AL

"Sending everyone home was the best managerial decision I've ever made," said Ron Fawcett, Branch Manager of the ABC Supply branch in Tuscaloosa, AL #256. It likely was a life-saving decision.

[Read more](#)



TOP THIS!

ABC Supply Honored with Fifth Consecutive Gallup Great Workplace Award

For the fifth consecutive year, ABC Supply Co. Inc. has been honored with the Gallup Great Workplace Award, which recognizes the best-performing workforces worldwide. The company is one of only 20 in the

Store Locator

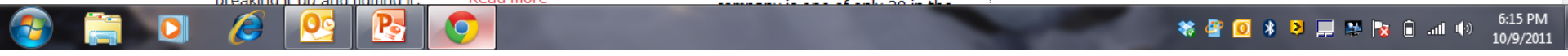
Zip Radius

ABC Supply News

- [ABC Supply Honored with Fifth Consecutive Gallup Great Workplace Award \(June, 2011\)](#)
- [ABC Supply Co. Inc. Honored with Esteemed David Weekley Homes "Partners of Choice Award" \(July, 2010\)](#)
- [ABC Completes Acquisition of Bradco Supply Corp. \(July, 2010\)](#)

Industry News

- [Bolivar man killed in two-vehicle crash - Springfield News-Leader](#)
- [The New Home Company Moves Into California's Bay Area](#)
- [Pro-Housing Policies will Stimulate Job Growth](#)
- [Owens Corning EcoTouch™ Insulation Becomes First Fiberglass Insulation to Receive USDA BioPreferred Designation](#)



Company centered designer centered

The Church at Brook Hills
AT BROOK HILLS

secret  church™

Tickets are sold out.
[click here for Simulcast info.](#)

worship
GATHERINGS

local
DISCIPLE-MAKING

global
DISCIPLE-MAKING

New to Brook Hills? This Week Weekly Teachings Serving Giving Calendar Contact Us Español

© 2011 The Church at Brook Hills • Powered by [The A Group](#)
Service Times: Sundays at 9:00, 11:00 a.m. and 6:00 p.m.

6:16 PM
10/9/2011

Approach to Web Design

- Know your audience
- Know your audience's typical web tasks
- Understand the technology they are using
- Understand their social issues

Iterative Design – Our Approach

- New or existing design is reworked until it fits user needs
 - Helps find problems early
 - Ensures you will offer features users need
 - Ensures building those features in the right way

Iterative Design

- Design – start with initial specs
- Prototype – on paper and in software; use storyboards and schematics; evaluate and revise
- Final Deliverable
- Maintenance – evaluate and revise

Basic Design Principles

- Be Consistent
 - Colors
 - Layout
 - Fonts
 - Actions
 - Navigation
 - Terminology
 - Use familiar language

Basic Design Principles

- Rely on Recognition rather than Recall
 - Capitalize on users short-term memory
 - Reduce their short-term memory load by making things recognizable on each visit
 - Help users avoid errors
 - Help frequent users use shortcuts
 - Support user control and user freedom

Basic Design Principles

- Strive for aesthetic yet minimalist design
 - Use well designed type
 - Use only appropriate images
 - Use limited graphical elements
 - Don't overuse visual elements – every extra element draws away attention

Basic Design Principles

- Concentrate on the following:
- **Information architecture**
 - How you organize the site
- **Navigation design**
 - Designing methods for users to get around
- **Graphic design**
 - Maximizing the visual communication of information using color, images, typography, & layout

Structure, Navigation, Graphics

The screenshot displays the Yahoo! homepage layout. At the top, the browser address bar shows 'www.yahoo.com'. Below it, the navigation menu includes 'Web', 'Images', 'Video', 'Local', 'Apps', and 'More'. The main header features the 'YAHOO!' logo, a search bar with a 'Web Search' button, and links for 'My Yahoo!', 'Mobile', 'Sign In', 'New here? Sign Up', and 'Page Options'.

YAHOO! SITES (left sidebar):

- Mail
- Autos
- Dating
- Finance (Dow Jones)
- Flickr
- Games
- Health
- Horoscopes
- Jobs
- Messenger
- Movies
- News
- omg!
- Real Estate
- Shine
- Shopping
- Sports
- Travel

TODAY - October 09, 2011

Things that claim to work, but don't

Does the walk signal really change because you press the button, or is it a placebo? [The truth behind it >>](#)

- What is a placebo?
- Unhealthy health drinks
- Do toning shoes work?

TRENDING NOW

1. Kim Kardashian
2. Casey Anthony
3. Milla Jovovich
4. Evangeline Lilly
5. Michelle Williams
6. Ben Stiller
7. LeBron James
8. Medicare plans
9. Swimming pools
10. Unemployment

Advertisements:

- Health Solutions by Force Factor and Stages of Beauty**
- Trainers Hate Him**: Scientists in Cambridge have discovered a revolutionary new muscle builder. (Force Factor)
- Best Wrinkle Creams of 2011**: Find out which anti-aging product will work best on your skin. (Stages of Beauty)

VIDEO PICKS

NEWS (bottom section):

- NEWS
- WORLD
- LOCAL
- FINANCE

- Christian protests in downtown Cairo erupt into deadly riots
- Leaders of France, Germany reach agreement on bank sector
- Deficit 'supercommittee' still deadlocked as clock ticks
- Body of slain Wash. woman's husband found in SUV
- Former Weezer bassist Mikey Welsh found dead in Chicago

Web Development Process

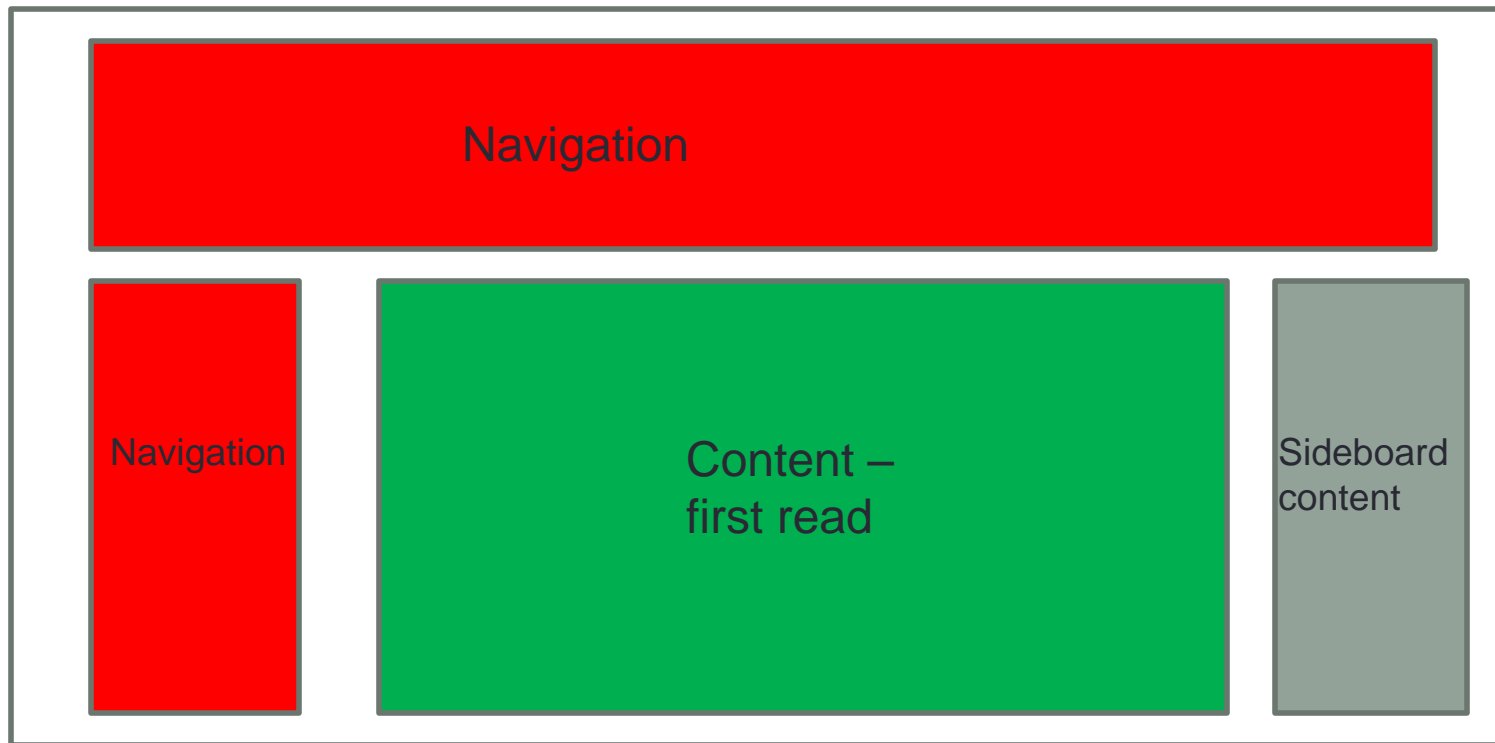
- Discovery
- Exploration
- Refinement
- Production
- Implementation
- Launch
- Maintenance

Designing Homepages

- Use space above the fold
 - Creates the right look and feel
 - Builds identity
 - Keeps navigation on top
 - Establishes coherence and logical page layout
 - Places “first read” at focal point of page
 - 95% of content should be above the fold, before the scrolling point

Designing Homepages

- Use a page template/grid layout



Designing Homepages

- Establish good “information scent”
 - Use meaningful text
 - Use seductive images
 - Use descriptive link names
 - Create browsable content
 - Employ multiple ways to navigate

Further Study

- Study [homepages](#)