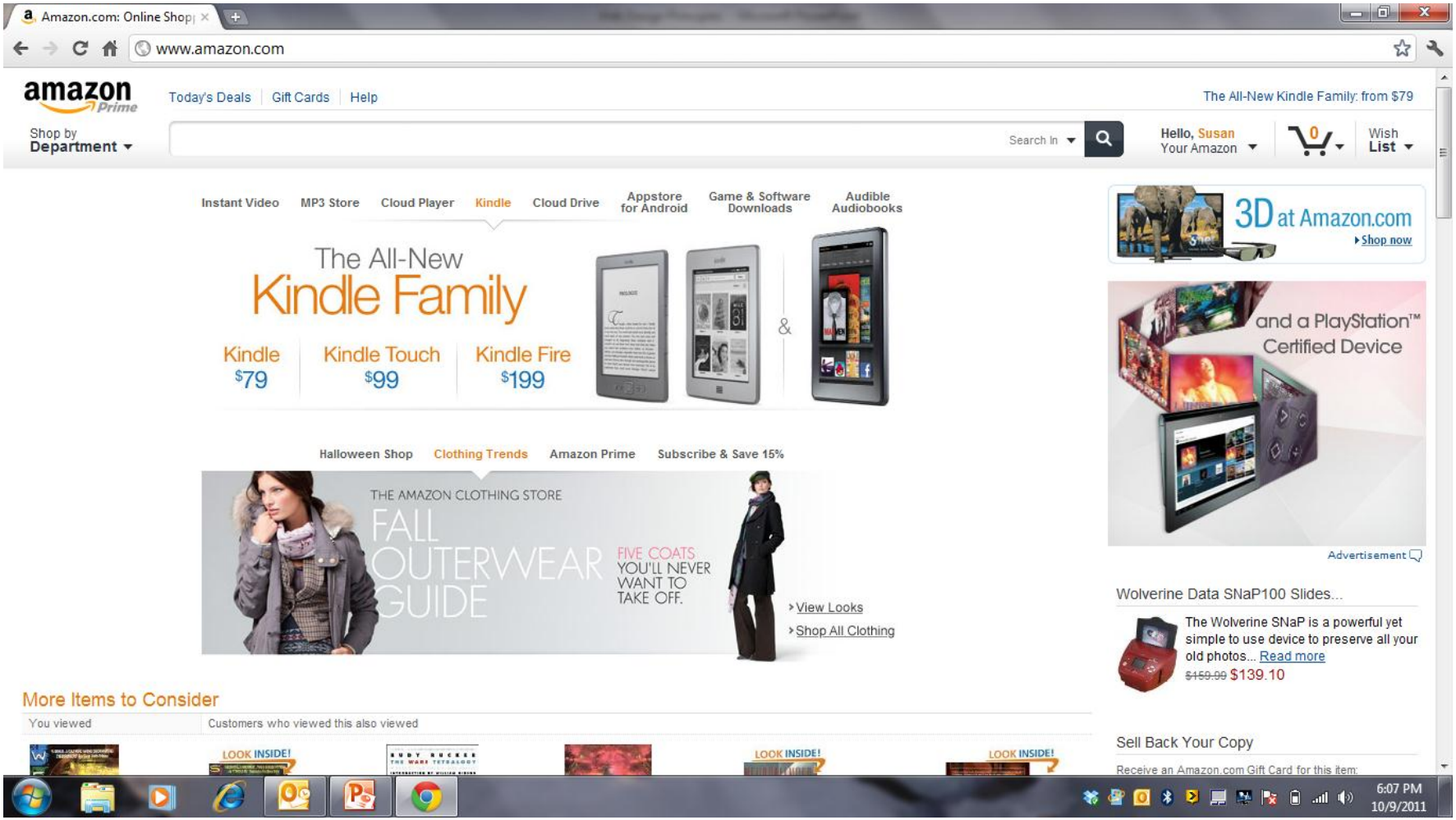
WEB DESIGN PRINCIPLES

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



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

Websites with lots of popup | About.com: Need. Know. A

www.about.com/#!/editors-picks/

About.com Need. Know. Accomplish.

What can we help you accomplish today? GO

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

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How do you buy the item?

Websites with lots of popup | Canon PowerShot S95 10 M

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%252dI

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.MongooseMetrics.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

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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

ABC Supply

www.abcsupply.com

ABC Supply Co. Inc.

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

Search

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

Store Locator

Zip | Radius | 25 miles | Locate

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

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Company centered
designer centered

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

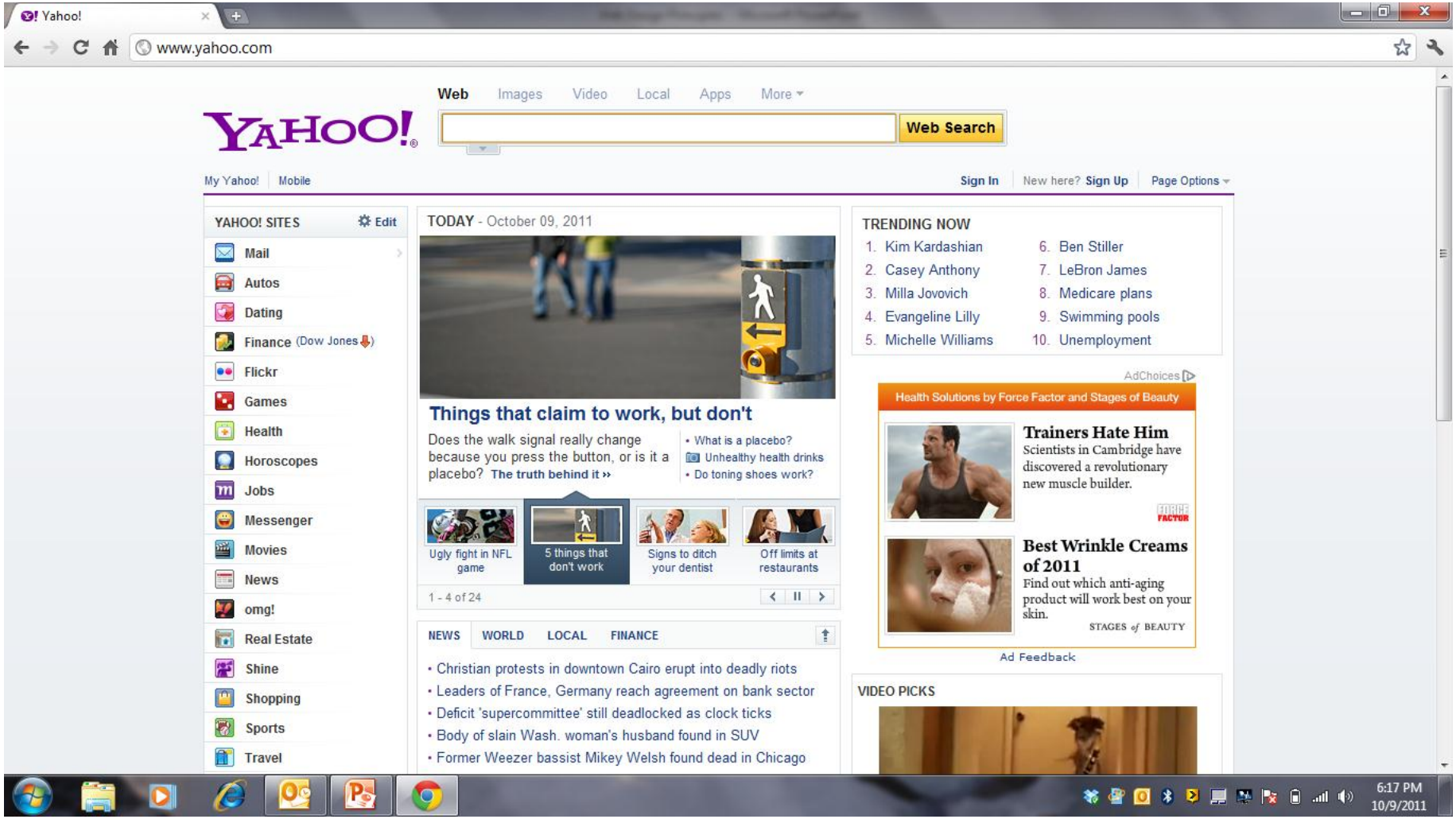
Basic Design Principles

- 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



Web Development Process

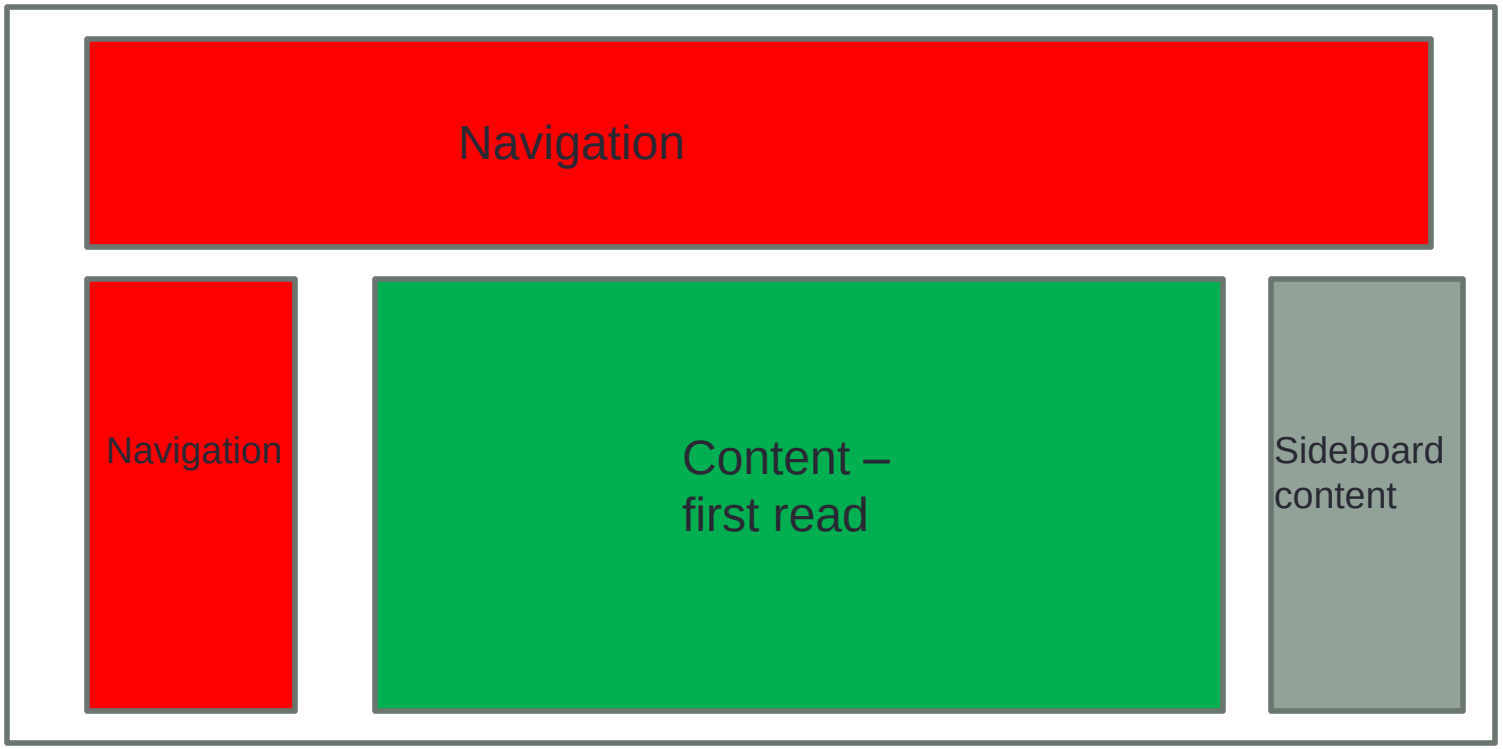
- Discovery
- Exploration
- Refinement
- Production
- Implementation
- Launch
- Maintenance

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